# Chapter I Introduction

## Background of Research

Tourism is one of the fastest-growing economic sectors worldwide. It includes all activities related to vacations, such as visiting tourist attractions, vacationing at beaches or mountains, or even visiting big cities for shopping. In addition to increasing a country's foreign exchange, tourism can also have a positive impact on the local economy, especially through job creation in the tourism sector.

In Indonesia, tourism is a sector that has experienced fairly rapid growth. This country has a rich diversity of culture, nature, and history, making it a very popular tourist destination for both foreign and domestic tourists. Tourism in Indonesia is not only focused on natural tourism but also cultural tourism, historical tourism, culinary tourism, and even sports tourism. The Indonesian government has issued various policies to improve the quality of tourism services and promote tourism destinations to various parts of the world. One of the policies that have been implemented is the development of adequate infrastructure, such as airport construction, highways, and other tourist facilities. In addition, the government has also issued various tourism promotion programs, both through print and social media, to attract more tourists to Indonesia. Therefore, it is hoped that tourism in Indonesia can continue to grow and provide benefits to the country's economy.

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Tourism in Indonesia not only has a positive impact on the economy but can also provide benefits for the sustainability of the local community. Through tourism, the local community can earn additional income by selling souvenirs or providing transportation services to tourists. In addition, tourism can also help in the development of infrastructure in the area, such as the construction of highways, airports, or other tourist facilities.

The COVID-19 pandemic that occurred in 2020 has had many negative impacts on Indonesia's economy, especially in the tourism sector. As one of the sectors that experienced fairly rapid growth, tourism in Indonesia was significantly impacted by travel restrictions and social distancing policies implemented by the government. Travel restrictions implemented by the Indonesian government since the beginning of the pandemic have reduced the number of tourists visiting Indonesia. This, of course, has an impact on the decline in revenue in the tourism sector. In addition, some tourist attractions had to be temporarily closed to prevent the spread of COVID-19, thus adding to the impact caused by this pandemic. The implementation of Large-scale Social Restrictions (LSSR) resulted in a significant economic impact on the tourist area of Karawang Regency. Data from BPS (2021) shows a drastic decrease in tourist visits in 2020 compared to 2019, with a decline of nearly 75%. This trend continued into 2021, with a 21% decrease in foreign tourist visits to Indonesia in August 2021 compared to August 2020. This highlights the substantial impact of COVID-19 on the tourist industry in Indonesia. According to Utami & Kafabih, (2021), the pandemic

resulted in job losses for 30,421 tourist workers and affected 10,946 tourism businesses.

The development of tourist destinations requires collaboration with the local community, taking into account various factors such as resources, marketing, destinations, science and technology, and responsible use of natural and cultural resources. The active participation of the local community is crucial in the development of tourism, as they are the ones who live around or in the tourist attraction and their livelihoods depend on the potential of the natural resources in their area. The development of tourism has the potential to bring numerous benefits, including an increase in regional income, improvement in living standards, creation of job opportunities, environmental conservation, and preservation of local culture.

In developing a tourist destination, the potential of the area must be taken into consideration. The greater the potential, the more feasible it is to develop the area into a tourist destination. Regarding nature tourism, South Karawang is home to the tourist spot "Kampung Turis". Karawang is a city in West Java known as "Kota Padi", with an area of 1,652.00 km2 and a population of 2,361,019. The city boasts several tourist attractions, including Kampung Turis.

Kampung Turis, located in Parakan Badak, Mekarbuana Village, Tegalwaru, Karawang, West Java, is a natural tourism spot that boasts picturesque and well- preserved environmental surroundings and forests surrounded by mountains and fields. It offers various attractions like waterparks, small zoos, and more. In 2021, the number of visitors to Kampung Turis was 13,898 but before the pandemic, it had reached

63,000 (Badan Pusat Statistik, 2022), which resulted in a decline in the economic conditions of the surrounding community.

In today's rapidly growing tourism industry, attracting tourists has become increasingly challenging due to the intense competition at the national and international levels. The increasing number of tourist destinations, coupled with the aftermath of the COVID-19 crisis for two years, has made it difficult for tourist destination managers to compete. Thus, various strategies are needed to win the competition. However, the most important aspect in developing tourist attractions is the carrying capacity of tourism, which is influenced by various environmental factors. The lack of good accessibility to reach the tourist attractions and limited information about the natural tourist areas pose obstacles to the development of Kampung Turis.

The development of tourist attractions in Karawang Regency requires effective and efficient management and community engagement. This is crucial to boost visitor numbers and increase income, leading to the development of supporting facilities, improvement in human resources, and prosperity for local communities at Kampung Turis Natural Attraction. The limited promotional efforts by the manager are a factor in the slow increase in visitors.

The strategy for responding to these challenges is to develop a marketing strategy that is expected to attract tourists back and also can restore the image of tourism in the Kampung Turis Natural Attractions. Therefore, a good marketing strategy is needed and useful for the advancement of Kampung Turis Natural Attraction. A good marketing strategy certainly departs from a good analytical base.

The reason why the researcher has chosen this topic is to inquire into the marketing strategy used by Kampung Turis, a natural tourist destination in Karawang, on social media. The research will analyze the ways in which tourism village entice tourists and how they address accessibility problems. The study aims to emphasize the beneficial effects of such strategies on the local environment and inhabitants. In addition, the research aims to comprehend how marketing strategies on social media can enhance the growth of natural tourist destinations in tourism villages and their potential contributions to the local economy.

## Indetification of The Problem

The tourism industry in Tegalwaru District, Mekarbuana Village, Karawang Regency has experienced significant challenges as a result of the ongoing pandemic. Prior to the pandemic, Kampung Turis was a popular tourist destination, attracting 63,000 visitors per year. However, in 2021, the number of visitors to Kampung Turis decreased significantly to just 13,898. This decline in visitors has had a significant impact on the development of the tourist village and its surrounding community, affecting the local economy and the livelihoods of people living near the tourist village. Despite these challenges, the potential for tourism in Tegalwaru District, Mekarbuana Village, Karawang Regency remains substantial, particularly given the presence of unique and attractive natural tourist attractions in the area. It is therefore important to identify effective strategies for maximizing this potential and promoting post-pandemic growth in the tourist industry in the region. This study aims to explore

these strategies and their impact on the local economy and the people living near the tourist village, in order to contribute to the development of tourism in Tegalwaru District, Mekarbuana Village, Karawang Regency.

## Limitations of The Problem

There are some limitations to this study that must be taken into consideration. First, the study is limited to only one location, Kampung Turis, in Karawang Regency, researchers analyzed the potential attraction of natural tourism and analyzed the potential of tourist villages with marketing strategy, meaning that the findings cannot be generalized to other regions. Last, based on a semantic language perspective (leech, 1981), it is important to note that this research is limited to the use of social media (Instagram and Facebook) as a promotional tool for tourism. Therefore, the generalizability of the findings may be restricted to the effectiveness of social media platforms in promoting natural tourism. Despite these limitations, the findings of this study provide valuable insights into the development of natural tourism and the potential for tourist villages to have a positive impact on the environment and communities.

## Research Questions

Based on the identification of the problem above, the questions in this study are as follows:

* + 1. What is the specific meaning existed on marketing strategy used in Kampung Turis Karawang?
    2. What Social Media platform is the most attractive for tourist?

## Objectives of Study

Based on the research questions above, the objectives to be achieved in this study are as follows:

* + 1. To find out the specific existed meaning on marketing strategy used in Kampung Turis Karawang.
    2. To find out the Social Media platform is the most attractive for tourist.

## Significances of the Study

Benefits of Research This research is expected to provide benefits and advantages, including:

## Theoretical Benefits

In general, results of this study are expected to add tourism knowledge, especially in the context of developing Natural Tourist Attraction and marketing strategy to increasing tourist visitor.

## Practical Benefits

This research is expected to be used as an input or recommendation for local governments and tourist attraction managers to determine the right policies in developing tourist attractions, especially in Karawang Regency

# Chapter II

**Theoretical Foundation**

## Tourist Attraction

In Indonesia, the term tourist attraction can be interpreted as tourist attraction which refers to the term tourist attraction. From a number of definitions of tourist attraction, it can be understood that tourist attraction is basically something to anything that can attract tourists to visit. According Donaldson & Maumbe, (2010) defined the notion of destination attractiveness as ‘the perceived ability of the destination to deliver individual benefits. This ability is enhanced by the attributes of a destination, i.e. those components that makeup a destination.

## Tourist Attraction Component

There are four tourism components that call 4As: Attraction, Accessibility, Amenities, and Ancillary (Cooper et al., 1998) there are several main stages which to determine the condition of existing resources and propose measures for their improvements. These Four components of tourism need to be developed in order to complete the tourist attraction facilities and support, as reflected.

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**Picture 2.1** Tourism Destination Components (Cooper 1998)

## Attraction

Tourist attractions are crucial in attracting tourists to visit a tourist destination; tourist attractions are capital or tourism resources. Other tourist destinations cannot replicate tourist attractions in one tourist destination because it has its characteristics between one destination and another.

## Accessibility

Accessibility is a means that provides convenience to tourists to get to tourist destinations, not only concerning the ease of transportation for tourists to reach tourist destinations but also the time needed, directions to tourist locations, and others.

## Amenity

Amenities are all supporting facilities used to meet tourists’ needs when conducting tourist activities in a tourist destination, such as accommodation facilities, food and beverage providers, entertainment venues, and shopping places.

## Ancillary

Ancillary or supporting facilities include the existence of various organizations that facilitate and encourage the development and marketing of a tourist destination.

## Marketing Strategy

## Strategy

Strategy is important for its survival in achieving effective and efficient goals. Besides that, the company is required to be able to overcome and deal with any problems or obstacles that come from within the company or from outside the company. The term strategy comes from the Greek, namely strategia, which means art or science to become a general. Strategy can be interpreted as a plan for the distribution and use of military power in certain areas to achieve certain goals. A.Pearce & Richard B.Robinson, (2014) strategy is a large-scale plan, with a future orientation, to interact with competitive conditions to achieve goals.

Based on the definition given by the experts above, it can be concluded that strategy is a common tool to achieve long-term goals set by the company. With the

established strategy, the company is able to overcome and resolve any problems that arise both from outside the company and from within the company.

## Marketing

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others (Kotler & Armstrong, 2016). Marketing is something that includes all systems related to the purpose of planning and determining prices for the purpose of promoting and distributing goods and services that can satisfy the needs of actual and potential buyers.

Marketing is a process of analysis, planning, implementation, coordination and control of marketing programs that include product policies, prices, promotions, and distribution of products, services and ideas offered to create and increase the exchange of benefits with target markets in an effort to achieve organizational or company goals. Marketing is a human activity directed at satisfying needs and wants through an exchange process. Marketing is a social and managerial process by which individuals and groups obtain what they need and want through the creation and reciprocal exchange of products and value with others (Kotler & Armstrong, 2016).

Based on the definitions of the experts above, it can be concluded that marketing is all activities carried out by a company with the aim of meeting the needs and desires of consumers by exchanging values with other parties.

## Marketing Mix

According to Armstrong et al., (2017), the marketing mix is The set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market. The main objective of this mix is to meet the needs and wants of the targeted market. It impacts the demand by tracing the needs and wants of the current and potential customers. The positive perception on the part of customers comes through the products and services that create value for them and provides them with satisfaction, which gives the organization a notable edge over its competitors (Kotler & Armstrong, 2016).

## Product

The product makes up the first element of the marketing mix and affects the other three elements of the mix due to its nature and attributes. The product can vary in terms of its attributes and features based on the dissimilarity of the target markets in terms of the variance of the needs and wants that make up the market components and the marketing environment (Armstrong et al., 2017). The product is the whole concept of an object or process that provides a number of value benefits to consumers. It should be noted in the product that the consumer does not only buy the physical product, but also buys the benefits and value of the product, which is called "the offer", especially for service products that we know do not cause a transfer of ownership from the consumer service provider.

According to Armstrong et al., (2017), The Offer or service offerings can be divided into five categories, namely:

* + - 1. Pure tangible goods
      2. Tangible goods
      3. Mix
      4. Major services accompanied by minor goods and services
      5. Pure service.

## Product level

The total product can be divided into four levels according to Ravald & Grönroos, (1996) consisting of: product, expected product, augmentable product, and (potential product). The meaning of each level can be explained as follows:

1. Core products, namely the benefits that are actually needed and will be consumed by customers from each product. In Recreation Park's tourism services, the main benefits purchased by customers are entertainment and attractions. For this reason, entertainment services are needed to provide pleasure to customers.
2. Expected products, namely formal products offered with various attributes and conditions that are formally expected and agreed to be purchased. For example, customers expect timely and fast service.
3. Extended products or complementary products, namely various product attributes that are complemented or added by various benefits in the service,

so as to provide additional satisfaction. For example, recreational parks with the availability of products and adequate supporting facilities such as spacious and safe parking lots, public telephone, public toilet, bank, prayer rooms, and so on.

1. Potential products, namely all kinds of additions and changes that may be developed for a product in the future, For example, the management of the recreation park provides facilities for purchasing tickets, which can be on- line, and or facilities that allow them to provide unique ones.

## Product formation strategy

Company decisions regarding product policies and strategies certainly require careful product planning, which needs to be aligned with the company's capabilities, such as human resources, financial capacity to support product expansion (product expanded), production capacity, and so on. One strategy that the company can use is a product mix strategy. The product mix is the entire product offered by the company to the target market (Kotler, 2018). The product mix consists of width, depth, length, and consistency.

* 1. The width of a product refers to how many kinds of product lines the company has.
  2. The depth of a product refers to how much variance each product in the line offers
  3. The length of a product refers to the entire product in the product mix.
  4. Product consistency refers to how closely related the various product lines are in end use (production requirements, distribution channels, or other things).

## Product uniqueness

A service product mix or product set is the collection of all product lines and types offered by the seller. Service products will provide value to visitors if they have significant differences or differences (uniqueness) compared to other service products (competitors). The benchmark for this differential product is not the high quality of the product/service and the low price, but lies in the difference and uniqueness of the product or service. That way, recreational park tourism service products can satisfy their needs and desires. According to Kotler, (2018), product differences (uniqueness) can be seen in terms of shape, features, performance, suitability, durability, reliability, ease of repair, style, and design. Meanwhile, Miller & Dess, (1993) explains that efforts to achieve product differentiation (uniqueness) can be done through:

1. Product characteristics, both physical and product capabilities
2. After-sales service
3. Desired impression that is noticed through product design
4. Technological innovation
5. Status symbols and more

Thus, the uniqueness of tourism service products can actually be seen in terms of:

1. The shape, size and style of the room
2. Room facilities used (AC, nonAC)
3. The atmosphere of the room available (antique, modern)
4. Variety of entertainment provided
5. Tools used
6. Other unique facilities

## Price

The price is the second element in the marketing mix concept. It is affected by the purchasing power of the customer and considered to be the critical element in the buying decision. Price can be defined briefly as the amount the consumer must exchange to receive an offering (Singh, 2012). Various factors affect the pricing strategy of an organization, including the cost of materials, product differentiation, competition level, market share, and the customer’s perceived value of the product (Davenport et al., 2007)

## Pricing Strategy

According to Kotler & Alexander Rath, (1984) the marketing strategy through price is divided into 6 strategies, namely as follows:

1. Penetration Price

A penetration price is a marketing approach strategy that sets a lower selling price than the normal price with the aim of accelerating market penetration or acceptance of the products offered. This means that a company or business unit focuses on increasing market share by setting the price of goods lower than normal. The long-term strategy is to accelerate market acceptance or increase existing market share.

1. Skimming Price

In contrast to the penetration price, the skimming price actually sets the price at a high level for a certain time. This strategy assumes that certain consumers will pay a high price for the product, both goods and services, by considering the product to be of prestigious value. The marketing strategy is to set a high price for a limited time, then it will be lowered to a competitive level or according to the market price.

1. Follow the Leader Price

Follow the Leader Price is a pricing strategy used by market leaders to set prices for goods or services by using competitors as models.

1. Variable Price

A business unit establishes a variable pricing strategy to offer price concessions to certain consumers. In some business units, many companies set a price list in two parts, namely the standard price and a price with allowances for certain buyers. In simple terms, variable pricing

is a marketing approach that involves setting more than one price for a product or service with the aim of offering prices to consumers.

1. Flexible Price

This approach can be used if the number of goods and services offered by the company is very limited, while buyer demand tends to change later on so this strategy offers a marketing approach with different pricing to reflect differences in consumer demand.

1. Price Lining

Price lining is a marketing approach by setting several different price levels for merchandise. This strategy determines several different prices that have similar items of retail merchandise for sale. This pricing strategy has the advantage of simplifying choices for consumers and reducing the minimum inventory required.

## Pricing Method

In general, there are 4 methods for setting prices, namely, demand-based, cost-based, profit-based, and competition-based pricing methods (Tjiptono, 2008).

1. Demand-Driven

A method that emphasizes various factors that influence customer tastes and preferences based on the ability and willingness of customers to buy, the benefits provided by the product, and general consumer behavior.

1. Price-Based

The pricing factor is influenced by the supply or cost aspect and not the demand aspect. The price will be determined based on the production and marketing costs of the product plus a certain amount so as to cover direct costs, overheads, and also profit/loss.

1. Profit-Based

Pricing is based on the balance of costs and revenues. This method has 3 approaches, namely, target profit pricing (pricing based on profit targets), target return on sales pricing (target prices based on sales), and target return on investment pricing of a company.

1. Based on Competition

Pricing is done by following what competitors do. This method has 3 approaches: through a system of selling below the normal price of competitors to attract consumers; equalizing prices so that competition is not too fierce; or giving a higher price than competitors with the assumption that the products they offer have better quality.

## Pricing Goals

The purpose of pricing needs to be determined in advance, so that the company's goals are achieved. This is important because the company's objectives are the basis or guidelines for companies in carrying out marketing

activities, including pricing policies. According to Astuti & Amanda, (2020) there are several objectives of determining. The prices taken are:

* 1. Get maximum profit

One of the most common goals of pricing is to maximize short-term profits. The achievement of this goal is done by determining the price level that takes into account the total sales revenue (sales revenue) and total costs, in this case the company sets the price to obtain the maximum level of profit that is most satisfying.

* 1. Get a certain market share

A company can set a price level to gain or increase market share, even though it reduces the level of profit at that time. This strategy is carried out by the company because the company believes that if the market share increases, the profit level will increase in the future.

* 1. Milking the market (market skimming)

Companies take advantage of the benefits of being willing to pay buyers a higher price than other buyers because the goods offered provide a higher value for them. So, in this case, the company charges a higher price because it wants to benefit from a large group of buyers who are willing to pay a high price for the company's product. They have a high present value.

* 1. Achieve the highest possible sales revenue rate at that time.

The company sets a price to maximize sales revenue at that time. This goal can only be achieved if there is a combination of price and quantity of products that can generate the greatest level of income. Pricing with this purpose is usually found in companies that may be in a state of financial difficulty or companies that perceive the future to be bleak or uncertain.

* 1. Make the desired profit.

The company sets a certain price to be able to achieve a level of profit in the form of a satisfactory rate of return. Although a higher price can provide or generate a level of profit that is valid (conventional) for the level of investment and risk borne.

* 1. Promote the product

Companies set special low prices to drive sales for their products, not just for the purpose of making big profits. Companies can set a low price for a product type with the intention that customers also buy other products produced by the company.

## Place

The place can be defined as the mechanism through which goods and services are moved from the provider or manufacturer to the consumer (Goi,

2009). The place is one of marketing mix elements and includes distribution channels, warehousing facilities, mode of transportation, location, assortment, convergence, logistics, and inventory control management (Singh, 2012).

## Location Strategy

There are several location strategy indicators found by Fitzsimmons (2014) namely:

1. Location flexibility is a measure of the degree to which services can react to changing economic situations. Since the location decision is a long-term commitment with a capital-intensive aspect, it is important to choose a location that can be responsive to future economic, demographic, cultural, and competitive changes.
2. Positioning, competitive, refers to the method by which a company can establish itself relative to its competitors. Multiple locations can serve as a barrier to competition by building a company's competitive position and building market awareness. Acquiring and holding prime locations before the market develops can keep competition from gaining access to desired locations.
3. Demand management is the ability to control the quality, quantity, and timing of requests. For example, hotels cannot manipulate capacity effectively because of the fixed nature of the facility; however, hotels

can control demand based on location near various markets, supplying steady demand regardless of economic conditions from time of week to season.

1. Focus can be developed by offering the same narrowly defined services in many locations. Many multisite service companies develop standard facilities (or formulas) that can be duplicated in multiple locations.

## Location Determination Purpose

There are several strategic location objectives that can be obtained from determining and selecting a good business location. This is because the degree of interaction between entrepreneurs and their customers in the production process of service products is relatively large. The final objective of the site selection strategy is to maximize the benefits of the business location. According to Maarif, (2003), the purpose of this location strategy is to maximize the benefits of the location. Location benefits include time efficiency, minimum costs, the image of the business, profit, and credibility.

## Factors to Determine Business Location

Some of the factors put forward by the following experts generally need to be considered in the process of determining the business location. According to Herjanto, (1999), determining the right location will affect the ability of the

business to serve consumers satisfactorily, get enough raw materials, get decent and sufficient labor, and allow business expansion.

According to Fitzsimmons et al., (2014), in determining the location of the business, the factors that need to be considered are access, visibility, traffic, parking, expansion, environment, competition, government, labor, and completeness of facilities. The factors determining the location of the company are, among others, labor, transportation and logistics, consumers and markets, community environment, and location characteristics.

Meanwhile, according to Arli et al., (2015) the factors for determining business location include access, visibility, traffic (traffic), parking, expansion, environment, competition, and government regulations. The factors that influence the selection of business locations are such as the location of consumers or markets; sources of raw materials; sources of labor; water and electricity; transportation; community environment and emerging attitudes; government regulations; industrial waste disposal; facilities and employees (Marasinghe et al., 2018).

## Promotion

Promotion is one of the most powerful elements in the marketing mix. It means to communicate and persuade the target market—by identifying the needs of the target segment—to buy the company’s products. The promotion concept includes all

marketing activities used to inform, persuade, and remind the target market about a firm and its products or services, in such a way as to build a favorable image in the mind of the customer. In the same context Armstrong et al., (2017) defined promotion as human activities based on a communication process that can be directed via personal selling points or indirectly via advertising messages through the media.

## Promotion Function

The promotion function is the steps that must be taken by the company to arrive at the final goal of a promotional program, namely purchases made by consumers, so that it can be formulated briefly as AIDA. AIDA stands for:

1. Attention, a product must be able to attract the attention of many consumers.
2. Interest, after being able to attract attention, a product must arouse interest.
3. Desire, after evoking interest, the next stage is desire and wanting to enjoy the product.
4. Action, the final stage after the desire arises and wants the product, then it is time to make a purchase effort.

## Promotion Purpose

The purpose of the promotion is to introduce the goods produced by them with the aim of consumers buying the products, thereby increasing sales and increasing company profits. This can be achieved by an industry if the promotion that is run is really right so that the implementation of the promotion

can be as effective as possible. The advantage for producers is to get a good increase in sales, while the advantage for consumers is that they can manage their spending better.

## Types of promotion

In promotional activities known as the promotion mix. A promotional mix is a combination of promotional methods used by a company to increase the acceptance of its products, to promote a product depending on its characteristics and target market. Asked are:

* 1. Mass selling

Mass selling is an approach that uses communication media to convey information to the public at large at one time. Mass selling is divided into 2 parts, namely:

* + 1. Advertising

Advertising is a form of promotion using print and electronic media. Advertising is seen as the most effective form of promotion.

* + 1. Publicity

Publicity is the amount of information about a person, thing, or organization that is disseminated to the public through the media free of charge, or without the supervision of a sponsor.

* 1. Personal selling

Personal selling or personal selling is the persuasive communication of a person individually to one or more prospective buyers with the intention of generating a demand (sale). So personal selling is a presentation orally and face-to-face in front of one or more prospective buyers with the aim of selling an item.

* 1. Sales Promotion

Sales promotion is a series of activities intended to influence consumers. This type of sales promotion can be very effective in encouraging consumers to buy certain products.

* 1. Public Relations (Public Relations)

Public relations is another important marketing tool where companies must not only relate to customers, suppliers, and dealers but also have to relate to the larger set of public interests. The public relations program includes publications, important events, investor relations, exhibitions and the sponsorship of several events.

* 1. Information by word of mouth

Customers will talk to other customers or other people about their experiences using the products they buy. So this ad is a reference to others,

and this reference is made by word of mouth. When viewed physically, this advertising activity is very simple, but it is a surefire way to sell products.

## Social Media

Social media refers to various online platforms that offer users convenient tools to participate, create and share content, such as blogs, social networks, wikis, forums, and virtual worlds. Among these, blogs, social networks, and wikis are the most widely used types of social media across the globe (Kaplan & Haenlein, 2010). However, some experts argue that social media is a form of online media that facilitates social interaction and employs web-based technology to create an interactive dialogue between users. To further categorize social media, Zhu & Chen, (2015) have proposed a classification that includes four types: Relationship, Self-media, Creative outlet, and Collaboration platforms. Although they offer examples of platforms that fit into each category, there is no empirical validation of this classification available to date.

## Social Media as Marketing Media

Online network communication can be referred to as virtual communication or online communication, which is a form of communication where the delivery of messages and their reception are done through the internet. This type of communication is commonly referred to as communication in the virtual world or cyberspace. Virtual communication can now be done anywhere and at any time by internet users. According to Setiadi, (2016), at a basic level, communication can inform and make potential consumers aware of the existence of products offered. Social Networking

Sites (SNS), commonly known as social media, are defined as web-based services that allow individuals to build social relationships through the virtual world, such as building a profile about themselves, showing someone's connections and showing what relationships exist between one account owner and another in the provided system, where each social networking site has its own characteristics and different systems (Boyd & Ellison, 2007).

The presence of social media in modern times has brought many changes to the world of communication. Social media is not only a means of communication but also a means of finding friends, sharing photos, and even as a means of promotion for an online business. Social media is also a tool that is available to increase sales targets and can also be a means of knowing the extent of all promotional activities carried out. All beneficial things can be realized, provided that online business operators can use social media in the right way and with the right rules to be able to play their role as the right place and tool for effective promotion. Various popular social media platforms such as Twitter, Facebook and Instagram have different functions and objectives. And one other social media platform that has many benefits if used optimally is Instagram.

## Social Medias as a tool for Promotion

Social media has become an essential tool for promoting products and services in today's digital age. With the rise of social media platforms such as Facebook, Instagram, and Twitter, businesses and organizations can reach a wider audience and engage with their customers in real-time. The power of social media lies in its ability to create a direct line of communication between businesses and their target audience, allowing them to interact with customers and potential customers on a more personal level.

Social media provides businesses with a platform to showcase their products or services through visually appealing content such as photos and videos. This type of content is easily shareable and can quickly reach a large audience, increasing brand exposure and awareness. Additionally, social media platforms offer advertising options that allow businesses to target specific demographics based on interests, location, and other factors, maximizing their promotional efforts.

Social media also provides businesses with valuable insights into their audience's preferences and behavior through analytics tools. These tools allow businesses to track engagement, clicks, and conversions, providing valuable data that can inform future promotional strategies.

Social media is an invaluable tool for promoting products and services in today's digital landscape. It provides businesses with a direct line of communication with their

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target audience, a platform to showcase their offerings, advertising options, and valuable insights into their audience's preferences and behavior.

## Semantic

Semantics is the part of linguistics that is concerned with meaning (Löbner, 2013). Griffiths, (2006) says “Semantics is one of the main branches of the linguistic study of meaning”. Griffiths calls semantics as the study of the “toolkit” for meaning; it is knowledge encoded in the vocabulary of the language and in its patterns for building more elaborate meanings, up to the level of sentence meanings.

According to Crystal & Davy, (2016) that Semantics is one of the branches of linguistics that studies about meaning, and is considered to be the main branch in linguistics that aims to study a meaning in language). Researchers traditionally defined semantics as the study of meaning, and this is the definition we will initially adopt. Crystal & Davy, (2016) also says that "the study of the Meaning traits is an important part of semantics, but it is only partial. Even more important is the study of the way words and sentences convey meaning in everyday situations of speaking and writing. Small et al., (1997) stated that semantics is a study that discusses meaning. Semantics also has significant ties to various theories of representative meaning, including the theory of truth of meaning, the theory of coherence of meaning, and the theory of correspondence of meaning.

The term "semantics" is widely used to refer to the study of meaning, which is also important for communication studies. However, meaning or information can be

conveyed in several ways, such as movements, images, signals, etc. Language is the primary tool for human communication. Semantics, as a branch of linguistics, mainly deals with how meaning is conveyed by the linguistic system, which consists of different unit structures, such as sentences, phrases, words, morphemes, etc. Semantics connects language with various aspects of non-linguistic reality and appeals to various disciplines, such as philosophy, anthropology, psychology, and communication theory. In the broadest sense of the term, semantics can be considered the study of all that communicates with language. Still, some scholars would like to limit semantics to the study of logical or conceptual meaning, only those aspects of meaning that are logically acceptable, leaving out deviations and exceptions.

## Seven Types of Meaning

Geoffrey Leech (1981) studied the meaning in a very broad way and breaks it down into seven types logical or conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collective meaning and thematic meaning.

* + - 1. Conceptual Meaning

As Leech underlines in “Semantics. The Study of Meaning”, the emphasis in this classification should be put on the logical or conceptual meaning (also called “denotative” or “cognitive”) (Leech, 1981). The reason for this is his statement that conceptual meaning “is widely assumed to be the central factor in linguistic communication” (Leech, 1981).

He goes further to explain that conceptual meaning plays an enormous role in linguistic communication for it “has a complex and sophisticated organization which may be compared with, and cross-related to, a similar organization on the syntactic and phonological levels of language”. (Leech, 1981) This is connected, according to Leech, with “two principles of all linguistic patterning”, i.e. the principle of contrastiveness and the principle of structure. (Leech, 1981).

* + - 1. Connotative Meaning

To precisely define this type of meaning, it is necessary to refer to Leech's book on semantics. According to Leech (1981), "Connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content." As this definition indicates, connotative meaning inevitably overlaps with certain aspects of conceptual meaning, as the reference overlaps with elements of conceptual meaning, such as when the contrastive features of conceptual meaning become attributes of the real-world referent. However, additional attributes expected from the referent depend on various other factors, such as age or society, and they can also be individual- specific, as claimed by Leech (1981).

* + - 1. Social Meaning

Leech (1981) emphasizes that the social type of meaning encompasses all the social circumstances related to the use of language. As these circumstances are closely tied to various social groups, David Crystal and Derek Davy established a classification of socio-stylistic variations based on (1969, 66):

* + - * 1. Dialect (language spoken in a geographical region or social class)
        2. Time (language used in a specific historical period)
        3. Province (language of law, science, advertising, etc.)
        4. Status (polite, colloquial, slang, etc.)
        5. Modality (language used in memoranda, lectures, jokes, etc.)
        6. Singularity (style of Dickens, Hemingway, etc.)

Therefore, it can be concluded that words with the same conceptual and social meaning are extremely rare. To illustrate this point, Leech (1981) provides several examples that contrast conceptual synonyms with different stylistic meanings.

* + - 1. Affective Meaning

Leech (1981, 15) identifies another type of meaning that is closely linked to social meaning, which is affective meaning. Affective meaning refers to the way language can reflect the personal feelings of the speaker, including their attitude towards the listener or the subject being discussed. Affective meaning can be conveyed directly or indirectly, depending on the context. For example:

* + - * 1. "You are a horrible person, and I hate you" (direct message)
        2. Boyfriend: "What's wrong?"
        3. Girlfriend (in a clearly nervous tone): "Nothing."

As seen in the examples above, factors such as tone of voice, facial expressions, and gestures can play a significant role in decoding the message conveyed by an utterance (Leech, 1981).

* + - 1. Reflected Meaning

Reflected meaning occurs in situations where one sense of a word influences our response to another sense, as explained by Leech. (1981, 16) For example, both "The Comforter" and "The Holy Ghost" refer to the third element in the Holy Trinity, but there are semantic differences between these expressions. Leech describes "The Comforter" as something "warm and comforting," while he perceives "The Holy Ghost" as "awesome" (Leech, 1981). Additionally, words can have suggestive power through associations, as Leech notes (Leech, 1981).

* + - 1. Collacative Meaning

To clearly define the collocative type of meaning, it is necessary to refer to a quotation from Leech: "Collocative meaning consists of the associations a word acquires on account of the meanings of words which tend to occur in its environment" (Leech, 1981). To illustrate his definition, he used the examples of the adjectives "pretty" and "handsome" and the words that usually appear in their vicinity.

The concept of collocative meaning can be further illustrated by quasi- synonyms, such as "to wander" and "to stroll", as Leech explains that "cows may wander, but may not stroll" (Leech, 1981). Additionally, it is noteworthy that a person can only "tremble" with fear, while one can only "quiver" with excitement (Leech, 1981). These examples demonstrate the importance of the words that tend to appear in a word's context and how they shape its collocative meaning.

* + - 1. Thematic Meaning

The thematic type of meaning provides an answer to the question: "What is communicated by the way the author formed and organized the message?" and can be considered as part of discourse semantics (Leech, 1981). There are multiple examples of these occurrences, such as those where active and passive sentence constructions are compared, e.g. "Mr. X donated the first prize" (active) vs. "The first prize was donated by Mr. X" (passive) (Leech, 1981). At its core, however, Leech states that thematic meaning is a "matter of choice between alternative grammatical constructions," for instance in sentences such as "A man is here to see you" and "There is a man here to see you" (Leech, 1981). Moreover, emphasis through substituting one element with another, or stress and intonation, can also be of great importance when dealing with this type of meaning (Leech, 1981).

## Previous Research

Some previuos reseaches about marketing on social media are as follows;

1. Previous research Gaffar, V., Tjahjono, B., Abdullah, T., & Sukmayadi, V. (2022).

*Like, tag and share*: *bolstering social media marketing to improve intention to visit a nature-based tourism destination*.

The paper aims to explore the influence of social media marketing on tourists’ intention to visit a botanical garden, which is one of the popular nature-based tourism destinations in Indonesia. Study sent questionnaires to 400 followers of the botanical garden’s Facebook account who responded to the initial calls for participation and

declared that they have not visited the garden before. Analyses were conducted on 363 valid responses using the structural equation model. The findings revealed several key determinants influencing the image of the botanical garden and its future value proposition, particularly in supporting the endeavour to shift from a mere recreational destination to a nature-based tourism destination offering educational experiences. The paper offers a fresh look into the roles of social media marketing in increasing the intention to visit a tourism destination that is considerably affected by the destination image (Gaffar et al., 2022).

1. Previous research by Sianipar, R., Juliana, J., & Sitorus, N. B. (2022). *Marketing strategies for tourism village In West Bandung District in covid-19 pandemic*. Marketing strategy is a plan that is carried out to capture the market, using the 8

Ps Marketing Mix strategy. The research objective is to analyze marketing strategies, internal and external factors for developing tourist villages in West Bandung Regency which can increase tourist visits. The sample used in the study used purposive sampling. This study uses a qualitative approach. The analysis used in this study uses a SWOT analysis. By implementing the 8 Ps marketing mix, the marketing strategies that can be applied include improving facilities and accessibility to Suntenjaya Village. Improve facilities and accessibility to Cihanjuang Rahayu Village. During the COVID- 19 pandemic, products can be made in the form of virtual tours so that people can still enjoy them. The study results found that marketing strategy was done through several social media such as Facebook, Instagram and Tiktok that can be used according to the age segment of tourists. can be enjoyed by tourists which can be done online, make

natural and cultural tour packages in each village, carry out cooperation with the campus by providing training related to tourism and hospitality in order to provide excellent service in tourist villages. Communities who take part in tourism management in the village are given training related to their expertise so that they can provide excellent service for tourists. Careful planning and marketing can reduce the harmful effects of tourism development (Sianipar et al., 2022).

1. Previous research by Sari, V. M., & Anshori, A. (2022). *Marketing communication strategy Sawah Pematang Johar tour in improving tourist visits*. Tourism objects are one of the business fields that are developing so fast and creating competition between one tourist attraction and another in reaching visitors or tourists. Tourist attractions are actively developing to improve existing tourist locations continuously and make updates related to marketing strategies. The purpose of this study was to determine the marketing communication strategy for Sawah Pematang Johar tourism to increase tourist visits. This study used the descriptive qualitative method. Data obtained from observation, interviews, and documentation using descriptive analysis techniques, which describe the events under study. In this study, the number of informants was 5 people, namely the owner of the rice fields, field officers, to tourists. The research location is in the tourism village of the Pematang johar rice field, Deli Serdang Regency. The results showed that in marketing, the village government used a communication strategy to attract tourists in three ways, namely promotion through social media in the form of Facebook, Instagram, YouTube, MU television broadcasts, and word of mouth. The second activity is a place in the

form of a comfortable, beautiful, and natural place. The third activity Price is in the form of very affordable entrance ticket prices. The second activity is a place in the form of a comfortable, beautiful, and natural place. The third activity Price is in the form of very affordable entrance ticket prices. The second activity is a place in the form of a comfortable, beautiful, and natural place. The third activity Price is in the form of very affordable entrance ticket prices (Sari & Anshori, 2022).

# Chapter III Research Method

## Research Design

Researcher conducted in three stages: preparation, implementation, and reporting.

* + 1. Preparation

The first stage involves defining the research question: The study aims to analyze the use of social media and specific meanings in the marketing strategy for promoting tourism in Kampung Turis, Tegalwaru Karawang. The research approach will be qualitative, and data will be collected through documentation. The study will also review literature on Geoffrey Leech's (1981) seven models of meaning and the 4 Ps of marketing. This stage is critical for setting up the research design and selecting the appropriate methods to address the research question.

* + 1. Implementation

The second stage involves collecting data through documentation and conducting content analysis to identify patterns and themes in the data (Krippendorff, 2013). The researcher will use Leech (1981) seven models of meaning to analyze the types of social media promotion that are most significant in attracting tourists to visit the village, with a focus on Facebook and Instagram. Researcher will inform the development of a marketing strategy that effectively targets the desired audience and conveys the intended message. The findings of content analysis can provide insights into the

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meaning and context of the data, and can be used to inform the development of theories or practical applications (Krippendorff, 2013).

* + 1. Reporting

The final stage involves analyzing the findings to provide insights into how social media can be leveraged to promote tourism in Kampung Turis. The researcher will report on the discussion. The reporting stage is essential for communicating the study's insights and contributing to the wider field of knowledge on social media and tourism promotion.

## Method of the Research

Researcher focus on analyzing the social media promotion strategies of Kampung Turis on Facebook and Instagram, using Geoffrey Leech's (1981) seven types of meaning model as the perspective. Data will be collected from 2022 to 2023, enabling a comprehensive examination of the social media content posted by Kampung Turis. The primary goal is to know effective marketing strategies that target the desired audience and convey the desired message. In this research, documentation methods and a qualitative approach will be used to gain a deeper understanding of the use of social media in promoting Kampung Turis in Tegalwaru Karawang.

The study falls under the category of method documentation research with a qualitative approach and content analysis, which will enable the researcher to examine the content of the social media platforms and understand the messages conveyed through them. Through qualitative analysis, the researcher will explore the nuances and

meanings of the content to gain a deeper understanding of the effectiveness of social media in promoting tourism in Kampung Turis. Furthermore, this research will contribute to the body of knowledge on the use of social media for tourism promotion in Indonesia, particularly in rural areas such as Tegalwaru Karawang.

## Data Analysis

The research for this study will rely on two types of data sources.

* + 1. The first type is Premier Data, which consists of visual and image data posted by Kampung Turis on social media platforms such as Instagram and Facebook. This data will be directly collected from the object of research and will serve as the primary source of information for the study.
    2. The second type of data is the analysis of social media content using Geoffrey Leech's (1981) seven types of meaning model as a perspective. This method will allow for a comprehensive examination of the social media content posted by Kampung Turis from 2022 to 2023, and an analysis of the messages conveyed through them. The seven types of meaning model will be used to categorize the social media content into relevant groups and identify the types of meaning being conveyed.

To summarize, the data collection for this research will be based on two types of data sources: Premier Data and content analysis using Geoffrey Leech's seven types of meaning model. The Premier Data will be collected directly from the object of research, which is the social media accounts of Kampung Turis on Instagram and Facebook.

Meanwhile, the content analysis will involve categorizing and identifying the types of meaning conveyed in the social media content using the seven types of meaning model. This approach will allow for a comprehensive examination of the social media content and an understanding of its effectiveness in promoting tourism in Kampung Turis.

## Data Workflows

The data collected for this research will be analyzed through three workflows of activities: data reduction, data presentation, and conclusion drawing/verification.

1. Data reduction, the first workflow, will involve organizing and condensing the data collected from Instagram and Facebook into a manageable format. The researcher will eliminate any irrelevant or redundant data, identify the types of meaning, and categorize the remaining data into relevant groups.
2. The second workflow, data presentation, will involve displaying the data in a clear and concise manner. Simple data visualization techniques will be used to present the types of meaning and the marketing strategies used by Kampung Turis.
3. Finally, the third workflow, conclusion drawing/verification, will involve drawing conclusions based on the data analysis and verifying these conclusions against the research question and relevant literature. This process will include comparing and contrasting the research findings and making recommendations for future research. It is a critical step that will enable the researcher to answer

the research question and contribute to the body of knowledge on the topic of social media promotion for tourism.

## Procedure of Data Collection

The data sources in the research taken directly from the object of research, among others. To accelerate the author obtain the data, there are the following steps were used to collect data for this study. The steps in data collection are as follows:

* + 1. The researcher will conduct the data from of image or visual data posted by Kampung Turis in social media.
    2. The researcher notes semantic types of meaning are contained in the data posted by Kampung Turis in social media.
    3. The researcher analyzed the semantic types of meaning are contained in the data posted by Kampung Turis in social media. In this case the researcher will group the types of meaning with each other.
    4. Next, the researcher will make a table and added the data that has been found in the form of semantic types of meaning contained in the Kampung Turis in social media.
    5. After the writer analyzed and grouped the semantic types of meaning that exist in the the Kampung Turis in social media, the researcher will describe the language styles that have been found deeply.