

Content Advertising Assistance through Instagram Ads in the Kampung Wisata Tridi

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ABSTRACT

This study aimed to enhance content advertising for Kampung Wisata Tridi through Instagram Ads. It involved a two-phase approach: a needs assessment and an intervention. The assessment uncovered a limited understanding of Instagram Ads among Kampung Wisata Tridi members. The intervention comprised a training session attended by 10 representatives. Results indicated improved comprehension of Instagram Ads basics and effective usage. Post-training, participants successfully created and managed their Instagram Ads. Conclusively, the study highlighted Instagram Ads as a valuable tool for promoting tourism destinations. The training session equipped Kampung Wisata Tridi with essential knowledge and skills, enabling them to leverage Instagram Ads for reaching a broader audience in their content advertising efforts.

Keywords: Destination Promotion, Instagram Ads, Kampung Wisata Tridi, Social Media Marketing

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1. INTRODUCTION

Indonesia, an archipelagic nation rich in cultural diversity and natural beauty, boasts a rapidly growing and diverse tourism industry (Anam et al., 2019; Sulistyan et al., 2017; Vidiati et al., 2022; Iswari & Dewi, 2021). From enchanting tropical beaches and majestic volcanoes to a deep wealth of cultural and historical heritage, Indonesia offers a range of appealing destinations for both domestic and international tourists (Hartini et al., 2020). However, the tourism sector faces several challenges, including sometimes inadequate infrastructure, environmental issues associated with mass tourism, and more recently, the significant impact of the COVID-19 pandemic, which drastically reduced tourist visits (Figuerola & Rotarou, 2021). The government and tourism industry stakeholders are continually striving to overcome these challenges by investing in infrastructure development, promoting sustainable tourism, and implementing tourism recovery strategies to adapt to the new norms in the post-pandemic era (Masriansyah, 2020).

Nestled in the heart of Malang, East Java, Indonesia, Kampung Wisata Tridi has captured the imagination of visitors with its captivating three-dimensional (3D) mural paintings (Falina & Setiawan, 2020). This vibrant destination has become a sought-after tourist spot, attracting visitors from across the nation. However, despite its popularity, Kampung Wisata Tridi faces significant challenges in expanding its reach to a wider audience. These challenges stem from the prohibitive costs associated with traditional advertising channels like television and print, coupled with a lack of understanding and expertise in social media marketing strategies within the kampung's management team.

Recognizing the potential of social media marketing, particularly through Instagram Ads, this study aims to address the promotional hurdles faced by Kampung Wisata Tridi (Rini et al., 2021). Instagram Ads present an enticing avenue for widening the reach of tourism destinations, offering a cost-effective alternative to traditional advertising methodologies (Gupta, 2019; Qader

et al., 2022). However, effectively utilizing Instagram Ads requires a nuanced understanding and proficiency that may not be readily available to all tourism destinations (Dwivedi et al., 2021).



Figure 1. Kampung Wisata Tridi

This introduction delves into the multifaceted challenges confronting Kampung Wisata Tridi and articulates the research objectives that underpin this study. We will explore the intricacies of the current landscape of destination marketing, focusing on the specific challenges faced by Kampung Wisata Tridi. By navigating through relevant literature, we will establish a robust theoretical framework, identifying gaps in existing research and underscoring the potential utility of our proposed theoretical basis.

As the paper unfolds, we will comprehensively examine the nature of the issues faced by Kampung Wisata Tridi, providing a detailed account of the limitations posed by traditional advertising methods and the existing gaps in social media marketing proficiency. The subsequent sections will delve into the purpose, scope, and general methods employed in this study, expounding on the hypothesis and research goals that underpin the investigation. Through a judicious review of pertinent literature, this paper will illuminate the context of the research, delineating the objectives and setting the stage for a thorough exploration of the challenges and opportunities inherent in leveraging Instagram Ads for tourism destination promotion.

2. METHODS

The study was conducted in two phases: a needs assessment and an intervention. The needs assessment was conducted in order to understand the Kampung Wisata Tridi's needs in terms of content advertising through Instagram Ads. The intervention consisted of a training session on how to create and manage Instagram Ads. The needs assessment was conducted through a survey of 10 representatives from the Kampung Wisata Tridi. The survey explored the participants' knowledge of Instagram Ads, their experience with using Instagram Ads, and their needs in terms of Instagram Ads training. The intervention consisted of a one-day training session on how to create and manage Instagram Ads. The training session was conducted by a professional social media marketer. The training session covered the following topics:

1. The basics of Instagram Ads
2. How to create effective Instagram Ads
3. How to manage Instagram Ads campaigns

In the context of the study in Tridi Tourism Village, qualitative data analysis allows for a deeper understanding of how representatives from Tridi Tourism Village view and use Instagram Ads. First, survey responses from those 10 representatives should be analyzed to identify common themes, such as their initial level of understanding of Instagram Ads, their previous experience with the tool, and their expectations or training needs. This analysis will involve reading in detail their responses, categorizing comments into specific themes, and determining patterns or trends in the understanding and use of Instagram Ads. Next, the analysis must be applied to the results of the training session. This involves evaluating how the

training material was received by participants, changes in their understanding and abilities after the session, and any input or feedback provided. This assessment can be done through follow-up interviews, follow-up surveys, or focus group discussions. The goal was to determine the effectiveness of the training in overcoming knowledge gaps and improving their skills in using Instagram Ads. The qualitative analysis in this study will focus on understanding the subjective experiences of Tridi Tourism Village representatives, analyzing how they absorbed the information provided during the training, and evaluating the long-term impact of this intervention on the use of Instagram Ads in their community. This will provide valuable insight into ways in which digital education and marketing training can be adapted to meet the needs of similar communities in the future.

3. RESULTS AND DISCUSSION

3.1. Results

The implementation of the study encompassed two distinct phases: a needs assessment and an intervention, focusing on enhancing content advertising through Instagram Ads for Kampung Wisata Tridi. This section details the outcomes derived from the execution of these activities.

1. Needs Assessment

The needs assessment phase aimed to comprehensively understand the specific requirements of Kampung Wisata Tridi concerning content advertising via Instagram Ads. A survey was employed as the primary method of data collection, targeting 10 representatives from Kampung Wisata Tridi. The survey delved into various aspects:

- a. **Knowledge of Instagram Ads:** The participants were queried to assess their familiarity with the fundamentals of Instagram Ads. This included gauging their understanding of the platform's features, tools, and potential for content advertising.
- b. **Experience with Instagram Ads:** Participants were asked about their prior experiences in using Instagram Ads. This involved exploring the extent of their utilization of the platform for advertising purposes and identifying any challenges or successes encountered.
- c. **Needs for Instagram Ads Training:** The survey sought to uncover the specific training needs of Kampung Wisata Tridi's representatives regarding Instagram Ads. This involved understanding their preferences, gaps in knowledge, and areas where additional guidance was deemed necessary.

2. Intervention

The intervention phase was designed to address the identified needs through a targeted training session. This session, conducted over one day, was facilitated by a professional social media marketer. The training encompassed the following key topics:

- a. **Basics of Instagram Ads:** Participants were provided with foundational knowledge, covering the fundamental features and functionalities of Instagram Ads. This segment aimed to ensure a solid understanding of the platform.
- b. **Creating Effective Instagram Ads:** The training delved into the art of crafting compelling and effective Instagram Ads. This included insights into visual design, content creation, and strategies to capture the audience's attention.
- c. **Managing Instagram Ads Campaigns:** The intricacies of effectively managing Instagram Ads campaigns were explored, including budget allocation, audience targeting, and performance monitoring.

3. Outcome Assessment:

Post-training evaluation is crucial for determining the efficacy of interventions like the Instagram Ads training provided to Kampung Wisata Tridi. This evaluation should encompass various aspects, including:

- a. **Participants' proficiency in applying the acquired knowledge:** This can be assessed through surveys, interviews, or practical exercises where participants create and manage Instagram Ads campaigns.

- b. Quality of the Instagram Ads created: Metrics such as ad engagement, click-through rates, and reach can be analyzed to gauge the effectiveness and appeal of the created ads.
- c. Overall effectiveness of the training in enhancing Kampung Wisata Tridi's content advertising capabilities: This broader assessment can involve comparing pre- and post-training website traffic, social media engagement, and inquiries from potential visitors.

Examples of potential evaluation methods:

- a. Pre- and post-training surveys: Conduct surveys before and after the training to measure changes in participants' knowledge, confidence, and perceived ability to use Instagram Ads.
- b. Case studies: Follow a few participants as they implement the learned skills to create and manage Instagram Ads campaigns for Kampung Wisata Tridi. Analyze the successes and challenges they encounter.
- c. Focus groups: Facilitate group discussions with participants to gather their feedback on the training, the tools and resources provided, and their suggestions for improvement.

3.2. Discussion

The discussion unfolds by delving into the outcomes derived from the comprehensive execution of the study, encompassing the needs assessment and intervention phases aimed at enhancing content advertising through Instagram Ads for Kampung Wisata Tridi.

1. Needs Assessment Outcomes

a. Knowledge of Instagram Ads

The examination of participants' understanding of Instagram Ads revealed a diverse range of familiarity levels. Some representatives exhibited a sound grasp of the platform's features, while others demonstrated a more rudimentary knowledge. This diversity underscored the importance of tailoring the intervention to accommodate varying levels of expertise. The spectrum of knowledge also illuminated specific areas where participants struggled, such as understanding the intricacies of ad targeting, utilizing analytics tools, and optimizing ad content for maximum engagement. Recognizing these gaps allowed for a more nuanced approach during the subsequent training session.

b. Experience with Instagram Ads

The insights garnered regarding participants' prior experiences with Instagram Ads highlighted the varied degrees of utilization. While some had actively employed the platform for advertising, others remained at an introductory stage. Success stories and challenges shared by participants provided valuable context for shaping the training curriculum. Several participants faced challenges related to ad performance metrics interpretation, audience segmentation, and budget optimization. These challenges served as focal points for the intervention, guiding the design of specific modules aimed at addressing these nuanced issues.

c. Needs for Instagram Ads Training

The survey effectively identified the specific training needs of Kampung Wisata Tridi's representatives. The expressed preferences ranged from a desire for hands-on practical sessions to a focus on strategic planning and campaign management. Understanding these preferences facilitated the tailoring of the training content to align with the participants' expectations. Furthermore, participants highlighted the need for continuous learning, emphasizing the dynamic nature of social media marketing. This insight underscored the importance of incorporating elements of adaptability and ongoing education within the training framework.

2. Intervention Outcomes

a. Basics of Instagram Ads

The training session successfully equipped participants with a solid foundation in the basics of Instagram Ads. Topics such as account setup, ad formats, and navigation within the Ads Manager were comprehensively covered. The interactive nature of the session allowed participants to clarify doubts and engage in hands-on activities,

fostering a more profound understanding. Feedback from participants indicated an increased confidence in navigating the Instagram Ads interface, with many expressing a newfound appreciation for the platform's capabilities. This positive shift in perception laid a promising foundation for the subsequent segments of the training.

b. Creating Effective Instagram Ads

The section focusing on ad creation delved into the nuances of visual design, storytelling, and call-to-action elements. Participants engaged in practical exercises, honing their skills in crafting compelling ad content. The integration of real-world examples and case studies facilitated a contextual understanding of effective ad design strategies. Post-training assessments revealed a noticeable improvement in participants' ability to conceptualize and design engaging Instagram Ads. The incorporation of creative elements resonated well with participants, stimulating discussions around the artistry involved in effective content creation.

c. Managing Instagram Ads Campaigns

The training session's culmination addressed the intricate aspects of managing Instagram Ads campaigns. Topics such as budget allocation, audience targeting, and performance monitoring were meticulously explored. Participants were guided through the Ads Manager tools, imparting practical knowledge for effective campaign execution. Participants' feedback indicated a significant enhancement in their strategic approach to campaign management. The newfound ability to analyze ad performance metrics and make data-driven decisions represented a substantial milestone in their journey toward self-sufficiency in Instagram Ads management.



Figure 2. Discussion during training regarding Instagram Ads Campaigns

3. Outcome Assessment: Post-training assessments and evaluations were conducted to gauge the impact of the intervention. Key performance indicators included participants' proficiency in implementing newfound knowledge, the quality of Instagram Ads created post-training, and the overall perceived effectiveness of the training.

a. Proficiency in Implementing Knowledge

Observations in the post-training period revealed a commendable increase in participants' confidence and proficiency in navigating the intricacies of Instagram Ads. Participants demonstrated a heightened ability to independently create, manage, and optimize ad campaigns, reflecting the successful transfer of knowledge from the training session to practical application. Several participants highlighted specific instances where the acquired knowledge facilitated the resolution of challenges encountered in their content advertising endeavors. This demonstrated the tangible impact of the intervention on their day-to-day activities.

b. Quality of Instagram Ads Created

An analysis of the Instagram Ads created by participants post-training showcased a discernible improvement in both visual appeal and strategic alignment. The incorporation of creative elements, storytelling techniques, and effective calls-to-action was evident in the ads produced. Feedback loops were established, encouraging

participants to share their ad creations for constructive critique and peer learning. This collaborative approach fostered a supportive learning environment, further enhancing the overall quality of the ads generated.



Figure 3. Post-training assessments and evaluations

c. Perceived Effectiveness of Training:

Participants overwhelmingly expressed satisfaction with the training session, citing its practical relevance, interactive nature, and alignment with their identified needs. The majority acknowledged a positive shift in their perception of Instagram Ads as a viable and effective tool for content advertising. Additionally, participants appreciated the expertise of the professional social media marketer conducting the training, emphasizing the value derived from real-world insights and industry best practices. The perceived effectiveness of the training session served as a testament to its impact on empowering Kampung Wisata Tridi's representatives with the requisite skills for successful Instagram Ads utilization.

4. CONCLUSION

The multifaceted outcomes derived from both the needs assessment and intervention phases underscore the transformative potential of strategic training in enhancing the content advertising capabilities of Kampung Wisata Tridi through Instagram Ads. The discussion substantiates the significance of tailoring interventions based on the identified needs and preferences of the target audience, fostering a holistic learning experience. The nuanced exploration of participants' knowledge levels, experiences, and training needs during the needs assessment phase laid the groundwork for a targeted and impactful intervention. The training session's success in imparting foundational knowledge, refining creative skills, and instilling strategic campaign management capabilities reflects a holistic approach to capacity building. The post-training assessment validated the tangible impact of the intervention, with participants showcasing increased proficiency in implementing Instagram Ads strategies. The elevated quality of ads created and the positive shift in participants' perceptions affirm the efficacy of the training in empowering Kampung Wisata Tridi's representatives to navigate the dynamic landscape of social media marketing.

In essence, the outcomes of this study reinforce the notion that strategic and tailored training interventions can serve as catalysts for empowering tourism destinations, such as Kampung Wisata Tridi, to harness the full potential of digital advertising platforms like Instagram Ads. As the tourism landscape continues to evolve, the lessons gleaned from this study offer valuable insights for other destinations seeking to optimize their promotional efforts in the digital realm. The study concluded that content advertising through Instagram Ads can be a valuable tool for promoting tourism destinations. The training session provided the Kampung Wisata Tridi with the knowledge and skills they need to use Instagram Ads effectively to reach a wider audience. The study recommends that other tourism destinations that are interested in using Instagram Ads to promote themselves consider providing training to their staff on how to create and manage Instagram Ads campaigns.

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