

THE EFFECTIVENESS OF MARKETING COMMUNICATION FOR MARITIME TOURISM SERVICES ON INSTAGRAM ACCOUNT “GILILABAK_MADURA”

Herman^{1*}, Budiyanto²

¹ Student of Management Science Doctoral Program, Indonesia School of Economic (STIESIA), and lecturer in University of Hang Tuah, Surabaya

² Management Science Doctoral Program, Indonesia School of Economic (STIESIA) Surabaya

*Corresponding Author: herman@hangtuah.ac.id

Abstract: This study aims to analyze the effectiveness of maritime tourism communication on Instagram social media in this case on the gililabak_madura account. To find out the effectiveness of marketing communications were conducted on Instagram social network media. This research uses a quantitative approach using one sample t test, to test the research hypothesis. Respondents who are used there are 50 respondents Instagram account who followers gililabak_madura. The results showed that the effectiveness of maritime tourism marketing communication on social media Instagram in this case on the gililabak_madura account is in the high category, meaning that the marketing communication activities carried out successfully generate attention, interest, desire, and action, although not all respondents end up buying, many do take action to recommend to others.

Keywords: Marketing Communication, Instagram, Maritime, Tourism.

1. Introduction

Internet technology is increasingly developing, making information easier and faster to spread, especially social network media, the easier it is to use to convey information, so that entrepreneurs can use this media as a marketing communication medium for their products and services.

The increasing number of social media users has become a new market opportunity for companies, and has become an alternative communication media that is useful for communicating their products. Consumers today spend more time on mobile devices and less time with traditional media (Belch and Belch, 2018: 6).

The development of internet technology, which is increasingly developing in a more social direction, will make it easier for consumers to communicate, share experiences and knowledge. The customer buying process becomes more social and customers pay more attention to their social circle in making decisions (Kotler et al, 2017: 5).

One of the favorite social media that is widely used is Instagram. Indonesia is the fourth largest Instagram user in the world after the United States, Brazil and India. There are 56 million active users of Instagram in Indonesia (Kurnia, 2018). The large and increasing number of Instagram users is a potential for marketers to communicate their products and services in this medium.

There have been many companies large and small using this social network media, as the cheapest means of marketing communication for their products and services, so we need to know the level of marketing communication with this media, the effectiveness of Instagram media marketing communications can be measured by the number of followers it has, such as which was carried out in previous research on the *gililabak_madura* Instagram account, which showed the number of followers was 4.523 (Herman and Winarto, 2019). This follow-up research measures the effectiveness of the success of marketing communications on social media Instagram more deeply, measuring changes in attitudes using the AIDA concept.

The effectiveness of marketing communications can be measured depending on the goals the marketer wants to achieve, even though the end result is a purchase, but before getting to the buying stage it passes through several stages. whereas in the AIDA concept which consists of attention, interest, desire, and action, the concept of AIDA can be used to measure the effectiveness of marketing communications in the social network media Instagram, based on this, researchers are interested in researching the effectiveness of marketing communications for maritime tourism services in "*gililabak_madura*" which is on the instagram social network media.

From the explanation above, the AIDA model research is very interesting to study, especially in this era. Based on the background description above, the formulation of the problem in this study is how the effectiveness of Marketing Communication for maritime tourism services in social network media Instagram with the AIDA Model approach.

2. Literature Review

Online Marketing Communication

Marketing communication is one of the most important factors in marketing a product or service, Shimp (2003: 4) states that marketing communication is an important aspect in the overall marketing mission and determines marketing success. Marketing communication or promotion has three main objectives According to Kotler and Keller (2007: 204), namely, to inform, persuade and remind consumers directly or indirectly about the products and brands they sell, while Fill (2002: 13) states that marketing communication is about Company promotions and what the company has to offer.

In the absence of marketing communication, consumers will not take any action, because no information is entered, and are then considered whether to continue in buying behavior or not. Through marketing communication, consumers can learn about new products, prices, and the existence of a product, and choose from various alternative brands (Assael, 1998: 324).

Conventional marketing communication still focuses on mass communication so that consumers become passive because the communication model used is the one-to-many communication model, where promotional messages come from one source and are seen by many audiences, sometimes there is no opportunity to make an immediate response (Rowley : 2004).

According to Kotler and Keller (2007: 287) marketing communication is increasingly seen as an interactive dialogue between companies and their customers, and more and more companies are moving from mass communication to more targeted communication and one-to-one dialogue (one-to-one). Because nowadays the focus of marketing communication is directed to build closer relationships with consumers, with one-on-one dialogue marketers can understand and adapt to consumer needs.

In marketing communications, companies consider the various kinds of communication tools to be used, to achieve cost effectiveness and efficiency, these communication tools we

usually call the promotion mix or marketing communication mix. The traditional marketing communication mix consists of four main elements (communication tools), namely: advertising, sales promotion, publicity / public relations and personal selling, (Evans and Berman, 1995: 16).

Kotler and Keller (2007: 205) add two main elements to become six, namely: advertising, sales promotion, public relations, personal selling, direct marketing and special events. Belch and Belch (2004: 16) also consider direct marketing and interactive media / internet marketing as additional elements in the promotional mix.

Effectiveness of Marketing Communication through Instagram Social Media

The effectiveness of marketing communications can be measured by the achievement of predetermined goals. The closer to the goal, the higher the degree of effectiveness. The effectiveness of communication can affect the success of the effectiveness of social media as a promotional medium. The marketing communication process can be said to be effective if the buyer passes through the cognitive, affective and behavior (Kotler and Keller 2009). These stages, more details can be seen in table 1 about the cognitive, affective and behavioral stage models.

Table 1. Model of Cognitive, Affective and Consumer Behavior Stages

	AIDA Model	Hierarchy of effect Model
Cognitive	Attention	Awareness
		Knowledge
Affective	Interest	Like
		Preference
		Conviction
Behavior	Action	Buying

Source : Kotler dan Keller 2009

Kotler, (2009: 180), describes AIDA which consists of; 1. Attention, raises customer attention means a message must be able to generate attention both in the form and in the media conveyed. Attention is aimed in general or specifically to potential consumers or consumers who are the target targets. This can be expressed through writing and pictures that stand out and are clear, sayings that are catchy and easy to remember, and have their own characteristics. A message that attracts attention is a first step for a company where the message will be known, and remembered by consumers. This process can be said as an awareness process. 2. Interest means that the message conveyed creates a feeling of curiosity, wants to observe, and wants to hear and see more closely. This happens because there is interest that attracts consumer attention to the message shown. 3. Desire thought occurs from this desire, related to the motives and motivation of consumers in buying a product. The

purchase motive can be divided into two, namely rational and emotional motives. This is where the rational motive considers consumers the advantages and disadvantages obtained, while the emotional motive occurs due to emotions about purchasing a product. 4. Action occurs in the presence of a strong consumer desire to make a purchase decision related to the motives and motivation of consumers in buying a product. The purchase motive can be divided into two, namely rational and emotional motives. This is where the rational motive considers the consumer for the advantages and disadvantages obtained, while the emotional motive occurs due to emotions about purchasing a product

The research conducted by Khairani et al (2018) entitled Promotion Effectiveness through Instagram on MSMEs in the food and beverage sector in the city of Pekanbaru, analyzed the effectiveness of promotions using the AIDA concept as a variable. The research method used is descriptive quantitative using comparative analysis of one independent variable or one sample t test. The results of the study stated that the effectiveness of the promotion of food and beverage MSMEs in the city of Pekanbaru on Instagram was in the high category.

Herman and Winarto (2019) conducted a research on marketing communication for maritime tourism services in instagram social network media. This research uses a qualitative approach with qualitative content analysis. The results showed that the marketing communication activities of maritime tourism services in the social network media Instagram, "gililabak_madura" consisted of advertising, direct marketing, and publicity. The effectiveness of marketing communications on Instagram social media is seen in the number of followers and those who like posts made on Instagram accounts.

The similarity of research conducted by Khairani et al (2018) with research conducted by researchers on the analytical method using the one-sample t test, the difference is in the additional test conducted by the researcher, namely the independent sample t test, besides that it is also different in the sector, namely the tourism service sector.

The similarity of research by Herman and Winarto (2019) with research conducted by researchers is in the same research place, while the difference with the research carried out lies in the research method and analysis method. The research method used is quantitative descriptive method and the method of analysis uses a one-sample t test and independent sample t test.

3. Method

The research used in this research is quantitative research, quantitative research is a research method based on the philosophy of positivism. Quantitative research uses existing theories and then proves it with existing data in the field, so that the combination of existing theories and data can be used to make decisions (Prasetyo and Jannah 2012: 10)

Population in this research were follower of the account "gililabak_madura" on the Instagram social network media This is based on the number of followers of the gililabak_madura account as of December 1, 2018 reaching 5090 Followers, 5090 of these followers were used as the population.

Sample used in this study is non-probability sampling, which is a sampling technique that does not provide an opportunity for each member of the population to be a member of the sample. Sampling was taken by accidental sampling. This study does not use the probability sampling method because the respondents in this study are followers of the Gililabak_madura Instagram account with the criteria of an active Instagram account owner, and have commented on photos or videos that are posted or have given like on photos or videos posted, so it doesn't give the entire population a chance. According to Roscoe in (Sugiyono, 2014),

the proper sample size in the study was 30 to 500. The number of samples taken in this study amounted to 50 samples.

The analysis used in this research is quantitative descriptive analysis using SPSS, tabulation of each AIDA variable data will be carried out to analyze the level of marketing communication from Attention, Interest, Desire, and Action.

Measurement of the effectiveness of marketing communications is carried out by a comparative analysis of one independent variable known as the t test. The purpose of the t test is to determine the difference in the hypothesized variable (Sugiyono, 2014). From the t test carried out, it will be known how the effectiveness of the Gililabak_madura maritime tourism marketing communication activities in the Instagram social network media by measuring the positive response of the respondents. The t test to be carried out consists of two comparison or difference tests, namely: one sample t test and independent sample t test.

4. Result and Discussion

The normality test is carried out to find out whether the data that has been collected is close to the law of normal distribution as normal spread as loaded for further testing using the one-sample t test. The results of the normality test show that the research data has met the requirements for the one-sample t test, we can see the results of the normality test in table 2.

Table 2. Normality Test Results

	Tests of Normality					
	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistics	df	Sig.	Statistics	df	Sig.
AIDA	,117	50	,082	,960	50	,090

Source: Analysis Results

From the results of the analysis in table 2. shows the Kolmogorof Smirnov Significance value of 0.082 which is greater than 0.05 so that it can be concluded that the research data is normally distributed, and fulfills the requirements for a one-sample t test.

Difference test with one sample t test

After the normality test was carried out in this study, it was continued to conduct a difference test to test the hypothesis, namely the one-sample t test and the independent sample t test. The results of the one-sample t-test analysis showed a significance value (2 tailed) of 0.174 greater than 0.05 ($\text{sig} > 0.05$). These results indicate that Ho's research hypothesis is accepted, namely that the average value of the sample has no difference, namely that the mean value - The mean of respondents to the effectiveness of marketing communications in AIDA's Gililabak Instagram is 30.

Table 3. Calculation Results of one sample t test

	One-Sample Test					
	Test Value = 30					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
AIDA	-1,381	49	,174	-,84000	-2.0625	,3825

Source: Analysis Results

The results of the t test analysis resulted in the t value of -1.381 which is smaller than the t table, namely 2.009. This result also shows that the research hypothesis is accepted, namely the value of the effectiveness of maritime tourism marketing communication in the account. "Gililabak_madura" in the amount of 30 received. So it can be concluded that the effectiveness of marketing communications on Instagram "Gililabak Madura" is in the high category.

Difference Test with Independent Sample t Test

Test difference the second was done to find out whether there was a difference in the mean score between male and female respondents. The results of the independent sample t test analysis showed a significance value (2 tailed) of 0.371 greater than 0.05 and 0.455 which is also greater than 0.05, because the sig value > 0.05, it is concluded that there is no difference in the mean value of male and female respondents.

Table 4. Independent Sample t-test results

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
AIDA	Equal variances assumed	6,316	,015	-,904	48	,371	-1,25572	1,38952	-4,04954 1,53810
	Equal variances not assumed			-,765	16,382	,455	-1,25572	1,64231	-4,73067 2,21924

The results of this study indicate that the research hypothesis is accepted, namely the average response value of the two groups of male and female respondents there is no significant difference, the response to the effectiveness of marketing communication in Instagram Gililabak.

Table 5. Descriptive Group Statistics

Group Statistics					
Kelamin		N	Mean	Std. Deviation	Std. Error Mean
AIDA	Laki Laki	13	28,2308	5,46434	1,51553
	Perempuan	37	29,4865	3,84868	,63272

When viewed from the table 5. Obtained the mean value in the male group of 28.2308 and 29.4868 women, thus there is no significant difference between male and female respondents because the difference is very small.

Table 6. Data Analysis of AIDA Stages

No.	Information	Cognitive Attention	Affective Interest	Desire	Behavior Action	AIDA
1	Response	50	50	45	36	50
2	Percentage	100%	100%	90%	72%	100%
3	Average	3.49	3.04	2.18	2.55	29.16

From the results of the respondents that were collected by the researcher, there were 50 respondents (100%) who were at the attention stage or already knew the existence of the "gililabak_madura" account, in the second stage, there were 50 respondents (100%) interested in being interested in the tourism services of Gili Labak Madura. and in the third stage there were 45 respondents (90%) at the level of desire, and in the fourth stage there were 36 respondents (72%) who continued to take action.

The respondent's data resulted in a decrease in the affective stage (desire) by 45 responses so that to 90% and at the behavioral stage (action) 36 responses so that to 72%, although decreased at the behavioral stage, 72% is a high enough result so that marketing communication can be inferred effective.

The results showed that the effectiveness of marketing communications for the gililabak_madura maritime tourism services on Instagram was in the high category, meaning that the marketing communication activities carried out were able to generate attention, interest, desire, and action. At the action stage, there are still some who buy services so that they still need to improve their marketing communication strategy.

Based on the results of the one-sample t test, it is known that Ho's research hypothesis is accepted, namely the AIDA response value as a whole marketing communication activity in the Instagram account gililabak_madura is equal to a value of 30. This average value of 30 is included in the range of high effectiveness values. So it can be concluded that the effectiveness of marketing communication in the social network media Instagram gililabak_madura falls into the high category. The results of this study are consistent with the research of Khairani et al (2018) on the effectiveness of promotion of MSME products through Instagram media in Pekanbaru in the high category.

The results of this study also show that there is a decrease in the number of respondents at the desire and action stage, the results of this study are in accordance with the results of research by Khairani et al (2018) which also decreased at each stage of AIDA. Indeed, there is a tendency to decrease the number at the behavioral stage, namely the purchase action which is the ultimate goal of marketers, but the stage to lead to this buying action must be passed by potential consumers. Kotler and Keller (2009) also state that the marketing communication process is said to be effective if it passes through the cognitive, affective and behavioral stages. The stages in AIDA which are part of measuring the effectiveness of marketing communications at each stage are important things that need to be achieved by marketers.

At the attention and desire stage, the results of this study show the stages that get the most positive value responses, according to the results of Herman and Winarto's research (2018) which measures the effectiveness of marketing communication in Instagram media from the response to the number of likes photos and viewers.

At the action stage, most of the results of this study indicate that the greatest activity is recommendation activity to others compared to taking action to consume services, there are 58%, namely 29 out of 36 respondents who made recommendations, while 10% who visited or consumed services were there. 5 out of 36 respondents, 58% percent of recommendation activities are very meaningful to improve the effectiveness of future marketing communications, this is in accordance with the opinion of Thackeray et al (2008) that the potential of social networking media is to directly involve followers in the process of creating messages and increasing viral marketing. Keenan and Shiri (2009) also state social networks as a socialization or interaction facility for customers.

5. Conclusions

The results showed that the effectiveness of maritime tourism marketing communication on Instagram social media, in this case the gililabak_madura account, was in the high category, meaning that the marketing communication activities carried out succeeded in generating attention, interest, desire, and action. Although not all respondents end up buying, many do recommend actions to others, this will support the success of marketing communication activities for the maritime tourism manager "gililabak_madura".

Based on the research results, it is suggested that the maritime tourism service "gililabak_madura" continue to carry out marketing communication activities and improve its marketing communication strategy to further increase the number of followers who decide to buy gililabak_madura services or take buying actions, so as to increase the effectiveness of marketing communications in the high or effective category.

Entrepreneurs who use Instagram as a marketing communication media can measure its effectiveness with this method so that they know the position of the effectiveness of their marketing communications as a basis for improving future marketing communication performance.

Future research suggests that the effectiveness of marketing communications in social media Instagram needs to be studied, from different business categories or sectors and the results can be compared with this research so as to improve the results of this study.

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