

Development of Marketing Media for Increasing Interest in Sports Tourism in Kuningan Regency

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Abstract

The marketing of sports tourism in Kuningan Regency is less than optimal. This study aims to produce and test the feasibility of marketing media products based on Instagram social media that are suitable for increasing interest in sports tourism. This research method is a research and development method using 10 research steps, according to Sugiyono (2013). Data collection techniques used included observation, questionnaires, interviews, and documentation. Data analysis techniques are qualitative and quantitative. This research resulted in a product for the development of sports tourism marketing media in Kuningan Regency that is suitable for increasing interest in sports tourism and as an interactive information service medium regarding sports tourism information in Kuningan Regency. Products are made easy with pictures and videos that make the content as attractive as possible, accompanied by descriptions or related information. The result is that sports tourism development media in Kuningan Regency are suitable for use based on validation by media experts, marketing experts, and tourism experts with decent results, small-scale tests of 30 respondents with good criteria, and a large-scale test of 100 respondents with good criteria.

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INTRODUCTION

Sports tourism has witnessed substantial growth (Stoll et al., 2020) and has great potential as a means of promotion, attraction, and source of income for an area. (Ganesha, 2018). Sports tourism is the fastest-growing part of the industry (Rabee et al., 2021) and a signature activity worldwide that has grown rapidly (Bas Collins et al., 2021). Sports tourism has become the main foundation for increasing the role of industry in the national economy (Nugraha et al., 2021). Sport and tourism as interrelated concepts Sport as a sub-dimension of tourism; tourism as a sub-dimension of sport, which is ultimately combined with infrastructure, participants, and other factors as sports tourism (Atilgan & Tukul, 2022).

Kuningan Regency is one of the cities in West Java that has tourism potential that is rarely known to the general public. Of course, with beautiful views, cool air, fresh air, and natural hot water away from city noise, this is a favorite for visitors to unwind from their work routine. One of the sports tourism activities in Kuningan Regency is hiking, swimming, archery, horseback riding, cycling, and diving (Azhar & Herliana, 2020). Instagram is widely said to be a medium that can be a huge opportunity for business people to carry out promotional activities. The current use of social media is expected to be able to provide various kinds of interesting and creative information to be able to introduce natural tourism and increase the number of visitors in Kuningan Regency. (Lontoh et al., 2020).

Indonesia is included in the top 10 countries that actively use social media, with users reaching 170 million people and spending 26 minutes to 3 hours surfing social media every day. Has 400 million active users around the world, and 89% access it more or less once a week. This in 2020 makes Indonesia one of the most active Instagram users, reaching 63 million users and widely used by ages 18 to 24 (Utara et al., 2022). Indonesia occupies the 4th position in Instagram users worldwide with 93 million users; 97% of users respond and regularly tag user friends in comments; 97% use search to find more detailed information; and 89% of Instagram users in

Indonesia range in age from 18 to 34; last year, 63% were women; and the average time used to access social media on Instagram was 3 hours and 26 minutes per day (Ramadhan & Coralia, 2021). Social media is a lifestyle that has become part of life for Generation Z (Foos, 2020).

Instagram is the most developed social media platform (Carrasco-Polaino et al., 2018). The 2021 Social Trend Report recorded that investment in Instagram was ranked first, at 61%. The number of Instagram users in Indonesia is 79% of the total population, which is 63 million people, with 50.8% female users and 49.2% male users. Based on the 2020–2021 digital report, in the third quarter of 2020, Instagram rose to third place, surpassing Facebook. This shows that Instagram is one of the social media platforms that is in great demand (Wijayanti, 2021).

Instagram and Facebook are still the top social media platforms (Koay et al., 2022). Instagram has developed a global community of more than one billion monthly active users and 500 million daily active users, with Generation Z and Millennials being the predominant users (Lu & Lin, 2022). Instagram users, individually between the ages of 18 and 49, 81–83% use Instagram 81–83% of the time every day (Holtzman et al., 2023). Instagram users are widely used by young people (16–24 years old), with a rate of 92% (Romo-Avilés et al., 2023).

Behind the beauty and various tourism potentials that are owned by Kuningan Regency, it is very regrettable that the marketing of sports tourism is not optimal, especially in social media marketing, where managers do not maximize the use of social media, one of which is Instagram, as a marketing tool in developing sports tourism in Kuningan Regency, so that it has an impact on the development of sports tourism in Kuningan Regency. Tourism promotion is an important part of the general economy (Sutono et al., 2018).

One of the marketing mediums is Instagram social media, where there is no Instagram business account at all, which provides specific information services regarding all sports tourism spots in Kuningan Regency. The importance of developing social media in disseminating information to increase interest in visits and public knowledge

about sports tourism in Kuningan Regency led researchers to take the initiative to conduct research with the title Development of Marketing Media to Increase Interest in Sports Tourism in Kuningan Regency.

METHODS

The method used in this study is the research and development method or Research and Development using 10 steps of development research according to Sugiyono 2013 The type of data collected during the development process consists of quantitative data and qualitative data. Quantitative data were obtained from the results of field trials in the form of assessments from test subjects, namely media experts, marketing experts, tourism experts, managers and tourists with a random sampling technique regarding marketing media. Qualitative data in the form of needs analysis, interviews, input, responses, criticism, suggestions, documentation and improvements related to marketing media. Data collection techniques used in this study were questionnaires,

interviews, observation and documentation. Data analysis techniques for the feasibility of the media used descriptive qualitative data analysis, namely data reduction, data presentation and drawing conclusions after that it was quantified using a Likert scale with a percentage score calculation.

RESULTS AND DISCUSSION

Results

This research resulted in the development of sports tourism marketing media in Kuningan Regency towards sports tourism interest in Kuningan Regency which is used as an interactive information service about sports tourism in Kuningan Regency. The huge popularity of the Instagram social media-based marketing media platform, especially among teenagers, has attracted the interest of users (Longobardi et al., 2020). This media can be accessed on Instagram social media which can be downloaded by the application in the Play store or accessed directly on the website. The following is a display of the media being developed.

Table 1. Expert Validation Results for Products.

| Validator | Score | Percentage | Validity level |
|------------------|-------|------------|----------------|
| Media expert | 84 | 80-100 | Valid/invalid |
| Tourist expert | 86 | 80-100 | Valid/invalid |
| Marketing expert | 80 | 80-100 | Valid/invalid |

The results of the validation assessment of the final product are suitable for large-scale use.

Table 2. Small Scale Test Results

| Indicator | Answer (%) | | | | |
|-----------------------------------|------------|------|------|----|------|
| | A | B | C | D | E |
| Information is easy to understand | 36.7 | 40 | 23.3 | | |
| Feel facilitated | 43.3 | 43.3 | 23.3 | | |
| Growing interest in traveling | 33.3 | 40 | 33.3 | | |
| Easy to understand language | 36.7 | 53.3 | 10% | | |
| Interesting content | 31 | 48.3 | 17.2 | | |
| Incomprehensible information | 10 | 10 | 26.7 | 40 | 13.3 |
| Easy use instructions | 36.7 | 46.7 | 16.7 | | |
| Feel motivated | 30 | 66.7 | | | |
| Interactive media | 26.7 | 43.3 | 30 | | |
| Feel helped | 30 | 56.7 | 13.3 | | |

Product revision after a small-scale trial the researchers improved from the input of the respondents who filled out the questionnaire which was distributed to a total of 30 respondents. The following suggestions are obtained for improving the media being developed, namely, not exaggerating in taking angel photos to match

reality and not disappoint visitors, improve it again in all aspects so that it is more developed and advanced, more up-to-date information regarding sports, include operational schedules, increase content and it must be interesting, not monotonous, and spread it in other media too.

Table 3. Large Scale Test Results

| Indicator | Answer (%) | | | | |
|-----------------------------------|------------|----|----|----|----|
| | A | B | C | D | E |
| Information is easy to understand | 34 | 52 | 14 | | |
| Feel facilitated | 25 | 40 | 34 | | |
| Growing interest in traveling | 29 | 33 | 35 | | |
| Easy to understand language | 33 | 55 | 15 | | |
| Interesting content | 32 | 41 | 26 | | |
| Incomprehensible information | | 15 | 31 | 33 | 10 |
| Easy use instructions | 26 | 57 | 17 | | |
| Feel motivated | 27 | 57 | | | |
| Interactive media | 22 | 50 | 26 | | |
| Feel helped | 46 | 42 | 12 | | |

Product revision after a large-scale trial the researchers improved from the input of the respondents who filled out the questionnaire which was distributed to a total of 100 respondents. The following suggestions are obtained for improving the developed media, namely that it should be developed again in the selection of the latest tourist objects, because many of the places being promoted have long been tourist objects and their appearance does not match the promotion. More to be improved in the promotion so that the attractiveness increases, posts are multiplied, more developed and more consistent, even more weighty, even more interesting, more memorable, more varied content, add full address to each tourist attraction, Adjust between results photography with the original state of the tourist spot. Indeed, good photography results will arouse visitor interest, but if we are not suitable or even not in accordance with the actual situation, it will cause disappointment to visitors and will transmit this disappointment to other people. The information is even more complete, such as explaining the facilities, advantages, HTM, and so on.

The video is made even more interesting by showing various sides/angles of tourist attractions. Improved again in posting tourist content, and also don't forget to repost quickly if someone is tagged in the Instagram story, use IG ads paid promotions and FB ads. Include more complete and clearer pictures and ticket prices. There must be a post of testimonials from visitors, even stronger in the form of a video.

DISCUSSION

Social media Instagram as a visually intensive social media that can be used to post photos and videos to support brand perception, disseminate information with visual cues increases recognition, public relations, understanding, interest and memory of messages explain generate loyalty feedback (Al-Kandari et al. al., 2019).

The development of sports tourism marketing media based on Instagram social media is packaged replace with so that users are interested and want to know about the information to be conveyed and in the end are interested in visiting or doing what has been informed. Information is packaged according to user needs

with easy and affordable access, using a mobile phone that is sufficiently connected to the internet that can be used anytime and anywhere. This media can help the public regarding information about sports tourism in Kuningan Regency which is interactive so that it increases interest in tourist visits in Kuningan Regency.

Analysis of data about Instagram social media-based marketing media regarding sports tourism in Kuningan Regency based on the assessment of experts and users who have developed it can be concluded that Instagram media products for Kuningan sports tourism accounts can increase tourism interest in Kuningan Regency, this is evidenced by the results of the product assessment. By experts with appropriate criteria and questionnaire answers to respondents with the answers 29% very interested, 33% interested, 35% quite interested, 0% less interested and 0% not interested. Instagram posts can affect emotions so that they drive use and affect people's interest (Vespa et al., 2022). According to suggestions from experts and respondents with appropriate criteria for use, this product has been used on a large scale by the community.

CONCLUSION

Based on the results of the research and discussion on product development for sports tourism marketing media based on Instagram social media in Kuningan Regency, the following conclusions are obtained:

A product for the development of sports tourism marketing media in Kuningan Regency has been produced which is suitable for increasing interest in sports tourism and as an interactive information service medium regarding sports tourism information in Kuningan district on Instagram social media with the account name Kuningan Sport Tourism (Kuningan Sport Tourism) which can be accessed access the Instagram application by downloading it on the Play store or directly entering the Instagram web so that users can easily access it using a mobile phone. This product is made easy with pictures

and videos that are made into as interesting content as possible along with descriptions or information related to sports tourism in Kuningan Regency. Media for the development of sports tourism in Kuningan Regency is suitable for use as a media for marketing sports tourism in Kuningan Regency based on validation by media experts, marketing experts and tourism experts with decent results and a small-scale test of 30 respondents with good criteria and a large-scale test of 100 respondents with good criteria.

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