


## Instagram Utilization in Promoting Ecotourism in Pari Village, Pantai Cermin District, Serdang Bedagai Regency

Tina Taviani<sup>1</sup>, Lydia De Vega Sipayung<sup>2</sup>, Sepdwiyan Donargo<sup>3</sup>

Tourism Planning Management, Politeknik Pariwisata Medan<sup>1,2,3</sup>

Article Info	ABSTRACT
<p><b>Article history:</b> Received : 01 April 2024 Revised : 25 May 2024 Accepted : 18 June 2024 Available Online : 30 July 2024</p> <p><b>Keywords:</b> Utilization, Instagram, Promotion, Ecotourism.</p>	<p>The tourist village of Pari, Pantai Cermin District, Serdang Bedagai Regency has ecotourism in the form of a typical pandan coconut nursery and the unique aroma of pandan. This research aims to utilize Instagram knowledge as a promotional medium in Pari Village Ecotourism, Serdang Bedagai Regency. In connection with this objective, a problem formulation can be put forward, namely how to use the Pari village ecotourism social media Instagram as a promotional medium. The research methodology used by the author in this research is descriptive with a qualitative approach. The data collection techniques used were observation, interviews, literature study, and documentation. From the results of this research, it can be concluded that the Pari Village ecotourism manager has used Instagram as a promotional medium in promoting Pari Village ecotourism. With the Instagram accounts @desawisatapari, and @hambalee_01, tourists are greatly helped in finding information. However, the obstacle experienced by Pari Village ecotourism managers is the lack of human resources in managing Pari Tourism Village Instagram. So the Pari tourism village Instagram is still not effective in promoting Pari village ecotourism in the form of pandan coconut nurseries because it is not by the promotional media indicators.</p>
 <p>This work is licensed under a <a href="https://creativecommons.org/licenses/by/4.0/">Creative Commons Attribution 4.0 International License</a>.</p>	<p><b>Corresponding Author:</b> <b>Tina Taviani</b> Politeknik Pariwisata Medan Email: <a href="mailto:tinataviani01@gmail.com">tinataviani01@gmail.com</a></p>

### INTRODUCTION

Ecotourism is a concept of sustainable tourism development that aims to support efforts to preserve the natural environment, and culture and increase community participation in conservative management ([Wibowo & Belia, 2023](#)). So that it provides benefits to the local community. Ecotourism is a tourist activity that is responsible for the welfare of local communities and environmental conservation. Ecotourism in Pari Village, is one of the villages directly adjacent to the Malacca Strait ([Bakhtiar, 2022](#)), thus making Pari City Village one of the Marine Tourism Destinations. Presenting a beautiful beach atmosphere also serves seafood food from the sea. In addition, Kota Pari Village presents Ecotourism in the form of Pandanese Coconut Nurseries which has a distinctive taste and fragrance typical of Pandan ([Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2022](#)). Products produced by the Pari city

village community such as brown sugar made from coconut tree water, and shrimp paste made from kecepai shrimp which has a distinctive aroma, which is still traditionally managed from generation to generation.

Promotion is a determinant of success in marketing programs. According to [\(Ardianti & Lubis, 2020\)](#), promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products. Promotion is a form of marketing communication. The growing digital era with internet users in Indonesia in 2022 reached 215.63 million. The growing digital world makes people use digital media, which is used for various needs, and promotions. As is well known, digital media does have a big impact on promotion and creates new strategies in the world of promotion through digital marketing media. Digital marketing attracts consumers and potential consumers quickly. Digital marketing is also divided into several groups such as websites, search engine marketing, social media marketing, online advertising, email marketing, and video marketing [\(Shridhar, 2023\)](#). This type of digital marketing promotion uses social media marketing because active mobile social media users in Indonesia reached 200 million in 2022. Where social media marketing circulates platforms on social media such as Facebook, Twitter, and Instagram because it can be done at a very minimal cost and is also free [\(Pangkey et al., 2023\)](#). Instagram is a photo-sharing service application that allows users to take pictures give filters and then disseminate them on social media such as Facebook, Twitter, and others. Instagram is a photo-sharing application that allows users to take photos, apply digital filters, and share them to various social networking services, including Instagram's own. The utilization of the social system in Instagram is by following other user accounts or having an Instagram account. Instagram has five main menus which are all located at the bottom, namely the home page, Comments, Explore, Profile, and News Feed. Researchers are interested in knowing the utilization of Instagram in promoting Ecotourism in Pari Tourism Village.

## METHODS

This research is descriptive research with a qualitative approach. Qualitative descriptive research aims to describe, describe, explain, explain, and answer in more detail the problems to be studied by studying as closely as possible an individual, a group, or an event. In qualitative research humans are research instruments and the results of the writing are in the form of words or statements that are by the actual situation [\(Sugiyono, 2020\)](#).

The research method is used by researchers to see the condition of natural objects as a key instrument, and a sampling of data sources is carried out. Qualitative research methods are research methods used to research on natural object conditions, where the researcher is the key instrument, data collection techniques are triangulated, data analysis is inductive, and qualitative research results emphasize meaning rather than generalization [\(Abdussamad, 2021\)](#). In qualitative research, data collection is not

guided by theory but guided by facts found during research in the field. Therefore, the data analysis carried out is inductive based on the facts found and can then be constructed into hypotheses or theories

### **1. Data Collection Techniques**

Data collection techniques are the most strategic step in research because the main objective of research is to get data. Without knowing the data collection technique, the researcher will not get data that meets the specified data standards ([Darmawan et al., 2021](#)). Data collection can be done from various sources and in various ways. Data collection based on data sources can use primary sources and secondary sources. Primary sources are data sources that directly provide data to data collectors, and secondary sources are sources that do not directly provide data to data collectors. Data collection techniques can be done by observation (observation) interviews (interviews), questionnaires (questionnaires), documentation, and a combination of the four ([Makbul, 2021](#)).

### **2. Population and Sample**

According to ([Sugiyono, 2020](#)), population is a generalization area consisting of, objects or subjects that have certain quantities and characteristics set by researchers to study and then draw conclusions. In this study, the population is the managers and tourists visiting Pari Village, Pantai Cermin District, Serdang Bedagai Regency within a predetermined time. T sample is part of the number and characteristics possessed by the population. In this study, researchers asked questions in the form of interviews presented to managers and tourists to answer existing problems regarding the use of Instagram in promoting ecotourism in Pari Village, Pantai Cermin District, Serdang Bedagai Regency.

## **RESULTS AND DISCUSSION**

### **Discussion**

Research results using the perspective of various relevant theories that have been included in the literature review. In this study, researchers focused more on discussing and examining the use of Instagram in promoting ecotourism in Pari Village, Pantai Cermin District, Serdang Bedagai Regency. This discussion will be discussed about actuating (implementation) in managing Instagram. According to Terry, 1958 quoted in the book Principles of Management, movement (actuating) is to arouse and encourage all members of the group to want and try hard to achieve goals sincerely and in harmony with planning and organizing efforts from the leadership.

Researchers will describe and explain the data from the results of research on the obstacles of Pari village ecotourism to promote using Instagram. The results obtained in the data collection process.

### **Instagram Social Media Management by Ecotourism Managers in Pari Village,**

## Serdang Bedagai Regency

The interview process conducted by researchers with the manager of Ecotourism in Pari Village, Serdang Bedagai Regency was carried out directly, namely to the resource person Mr. Hambali as the Secretary of Pari Village, Serdang Bedagai Regency. The interview was related to the formulation of the problem that had been described, namely: "How is the utilization of Instagram used for ecotourism promotion media in Pari Village". In this case, the researcher compiled several lists of questions that the researcher addressed to the resource person who had agreed to answer by the formulation of the problem and the questions and answers of the resource person can be seen as follows.

**Table 1.** Level of Effectiveness of Instagram Media of Pari Village Ecotourism

<b>Number</b>	<b>Inquiry</b>	<b>Answers</b>
1	What is the level of effectiveness of using Instagram as a medium for promoting ecotourism in Pari Village?	Instagram media is very effective as a medium for promoting ecotourism in Pari Village. Because of the number of followers on Instagram (desakotapari) and Instagram (bank_balee01) which can be seen from the data of visitors who post every moment and taggar the village of Pari in Instagram posts. However, there are still many posts that have not been uploaded through the official Instagram account of Pari Village, such as there is ecotourism in the form of a pandanus coconut nursery which is still not visible on the Pari Village Instagram account.

*Source: The results of direct interviews with the manager, 2024*

From the results of the interview above, it can be described that Instagram is very effective in promoting Pari Village Ecotourism and increasing the number of tourist visits. Managers have utilized Instagram media as a place to publish and introduce Pari Village Ecotourism to the public. However, there are still some promotions that are not uploaded through the official Instagram account of Pari Village, such as the existence of ecotourism in the form of a pandanus coconut nursery in Pari Village.

**Table 2.** Management Responses Regarding When Pari Village Ecotourism Started Promotion Through Instagram

<b>Number</b>	<b>Inquiry</b>	<b>Answers</b>
1	Since when does Pari Village Ecotourism have an Instagram account?	Pari Village Ecotourism has an Instagram account @desakotapari in 2021, and @bank_balee01 in 2015.

*Source: Results of direct interviews with the manager, 2024*

From the results of the interview above, it can be described that the management of Pari Village Ecotourism started promotion through Instagram @bank\_balee01 in 2015 and @desakotapari in 2021. The manager explained that the @bank\_balee01 Instagram account has 431 followers in the promotion of Pari City Village ecotourism and @desakotapari Instagram has 178 followers in 2021. In 2021 the manager created a second account to promote Pari Village Ecotourism, namely @desakotapari which has 178 followers. The manager also said that the difference between these two accounts is that the @bankbalee01 account contains posts about activities carried out in Pari Village.

**Table 3.** Manager Responses Regarding Personal Selling Conducted by Instagram Kota Pari Village

<b>Number</b>	<b>Inquiry</b>	<b>Answers</b>
1	How is personal selling done through Instagram? Is the Instagram manager fast and responsive in replying to messages people ask through direct messages or in the Instagram ecotourism comments column? Pari City Village ecotourism Instagram?	For personal selling, it can be quick and responsive to the response of people who ask about ecotourism in the city of Pari. It's just that there is still a lack of human resources who can help the village of Kota Pari in managing social media platforms, especially Instagram.

*Source: Results of direct interviews with the manager, 2024*

From the results of the interview above, it can be described that the personal selling that the manager does is to respond quickly and responsively to visitors who ask questions via Instagram. It's just that the Pari City Village Ecotourism still lacks human resources in helping to manage social media platforms, so there are times when the manager is slow to respond in serving visitors via Instagram. From the results of the interview above, it can be described that the manager of the ecotourism village of Kota Pari utilizes the features available on Instagram through photos and videos on Instagram desakotapari and bank\_balee01.

**Table 4.** Manager Responses Regarding the Management of the Instagram Account for Kota Pari Village Ecotourism

<b>Number</b>	<b>Inquiry</b>	<b>Answers</b>
1	To what extent is the management of the Instagram account of the Pari Town Village promoting the Instagram account?	The management of the Instagram account of the Pari City Village in promoting ecotourism of the pari city village still needs human resources who are capable in the field of technology, because there is still a lack of information provided through photos and videos of ecotourism in the Pari City Village. Where there is still no promotion related to pandan coconut nursery ecotourism through an Instagram account. Currently, it is necessary to apply the right Instagram promotion strategy to attract visitors to see directly to the Pari tourist village.

*Source: Results of direct interviews with the manager, 2024*

From the results of the interview above, it can be described that the management of Instagram accounts carried out by the manager of the ecotourism of the city of Pari village is still very necessary for human resources who can manage Instagram accounts specifically for the ecotourism of the city of Pari village because the Instagram account of the city of Pari village is still very minimal information related to ecotourism in the city of Pari village. Where the Instagram account of the Pari City Village is still managed by Mr. Hambali the secretary of the Pari City Village. So that some photos, videos, and activities can be seen and known by followers of the Instagram account of the city of Pari Village.

**Table 5.** Manager Responses Regarding Special Provisions for Photo Captions, or Videos on the Instagram Account of Pari Village Ecotourism

<b>Number</b>	<b>Inquiry</b>	<b>Answers</b>
1	Are there any special requirements for photo or video captions on the Instagram account of Kota Pari Village Ecotourism and what do they consist of?	There are no special provisions for posting, apart from posting photos, videos, and flayers, I also post information posts related to activity programs carried out in Kota Pari Village through my Instagram account and add hashtags about those related to ecotourism in Kota Pari Village.

Source: Results of direct interviews with the manager, 2024

From the results of the interview above, it can be described that special provisions for posting in addition to posting photos, videos, and flayers, the manager also reposts other people's posts tagging the Instagram of Kota Pari Village using hashtags (#) about tourism related to Kota Pari Village.

**Table 6.** Manager Responses Regarding Sales Promotion That Has Been Done in Promoting Ecotourism in Kota Pari Village

Number	Inquiry	Answers
1	What are the sales promotions that have been carried out in promoting Kota Pari Village Ecotourism through Instagram?	So far, we have not done sales promotion with prizes or discounts because Kota Pari Village ecotourism has so far carried out sales promotion through cellular contact to the owner concerned without using Instagram social media.

Source: Results of direct interviews with the manager, 2024

From the results of the interview above, it can be described that sales promotion carried out by the manager of ecotourism in the city of Pari through Instagram still does not exist, because currently, Ecotourism in the city of Pari is still promoted through cellular phones by promoting a pandanus coconut in the village of the city of Pari. Even though it is only through a container, it is widely known by the outside community about the benefits of the pandanus coconut which has properties that are very important for the health of the body because it can prevent dehydration, and increase stamina, and immunity ([Hariandi, 2024](#)).

**Table 7.** Manager Responses Regarding Ecotourism Marketing Strategies for Kota Pari Village

Number	Inquiry	Answers
1	What kind of marketing strategies has Kota Pari Village ecotourism done?	For the marketing strategy, we post the real condition of the ecotourism of Kota Pari village, and post activities that take place in the ecotourism of Kota Pari village (carrying out cooperation and planting flowers, making pandan weaving crafts, brown sugar from pandan water), posting various information related to seminars and training held in Kota Pari village.

Source: Results of direct interviews with the manager, 2024

From the results of the interview above, it can be described that the promotion carried out by the eco-tourism of the city of Pari village is in the form of posting activities in

the city of Pari village, such as planting flowers carried out to welcome the new year, activities to make plaits from pandanus, making brown sugar from pandanus water. However, some posts related to the promotion of ecotourism in the village of Kota Pari are not really on the Instagram account of the village of Kota Pari. Where there are obstacles in the management of the Instagram account of the Pari City Village, this was conveyed directly by Mr. Hambali the secretary of the Pari City Village due to the lack of human resources who were able to focus on posting to the Pari City Village Instagram account.

**Table 8.** Manager's Response Regarding Direct Marketing Around Ecotourism in Kota Pari Village

<b>Number</b>	<b>Inquiry</b>	<b>Answers</b>
1	Does the manager of the Pari City Village ecotourism have direct marketing or information about the Pari City Village ecotourism?	The Instagram accounts of the ecotourism of the city Pari Village @bank_hambalee01 and @desakotapari have direct marketing, but only a few. Most of these Instagram accounts contain village government activities, such as flower planting events in the village of Kota Pari, brown sugar-making activities from pandan water, and community handicrafts in the form of pandan weaving carried out in the village of Kota Pari.

*Source: Results of direct interviews with the manager, 2024*

Instagram accounts @bank\_hambalee\_01 and @desakotapari are still some direct marketing. Every visitor still cannot directly get information on the ecotourism of the Pari city village. However, Instagram followers of the city of Pari Village can directly message on the official @desakotapari account. People can come to see what ecotourism is in the village of Kota Pari directly.

### **Visitors' Responses About Promotions Conducted Through Instagram by Ecotourism Management of Kota Pari Village, Serdang Bedagai Regency**

The interview process conducted by the author with tourists/visitors was carried out directly on the twenty-second day of January, two thousand and twenty-four. Where 2 visitors answered the interview questions that were asked by the author regarding the promotion carried out through Instagram by the manager of the ecotourism village of Kota Pari, Serdang Bedagai Regency. The interview was related to the formulation of the problem, namely "How is the utilization of Instagram used for Ecotourism promotion media in Pari Village, Serdang Bedagai Regency". In this case, the researcher compiled several lists of questions that the researcher addressed to the interviewees who had agreed to answer by the formulation of the problem and the questions and answers of the interviewees can be seen as follows,

**Table 9.** Visitor responses regarding how to get information related to Ecotourism in Kota Pari

Number	Inquiry	Answers
1	Where did you get information related to ecotourism in Kota Pari Village?	<p>Source 1: I get information on ecotourism in the village of Kota Pari from friends who have visited this ecotourism, they tell me what is there and show some photos that they have posted on their social media accounts.</p> <p>Source 2: The information I got came from my best friend because he is one of the village officials of Kota Pari Village.</p>

*Source: Processed interview results, 2024*

From the results of the interview above, it can be described that visitors are interested in pictures and posts related to ecotourism in the city of Paris village obtained through friends who have visited the city of Pari village, so visitors who have never come to the city of Pari village look for information related to ecotourism in the city of Pari village through Instagram @desakotapari and @bank\_hambalee01. Posts that make visitors interested are ecotourism posts in the form of handicraft activities derived from pandanus and in the form of processed pandanus water into brown sugar and woven pandanus. However, there is still a lack of photos and videos on the Instagram account of the Pari City Village, so there are still many unknowns about the latest activities in the Pari City Village.

**Table 10.** Visitor Responses Regarding Criticism and Suggestions Given to Managers in Promoting Ecotourism Pari Town Village through Instagram

Number	Inquiry	Answers
1	Are there any criticisms and suggestions that you would like to give to the manager of Ecotourism of the Pari City Village in promoting through Instagram Ecotourism of the Pari Village?	<p>Interviewee 1: The suggestion is that the Instagram account of the Pari City Village can be utilized as a means of information related to the ecotourism of the Pari City Village that is there, so that people can get to know the Pari Village better through the Instagram accounts @desakotapari and @bank_hambalee01. There is a need for consistent Instagram account management to promote the village of Kota Pari through Instagram. So, in presenting ecotourism promotions in the form of pandanus coconut nurseries which have a distinctive pandan flavor can be seen</p>

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through the Instagram account of the Pari City Village.

Interviewee 2:

More often upload the latest photos and videos through the Instagram account of the Pari Town Village.

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*Source: Processed interview results, 2024*

From the interview results above, it can be described that the suggestion from visitors to the management of the Village Ecotourism of Pari Town Village promoting on Instagram is to update the promotion strategies on Instagram. Suggestions and inputs from visitors to the management of the Village Ecotourism of Pari Town Village include informing and showcasing the ecotourism in Pari Town Village, such as the cultivation of pandan coconut which has a unique pandan flavor.

Social media plays a crucial role in shaping digital marketing strategies by boosting brand visibility. Engaging in digital marketing aims to elevate product or service sales. Social media has become a fundamental element of daily life for people worldwide, with its significance only set to increase as more of the global population begins to use it. Instagram, in particular, stands out as a popular platform for gathering travel recommendations. Its focus on visual content captures the interest of tourists, making it an excellent tool for promoting tourist spots (Fiona et al., 2022).

Instagram stands out as the leading social media platform, celebrated for its extensive user engagement through shared content. It's also the top choice for those looking for inspiration and information. Breves selected Instagram for its substantial advertising revenue and its proven track record in examining the dynamics between followers and influencers during ad campaigns. The advent of social media has ushered in a significant shift in how we connect with products, services, and each other ([Breves et al., 2021](#); [Kilipiri et al., 2023](#); [Sukunesan et al., 2020](#)).

## CONCLUSION

Instagram social media has been utilized by the manager of the Ecotourism village of Kota Pari with the official account @desakotapari with 178 followers and @bank\_balee01 with 432 followers, the Instagram account has utilized the features on Instagram. For example, using the hashtag (#) feature, arroba (@), repost photos and videos. The manager also explained that he had used promotional indicators in his

marketing strategy such as creating advertisements that do not use costs such as local content creators, public relations, direct marketing, and also personal selling. Sales Promotion Indicators have not been implemented because Ecotourism in the city of Pari still does not have human resources who can focus on managing the official Instagram account of the city of Pari village.

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