

CHAPTER 1

INTRODUCTION

1.1 Background of the Report

As a country that has been affected by the current globalization and possesses a strategic geographical location, Indonesia creates many opportunities in developing its future strategies. One of them is in the Tourism Sector. Indonesia has many cities that have interesting tourist attractions, one of them is Yogyakarta. Every year, a large number of tourists visit Yogyakarta to explore tourist attractions there. Based on the official website of Yogyakarta Tourism Agency , the number of foreign tourists during 2018 were 4,103,204, and domestic tourists were 3,606,947. This indicates the number of tourists both domestic and foreign has an increase of about 1.04% from the previous year (<http://pariwisata.jogjakota.go.id>). There are several tourist attractions like Malioboro, *Keraton Ngayogyakarta Hadiningrat* or *Keraton Yogyakarta*, Indrayanti Beach, Beringharjo Market, Taman Sari, and the most visited tourist attraction by tourists is Borobudur Temple which is one of the world heritage by UNESCO.

IR – PERPUSTAKAAN UNIVERSITAS AIRLANGGA

All of the tourist attractions in Yogyakarta are under the management of the tourism development and marketing department which is one of the divisions of Yogyakarta Tourism Agency. Therefore, this department needs to advertise tourist destinations as a way to introduce tourist attractions. Thus, these assets can be known by tourists, both domestic and foreign.

Wright (1978) points out that advertising is a communication process that has a very important force as a marketing tool that is very helpful in selling goods, providing services and ideas through certain channels in the form of persuasive information. Thus, this shows that advertising is really needed by an agency such as Yogyakarta Tourism Agency to introduce existing tourist attractions. Thus, it can affect the interest of tourists to visit.

Advertising can be done through print media advertising such as brochures and banners, or electronic media advertising (broadcast) such as advertising on TV or radio. Because of we are in the era of technology, and all can be done through the internet. Many people or institutions choose to do advertising through social media, because it is considered easy in spreading information to others. Social media has expedited unparalleled development in human association in contemporary times.

IR – PERPUSTAKAAN UNIVERSITAS AIRLANGGA

This new media serves as a general stage for individuals worldwide to relate with one another and offer information and experiences identified with products, activities and issues (Heinrichs et al., 2011; Mathews & Ohajionu, 2015)

Then, the Tourism Development and Marketing Department of Yogyakarta Tourism Agency advertises tourist attractions by utilizing social media. They choose to use Instagram to do advertising, because those social media is widely used today both in Indonesia and all over the world. According to Kompas quoted from the NapoleonCat, which is one of the social media marketing analysis company based in Wasarwa, Poland. Instagram's active users in Indonesia have reportedly reached 61 million users by November 2019 (www.tekno.kompas.com). Instagram users in Indonesia are far more than other social media like Twitter, which only reached 19 million users based on data from the Ministry of Communication and Information (www.kominfo.go.id).

In doing advertising through social media, there is something that needs to be considered, which the content that we will show to the public. The harmony between the photos and the words we will display is very calculated, so that the information we want to convey can be well received by others and to attract people. For example in the Yogyakarta Tourism Agency's Instagram account, the uploaded photos and the written caption must match. This is due to introduce the event that will be held on one of the tourist attractions there.

IR – PERPUSTAKAAN UNIVERSITAS AIRLANGGA

This can also attract interest from people to follow the account, because the account is accessible to everyone for free.

Most people often think that creating content for advertising is easy, even though the reality is not that easy. For example is in the tourism development and marketing department of Yogyakarta Tourism Agency. The content creator from this department must think about the ideas seriously, and must harmonize between photos and words for a caption. Besides that the content creator must also use multi-languages to describe the visuals because their aim is to attract foreign tourists. Duncan and Ramaprasad (1995: 55) explained that advertising for multinational products uses standardization most often in strategy (the creative selling proposition), less often in language. Therefore the author is interested in making a final report with the title **“Using Photos and English Captions on Instagram Advertisements of Yogyakarta Tourism Department”**.

1.2 Statement of Problem

There are main problems in this report:

1.2.1 How are the uses of photos and English captions on Instagram advertisements in Yogyakarta Tourism Agency account?

1.2.2 What are the benefits of using social media for tourism advertising?

1.3 Purpose of the Report

The purposes of the report in this internship are in the following:

- 1.3.1 To find out the uses of photos and English captions on Instagram advertisements of Yogyakarta Tourism Agency account.
- 1.3.2 To find out the benefits of using social media for tourism advertising.

1.4 Significance of the Report

1.4.1 For the writer

Writing this final report is beneficial for the writer to find out how to advertise something through social media properly and effectively, and improve the writer's skill in writing.

1.4.2 For the English diploma program

By making this final report, it is expected to improve the educational quality of English Diploma Universitas Airlangga, exploring the knowledge to improve the quality of English Diploma student's ability in making a good advertisement to attract people's attractions.

1.4.3 For the company/institutions

By making this final report, it is expected that good cooperation can be established between Universitas Airlangga and Yogyakarta City Tourism Office. It is also expected that this final report can be the

reference to improve the quality of the promotion staff in making a good advertisement

1.4.4 For other interns

Writing this final report, it is expected to gain other intern's knowledge and experience about combining between photos and English caption into a good content for advertising on social media to attract tourists.

1.5 Review of Related Literature

1.5.1 Advertising Definition

Advertising is needed by someone or an agency to introduce a product to be known by the public. According to Kasali (1992), "Advertisement is simply a message that offers a product that is shown to the public through media". Wright (1978) stated that advertising is a communication process that has important force as a marketing tool that is very helpful in selling goods, providing services and ideas through certain channels in the form of persuasive information.

1.5.2 Advertising on Social Media

In this technology era, not a few people use smartphones and not infrequently they have social media to interact with others. According to Alalwan (2018), today's social media is being increasingly used as a platform to conduct marketing and advertising. This is because social

media is considered very easy to access. Corbin (2019) explained that social media has revolutionized the way that we communicate and share information. It has also dramatically changed the way that companies market their products and services. Social media allows businesses and their brands with a broad reach to connect with customers engagingly and creatively. It also provides marketers with unprecedented amounts of data, allowing brands to reach many customers with unprecedented efficiency. Social media connects consumers, creates communities, and changes the way that people process information and interact with one another.

1.5.3 Advertising on Instagram

Because Instagram users are currently more than other social media users like Twitter. It is possible that Instagram can be one of the promising advertising platforms. Miles (2014) explained that Instagram provides an opportunity for you to bring the company into the new mobile revolution without complexity or drama. This means you can use Instagram as an advertising platform easily.

1.5.4 English on Instagram advertising

Hashim (2010) explained in an increasingly globalized world, issues regarding advertising are becoming more and more important. Companies that wish to reach out to potential consumers have to expand

to other countries and need to use strategies that are successful for any market. The effectiveness of advertisements has led to the spread of advertising all over the world and a significant amount of this advertising uses English in some form. Duncan and Ramaprasad (1995) said that advertising for multinational products uses standardization most often in strategy (the creative selling proposition), less often in execution (actual elements and their structure in an ad), and least often in languages.

According to Goldstein (2011), the use of English in advertisements has two main functions, the decorative function and communicative function. Decorative functions refer to characteristics used in advertisements including font size, font color, and placement on the page. Communicative function refers to words in English that can be read and understood by people who speak languages other than English, so that they are able to communicate the meaning of those words. Therefore, the choice of words in English in advertisements should be adjusted to the use of local language in an effort to create understanding for the reader.

Because the desired target is also foreign tourists, the institution must give a brief explanation when advertising on Instagram. It uses two languages, Bahasa Indonesia and English. So, information is conveyed and received well both for domestic and foreign tourists

Furthermore, the formation of The ASEAN Economic Community which led to the internationalization of advertising requires companies to

choose standardize the language of their cooperatives or to adapt to local languages. Through the merging of English and local languages, harmony is expected to be created between the two in building an attractive advertisement (Endriastuti & Kusumo, 2016).

Meanwhile, the use of local languages in advertisements is seen as one of the important adaptive patterns. Its proponents state that all companies must be able to respond to macro-environmental factors in each market that they enter. Factors of language, climate, race, culture, and different tastes of world tastes will be very important to adapt in developing new marketing strategies that are different, tailored to the characteristics of each market (Vrontis & Thrassou, 2007; Endriastuti & Kusumo, 2016).

Pessala (2016) said that caption on Instagram advertisements should be kept short. Rothstein (2016) also argues that social media users have small attention spans, they are looking to get as much information as possible by reading as little as possible, and on Instagram people want to read even less: this is why posts with captions of 40 characters or less have often seen the best results. The visuality should remain as the focal point of the advertisement, and the caption can be used for the context for the photo or video, make the ad more engaging by using conversational and creative language, or ask questions to drive engagement.

Advertising language may not always be ‘correct’ language in the normal sense. A study of vocabulary used in advertising listed the most

IR – PERPUSTAKAAN UNIVERSITAS AIRLANGGA

common adjectives and verbs in order frequency. Other features language used in advertising are hyperbole, neologisms, long noun phrase, short sentences, ambiguity, weasel words, imperatives, euphemism, avoidance of negatives, simple and colloquial language, familiar language, present tense, simple vocabulary, repetition of the brand's name and slogan, rhyme, rhythm, syntactic parallelism, association, humor and glamorization (Amran & Razak, 2017).

1.5.5 Photos on Instagram Advertising

A good Instagram advertising requires an interesting caption and must also be supported by photos from the art of photography. Hashim (2010) opinion that as language is often used to sell products along with the visuals used to support the words, the choice of words, phrases or sentences is therefore crucial.

Photography itself can be defined by using a variety of perspectives, both ways of viewing art, science and activities (Yuranda, 2017). Yuranda (2017) also explained that photography is divided into two types, 1) commercial photography which includes wedding photography, fashion photography, nature photography; 2) journalistic photography.

Journalistic photo is a news or information which is presented in a visual form, despite the existence of a caption, in order to provide complete) information in informing (Yuranda, 2017). According to

Yuranda (2017) quoted from Alwa (2004), journalistic photos are divided into several categories:

a. Hard News Photo

A type of photos related to an event that occurred at that moment, without any prior planning. These types of photos must be published immediately.

b. Features Photo

This type of photo is not too time-bound or can be categorized as soft news photo. This is different from hard news photo that must be delivered as quickly as possible.

c. Portrait Photo

This photo depicts about humans. Portrait photo is the only photo that cannot be replaced with words because they concern human faces and human characters.

d. Illustration Photo

This type of photo is intentionally made to complete an article. While according to Word Press Photo, the international organization that organizing the annual world-class journalistic photo contest based in Netherlands was quoted by Yuranda (2017), journalistic photos are divided into several categories:

a. Spot News, incidental photos without prior planning

- b. General News, pre-scheduled photos.
- c. People in the News, a photo presentation about a human being in the spotlight on a news.
- d. Daily Life, all human activities that are able to arouse feelings in everyday life, are more inclined to human interest.
- e. Social & Environment, a photo depicting the social life of the community and its environment.
- f. Art and Culture, photos taken concerning arts and culture at large.
- g. Science & Technology, a photo that concerns the development of technology and science on earth.
- h. *Portaiture*, a photo depicting a person's face in both a close up an medium shot. The photo is displayed because the specificity on the face.
- i. Sport, a photo made of sport event from all sports.

Head of the journalistic photo division of The Photography Society of America, Randy Carr quoted by Yuranda (2017) explained that a photo is suitable to be loaded on media if it has the following values:

- a. Informative

Photojournalism must be able to provide information to the viewer. In journalistic photo it must have at least an element of

“what” or “who”, if it concerns a character in an event. Further information to complete 5W + 1H can be written as a caption.

b. Human Interest

In connection with one of the functions of the press itself which is tasked with educating, entertaining, and social control, then a news photo in publication must contain a humanitarian mission to stimulate the public to appreciate what is worthy of or otherwise inspire their awareness to correct what is considered wrong or not according to rules or norms.

c. Factual

The subject of the photograph is not made up or in the sense of being arranged in such a way. The recording of event happens spontaneously in accordance with the real reality, because this relates to an honesty. The photo also cannot be manipulated digitally.

d. Pictorial Quality

Image quality to be interesting to see is an additional point for photo. These qualities can be seen from the composition, photo angle, color, object expression.

1.5.6 Benefits of using social media for tourism advertising

Tourism promotion usually has a goal to introduce tourist destinations in a place, so that it can attract other people to visit. Kurniawati (2016) explained that the basis of promotional activities is communication in the form of information exchange between two parties. Kurniawati also explained that communication in marketing tourism products can usually be done face-to-face, interpersonal communication and media, as its done through social media like Instagram. Communication directed towards the purpose of tourism promotion is to persuade tourists (Oktavia,2015). The role of social media itself is needed to communicate with prospective buyers, so that their request can be achieved (Utama, 2014). Buhalis (Bash, 2015) explained that the development of technology has made social media a new tool used by organizations and tourists in finding tourist destinations. Compared to print media, social media is chosen as the most desirable communication and promotion tool because it is cost-effective and effective in tourism marketing for an area (Gohil, 2015). The use of technology by the online community facilitates and accelerates the reach of communication with relations to industrial communities and tourists, both one to one, one to many, and many to many, and it can help customers with both maintaining relationships while also facilitating the exchange of information, product ideas, and

services to meet market needs and wants (Hasan, 2015). Hasan (2015) explained that the existence of an online Community uses social media as a means of communication in terms of tourism because social media has three power or advantages in marketing:

1. Non-commercial

It allows people to more easily connect with their friends and family, to make connections with others with similar interests, and to support social activities carried out by online communities.

2. Social media can do the best

This can be used as a medium for the most popular and successful campaigns in marketing through social movements (social marketing), designed so that people want to do good and to be involved in shaping others.

3. Strong brands have advantages in social media

Destinations, resorts, and attractions have a clear brand position that tends to be able to outperform other brands in social media.

In the field of tourism, communication conducted by online communities shows a positive response in influencing new tourists where the model emphasizes the effectiveness of communication rather than efficiency(Hasan,2015)

1.6 Methods of the Report

1.6.1 Location and participant

The writer conducted her observation on the tourism development and marketing department of Yogyakarta Tourism Agency. The development and marketing staffs in Yogyakarta City Tourism Office consisting two men. In this case, the writer asked their permission to know how they make a good advertisement as the content in Yogyakarta Tourism Agency's social media. After the writer get permission, two of tourism development and marketing staffs show the way he make good content on social media.

1.6.2 Data collection

To gather the data the writer used two data collection techniques: observation and semi structured interviewed.

a. Observation

The writer did observation to find out the use of photos and English captions on Instagram advertisements in Yogyakarta Tourism Department. The writer did observation by monitoring social media owned by the Yogyakarta Tourism Agency.

b. Semi Structured Interview

The writer used semi structured interview to find out the effectiveness of the use of photos and English to attracting foreign tourists through social media by interviewing two of the

IR – PERPUSTAKAAN UNIVERSITAS AIRLANGGA

tourism development and marketing department workers and the Yogyakarta Tourism Agency Instagram followers. By doing this, the writer find out what are benefits received by institution and individual with the use of photos and English caption on Instagram advertising. The writer asked them from the question lists as follows:

1. How does the Yogyakarta City Tourism Agency manage the advertisements for the existing attractions?
2. Who is the target for tourist attraction marketing in Yogyakarta?
3. Why do you choose social media as an advertising platform?
4. Has it been so effective in using social media for advertising?

(Full version, it can be found in appendices)

1.6.3 Data Analysis

In terms of data analysis, the writer use triangulation of data collection techniques to answer the statement of problem. Let's take a look at the following table.

Table 1: Triangulation of data collection techniques to answer statements of problems

Units of analysis	Data collection techniques
1. The uses of photos and English captions on Instagram advertisements in Yogyakarta Tourism Agency Account	1. Observation 2. Semi structured interview

2. The benefits of using social media for tourism advertising	1. Observation 2. Semi structured interview
---	--

Following up the table 1 below, the writer analyzed the data collected from each instruments separately based on the units of analysis. After the writer find patterns from each data, the writer merge the findings from each of data to answer statements of problem.

1.7 Framework of the Report

