

The Implementation of Digital Marketing Through Instagram at Emerald Garden International Hotel Medan

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Abstract

Digital Marketing is a series of marketing activities carried out by brands, companies or business organizations to reach potential audiences on the internet by using digital channels such as websites, email and or social media. Most people think that digital marketing is the exact same application as Internet Marketing or Online Marketing. Whether it's digital marketing, internet marketing or online marketing, they do have some similarities, but especially for digital marketing, it has a wider scope because it utilizes various digital channels or channels. The Instagram social media application, is one of the platforms that has become the most downloaded application on the Apps Store and Google Play for almost 5 consecutive quarters. This data is shared by analytics service Sensor Tower with details revealing that in the 2019 & 2020 quarters Instagram got 33 million Downloads on App store. Just like other social media such as Youtube and Facebook, the Instagram application also introduces a new feature, namely Instagram For Business as a form of innovation and experimentation from the Instagram application to provide a place for business people to apply it. Instagram's new way to present a variety of new features, one of which is to start venturing into the e-commerce market by adding online shopping features. In addition to Instagram for business, currently Instagram has also added a feature in the form of links to e-commerce sites in profile biographies. This service is similar to Instagram in the profile section, where other users can open the link and go directly to the related site. That way, potential buyers can immediately see the user's online store. Although Instagram is a social media with an entertainment platform, the presence of Instagram For Business actually helps brand owners or business people to connect with the larger community, is easy to find by users through Instagram and builds a healthy social media environment by creating creativity in the community. Uploaded content and involving users in marketing campaigns run by a brand, business person or institution is not only seen but also inspired to create Instagram content with its own version. Several brands, business people, and institutions have started using Instagram.

Keywords: Digital Marketing, Social Media, Instagram, Technology, Business

1. INTRODUCTION

Technology from year to year is growing rapidly and increasingly sophisticated. The sophistication of today's technology certainly provides a lot of convenience for finding various world information in various aspects of life such as information about health, education, beauty, and one of them is information about the world of tourism. Almost all people are familiar with the existence of the internet, from children, teenagers, to adults. The existence of the internet has also spread widely to all corners of the earth, so if you want to know world information, we can access it just by being at home using the internet without having to travel around the world. In fact, we can travel around the world just by using the internet at home. On the internet there are many media to find world information such as the web, blogs, and one of them is social media. Information obtained through social media can be in many forms such as photos, videos, and writing. There are various types of social media such as Facebook, YouTube, Instagram, and many more.

Currently, the Instagram social media application is one of the platforms that has become one of the most downloaded applications on the Apps Store and Google Play download pages for almost 5 consecutive quarters. This data is shared by analytics service Sensor Tower with details revealing that in quarter 2019 & to 2020, instagram has pocketed 33 million Downloads in App store. Just like other social media such as Youtube and Facebook, the Instagram application also introduces a new feature, namely Instagram For Business as a form of innovation and experimentation from the Instagram application to provide a platform for business people to apply it. One of the new ways for Instagram to present a variety of new features is to start exploring the e-commerce market by adding online shopping features. Apart from Instagram for business, now Instagram has also added a feature in the form of a link to an e-commerce site in the profile bio. This service is similar to Instagram in the profile section, where other users can open a link and go directly to the related site. That way, potential buyers can immediately see the user's online store.

Almost every day, the Emerald Garden International Hotel Medan Instagram account manager creates a story on Instagram to post motivational sayings accompanied by photos of hotel rooms and facilities. They also made the Instagram story in the form of a video of the activities of several guests staying overnight and made an Instagram story in the form of informational pictures about the promo price for the current month. By creating an Instagram story every day, Instagram users will know that the Emerald Garden International Hotel Medan account is still active. There are times when the Instagram account manager creates a QnA in the Instagram story section regarding the Emerald Garden International Hotel Medan so that many Instagram

users respond to stories by asking questions related to hotel facilities. For now, the number of viewers for Instagram stories at the Emerald Garden International Hotel Medan usually reaches around 2,000 viewers. However, as their followers increase, the audience for their Instagram stories will also increase over time.

Table 1. Emerald Garden International Hotel Medan Instagram Account Information

No	Keterangan	Amount
1	Followers	6.980
2	Weekly Account Coverage	19%
3	Number of Posts	865

2. METHODOLOGY

The nature of this research is descriptive qualitative. Qualitative descriptive research is a research method that utilizes qualitative data and is described descriptively (Sugiyono, 2011). The data collection technique used in this study was an interview technique with respondents, who in this interview were several tourists or hotel guests staying at the Emerald Garden International Hotel Medan and also the Instagram manager at the Emerald Garden International Hotel Medan. This research was conducted at the Emerald Garden International Hotel Medan which lasted for 15 days in July, 1 July 2022 to 15 July 2022. The data analysis technique implemented in this study used interactive analysis which consisted of three stages, namely data reduction, data presentation and data withdrawal. conclusion (Sugiyono, 2011).

3. RESULTS AND DISCUSSION

From the results of interviews with guests staying at the Emerald Garden International Hotel Medan, researchers found several general descriptions such as guest identity, guest activities, and guest opinions or opinions on the Emerald Garden International Hotel Medan Instagram account. The following are the results of interviews with guests of the Emerald Garden International Hotel Medan.

A. GUEST IDENTITY

Table 2. Emerald Garden International Hotel Medan Guest Identity Data

NO	NAME	AGES	HOMETOWN	WORK
1	MS. Dinar	32	Banda Aceh	Businessman
2	MS. Salsa	28	Medan	Businessman
3	MS. Bella	26	Bandung	Housewife
4	MR. Rendi	55	Jakarta	Businessman
5	MR. Daffa	26	Medan	Government Employees
6	MS. Humaira	22	Berastagi	Government Employees
7	MS. Khanza	40	Medan	Government Employees
8	MR. Cepi	27	Medan	Businessman
9	MR. Fendi	26	Jakarta	Businessman
10	MR. Darma	26	Medan	Government Employees
11	MS. Elsa	35	Medan	Businessman
12	MS. Rani	31	Binjai	Housewife
13	MR. Romi	40	Berastagi	Businessman
14	MR. Andi	39	Medan	Businessman
15	MS. Tety	35	Jakarta	Businessman

B. Guest's Direct Opinion About Social Media Instagram Emerald Garden International Hotel Medan

In this section, before the researcher made observations of several research respondents, the researcher first showed the Emerald Garden International Hotel Medan's Instagram social media accounts, and asked about the opinions of the respondents regarding the content that had been uploaded to the Emerald Garden International Hotel Medan's Instagram account. Most of the respondents said the content and appearance of the Emerald Garden International Hotel Medan's Instagram album was quite good, interesting and very conceptual. For 10 respondents who have not followed Instagram Emerald Garden International Hotel Medan, only 2 respondents are interested in following Emerald Garden International Medan, because 2 respondents do not have Instagram social media accounts and 1 respondent is less interested in following Emerald Garden International Hotel Medan's social media accounts.

As for the 15 respondents who have been studied, some of them suggested that each post from the Instagram social media account be made more attractive and colorful. Apart from that, they also suggested that various attractive offers be made so that more people stay and vacation at Emerald. Garden International Hotel Medan. In addition to the interview method with guests staying overnight, the researcher also conducted interviews with representatives from the management of the Emerald Garden International Hotel Medan, namely Mr. Bambang Famuji, S.E, M.M as part of the Marketing Manager revealed that, one of the strategies used in carrying out sales and marketing promotions at The hotel is more focused on attracting guests to stay and take advantage of various MICE (Meeting, Incentive, Convention and Exhibition) facilities and restaurants at the Emerald Garden International Hotel Medan.

The content created by the Emerald Garden International Hotel Medan's marketing team focuses more on providing various information and what things can be done and what facilities tourists can enjoy while staying at the hotel. By only focusing on making interest in staying, when guests arrive they will automatically find out what facilities are available at the Emerald Garden International Hotel Medan.

C. Interaction Consistency With Followers on Instagram (Followers)

Followers of the Emerald Garden International Hotel Medan Instagram account have an Instagram account admin who is friendly to all of their followers on Instagram. Friendliness can be felt by followers through how the account admin replies to comments and replies to messages. To make it look more friendly, Instagram admins can provide emoticons in every reply to comments and messages. Instagram followers will be even happier when they tag photos or videos about our account, and we re-upload/repost their photos and videos. With lots of follower interactions, the Emerald Garden International Hotel Medan's Instagram account followers will increase from time to time.

D. Account Activity Consistency

In maintaining the number of followers on the Emerald Garden International Hotel Medan Instagram account, the Instagram account manager is very active in managing so that the Instagram account always looks up-to-date and always displays the latest content. This is quite important so that the uploaded content always displays new informative things so that followers of the Emerald Garden International Hotel Medan Instagram account don't feel bored seeing every post uploaded by the account manager.

E. Giveaway

In order to increase the interest of social media users, especially Instagram, the Emerald Garden International Hotel Medan Instagram account manager often holds Giveaway Events (content with prizes). Through this giveaway event, it is hoped that more and more Instagram users will be interested in following the Emerald Garden International Hotel Medan Instagram account from time to time. This giveaway is usually in the form of free gift vouchers to enjoy hotel facilities, including stay vouchers, swim vouchers, food and beverage vouchers, breakfast vouchers and so on.

F. Providing descriptions and hashtags for each post

An interesting description of each Instagram post is very important in each upload. Through clear and straightforward descriptions and selling language, it will indirectly encourage and stimulate someone to always be interested in following every post on the Emerald Garden International Hotel Medan Instagram account. In addition to an interesting description, every post on the hotel's Instagram is always tagged with hashtags. Hashtags can have various functions in digital marketing advertisements including: to group content, to make it easier to find related things, to fulfill branding and promotion needs and also function as a cross-platform campaign media. These two things are also being done by the Emerald Garden International Hotel Medan Instagram account manager so that the Hotel's Instagram account is always full of interaction in every post.

G. Attractively Managed Instagram Albums

Someone who visits the Emerald Garden International Hotel Medan Instagram account will immediately be greeted by a collection of interesting pictures, photos and videos when opening the hotel's Instagram account. In order for visitors to be interested in this first impression, uploaded images and videos must always be interesting too. To make it look attractive, account owners can edit photos or videos with the same theme, the same color, or the same background.

4. CONCLUSIONS

Promotional strategic planning with digital marketing techniques on Instagram Emerald Garden International Hotel Medan is carried out by the hotel Sales and Marketing Team by utilizing all the features available on Instagram social media and finding opportunities from various scattered content activities, namely through the use of User Generated Content (content from other users/users or uploaders) in the form of message development, namely by way of appreciation, collaboration, education and entertainment which can benefit the hotel because it can update content from the point of view of the general public. This will also have an impact on the implementation of content on the hotel's Instagram social media. Evaluation of content updates is carried out every 3 months. For content on Instagram social media, the evaluation can be seen from the number of followers, likes, comments and use of the hashtag share (sharing) which is currently quite well applied by the Instagram Emerald Garden International Hotel Medan manager.

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