

# Digital Marketing Communication Strategy in the Anambas Marine Tourism Publication Process (Implementation of Advertising Through Instagram Social Media)

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## ABSTRACT

This study identifies how digital marketing communication strategies promote marine tourism in Anambas Islands Regency. Using qualitative methods with a case study approach, the study explores the implementation of advertising through Instagram by the Anambas Tourism Office. The results show a focus on utilizing social media, especially Instagram, to display attractive visual content. The main challenges include limited budget and human resources. However, creative efforts are made through the involvement of local communities and optimization of existing resources. This study provides insight into the best practices of digital marketing of marine tourism destinations and recommends the development of a more comprehensive strategy.

**Keywords:** Digital marketing communication strategy, Marine tourism, Anambas Islands, Social media, Instagram

## INTRODUCTION

Tourism is a vital sector for the Indonesian economy, especially in areas with extraordinary natural tourism potential such as the Anambas Islands Regency. Located in the Riau Islands Province, Anambas is known for its beautiful sea and pristine coral reefs. However, despite being internationally recognized as the best tropical island in Asia by CNN International in 2012, Anambas' marine tourism potential has not been optimally utilized. In today's digital era, an effective marketing communication strategy, especially through social media, is crucial in promoting tourist destinations. Kotler and Keller (2016) define a marketing communication strategy as a comprehensive plan that integrates various promotional elements to convey a consistent message to the target audience. Meanwhile, Baverstock (2015) emphasizes the importance of the publication process in turning ideas into products that can be accessed by the public.

Several previous studies have examined the effectiveness of digital marketing strategies in the tourism industry. Wijaya and Dewi (2023) found that digital marketing communication strategies play a significant role in increasing brand awareness of resorts on Banyak Island, Aceh Singkil. Meanwhile, Haufandi et al. (2023) analyzed the use of social media in promoting tourist attractions in Central Lombok, identifying several obstacles such as determining content and concepts and inadequate internet infrastructure.

Although these studies provide valuable insights, there is still a gap in the literature regarding digital marketing communication strategies for marine tourism destinations in Indonesia, especially in areas such as Anambas which have great potential but have not been optimally exposed. This study aims to fill this gap by focusing on the analysis of the digital marketing communication strategy of the Anambas Tourism Office and the implementation of advertising through Instagram in promoting marine tourism. The objectives of this study are:

1. Identifying digital marketing communication strategies implemented by the Anambas Tourism Office.
2. Defining and evaluating the implementation of advertising through Instagram in building the image and appeal of Anambas marine tourism.

This study will use a qualitative method with a case study approach. Data will be collected through in-depth interviews with Anambas Tourism Office officials, social media content analysis, and online observation of digital marketing activities of Anambas tourist destinations.

The novelty of this research lies in its focus on digital marketing communication strategies for marine tourism destinations that have not been optimally exposed, with a specific case study in the Anambas Islands Regency. This research will also provide concrete recommendations for optimizing the use of Instagram in promoting marine tourism, which can be applied to similar destinations in Indonesia. The results of the study are expected to contribute to the development of effective digital marketing communication strategies to increase the competitiveness of Indonesian marine tourism destinations on the global stage.

## RESEARCH METHODS

This study uses a qualitative approach with a descriptive design, based on the post-positivism paradigm. This paradigm views social reality as something that can be observed and measured objectively, but still recognizes the limitations of human knowledge. In this context, the digital marketing communication strategy for Anambas marine tourism is seen as a phenomenon that can be analyzed systematically, while still considering the complexity and potential bias in the research process.

The research location is the Anambas Islands Regency, focusing on informants who have authority regarding marketing communication strategies and marine tourism publications in the area. The research data sources include tourist destination managers, digital marketing teams, visitors or potential visitors, and other stakeholders related to the development of Anambas marine tourism.

The data collection techniques used in this study include three main methods. First, direct observation was conducted to systematically observe and record information related to the research object. Second, structured interviews were conducted with key informants, including staff from the Tourism and Creative Economy Administration and Marketing Implementation Section of DISPARBUD. This interview aims to obtain in-depth information about the marketing communication strategies implemented. Third, documentation is used to collect supporting data from various relevant sources.

Data analysis in this study follows the Miles and Huberman model, which consists of three stages: data reduction, data presentation, and drawing conclusions. In the data reduction stage, the information collected is summarized and focused on important aspects related to digital marketing communication strategies. Data presentation is done in the form of narrative descriptions, charts, or flowcharts to facilitate understanding of the phenomena being studied. Finally, drawing conclusions is done in stages and verified to ensure their validity.

To increase the credibility of the study, source triangulation technique was applied. This method involves checking and comparing information from various data sources to obtain a comprehensive and accurate picture of the digital marketing communication strategy in publicizing Anambas marine tourism. Through this approach, the study aims to produce verifiable findings and provide evidence-based insights into best practices in digital marketing of tourist destinations.

## DISCUSSION

The digital marketing communication strategy implemented by the Anambas Islands Regency in promoting its marine tourism shows an adaptive approach and is oriented towards current trends. The main focus on social media platforms, especially Instagram, reflects a good understanding of current digital consumer behavior. The selection of this platform is very strategic considering its ability to present attractive visual content, which is

very suitable for highlighting the natural beauty of Anambas.

The multi-platform approach implemented allows Anambas to reach various target tourist segments. This strategy is not only effective in increasing visibility, but also allows for more personal interactions with potential tourists. However, the main challenge lies in the consistency and quality of the content produced. The limited human resources who are experts in creative content creation are significant obstacles that need to be overcome to maximize the potential of this strategy.

The use of visual content in the form of photos and short videos has proven effective in attracting the interest of potential tourists. The focus on depicting the natural beauty and cultural richness of Anambas through visual media is very much in line with the characteristics of the marine tourism offered. This strategy has succeeded in creating a strong appeal and increasing awareness of Anambas as an exotic tourist destination.

Despite budget constraints, the marketing team's efforts to optimize existing resources demonstrate their creativity and flexibility. Involving local communities in content creation not only helps overcome resource constraints, but also provides added value in the form of authenticity in the presentation of Anambas tourism. This approach is in line with the trend of sustainable tourism that is increasingly in demand by modern tourists.

The segmentation and targeting strategies implemented are quite appropriate, focusing on domestic tourists from big cities and regional tourists from neighboring countries. However, the potential to reach a wider international tourist market still needs to be developed. Developing content in English and utilizing global platforms such as Trip Advisor could be the next step to expand market reach.

SEO optimization efforts and the development of comprehensive evaluation metrics demonstrate the awareness of the importance of data analysis in digital marketing strategies. Although still in its early stages, this step is important to measure the effectiveness of the strategy and make necessary adjustments. The development of a more robust evaluation system will help in making more accurate decisions in the future.

The infrastructure challenges faced by Anambas are crucial issues that need to be addressed seriously. Although the digital marketing strategy implemented is quite progressive, the limited infrastructure supporting tourism can be a bottleneck in the development of the tourism sector as a whole. Therefore, a holistic approach is needed that focuses not only on the promotional aspect, but also on infrastructure development and improving the quality of tourism services.

Overall, the digital marketing communication strategy implemented by the Anambas Islands Regency shows great potential in increasing awareness and attracting tourists. An adaptive approach that is oriented towards the latest digital trends is the right step in the context of modern tourism destination marketing. However, to achieve optimal results, continuous efforts are needed to overcome the challenges of human resources, budget, and infrastructure. By refining the strategy and increasing internal capacity, Anambas has a great opportunity to become a leading marine tourism destination at the regional and international levels.

## **RESULTS**

This section presents the main findings of the research on digital marketing communication strategies in the Anambas marine tourism publication process, with a particular focus on the implementation of advertising through Instagram social media. The results of this study were obtained through a series of in-depth interviews, observations, and document analysis conducted during the research period.

The research findings are presented in two main sections that reflect key dimensions or aspects in this study: Digital Marketing Communication Strategy and Publication Process. Each section outlines relevant Dimensions and components, providing a comprehensive picture of Anambas Islands Regency's efforts in promoting its marine tourism potential through digital platforms, especially Instagram.

The explanation is as follows:

Table 1 Results of Digital Marketing Communication Strategy Research

Dimensions	Component	Findings
Digital Marketing Communication Strategy	Strategic Planning	The Anambas marine tourism marketing strategy applies a multi-platform approach, integrating digital and conventional media to reach various tourist segments. The main focus is the use of social media and content that highlights the uniqueness of Anambas, supported by strengthening electronic media and targeted promotional activities.
	Segmenting and Targeting	Anambas Marine Tourism targets domestic tourists from big cities, regions (especially Malaysia, Singapore), and is starting to reach foreign tourists looking for exclusive destinations.
	Content Selection	Visual content in the form of photos and short videos has proven to be the most effective in promoting Anambas tourism. The main focus is to showcase the natural beauty and cultural richness of the region. Videos showing tourist activities and interesting infographics are also very popular with potential tourists.
	Digital Platform Selection	Instagram has become the main platform to showcase the visual charm of Anambas. Instagram's wide reach and interactive features are very beneficial for promotional strategies. In addition, Facebook is also used to reach a more diverse demographic.
	Use of Influencers	The process of selecting micro-influencers that fit the Anambas brand is underway. Influencers with a passion for nature tourism are a priority. The plan by the Department of Tourism and Culture to involve influencers in a familiarization trip is under consideration.
	SEO (Search Engine Optimization)	Basic SEO strategies are being implemented to increase Anambas' online visibility. Focus on keywords related to marine tourism and the uniqueness of Anambas. 'Wisata Anambas' and 'Anambas Tourism' are the main keywords being optimized. The tagline 'The Exotic Anambas Islands' is used to strengthen the brand. Google searches are conducted occasionally to monitor Anambas' online perception.
	Performance Analysis and Evaluation	Regular internal training is held to improve the digital marketing team's capabilities. Staff are involved in external webinars and workshops for skill development. Local communities are involved in content creation to showcase the authenticity of Anambas. The strategy evaluation system is still under development and is not yet comprehensive.
	Audience Interaction	The team tries to respond to comments and messages on social media as quickly as possible. Quizzes, contests, and giveaways are held regularly to increase interaction with followers.
	Budget and Resource Allocation	Budget constraints are a major challenge, especially post-pandemic. Lack of human resources for creative content creation. Efforts to optimize existing resources continue to be made.

Source: Primary Data (2023)

Table 2 Research Results Publication Process

Dimensions	Component	Findings
Publication Process	Content Planning	The plan to develop a mobile application for Anambas travel information and planning, as well as exploring cooperation with travel bloggers and online booking platforms is underway. Meanwhile, social media management is handled by a team of three admins with a target of posting 2-3 times a week. In addition, consideration of collaboration with local content creators to improve content quality is also being considered. Furthermore, the development of a virtual tour of Anambas for an immersive experience for prospective tourists is in progress.
	Content Creation	Collaboration with local photographers, videographers, and content creators is carried out to produce quality content, focusing on the natural beauty, tourist destinations, and cultural events of Anambas. Despite facing major challenges in the form of limited human resources for creative content experts and production consistency, efforts to increase posting frequency and content quality continue to be made.
	Content Distribution	Content distribution is done through social media, official websites, and travel blogs, with a primary focus on Instagram, Facebook, Tik Tok, and YouTube.
	Audience Interaction	Every feedback is considered an opportunity for improvement, with prompt and professional responses to each complaint. Future plans include familiarization trips with influencers and travel agents from neighboring countries. Focus is directed at increasing activity on social media platforms, especially Instagram and TikTok. Challenges of posting consistency and creating engaging content are still faced. Efforts are ongoing to improve online presence.
	Evaluation and Measurement of Results	The development of comprehensive evaluation metrics is ongoing, with a primary focus on engagement levels and follower growth. Insights from social media platforms are used as an important source of information. Active collaboration is established with online travel agents and traveling communities to expand the reach of Anambas promotions. Data and statistical analysis from social media accounts are conducted to understand performance and audience response.

Source: Primary Data (2023)

Anambas Regency is implementing a fairly comprehensive digital marketing communication strategy to introduce the charm of its marine tourism to the world. The main focus of this strategy lies in the utilization of popular social media platforms such as Instagram, TikTok, and Facebook, which were chosen because of their ability to present attractive and interactive visual content. The content produced is mostly in the form of captivating photos and short videos that showcase the natural beauty, cultural richness, and various tourist activities that can be enjoyed in Anambas. The main target audience includes domestic tourists from major cities in Indonesia as well as regional tourists from neighboring countries such as Malaysia and Singapore. Despite facing several significant challenges, such as budget constraints and a lack of human resources who are experts in digital marketing, the Anambas promotion team continues to show high enthusiasm and creativity. They continue to strive to optimize existing resources, including by involving local communities in content production to showcase the authenticity of the region.

## CONCLUSION

Based on the research results, Wisata Bahari Anambas has implemented a digital marketing communication

strategy but it is not yet comprehensive and optimal, focusing on a multi-platform approach with an emphasis on social media. The publication process involves careful content planning, collaboration with local creators, and distribution through various digital channels. Despite facing challenges such as budget and human resource limitations, promotional efforts continue to be carried out by prioritizing attractive visual content.

To increase the success of this strategy, it is recommended to optimize resources through training and collaboration, improve the quality of content with strong storytelling, and diversify marketing strategies. Technology development, such as mobile applications and virtual tours, and strengthening the evaluation system are also priorities. In addition, strengthening infrastructure, utilizing micro-influencers, and optimizing the budget through strategic collaboration are recommended to strengthen Anambas' position as an attractive tourist destination and increase the number of tourist visits.

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