

Manajemen Konten Travel Murah Jogja Melalui Instagram @Travelmurahjogja Pasca Pandemi Covid-19

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Abstract- The Covid-19 handling task force issued circular letter number 18 of 2022 regarding the provisions for travel for domestic people during the Covid-19 pandemic; the impact was that tourists coming to Yogyakarta began to increase. Tourist interest in visiting Yogyakarta can be seen from the increase in followers from tourist information provider accounts, one of which is @travelmurahjogja which has increased followers even though the productivity of content creation has decreased from 2019 – 2021. This research aims to manage cheap travel content in Jogja through Instagram @travelmurahjogja in response to increasing tourist interest. The methodology in this research is descriptive qualitative with data obtained from interviews with the owner and admin of social media @travelmurahjogja, observations on the official Instagram @travelmurahjogja and documentation of reports in online media. @travelmurahjogja manages the content on his Instagram to target the middle to lower market share with ideas and content planning that are neatly arranged and use bright color tones. Jogja cheap travel further deepens the evaluation by utilizing the insight feature to maximize post-distribution content performance.

Keywords— Instagram, Konten, Manajemen, Travelling, Yogyakarta

I. INTRODUCTION

Tourism in Indonesia is an important economic sector in Indonesia. Indonesia is the largest archipelagic country in the world and is rich in the potential of its natural resources so that local and foreign tourists flock to explore every part of the natural wealth that exists. The natural and cultural wealth is an important component of tourism in Indonesia. One of the most popular tourist attractions in Yogyakarta. "In the tourism sector, Yogyakarta is one of the main tourist destinations in Indonesia. This city is only unable to compete with Bali. There are various tourist destinations in this city that can attract many tourists" (Purwanto, 2021).

But amid enormous expectations in the tourism sector, Covid-19 struck. When Covid-19 arrived in the country in March 2020, immediate action was

taken by the government, all related to social restrictions, there were no outside activities except for urgent situations. Since February 2020 the number of foreign tourists entering Indonesia has decreased very drastically, and the peak occurred in April 2020 with only 158,000 tourists. In total, throughout 2020 the number of foreign tourists who entered Indonesia was only around 4.052 million people. You could say, this number is very worrying, because of the total, only about 25% of the number of tourists entered Indonesia in 2019. Then after approximately two years of facing the Covid-19 pandemic, and the Covid-19 vaccination has been evenly distributed, In May 2022, the Covid-19 Task Force issued circular letter number 18 of 2022 regarding the travel provisions for domestic people during the Covid-19 Pandemic.

With the enactment of these travel conditions, the number of tourists coming to Yogyakarta began to increase. The increase in tourists can be seen in tourist visits in Yogyakarta in April 2022, which were recorded at 268,831 people, then in May it increased by 806,942 people, and in June, tourist visits were 900,665 people. (Hutasoit, 2022). And the increase in tourists visiting can also be seen through one of the Instagram accounts of tourist information providers in Yogyakarta, namely @travelmurahjogja which experienced an increase in followers in the post-Covid-19 pandemic, namely in March 2022, the followers were 35,200 and in May 2022 it increased to 35,200. 36,100 followers, although the productivity of content creation has decreased. Before the pandemic, the Instagram account @travelmurahjogja was quite active in 2019 Travel Murah Jogja posted 133 posts and the number of Instagram users who liked the post was 25,209 and 364 comments, and the content posted was testimonials from consumers only. In 2020, when the Covid-19 pandemic began, the content posted on the Instagram account @travelmurahjogja decreased, to only 104 posts with 18,685 Instagram users liking their posts and 391 comments, the content posted was only recommendations and tips for traveling to Yogyakarta. In 2021, there were 54 posts on the Instagram account @travelmurahjogja, 5,741 who

liked the post, and 233 comments. Then in 2022, entering the post-Covid-19 pandemic, starting from January to June, Travel Murah Jogja posts were 23 posts, 68,016 likes, and 2,967 comments.

II. THEORETICAL REVIEW

Social media management is a multidisciplinary approach that should start with a strategy for creating business value. As a result, all departments in the organization are potentially involved in strategy development. In particular, different departments require different strategies (Looy, 2016). Social media management is the use of various tools, software, and services that can help companies share business content on social media.

According to Blanchard and Borremans (in Looy, 2016) Social media strategy is the first and most important way to see a clearer picture of social media management. Specifically, social media is used to help achieve business goals, namely, getting new customers, increasing sales or profits, increasing customer satisfaction, increasing awareness, increasing brand engagement, and building the company's brand.

Social media management helps companies to get closer to their consumers. One of them is by using a variety of interesting content on social media to build relationships with consumers. According to Kotler, Hermawan dan Iwan (in Salmiah, 2020) content is said to be attractive and has commercial value, if in producing the content it considers the original quality aspect internally or chooses it from external sources. The following are the steps to prepare content well according to Kotler, Hermawan and Iwan (in Salmiah, 2020).

A. *Setting Goals*

In starting the concept of content creation, it is necessary to have clear goals regarding the content to be created. The setting of content goals is equated with the goals to be achieved. Then brand-related goals which include brand awareness, brand connectedness and brand loyalty, help companies design content marketing strategies well.

B. *Target market mapping*

Mapping the target market and market segmentation aims to provide clarity regarding the individual or group to be addressed. Setting a specific target market will have implications for effective brand storytelling so that companies can easily create sharper and deeper content.

C. *Content initiation and planning*

Next, do proper planning related to content ideas and ideas that will be created for consumers.

D. *Content creation*

The main element in content is the process of creating content that is interesting and has a selling value in the market. Content creation is not easy, it requires a huge commitment in terms of time and budget.

E. *Content distribution*

After finishing creating content, then distribute or introduce the content to consumers. Companies need to ensure that the content that has been created can be found by consumers through proper content distribution.

F. *Content reinforcement*

One of the characteristics of strengthening interesting content is the key to distributing content according to the predetermined target market. Currently, content strengthening is needed to reach influential people in a certain group so that it is likely that the content will go viral and attract a lot of consumers.

G. *Content marketing evaluation*

Evaluate content marketing to directly observe content performance after post-distribution. There are five categories of matrices that are used to measure whether content succeeds in attracting consumers, namely visibility matrix, connectedness matrix, search matrix, action matrix and endorsement matrix.

H. *Content marketing improvements*

The final step is the improvement of content marketing with the performance tracking process after it is marketed. Performance tracking is very useful as a basis for analyzing and identifying opportunities for improvement at a more granular level.

III. RESEARCH METHODS

The type of research used in this research is descriptive qualitative research. The researcher uses this type of research because the researcher wants to describe a phenomenon according to the actual situation experienced by the research subject and present the data in the form of words. According to Sukmadinata (2012), Qualitative descriptive research is intended to describe or describe existing phenomena. Qualitative research has two objectives, namely to describe and explore and describe and explain

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techniques are mostly in-depth interviews, observation and documentation (Sugiyono, 2019).

The character of the informant in conducting in-depth interviews later is to choose the informant who best knows all policies and is responsible and has an important role in Travel Murah Jogja. Then the next informant who is responsible for designing each piece of content and posting social media content on Instagram Travel Murah Jogja

The data analysis technique used in this study uses the theory of Miles and Huberman (in Sugiyono, 2019) argue that the activities in qualitative data analysis are carried out interactively and take place continuously until complete so that the data is saturated. Activities in data analysis are data reduction, data display, and conclusion drawing/verification.

IV. RESULTS AND DISCUSSION

A. Setting Goals

The first step in preparing content is to set the purpose of the content that Travel Murah Jogja does for consumers

From the results of observations and interviews with Erennga Renggan Luka, Owner and at the same time Admin of Travel Murah Jogja, the researchers found the purpose of the content uploaded by the Instagram account @travelmurahjogja which contains information about prices, tour packages and with captions information about facilities, as well as about tours that are offered. is in Yogyakarta, but the recommended tours are not careless for the satisfaction and comfort of consumers.

Figure 1, Information content uploaded to the @travelmurahjogja account on Instagram



Source: Instagram @travelmurahjogja

The picture above is an example of information content uploaded to the @travelmurahjogja Instagram account which contains information on terms and conditions, prices, facilities and tour packages to be visited. From the information provided by @travelmurahjogja, it is hoped that they will also become consumers who use Travel Murah Jogja services when traveling to Yogyakarta.

In starting the concept of content creation, it is necessary to have clear goals regarding the content to be created. The setting of content goals is equated with the goals to be achieved. Having a goal can help

you stay focused on content creation (Salmiah, 2020). Determining the destination of Travel Murah Jogja is in accordance with the theory, namely that making goals is equated with the goals to be achieved, namely followers become consumers who will use their services.

B. Target Market Mapping

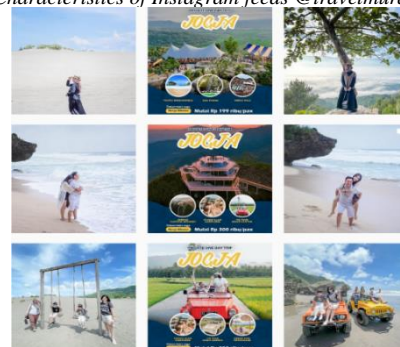
Travel Murah Jogja in determining the intended target is the lower middle class and there is no age limit. This is considered based on the name Cheap Travel Jogja itself, which indirectly filters the market through the keyword “cheap”, which means that it can be reached by the lower middle class. And not specifying the age of the consumer because there is no age limit for traveling, everyone can travel while they are still healthy and can travel.

Mapping the target market is needed to provide clarity regarding the individual or group that will be targeted, by setting a specific target market will make it easier for the company to determine what to do and can easily create sharper and deeper content to attract the attention of consumers (Halim, 2020). Mapping the target market on Cheap Travel Jogja has provided clarity regarding the individuals or groups they want to target, namely the lower middle class.

C. Content Initiation and Planning

In initiating and planning content, researchers found that Travel Murah Jogja has its characteristics, namely the Instagram feed @travelmurahjogja which is uploaded is always conceptualized and neatly arranged and uses bright color tones in each post so that it can attract and make it easier for consumers to recognize and remember it as a characteristic of Travel Murah Jogja.

Figure 2 Characteristics of Instagram feeds @travelmurahjogja



Source: Instagram @travelmurahjogja

In content creation, it is important to plan properly regarding the ideas and content ideas that will be created, so that what is desired will be channeled and well received by consumers. (Salmiah, 2020). In initiating and planning content, @travelmurahjogja has planned properly regarding content ideas and ideas, namely having characteristics on his Instagram feed that makes it easier for consumers to recognize and remember Travel Murah Jogja.

D. Content Creation

After doing content planning, the next stage is content creation. So far, @travelmurahjogja doesn't have a special team for content creation. For now, content creation is carried out by the owner as well as the admin itself, namely Erengga Renggan Luka. And the photo content that is presented also comes from the results of consumer travel documentation which later after potential consumers see the content is expected to attract the trust of potential consumers to use Travel Murah Jogja services.

The first element in content creation is the process of creating content that is attractive and has a market value. Content creation requires a huge commitment in terms of time and budget (Halim, 2020). The creation of Travel Murah Jogja content is in accordance with the theory, namely, content that is interesting and has a selling value, namely in the form of photos of consumer travel documentation that can attract the trust of consumers to use Cheap Jogja Travel services. However, the time and budget of Travel Murah Jogja have not been committed because it does not have a special team.

E. Content Distribution

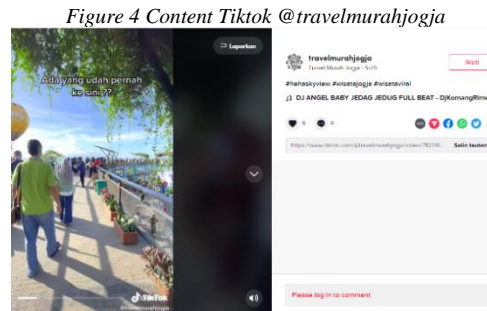
Another important stage is content distribution or introducing the content to consumers. There are three broad categories of media channels used to distribute their content namely, brand-owned media are brand-controlled media completely. Paid media are channels that brands pay to distribute their content. The media obtained is the media obtained by the brand by word of mouth or endorsement (Kotler, 2019)

In distributing its content, Cheap Travel Jogja uses its own media, namely social media Instagram, Website and Tiktok. However, Cheap Travel Jogja is more active using Instagram. Because Instagram is one of the social media that is widely used because of its easy and practical use and Rengga has also told foreigners to type in Instagram searches with the keyword travel cheap, the Instagram account @travelmurahjogja is included in the name. top in search. The content uploaded on Tiktok is the same content that has been uploaded on Instagram as well. It can be seen in the post on May 29, 2022, that the same content was uploaded to the Instagram account @travelmurahjogja and the TikTok account @travelmurahjogja which contains a video on Heha Sky, and in the video, there is the words "Has anyone been here???" and the words "besides being crowded, what other impressions do you have from this tour?"

Figure 3 Instagram Content @travelmurahjogja



Source: Instagram @travelmurahjogja



Source: Tiktok @travelmurahjogja

In addition to using media owned by the researchers, they also found documentation that Travel Murah Jogja also uses paid media to distribute its content so that the content can reach and acquire new consumers.



Source: Instagram @keluarbentar

Companies need to ensure that the content that has been created can be found by consumers through proper content distribution (Salmiah, 2020). In distributing Travel Murah Jogja content, it is in accordance with the theory that the content that has been created can be found by consumers, where Travel Murah Jogja uses the media owned, namely the Instagram @travelmurahjogja social media account and also uses paid media so that its reach is wider.

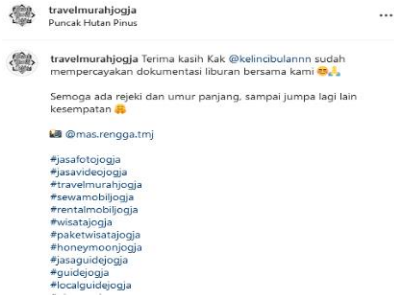
F. Content Alert

From the results of interviews and observations, researchers found that in uploading the content, Travel Murah Jogja only uses the features provided by Instagram, such as captions which are descriptions or descriptions of uploaded content, hashtags (#) are signs that will make it easier for other users to find posts. related to the hashtag title,

then geotagging is the location where the content is created or uploaded, and the arroba (@) feature is a feature to attract other users on Instagram.

Another purpose of using these features is to attract customer trust, because once there was an experience of one prospective customer DM (direct message) a tagged customer, and asked how using the services of @travelmurahjogja was good or not.

Figure 6, Instagram content alert @travelmurahjogja



Source: Instagram @travelmurahjogja

One of the characteristics of strengthening interesting content is the key to distributing content according to the predetermined target market. Currently, content strengthening is needed in order to reach influential people in a certain group, so the content will likely go viral and attract a lot of consumers. (Salmia, 2020). In strengthening Travel Murah Jogja content, it has reached people so that the content is in great demand by using the features provided by Instagram such as captions, hashtags, geotagging and arroba that can attract the trust of potential consumers.

G. Content Marketing Evaluation

For now, the evaluation of @travelmurahjogja content marketing is only done visually, not in depth. Rengga also added that Travel Murah Jogja should have its team in conducting the evaluation, but due to the lack of human resources, the evaluation was carried out only through the insight feature provided by Instagram which was only seen from likes, views and comments.

Evaluate content marketing to directly observe content performance after post-distribution. With the evaluation, it will be able to find out the advantages and disadvantages of the content, which can later become a reference for further content. There are five categories of matrices that are used to measure whether the content is successful in attracting consumers, namely visibility matrix, connectedness matrix, search matrix, action matrix and endorsement matrix (Salmiah, 2020). In the evaluation process, Travel Murah Jogja's content marketing is not in accordance with the theory related to content performance after post-distribution, because at this time Travel Murah Jogja only evaluates content marketing through the insight feature, and has not fulfilled the five matrix categories.

H. Content Marketing Improvements

The final step is content marketing improvements. From the results of the interview with Rengga, he explained that there was no content sharing after the content was distributed. If the reach of the content, especially the reels, is not appropriate, the content will be taken down, but for photo content, it doesn't matter because the current Instagram algorithm is more on reels. He also mentioned that many followed the Instagram account @travelmurahjogja after he uploaded one of the content reels which saw the content reach 2.6 million viewers.

Content marketing improvement is the process of tracking the performance of content after it has been marketed. Performance tracking is very useful as a basis for analyzing and identifying opportunities so that if there is poor content performance, the cause will be sought and improvements will be made for future content. (Salmiah, 2020). In improving the marketing of Travel Murah Jogja content, it is not in accordance with the theory, namely the process of tracking the performance of the content after it is marketed, because there is no improvement in content after the content is distributed.

V. CONCLUSION

Through the table, it can be seen that from 2019 to 2021 the activity of Travel Murah Jogja content decreased. Then in 2022, the followers of Travel Murah Jogja increased, but the productivity of the content from January to June continued to decline even though the number of likes and comments had increased quite drastically. From these data, it can be seen that the number of tourists who want to go to Yogyakarta is increasing.

Table 1, Content productivity @travelmurahjogja

Month	2019			2020			2021			2022		
	Upload	Like	Comment	Upload	Like	Comment	Upload	Like	Comment	Upload	Like	Comment
Jan	9	1519	27	17	2092	15	3	209	6	7	62.970	2318
Feb	9	1502	29	12	1230	13	9	809	31	3	1.015	22
Mar	12	2430	25	9	1257	26	3	257	1	4	435	12
Apr	15	7621	81	-	-	-	3	578	15	-	-	-
May	-	-	-	-	-	-	3	345	18	2	1124	474
June	12	2034	42	6	777	24	9	893	42	7	2472	141
July	27	3830	69	3	449	9	-	-	-	-	-	-
Aug	24	2794	37	15	6757	128	-	-	-	-	-	-
Sept	15	1521	30	12	1887	89	3	308	6	-	-	-
Oct	6	716	11	3	340	13	9	934	25	-	-	-
Nov	3	871	7	12	1718	46	6	787	64	-	-	-
Dec	1	367	6	15	2178	28	5	724	25	-	-	-
Total	133	25.209	364	104	18.685	391	52	5.844	233	23	68.016	2.967

Source: Instagram observation @travelmurahjogja

In creating content, @travelmurahjogja aims to provide information and to target the lower middle-class target market, @travelmurahjogja in initiating and planning content has its own characteristics for its content, namely the @travelmurahjogja Instagram account feed which is uploaded always conceptualized and neatly arranged and uses bright color tones on the page. every post. Then to distribute the content, @travelmurahjogja is more active in the media using their media, namely Instagram social media. To strengthen the content that has been

created, @travelmurahjogja uses the features provided by Instagram, such as captions, hashtags, arroba and geotagging. However, the process of evaluating @travelmurahjogja content, is only done visually through the insight feature provided by Instagram, and does not make improvements to the content after it has been distributed.

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