



# Travel Influencer on Instagram : Visual Content Management Based on Digital Influencer Marketing Strategy for Tourism Awareness Groups (Kelompok Sadar Wisata) Kaliputu Kudus

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## ABSTRACT

Today, people's decision to take a vacation is influenced by recommendations and reviews from travel influencers on Youtube and Instagram, whose focuses on the travel content. A recommendation from various travel influencers will certainly build a more positive brand image so that it can increase the engagement of tourists. According to a study from Statista revealed that, as many as 58.2% of people depend on user-generated content, and 54.6% rely on content on social media to make their travel planning. Based on the findings above, there is no doubt that the internet and social media now have a significant role in people's choices when they want to take a vacation. This phenomenal promotional strategy, needs to be disseminated to the public, especially to members of the Tourism Awareness Group (Kelompok Sadar Wisata - Pokdarwis) who are managing the tourism destinations especially village tourism. Unfortunately, the human resources of Tourism Awareness Group members in many villages in Central Java do not yet have sufficient skills in managing digital content on social media. For this reason, it is necessary to conduct an action to educate the community of Tourism Awareness Group. This research use action research method. Data were obtained through observation, interviews, documentation, document analysis, and field notes. The purpose of this study is to increase the capability of Tourism Awareness Group members to be able to manage digital-based tourism content and implement travel influencer marketing strategies through Instagram using training and assistance. Participants in this action were as many as 25 members of the Tourism Awareness Group from Kaliputu Kudus. The method of the action are using training and assistance in applying science and technology and managing visual digital-based tourism content. The implementation of these skills training activities will be carried out with lectures, questions and answers and of course direct practice. The results of the implementation of this action are: 1) Its increase the understanding of Tourism Awareness Group from Kaliputu Kudus towards managing visual digital-based media content and also travel influencer marketing strategies with an understanding level that is in the good category; 2) Tourism Awareness Group from Kaliputu Kudus can make visual content and also produce promotional media through Instagram.

**Keywords:** Instagram, Marketing Strategy, Travel Influencer, Tourism, Tourism Awareness Group

## 1. INTRODUCTION

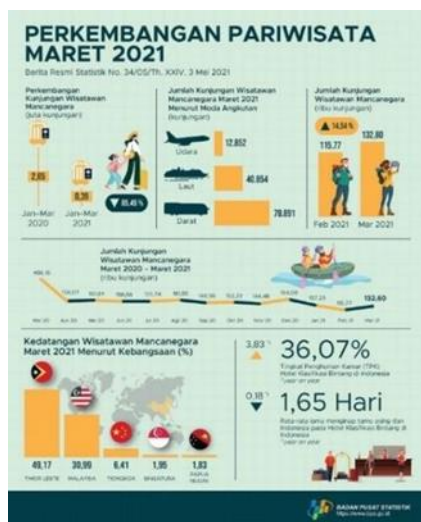
Indonesia is a country that has a lot of natural potential both on land and water. This potential in the

form of natural diversity, flora, fauna, and human creations which are strategic potentials to be developed into a business tourism sector. Indonesia is also known

as a maritime country, which has very abundant water potential. The geographical condition of Indonesia, which is a tropical country, makes the waters in Indonesia so exotic. The beaches are so captivating because they have clear water so they are widely used for various marine tourism activities. Not only water potential, fertile soil conditions with a cluster of islands and mountains are also very potential for the tourism sector. The beauty of Indonesia is then much favored by both domestic and foreign tourists.

It is undeniable that the Covid-19 pandemic has a tremendous impact on the global community, including Indonesia. The current pandemic period has a major impact on various aspects of Indonesian people's lives, from the health, education, economic and tourism sectors. The government's efforts to prevent the spread of the Covid-19 virus from spreading are carried out with the "Enforcement of Community Activity Restrictions" (PPKM). PPKM is implemented to limit activities that have the potential to bring together many people at the same time. Restrictions on community mobility due to the Covid-19 pandemic have forced many public facilities including recreational and entertainment venues to close. The closure of recreational areas and tourist attractions certainly has a considerable economic impact on the tourism sector.

"Enforcement of Community Activity Restrictions" (PPKM) makes people more active at home, tourist destinations are closed, visits abroad and domestically are also limited, so that the level of foreign and domestic tourist visits has decreased drastically.



**Figure 1** Tourism Development March 2021  
 Source : <https://www.bps.go.id/> (2021)

According to the data recorded According to the Central Statistics Agency (BPS) [1], the number of foreign tourist arrivals or foreign tourists to Indonesia in March 2021 fell sharply by 72.73 percent compared to the number of visits in March 2020. Cumulatively (January–March 2021), the number of foreign tourist

arrivals reached 385.59 thousand visits or decreased by 85.45 percent when compared to the number of foreign tourist visits in the same period in 2020 which amounted to 2.65 million visits due to the COVID-19 pandemic.

This year, the COVID-19 pandemic has subsided. So that tourism comes back to life. Although not drastically, but the community is starting to improve to start reviving tourism in their area including the village tourism. Village tourism is one of the greatest potentials to increase village and regional income. Efforts to develop the village tourism destination need to pay attention to several aspects, including culture, history and the economy of a tourist destination. Yoeti [2] states that tourism must be viewed from two sides, namely the demand and supply sides, where success in planning a tourist destination depends on the ability to integrate these two sides into the planning and development of a tourist destination.

Along with this, the use of social media is very effective to increase the promotion of village tourism, especially with the digital travel influencer marketing strategy. Travel influencer marketing strategies are very successful today, according to a study from Statista revealed that, as many as 58.2% of people depend on user-generated content, and 54.6% rely on content on social media to make their travel planning. Based on the findings above, there is no doubt that the internet and social media now have a significant role in people's choices when they want to take a vacation. Today, people's decision to take a vacation is influenced by recommendations and reviews from travel influencers on Youtube and Instagram, whose focuses on the travel content. And from the valuable opinions of these influencers, then many travel brands can benefit from running an influencer marketing campaign. A recommendation from various travel influencers will certainly build a more positive brand image so that it can increase the engagement of tourists.

This phenomenal promotional strategy, needs to be disseminated to the public, especially to members of the Tourism Awareness Group (Kelompok Sadar Wisata - Pokdarwis) who are managing the tourism destinations especially village tourism. Because unfortunately, the human resources of Tourism Awareness Group members in many villages in Central Java do not yet have sufficient skills in managing digital content on social media. As happened in Tourism Awareness Group of Kaliputu Kudus which also has not been able to manage digital content to be published through social media properly.

In a village tourism, planning must be based on the conditions and carrying capacity in creating a long-term beneficial interaction between tourism destinations, increasing the wealth of local communities and the carrying capacity of the environment in the future [3]. For this reason, it is necessary to conduct an action to

educate the community of Tourism Awareness Group. The purpose of this action is to provide training and assistance to Tourism Awareness Group members to be able to manage digital-based tourism content and implement travel influencer marketing strategies through Instagram.

The purpose of this study is to increase the capability of Tourism Awareness Group members to be able to manage digital-based tourism content and implement travel influencer marketing strategies through Instagram using training and assistance.

## 2. METHODS

This research use action research method. An action research approach, based on the cycle of identifying an issue, collecting base-line measures, implementing change, and re-measuring [4]. Data were obtained through observation, interviews, documentation, document analysis, and field notes. Data analysis is done by enriching information, looking for relationships, comparing, finding patterns on the basis of data. The results of data analysis presented in the form of a narrative description.

## 3. RESULTS AND DISCUSSION

### 3.1. Kaliputu Tourism Village in Kudus Regency

Kudus regency is one of the tourist destinations in Central Java. Kudus regency has several tourism potentials, namely religious tourism, nature tourism and cultural tourism, so Kudus has great potential for development in the tourism sector. Kudus regency is one of the tourist destinations in Central Java. Kudus regency has several tourism potentials, namely religious tourism, nature tourism and cultural tourism, so Kudus has great potential for development in the tourism sector. Based on the results of an interview with the Head of Department of Culture and Tourism (Disbudpar) Kudus, Mutrikah stated, even in the midst of the Covid-19 pandemic, efforts to absorb PAD were carried out as much as possible. Until November 2021 the absorbed PAD reached 98.9 percent. The realization is Rp 1.23 billion. It is undeniable, regarding income targets, in the Covid-9 pandemic, there have been changes. Initially DISBUDPAR charged a target of Rp 4.4 billion. However, there was a change in the revenue target to Rp 1.25 billion. The majority of this income was obtained from religious pilgrimage tours of Sunan Kudus and Sunan Muria, as well as natural tourism in the Colo area, Mount Muria. Based on these data, the prospect of tourism in the Colo area, Mount Muria is very large. Therefore, there is a need for further development and management of tourism objects so that they can attract tourists to visit Kudus.

According to observations, in just a few years the development of village tourism, village tourism become one type of business that is now become phenomenal. In 2021, as many as 28 villages in Kudus regency are designated as village tourism (Desa Wisata). The villages are : Rahtawu, Ternadi, Dukuhwaringin, Kandangmas, Margorejo, Terban, Temulus, Jepang, Loram Kulon, Wates, Wonosoco, Padurenan, Jurang, Kaliputu, Tanjung Rejo, Karangampel, Menawan, Gribig, Kauman, Klaling, Janggalan, Karangrowo, Kajar, Pedawang, Ngemplak, Kedungdowo, and Gondosari. Who actually acted to create this big leap, one of which Tourism Awareness Group. The Tourism Awareness Group (Pokdarwis) is an institution established by villagers whose members consist of tourism actors who have concern and responsibility and act as drivers to create a conducive climate for the development of tourism in their village areas and realize Sapta Pesona. This tourism is expected to increase regional development and provide maximum benefits for villagers. Pokdarwis is a group that operates independently, meaning that tourism development carried out in the village comes from the strength of the village itself with all its potential. Pokdarwis also have to build themselves independently or create development based on their creative potential because they will be the ones who will develop the village with all the resources they have together with the community.



**Figure 2** Gate Entrance to Kaliputu Village, Kudus  
Source : Hery Purwanto (2021)





**Figure 3** Tebokan Carnival in Kaliputu Village, Kudus  
Source : Ratih Ayu Pratiwinindya (2013)

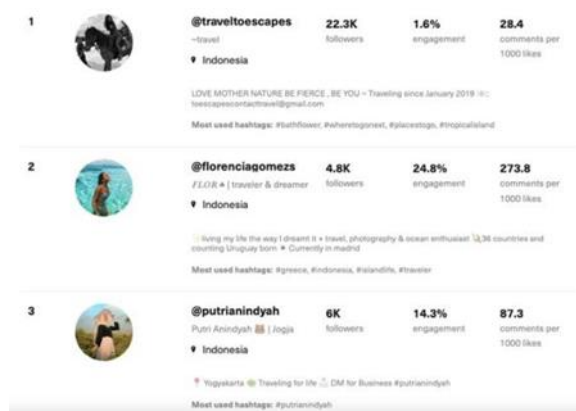
Kaliputu village has tourism potential that can attract many tourists. Kaliputu village has several annual routine agendas that are able to attract tourists, namely the Tebokan Carnival, Sarkali Festival, and others. The existence of tourist destinations in Kaliputu village is not widely known by the community, especially outside Kudus regency. This is because there is no promotional media used to promote tourist destinations in Kaliputu village. Information about tourist destinations in Kaliputu village is only spread surrounding community and its reach is only limited, and is not able to reach the district or even provincial scope. The use of online media is still very little used as a means of promotion. There is also no social media account.

### 3.2. Travel Influencer on Instagram : Promotion and Media Strategy Based on Digital Influencer Marketing

The development of the internet which is also supported by the rapid development of technology, also affect the world of marketing. Influencer marketing focused on individual targets emerging as a new form of marketing [5]. Social media as active interaction between individuals and communities to share information, it is also used for marketing. Marketing through social media is any form of marketing, either directly or indirectly direct, carried out through social Web tools with the aim of building awareness, recognition, recall, and action for brands, businesses, products, people, or other entities [6].

Currently, the use of social media is very effective in increasing the promotion of village tourism, especially with the influencer marketing travel strategy. Travel influencers and influencer marketing strategies are very successful today. Why is that, because according to a study from Statista revealed that, as many as 58.2% of people depend on user-generated content, and 54.6% rely on content on social media to make their travel planning. Based on the findings above, there is no doubt that the internet and social media now have a significant role in people's choices when on vacation. People's decision to take a vacation is influenced by recommendations and reviews from influencers whose

content focuses on the travel sector. And from the valuable opinions of these influencers, then many travel brands get benefit from running an influencer marketing campaign. A recommendation from various travel influencers will certainly build a more positive brand image. The following is presented data on several travel influencers in Indonesia along with the number of followers and their engagements.



**Figure 4** Travel Influencer in Indonesia Based on Instagram

The factors that make influencers influence marketing such as followers, likes, shares, content, and credibility, in this study also owned by several studies that used as a reference source. This is in line with the research of [7] [8] [9] [10] [11] [12]. Influencers in these studies are the only ones independent variables that affect the dependent variable. There are enough reasons why followers, likes, shares, content, and credibility make influencers influential. According to De Veirman et al. [7] influencers with a large number of followers will generally be preferred because it is considered more popular.

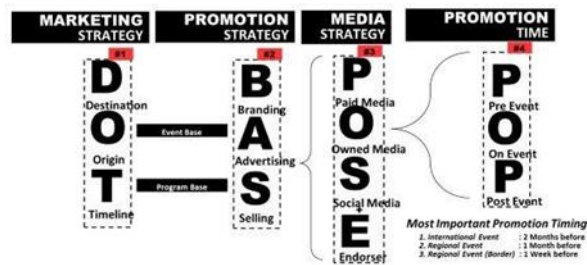
In addition, the ability of the audience to give likes because influencers are considered as a valuable source of information. Information shared by influencers are also considered more trusted than information from sources or other media obtained by the audience [10]. According to Nandagiri & Philip [12] content created by influencers is considered authentic so it is easy to remember by the audience and is able to create an attachment between the influencer and the audience. Influencers are considered as trustworthy, skilled, and attractive, so that the audience believes that the influencer is someone who is credible [8] [9] [11].

This promotional strategy needs to be disseminated to the public, especially to members of the Tourism Awareness Group (Pokdarwis) who are indeed actors in managing tourist destinations, especially village tourism.

Unfortunately, the human resources of Pokdarwis members in many Kaliputu villages do not yet have sufficient skills in managing digital content on social

media. Due to the lack of experience of human resources from the Pokdarwis Kaliputu in managing digital content for social media, but also they are still unable to use technology as a means for tourism promotion media in Kaliputu village are considered important to receive training and assistance in the preparation of tourism content.

In the context of developing human resources for Pokdarwis members and the Kaliputu village community, referring to the marketing strategy framework developed by the Ministry of Tourism, the flow of the framework has been described as a strategy in tourism development and management in terms of marketing, promotion, and media promotion as follows :



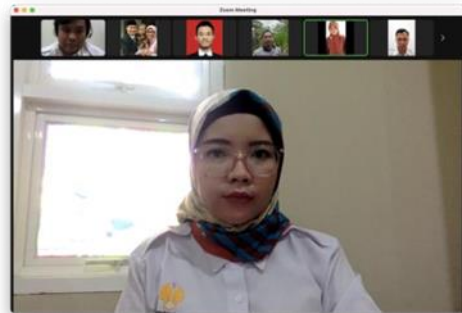
**Figure 5** The Indonesian Ministry of Tourism's Marketing Strategy Framework

Referring to this framework, solutions to the problems were developed, by several action in promotion and media strategy, there are: (1) Promotion: training and mentoring for the community and Pokdarwis members to be able to create visual digital-based visual content; designing visual content and promotions according to the target market on social media; (2) Media: training and assistance in managing digital content to be published through Instagram social media with a travel influencer marketing strategy approach; (3) Marketing: training and assistance in designing visual content and promotions in accordance with marketing innovation strategies, including: partnerships with travel influencer, endorsements and events. The method of this action were using training and mentoring with a participatory collaborative approach. Some of these solutions are considered important as an effort to empower human resources and residents around tourism objects through training and assistance so that they can be productive, independent, and contribute to the regional economy.

### ***3.3. Implementation of Actions to Improve the Ability of Kaliputu Kudus Pokdarwis to Produce Digital Visual-Based Content Through Instagram***

The action in this study was carried out in 3 action to measure and test by providing treatment and stimulus to find out how the response was. The first action is training and mentoring for the community and

Pokdarwis members to be able to create visual digital-based visual content; designing visual content and promotions according to the target market on social media by virtual meeting. Integration and coordination completed in 2 hours via virtual meeting.



**Figure 6** Action 1 - Virtual Meeting Training and Mentoring to Create Visual Digital-Based Visual Content on Instagram

Source : Ratih Ayu Pratiwinindya (2022)

During the first hour, the treatment materials are related to destination branding strategies and design visual content and promotions according to the target market on social media. After that, the participants were able to ask questions and discuss. The results of the action 1 were quite good, participants were very active in discussing and were able to understand the information that had been conveyed.

After the first action, the second action was carried out by visiting Kaliputu village. During this visit, the member of Pokdarwis and community practiced related to the material that has been given during the virtual meeting and practice in managing digital content to be published through Instagram social media with a travel influencer marketing strategy approach. This activity was completed in 3 hours, with the last hour being used to discuss and plan the next action.





**Figure 7** Action 2 - Practice in managing digital content to be published through Instagram social media with a travel influencer marketing strategy approach.

Source : Ratih Ayu Pratiwinindya (2022)

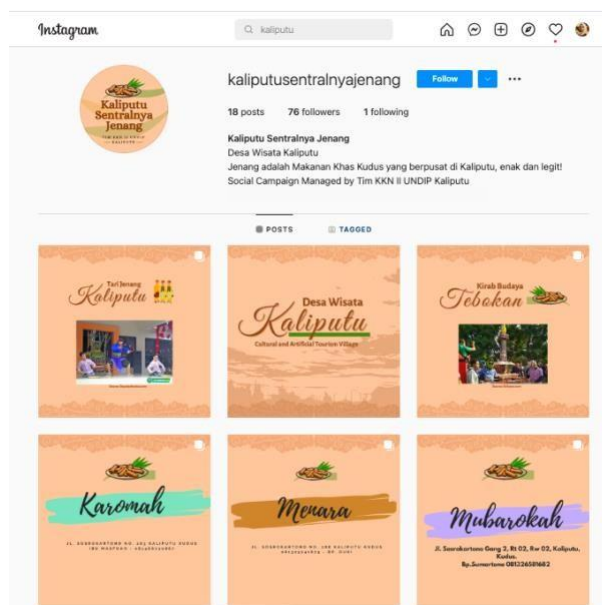
The third action, was carried out by visiting Kaliputu village. Member of Pokdarwis and community practiced related to design visual content and promotions in accordance with marketing innovation strategies, including: partnerships with travel influencer, endorsements and events.



**Figure 8** Action 3 - Design visual content and promotions in accordance with marketing innovation strategies, including: partnerships with travel influencer, endorsements and events.

Source : Ratih Ayu Pratiwinindya (2022)

The results of the implementation of the actions 1-3 were quite good, participants were very active in discussing and were able practice and understand the information that had been conveyed. These are result of a promotional design on social media that has been made by Pokdarwis Kaliputu Kudus.



**Figure 9** Visual Digital Based Content on Instagram

#### 4. CONCLUSION

The implementation of the actions 1-3 has reached good results. With assistance to encourage and stimulate Pokdarwis and community to promote their destinations, it turns out that they can create their own visual digital based content designs that reflect the uniqueness and uniqueness of the Kaliputu village. This needs to be done, because the marketing of a tourism destination is becoming very dynamic, competitive, and important at this time. The development of the tourism sector also involves many other aspects, namely socio-cultural, economic and political [13].

#### AUTHORS' CONTRIBUTIONS

The authors contributions to the paper, as follows: Problem study: Pratiwinindya, R.A and Wibawanto, W; Data collection: Nugrahani, R and Rafinda, Ascariena; Analysis and actions results: Pratiwinindya, R.A and Rebowo, Tjatur.

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