

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background**

Looking at recent development, social media is one example of a time that people are unable to leave behind. Prenaj (2016) stated that social networking websites are very popular and have become daily practice in a lot of people's lives. These sites have made significant impact on the individual's life. Social media is defined as a place where you can share opinions, photos, content, views and where people can communicate with each other (Rugova, 2016). In addition to being a tool for entertainment communication, social media takes an important part of marketing strategies in business life. Social media have been shown to strongly shift the power in established market structures, to create new markets, and to influence competitive behavior in established markets (Kaplan & Haenlein, 2010).

Social media itself is divided into several types. Knowing the differences between types of social media and how users interact with them can help a company interact more effectively with potential customers. There are 10 types of social media, some of them are social networks, discussion forums, image-sharing networks, bookmarking networks, blogging and publishing networks, consumer review networks, interest-based networks, sharing economy networks, social shopping networks, and video hosting platforms (Indeed, 2023). In this internship report the author will focus

on the Instagram application which is included in the types of social media, social networks, image-sharing networks, social shopping networks, and video hosting platforms. Social networking sites enable brands to connect with users, form groups, curate content, upload photos, and participate in discussions. They allow brands to reach diverse audiences, build connections, research user preferences, and monitor online conversations. Furthermore, social shopping networks help people in identifying trends, sharing fantastic discoveries, making purchases, and keeping track of their preferred brands. These social shopping platforms are perfect for building awareness about your brand and selling to a wider audience. While in image-sharing and video hosting platforms types, a company can use paid ads to reach new customers. They can ask influencers to use and talk about their products or they can film their own video content.

Matta (2014) stated that social media are established tools for rapid information dissemination to a wide audience. That way we can infer that social media will be very helpful in a company's marketing tools. Social media are often used as a source of information and spread of knowledge changing people's views and opinions (Prenaj, 2016). They belong among very important business marketing tactics and help to create new business opportunities, develop a stronger market position or modify consumer's behavior. A large amount of user-generated content is freely available on social media sites (He et al., 2013). However, because access to using social media is easy but useful, there are a lot of competitors in the world of marketing on social media. To increase competitive advantage and effectively assess the competitive environment of

businesses, companies need to monitor and analyze not only the customer-generated content on their own social media sites, but also the textual information on their competitors' social media sites (He et al., 2013).

One company in Malang that also uses social media as a marketing tool is Kirana Tour and Travel. They also utilize social media for their company's marketing tools. Kirana Tour and Travel itself has several social media that can be easily accessed by the wider community, some of which are Instagram and Tiktok. NIOS (2020) stated that media of advertising is divided into several types, namely print, electronic and digital. From here it can be seen that Kirana Tour and Travel uses digital types of advertising media. Kirana Tour and Travel actively uses TikTok and Instagram social media platform to promote the services they offer such as tour packages and Air Asia flight ticket booking services. Both promotional media contain several forms of advertising for their services, such as in the form of videos and posters.

The author had the opportunity to do an internship at Kirana Tour and Travel, specifically in the content creator section. The author has designed 2 posters, one of which has been uploaded on social media, namely Instagram. Vițelar (2019) said that Instagram users themselves are dominated by Gen Z, where Gen Z uses Instagram as a personal branding tool. From this statement it can be seen that the target audience for using Instagram is Gen Z. Therefore, a method is needed that can attract Gen Z's interest in using the services offered by Kirana Tour and Travel. And this can be done by working with size, color, visualization, slogan etc. (NIOS, 2020). However, the choice of colors and visualization used in Kirana Tour and Travel's promotional media

does not follow developments in the current Gen Z era. Apart from that, Instagram also has several features that can be used to promote a service. And Kirana Tour and Travel have not used the services provided by Instagram which can increase public knowledge about the services they offer. Therefore, with this report the author hopes to solve these problems.

## **1.2 The Objective of The Internship**

The objectives of the author's participation in implementing this internship program include:

- a) To understand the system of working directly in the field and how to collaborate with fellow workers in a company
- b) To train critical thinking in dealing with real problems while working at the company and how to overcome them
- c) To implement the theories obtained while studying at Universitas Ma Chung, especially in the field of Tourism, which is the author's major of interest.
- d) To understand the importance of social media in promoting a service.

## **1.3 The Scope of The Report**

The scope of this internship report contains information about the author's experience as a content creator while undergoing the internship program. It provides a detailed explanation of the duties and responsibilities undertaken during the internship period. This report will also provide a more in-depth explanation of the company where

the author did an internship, some of which include the history of the company, the services the company provides, the company's organizational structure and other related elements. Furthermore, this report discusses the problems in the tourism industry that the author discovered during the internship at the company, the solutions implemented to overcome these problems, and relevant theories in the field of content writing and advertisement.

#### **1.4 The Significance**

There are some benefits that can be taken from this internship program, some of them:

1. For the author
  - a. To gain new knowledge and experience in the tourism concentration that was not previously found in theories during the lecture period. So that the author can understand not only from the theoretical side but also from the practical side
  - b. To gain experience and the opportunity to deal with real problems and working systems in the tourism sector which can help the author to prepare herself for a career path.
  - c. To learn how to communicate properly and build good relationships with colleagues in the company and with customers or clients.

2. For the university
  - a. To provide input and suggestions for evaluate the extent to which the curriculum has been implemented in accordance with developments in industry needs.
  - b. To serve as a reference for improving lecture materials in the Tourism specialization department so that it can produce human resources who are able to compete in the world of work.
3. For the company
  - a. To bridge Universitas Ma Chung with the company for further collaboration in both academic and non-academic fields.
  - b. To get suggestions, criticism and new ideas regarding performance and work systems in the company.

## **1.5 Operational Definitions of The Key Terms**

There are several key terms used by the author in writing this internship report, some of them:

1. Travel agency: intermediaries between suppliers of travel services, such as airlines and hotels, and customers (Cheung & Lam, 2009).
2. Marketing: the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for

customers, clients, partners, and society at large. (American Marketing Association, 2017).

3. Marketing strategy: A marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of their products or services. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements (Barone, 2024)
4. Social media: internet-based applications that contain consumer-generated content and facilitate a higher level of social interaction among travellers (Kumar, 2014).
5. Advertising: a public announcement to inform and persuade people to buy a product, a service or an idea. (NIOS, 2020).
6. Digital marketing: all marketing efforts that occur on the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. This also includes communication through text or multimedia messages (Alexander, 2022).