

Effectiveness Analysis of the *Tiga Warna* Beach Promotion Activities through Social Media

Lina Asmara Wati¹, Harsuko Riniwati², Tiwi Nurjannati Utami³, Nuddin Harahab⁴
{linaasmara@ub.ac.id¹}

Universitas Brawijaya, Indonesia^{1, 2, 3, 4}

Abstract. In this digital era, following the development of technology, a business cannot be separated from digital marketing activities. Tourism is a means of connecting to get closer to tourist destinations and other people. Tourism can also support the country's economy. Because of the important tourism role, many communities, entrepreneurs, and governments are involved in the management and development of tourism. The *Tiga Warna* Beach is located in a marine conservation area, especially conservation for mangrove and coral reefs, which are located in Tambakrejo Village, Sendang Biru, Malang, East Java. To increase interest in visiting tourists, the manager must also have several marketing strategies, including social media (Facebook and Instagram). The use of promotional media must also be measured in terms of their efficiency so that the results are more optimal. This research aims to analyze the efficiency of using social media as a promotional uses 85 samples. The effectiveness of the *Tiga Warna* Beach promotion level through social media analyzed using the EPIC Model with four variables (Empathy, Persuasion, Impact, Communication), shows the EPIC Rate of 3.122 which means that the *Tiga Warna* Beach promotion system through social media can be considered effective.

Keywords: EPIC Model, Effectiveness Analysis, Facebook, Instagram.

1 Introduction

In this era of globalization, tourism plays an important role in Indonesia as an attraction for tourists who come to visit destinations in Indonesia. Tourism can also support the country's economy. With this important tourism role, many people, entrepreneurs, and governments are involved in the management and development of this tourism. To create the ideal condition of tourist objects and attractions that can serve a variety of interests, including community, private and government, efforts are needed in an optimal arrangement and development under the carrying capacity, capacity, and attractiveness of tourists. In terms of marketing, producers are usually faced with the problem of the effectiveness level of promotional media that has been used [1].

In the current digital era, a business cannot be separated from digital marketing, this is by the explanation of technological developments [2]. The rapid development of technology as it is today has led to many innovations to support people's lives. Technology can make it easy for people to complete their work, such as in the aspects of education, government, economics, and trade. One form of innovation for aspects of trade that appears along with the development of technology is an increase in the use of the internet as a means of implementing marketing activities. In Indonesia alone, there are approximately 143.26 million people who have used the internet [3].

Social media which is increasingly popular in Indonesia has several types, where Facebook is one type of social media with the highest user's number in Indonesia. This is supported by the results of a survey [4], which shows that there is 6 social media content that is frequently visited by Indonesian internet users, namely Facebook, Instagram, YouTube, google +, Twitter, and LinkedIn. Facebook ranks first with 71.6 million active visitors (54%) and followed by Instagram with 19.9 million residents (15%), YouTube with 14.5 million residents (11%), Google + 7.9 million inhabitants (6%), Twitter as many as 7.2 million residents (5.5%), and LinkedIn as many as 796 thousand residents (0.6%) [2].

The high use of social media, especially Facebook and Instagram in Indonesia, has encouraged business operators and managers of tourist sites to utilize social media as marketing media. This is also done by the manager of the *Tiga Warna Beach*. So that researchers feel they are researching the Effectiveness of the *Tiga Warna Beach* Marketing System Using Social Media Facebook and Instagram. The purpose of this study is to analyze the effectiveness of the *Tiga Warna Beach* marketing system using Facebook and Instagram social media.

2 Research Methods

Research time: data is collected from June to August 2019. The object of research. The object of this research is the visitors of *Tiga Warna Beach* who get the first information from social media Facebook and/or Instagram. The *Tiga Warna Beach* visitors come from several communities, including students, students, families, and tourists from other countries.

Seeing the existence of the *Tiga Warna Beach* marketing through Facebook and Instagram social media, it is necessary to further analyze the level of efficiency and the factors that influence the acceptability of the marketing system using Facebook and Instagram social media. Analysis of the effectiveness of this marketing system can be done using the EPIC Model. The EPIC model study includes four variables, including empathy, persuasion, impact, communication which are thought to affect the *Tiga Warna Beach* marketing system [5].

Types of research. This type of research used in this study is quantitative research. Quantitative research is used to measure the effectiveness of the *Tiga Warna Beach* marketing system with social media Facebook and Instagram using the EPIC model. Analysis of the effectiveness of marketing systems through Facebook groups can be done using the EPIC Model, which involves dimensions of empathy, persuasion, impact, and communication to determine the effectiveness of marketing systems through these media.

Population and Sample. The population in this study were visitors to the *Tiga Warna Beach* who obtained information for the first time through Facebook and Instagram social media. In the EPIC model, the research sample is influenced by the number of indicators that play a role multiplied by 5 to 10 [6]. Then the EPIC model requires a sample of $= \sum$ indicators $\times 10 = 8 \times 10 = 80$ respondents. Retrieval of data to respondents using questionnaire media that has been designed by researchers as a measurement tool for the analysis of the effectiveness of media groups Facebook and Instagram as a Three-Color Beach tourism promotion tool.

Research Framework. In analyzing the objectives of this study, the research framework that will be described is the EPIC Model research framework, explaining that the effectiveness of a media system can be measured through four things: empathy, persuasion, impact, and communication.

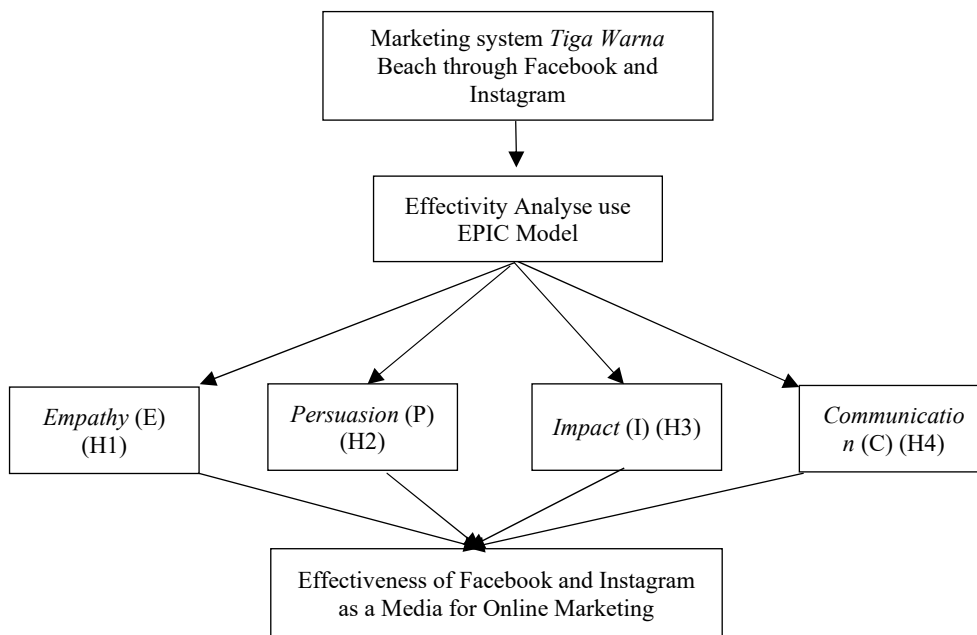


Fig. 1. Research Framework EPIC Model.

3 Results and Discussions

3.1 Analysis of the effectiveness of the *Tiga Warna* Beach marketing system using Facebook and Instagram social media

Following are the dimensions used in the EPIC Model [7]:

- a) Empathy: This dimension tells whether the customer likes the promotion and how customers see the relationship with their personality. Empathy is a mental state that allows a person to identify himself or herself to the same state of feeling or circumstance as another person or group. The dimension of empathy involves the affection and cognition of the customer. Affection involves a feeling while cognition involves thinking.
- b) Persuasion: This dimension tells what promotion can do for improving or strengthening a brand's character so that the marketer can gain an understanding of the impact of promotion on the customer's expectation to purchase a product. Persuasion is a change of beliefs, attitudes and expectation caused by promotional communication and something that can attract a person to do something.

- c) Impact: This dimension shows whether a product looks more prominent than other products and whether a promotion can include customers in the delivered message. The purpose of this dimension is the improvement of product knowledge.
- d) Communication. This dimension provides information about the customer's ability to remember the main message delivered, the understanding, the strength of the impression left and the clarity of the promotion. The success or failure of an ad depends on how the ad informs the expected information and attitude to the right person, at the right time and at the right cost.

3.2 Validity and Reliability Test (EPIC)

Before interpreting the data obtained through questions on each variable contained in the questionnaire that has been filled out by the respondents, first test the validity and reliability of each question that represents four variables EPIC (Empathy, Persuasion, Impact, and Communication), with the aim to determine whether each of these questions meets the requirements of validity and reliability [8].

In testing research instruments, both in terms of the validity and reliability of the questionnaire filled out by the respondents, it was found that the research instrument used was valid, if the coefficient (r_i) of the calculated results was positive, and the coefficient value (r_i) of the calculated results must be greater of the coefficient values of the table ($r_{count} > r_{table}$). As for the reliability test for the reliability of a construct, the variable said to be good if it has a Cronbach's Alpha value > 0.60 [9].

In the study of the effectiveness of the koi auction system using the Pasar Koi Facebook group, the sample used was 110. Table r used in this validity test is table r (simple correlation coefficient) with a significance level of 10%, so the r table set in this study was determined 0.1576. To find out the value of the validity test and the level of reliability of each EPIC variable, the results of the analysis can be seen in the following table:

a) Empathy Variable (E)

Indicator	Item	Validity		Alpha Correlation
		r_{table}	r_{count}	
E	E ₁	0.1576	0.631	0.721
	E ₂	0.1576	0.721	

Of all Empathy variables, r_{count} value is greater than r_{table} . So, this instrument is said to be valid. The alpha calculation has a value greater than 0.5 so this instrument is said to be reliable.

b) Persuasion Variable (P)

Indicator	Item	Validity		Alpha Correlation
		r_{table}	r_{count}	
P	P ₁	0.1576	0.720	0.801
	P ₂	0.1576	0.796	

Of all Persuasion variables, r_{count} value is greater than r_{table} . So, this instrument is said to be valid. The alpha calculation has a value greater than 0.5 so this instrument is said to be reliable.

c) Impact Variable (I)

Indicator	Item	Validity		Alpha Correlation
		r_{table}	r_{count}	
I	I ₁	0.1576	0.790	0.826
	I ₂	0.1576	0.896	

Of all Impact variables, r_{count} value is greater than r_{table} . So, this instrument is said to be valid. The alpha calculation has a value greater than 0.5 so this instrument is said to be reliable.

d) Communication Variable (C)

Indicator	Item	Validity		Alpha Correlation
		r_{table}	r_{count}	
C	C ₁	0.1576	0.607	0.782
	C ₂	0.1576	0.801	

Of all Communication variables, r_{count} value is greater than r_{table} . So, this instrument is said to be valid. The alpha calculation has a value greater than 0.5 so this instrument is said to be reliable.

3.1. EPIC Model Analyze

The results of the questionnaire that have been filled by respondents, the researchers made a simple tabulation to find out the respondents' opinions on each EPIC variable tested to determine the extent of the effectiveness of the promotion through Facebook and Instagram social media.

3.2.1 Simple Tabulation

a) Simple tabulation of *Empathy Variable* (E)

<i>Empathy</i>		Total of Respondent			
		E1		E2	
Category	Value	F	%	F	%
VA	4	28	35	26	32.5
A	3	39	48.75	44	55
NA	2	9	11.25	8	10
VNA	1	4	5	2	2.5
Total		80	100	80	100

b) Simple tabulation of *Persuasion Variable (P)*

<i>Persuasion</i>		Total of Respondent			
		P1		P2	
Category	Value	F	%	F	%
VA	4	30	37.5	31	38.75
A	3	24	30	22	27.5
NA	2	21	26.25	19	23.75
VNA	1	5	6.25	8	10
Total		80	100	80	100

c) Simple tabulation of *Impact Variable (I)*

<i>Impact</i>		Total of Respondent			
		I1		I2	
Category	Value	F	%	F	%
VA	4	16	20	25	31.25
A	3	15	18.75	27	33.75
NA	2	20	25	17	21.25
VNA	1	29	36.25	11	13.75
Total		80	100	80	100

d) Simple tabulation of *Communication Variable (C)*

<i>Communication</i>		Total of Respondent			
		C1		C2	
Category	Value	F	%	F	%
VA	4	23	28.75	31	38.75
A	3	29	36.25	19	23.75
NA	2	16	20	25	31.25
VNA	1	12	15	5	6.25
Total		80	100	80	100

3.2.2 Average of Score

a) Average score of *Empathy Variable (E)*

Average score E1

$$\bar{X}(E1) = \frac{(4 \times 28) + (3 \times 39) + (2 \times 9) + (1 \times 4)}{80} = \frac{251}{80} = 3.138$$

Average score E2

$$\bar{X}(E2) = \frac{(4 \times 26) + (3 \times 44) + (2 \times 8) + (1 \times 2)}{80} = \frac{254}{80} = 3.175$$

$$\bar{X} \text{ Empathy (E)} = \frac{3.138 + 3.175}{2} = \frac{6.313}{2} = 3.157$$

b) Average score of *Persuasion Variable (P)*

Average score P1

$$\bar{X}(P1) = \frac{(4 \times 30) + (3 \times 24) + (2 \times 21) + (1 \times 5)}{80} = \frac{239}{80} = 2.988$$

Average score P2

$$\bar{X}(P2) = \frac{(4 \times 31) + (3 \times 22) + (2 \times 19) + (1 \times 8)}{80} = \frac{236}{80} = 2.950$$

$$\bar{X} \text{ Persuasion (P)} = \frac{2.988 + 2.950}{2} = \frac{5.938}{2} = 2.969$$

c) Average score of *Impact Variable (I)*

Average score I1

$$\bar{X}(I1) = \frac{(4 \times 16) + (3 \times 15) + (2 \times 20) + (1 \times 29)}{80} = \frac{178}{80} = 2.225$$

Average score P2

$$\bar{X}(I2) = \frac{(4 \times 25) + (3 \times 27) + (2 \times 17) + (1 \times 11)}{80} = \frac{266}{80} = 3.325$$

$$\bar{X} \text{ Impact (I)} = \frac{2.225 + 3.325}{2} = \frac{5.550}{2} = 2.775$$

d) Average score of *Communication Variable (C)*

Average score C1

$$\bar{X}(C1) = \frac{(4 \times 23) + (3 \times 29) + (2 \times 16) + (1 \times 12)}{80} = \frac{223}{80} = 2.788$$

Average score C2

$$\bar{X}(C2) = \frac{(4 \times 31) + (3 \times 19) + (2 \times 25) + (1 \times 5)}{80} = \frac{236}{80} = 2.950$$

$$\bar{X} \text{ Communication (C)} = \frac{2.788 + 2.950}{2} = \frac{5.738}{2} = 2.869$$

3.2.3 Rating Scale on Each Variable

The rating scale used in this study is 1 to 4, with 4 weight categories, then the retention rating scale obtained is:

$$p = \frac{R(\text{Value})}{M}$$

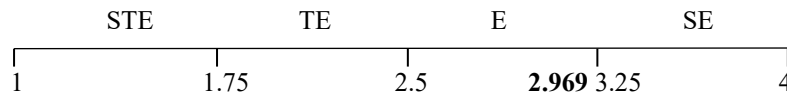
$$= \frac{4-1}{4}$$

$$= 0.75$$

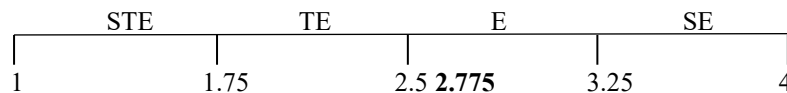
a. Rating scale of *Empathy Variable (E)*



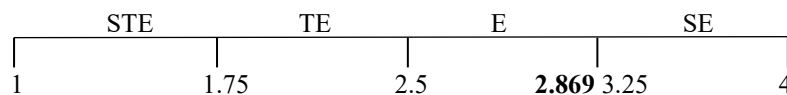
b. Rating scale of *Persuasion Variable (P)*



c. Rating scale of *Impact Variable (I)*



d. Rating scale of *Communication Variable (C)*



All EPIC variables indicate that the position of the four variables is in the effective assessment of marketing through Facebook social media. So, it can still be improved to be very effective with various online marketing strategies through social media Facebook and Instagram.

3.2.4 EPIC Rate

Overall EPIC Rate, the average obtained using the following formula:

$$p = \frac{\sum xi. fi}{N}$$

$$\begin{aligned} \text{Epic Rate} &= \frac{X \text{ Empathy} + X \text{ Persuasion} + X \text{ Impact} + X \text{ Communication}}{4} \\ &= \frac{3.157 + 2.969 + 2.775 + 2.869}{4} \\ &= \frac{11.770}{4} \\ &= 2.943 \end{aligned}$$

From the EPIC Rate, it can be concluded that the marketing system through social media Facebook and Instagram on the *Tiga Warna Beach* can be said to be "Effective". Based on the calculation of each EPIC variable, the value of the empathy variable has the highest value so that the effectiveness of the marketing system through social media Facebook and Instagram is strongly influenced by visitor empathy.

4 Conclusions and Suggestions

4.1 Conclusion

Early, the promotion system on the *Tiga Warna* Beach is conventional. By following digital marketing, it is possible to increase the level of marketing efficiency. The effectiveness of the *Tiga Warna* Beach marketing system through Facebook and Instagram social media which was analyzed using the EPIC Model with four variables (Empathy, Persuasion, Impact, Communication), showed an EPIC Rate of 2.943 which means that the *Tiga Warna* Beach promotion system through Facebook and Instagram social media can be considered effective. Measurement of the efficiency level needs to be done so that we can know the effort we are doing and the results we have gotten are what we expect.

4.2 Suggestion

1. For the managers of the *Tiga Warna* beach, marketing through Facebook and Instagram and still can be improved to be very effective. Among other things by improving the published content and routine in promoting on Facebook and Instagram social media.
2. For academics (researchers), do the similar research (effectiveness analysis) can be continued through other online promotional social media/accounts.
3. For academics (researchers), can continue this research by accepting an analysis of the *Tiga Warna* beach marketing system.

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