

Short Video Marketing: Strategies For Increasing Tourism In Indonesia

Surya Bakti¹, Durahman Marpaung²

^{1,2} Sekolah Tinggi Ilmu Ekonomi Muhammadiyah Kisaran, Indonesia
suryabakti14@gmail.com

ABSTRACT

This research aims to determine (1) the existence and potential of short video marketing in promoting Indonesian tourism; and (2) SWOT analysis of short video marketing as a strategy to increase Indonesian tourism. This research is qualitative research with descriptive methods. The results of this research show that (1) short video marketing in Indonesian tourism promotion is managed by the Ministry of Tourism and Creative Economy to display the branding of 'Pesona Indonesia' and 'Wonderful Indonesia', short video marketing has the potential to fulfill tourists' needs for information about a tourism destination in Indonesia; and (2) short video marketing strategy to increase Indonesian tourism based on SWOT analysis consisting of SO strategy in the form of planning short video marketing content, WO strategy in the form of publishing short video marketing content, ST strategy in the form of stakeholder collaboration supporting short video marketing for sustainable tourism, and strategy WT is in the form of educating tourism service actors to create short video content as tourism marketing.

Keywords: Marketing, tourism, short videos, strategy

ABSTRAK

Penelitian ini bertujuan untuk mengetahui (1) eksistensi dan potensi short video marketing dalam promosi pariwisata Indonesia; dan (2) analisis SWOT short video marketing sebagai strategi meningkatkan pariwisata Indonesia. Penelitian ini merupakan penelitian kualitatif dengan metode deskriptif. Hasil penelitian ini menunjukkan bahwa (1) short video marketing dalam promosi pariwisata Indonesia dikelola oleh kemenparekraf untuk menampilkan branding 'Pesona Indonesia' dan 'Wonderful Indonesia', short video marketing berpotensi memenuhi kebutuhan wisatawan akan informasi mengenai suatu destinasi pariwisata di Indonesia ; dan (2) strategi short video marketing untuk meningkatkan pariwisata Indonesia berdasarkan analisis SWOT terdiri dari strategi SO berupa perencanaan konten short video marketing, strategi WO berupa publikasi konten short video marketing, strategi ST berupa kolaborasi stakeholders mendukung short video marketing untuk pariwisata berkelanjutan, dan strategi WT berupa edukasi pelaku jasa pariwisata untuk membuat konten short video sebagai marketing pariwisata.

Kata kunci: Marketing, pariwisata, short video, strategi

INTRODUCTION

Along with the rapid development of the internet, short videos have begun to penetrate people's lives. Through the combination of sound and animation, short videos greatly increase information carrying capacity and visual appeal, and attract

many users on social media (Qian, 2021). In this era, users can make full use of "fragmented" time to learn about current events by browsing short videos. In recent years, short video platforms have attracted many online celebrities to start short video marketing. Short video marketing realizes customized operation and cross-platform integration through content, which invisibly stimulates the interest behavior of potential consumers (Liu, 2019).

The use of the internet in the current digital era allows everyone to access information quickly and easily, without being limited by space and time. With smart phones, all groups can follow political, economic, social, educational and cultural developments from various countries. The presence of the internet has also had a significant impact on the tourism sector, marked by the increasing number of research examining this phenomenon. Tourism promotion can target a wider market by utilizing the internet. Not only through websites managed by travel agents, but has also penetrated YouTube and other social media in the form of short videos (Febriani, 2019; Romadhan, 2017).

Currently, Indonesia is actively marketing its tourism, both to local and foreign tourists. This active marketing is carried out in relation to Presidential Regulation No. 69 of 2015 concerning visa-free visits to Indonesia, which regulates free visit visas for foreign tourists which aims to improve relations between the Republic of Indonesia and other countries, as well as to improve the national economy and increase the number of tourist visits. Tourism itself is a source of income for a country, including Indonesia, which is supported by its natural wealth and beauty and rich culture (Haryono, 2022). In Indonesia itself, tourism is managed by the Indonesian Ministry of Tourism, where in managing tourism, the Indonesian Ministry of Tourism has four deputies who have their respective fields, namely Deputy for Destination Development and Tourism Industry, Deputy for International Marketing Development, Deputy for Development Archipelago Marketing, as well as Deputy for Tourism Institutional Development (Azzahrani, 2018).

Marketing communications is a means by which a company attempts to inform, persuade, and remind potential consumers about the products it sells directly and indirectly. One of the parties who has the task of managing tourism in Indonesia is the Ministry of Tourism and Creative Economy. Tourism management cannot be separated from the marketing communication strategies implemented by the Ministry of Tourism and Creative Economy, one of which is through the TikTok platform. Modern society like today often uses social media as a means of entertainment, a source of information, dissemination of information and communication. In fact, social media seems to have a wide scope, so it can be used by the Ministry of Tourism and Creative Economy to improve tourism products (Sinuhaji, 2019).

Social media is seen as a strategic platform to improve brand image and achieve greater tourist engagement (Mowat, 2018). Tourism promotion via social media is increasingly utilizing short videos featuring tourist destinations. This is considered strategic because short video production is relatively easy and easy to use. Short videos as a form of tourism promotion are an effective way to promote tourist destinations to tourists because they display visualizations that captivate the audience and give them the opportunity to create fantasies about fun holiday locations through a short video. Making videos is easier and faster. Videos are also very reliable for providing information and are relevant for users who have the pleasure of surfing the Web in search of tourist information (Zhao, 2022).

Based on the explanation above, this research aims to determine (1) the existence and potential of short video marketing in promoting Indonesian tourism; and (2) SWOT analysis of short video marketing as a strategy to increase Indonesian tourism.

METHODS

This research is qualitative research with descriptive methods because the research findings are described in the form of descriptions. Qualitative research with descriptive methods is a type of research that aims to describe research findings in detail (Kusumastuti & Khoiron, 2019). Based on this, this research describes short video marketing as a strategy to increase Indonesian tourism.

The data sources used in this research were obtained through books, websites and literature that are relevant to short video marketing as a strategy to increase Indonesian tourism. Researchers collect data by reading sources to enrich research studies, then present the data in research results. The data analysis technique used in this research is SWOT analysis to determine short video marketing as a strategy to increase Indonesian tourism.

RESULTS AND DISCUSSION

The Existence and Potential of Short Video Marketing in Promotion of Indonesian Tourism

The Indonesian Ministry of Tourism carries out its marketing communications strategy by managing branding known as "Pesona Indonesia" which is managed by the Archipelago Marketing Development Sector, which is the main strategy in attracting tourists, especially domestic tourists. Pesona Indonesia itself is the branding of the Indonesian Ministry of Tourism which has existed since 2014. The aim of creating the Pesona Indonesia branding is to market Indonesia's tourism with 10 potential domestic tourism destinations which are prioritized for domestic

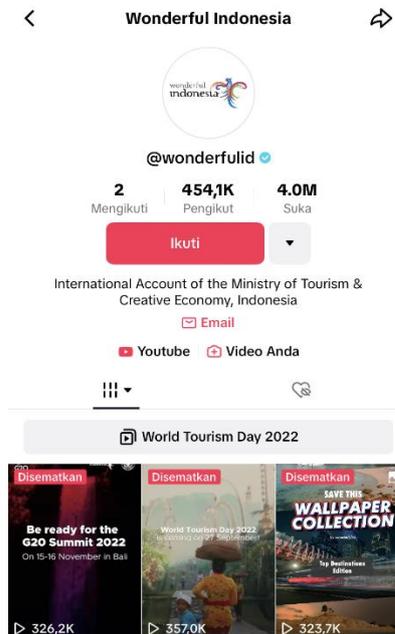
tourists, and with the aim of increasing visits by domestic tourists for tourism. in his own country, as well as making the Indonesian people aware that Indonesia has beautiful nature. One form of tourism marketing by the Ministry of Tourism and Creative Economy is through the official TikTok account of the Ministry of Tourism and Creative Economy by presenting short video content containing 10 potential Indonesian tourism destinations.

Figure 1.1 TikTok account @pesonaindonesia



Different from "Pesona Indonesia", "Wonderful Indonesia" is aimed at foreign tourists who of course also have potential tourism destinations. The media used by the Indonesian Ministry of Tourism in communicating Indonesian tourism marketing consists of various media, including the creation of short video content through the official TikTok or Instagram accounts of the Ministry of Tourism and Creative Economy.

Figure 1.2 TikTok account @wonderfulid



Short videos marketed via social media that contain information that supports tourists have the potential to fulfill tourists' needs for information about a tourism destination, such as providing an overview and knowledge about tourist attractions, as well as convincing potential tourists to visit the tourist attractions on offer. A high level of tourist visits will have a major impact on the development of the local economic sector and provide high local revenue. Short video content is very important and strategic, apart from being an effort to increase the popularity of tourist attractions, it is also to grow and motivate the souls of other tourism actors. The spirit that is fostered in tourism actors is awareness of the region's potential and awareness to promote the region abroad, so that a region is not only known in the external environment or context, but can be known on a national and even international scale.

Short tourism videos have an effect on travel intentions from the perspective of customer inspiration. On the one hand, the increasing number of entities providing tourism short video content must provide higher quality content in order to stand out from the multitude of short videos and capture the limited attention resources of potential tourists. On the other hand, marketing high-quality tourism short video content should stimulate the inspiration of potential tourist customers and effectively convert short video content and tourism products. Thus, short tourism video content must be designed from the aspects of tourism products, tourist perspectives, and short video content perspectives.

Short Video Marketing as a Strategy to Increase Indonesian Tourism

Table 1.1 SWOT Analysis of Short Video Marketing as a Strategy to Increase Indonesian Tourism

Source: Data processing results, 2023

<p>OT</p> <p>SW</p>	<p>Strengths (kekuatan)</p> <ol style="list-style-type: none"> 1. Reaching the wider community as potential tourists, both local and foreign 2. Technological developments are very rapid 3. Easy to share on various social media 4. Short video production is relatively easy 	<p>Weakness (kelemahan)</p> <ol style="list-style-type: none"> 1. Plagiarism of short video content 2. Wrong consumption has a big negative impact on all users
<p>Opportunity (peluang)</p> <ol style="list-style-type: none"> 1. Network speed to browse videos more efficiently 2. Contains information that convinces potential tourists to visit the tourist attractions offered 3. The short duration is in accordance with the user's literacy habits whose time is fragmented 4. Increase the popularity of tourist attractions 	<p>SO Strategy</p> <p>Short video marketing content planning</p>	<p>WO Strategy</p> <p>Publication of short video marketing content</p>
<p>Threat (tantangan)</p>	<p>ST Strategy</p>	<p>WT Strategy</p>

<ol style="list-style-type: none"> 1. Low knowledge on the part of the management to pay attention to tourism promotion via social media 2. The network in Indonesia is not evenly distributed 3. Not yet received full support from the local Tourism Department for marketing short video content 	<p>Stakeholder collaboration supports short video marketing for sustainable tourism</p>	<p>Educate tourism service actors to create short video content as tourism marketing</p>
--	---	--

Based on the SWOT analysis above, several short video marketing strategies in increasing tourism in Indonesia are known as follows:

SO Strategy: Short video marketing content planning

Short video marketing is a form of utilizing technology and is an effective strategy in promoting various destinations and Indonesia's tourism potential through digital platforms. The very rapid development of technology must be utilized to maintain the existence of tourist attractions. This research shows good short video marketing content planning. The findings of this research indicate that planning for Indonesian tourism promotion through short video marketing content contains dimensions of entertainment, interaction, trends and customization.

Table 1.2 Short Video Marketing Content Planning

Source: Data processing results, 2023

Content Dimension	Form of Marketing
<i>entertainment</i>	Compile short-duration entertaining content by showcasing the natural charm and various tourist destinations of Indonesian tourism
<i>Interaction</i>	Use persuasive language to attract tourists' attention, for example with sentences inviting them to visit various Indonesian tourist destinations
<i>Trendiness</i>	Upload the latest short video content

Customization

Create content that suits the interests of potential tourists both in terms of content and service strategy

The TikTok algorithm as short video marketing has great potential to help marketers achieve marketing goals more effectively on this platform. However, it is important to understand how these algorithms work, follow trends, and interact with the TikTok community in an authentic way to achieve optimal results in digital marketing communications on TikTok. Marketing communications on TikTok require creativity, adaptation to trends, and active interaction with the audience. It's important to remember that TikTok is a platform that focuses on short videos and creativity. Marketers who succeed on TikTok often follow trends, create engaging content, and interact with users in authentic ways. A good understanding of the TikTok algorithm and adapting to changes in the algorithm is the key to success in digital marketing communications on this platform.

WO Strategy: Publication of short video marketing content

After careful planning in the content creation process, a number of steps need to be prepared, such as strengthening publications, in this case short video marketing content, to increase tourist visits. The information that will be provided to the public will be in the form of short video content because videos with this short duration attract more user attention because they don't spend a lot of time watching them. Strengthening this publication is to convince the public and potential tourists who will visit both from within the country and abroad. Strengthening the publication of short videos is expected to be able to gain interest from the audience and can create brand awareness and create interactive responses from followers through comments columns and direct messages.

ST Strategy: Stakeholder collaboration supports short video marketing for sustainable tourism

Stakeholders, in this case the government and tourism managers, need to work together to support sustainable tourism through short video marketing on social media. With the help of various parties through social media accounts including the official account of the Ministry of Tourism and Creative Economy to publish, broadcast and convey to the public and potential tourism tourists in Indonesia.

WT Strategy: Educate tourism service actors to create short video content as tourism marketing

There is a need for education such as training for tourism service actors to assist the government in promoting Indonesian tourism. The training carried out included an introduction to techniques for making short videos based on video content creators and taking samples of short duration video clips containing

important information about Indonesian tourism as a tourist attraction. Short video marketing containing tourism information plays a role in promoting goods, services, natural tourism potential that has unique characteristics. The role of marketing through social media is important because it can increase the information the public needs about tourist destinations.

Tourism agency managers must clearly understand that stimulating customer inspiration is not easy so it is necessary to provide a large number of short video materials to facilitate their creation. For consumers, customer inspiration can stimulate potential travel intentions. However, constraints such as travel, accommodation, and economics must be considered to reduce tourism experience failures caused by impulsive decision making. Flexible editing and choreography skills are also important ways to gain inspiration. Tourism agency managers can create a large number of skill templates through platforms such as TikTok for direct use by short video creators, thereby promoting the destination's tourism marketing.

CONCLUSION

Based on the research presentation, the conclusion of this research shows that short video marketing in Indonesian tourism promotion is managed by the Ministry of Tourism and Creative Economy to display the branding of "Pesona Indonesia" and "Wonderful Indonesia", short video marketing has the potential to fulfill tourists' needs for information about a tourism destination in Indonesia. Meanwhile, the short video marketing strategy to increase Indonesian tourism based on SWOT analysis consists of the SO strategy in the form of short video marketing content planning, the WO strategy in the form of publishing short video marketing content, the ST strategy in the form of stakeholder collaboration supporting short video marketing for sustainable tourism, and the WT strategy in the form of education tourism service actors to create short video content as tourism marketing.

REFERENCES

- Azzahrani, M. (2018). Strategi komunikasi pemasaran kementerian pariwisata Indonesia dalam pesona indonesia melalui youtube. *Jurnal Manajemen Komunikasi*, 2(2), 144-161.
- Febriani, N., & Dewi, W. W. A. (2019). *Perilaku konsumen di era digital: Beserta studi kasus*. Universitas Brawijaya Press.
- Haryono, G., & Albetris, A. (2022). Peranan Komunikasi Pemasaran Pariwisata Melalui Pemanfaatan E-Tourism Marketing untuk Meningkatkan Niat Berkunjung Wisatawan. *Ekonomis: Journal of Economics and Business*, 6(1), 136-143.
- Kusumastuti, A., & Khoiron, A. M. (2019). *Metode penelitian kualitatif*. Lembaga Pendidikan Sukarno Pressindo (LPSP).

- Liu, G. F., Gao, P. C., Li, Y. C., & Zhang, Z. P. (2019, August). Research on the influence of social media short video marketing on consumer brand attitude. In *2019 5th International Conference on Social Science and Higher Education (ICSSHE 2019)* (pp. 433-438). Atlantis Press.
- Mowat, J. (2018). *Video marketing strategy: harness the power of online video to drive brand growth*. Kogan Page Publishers.
- Qian, L. (2021, March). Analysis of short video marketing strategy under the background of social e-commerce. In *2021 2nd International Conference on E-Commerce and Internet Technology (ECIT)* (pp. 20-25). IEEE.
- Romadhan, M. I., & Rusmana, D. S. A. (2017, October). Potensi Media Sosial Sebagai Sarana Media Promosi Pariwisata Berbasis Partisipasi Masyarakat. In *Prosiding Seminar Dan Call For Paper* (Vol. 85, p. 90).
- Sinuhaji, V. V., Siregar, N. S. S., & Jamil, B. (2019). Aktivitas Komunikasi Pemasaran Dinas Pariwisata Dan Kebudayaan Kabupaten Karo Dalam Meningkatkan Kunjungan Wisatawan (Studi Deskriptif Kualitatif Wisata Bukit Gundaling Berastagi). *Jurnal Ilmu Pemerintahan, Administrasi Publik, dan Ilmu Komunikasi (JIPIKOM)*, 1(2), 105-118.
- Zhao, C., Shen, H., & Zhang, Y. (2022). The study on the impact of short video tourism vloggers at social media platform on online sharing intention. *Frontiers in Psychology*, 13, 905002.