

Instagram as a Tool for Implementation of Social Crm (Customer Relationship Management) Study on Tourism in Lamongan Regency (Wisata Bahari Lamongan and Maharani Zoo)

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Abstrak

Advances in technology and communication today have an impact on changes in the Industrial Revolution, including the Tourism Industry. The use of computers and the Internet of Things (IoT) in the tourism industry currently has an important role, which can include many ways, one of which is contact with customers. This journal investigates the strategic use of Instagram as a tool for implementing Social Customer Relationship Management (CRM) in Lamongan Regency's tourism sector, with a specific focus on Wisata Bahari Lamongan and Maharani Zoo. Recognizing Instagram's extensive reach and user-friendly interface, the Department of Tourism and Culture Lamongan actively employs this platform for comprehensive promotional efforts. Through initiatives such as the "Ayo Dolan Nang Lamongan" website, television, newspapers, and social media, the government aims to enhance visibility and attract a diverse audience. This study examines how Instagram serves as a dynamic medium for marketing, information dissemination, and direct communication with tourists, impacting their perceptions and decisions. Furthermore, Instagram's role as a feedback mechanism is explored, emphasizing its contribution to the application of Social CRM techniques for optimizing tourist experiences. In conclusion, Instagram emerges as a pivotal and versatile tool that significantly influences tourism development in Lamongan Regency, showcasing its importance in shaping the visitor experience and fostering sustained growth.

Kata Kunci

Social CRM, Instagram, Wisata Bahari Lamongan and Maharani Zoo

I. INTRODUCTION

The growth of social media with an increasing number of users. On average, Indonesians spend 23 minutes a day on social media (Wantoro, 2020). There are approximately 65 million daily users in Indonesia, with 97% accessing social media through smartphones. Currently, there are two billion active users globally, with Indonesia contributing more than 100 million users. Facebook's active users in Indonesia have consistently grown, experiencing a 40% increase in the past year. In March 2016, Facebook had 82 million monthly users, and it has now reached 115 million monthly users (Wantoro, 2020). Instagram, with 45 million monthly users in Indonesia, is the largest in the Asia-Pacific region. Based on this data, Facebook and Instagram are considered potential platforms for promotional activities. The substantial user base of social media, especially Facebook and Instagram, can be utilized as tools for managing a company's digital assets to provide information to customers.

Technology advances and communication currently have an impact on changing the Industrial Revolution, including the Tourism Industry. The use of computers and the Internet of Things (IoT) in the tourism industry has an important role right now, it can include in many ways one of them is contact with customers, not only that but also promoting of tourism place can be done too (Akbar, 2021). Customer Relationship Management (CRM) is a business strategy that integrates business process that makes in touch with the consumers directly (marketing, sales, and services) with business people, processes business, and support technology to obtain customer retention (Prasetyaningrum et al., 2015). Research related to CRM and social media has already been conducted. A study by Rasyad et al., (2022) indicates that Customer Relationship Management (CRM) influences customer loyalty. Another study conducted by Pamungkas (2017) reveals that promotions through social media and word of mouth, both partially and simultaneously, have an impact on purchasing decisions.

There are a lot of social media right now, one of them is Instagram. Instagram is one of the social media that has a wide reach and can be accessed easily by anyone. In addition, Instagram is also available on a mobile devices and it makes Instagram becomes one of the social media which has a lot of users. Instagram is not only used by business people but also it is used by the tourism business especially the department of tourism and culture Lamongan. They use Instagram as media promotion for the tourist places in Lamongan, furthermore, Instagram is also used for communication media or Customer service. The Department of Tourism and Culture Lamongan has a responsibility to introduce the tourism places in Lamongan. The tourism industry is one of the contributors to Regional Revenue. Lamongan Regency has two tourism icons that are well known by the public, both the Lamongan people themselves and people from outside the Lamongan area, those are Wisata Bahari Lamongan and Maharani Zoo. The efforts made by the Lamongan Regency Government in this case are the Department of Tourism and Culture Lamongan, which promote or introduce tourism through the "Ayo Dolan Nang Lamongan" website, promotion using television, newspapers, and social media. These efforts were made to increase tourist visits, both local and foreign tourists, to visit Wisata Bahari Lamongan and Maharani Zoo. From the description above, the researcher wants to know the impact of implementing Social CRM and the role of Social Media, especially Instagram on tourist visits to Wisata Bahari Lamongan and Maharani Zoo.

II. LITERATURE REVIEW

Customer Relationship Management (CRM) is the process of building and managing relationships with customers at the organizational level by understanding, anticipating, and managing customer needs based on acquired knowledge about them. The goal is to enhance the effectiveness, efficiency, and profitability of the organization (Tjiptono, 2014). In the research conducted by Gifano (2002), the success of CRM is determined by three main components, namely:

1. Man (People): Employees as CRM practitioners. Key considerations include organizational structure, roles and responsibilities, corporate culture, and procedures.
2. Process: Involves systems and procedures facilitating closer relationships with customers. Activities include identification, selecting profitable consumers, differentiation, interaction, and personalization.
3. Technology: Supports CRM activities for faster and optimal execution, but companies should first consider business structure, consumer behavior, employees,

and work culture.

According to Woodcock et al (2011) inside Kubina & Lendel, (2015) Based on domestic and foreign literature studies, According to Greenberg (2010) inside (Kubina & Lendel, 2015) Social CRM is a business strategy that engages customers through social media to build trust and brand loyalty

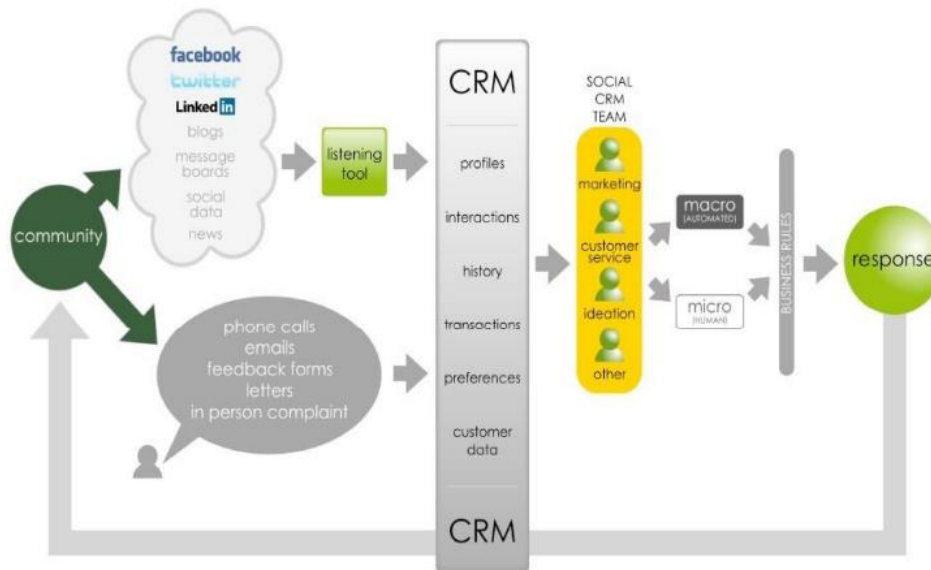


Figure 1. Social CRM Model

Source: <https://media.neliti.com/media/publications/174796-ID-none.pdf>

Figure 1 shows that in practice, according to Alt & Reinhold, (2020) in Lohanda et al (2021) Social CRM activities focus on marketing and communication to build relationships with customers. With the existence of developments in social media at this time the concept of CRM is currently developing into Social CRM. This can provide many opportunities for all CRM activities from marketing, sales, and customer service, thus providing an additional channel of interaction with the unique feature of social media (Lohanda & Berto, 2021).

According to Alt & Reinhold, (2012) in Lohanda & Berto, (2021) Social CRM can help a company in providing information to its customers, through content uploaded on social media, so that all activities on social media can be used for product development suggestions. According to Alt & Reinhold (2020) in Lohanda & Berto, (2021) Social CRM activities require several elements of supporting technology including:

1. Social media platform to carry out Social CRM activities.
2. The analytical function aims to carry out the monitoring & mining process.
3. Interaction of contextual and targeted content from the data obtained.
4. CRM process includes marketing, sales, and customer service.

Social media is considered to be experiencing development which is indicated by its ability to create availability, interactivity, and affordability for its users (Lohanda & Berto, 2021). This can be an opportunity for companies to study customer behavior directly (Keller & Swaminathan, 2020). One of the social media is Instagram. Instagram is currently the fourth most used platform, behind Youtube, Whatsapp, and Facebook

(Picture 2). According to Digital 2020 Indonesia data, it was recorded that until January 2020 according to research conducted by We Are Social and Hootsuite, active Instagram users in Indonesia reached 63 million with the percentage of female users at 50.8% and male users at 49.2%

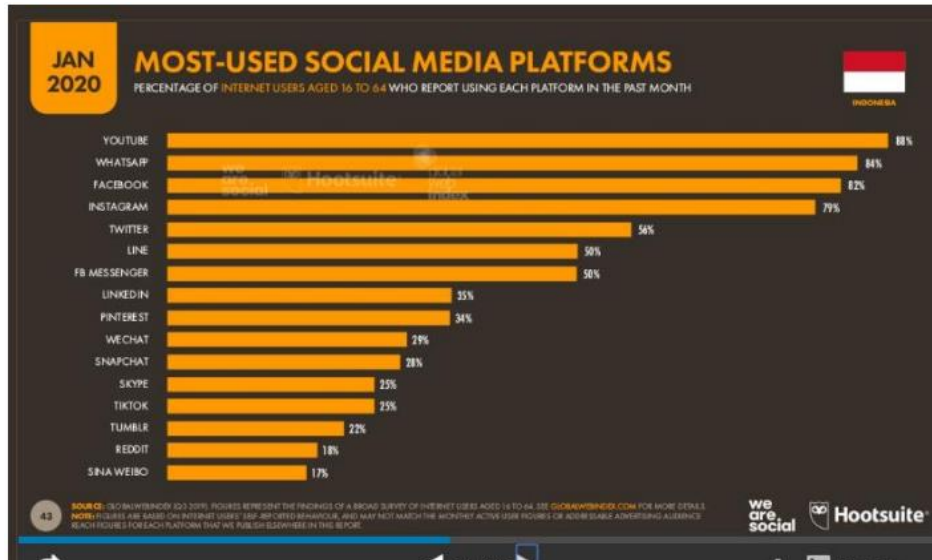


Figure 2. The Most Used Platforms in Indonesia

Source: www.datareportal.com

Instagram (IG) has a concept of sharing photos & videos which has its own charm compared to other social media. It can be said that the contribution of digital photography on Instagram social media has contributed as a means of promotion, including tourism promotion. A survey conducted by Schofield's Insurance revealed how Instagrammable vacation spots have been identified as the number one motivation for millennials to do tourism activities (Ratnasari, 2017). There are a lot of tourists looking for travel inspiration through Instagram (Noon & Meier, 2019). According to Noon & Meier, (2019), one measure of the popularity from a tourist destination is the number of likes on a post. Instagram's like feature is an expression of engagement and appreciation for a post. The number of likes in a post/content on Instagram becomes motivation and/or satisfaction for its users. This number of likes also makes tourist destinations become hype/viral and makes visitors visit these tourist destinations (Handayani & Adelvia, 2020).

III. METHODOLOGY

This study uses qualitative research methods with descriptive techniques. The stages in this research are as follows:

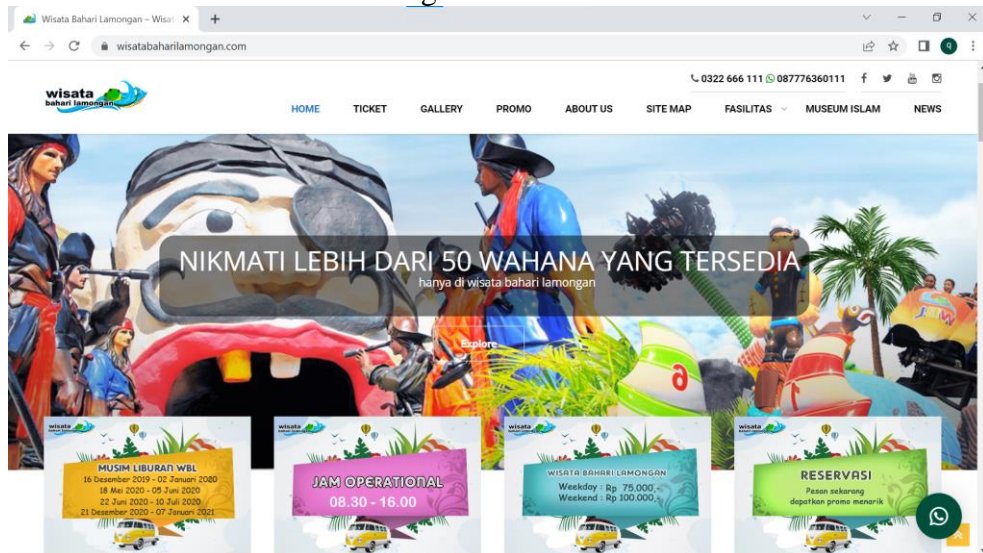
1. This research was conducted by searching for data sources of information and literature related to Instagram and Customer Relationship Management (CRM) and then analyzed to find out how far one information is related to another. The steps are as follows:
 - a. collect literature and information in the form of journals, the internet, and books
 - b. make sure whether the information is relevant to the topic to be discussed.
 - c. conclude the important points from each of the literature that can be.

2. Analyze the Website and Instagram of Lamongan Maritime Tourism and Maharani Zoo.
3. Conduct interviews with tourist visitors and make observations from the results of these interviews.
4. Analyze the influence of Instagram on the number of tourists.

IV. RESULT AND DISCUSSION

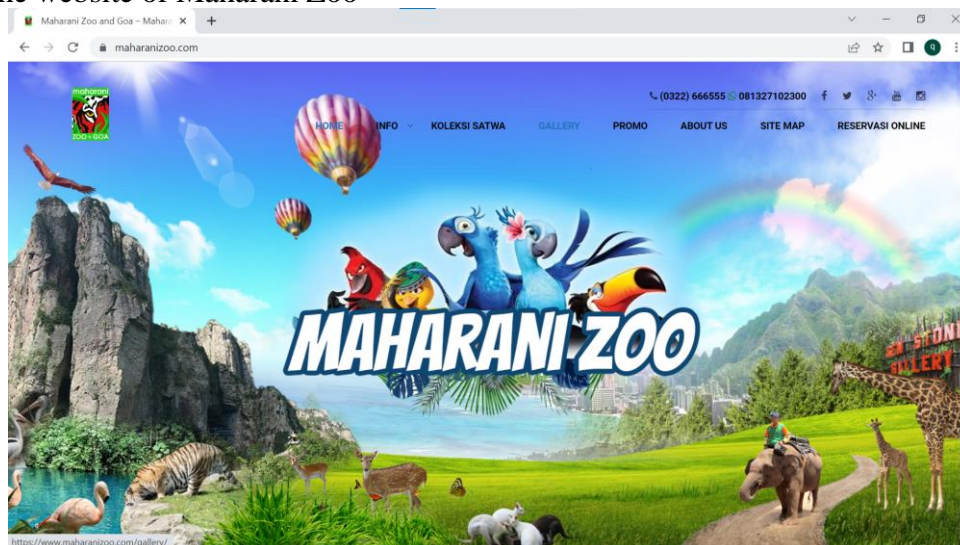
The management of Wisata Bahari Lamongan and Maharani Zoo has used the Website and Instagram as media for promotion, marketing and dealing with their customers. Below is the Website and Instagram of Wisata Bahari Lamongan :

1. The website of Wisata Bahari Lamongan



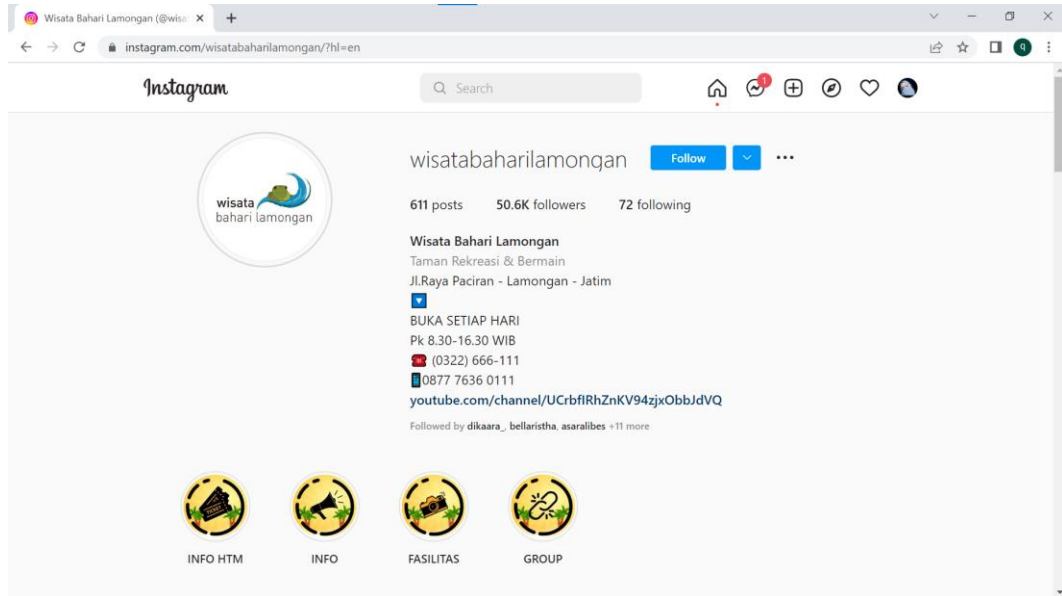
Picture 1. The website of Wisata Bahari Lamongan
Source: <https://wisatabaharilamongan.com/> Picture

2. The website of Maharani Zoo



Picture 2. The website of Maharani
Source: <https://www.maharanizoo.com/> Picture 2. The website of Maharani

3. Instagram Wisata Bahari Lamongan

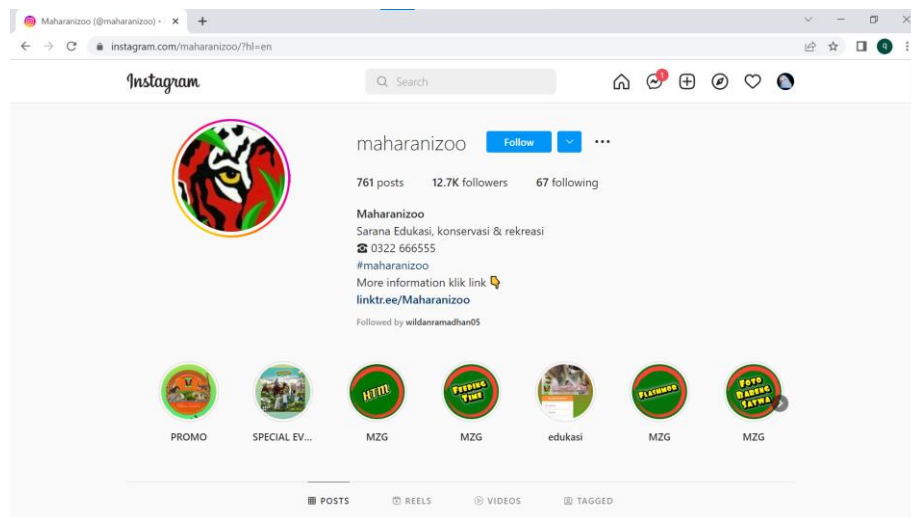


Picture 3. Instagram Wisata Bahari Lamongan

Sumber: <https://www.instagram.com/wisatabaharilamongan/?hl=en>

Instagram of Wisata Bahari Lamongan 50,6 thousands followers.

4. Instagram of Maharani Zoo



Picture 4. Instagram Wisata Maharani Zoo

Source: <https://www.instagram.com/maharanizoo/?hl=en> Picture 2. Instagram of Maharani Zoo

Instagram of Maharani Zoo has 12,7 thousands followers.

In this section, the researcher shows respondents about social media Instagram Wisata Bahari Lamongan and Maharani Zoo before asking about the content and Instagram of Wisata Bahari Lamongan and Maharani Zoo. All respondents said that Instagram Wisata Bahari Lamongan and Maharani Zoo were good and conceptualized. The respondents

also said that the information contained on Instagram of Wisata Bahari Lamongan and Maharani Zoo was quite complete.

In addition to conducting interviews with tourists, researchers also conducted an analysis of the Instagram accounts of Wisata Bahari Lamongan and Maharani Zoo. Their Instagram content focuses more on information about visitor activities, rides available at Wisata Bahari Lamongan and Maharani Zoo, info on ticket prices. In addition, Instagram for Wisata Bahari Lamongan and Maharani Zoo is used as a media to carry out strategies in marketing and promoting Wisata Bahari Lamongan and Maharani Zoo.

Instagram has a term called "Bio". Bio is an abbreviation of Biography, Bio contains a brief profile of the tourist spot. This Bio is located just below the account name. In Instagram of Wisata Bahari Lamongan and Maharani Zoo, Bio is filled with brief information about the address of the tourist spot, a brief description of the tour, operating hours, contact details and links to find out other social media. In addition, Instagram has a Feeds feature, in Feeds there are collection of photos, videos and information about these tourist destination. In Instagram Wisata Bahari Lamongan and Maharani Zoo, the Feeds feature is filled with a collection of photos and videos about tourist facilities, ticket price info, info about promos and a collection of photos and videos of visitor activities.

There is a comment and like feature, where this feature is used by Instagram followers to comment and give likes to photos and videos uploaded by Instagram Wisata Bahari Lamongan and Maharani Zoo. So, the comment and like feature can be used by the management or manager of Wisata Bahari Lamongan and Maharani Zoo to communicate with visitors or tourists. Tourists can provide ratings or comments and suggestions for Wisata bahari Lamongan and Maharani Zoo, both good and bad ratings. This can be used as a media for assessing the tourist attractions and measuring satisfaction. In addition there is a feature to send messages or called DM, this feature is used to send messages to the owner of the Instagram account. This feature is used as a means of communication between tourists and management. If there is information needed by tourists, they can send messages through this feature.

Results of Interviews with Tourists

From the results of interviews with tourists from Wisata Bahari Lamongan and Maharani Zoo, researchers found several general descriptions of such as the identity of tourists, tourist activities knowing where these tourist destination come from, and Clarity of Information on the Instagram accounts of Wisata Bahari Lamongan and Maharani Zoo.

Table 1. Identity of Tourist

No	Name	Age	City	Profession
1.	Indra	25	Jember	Entrepreneur
2.	Roni	30	Malang	TNI
3.	Arif	28	Tuban	Civil Servant
4.	Sari	22	Banyuwangi	Colage Student
5.	Dito	27	Mojokerto	Accountant
6.	Yuli	31	Tulungagung	Housewife
7.	Fikri	26	Pasuruan	Private employees
8.	Dewi	29	Lumajang	Private employees
9.	Rizkyani	23	Madiun	Private employees
10.	Anisa	32	Sidoarjo	Private employees

Source : Researcher,2022

From the results of interviews with tourists at Wisata Bahari Lamongan and Maharani Zoo, 3 respondents said that they knew about Maharani Lamongan and Maharani Zoo Tourism from friends and 7 respondents knew from social media Instagram. Respondents who know from friends are tourists from Lamongan. Meanwhile, respondents who know from social media Instagram are tourists from outside Lamongan and know Wisata Bahari Lamongan and Maharani Zoo from travel accounts.

From the results of interviews, 10 respondents knew information about Wisata bahari Lamongan and Maharani Zoo such as ticket prices, operating hours and promotions, from social media Instagram. 4 of the respondents before coming to Wisata bahari Lamongan and Maharani Zoo see what rides are in Wisata Bahari lamongan and Maharani Zoo. For the other 3 respondents, they opened Instagram to find out information about Wisata bahari Lamongan and Maharani Zoo. And 3 other respondents got a glimpse of the Wisata bahari Lamongan and Maharani Zoo Instagram content from their travel accounts. From the 10 respondents, all of them have social media and they are respondents under 33 years of age. 7 respondents among them follow Instagram Wisata Bahari Lamongan and Maharani Zoo. And the other 3 respondents did not follow Wisata Bahari lamongan Instagram and Maharani Zoo.

Impact of Instagram on The Number of Visitors

The impact obtained from the use of Instagram as a social CRM tool on the number of visitors at Wisata Bahari Lamongan and Maharani Zoo. From the data on the number of tourist visitors or tourists, both local and foreign tourists, Wisata Bahari Lamongan and Maharani Zoo obtained from the website of the Lamongan Regency Tourism and Culture Office are as follows:

Table 2. Visitor Of Objects And Tourist Attractions In Lamongan Regency Year 2020

TOURIST ATTRACTIONS	Semester I		Semester II		JUMLAH	
	WISMAN	WISNUS	WISMAN	WISNUS	WISMAN	WISNUS
KABUPATEN LAMONGAN	1	2	3	4	5	6
1. MAHARANI ZOO & GOA	8	63.195	5	55.129	13	118.324
2. MAKAM SENDANG DUWUR	-	7.385		23.416		30.801
3. MAKAM SUNAN DRAJAD	-	23.423		113.000		136.423
4. MUSEUM SUNAN DRAJAD	-	50.618		62.165		112.783
5. WADUK GONDANG	-	20.322		28.456		48.778
6. WISATA BAHARI LAMONGAN	28	124.779	4	81.087	32	205.866
7. BRUMBUN	-	7.779		20.701		28.480
8. TPI & MONUMEN VAN DER WIJCK	-	54.434		89.313		143.747
9. WEGO	-	11.619		* 17187		28.806
10. PANTAI KUTANG	-	22.155		48.934		71.089
11. MAKAM NYI ANDONG SARI	-	733		2.973		3.706
12. MAKAM SYEKH MAULANA ISHAO	-	43.032		42.568		85.600
13. AGRO WISATA BESUR	-	3.885		1.474		5.359
14. WISATA AKAR LANGIT TRINIL	-	6.745		2.337		9.082
JUMLAH	36	440.104	9	588.740	45	1.028.844

Source: Departement of Tourism and Culture Kab. Lamongan, 2022

Table 3. Visitor Of Objects And Tourist Attractions In Lamongan Regency
Year 2021

TOURIST ATTRACTIONS	Semester I		Semester II		JUMLAH	
	WISMAN	WISNUS	WISMAN	WISNUS	WISMAN	WISNUS
KABUPATEN LAMONGAN	1	2	3	4	5	6
1. MAHARANI ZOO & GOA	20	93.738	3	60.498	23	154.236
2. MAKAM SENDANG DUWUR		19.331	-	14.777	-	34.108
3. MAKAM SUNAN DRAJAD		173.033	2	123.520	2	296.553
4. MUSEUM SUNAN DRAJAD		136.918	-	99.059	-	235.977
5. WADUK GONDANG		27.794	-	14.277	-	42.071
6. WISATA BAHARI LAMONGAN		124.216	3	82.186	3	206.402
7. BRUMBUN		12.861		18.966		31.827
8. TPI & MONUMEN VAN DER WIJCK		-		9.942		9.942
9. WEGO		8.622		15.128		23.750
10. PANTAI KUTANG		31.813		20.992		52.805
11. MAKAM NYI ANDONG SARI		1.409		2.570		3.979
12. MAKAM SYEKH MAULANA ISHAO		327.026		106.986		434.012
13. AGRO WISATA BESUR		-		-		-
14. WISATA AKAR LANGIT TRINIL		2.482		-		2.482
15. G-PARK		6.727		9.723		16.450
16. MASJID NAMIRA		-		96.566		96.566
JUMLAH	20	965.970	8	675.190	28	1.641.160
			JUMLAH TOTAL			1.641.188

Source: Departement of Tourism and Culture Kab. Lamongan, 2022

From the tourist visitor data in Lamongan Regency in 2020 and 2021, if you look at the number of visitors or tourists, both local and foreign tourists, there has been an increase in Wisata bahari Lamongan and Maharani Zoo. In 2020, the number of foreign tourists on the Wisata Bahari lamongan was 32 people and the number of domestic or local tourists was 205,866, then the number of foreign tourists visiting the Maharani Zoo was 13 people and the number of domestic tourists was 118,324 people.

In 2021, although in 2021 the number of foreign tourists on Wisata Bahari lamongan is 3 people and the number of domestic or local tourists is 206.402, then the number of foreign tourist visitors to Maharani Zoo tourism is 23 people and the number of domestic tourists is 154.236 people. Even though the number of foreign tourists on Wisata Bahari Lamongan has decreased, it is due to the Covid-19 virus and there is a Lock down regulation.

IV. CONCLUSION

In conclusion, Lamongan Regency boasts significant tourism potential with diverse destinations, such as Wisata Bahari Lamongan and Maharani Zoo, standing out as iconic attractions. Recognizing the importance of this potential, the Lamongan Regency government actively engages in promotional efforts through various channels, notably leveraging the widespread use of social media. Instagram, as a widely adopted platform, plays a pivotal role in this strategy. The Department of Tourism and Culture in Lamongan, along with the management of Wisata Bahari Lamongan and Maharani Zoo, utilizes Instagram for effective promotion, marketing, information dissemination, and

direct interaction with tourists. Furthermore, Instagram serves as a feedback mechanism, allowing tourists to express their opinions, both positive and negative, as well as offer suggestions and complaints. Harnessing the potential of information on Instagram through proper utilization and processing with social Customer Relationship Management (CRM) techniques emerges as a valuable asset in the ongoing development of tourism in Wisata Bahari Lamongan and Maharani Zoo. Undoubtedly, this approach significantly influences the number of tourists visiting these attractions, marking Instagram as a powerful tool for the implementation of Social CRM in the tourism sector of Lamongan Regency.

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