

The Implementation of Social Media Marketing on Instagram GWK Cultural Park Bali in Creating Customer Engagement

Dewa Ayu Chyntia Novyanti^{1*}, Maylanny Christin¹

¹ Master of Communication Science, Telkom University, Bandung Regency, West Java,
Indonesia

*Corresponding Author: ayuchyntianv@student.telkomuniversity.ac.id

ABSTRACT

In the current era of globalization, all human activities have evolved to become completely digital. Social media is one of the uses of technology in the field of communication that is often used by people throughout the world. Not only as a medium for communicating and expressing yourself, social media is now widely used for marketing, or what is often called social media marketing. GWK Cultural Park Bali is one of the tourist destinations that implements social media marketing via Instagram. The aim is to provide information regarding the GWK Cultural Park tourist destination to the audience and to create customer engagement. Therefore, this research aims to determine the implementation of social media marketing on Instagram at GWK Cultural Park Bali in creating customer engagement. The method used in this research is descriptive-qualitative, with data collection through interviews, observation, documentation, and a literature study. The data validity technique uses source triangulation. The results of this research show that GWK Cultural Park has carried out social media marketing through four components (context, communication, collaboration, and connection). However, in its application, GWK Cultural Park is not yet optimal in creating interactive content, so interaction from the audience is still lacking. Therefore, there needs to be optimization so that Instagram followers (@gwkbali) feel engaged with this tourist destination.

Keywords: Marketing Communication, Social Media Marketing, Instagram, Customer Engagement.

INTRODUCTION

Indonesia is an archipelagic country that is very rich in tourism potential. Various natural and historical riches make Indonesia have its own characteristics in tourism development. For this reason, the Indonesian government, through the Ministry of Tourism and

Creative Industries (*Kemenparekraf*), branding it as "Wonderful Indonesia". Until 2023, the tourism sector will become one of the main foreign exchange contributors to the national economy. Where this sector has a quite fantastic target value, namely reaching Rp. 111.7 trillion (Uly & Ika, 2023). To achieve this target, there are many ways that can be done to encourage the tourism sector. One of them is by carrying out tourism promotion activities, which aim to introduce and attract tourists to visit a tourist destination on offer.

In the current era of globalization, all human activities seem to have become completely digital, especially in the field of communication. Social media is proof of the use of technology in the field of communication which is often used by people throughout the world. Social media is not only used as a tool to communicate and express oneself, but is also widely used for marketing and information dissemination. Where marketing is carried out through social media is often referred to as Social Media Marketing. According to Hung and Koa (2023), Social Media Marketing (SMM) has the meaning of a process of marketing products or services using various social media platforms. Social media marketing methods are usually used to share content related to business marketing as well as establishing and developing relationships between companies and their customers. Clow & Back (2018) stated that there are two reasons why social media marketing is necessary, namely, to be able to interact with customers and to increase brand exposure to potential consumers. When marketing via social media, uploading content is the main thing that users need to pay attention to. Where the quality of content distributed on social media accounts will determine how well the message is conveyed to other users (Nafsyah et al., 2022).

Instagram has become a social media that is very popular with business people and companies to introduce and market their products. Based on data obtained from DataIndonesia.id, it is said that the number of active Instagram users in Indonesia as of August 2023 has increased to 116.16 million (Rizaty, 2023). Instagram is a social networking service owned by Meta Inc, which allows users to upload photos and videos to other audiences (Kompas.com, 2021). The use of Instagram as a marketing medium has a target market of teenagers to adults in the productive age group, namely around 18-25 years (Ardiansah & Maharani, 2020). Instagram social media is also often used to share travel experiences for tourists or to obtain information related to tourist attractions (Pratiwi & Madancaragni, 2020). This is because the content available on Instagram is packaged attractively through

photos and videos using various features, so that tourists can see directly the facilities at the tourist attraction they want to visit.

The same thing is done by GWK Cultural Park, which is one of the tourist destinations that uses Instagram social media as a marketing medium. GWK Cultural Park consistently distributes content that is useful for introducing, providing information regarding existing activities, attracting tourists and building customer engagement. GWK Cultural Park as a tourist destination, carries out marketing via social media Instagram via the account @gwkbali. GWK Cultural Park is a cultural park known for its landmark Garuda Wisnu Kencana, the work of the nation's children and the fourth tallest statue in the world (GWK Cultural Park, 2023). The uniqueness that is characteristic of GWK Cultural Park is not only seen from the aesthetic side and the size of the statues, but also the cultural and artistic values that are interrelated with Balinese culture and the teachings of Hinduism. Even though GWK Cultural Park underwent a long renovation process, namely for 28 years, now this tourist destination is being renewed with a new concept by providing a different experience for tourists. So this tourist destination needs to introduce and provide information to the public regarding the facilities and services, activities and so on available at GWK Cultural Park Bali.

On the Instagram account @gwkbali, there is a variety of content that represents Balinese art and culture according to the concept taken. The content presented is also tailored to the GWK Cultural Park's target audience segmentation, which is domestic and foreign tourists. In terms of the type of content presented by GWK Cultural Park, it is varied, such as content containing information on facilities, services, activities, art performances, entertainment, and collaboration content. The content available on the @gwkbali account is dominated by content in the form of Instagram Reels videos, so that the message is easier for the audience to understand. To date, the Instagram account @gwkbali already has 62.5 thousand followers and 5,303 posts.

Previous research related to the use of Social Media Marketing was also researched by Handayani and Adelvia (2020) which shows that Indoflaslight has implemented the 4Cs in the use of social media, namely context, collaboration, communication and connectivity. Promotional activities are carried out with the aim of informing, inviting and reminding the audience to fulfill promotional objectives.

Based on this background explanation, the aim of this research can be formulated, namely to determine the implementation of social media marketing on Instagram GWK Cultural Park Bali in creating customer engagement. Apart from that, this research certainly has practical benefits, especially for GWK Cultural Park or other tourist destinations that implement marketing communication strategies using Social Media Marketing. This is because the application of Social Media Marketing will produce interaction or connection between brands and customers and can attract customer attention (customer engagement). Furthermore, this research also has theoretical benefits, where the researcher hopes that the findings in this research can contribute to the development of new knowledge. And can be used as a reference for further research from the Integrated Marketing Communication (IMC) aspect.

RESEARCH METHODS

In this study, researchers conducted research using a qualitative approach. According to Creswell (2016), qualitative research is a way to view and understand the meaning of a number of individuals or groups of people and is considered to originate from social or humanitarian problems. In the process, qualitative research involves several important steps, such as asking questions and procedures for collecting data, analyzing data inductively from specific themes to general themes and interpreting meaning. The paradigm used in this research is a constructivist paradigm, where Solichin (2021) considers social science as a thorough analysis of actions that are meaningful for society through direct and comprehensive observation of the social actors involved in the formation, maintenance and management of their social world. The data collection techniques used consist of primary data and secondary data. Primary data obtained from informants through interviews, observation and documentation. The informants used in this research were three followers of Instagram @gwkbali, who often get exposure to information from content distributed on that account. Meanwhile, secondary data was obtained from a literature review that was in accordance with the research discussion. This research uses a data analysis method adapted to the Miles and Hubberman model (1994). In the process, this research will go through several steps, namely data reduction, data display and data conclusion drawing (verification). This research data validity technique uses source triangulation techniques, by checking information through sources in different time periods and tools.

FINDINGS AND DISCUSSION

Findings

Social Media Marketing (SMM) strategy is a marketing strategy carried out using various social media platforms. Social Media Marketing is also effectively used to market a tourist destination, because in social media there are various interesting features that can be applied in the content creation process. One of the tourist destinations that implements Social Media Marketing via Instagram is GWK Cultural Park Bali, which is an important component in forming customer engagement. The following are the results of interviews conducted by researchers:

**Table 1. Forms of Social Media Marketing Implementation
 On Instagram @gwkbali**

Dimensions	Informant	Information
<i>Context</i>	RW (Instagram followers @gwkbali)	According to RW, the messages provided in the content on the account are easy to understand because the content is packaged attractively in the form of photos and video reels, and is always up to date. So, as a follower/tourist who wants to get information, I can see directly the visuals of the tourist attraction itself. In terms of use, the language used is also clear and easy to understand.
<i>Communications</i>	AA (Instagram followers @gwkbali)	According to AA, the Instagram admin @gwkbali has been friendly in responding to followers' questions. However, in some comments, the admin did not respond to the questions asked. Apart from that, the information conveyed is also effective and reliable. For example, content related to Balinese art and culture is in accordance with actual information.
<i>Collaboration</i>	CA (Instagram followers @gwkbali)	According to CA, content collaboration between GWK and other company accounts can attract interest in interacting with that content. The reason is because the event being held is interesting or there is a visit ticket giveaway which is enough to make us want to interact. So the collaboration that is present is so far

<i>Connections</i>	CA (Instagram followers @gwkbali)	interesting. Apart from that, CA also often gives likes, comments and shares to his friends. According to CA, GWK Cultural Park is quite engaged with local tourists. Because all the content and information is packaged in a structured and easy to understand manner. However, CA also believes that GWK Bali can provide information using international languages because its target market is not only local tourists. The aim is so that foreign tourists can also be engaged and happy with the services available. Apart from that, CA has also seen giveaway content on Instagram @gwkbali. However, this form of content is still very rare, even though content such as giveaways, Q&A and voting can be used to attract the audience to want to interact.
--------------------	-----------------------------------	--

Source: Researcher Data Processing (2024)

Based on the results of observations and interviews with several informants, it was stated that GWK Cultural Park Bali has carried out Social Media Marketing via Instagram @gwkbali. The implementation of Social Media Marketing carried out by GWK Cultural Park is not only aimed at marketing, but also as a means to disseminate information and connect with customers or potential customers. The use of social media as a marketing medium in the current digital era has an important role. This is because the number of social media users is always increasing. The implementation of Social Media Marketing carried out by GWK Cultural Park is analyzed based on four components of successful social media marketing, namely 4C consisting of Context, Communication, Collaboration and Connection which must be carried out simultaneously to obtain marketing that is in line with the company's expectations (Solis, 2010).

From the results of interviews conducted with several informants, all informants felt that the content distributed on the @gwkbali account was easy to understand and also presented interestingly. The available content is also dominated by content in the form of video reels with explanations in a language style that is easy to understand. In delivering messages, the admin has also been kind and friendly in responding to various questions asked by the audience,

although sometimes there are still questions that have not received a response. Furthermore, GWK Cultural Park is quite active in collaborating on content both with other companies and with its customers by re-posting content. Apart from that, GWK Cultural Park also rarely distributes interactive content. So followers or audiences still rarely interact with the @gwkbali account.

Discussion

Before deciding to go on a trip, someone will definitely find out information related to tourist destinations. One way to obtain tourist information is through social media, especially Instagram. The findings obtained by researchers show that Instagram social media can be used as an effective marketing tool. This is because companies that implement Social Media Marketing on Instagram social media always provide complete information and present it through interesting content. In implementing Social Media Marketing, there are several things, namely as follows:

Context

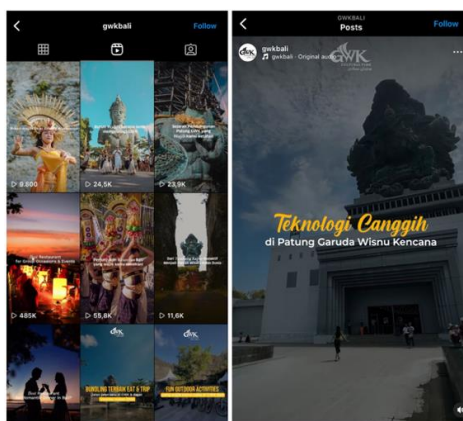


Figure 1. Content on Instagram @gwkbali

Source: Instagram @gwkbali (2024)

Context is a way of formulating a message or information such as the form of the message to be conveyed, the use of language and the content of the message in a certain format (Solis, 2010). The content presented on the Instagram account @gwkbali not only contains information about the GWK Cultural Park tourist attraction, but also contains information

related to Balinese art and culture. The form of message used is in the form of photos and videos that are attractive and have high quality (high resolution). On Instagram @gwkbali, the available content is dominated by content in the form of Reels videos explaining these tourist attractions. The available videos also contain explanations using storytelling, so that audiences who see the content will more easily understand the message conveyed. Apart from that, GWK Cultural Park can consistently distribute content on Instagram every day, especially on Instagram Stories. There are ten Instagram Story contents which are the main content, this content contains information regarding tour packages, performance schedules, promotional photos of Balinese traditional clothes, Garuda Cilik cinema schedule, fun outdoor activities, reasons why you should travel to GWK Cultural Park and so on.

GWK Cultural Park as a Bali tourist destination has a target market, namely domestic and foreign tourists. So that when preparing content on Instagram @gwkbali, good grammar is used, and two languages are used, namely Indonesian and English. However, from the results of interviews with informants, there are still many who say that the content on Instagram @gwkbali is still dominated by content in Indonesian only. Even though GWK cannot yet use two languages in one content, on social media Instagram has provided a "see translation" feature which can make it easier for the audience to understand the message contained in the available captions. This feature is very easy for Instagram users to use. Just by clicking the see translation menu at the bottom of the caption of an upload, the language in the caption will automatically change according to the language used on the user's cellphone. In line with previous research conducted by Handayani and Adelvia (2020) it is stated that the text on framed photos and videos matches the existing image content by inserting unique messages and information related to the tourist attraction being marketed.

Communications



Figure 2. Interaction in the @gwkbali Comment Column

Source: Instagram @gwkbali (2024)

Communications is defined as a way to convey a message, listen, respond and elaborate on the message so that it is presented well (Solis, 2010). Examples of implementing Communication consist of admin responses, how to convey messages, and the effectiveness of information. The application of communication on Instagram @gwkbali can be seen through the way the admin responds to messages given by the audience and also sees whether the information being distributed is valid or not. In the @gwkbali Instagram account, the interaction between admin and followers can be maintained well. Apart from that, the information conveyed regarding tourist destinations as well as arts and culture is also effective and reliable. However, in some uploads there are still audience questions that did not receive a reply from the Instagram admin @gwkbali or were perhaps missed. So that in the future, GWK Cultural Park is expected to be more careful in managing communication with followers or audiences. This is in line with previous research by Handayani and Adelvia (2020) which states that communication on Instagram is not only carried out between companies and followers, but also between users. Communication can encourage other users to participate, develop, update and disseminate tourism information.

Collaboration

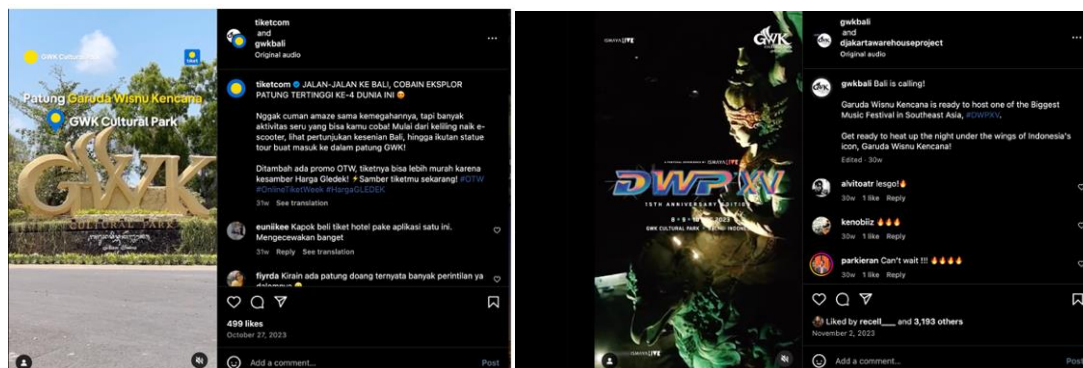


Figure 3. @gwkbali Collaboration Content with other companies

Source: Instagram @gwkbali (2024)

Collaboration In Social Media Marketing, means a form of cooperation between companies or information senders and social media users so that information can be conveyed effectively and efficiently (Solis, 2010). The collaboration that occurs on the @gwkbali Instagram account can be seen from the activity of re-posting Instagram Story content created by tourists visiting GWK Cultural Park. This activity is very important for the company to carry out as a form of appreciation to customers for wanting to visit or travel to GWK Cultural Park Bali. So that customers or followers will feel close to the brand. Apart from collaborating with customers, GWK Cultural Park also collaborates with several companies such as Tiket.com, Traveloka, Bali Airport and so on. Collaborative content created with other companies can later be used as a marketing tool, for example, informing about discounted ticket prices if purchased through the Traveloka application, Tiket.com and others. These attractive offers can also attract tourists to give likes, comments and shares to their family and friends. Where Ryan is in (Rohadian & Amir, 2019) stated that customer engagement on social media can be formed from subscriptions, likes, comments, shares and so on.

Connections



Figure 4. Giveaway Content

Source: Instagram @gwkbali (2024)

Connections is a process to maintain the relationship that exists between the company as a communicator and its communicants on an ongoing basis (Solis, 2010). In its strategy to build connections with its followers, GWK Cultural Park always distributes content presented in the form of photos and videos every day, so followers will not miss the latest information from Instagram @gwkbali. GWK Cultural Park via Instagram has also created giveaway content several times. This can be said to be a good strategy, because interactive content like that can attract followers to want to participate. Apart from that, in every content GWK Cultural Park often gives its followers a special title or greeting, namely "Travelers". In creating long-term relationships with followers, GWK Cultural Park can create more interactive content such as giveaways, Q&A and voting. The questions asked can be about followers' knowledge about the GWK Cultural Park tourist destination or about the arts in Bali. These results are in line with proprietary research by Handayani and Adelvia (2020) which states that to build a close or sustainable relationship with social media users of tourism accounts, admin creativity is needed to make followers feel close. One of them is by making a warm greeting to the audience.

CONCLUSION

Based on the results and discussion of research that has been analyzed regarding the implementation of Social Media Marketing on Instagram GWK Cultural Park in creating Customer Engagement. So it can be concluded that GWK Cultural Park has carried out Social Media Marketing through Instagram social media by implementing the 4C components (Context, Communication, Collaboration, Connection). This marketing activity via social

media is aimed at informing the audience regarding the re-new GWK and to be able to connect with their customers. Every day GWK Cultural Park always presents interesting content presented in the form of photos and video reels. The content distributed also contains information related to tourist destinations, Balinese arts and culture which is in accordance with the concept promoted by GWK. Furthermore, in terms of message delivery, Instagram admin @gwkbali always gives good and friendly answers to his audience

GWK Cultural Park as a tourist destination also collaborates with other companies and often presents promotions. This can attract tourists to want to visit the location. However, long-term relationships with GWK followers have not been able to run optimally. This is because GWK Cultural Park still rarely creates interactive content such as giveaway content, Q&A and also voting. In marketing on social media, GWK Cultural Park is expected to be able to take advantage of various interesting features available on Instagram. The goal is for followers to feel more connected to GWK Cultural Park and have the desire to visit in the future.

REFERENCES

- Ardiansah, I., & Maharani, A. (2020). *Optimizing Instagram as a Marketing Media: Portrait of the Use of Instagram as an Online Marketing Media in the SME Industry* (A. Kamsyach, Ed.; Vol. 1). CV Cendikia Press.
- Clow, K., & Baack, D. (2018). *Integrated Advertising, Promotion and Marketing Communications* (Eighth Edition). Pearson Education Limited.
- Creswell, J. W. (2016). *RESEARCH DESIGN: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.).
- GWK Cultural Park. (2023). *The Ultimate Destination for Those Seeking an Immersive Cultural Experience in Bali! GWK Cultural Park*. <https://www.gwkbali.com/>
- Handayani, F., & Adelvia, K. (2020). Instagram Tourism: Creating Hype in Tourist Destinations (Study of the @Indoflashlight Account). *Journal of Communication and Media Studies*, 24(2), 105. <https://doi.org/10.31445/jskm.2020.2856>
- Khoa, B.T., & Huynh, T.T. (2023). The influence of social media marketing activities on customer loyalty: A study of the e-commerce industry. *International Journal of Data and Network Science*, 7(1), 175–184. <https://doi.org/10.5267/j.ijdns.2022.11.005>
- Kompas.com. (2021). *Get to know Meta, a new company for Facebook, Instagram and WhatsApp*. Kompas.Com.

<https://tekno.kompas.com/read/2021/10/30/08040097/mengenal-meta-usaha-baru-facebook-instagram-dan-whatsapp?page=all>

- Miles, M., & Huberman, M. (1994). *Qualitative Data Analysis (Second Edition)*. SAGE Publications.
- Pratiwi, A., & Madancaragni, M.G. (2020). Instagram as a Promotional Media for the Bogor City Tourism Festival (Virtual Ethnographic Study on the @Cgmbogor_Fest Account). *Journal of Audience*, 3(1), 117–145. <https://doi.org/10.33633/ja.v3i1.3728>
- Rizaty, M. (2023). There are 116.16 million Instagram users in RI as of August 2023. *DataIndonesia.Id*. <https://dataindonesia.id/digital/detail/ada-11616-juta-user-instagram-di-ri-untuk-augustus-2023>
- Rohadian, S., & Amir, MT (2019). Efforts to Build Customer Engagement Through Instagram Social Media. *Journal of Entrepreneurship, Management and Industry (JEMI)*, 2(4). <https://doi.org/10.36782/jemi.v2i4.1925>
- Solichin, M. (2021). *Constructivism Paradigm in Learning and Learning*. Media Publishing Ambassador.
- Solis, B. (2010). *ENGAGED! The Complete Guide for Brands*. John & Wiley, Inc.
- Subhah Nafsyah, A., Rahayu Maulidyah, S., Srirazki Nurlia, A., & Putri Adhyanti, W. (2022). Analysis of Instagram By.U Social Media Content as a Media for Disseminating Information & Communication. 2(2), 1–11. <https://massive.respati.ac.id>
- Uly, Y., & Ika, A. (2023). Government Aims for IDR 111.7 Trillion Revenue in the Tourism Sector by 2023, Here's the Strategy. *Kompas.Com*. <https://money.kompas.com/read/2023/02/10/080000626/government-bidik-pendapatan-rp-111-7-triliun-di-sektor-pariwisata-2023-ini>