

## **LACHIO RECREATIONAL PARK'S MARKETING STRATEGY FOR ATTRACTING VISITORS USING SOCIAL MEDIA MARKETING**

**Melati, Hasan Sazali Sori Monang**

Universitas Islam Negeri Sumatera Utara

Email: melati2408@gmail.com

hasansazali@uinsu.ac.id

sorimonangq@gmail.com

### **Abstract:**

Technological sophistication has a significant impact on its users, including entrepreneurs/businessmen. Through the use of technology, small, medium, and large entrepreneurs can promote their efforts to make it easy for consumers to understand. Luchio Recreation Park, for example, is a micro-enterprise that utilizes advanced technology in marketing its tourism. Through the Facebook and Instagram platforms, Luchio Recreation Park tours are able to attract the interest of visitors. For this reason, this study aims to find out how *digital marketing* through social media attracts visitors. This study used qualitative research methods. Research that focuses on the in-depth process of the interrelationship of phenomena studied by researchers. Determination of the sample in this study was selected using *purposive sampling technique*. The primary data was obtained directly from key entities or sources relevant to this research, namely from social media account managers and lachio recreation park owners. The secondary data that the researcher obtained was obtained through documentation in the form of promotional posts carried out. The instruments in the study were interview guides, recording equipment, portrait tools, and stationery. There are 3 data collection techniques, namely, observation, interviews, and documentation. The data analysis technique used in this research is the data analysis of the Miles and Huberman model using 3 parts of the analysis that go hand in hand, namely; data reduction, data presentation and conclusion drawing/verification. The results of the study indicate that the strategies used in carrying out promotional activities through social media are in accordance with the 4C theory, namely *context, communication, collaboration, and connection*. In *context*, the Lachio theme park account pays attention to the quality of the content, both photos or videos as well *captions*, in *communication*, has the principle of always being open and friendly to comments submitted and honest, in *collaboration* Lachio theme park accounts work together with accounts entertainment and news information provider who has thousands of *followers* to be able to help promote shared content to expand reach and admin interacts with visitors to tag or mark Lachio recreation park, and on *connection*, admin @tamanrekreasilachio posts *up to date* every day. So, by implementing these 4 things, you can streamline the success of the Lachio Recreation Park in an effort to attract visitors through social media.

**Keywords:** *Communication Strategy, Social Media, Interests of Visitors*

## Introduction

Technological progress is something that cannot be avoided in today's life, because technological advances will definitely develop following the progress of science. In this era of digitalization, many media have appeared on the internet network. Due to the sophistication found by the whole world with the development of existing media, the creation of new application media has also developed since the advent of the internet. The benefits of the emergence of the internet are increasingly felt for its users, such as online marketing, bloggers, vloggers, and online shops or online services on the internet<sup>1</sup>. One of the results of the use of *internet* that has been adopted in the business world is *Digital Marketing* or what many people call online marketing.

The application of *Digital Marketing* in the business world is not only carried out by large companies that work but also small and even micro companies also adopt *Digital Marketing* to maximize the promotion of company products such as the Lachio recreation park. Lachio Recreation Park is a small business, but related parties have implemented their business with *digital marketing* because it makes it easier to carry out promotional activities<sup>2</sup>. In the digital era, social media has become a trend in marketing communications. Social media is an online medium, with its users being able to easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks, and wikis are the most common forms of social media used by people around the world<sup>3</sup>.

This study discusses social media as the platform chosen to carry out digital marketing communication activities or promotion of Lachio recreation park attractions through Facebook and Instagram. *Facebook* is a social network created by Mark Zuckerberg, in 2003, according to data from *Hootsuite (We are Social)* in his research on internet and social media trends every year, there have been around 129.9 million Facebook users in Indonesia since the beginning of 2022. 191.4 million active users of social media every day, 370.1 million active users who use *mobile* to access it. And Instagram is a social media application created in 2010 by Kevin Systrom, which was later purchased by Facebook in 2012 due to its increasing popularity. According to data from *Hootsuite (we are social)*, in 2022 the use of social media Instagram in Indonesia reached 99.15 million Instagram users and was ranked 2nd on the most popular social media chart in Indonesia.

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<sup>1</sup> Guven, Huseyin. "Industry 4.0 and marketing 4.0: in perspective of digitalization and E-Commerce." *Agile Business Leadership Methods for Industry 4.0*. Emerald Publishing Limited, 2020.

<sup>2</sup> Sianturi, Marudut, and Salman Faris. "The Influence Of Digital Marketing And Advertising On Customer Satisfaction With Price As A Moderating Variable (Case Study Of Online Shopping At Shopee." *International Journal of Applied Finance and Business Studies* 10.1 (2022): 47-53.

<sup>3</sup> Achmad, Zainal Abidin, et al. "Pemanfaatan Media Sosial Dalam Pemasaran Produk UMKM Di Kelurahan Sidokumpul Kabupaten Gresik." *Jurnal Ilmu Komunikasi*, vol. 10, no. 1, 2021, pp. 18-31, doi:10.15642/jik.2020.10.1.17-31.

This *digital marketing media online* is a new breakthrough in the implementation of tourism object promotion activities.<sup>4</sup> Opportunities and challenges faced are also diverse, but the opportunity to carry out communication activities with the public who are potential visitors from the public in *online* will certainly increase the effectiveness of business actors, both micro, medium and even large businesses in attracting public interest.<sup>5</sup> Therefore, through *online* especially *Facebook* and *Instagram* it is considered far superior to traditional media in terms of conveying communication messages.

Lachio Recreation Park is a family tourist attraction located in Patumbak I Village, Patumbak District, Patumbak-Talun Kenas Street, the blue tent alley. Lachio Recreation Park is a tourist attraction and also a restaurant that presents a typical rural view with a variety of children's games provided ranging from playgrounds, swimming pools, and gowes ducks. This park is counted as a new tourist attraction in patumbak village and just officially opened in 2018. However, although it is still very new, the efforts of Lachio Recreation Park in promoting the park are quite active and creative.

Judging from the various promotional activities carried out by the park owner as well as the content presented to attract audiences to visit the Lachio recreation park. So that it can be seen from the visits that were present at the park, it was quite crowded with various purposes, ranging from wanting to provide entertainment for children, relaxing, or even family gatherings to enjoy a green and comfortable atmosphere. Even though the location of this Lachio recreation park can be said to be quite far from the city and a little into a rural alley, the enthusiasm of the people to visit is quite extraordinary. Therefore, research on *Social Media Marketing* becomes an interesting thing for Lachio Recreation Park in developing its tourist attraction on its *Facebook* and *Instagram*, namely *online* using *Facebook* and *Instagram* by business actors to visitors so as to attract audiences to visit. with the emergence of social media accounts of other rural attractions that continue to emerge which of course cannot be separated from public interest in traveling activities and to find out the benefits and constraints of digital media *Facebook* and *Instagram* in carrying out promotional activities. Therefore, this encourages researchers to conduct research on how the *digital marketing* is carried out by the Lachio recreation park through the use of social media as a promotional media in attracting visitors and what is the impact of success after implementing *social media marketing*?

### **Social Media**

Media Social media is an *online*, which makes it easy for users to share, communicate, and participate in creating content, including *blogs*, forums, social networks, wikis, also via virtual<sup>6</sup>. Social networks are *of social media* a very

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<sup>4</sup> Kapoor, Rashmeet, and Kush Kapoor. "The transition from traditional to digital marketing: a study of the evolution of e-marketing in the Indian hotel industry." *Worldwide Hospitality and Tourism Themes* 13.2 (2021): 199-213.

<sup>5</sup> Labanauskaitė, Daiva, Mariantonietta Fiore, and Rimantas Stašys. "Use of E-marketing tools as communication management in the tourism industry." *Tourism Management Perspectives* 34 (2020): 100652.

<sup>6</sup> Budi, Leonardo, and Dheasey Amboningtyas. "Strategi Pemasaran Melalui Digital Marketing Pada Pariwisata Kota Lama Semarang." *Jurnal Sains Sosio Humaniora*, vol. 5, no. 2, 2021, pp. 888–93.

popular like, *Instagram, Path, Facebook, Pinterest*, and others.<sup>7</sup> Social media invites anyone who is interested to participate by contributing and giving feedback (feedback) openly, providing comments, and sharing information in a fast and unlimited time<sup>8</sup>. The presence of social media is leading to a growing acceptance of the shift from push marketing to a conversational model that leads customers to make purchasing decisions.<sup>9</sup> If social media is utilized and used properly, over a period of time, social media marketing can lower marketing costs to a much lower level.

*Social media marketing* is a form of marketing using the concept of social media as the chosen media platform to market its products or services.<sup>10</sup> According to Tuten and Solomon<sup>11</sup>, *social media marketing* is the use of technology, channels, and software from social media with the aim of creating a communication, delivery, exchange and offering of value within an organization. Display of attractive content will make *website* of online products or services interested in the products and services displayed<sup>12</sup>. In the current digital era, it is important for business people to experiment and make adjustments to market conditions by using *social media marketing* to achieve the company's goals. Social media can also save the budget and make a big impact or the term "*low budget, more effect*" and social media is intended to increase engagement or relationships with consumers (*customer engagement*).<sup>13</sup>

*Facebook* is an internet-connected social network created by Mark Zuckerberg, in 2003, with more than 1 billion users worldwide, equivalent to half of the number of mobile phone users. Network *Facebook* was also chosen as a medium for conducting marketing communication (promotional) activities because currently *Facebook* is still one of the most popular social media for Indonesians with the second largest number of users in Asia after India. *Instagram* is a photo and video sharing social media platform, a photo and video sharing application that allows users to take content, apply digital filters, and share it to various social networking services including *Instagram's* own<sup>14</sup>. This social media was created by Kevin System in 2010 and its ownership changed in 2012 when it was bought by Facebook because of its increasing popularity graph. According to

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<sup>7</sup> Hoffman, Donna L., and Thomas P. Novak. "Toward a deeper understanding of social media." *Journal of Interactive Marketing* 26.2 (2012): 69-70.

<sup>8</sup> Dirwan, Dirwan, Mapparenta Mapparenta, and Muhammad Arif. "The Influence of Social Media, Brand Perception and Buyer Satisfaction on Purchasing Decisions for Ethnic Tuta Bags." *Point Of View Research Management* 3.2 (2022): 147-160.

<sup>9</sup> Andy Prasetyo, Jefri Aulia Martha, Aniek Indrawati. *DIGITAL MARKETING*. Edited by Nasya Artha Fransiska, 1st ed., Edulitera, 2020.

<sup>10</sup> Eslami, Seyed Pouyan, Maryam Ghasemaghaei, and Khaled Hassanein. "Understanding consumer engagement in social media: The role of product lifecycle." *Decision Support Systems* 162 (2022): 113707.

<sup>11</sup> Tuten, Tracy L., and Michael R. Solomon. *Social media marketing*. Sage, 2017.

<sup>12</sup> Taan, Hapsawati, et al. "Social Media Marketing Untuk Meningkatkan Brand Image." *Jurnal Manajemen Dan Bisnis*, vol. 4, no. 1, 2021, pp. 315-30, doi:10.37531/sejaman.v4i1.1268.

<sup>13</sup> Zulkarnain, Iskandar, et al. *Penerapan Digital Marketing Sebagai Strategi Komunikasi Pemasaran Usaha Kecil Dan Menengah Warga Depok Jaya*. Vol. 1, no. 1, 2020, pp. 86-94.

<sup>14</sup> Retnasary, Maya, et al. "Pengelolaan Media Sosial Sebagai Strategi Digital Marketing Pariwisata." *Jurnal Kajian Pariwisata*, vol. 1, no. 1, 2019, pp. 76-83.

data from *Hootsuite (we are social)*, in 2022 the use of social media Instagram in Indonesia reached 99.15 million Instagram users and was ranked 2nd on the most popular social media chart in Indonesia.

### **Strategy Social Media Marketing**

Determining the strategy is an important step that requires special handling right or if wrong then the consequences can be fatal, especially in terms of time, finance and energy. That's why strategic planners need to be careful and confidential in determining it. In practice, strategy is a useful instrument to establish a competitive advantage and determine the steps the company or organization must take in the future<sup>15</sup>. Experts call communication as a process of transformation from one person to another, the exchange of verbal or nonverbal messages between the media and communicators to change behavior, or messages and human actions in all areas of social communication<sup>16</sup>. Communication is very important for communicating or seeking information, as well as inviting or influencing others, and for communicating in various areas of people's lives<sup>17</sup>. Communication shows that thoughts, meanings and messages are the same<sup>18</sup>.

According to Middleton, communication strategy is the best combination of all communication elements starting from the communicator, message, channel (media) receiver to influence (effect) designed to achieve optimal communication goals<sup>19</sup>. *Social media marketing* is one type of marketing through digital media. *Digital Marketing* is the use of the internet and information technology to broaden and develop traditional marketing uses, so that they can be communicated globally and can change the way companies do business with their customers according to Urban<sup>20</sup>. By using *digital marketing*, someone will certainly get a return on the business they run<sup>21</sup>. When promoting in digital media can create product or brand awareness in maintaining the existence of a product. Marketing strategies, especially promotions, are becoming more modern using internet technology called *digital marketing*<sup>22</sup>. *Marketing Online* is currently being chosen by many business people. The reason is because this method is simpler and more useful.

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<sup>15</sup> Hidayati, Rahun, and Reza Muhammad Rizqi. "Strategi Komunikasi Pemasaran Pariwisata Di Desa Wisata Rhee Loka Kabupaten Sumbawa ( Studi Kasus Desa Wisata Pantai Gelora )." *Jurnal Manajemen Dan Bisnis*, vol. 4, no. 3, 2021, pp. 42–54.

<sup>16</sup> Sikumbang, Ahmad Tamrin. *KOMUNIKASI BERMEDIA Oleh : Communication Is the Delivery of Messages between Human Effort . These Efforts Are Done Directly and Some Are Using the Media . Who Uses the Term Media Called Mediated Communication . Mediated Communication in the Sense That The*. Vol. 0, no. 01, 2014, pp. 63–67.

<sup>17</sup> Bungin, Burhan, Hilda Yunita Wono, and Ergita Jeny Ardane Shwari. "Communication Media Technology And Social Harmony Construction In The Era Of Society 5.0 A Critical View." *International Journal of Computer and Information System (IJCIS)* 2.4 (2021): 125-130.

<sup>18</sup> Mulyana, Deddy. *Ilmu Komunikasi Suatu Pengantar*. PT. Remaja Rosdakarya, 2015.

<sup>19</sup> Tisa, Mutia. "Media Sosial Sebagai Sarana Promosi Dan Komunikasi Objek Wisata." *Jurnal Tadbir*, vol. 1, no. 2, 2019, pp. 345–62.

<sup>20</sup> Norma Santi, Ivo Novitaningtyas. "persepsi konsumen terhadap penerapan digital marketing sebagai strategi komunikasi pemasaran pada PT. Armada tunas jaya magelang." *Bima Manajemen*, vol. 10, no. 2, 2022, pp. 1–13.

<sup>21</sup> Ri'aeni, Ida. "Strategi Komunikasi Pemasaran Digital Pada Produk Kuliner Tradisional." *LUGAS Jurnal Komunikasi* 1.2 (2017): 141-149.

<sup>22</sup> Umami, Zakiya, and Gede Sri Darma. "Digital Marketing: Engaging Consumers With Smart Digital Marketing Content." *Jurnal Manajemen dan Kewirausahaan* 23.2 (2021): 94-103.

According to Chris Heuer, there is a marketing concept strategy in social media called the 4C concept that must be considered in doing digital marketing with social media including:

- a. **Context**, this is a way of creating stories or information such as the form of the message, the language used and the content of the message.
- b. **Communication**, is a way of sharing stories or information and listening, responding, and developing in such a way that users feel comfortable and the message is accurate.
- c. **Collaborations**, is a way of working together to make things better.
- d. **Connections** is a way to maintain or maintain relationships that have been built.

### **Interest in Visiting**

Interest is defined as a will, desire or liking. Interest is something personal and closely related to attitude<sup>23</sup>. The theory of visiting interest is analogous to buying interest, such as research conducted by Albarq which equates that tourist visiting interest is the same as consumer buying interest.<sup>24</sup> Understanding interest according to Kotler and Susanto that interest is an encouragement, namely a strong internal stimulus that motivates action, where this drive is influenced by positive stimuli and feelings about the product<sup>25</sup>. According to Kotler et al, there are two external factors that influence a person's buying interest. First, the attitude of others, in this case the attitudes of others that affect buying interest, depends on two things, namely the magnitude of the influence of a person's negative attitude towards alternatives that are of interest to consumers, and the motivation of consumers to be influenced by other people related to their buying interest. Second, an uninspired situation is a situation that suddenly appears and can indirectly change consumer buying interest<sup>26</sup>.

### **Research Method**

This research uses qualitative research methods. Research that focuses on the in-depth process of the interrelationship of phenomena studied by researchers<sup>27</sup>. So as for this type of research is descriptive research using a qualitative approach in the form of written words. The determination of the sample in this study was selected using a *purposive sampling* technique, namely a technique by determining a sample with certain considerations<sup>28</sup>. So in this case, researchers tend to choose informants who they perceive as reliable and reliable sources of in-depth and

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<sup>23</sup> Sinurat, Hulman, et al. "Strategi Komunikasi Pemasaran Dalam Meningkatkan Minat Berkunjung Di Museum Negeri Provinsi Sumatera Utara." *Jurnal Massage Komunikasi*, vol. 9, no. 1, 2020, pp. 62-71.

<sup>24</sup> Albarq, Abbas N. "Measuring the impacts of online word-of-mouth on tourists' attitude and intentions to visit Jordan: An empirical study." *International Business Research* 7.1 (2014): 14.

<sup>25</sup> Setiadi, Nugroho J., and MM SE. *Perilaku Konsumen: edisi revisi*. Kencana, 2015.

<sup>26</sup> Kotler, Philip, et al. *Marketing management: an Asian perspective*. Harlow: Pearson, 2018.

<sup>27</sup> Herdiansyah, Haris. *Metodologi Penelitian Kualitatif Untuk Ilmu-Ilmu Sosial*. II, Salemba Humanika, 2010.

<sup>28</sup> Astutir, Umi Dwi, and Indah Lestari. "Dampak Pemasaran Online Terhadap Perilaku Pembelian Konsumen Studi Kasus Mahasiswa Ekonomi Angkatan 2017 Universitas Tidar Magelang." *Jurnal Online Mahasiswa Manajemen*, vol. 1, no. 1, 2019.

complete information<sup>29</sup>. So, the key informant in this research is the account manager lachio amusement park whose name is Khaidir Ali, and who will be additional informants are the owner of the lachio recreation park, namely Wiwik Widiastuti and the manager of the park, Sri Mariati and other supporting informants, namely several visitors. This research will be conducted on Jl. Talun Kenas – Patumbak Pasar 7 Patumbak I Village, Patumbak District, Deli Serdang Regency, North Sumatra Province 20361. There are 2 types of data sources, namely primary and secondary data sources. The primary data was obtained directly from key entities or sources relevant to this research, namely from social media account managers and lachio recreation park owners. The secondary data that the researcher obtained was obtained through documentation in the form of promotional posts carried out. The instruments in the study were interview guides, recording equipment, portrait tools, and stationery. There are 3 data collection techniques, namely, observation, interviews, and documentation. The data analysis technique used in this research is the data analysis of the Miles and Huberman model using 3 parts of the analysis that go hand in hand, namely; data reduction, data presentation and conclusion drawing/verification<sup>30</sup>. The study will check the validity of the data using a triangulation technique, namely source triangulation (directing researchers to collect information from different sources, because the same source will be more accurate if taken from different sources)<sup>31</sup>.

## Results and Discussion

This research was conducted with the aim of knowing the communication strategies (promotions) carried out on social media in an effort to attract visitors' interest, the impact of the successful implementation of *social media marketing*, and the supporting and inhibiting factors in the implementation of promotional activities on social media. Therefore, the presentation of the data was obtained from the interview guides that were questioned to 5 research informants who were in accordance with the criteria of the researcher.

### Strategy Social Media Marketing

In this regard, @tamanrekreasi lachio applies these four concepts to the implementation of promotional activities on social media Facebook and Instagram.

- a. **Context**, this is a way of creating stories or information such as the form of the message, the language used and the content of the message to make it interesting. In this case the @lachio recreation account carries out promotional activities through shared content such as images, videos, where every image or video taken has passed the editing period first to make it more visually appealing to the viewing public, as previously explained, namely at the stage of creating content and creating a *caption* that contains a message of invitation

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<sup>29</sup> Nugrahani, Farida. *Metode Penelitian Kualitatif Dalam Penelitian Pendidikan Bahasa*. I, Cakra Books, 2014.

<sup>30</sup> Hardani, et al. *Metode Penelitian Kualitatif & Kuantitatif*. Edited by Husnu Abadi, I, no. April, CV. Pustaka Ilmu Group, 2020.

<sup>31</sup> Nugrahani, Farida. *Metode Penelitian Kualitatif Dalam Penelitian Pendidikan Bahasa*. I, Cakra Books, 2014.

and a detailed message about the location of the lachio recreation park and it is not uncommon for the @tamanrekreasilachio account to share posts containing motivational messages. So that with *captions* and pictures or videos, it can persuade people to come and visit. It can be seen from the following statement of the visitor group.

*"to be honest, after we saw the post from the Lachio Recreation Park account, we liked and were curious to come here directly. After all, the video that was shared was quite creative, because we had never heard of this park and restaurant before, plus the photos shared in the story seemed to be a good place and after we visited directly, Alhamdulillah, it was really good and the service was friendly and the place was very clean..."* (Visitors, interview on 14 August 2022, 16:10 WIB).

By paying attention to the content and *captions* shared, it is one of the promotional strategies carried out by @tamanrekreasilachio on social media, be it Facebook or Instagram social media. The following are some of the pictures on the @tamanrekreasilachio social media account.

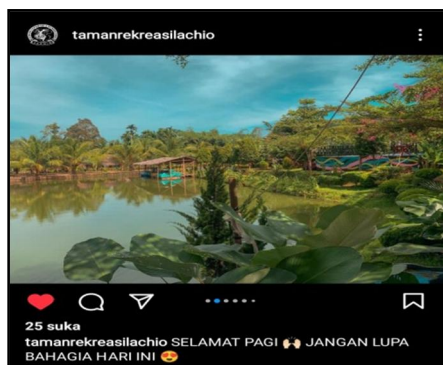


Figure 1. Instagram of Taman Rekreasi Luchio



Figure 2. Facebook of Taman Rekreasi Luchio

Taking pictures of visitors as shown in Figure 35 previously has done permission, so there is no illegal element in taking photos without the permission of visitors. To take photos for visitors, Khaidir Ali as the admin of social media @tamanrekreasilachio is also often done to always be *up to date* with the public regarding the latest situation at the lachio recreation park.

Furthermore, in *context*, the lachio recreation park also creates a logo, to give something unique or unique from the @tamanrekreasilachio social media account. This logo was created to form the identity of the lachio recreation park account, so that people who see the @tamanrekreasilachio account or who are looking for the lachio recreation park social media account are not mistaken and immediately know that the account with the cow logo is the official social media account of the lachio recreation park.





Figure 3. Logo of Taman Rekreasi Lachio

b. **Communication**, is a way of sharing stories or information and listening, responding, and developing in such a way that users feel comfortable and the message is accurate. The communication made by the @tamanrekreasilachio account to the public in cyberspace is to convey open and friendly communication so that it will create a sense of comfort and interest for potential visitors to come to visit. Like replies to comments on social media posts @tamanrekreasilachio will always respond in a friendly manner as in the following post.



Figure 4. Communication from Instagram

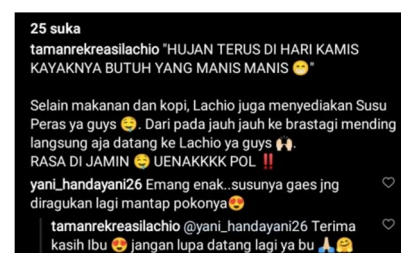


Figure 5. Communication from Facebook

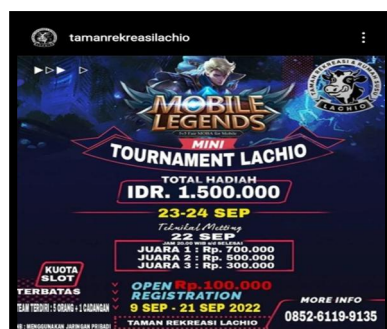
Not only communicating through the comments column, but visual communication through content posting made by @tamanrekreasilachio is also one of the things that must be considered, so it needs to be emphasized that in creating content the objects that will be used as content must be in accordance with the existing reality. To foster appropriate expectations between the form displayed on social media and also the form in reality. Because growing trust or credibility from the community is important to get good results in carrying out promotional activities on social media.

c. **Collaborations**, is a way of working together to make things better. The collaboration carried out by @tamanrekreasilachio is to build collaborations or collaborations with visitors and other Instagram accounts that have thousands of *followers*. The form of cooperation is to provide *feedback* positive when *customer* posts while visiting the lachio recreation park, then don't forget *tag* or mark the @tamanrekreasilachio account, which will then be @tamanrekreasilachio account, namely Khaidir Ali. Next is to build collaboration with accounts that have *followers* of more than

1000 *followers*, therefore every time promotional activities on social media @tamanrekreasilachio are shared, the admin doesn't forget *totag the* account that has thousands of *followers*. And the account also responded well, namely *byreposting* the post. So that by building collaborations with other parties, it can increase the reach of the Lachio recreation park in carrying out promotional activities on social media platforms. Here's one of the accounts that@tamanrekreasilachio.

This Instagram account with the account name @mediagramindo is one of the Instagram accounts that participated in helping *merepost* @tamanrekreasilachio posts, an account that provides information on news and entertainment information, especially in the city of Medan, which already has . 33.7k followersTherefore, this account is one of the accounts that really helps spread the reach of promotional activities for the @tamanrekreasilachio account which still has 541 *followers* on social media on Instagram.

d. **Connections** is a way to maintain or maintain relationships that have been built (Syahbani & Widodo, 2017, p. 49). Connections made by @tamanrekreasilachio are *up to date* or routinely every day to post photos or videos on Instagram and Facebook social media accounts belonging to @tamanrekreasilachio and also routinely to do live streaming on Instagram. By routinely*uploading* and also doing live, the *followers* of the @tamanrekreasilachio account will always get information about the current situation of the lachio recreation park. The @tamanrekreasilachio account is also routinely reminded when the lachio recreation park*launches* a new menu, live music events, and also competitions that are often held by the lachio recreation park to create interest in participating in the competition which then has an impact on the number of visits to the lachio recreation park. This activity is also part of a strategy in building connections, because by holding competitions, it will get special attention from the community and give a positive impression to the Lachio Recreational Park because it often makes events and prizes. So that indirectly *feedback* is also obtained from the community to the Lachio recreation park. Here are some posts about competitions held by Lachio Recreation Park in attracting public interest on social media.



Sumber gambar 2:  
Instagram.com/tamanrekreasilachio



Sumber gambar 1: Dokumen Pribadi Tahun  
2022

In a study conducted by M. Fariz Syahbani and Ary Widodo, examining promotions using *food bloggers* using the Heuer 4C theory (*context, communication, collaboration, connection*) in using social media which found that promotions were carried out using *food bloggers* on the media. social instagram is in a good rank that is equal to 72.77% affecting consumer interest. The following are the results of the research according to the Heuer 4C theory:

- (1). *Context* account *food blogger* is clear, the content displayed on social media is interesting, and the respondent admits that the content conveyed follows the trend.
- (2). *Communication*: a *food blogger* in conveying information clearly, the information conveyed is also *up to date*, and can meet the respondent's needs for information.
- (3). *Collaboration*: interaction with consumers or *followers* goes well, respondents feel the benefits of a *food blogger*.
- (4). *Connection*: connection with consumers goes well and respondents will recommend the *food blogger* account to others.

So by looking at the similarities between the theory and the implementation of promotions or communication on social media carried out by @tamanrekreasilachio, it can be said that the promotions carried out are correct by paying attention to the 4C theory in the use of social media.

### **Impact of Successful Implementation of *Digital Marketing***

Impact is an influence that is obtained after taking an action by one / group of people who carry out certain activities. The implementation of *digital marketing* through social media carried out by @lachio recreation park which has begun to be productive again since 1 year ago, has greatly influenced efforts to attract public interest through social media Instagram and Facebook. Before implementing a *digital marketing* as a media for promotion, Lachio recreational park only carried out promotional activities through word of mouth and the impact was not large enough because it was not effectively carried out and the reach was not wide. In accordance with the following statement from the owner of the Lachio Recreation Park

*"for the first time, we officially opened this Lachio Recreation Park to the public, we promoted only by word of mouth, not using social media as a promotional medium, due to our lack of knowledge. took the initiative to promote this park through my personal account through social media facebook, and yes Alhamdulillah we got a good response from the community, the number of our visits is slowly increasing because we get a lot of public attraction from this social media, until I recruit admins to created a special social media account to manage the Lachio Recreation Park social media account for us to do promotions through social media Facebook, Instagram, and now we are already running promotions through social media YouTube and TikTok, but because it's still new, we don't have followers..."* (Wiwik Widiastuti, interview on 12 August 2022, 11:30 a.m.).

Carrying out marketing communication activities through social media is one of the factors that is a factor in this Lachio recreation park continues to grow to this day. Because we cannot deny that in the modern era, all human activities are greatly assisted by technology. So this lachio recreation park is starting to realize the magnitude of the impact that can be obtained through social media, this is still very new, and the results have been felt by the lachio recreation park. Because based on the results of the researcher's interview with the manager of the Lachio recreation park, Mrs. Sri Mariati, in the last few months the visitors who came to the park did not only come from around the Patumbak sub-district but also from outside the area.

*..."the impact we feel from promoting on social media is extraordinary, because the visitors who come are not only from the Patumbak, Delitua and surrounding areas, but have arrived outside the area such as from Lubuk Pakam, Perbaungan, even yesterday someone just visited. come from Jakarta to stop by here, and not only for recreational visits, yes, but also many have booked this place for open meetings, birthdays, and social gatherings. So the number of orders we got was many times bigger than usual, even long before we did promotions on social media. In the past, only around 100 people visited a week, but for now, we visit around 500-800 people per week based on estimates from the number of orders we get, even though we don't have exact data on that, what is clear is that every weekend this park is always crowded... ". (Sri Mariati, interview on 11 August 2022, 11.00 WIB).*

This is also supported by the statements of several visitors that were obtained by the researchers when making observations regarding the interest that arises from the content shared by the @tamanrekreasilachio account so they decided to come and visit the park.

*..."we think the content shared by the Lachio Recreation Park's Facebook and Instagram accounts is very interesting for our curiosity to come, because we see that every weekend it is always busy, every day the posts of this park account about visitors who come are always crowded, plus we also look through google maps because coincidentally, even though we live at the durian shop, we don't really know where the place is, and on google maps there is an assessment under the location, now we see the average is satisfied and all the comments are positive, it also adds to our consideration to come, and that's right, when we arrived, the place was beautiful, basically it was comfortable for us to vacation here, and the service was also very friendly, the food was delicious..." (interview, August 14, 2022, 15:40)*

From the statements of some of the informants affirmed the theory of interest conveyed by Kotler and Keller that there are two external factors that influence a person's buying interest. According to Kotler and Keller, there are two external factors that influence a person's buying interest. First, the attitude of others, in this case the attitudes of others that affect buying interest, depends on

two things, namely the magnitude of the influence of a person's negative attitude towards alternatives that are of interest to consumers, and the motivation of consumers to be influenced by other people related to their buying interest. Second, an uninspired situation is a situation that suddenly appears and can indirectly change consumer buying interest<sup>32</sup>. One of them is the attitude of others, in this case the attitude of others that affect buying interest depends on two things, namely the magnitude of the influence of a person's negative attitude towards alternatives that are of interest to consumers, and the motivation of consumers to be influenced by other people related to their buying interest. Therefore, the interest of visitors is interested because they see the attitude of other visitors and *review* from visitors.

### Conclusion

Based on the results and discussion of the research, the researcher concludes that the research that has been done is that the *social media marketing* carried out by Lachio Recreation Park in maximizing marketing activities on social media Facebook and Instagram is by applying the theory from Crish Heur, namely the 4C concept (*context, communication, collaboration, connection*). *Context*; social media account @tamanrekreasilachio pays attention to color, clarity, and objects that will be displayed in the form of images or videos that have previously done the editing process first and also *captions*, as well as making logos as self-identity, *Communication*; In communicating with the public in cyberspace (social media) @tamanrekreasilachio has the principle of always being open and giving a friendly impression to comments submitted from visitors, also must be honest in conducting visual communication to the public, namely by presenting true content with the reality that exists in the lachio amusement park, to create the credibility of the content shared on social media. With trust from the public, of course, it will affect the level of public interest in coming and visiting again, as well as getting *reviews* from visitors to be used as evaluation material for the community or *followers*, *Collaboration*: admin of the lachio recreation park account in this case collaborating or collaborating with an entertainment and news information provider account that has thousands of *followers* to be expected to help promote the content shared by the @tamanrekreasilachio account, in order to expand the target reach, considering that the admin is aware that the social media accounts belonging to the lachio recreation park are still very limited and have few *followers* and friendships. Collaboration is also carried out by the admin by asking for support from visitors *totag* or mark the lachio recreation park if visitors post on social media related to visits at the lachio recreation park, both from social media Instagram and Facebook which are then @tamanrekreasilachio reposted by the admin account, *Connections*: to create a connection with *followers*, admin @tamanrekreasilachio posts regularly or *up to date* every day, starting from the events being held, the current promos will be, and the current situation at the lachio recreation park will always be displayed on social media by admin so that

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<sup>32</sup> Aprilia, Fitri. *Pengaruh Word Of Mouth Terhadap Minat Berkunjung Serta Dampaknya Pada Keputusan Berkunjung (Survei pada Pengunjung Tempat Wisata "Jawa Timur Park 2" Kota Batu)*. Diss. Brawijaya University, 2015.

*followers* don't miss out on getting information and by always holding this regular posting every morning, afternoon and evening, from time to time it will persuade the minds of the people who see it to come and visit. The Lachio Recreational Park also frequently holds *events* with prizes announced on social media with the aim of getting a good connection between the Lachio Recreational Park and the public (visitors) and also one of the marketing communication strategies to enliven the visit to the Lachio Recreational Park. So by implementing a strategy by taking into account the 4C theory, it was declared successful in attracting public interest from the previously few visitors who came and now it has much more than before implementing a *digital marketing* through social media (*social media marketing*), which is seen from the number of positive comments about *review* visits and support that many visitors convey.

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