

Analysis of Marketing Communication Strategy for the Tourism Office of West Nusa Tenggara Province through the Official Instagram Account @Lomboksembawa.Go

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Abstract

Tourist visits to the Province of West Nusa Tenggara at the end of 2021 will undoubtedly be an excellent opportunity for progress in improving the economy both regionally and nationally. However, along with the COVID-19 pandemic, visits are often blocked. Therefore, it is necessary to maximize the use of social media for digital promotion. This research uses qualitative methods with a case study approach to marketing communication strategies. This study aimed to determine the marketing communication strategy of the West Nusa Tenggara Provincial Tourism Office through the official Instagram account @lomboksembawa.go.

The study's results indicate that the marketing communication strategy on Instagram @lomboksembawa.go can be seen through the concept of an effective marketing communication strategy developed by Machfoedz (2010). In the message strategy, the elements of communication information include information on accommodation, tourist destinations, creative economy, events, activities, and policies from the NTB Provincial Tourism Office and the Government, as well as public information. In creative form, message elements with rational messages and emotional messages are packaged in the form of photos, videos, and texts. In the media strategy, the media selection element of the West Nusa Tenggara Province Tourism Office focuses on Instagram as the primary medium of marketing communication. The second element is related to the consumer gap. The West Nusa Tenggara Provincial Tourism Office chooses the target audience and the right time to determine the upload of content or messages on Instagram.

Keywords

marketing communication strategy; instagram; tourism



I. Introduction

The tourism sector is one sector that can help increase Indonesia's income. This is supported by a statement from Yanda (2016), namely, tourism is currently one of the most critical factors in improving the Indonesian economy. Therefore, tourism is one of the crucial sectors of the Indonesian economy. The Indonesian government further develops the tourism service business by optimizing natural resources, which significantly supports the progress of the tourism industry in Indonesia (Octaviani, 2017). Indonesia is a country that has multifarious tribes and cultures, and this makes Indonesia a country known for its tourism potential. Various natural and cultural wealth is also a capital for Indonesia to develop various industries related to its natural and cultural wealth, especially the Tourism Industry

(Tourism) as one of the most significant contributors to foreign exchange. Indonesia's tourism sector currently contributes approximately 4% of the total economy (indonesia-investments.com, 2020).

Tourism based on kamus besar Bahasa Indonesia, namely, everything that has to do with travel for recreation or tourism, as well as tourism. Linguistically, tourism comes from the word *pari* which means many, round and round, complete, or many times. And *wisata* which means traveling or journeying. Therefore, tourism can be interpreted as a journey from one place to another, carried out in circles or many times.

The Indonesian government has carried out various programs to develop its tourism sector. On February 18, 2022, the Ministry of Tourism and Creative Economy (Kemenparekraf) of the Republic of Indonesia launched three leading programs for tourism and creative economy (parekraf) 2022, including the Creative City District (KATA), the Indonesian Creative Appreciation (AKI), and the Tourism Village Award. Indonesia (ADWI). Sandiaga Uno, head of the Tourism and Creative Economy Agency (Menparekraf), said that the program aims to accelerate the recovery of the tourism sector and the creative economy industry after the COVID-19 pandemic. In addition, on January 17, 2022, Sandiaga Uno, head of the Tourism and Creative Economy Agency (Menparekraf), stated that in 2022 Wonderful Indonesia, which is a form and commitment to promoting tourist destinations to both domestic and foreign tourists, will focus on five Super Priority Tourist Destinations (DSP), including Mandalika (Lombok), Lake Toba (North Sumatra), Likupang (North Sulawesi), Labuan Bajo (East Nusa Tenggara), and Borobudur (Central Java).

From 18 to 22 March 2022, Grand Prix motorcycle racing or MotoGP Mandalika 2022 in Central Lombok, West Nusa Tenggara (NTB). Sandiaga Uno, head of the Tourism and Creative Economy Agency (Menparekraf), revealed that MotoGP provides value-added value for Indonesia, namely 4.5 trillion rupiahs, above expectations. In addition, MotoGP also contributes to various sectors and increases the gross regional domestic income of West Nusa Tenggara by 1.46% year on year. In the food and beverage supply sector, it also increased to 1.04%, and in the transportation sector, which was 0.74%. The impact of MotoGP on the national side, namely an increase in business fields where the tourism sector and the creative economy are dominant, including in the provision of food and beverages to 22.29% and transportation to 15.36%.

Promotion comes from the word *promote* which means to increase or develop. According to Lamb, Hair, Mc-Daniel (dalam Kotler & Keller, 2016), Promotion is seller communication that informs, persuades, and reminds potential buyers of a product to influence their opinion or elicit a response. While promotion according to Peter & Olson (2014), namely, marketers' activities to inform their products and convince consumers to buy them. Based on the definition of promotion from the experts, the researcher concludes that promotion is an activity to notify the product or service to be offered to potential consumers who are the target market. Promotional activities should ideally be carried out on an ongoing basis through several media that are considered effective in reaching the market, both print and electronic. However, the selection depends on the target market to be addressed.

The increase in the number of visitors in West Nusa Tenggara Province is not only due to specific events but also to the intervention of the department and related agencies in promoting tourist destinations in West Nusa Tenggara Province. The West Nusa Tenggara Provincial Tourism Office is responsible for planning, developing, regulating, guiding, and providing tourism information in the area as a support for the Tourism Industry in West Nusa Tenggara Province. In carrying out this task, the West Nusa Tenggara Provincial Tourism Office certainly has its marketing communication strategy to market or promote the tourism industry in West Nusa Tenggara Province to increase domestic and international tourist visits,

as well as provide awareness to the public both locally and internationally about the destination. Tourism and creative economy in West Nusa Tenggara Province. One of the platforms used by the West Nusa Tenggara Provincial Tourism Office for marketing or promotion is social media, especially Instagram.

Along with the times, technology has also developed. Today there is a communication and information technology widely used by humans, namely social media. The developed communication and information technology are also widely used for marketing communication strategies. Hastuti (2017) revealed that today, social media is a trend in marketing communications. With social media, information can be disseminated quickly to many internet users. Besides, the costs for promotion through social media are relatively cheap. Social media is a type of digital platform where online interaction between people takes place. Interaction on social media is possible without restrictions on time or place.

One social media that is often used for marketing communication strategies is Instagram. Instagram is a photo-based social networking platform where users can post photographs and videos online. Kevin Systrom and Mike Krieger introduced Instagram in 2010. Instagram is from the words instant, which is short for immediate or direct, and gram, which is short for telegram, a messaging app that can deliver messages quickly. Instagram has captions, direct messages (DMs), and Instagram stories. By allowing users to publish photographs and posts to the program, Instagram hopes to help users express themselves. 2010 saw the launch of Instagram, which Kevin Systrom and Mike Krieger established.

In Indonesia itself, many people use Instagram every day. According to data from We are social in February 2022, Instagram has ranked the second most used social media in Indonesia with a total of 84.8%. Fifteen social media are widely used in Indonesia, with the first rank occupied by WhatsApp with 88.7%.

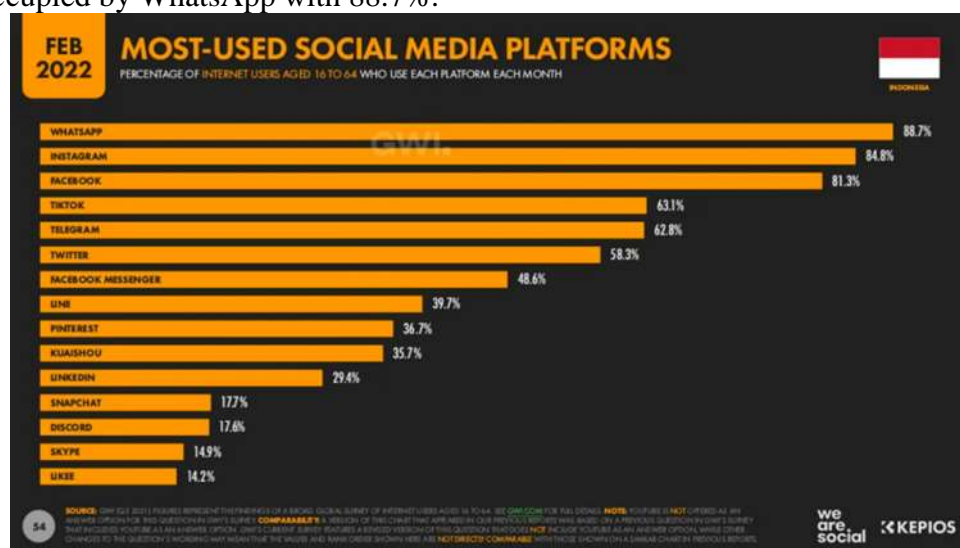


Figure 1. Most-Used Social Media Platforms Tourists in 2021

Source: We Are Social

While data from NapoleonCat.com in March 2022 states that there are 106,947,500 Instagram users in Indonesia, which is 38.5% of the entire population of Indonesia. Where Instagram users are 52.2% female and 47.8% male, NapoleonCat.com stated that there was an increase in Instagram users due to a policy from the government during the COVID-19 pandemic, namely the work from home (WFH) policy.

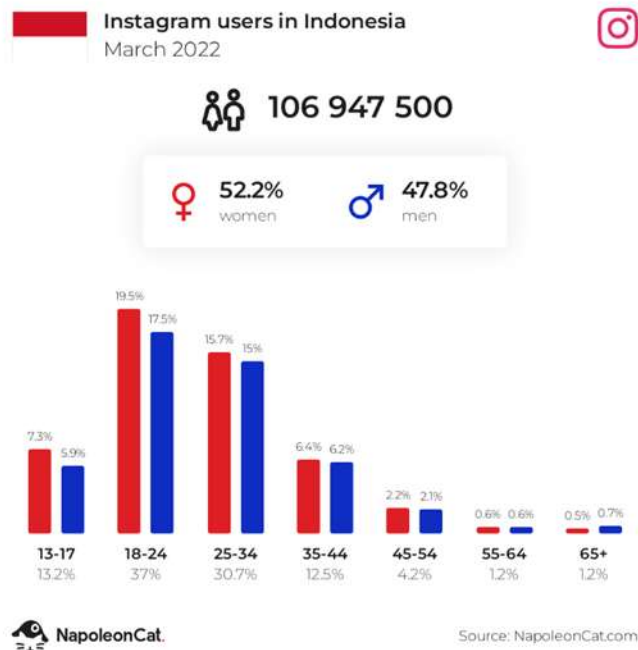


Figure 2. Instagram Users in Indonesia
Source: NapoleonCat.com

As one of the widely used social media in Indonesia, the West Nusa Tenggara Provincial Tourism Office also uses Instagram as a marketing communication strategy to promote the various beauties and cultures of West Nusa Tenggara Province. By utilizing Instagram as a marketing communication strategy, the West Nusa Tenggara Provincial Tourism Office can promote West Nusa Tenggara Province in the form of photos, videos, or texts that can attract Instagram users to visit West Nusa Tenggara Province. With a good and exciting marketing communication strategy, it can undoubtedly ensnare many enthusiasts on Instagram both nationally and internationally. The complete audio-visual component of Instagram itself supports an attractive marketing communication strategy. Of course, the number of Instagram users in the current era can widen the target audience of the West Nusa Tenggara Provincial Tourism Office. Especially with the increase in tourists in West Nusa Tenggara Province, Instagram can help visitors more easily access information related to destinations in West Nusa Tenggara Province so that it will be easier for visitors to reach and choose which destinations they will visit in West Nusa Tenggara Province.



Figure 3. The Official Instagram Account of the West Nusa Tenggara Province Tourism Office
Source: Instagram.com

The West Nusa Tenggara Provincial Tourism Office has its official Instagram account username @lomboksumbawa.go. The @lomboksumbawa.go account has 27.7 thousand followers, 1,547 posts, and 176 accounts. On the Instagram account, the marketing communication strategy carried out is by reposting content, uploading advertisements or promotions for events and competitions, and promoting the Lombok Sumbawa destination. (Juwita et al., 2018).

Judging from the number of followers of the account, researchers can see that many people already know about the official Instagram account of the West Nusa Tenggara Province Tourism Office. However, in every post uploaded by the West Nusa Tenggara Provincial Tourism Office on the @lomboksumbawa.go account, there is a significant difference between the number of followers and likes on the uploaded post. The following is the latest post from the @lomboksumbawa.go account on July 13, 2022, and it can be seen that there are only 36 likes on the post. In addition, based on the results of observations by Juwita et al. (2018), The NTB Provincial Tourism Office does not yet have a specific time or schedule for uploading content on its social media. Updates are carried out only when there are activities related to tourism. Content reposts are carried out if interesting content is marked as an attraction for tourism promotion for tourists or visitors.



Figure 4. Latest Posts from Account @lomboksumbawa.go
Source: Instagram.com

With the significant tourism potential and the increasing number of visitors in West Nusa Tenggara Province, it will not mean anything if it is not published and known to the general public optimally. Therefore, as the main motor of provincial tourism, the West Nusa Tenggara Provincial Tourism Office is required to implement appropriate and effective promotional strategies. Of course, the benchmark for the success of the tourism object promotion strategy carried out by the West Nusa Tenggara Provincial Tourism Office is the number of tourists visiting tourist objects in West Nusa Tenggara Province. It can be seen from the number of people who saw posts from the Official Instagram @lomboksumbawa.go and can be measured by the number of likes on each post. With the increase in the number of

tourists visiting and likes from every post on the official Instagram account @lomboksumbawa.go, the marketing communication strategy carried out by the West Nusa Tenggara Provincial Tourism Office can be said to be successful. However, if it is the other way around, the West Nusa Tenggara Provincial Tourism Office's marketing communication strategy should be evaluated more.

II. Review of Literature

Marketing communication strategy has a vital role in achieving business success. Therefore, the marketing sector plays a significant role in realizing the business plan. This can be done if the company wants to maintain and increase sales of the products or services they produce. Marketing communication strategy is a market value process of strategy development that considers the process of changing needs and the environment to offer superior customer value, focusing on organizational performance (Priansa, 2017:51). Meanwhile, according to Adisaputro (2010:180), marketing communication strategy is one of a company's or agency's efforts to realize the mission, goals, and targets determined by maintaining and creating synergy on several goals to be achieved, capabilities, opportunities, and threats the company will or has faced. A marketing communication strategy is a series of plans arranged systematically and organized to achieve maximum results within the company.

Moriarty (2009) argues that before a company implements a series of promotions, three phases of a marketing communication strategy must be implemented: defining marketing objectives, defining segmentation and targeting, defining differentiation and positioning.

a. Defining Marketing Objectives

The first step in determining a marketing communications strategy is whether the marketing objective is to increase sales, increase market share, or expand distribution (Moriarty, 2009:49).

b. Defining Segmentation and Targeting

Segmentation involves identifying specific market groups where a company's products can satisfy their wants and needs. Segmentation divides groups based on demographics, geography, geodemography, psychographics, behavior, and interests. While targeting involves selecting one or more segments that will be the target of marketing and promotional activities (Morissan, 2010:59).

c. Defining Differentiation and Positioning

Companies must identify what differentiates and then decide how to present or position the product in a collaborative environment to meet consumer needs. Product differentiation can be applied to appearance, features, style, and design. Positioning is a communication strategy related to how the public places a product, brand, or company in their brains so that the public has a thorough assessment. Positioning is a strategy aimed at creating a unique distinction in the minds of target consumers to form an image of a brand or product that is superior to other brands or products (Tjiptono, 2011:109).

To achieve an effective marketing communication strategy, Machfoedz (2010:28) suggests that two unified strategies can be used, namely the message and media strategies. The effective marketing communication strategy was developed by Machfoedz (2010) in his book entitled *Komunikasi Pemasaran Modern*.

III. Research Method

This study uses a qualitative method design with a case study approach. Qualitative research is an activity of exploring theories from actual world facts, not testing theories or hypotheses. Qualitative research provides results and processes descriptive data, for example, interview transcripts and observations (Poerwandari, 2005). This research uses a case study approach, part of a qualitative method that wants to explore a particular case in greater depth by collecting various sources of information. Case study research is research conducted on an object, which is referred to as a case, which is carried out completely, thoroughly, and in-depth using various data sources (Gunawan, 2013:112). A case study is a thorough examination of various sources of evidence against a single entity that is constrained by space and time. The researcher uses the case study methodology because the topic studied in this study is a current event that generates the urgency of research to answer research questions related to marketing communication strategies through social media on the official account of the tourism office @lomboksumbawa.go. The research subjects in this study were the Tourism Office of West Nusa Tenggara Province, more precisely, the staff involved in making marketing communication strategies through the official Instagram @lomboksumbawa.go. The subject of this study research is the official Instagram social media from the West Nusa Tenggara Tourism Office, namely @lomboksumbawa.go. This study uses a variety of data collection methods when conducting research for the purpose of preparing this, which are using in-depth interview as the primary data collection and for the secondary data collection, this study uses observation and literature research from journals and reference books related to this data collection method. The technique used in this research is namely snowball sampling. According to Sugiyono (2014), snowball sampling is a technique to identify a small sample, then enlarge it initially. The researchers chose snowball sampling to identify the sample. The researcher had first to identify only one or two people. However, because the data obtained made them feel unfinished, the researcher looked for someone else to complete the data. This study establishes three reliable informant that work as the Marketing Staff, especially on Creative Team. For the data analysis technique, this study uses Sugiyono's (2014) data analysis techniques, which are data reduction, data display, and conclusion drawing or verification. To validity the data, this study uses the source triangulation technique. Source triangulation in research refers to comparing interviews with documents or data from other sources or previous research.

IV. Discussion

On the basis of the findings described in the previous sub-chapter, the researcher will discuss the interview results in this chapter using the theory and concepts that support this research, namely the communication marketing strategy by Machfoedz (2010), in order to answer the previously determined research focus. The following is a summary of the discussion based on the research findings.

4.1 Message Strategy

To achieve an effective marketing communication strategy, Machfoedz (2010:28) argues that two unified strategies can be used: message and media. The effective marketing communication strategy was developed by Machfoedz (2010) in his book entitled *Komunikasi Pemasaran Modern*. In the message strategy, there are two elements or indicators, namely the content of communication information and the creative form of the message. It is necessary to select the market segment before the content and form of

the message are packaged. The goal is to match the company's target audience in its marketing (Machfoedz, 2010). The following is an explanation of the discussion of the elements of the content of communication information and the creative form of the message.

4.2 The Content of Communication Information

A message strategy is a method for each company to create appealing messages to convey to consumers, which will eventually lead to purchases and changes in consumer attitudes from the target market element. Marketers or businesses must first identify the market segment before developing a message strategy. The target market was chosen because its constituent parts share background characteristics that result in similarities in process and consumption behavior.

The content of information communication on Instagram @lomboksumbawa.go was designed by the Marketing Division, specifically the Creative Team from the West Nusa Tenggara Provincial Tourism Office. Because the content of communication information is customized to meet the requirements of visitors as consumers (Machfoedz, 2010).

Based on the results of interviews that researchers have made, planning the content of communication information on Instagram @lomboksumbawa.go in 2022, namely first by planning content in the form of photos and videos related to tourism or tourism events and creating a timeline and posting theme. The content is tailored to a particular design and theme, accompanied by hashtags, and there are content templates with two focuses, formal and informal. This is in line with the statement Machfoedz (2010), marketers must be able to deliver messages that correspond to their customers' communication styles for purchases to be made. The West Nusa Tenggara Provincial Tourism Office also stated that they use light language so that people can easily understand and are interested in knowing more about tourism in West Nusa Tenggara Province. The West Nusa Tenggara Province Tourism Office certainly hopes for a good response from the audience or the community. Following communication theory, successful communication can be seen from the response of suitable recipients of the information (Littlejohn et al., 2017).

Then, based on the results of interviews that researchers have also conducted, the factors causing the planning of the content of communication information on Instagram @lomboksumbawa.go in 2022, there are nine factors namely:

- 1) Instagram is a social media that is hype and quickly viral content.
- 2) NTB tourism was on the rise in 2021, and international events have been and will be held.
- 3) Sports tourism is on the rise, as well as other tourism.
- 4) Provide information related to tourism around the event location in NTB and accommodation, such as lodging.
- 5) Raise awareness that there are various tourist villages.
- 6) Increase awareness and help facilitate information to the public.
- 7) To introduce tourism destinations and the creative economy of West Nusa Tenggara Province to millennials.
- 8) To promote digital tourism in West Nusa Tenggara Province during the COVID-19 pandemic.
- 9) Many MSME actors have Instagram.

The factor causing the planning of communication information content on Instagram @lomboksumbawa.go in 2022 namely to develop engaging consumer communications that would eventually lead to purchases and changes in consumer

attitudes from the target audience factor. This is consistent with what was stated by Machfoedz (2010), which is a message strategy is a method for each company to create appealing messages to convey to consumers, which will eventually lead to purchases and changes in consumer attitudes from the target market element. Related to the concept of marketing communication in Machfoedz's (2010) book entitled *Komunikasi Pemasaran Modern*, visitors use marketing communication as consumers to get information about the brand. So that the information conveyed by marketers is made clear with the aim of visitors getting informative and adequate information. So that marketers can hope to influence the purchase decisions of visitors through the content of the information submitted (Machfoedz, 2010).

Based on the interviews and observations that researchers have made, information on Instagram @lomboksumbawa.go in 2022 contains content for tourism destinations, tourism events, creative economy, COVID-19 prevention, and activities from the Nusa Tenggara Provincial Tourism Office. Sihombing (2020) state that Covid-19 pandemic caused everyone to behave beyond normal limits as usual. The outbreak of this virus has an impact especially on the economy of a nation and Globally (Ningrum, 2020). The problems posed by the Covid-19 pandemic which have become a global problem have the potential to trigger a new social order or reconstruction (Bara, 2021). West. The implementation of the delivery of information content on Instagram @lomboksumbawa.go in 2022 itself is carried out, namely packaging heavy news into the light so that it is easy to read and attractive as well as in terms of attractive designs, such as with clickbait or attractive titles and title designs. The language used in the content itself is adjusted to the uploaded content. Next, maximize the use of existing tools on Instagram to upload content. In addition, the West Nusa Tenggara Provincial Tourism Office has content in the form of podcasts through Instagram live, inviting speakers and influencers. This is in line with the development of an effective marketing communication strategy. Marketers as communicators need to do things that can develop effective messages. One of them is choosing the message source where the influencer conveys the content of the communication information (Machfoedz, 2010).

4.3 Creative Message

Suppose marketers have identified the target market and developed communication objectives. In that case, they must create a target market element to identify demand so the company can motivate the target market to decipher and integrate the marketing message. There are two types of messages to attract consumers, namely informational and emotional. Informational or rational messages are the effort of marketers to convey information about products to consumers that are applied to the rational buying process. In comparison, the emotional or transformational message is an effort made to give suggestions to consumers to use the products of the company or marketer.

Based on the results of interviews and observations that researchers made, the type of informational message distributed on Instagram @lomboksumbawa.go 2022, namely:

- 1) Information on the accommodation availability.
- 2) Information related to tourist destinations.
- 3) Information related to the creative economy.
- 4) Information related to events in West Nusa Tenggara Province.
- 5) Information on activities and policies from the West Nusa Tenggara Provincial Tourism Office and the Government.
- 6) Public information, such as CHSE, prevention of COVID-19, and others.

Informational messages shared by the West Nusa Tenggara Provincial Tourism Office, of course, aim to attract the audience to know more about tourism in West Nusa

Tenggara Province. In contrast, a tourism promotion event, tourists will come to West Nusa Tenggara Province. This is in line with the expression of Machfoedz (2010), which are carrying out print media advertisements, regarding details and illustrations of product characteristics as well as publicity published in print media containing facts and figures, as well as product explanations by salespeople, everything is done to explain the appeal rationally.

Furthermore, the type of informational message distributed on Instagram @lomboksumbawa.go in 2022 aims to suggest to the audience on Instagram as visitors to visit tourist destinations in West Nusa Tenggara Province (Machfoedz, 2010). The types of informational messages distributed on Instagram @lomboksumbawa.go in 2022 include:

- 1) Packaging in the form of video.
- 2) Use the catchphrase #SobatWisata and use light language.
- 3) By positioning themselves as an influencer.

The video content uploaded by the Tourism Office of West Nusa Tenggara Province in the form of reels helps to increase followers and audience awareness on Instagram, which is quite a lot. This proves that emotional messages can influence the audience on Instagram as visitors visit tourist destinations in West Nusa Tenggara Province, which is in line with the delivery (Machfoedz, 2010)

4.4 Media Strategy

An effective marketing communication strategy developed by Machfoedz (2010) has two elements. The second element is a media strategy, which in media strategy there are two elements. These elements are media selection and consumer gaps. The goal is that the marketing communication strategy used can follow the company's goals in marketing (Machfoedz, 2010). The following explains the discussion of media selection and consumer gaps by the West Nusa Tenggara Tourism Office on the official Instagram @lomboksumbawa.go.

a. Media Selection

Media selection is choosing media channels that will later be used to disseminate information or messages about the products offered to target consumers. The right strategy is needed to fit a company's plan in choosing suitable media (Machfoedz, 2010). Based on the interviews with the three informants, the Tourism Office selects the media that will be used to share information messages to be conveyed. The selection is carried out in two ways: selecting according to the interests of the community and with the need to deliver messages that are already in the form of content. West Nusa Tenggara Provincial Tourism Office selects social media to carry out appropriate marketing communications. In line with the concept of social media where the media has an excellent opportunity for marketing communication. So the selection of social media is needed to create interactive conversations, and marketing communications can be more effective (Kotler et al., 2019).

Based on the results of interviews that researchers have made, the selection of Instagram media as a means of marketing communication strategy by the Tourism Office of West Nusa Tenggara Province in 2022 there are seven reasons, namely:

- 1) Instagram can include videos, photos, and text.
- 2) Content production on Instagram is easier.
- 3) Audience over the past year has grown.
- 4) Instagram features are constantly evolving.
- 5) Content on Instagram quickly increases followers and shares content.

- 6) Can collaborate with Kemenparekraf accounts.
- 7) The target is broader.

Instagram itself helps the West Nusa Tenggara Provincial Tourism Office to provide information related to tourism and promote the tourism sector where the target is broader. The West Nusa Tenggara Provincial Tourism Office optimizes digital promotions, coupled with the COVID-19 pandemic, which makes it impossible to meet directly with other people. Concerning new media, the public, as recipients of information, quickly receive messages about brand marketing (Nugroho, 2020). Furthermore, on Instagram, there are several features that marketers and recipients of messages can use to communicate (Atmoko, 2012).

The West Nusa Tenggara Provincial Tourism Office utilizes almost all the features on Instagram as a means of marketing communication strategies. The features include Instagram stories, live, reels, feeds, and captions. The West Nusa Tenggara Provincial Tourism Office revealed that they are optimizing the use of Instagram to carry out digital promotions with different information content. Following the concept of messages in marketing communications, namely, the delivery of messages to consumers is processed creatively (Machfoedz, 2010).

b. Consumer Gap

The consumer gap is the second element of the media strategy in an effective marketing communication strategy. Determination of the location and time by marketers in delivering messages to visitors as a consumer gap strategy (Machfoedz, 2010). The consumer gap must be bridged so marketers can effectively communicate their message to consumers. The West Nusa Tenggara Provincial Tourism Office revealed that they determine the time and location when delivering messages on their Instagram to see the gaps in their consumers.

To determine the target audience, the West Nusa Tenggara Provincial Tourism Office analyzes audience responses and Instagram insights @lomboksumbawa.go and conducts market analysis from the West Nusa Tenggara Provincial Tourism Office. The target audience of the West Nusa Tenggara Provincial Tourism Office is increasingly expanding from local tourists to international tourists, where international events have been held in the Province of West Nusa Tenggara.

To determine the time of uploading content on Instagram @lomboksumbawa.go by estimating when people are empty or frame time based on office hours and when people use cell phones. That way, Instagram @lomboksumbawa.go content as marketing communication can run optimally. Because the goal of the consumer gap is that visitors get the maximum message and are always waiting for more information (Machfoedz, 2010).

From the content shared on Instagram @lomboksumbawa.go itself, it received a positive response. The informant also revealed that the audience often asks for Instagram @lomboksumbawa.go to provide much information related to tourism. In addition, the audience was also satisfied because @lomboksumbawa.go provided information on tourism in one area and all areas in West Nusa Tenggara Province. Following communication theory, successful communication can be seen from the response of suitable recipients of the information (Littlejohn et al., 2017). In addition, the message conveyed by the West Nusa Tenggara Provincial Tourism Office was received by the audience to the maximum (Machfoedz, 2010).

IV. Conclusion

Based on the results of interviews and observations made using a case study approach, the researchers found that the West Nusa Tenggara Provincial Tourism Office carried out a marketing communication strategy through Instagram @lomboksumbawa.go. The strategy can be seen through the concept of an effective marketing communication strategy developed by Machfoedz (2010). In the message strategy, the elements of the content of communication information include information on accommodation, tourist destinations, creative economy, events, activities, and policies from the West Nusa Tenggara Provincial Tourism Office and the Government, as well as public information. In the creative form, elements of messages with rational messages and emotional messages are packaged in the form of photos, videos, and text for example, the usage of the hashtag #SobatWisata as a catchphrase. In the media strategy, the media selection element of the West Nusa Tenggara Province Tourism Office focuses on Instagram as the primary medium of marketing communication. The second element regarding the consumer gap, the West Nusa Tenggara Provincial Tourism Office, chooses the target audience and the right time in determining the upload of content or messages on Instagram.

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