

Semarang Zoo Marketing Communication Strategy through Instagram Social Media @SemarangZoo

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Abstract

Instagram is a social media that displays visual content. Instagram can be used to attract public attention by displaying various types of information. Semarang Zoo uses Instagram in maximizing marketing communication strategies. The purpose of this study is to explain the marketing communication message strategy of Semarang Zoo which is carried out through Instagram @SemarangZoo. This study uses a descriptive qualitative approach. The data collection technique was carried out by means of observation, documentation and literature study, where the researcher took screenshots of several uploads on the @SemarangZoo XXgy of compiling messages and focuses on social media. The results of the study explain how the Semarang Zoo displays the content of communication information and creative forms of messages through Instagram @SemarangZoo with a period of April to September 2021.

Keywords

messages; marketing communications; social media; zoo



I. Introduction

Communication activities through social media have now become things that are mostly done by almost all industrial sectors, one of which is the tourism industry. One of the tourism industries that has a variety of potential is the zoo, this is because the zoo has its own charm for the tourists who visit it, this is because the zoo has various functions that can maximize tourism activities, including as a function of conservation, education and also recreation. These three functions actually make tourism activities more diverse.

Semarang Zoo is one of the artificial tours in the city of Semarang which has a concept in the form of zoo tourism which is one of the tourist destinations that has its own advantages in the city of Semarang. The existence of the Semarang Zoo has the main purpose as a means of conservation for animals classified as extinct and also several other animals. Apart from being a means of conservation, of course, Semarang Zoo also has a function to provide education for the people of Semarang City and other tourists in the surrounding area. Besides being useful for tourists, of course, Semarang Zoo can also be used as a means of education, or as a place for research from various fields of education, especially for research on flora and fauna.

Basically, Semarang Zoo is not only a means of conservation, but they are also trying to be a means where tourists can experience different things from a tourist place. This experience and atmosphere can certainly be obtained from the facilities and infrastructure that Semarang Zoo provides when tourists visit the zoo. In the city of Semarang itself, Semarang Zoo is ranked second with the highest tourism revenue after Kota Lama & Lawang Sewu tourism, and in the last 3 years, Semarang Zoo's income has also increased every year (Central Java Tourism Statistics in Figures 2017-2019)

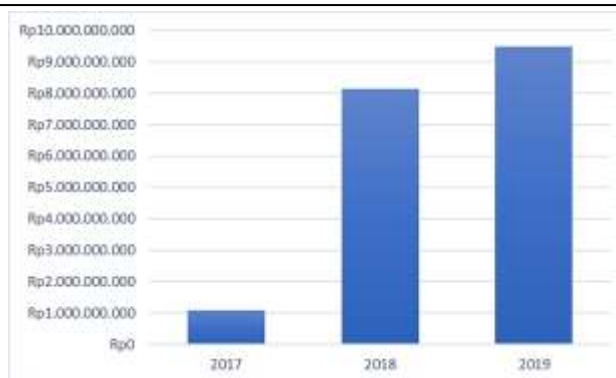


Figure 1. Semarang Zoo Income in 2017-2019 (Central Java Tourism Statistics in Figures for 2017-2019)

From the data described above, of course, Semarang Zoo has increased their total income every year, in 2017 their total income was Rp. 29,076,280,548, then increased in 2018 by Rp. 30,351,402,892, and of course in 2019 was their biggest income in the last 5 years, which was Rp. 43.080.114.117. But we know that in the past 1 year various sectors have been slumped due to the Covid-19 pandemic which has hampered all activities. This is of course a problem for Semarang Zoo, they have decreased the number of visitors and income, but even though the pandemic period has caused Semarang Zoo to experience a decline in income and visits, from this decline it is still known that Semarang Zoo is still ranked first as a tourist spot. with the highest revenue and number of visitors surpassing Sam Poo Kong and Taman Mini Jawa Tengah Puri Maerokoco.

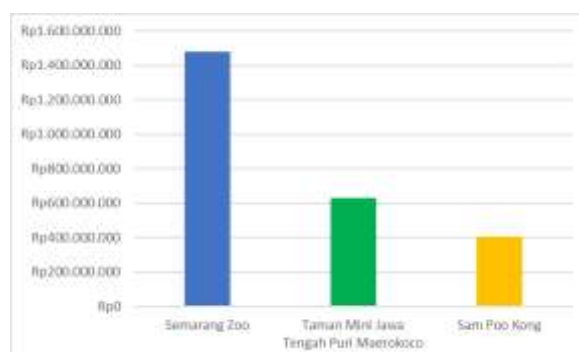


Figure 2. Revenue of Semarang Zoo during the Pandemic compared to Mini Parks in Central Java and Sam Poo Kong Semarang in 2020 (Central Java Tourism Statistics in Figures for 2020)

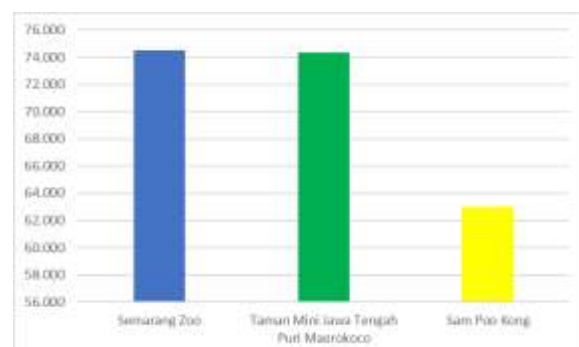


Figure 3. Number of Visitors to Semarang Zoo during the Pandemic compared to Mini Parks in Central Java and Sam Poo Kong Semarang in 2020 (Central Java Tourism Statistics in Figures 2020)

The increase in the amount of income is of course also in a straight line with the increase in the number of visitors, which means that it proves that the Semarang Zoo also has the potential to generate interest in the people of the city of Semarang and the surrounding area for tourism. come to visit, as said by Mrs. Indriyasari as the Acting Director of the Semarang Zoo that:

"After returning to operation on July 15, 2020, the number of visitors to the Semarang Zoo continues to grow every day. The increase in the number of visitors occurred both on weekdays and holidays. On weekdays the number of visitors only ranges from 100 to 200 people. On Saturday and Sunday the number of visitors increased rapidly. The graph of the increase has been observed since the first week of reopening. Even though the number of visitors is starting to increase, his party remains vigilant considering the current Covid-19 pandemic." (Source: <https://joglojateng.co.id/>)

In order for this to run optimally and of course further increase the number of visits and income of the Semarang Zoo during and after the pandemic, various efforts have been made by the Semarang Zoo, such as maximizing the service system and facilities, as well as intensify promotional activities.

Today's promotions carried out by companies are none other than taking advantage of the fame of social media. Social media is actually used to create two-way communication interactions, namely between the communicant and the communicator. In addition, the impact of social media is that an individual or company can communicate widely and without boundaries, because social media can actually interact socially, politically or economically. This means that the use of social media among companies can provide convenience in terms of communicating between the company and potential customers which does not have to be done face-to-face (Hernawati, 2016). Therefore, the form of promotional activities carried out by the Semarang Zoo is to utilize social media, namely Instagram with the @SemarangZoo account, the promotional activities carried out by them of course aim to inform and provide knowledge and communicate all forms of activities carried out by the Semarang Zoo every day, including several activities while holding events, exhibitions, competitions and other activities. Instagram itself is an application that is useful for distributing content in the form of photos and videos. Nowadays Instagram has begun to be seen and developed as a medium to communicate what marketing offers through promotional activities (Rahmawati, 2016:23 in Kurnianto, 2020)

This research certainly includes the study of marketing communication as a mix of communication science which shows the activities of the Semarang Zoo in disseminating information through Instagram where delivery through social media carried out by Semarang Zoo becomes a means of conveying promotional messages by using a strategy that has several specific goals in it. Basically, in the context of marketing communication, message strategy is divided into two aspects, namely the content of communication and creative strategy. The content of communication and creative strategies are the two things that will be focused on in this research further and in depth regarding the activities of the @SemarangZoo Instagram account. So based on the exposure of the background described above, this research will focus on how the marketing communication message strategy is carried out by Semarang Zoo through their Instagram account @SemarangZoo, which is seen from the two existing aspects, namely communication information and the form of creative messages.

II. Review of Literature

Basically, promotional activities are an activity used to influence potential consumers or potential tourists with the aim of introducing a product that is being promoted, where the ultimate goal is so that consumers can get to know a product and can make purchases of it (Gitosudarmo, 2000: 237). Then according to Michael Ray in (Morissan, 2010:16) defines promotion as a coordinating activity of various efforts made by marketers in creating or building various types of persuasive information channels, of course, with these activities later can be used as a means to sell a product they have. The basic instrument of this promotional activity is usually called the promotional mix which consists of advertising or advertising, sales promotion, public relations or publications, and personal selling. In addition, promotion in marketing communication can also be said as an effort to market products or tourist objects in which it uses communication techniques, the goal is so that visitors can get information and in the end the manager's goals can be achieved, namely in the form of increases in visits and income. tourism places they manage (Wijaksono, 2018). The promotion in this study was carried out by the Semarang Zoo where their target consumers were potential visitors or potential tourists.

III. Research Methods

The research method used is a descriptive qualitative approach, meaning that later research can explain a phenomenon in more depth, this is because the qualitative approach emphasizes the depth or quality of the data and later the data can be interpreted or described in more detail (Moeloeng, 2004: 248). Basically, qualitative research has the concept that something that is found later cannot be forced to obtain complete data regarding human views in general (Sulistyo Basuki, 2006). The type of data and data sources used by researchers is to describe the results of documentation and observations made by researchers on each post on the Instagram @SemarangZoo social media account which is used as the main or primary data material. In this study, researchers chose posts that were considered to contain elements of communication information about their various activities and uploads that were considered by researchers to contain promotional elements in the form of an interesting message. To select uploads to be more specific and directed, uploads or messages related to condolences, birthdays, or similar greetings are not uploaded that the researcher discusses in the study.

IV. Results and Discussion

Semarang Zoo is actually the only zoo-based tourism in Semarang City, therefore to invite the public to visit the Semarang Zoo, the Semarang Zoo uses social media as a communication strategy based on digital media, one of which is using Instagram. In the results of the observations that the researchers did, the data recorded was that on the Instagram account @SemarangZoo the Semarang Zoo uploaded all their posts not regularly, but the uploaded content was carried out at a certain time or in an incidental manner, the uploaded content was basically based on special information or information. What activities and events do you want to convey to the public? Posts uploaded are in the form of education, Semarang Zoo activities, as well as promos or events that are carried out to attract more potential tourists.

Researchers collected from April 2021 to September 2021, the results of data collection showed that on the @SemarangZoo Instagram account, they uploaded posts

which show and explain more about the activities of visitors, information about purchasing zoo tickets, events that will be carried out, information and education about the animals owned, congratulations and condolences and greetings on big holidays in Indonesia or Semarang. In each of their uploads, the Instagram account @SemarangZoo routinely always uses the main hashtag, including #SemarangZoo #KawanSatwa #BonbinSemarang #KoncoDolan and #WisataSemarang. In addition, in order to establish a bond between visitors and the Semarang Zoo, the Admin of @SemarangZoo actually has a nickname for their followers on social media, especially Instagram as "Kawan Satwa", while the admin or party from Semarang Zoo itself calls himself by the nickname " MinsZoo", which means Semarang Zoo Admin.

In observing and researching marketing communication, the theory that researchers use is the theory according to Macfoedz (2010), which explains that in researching marketing communications, a researcher can actually analyze it using the concept of message and media strategy. The message strategy here means that the strategy can explain the content of the message and the form of communication that is considered appropriate, the form of the message strategy includes:

- a. The core of communication means the information provided by the marketer which in this case is the Semarang Zoo, the core of the communication is expected to be useful. to get a response from consumers or tourists.
- b. Creative message strategy means that it is a form of message used by marketers which can later be useful to make consumers more interested and understand the messages conveyed.



Figure 4. Message Strategy Components (Machfoedz, 2010:28 in Utami, Lestari and Putri: 2016)

In the message strategy, there are 2 (two) types of messages that can be used to attract potential customers or visitors, namely:

- a. Informational or rational appeal is a marketing effort used in conveying information related to a product to consumers which can later be useful in a rational buying process, such as publicity efforts that contain facts or figures, advertisements in print media that display and convey information about a product, as well as a presentation or explanation of the products owned.
- b. Emotional or transformational appeal is an effort made by marketers to influence or give suggestions to consumers about the products being marketed. (Machfoedz, 2010:28 in Utami, Lestari and Putri: 2016)

In the message strategy that can be seen on the @SemarangZoo Instagram account, Semarang Zoo is considered to have met several indicators of the message strategy itself, which involves the content of communication information and creative forms. message. This indicator is a destination that is considered to be able to make a message have its own charm in the eyes of potential tourists to be able to influence them to visit the Semarang Zoo as their tourist destination. According to Macfoedz (2010), in conveying messages, the

This research shows that almost all uploads displayed by the @SemarangZoo Instagram account always add information about the uploaded post. In addition to the description, the Instagram account @SemarangZoo also includes their flagship hashtag in every post, the hashtags that are always used are about the Semarang Zoo and Semarang tourism, such as #SemarangZoo #KawanSatwa #BonbinSemarang #KoncoDolan and #WisataSemarang In addition to these hashtags, admin from @ SemarangZoo also inserts conditional hashtags based on the type of post or content uploaded, for example on posts about animal education, the hashtag used is #InfoSatwa, information about world animal day will be written based on the uploaded animals, such as #InternationalOrangutanDay

Information submitted or uploaded by the @SemarangZoo instagram account must be explained clearly, in detail, and not long-winded and has a persuasive nature, this is of course aimed at making the content of the communication information conveyed can be easily understood by the public or potential tourists. This promotion certainly uses techniques to increase publicity, meaning that this method is more inclined to form an image of the Semarang Zoo in a more positive direction. In forming a positive image, of course, the Semarang Zoo does various things, one of which is a promotion that has its own characteristics (Hemawan, 2012: 39). The following are some forms of communication information content contained in the @SemarangZoo account:



The image above is a screenshot or screenshot of the @SemarangZoo Instagram account post which contains information about the event being held by Semarang Zoo which will be held on April 11, 2021, the post was uploaded on April 10, 2021. From the post, of course, analysis can be done, that the poster clearly displays event details, such as explaining the name of the activity, series of events, and schedule of events . In addition to the information contained in the poster, of course, the caption of the post is also considered to explain the activities in more detail and is persuasive by mentioning the details of the event and not forgetting to also warn about the implementation of health protocols. The purpose of this addition is to function so that the audience or the public who see the upload can understand and understand information about the activities that will be carried out by

the Semarang Zoo.

In this upload, the use of hash marks or hashtags is also included by the admin of @SemarangZoo, the use of this hashtag is intended so that information content can be conveyed quickly and on target to the public, with hashtags, of course, it will make it easier for potential tourists to search for information related to events. If you see from the screenshot in Figure 4 above, the @SemarangZoo admin includes hashtags that they always use, including #semarangzoo #koncodolan #wisatasemarang #exploresemarang and #bonbinsemarang. The hashtag #kawansatwa is emphasized more in the post, this is done so that #KawanSatwa can be better known to the public as a designation for visitors to the Semarang Zoo, besides the use of these hashtags can also make people able to access information about the event easily, this is because the event What is done by Semarang Zoo still has the nature of providing information and education about animals later. With this hashtag, of course, potential tourists can access information about the event more easily.



Figure 6. Documentation of Semarang Zoo Visitor Activities (Semarang Zoo Instagram Account @SemarangZoo)

The image above is a screenshot or screenshot of the @SemarangZoo Instagram account post showing joy to Semarang Zoo visitors which was uploaded on April 4, 2021. By adding a caption to the photo "Capture your Moment" and the caption in the post, it certainly has explained that apart from being a place for animal education, Semarang Zoo is also a family recreation place.

The caption of the post uploaded by Semarang Zoo is also considered unique, although it does not use a hashtag, but admin @SemarangZoo provides several animal icons. Semarang Zoo is so diverse.



Figure 7. Semarang Zoo Reopening Schedule (Semarang Zoo Instagram Account @SemarangZoo)

The image above contains content regarding information regarding the reopening time of Semarang Zoo during the pandemic, this post was uploaded on May 30, 2021. This post is an animation-themed content, With content in the form of animation, of course, the Semarang Zoo will also give a cheerful impression even though the Semarang Zoo has to be closed for a while during the Covid-19 pandemic. In addition to the photo upload, the description of the post also explains in more detail the information regarding the operating time of the Semarang Zoo after the closure, which is on June 1, 2021.

Basically, the information in addition to the photo also provides more specific information regarding the opening time. Semarang Zoo so that potential tourists can see information about the opening times of Semarang Zoo Back after closing. The use of hashtags is also included by MinsZoo or Semarang Zoo admins with the aim that later uploads containing this information can be viewed and conveyed to the public or potential tourists quickly and precisely when potential tourists are looking for information related to uploads related to the post. If seen in Figure 6, MinsZoo also includes their regular hashtags, including #SemarangZoo #KoncoDolan #WisataSemarang and #BonBinSemarang. This is done so that later the public or potential tourists can find information related to the next Semarang Zoo activities more easily.



Figure 8. Sterilization Activities in Semarang (Semarang Zoo Instagram Account @SemarangZoo)

The image is a screenshot of the uploaded @SemarangZoo Instagram account which contains sterilization activities carried out by the Semarang Zoo, the content was uploaded June 3, 2021. The content is actually a video that recaps the activities of the Semarang Zoo in minimizing the spread of the covid-19 virus and of course also becomes a movement in sterilizing the Semarang Zoo environment so that it is not easily contaminated by the virus, whose goal is to provide comfort and safety for all parties, be it managers, tourists or the animals themselves.

In addition to the activities shown in the upload, the description of the post also explains the sterilization activities in more detail, namely regarding the purpose of the sterilization activities. The information added by admin @SemarangZoo aims to provide information as well as activity reports to the public or potential tourists so that they can later feel safe when visiting Semarang Zoo tourist attractions. Minszoo also uses hashtags so that the contents of the information submitted can later be received by the public quickly and accurately, by using hashtags, of course, posts will be easier to find. In picture 7, you can see that the admin @SemarangZoo includes routine hashtags in the form of

#SemarangZoo #KawanSatwa and #BonBinSemarang. This is done by MinsZoo so that potential tourists can later see information and activities of the Semarang Zoo, even though tourists cannot visit, but Semarang Zoo still tries to provide the latest information related to their tourism



Figure 9. @SemarangZoo

The upload is the result of a screenshot of one of the posts on the @SemarangZoo Instagram Account which contains information on ATV recreational facilities and infrastructure at the Semarang Zoo, the content was uploaded June 17, 2021. The content is a video that explains that not only As a means of educating animals only, Semarang Zoo also has another function, namely recreation for tourists or visitors. In addition to the activities shown in the video, the caption of the post also explains in more detail about ATV tourist rides, such as prices and also the time of use, besides the information contained also has a persuasive message or invites tourists to use ATVs if they want to go around Semarang. Zoos.

In the upload, MinsZoo also uses hashtags with the aim that potential tourists can obtain information quickly and precisely because it will make it easier for potential tourists to search for photos or information related to the post. In Figure 8 it can be seen that MinsZoo includes their regular hashtags, namely #Semarangzoo and #KoncoDolan, but here they don't use their regular hashtag #KawanSatwa because the content does not contain information about animals. However, there are conditional hashtags such as #WahanaSemarang, #ATVSemarang and #ZooAdventura, the use of these hashtags to facilitate searches more specifically if potential tourists want to try ATV rides in Semarang, especially at Semarang

4.2 Zoo

Instagram as a promotional medium must of course manage their accounts by utilizing an appropriate communication strategy. In practice, there are several things that must be considered so that a social media account gets a good exposure. One way to get exposure to an account on social media is to create and upload creative messages, which Semarang Zoo has also taken advantage of.

In every upload to the @SemarangZoo Instagram account, they always include information that contains informational elements and transformational elements, the goal is to be able to give suggestions to potential tourists, or messages conveyed by the @SemarangZoo Instagram account have persuasive information. . Photos or content

The post is a screenshot of one of the uploads on the @SemarangZoo Instagram account which contains reports and information on rabies vaccines that will be held between April 28, 2021 - April 29, 2021, the content was uploaded by Semarang Zoo on March 30, 2021. The post consists of one video and three photos of documentation. It can be seen that the photo above shows the enthusiasm and excitement of the rabies vaccine event. Of course, this upload can be used as a form of image formation from the Semarang Zoo which also explains that the rabies vaccine activities carried out by the Semarang Zoo are going well.



Figure 11. Animal Education and Information (Semarang Zoo Instagram Account @SemarangZoo)

The upload is a screenshot of one of the posts on the @SemarangZoo Instagram Account which contains an introduction to one of the animals owned by Semarang Zoo, the photo was uploaded by admin @SemarangZoo on April 17, 2021. The photo is of one of the birds of the Bali Starling type which is also one of the many animal collections owned by the Semarang Zoo. This post certainly aims to provide a form of introduction which can also be used as a form of image for the Semarang Zoo to potential tourists, that Semarang Zoo has such diverse collections of animals.

In addition to the information contained in the photo, the description of the upload also contains informational elements as well as transformational elements. When viewed from the informational element, the upload explains the explanation of the Bali Starling in more detail and clarity, while the transformational element shows that the Semarang Zoo invites the audience to preserve nature, because of course as an animal park that preserves hundreds of animals, Semarang Zoo must be able to invite the community to take care of the animals that live on this earth.



Figure 12. Semarang Zoo Visitor Activities (Semarang Zoo Instagram Account @SemarangZoo)

The upload is a screenshot of one of the @SemarangZoo Instagram Account posts showing one of the facilities owned by Semarang Zoo, the content was uploaded on 18 June 2021. Photo from the upload shows the activities of tourists who provide food to camels whose documentation is enshrined by visitors to the Semarang Zoo, this feeding activity is of course allowed by the Semarang Zoo to certain animals.

In addition to the information contained in the photo, the description of the photo also contains informational elements in the form of animal education activities and recreational activities that can be obtained simultaneously by Semarang Zoo visitors, while the transformational element can be seen that the Semarang Zoo is trying to give appreciation to visitors. By re-uploading the upload, this can certainly make the public or tourists more interested in being able to visit and see the animal collections at the Semarang Zoo.



Figure 13. *The visit of the Mayor of Semarang to the Semarang Zoo (Semarang Zoo Instagram account @SemarangZoo)*

The upload is a screenshot of one of the posts on the Instagram account @SemarangZoo, the upload contains information about the visit of the Mayor and Disbudpar of Semarang City to Semarang Zoo tourism, the photo was uploaded on July 4, 2021. The content of the post is a video documentation of the activities carried out and includes a description of the activity.

In addition to the content, the description of the upload also contains informational elements and transformational elements. In the informational element, it can be seen that the content describes the activities carried out by the Mayor and the Semarang City Disbudpar to the Semarang Zoo, in addition, the information in the content also contains information such as the time of the activity, the form of the activity, and the purpose of the activity. As for the transformational element, of course MinsZoo wants to inform that Semarang Zoo is not doing well due to the ongoing pandemic, of course this is information that can be given to the public so that if the situation improves, they can visit the Semarang Zoo as a form of support for the community. Semarang Zoo is back.

It can be seen that the type of marketing communication carried out by the Semarang Zoo in their Instagram account @SemarangZoo uses a promotional mix in the form of public relations and publicity (Hermawan, 2012: 65). This means that the promotional tools used can attract attention from the public when they have a high credibility value and do not include sales elements, meaning that the activities carried out by Semarang Zoo mostly only function as information providers. Therefore, public relations and publicity can have a dramatic effect as occurs in advertising in general.

V. Conclusion

One aspect of marketing communication in today's era is to use the internet as an intermediary medium, with this internet marketers will be able to make the public know their products quickly and on target. Semarang Zoo's effort to enter Instagram social media is certainly a first step to market their products to a wider segmentation. It can be seen that much of the content uploaded by Semarang Zoo is interactive for potential tourists or their potential consumers. Therefore The conclusion of this study can be seen that the message strategy used by Semarang Zoo in their Instagram account, namely @SemarangZoo has aspects of the content of communication information that are conveyed clearly and in detail, the details of the content of communication information make the message direct to the core of the message and not long-winded. . The content of the communication information that is considered good can be proven by the compatibility between the description and the uploaded photo, in which the existing information explains in more depth about the uploaded photo. In addition to photo descriptions, MinsZoo as the admin of @SemarangZoo also completes their posts with regular hashtags which they always insert in photo captions.

The message strategy contained in the @SemarangZoo Instagram account can be said to be good if we look at the aspect of the creative form of the message. This is evidenced by the existence of MinsZoo who was specifically assigned to operate the account by providing creative messages, it can be seen that MinsZoo always completes uploads with rational information about the Semarang Zoo as a form of forming an image or their image to the public. public. Then the elements that are transformational are also considered to have persuasive messages or provide suggestions in the form of an invitation to potential tourists or the public emotionally with the aim of influencing potential tourists to visit the Semarang Zoo. In addition, some of the content uploaded by the Semarang Zoo Instagram account also has various forms and types, some with animation themes and photos that go through the editing stage, this is certainly very useful to attract public attention so that they can visit the Semarang Zoo.

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