

Promotional Strategies In The Use Of Influencers On Pt Kampong Teripang In Bintan

Satriadi^{1*}, Muhammad Sahid Dimitri²

^{1,2}Program Studi Manajemen, STIE Pembangunan Tanjungpinang, Indonesia

*Corresponding author(s). E-mail(s): satriadi@stie-pembangunan.ac.id

Contributing authors: muhammadsahiddimitri@gmail.com

Abstract

A promotional strategy is a method commonly used to improve a company's image by advertising the company's products and brands through various media. This study aims to analyze the promotional strategy implemented by PT Kampong Teripang using Influencers. This research involved 32 people, with a sample of 5 people, and on the effectiveness of using influencers in improving the company's image and product sales. Descriptive qualitative research method was used with data collection techniques through in-depth interviews, observation, and documentation studies. The sampling technique used was Non-Probability Sampling, specifically Purposive Sampling. The results showed that PT Kampong Teripang successfully utilized influencers as an effective promotional strategy, increasing brand awareness and sales. This promotional strategy includes sales promotion, publicity, personal selling, digital marketing, utilizing influencers, market orientation, and competitive advantage. The conclusion of this study shows that the promotional strategy of using influencers is able to increase brand awareness and brand trust and the promotional strategy of using influencers is believed to be different from only utilizing social media and conventional marketing.

Keywords: Promotion Strategy, Influencers, Social Media

Introduction

The development of the tourism industry in Indonesia at this time continues to stretch, easy access to information dissemination also makes the gates to new tourist objects increasingly open. Trend shifts in millennials also occur, if in the past they spent their money on style and style, now most of their consumption is spent on vacations. So that visiting the latest tourist attractions presented in the form of photos is the thing they are most looking for (Arofah and Achsa, 2022).

In Indonesia, the tourism industry will continue to increase from time to time seen from various indicators. The government continues to develop the management of the tourism sector through a number of policies to improve the reputation and progress of Indonesian tourism at the global level. In 2015, the number of foreign tourists visiting Indonesia reached 10.23 million, increasing to 16.11 million in 2019. In 2018, Indonesia's tourism sector recorded the highest growth in the world, ranking 9th globally, 3rd in Asia, and 1st in the Southeast Asia region according to The World Travel & Tourism Council (WTTC). In addition, according to The Travel & Tourism Competitiveness Report from the World Economic Forum in 2019, Indonesia's tourism competitiveness index increased from 42nd in 2017 to 40th in

2019 out of a total of 140 countries assessed (Elistia, 2020). By looking at these predictions, it is not impossible if developing countries (including Indonesia) can also enjoy this. The growth of tourism means a lot to developing countries as it offers a way to get themselves out of the environment of underdevelopment.

According to Qodriyatun (2019), tourism is an economic sector that has an important role throughout the world and is one of the largest contributors to foreign income and job creators in many countries. The growth of the tourism sector has a significant link to national economic growth. The tourism industry contributes to driving the growth of companies and providing employment through activities related to the tourism sector (Rihardi, 2021). In research (Rihardi, 2021) tourism is an area where the largest number of jobs are created.

According to Central Bureau of Statistics (2023), 917.41 thousand foreign tourists visited Indonesia in November 2023. Compared to the same month in 2022, there was an increase of 30.17 percent (year-on-year).

Then based on data obtained from the Central Bureau of Statistics, Foreign Tourist Visits in Bintan Tanjungpinang from January to June 2023, as shown below :

Table 1
Tourist Visits in Bintan

No	Bulan	Jumlah Kunjungan
1.	January	14,988
2.	February	11,285
3.	March	19,018
4.	April	18,547
5.	May	15,001
6.	June	26,356

Source: Processed Data BPS (2024)

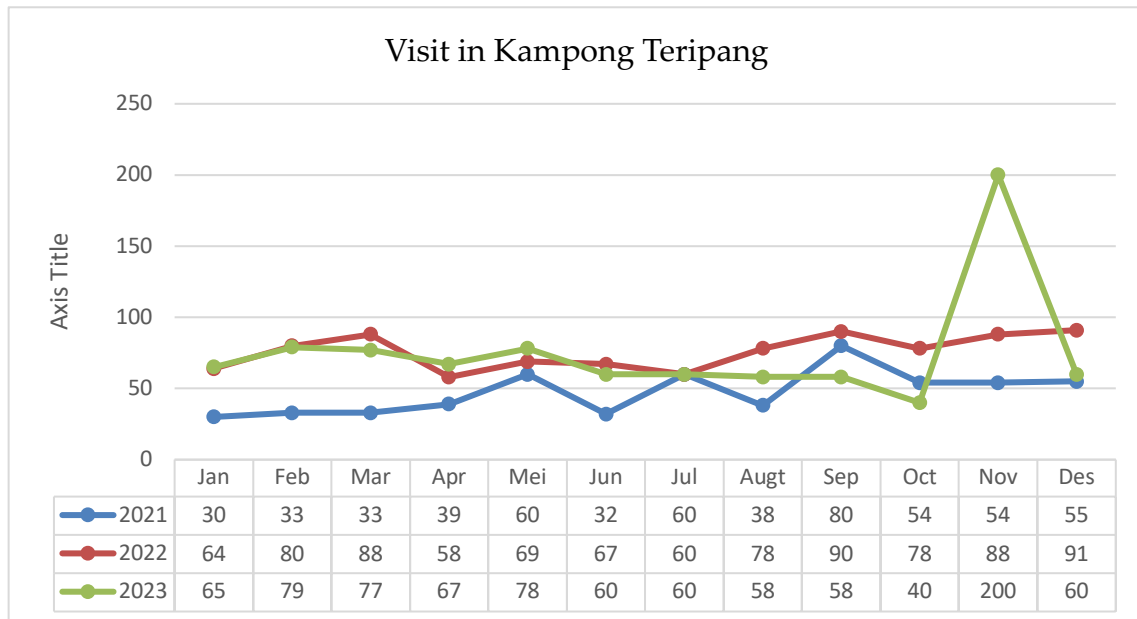
Foreign tourist visits to Bintan Riau Islands during the 6 months of January to June 2023 were recorded at 105,184 visits or an increase of 49.44 percent compared to foreign tourist visits during June 2022 which were only 21,274 visits. This also has an impact on Kampong Teripang which is a tourism destination.

Kampong Teripang which is a tourism destination, is not limited to tourism recreation but also the introduction of eduecotourism which introduces experience, Kampong Teripang which is a new tourist spot offers the first experience, education and ecology in Indonesia. As a pioneer of Experionomics Tourism that prioritizes education, ecology, and increases local brands as well as international brands while maintaining environmental sustainability based on community-based tourism. Kampong Teripang, which is located in a mangrove bay, also offers recreational and educational tourism based on marine resources, namely sea cucumbers or local people know the word "gamat". Looking at the potential of Kampong Teripang, the owner / Mr. Yogi has a desire to improve the tourism sector based on eduecotourism which has one vision, namely to provide education to the general public, especially the community around Bakau Bay.

Kampong Teripang offers aspects as a tourism destination, industry/factory, longdrip cafe, seagrass warrior, daydream, and workshop. Kampong Teripang is unique as the first sea cucumber-based edu-ecotourism development in the world. Because its population has not been widely cultivated by some fishermen, Kampong Teripang has a great purpose and a very beneficial impact on the economy and the community sector. Such as creative

economic development, employment opportunities, skills enhancement and socio-economic development. This is an attraction for tourists to visit Kampong Teripang.

The data on the number of visits to Kampong Teripang from 2021-2023 are as follows :



Source: Processed Data (2024)

Figure 1
A visit to Kampong Teripang

From the figure, it can be seen that there have been fluctuations in the number of visits in each month over the past three years. In 2021 a total of 568 (considered and evaluated by the marketing team due to the impact of changing covid-19 to new normal), in 2022 to 911 (increased by making MOUs to internal and external parties), in 2023 it decreased to 902 (this is due to the implementation of a marketing strategy that has just been implemented) and a change in the marketing team in designing marketing concepts.

After knowing the number of visits, Kampong Teripang experienced fluctuating conditions. This is what makes the Kampong Teripang team to think of other promotional strategies and among the various innovative marketing strategies that have been tested by many marketers. Kampong Teripang marketers who have tried various promotions, Influencer marketing has become an economical approach for brands to establish closer and more natural contact with potential customers (Syukur and Salsabila, 2022). This strategy is considered the most appropriate in today's digital era, considering that social media is very accessible to everyone and effective in reaching a wide market segment. Various social media platforms such as Facebook, Instagram, Line Official, Pinterest, YouTube, online business applications (marketplaces), and others are often used. According to putu et al in Syukur & Salsabila (2022), all types of social media provide free and paid services to reach market segments of various types of businesses.

Influencers are a new category of opinion leaders that fall somewhere between celebrities and friends, and are emerging as social media opportunities develop (Wuldanari, 2022). In the context of brand marketing communications, an Influencer can be described as an individual who is a source of "influence". They are individuals who have knowledge, understanding, attractiveness, and are able to have an impact on others, especially in terms of preferences and purchasing decisions (Adrianto and Kurnia, 2021). They can be described as

self-created “micro-celebrities”. While marketing campaigns conducted by celebrities have long been utilized to convey the image or value of the celebrity through the endorsed brand (Cheah et al., 2019), Influencers have significant differences. Celebrities are known for their non-social media activities, such as sports or music, while Influencers are “born” in social media, where they develop their main activities. Therefore, the content posted by Influencers becomes the source of their social media reputation and activity, and usually Influencers work closely with their followers (Schouten et al., 2019).

The author conducted a pre-interview with the Kampong Teripang team regarding the 2021-2023 visitation conditions. Kampong Teripang faces obstacles in its promotional strategy to achieve eduecotourism targets and improve the local economy in Bintan. Therefore, a proper marketing strategy is needed. Kampong Teripang's marketing team is now using influencer marketing to utilize the influence of influencers in promoting the brand on social media and digital platforms. This strategy is expected to increase promotion, consumer trust, and expand market share.

Seeing the background information and phenomena previously described, researchers are interested in conducting research with the title “Promotion Strategy in the Use of Influencers at Pt Kampong Teripang in Bintan”.

Literature Review

Promotion Strategy

According to Haryanto in research (Desma Yunita and Handayani 2018), a promotional strategy is a method commonly used to improve a company's image by advertising the company's products and brands through various media. Promotion strategy includes planning, implementing, and controlling organizational communication to consumers and other targets (Haitami dan Napisah, 2022). The promotional function in the marketing mix aims to achieve various communication objectives with each consumer. The components of the promotion mix include:

- a. Advertising,
- b. Personal Selling,
- c. Sales Promotion,
- d. And Public Relations.

An important responsibility in marketing is to plan and coordinate an integrated promotional strategy and select strategies for each promotional component.

Promotion strategies can be carried out through one or more methods contained in the promotion mix. According to Buchari Alma in research (Mamonto et al., 2021), the marketing mix is a strategy that involves intervening in marketing activities, with the aim of finding the optimal combination that produces satisfactory results. Kotler and Armstrong (2016) explain that the marketing mix consists of four main elements that can be controlled by the company, namely product, price, place, and promotion. Marketing mix is a tool that can be controlled and used by business people to influence consumer responses in their market, including product, price, distribution, and promotion.

Promotion Strategy Indicator

Many strategies can be used to increase sales volume, one of which is the marketing mix. This study aims to determine whether the marketing strategy implemented using Influencers can increase the volume of visits or sales of its products. The following is the marketing

strategy according to Susilo and Setyanto in research (Hardini et al., 2023) with promotion (advertising):

- a. Sales Promotion
- b. Publication
- c. Personal Selling
- d. Digital Marketing
- e. Utilizing Influencers
- f. Market Orientation
- g. Competitive Advantage

Influencer Marketing

Technological developments have encouraged marketers to continue to evolve by launching marketing campaigns in the digital world (Nisrina, 2019). According to Hariyanti and Wirapraja (2018), an Influencer is an individual who is active on social media platforms and has a large follower base, who is able to influence others to take certain actions (Wardah & Albari, 2023). In the growing era of social media, many companies are interested in advertising on social media either through official channels or in direct contact with platform owners. However, there is now another phenomenon that has emerged, namely advertising on social media through Influencers. Influencer Marketing is a marketing strategy that utilizes influencers or reference groups on social media to influence consumers' attitudes, behaviors, and even purchasing decisions towards a product.

According to Carter (2016), influencer marketing is a rapidly growing industry with the aim of promoting products or increasing brand awareness through content uploaded by influential social media users. In this context, influencers are regarded as trustworthy individuals, and brands utilize the services of influencers to expand product reach and brand awareness through their large followings on online social networking platforms (Putra, 2024).

Influencers and Their Role in Sosial Media

According to Anjani & Irwansyah (2020), ommunication through social media today has changed views and provided opportunities for everyone to speak, give opinions, and create their own content. This makes Influencer marketers unique and different. Social media Influencer refers to a person's ability to share information with their followers on social media. People who become Influencers can come from various backgrounds such as celebrities, athletes, or professionals.

An "Influencer" is an individual who has a large following on social media and is paid by brands or products to promote their products to their followers through free use of products or services or cash payments for each promotion made. The goal is to influence followers to buy the product or use the service. Social media that are often used by Influencers include Instagram, Facebook, Snapchat, and YouTube. Influencers have the power to influence the purchasing decisions of others due to their authority, knowledge, position or relationship with their audience. It should be noted that Influencers are not only a simple marketing tool, but also a social relationship asset that can collaborate with companies to achieve marketing goals (Hardini et al., 2023).

Influencers are recognized by the number of followers they have on social media. Celebrity Influencer refers to someone who has influence due to their fame. Due to their popularity, these types of Influencers generally charge a high price for using their influence

on others. In addition, according to Ismail (2020) Influencers are divided based on their different number of followers, depending on the number of followers and their social status on social media, namely as follows :

a. Mega Influencer or celebrity Influencer

Mega Influencers generally consist of famous people such as celebrities, actresses, actors, athletes, or public figures. They promote the image of a brand or product through social media. Influencer marketing agencies that manage them have a very large number of followers (up to a million followers), but their engagement rate is relatively low (2% - 5%). While they provide high topical relevance, the relevance of the brands they promote tends to be low. In addition, while they are effective in creating brand impressions and awareness, they have the lowest ability to drive consumer behavior on behalf of the promoted brands (Mavrck, 2016).

b. Macro Influencer or Opinion Leader

The macro Influencer or opinion leader group consists of bloggers or journalists who have built a close relationship with their followers on social media. They have the ability to influence their followers' purchasing behavior through the promotion of goods on social media, with significant influence (Mavrck, 2016). One way to identify macro-Influencers is by their number of followers, which usually ranges from 100,000 to one million followers. Typically, macro-Influencers gain popularity through the internet itself, either through vlogging or by creating entertaining or inspiring content. When customers want to buy a new product that they have never known before, recommendations from opinion leaders can help reduce risk in purchasing (Hsu, Lin, and Chiang, 2015).

c. Micro Influencer

Micro-Influencers are individuals who have a follower count between 1,000 to 100,000. Micro-Influencers usually focus on a specific niche or area and are often considered industry experts or specialists in a particular topic. They are perceived as successful, talented, and interesting people with admiration, association, and aspirations. Micro Influencers have the ability to trigger consumer desires and can have a positive impact on attitudes and brand loyalty as they are able to pass on recommendations to their followers at scale. They are everyday consumers and have the ability to increase their followers' engagement in the range of 26%-60% (Mavrck, 2016).

d. *Nano Influencer*

Nano-Influencers are a relatively new type of Influencer. They tend to have a smaller number of followers compared to Micro-Influencers, which is less than 1,000 followers. Nano-Influencers are individuals who have influence within their community. Nano-Influencers, who are often in the early stages of their careers, generally have the strongest engagement levels of all Influencer categories as they have smaller audiences. They are more likely to accept unpaid partnerships to build their profile, and are often the ones who contact brands for partnerships (Campbell dan Farrell, 2021).

Research Method

The type of research used in this study is qualitative research using descriptive methods. Quoted from Rosanti et al. (2023), qualitative research is a research method rooted in positivism or interpretative philosophy. This method is used to examine natural object conditions, where the researcher acts as the main instrument. Data collection techniques are carried out through triangulation, which combines observation, interviews, and

documentation. The data obtained tends to be qualitative, and data analysis is carried out inductively or qualitatively. Qualitative research results aim to understand meaning, explore uniqueness, construct phenomena, and formulate hypotheses.

In this study, the subject used as a source of information is someone who knows the marketing of Kampong Teripang, namely the internal team, as well as outsiders such as guests, and influencers :

a. Informants

The informants in this study amounted to 5 (five) people, each of which consisted of representatives of the Coordinator of educo tourism, business development, Influencers, content creators and creative designer assistants, Guests. This is because those concerned are considered to be the ones who really know, understand and are still part of those who have participated in activities at PT Kampong Teripang. Then we dig up information related to the obstacles found at Kampong Teripang and get the results found at PT Kampong Teripang, namely promotional strategies, and the application of promotional strategies in using influencers.

Object of Research

The core of this problem is the object of this research, which is the object of research is PT Kampong Teripang.

b. Research Subject Sampling Techniques

According to Sugiyono (2017), sampling techniques can be divided into two main categories, namely Probability Sampling and Non Probability Sampling. Probability Sampling is a sampling technique in which each element in the population has an equal chance of being selected as part of the sample. On the other hand, Non Probability Sampling is a sampling method in which each element or member of the population does not have the same chance or opportunity to be selected as a sample (Fitria and Ariva 2019).

In this study, a Non Probability Sampling technique was used, specifically the Purposive Sampling technique. According to Sugiyono in Fitria and Ariva (2019), Purposive Sampling is a Non Probability Sampling technique in which the researcher selects members of the population based on his own considerations, with the aim of selecting those who are considered suitable to provide the information needed in the study.

In the initial stage of taking research subjects or information starting from Business development as the person in charge of marketing Kampong Teripang. Furthermore, business development directs researchers to the Kampong Teripang marketing team and determines the person who will be used as a subject/sample that meets the specifications in connection with the research to become the next informant for in-depth interviews.

After receiving approval from Kampong Teripang, researchers sought information from influencers who work with Kampong Teripang regarding the promotional strategies used by PT Kampong Teripang in Bintan. The researcher also collected information from guests to determine the impact of promotional strategies using influencers that have been implemented.

In this research, Kampong Teripang is developing innovations with promotional strategies through influencers. This strategy is expected to have an impact on brand awareness, trust, and an increase in the number of tourist visits to Kampong Teripang as a destination that offers experiences and educotourism.

c. Promotion Strategy Stage Using Influencers

1) Sales Promotion

PT Kampong Teripang conducts various campaigns such as flash sales, low pricing, offering various processed sea cucumber products, conducting events and collaborations, organizing giveaways, conducting MoUs with students / people who are interested in the experience offered by Kampong Teripang and always providing the best service to visitors. This strategy aims to attract potential buyers and increase the number of followers. However, the number of visits is still somewhat inconsistent with the marketing team's expectations. Then the marketing team innovates by utilizing and collaborating with influencers as people who have influence.

2) Publication

At this stage after the implementation of promotional strategies, Kampong Teripang publishes this useful information to attract the attention of local and foreign tourists. Publications, which include any activity or product design that attracts the attention of the audience, are used for this purpose. This publication is expected to attract potential tourists to come and visit Kampong Teripang. Publication methods usually used by Kampong Teripang include posting announcements on Instagram, disseminating information to various media and journalists and local communities, related to information on activities held by Kampong Teripang, experiences in Kampong Teripang and facilities such as school of fish, kelong melamun, co creative space, longdrip, factory, processed products and information about flash sales or, raffles, and others.

3) Personal Selling

ince personal selling is an important element that cannot be replaced by other promotional strategies, marketing managers need to manage, motivate, and train the communication skills of salespeople in their roles as salespeople.

4) Digital Marketing

The entire series of marketing activities, from posting, interaction, to transactions, are carried out through the social media platforms Instagram and tiktok. The process of disseminating information through media platforms is considered more fun, practical, and generates a faster turnaround compared to conventional sales. By using social media and publications as marketing tools, the main goal is to increase the number of profile visits, sales and build a more sustainable relationship with customers (customer relationship).

5) Utilize Influencers

When looking to expand their network, entrepreneurs can hire an Influencer on a nano-micro scale. Using a number of micro Influencers is considered more effective than relying on just one Influencer, especially for certain businesses. For example, for tourism businesses that operate to increase insights, utilizing young people who are enthusiastic about maintaining the ecosystem in accordance with Kampong Teripang's vision and mission as eduecotourism and have a minimum of one thousand followers can be an option. They can be invited to work together by offering small incentives, such as discounts or other attractive packages, to promote interesting videos on their personal accounts. It is important to choose influencers that are suitable for the products offered so that promotional efforts can run effectively. Thus, entrepreneurs can be more efficient in disseminating information about the product. Ensure that the

costs incurred to use the services of Influencers are proportional to the increase in turnover generated.

6) Orientasi Pasar

Market refers to a group of customers, clients, and partners who use the products of an organization or company, as well as its substitutes and competitors. Competitor orientation refers to a company's understanding of the strengths, weaknesses, long-term capabilities, and strategies of its competitors. This includes understanding whether competitors are using new technologies to retain existing customers. Companies that have competitor orientation are considered to have a directed strategy and understand how to obtain and disseminate information about competitors, respond to actions from competitors, and also how top management responds to competitor strategies (Febriatmoko et al., 2018).

7) Competitive Advantage

This stage includes the results of implementing an effective strategy that utilizes the various advantages of resources owned by Kampong Teripang. Like Kampong Teripang is a unique tour that offers experience and is the world's first seacucumber-based ecotourism organization and where we have related education about the sea cucumber itself and also about the marine ecosystem that is seagrass. So we tell the whole story of sea cucumbers and their ecosystems then we preserve the ecosystem from the start we make a seagrass warrior project a kind of social, conservation and funeral movement and also do seagrass planting and become the largest seagrass planting in Indonesia and for the tourism itself we integrate between edu, eco and how the tourism aspect is fulfilled with marine tourism and the tourism experience is to visit from upstream to see the sea cucumber to downstream to be able to feel the processed products from the sea cucumber itself.

d. Types and Sources of Data

1) Type of Data

The type of data used in this research is:

Descriptive qualitative data, namely data that describes reality descriptively through words, sentences, or descriptions.

2) Data Source

Data sources used in this study include:

a) Primary Data

According to Sugiyono in Fauzani & Dra. Nellyaningsih, (2019) primary data is a data source that directly provides data to data collectors. The data is collected by the researcher directly from the first source or where the research object is carried out. Primary data obtained from this research are the results of interviews using informants. Where researchers use the results of interviews obtained from informants regarding research topics as primary data.

b) Secondary Data

According to Sugiyono in Fauzani & Dra. Nellyaningsih (2019) secondary data is a data source that does not directly provide data to data collection, for example through other people or documents such as profiles, vision, mission and objectives of the company, organizational structure along with the duties of each section and company information.

e. Data Collection Techniques

The data collection techniques used by researchers on Kampong Teripang research are as follows:

1) Observation Method

According to Sugiyono (2016), observation technique is a method that involves direct or indirect observation of the object of research (Maarif et al., 2019). In this study, a moderate type of participant observation was used, in which the researcher tried to maintain a balance between involvement as a party directly involved and an outside observer. The researcher participated in some participatory observation activities, although not in all activities, by attending some activities held in Kampong Teripang which is the focus of the research. This approach was taken to gather comprehensive information through moderate participatory observation.

2) Interview Method

According to Kriyantono in Wardah and Albari research (2023), interviews are conversations between researchers (people seeking information) and informants (people who are considered to have important information about an object). Interviews can be used as a data collection technique, if the researcher will conduct a preliminary study to find various problems to be studied, but if the researcher wants to know things from various informants that are more in-depth. This research uses semi-structured interview techniques, this type of interview is freer in its implementation (Sugiyono, 2019). The purpose of using semi-structured interviews as a data collection method is to provide greater flexibility than structured interviews. This approach is designed to explore problems more flexibly, allowing informants to express their opinions and ideas freely.

3) Documentation

According to Sugiyono in Maarif et al., research (2019), documentation is a record of events that have occurred. Documents can be in the form of writings, such as diaries, life histories, stories, regulations or policies; images, such as photographs or sketches; and monumental works, such as works of art, films, or others. This documentation method is used to obtain data in the form of records and other documents related to the research problem. In this study, the documentation method focuses on the organizational structure, data obtained directly from the research location through the collection of goods, both in the form of written documents and digital photos/traces, as well as other relevant data related to the implementation of promotional strategies during the data collection process.

In the interviews conducted by researchers to Kampong Teripang, several questions were asked to find out the extent to which the marketing team of Kampong Teripang had considered the implementation of promotional strategies, the impact of implementing these strategies, the obstacles faced, and the efforts made to overcome these obstacles. In addition, these interviews were very useful as preliminary data supporting this research. During the research, we also dug deeper information to complete valid data. The results of our question and answer session are as follows :

Table 2
Question & Answer

No	Question	Answers
1.	How is the implementation of promotional strategies at PT Kampong Teripang?	The promotional strategy utilizing influencers has significantly increased the number of visits to Kampong Teripang. According to business development, this year's visits are the highest compared to the previous year, before the strategy was implemented. The strategy has also successfully increased revenue, number of visits, brand awareness, and brand trust. Kampong Teripang adopted this strategy because many people were unfamiliar with it, and the use of influencers was deemed the most suitable as they understood the market segmentation and digital strategy.
2.	What is the impact of the implementation of promotional strategies at PT Kampong Teripang?	Kampong Teripang is now widely recognized by local and international communities and tourists as the world's first sea cucumber-based edu ecotourism destination. The promotional strategy has invited many visits, MoUs for research, and student activities there. Kampong Teripang offers education, workshops, and processed sea cucumber products such as ice cream, soup, coffee, and joint pain medicine, which has increasingly attracted the attention of people who previously did not know or trust this place.
3.	What are the obstacles / barriers found in implementing promotional strategies at PT Kampong Teripang?	Clear and measurable research is required to implement the right promotional strategy. Kampong Teripang's marketing team emphasized the importance of having a backup plan (Plan B) in case the promotional strategy does not work, as small mistakes can have a significant impact on the company's outlook. Barriers faced include the location of Kampong Teripang, lack of knowledge about this place, exploitation of marine life, and distrust of the product. To overcome these issues, information delivery should be clear and content should be designed to be viral. This aims to increase information dissemination and respond to consumer feedback through comments, shares and viral content.
4.	What are the efforts made by PT Kampong Teripang in facing obstacles?	The first step was to hold an internal meeting to identify obstacles and barriers. Next, in-depth research is conducted to maximize the promotion strategy and evaluate whether the strategy is effective. This evaluation is usually done through comments, Q&A from influencer followers, and team feedback. Based on the evaluation results, the next step is to determine solutions and implement plan, do, actiont.

Result and Discussion

General Description of the Research Object

Kampong Teripang is located on Jl. Granat, Tlk. Bakau, Kec. Gunung Kijang, Bintan Regency, Riau Islands. PT Kampong Teripang is designated as the world's first sea cucumber-based ecological tourism which was opened and inaugurated in 2019 directly by

the Governor of Riau Islands Province. Kampong Teripang edu-ecotourism is the first sea cucumber-based edu-ecotourism in the world. As a tourism area development company, PT Kampong Teripang provides various facilities to support tourism activities for tourists. Kampong Teripang offers tourism destinations, industries/factories, Longdrip Cafe, Lamun Warrior, Melamun, school of fish and workshops. Uniquely, this is the first sea cucumber-based edu-ecotourism development in the world. As sea cucumbers have not been widely cultivated, Kampong Teripang contributes greatly to the economy and community, including creative economic development, employment opportunities, skills enhancement and socio-economic development. This uniqueness is an attraction for tourists, offering aspects that other tourist attractions do not have.

Vision and Mission

Kapong Teripang has a vision to be the first collagen-based eduecotourism tour of sea cucumbers in the world and is able to empower the surrounding community and provide experience to tourists to protect the environment. Then as for the vision is:

1. Developing tourism based on sea cucumber collagen in Bintan Island.
2. Producing processed sea cucumber products and their derivatives.
3. Running Edu, Eco, Experience based tourism in Kampong Teripang.

A business must have a clear departmental structure to emphasize rules or positions. With this structure, company operations will be easier. PT Kampong Teripang also has several departmental structures, as follows :

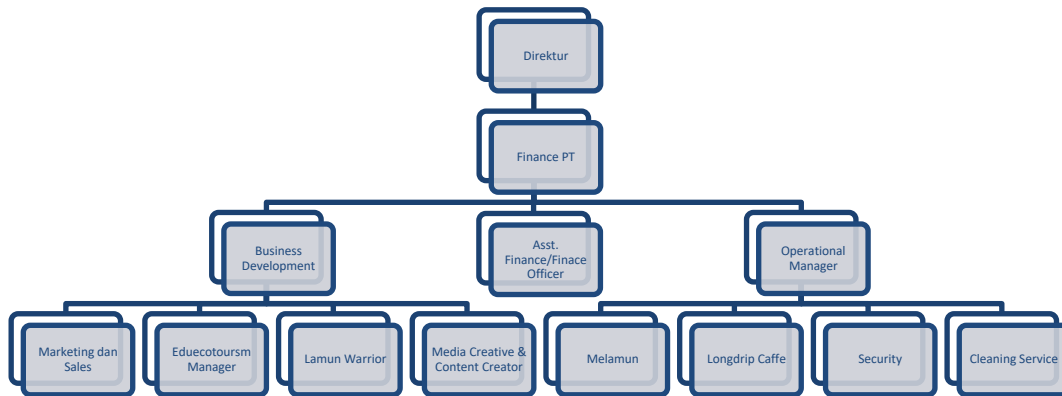


Figure 2
Organizational Structure of Kampong Teripang

Promotion Strategy

According to Nurjanah in Ichsan et al. research (2023), promotion strategy is a way to manage organizational communication initiatives, coordinate and integrate advertising, personal selling, sales promotion, interactive / internet marketing, and buyer relations and other parties that influence purchasing decisions.

According to the researcher's observation, the problem faced by PT Kampong Teripang is the number of tourist visits that have not met expectations, which is caused by the less than optimal implementation of promotional strategies. To overcome this problem, PT Kampong Teripang needs to organize management with the right promotional strategy in order to compete with other competitors. Some ways that can be done to increase visits include promotion through platforms such as Instagram, TikTok, Facebook, WhatsApp, as well as using e-WOM and WOM, and working with influencers to promote products and activities at PT Kampong Teripang.

From the observations and interviews we conducted at PT Kampong Teripang, we found that the promotional strategy using influencers has a positive effect on increasing brand awareness and brand trust, which then increases the number of visits. Kampong Teripang implements a promotional strategy using influencers to create brand awareness which is in accordance with the problems of Kampong Teripang as a new tourist attraction that is not widely known and the information available is still biased. The promotional strategy in using influencers is a new innovation implemented by Kampong Teripang as the most effective and efficient form of strategy to introduce Kampong Teripang and as for the results of a series of promotional strategies as follows :

Sales Promotion

Because Kampong Teripang is not yet widely known, various promotional strategies have been carried out, such as word of mouth, e-word of mouth, inviting stakeholders, conducting discount promos to buy one get one and attracting tourists with the facilities provided. However, the most effective promotional strategy in creating brand awareness is by working with influencers to create trust, this is due to the influence that these individuals have, as for the strategies developed with influencers such as creating interesting content, viral content, conducting QnA through digital media for promo information and informing about Kampong Teripang, then other promotional strategies can be seen in the picture below :

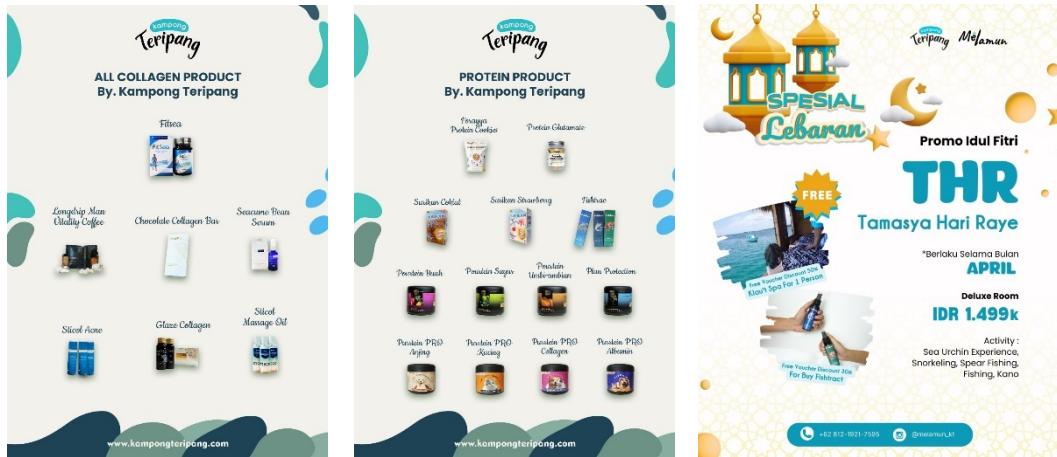


Figure 3 Sales Promotion

Publications

The role of publication as a promotional strategy is very important for every company, especially PT Kampong Teripang which is still less known. Publications serve as a medium to convey information about activities at Kampong Teripang and reach a wider audience to build a positive image. Publications are carried out through various channels such as disseminating information through journalists, Instagram, TikTok, and WhatsApp.

The publication that have been done to inform PT Kampong Teripang are as follow :

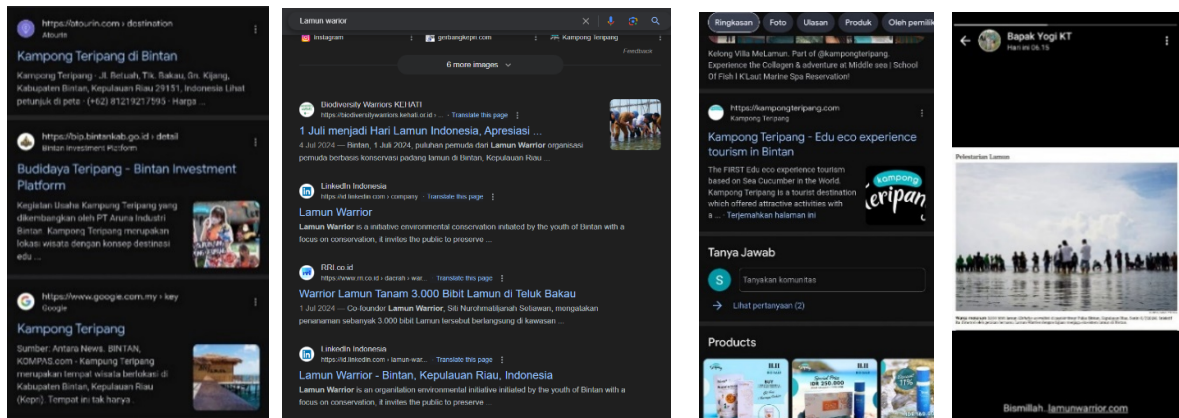


Figure 4 Publication

Personal Selling

Influencers perform a personal selling function for PT Kampong Teripang by utilizing the closeness and trust they have with their audience. They promote Kampong Teripang's products and services through authentic and personalized content, such as product reviews, personal experiences and recommendations. In this way, influencers are able to explain product benefits in detail, answer audience questions, and drive interest and purchase decisions. The personal selling function performed by influencers helps to create a closer relationship between brands and consumers, increase trust, and strengthen loyalty to the Kampong Teripang brand.

Digital Marketing

Kampong Teripang uses digital marketing strategies to reach a wider audience, utilizing the rapid development of technology. Digital marketing is an effective medium to spread information and make it easier for people to recognize Kampong Teripang. The use of social media before and after the implementation of digital marketing shows significant differences in reaching audiences and increasing awareness of Kampong Teripang.

Utilizi Influencers

A promotional strategy using influencers was chosen because influencers have the power to influence their audience's purchasing decisions through the relationships they have built and the trust they have. By utilizing influencers, Kampong Teripang can reach a wider audience effectively and authentically. Influencers are able to deliver promotions in the form of personalized content, such as product reviews, personal experiences and recommendations, which are more engaging and trusted than traditional advertising. This helps Kampong Teripang to build brand awareness and brand trust in a more efficient way. In addition, influencers can answer the audience's questions directly, which accelerates the decision-making process and drives interest and loyalty towards the brand. This strategy also allows Kampong Teripang to target specific market segments, according to the influencer's audience characteristics, making promotions more relevant and impactful.

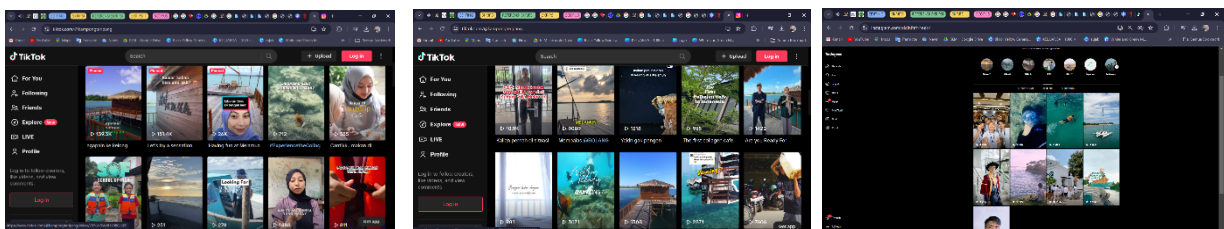


Figure 5
Publication Documentation With Influencer

Market Orientation

Using market orientation in a company is very important because it allows the company to better understand and fulfill customer needs and wants. With market orientation,

companies can focus on market research to identify trends, preferences, and consumer behavior. This helps in designing products and services that are more in line with market demands, as well as in developing more effective marketing strategies. Market orientation also enables companies to adapt to changes in the business environment and competition, so as to maintain a competitive advantage and improve customer satisfaction. With a strong focus on market needs, companies can increase customer loyalty, expand market share, and ultimately achieve long-term growth and success.

Competitive Advantage

PT Kampong Teripang uses a market orientation approach as this allows the company to better understand the needs and preferences of its target audience. By focusing on market orientation, Kampong Teripang can tailor products, services, and marketing strategies according to consumer desires and behavior. This approach assists the company in creating offerings that are more relevant and appealing to the target market, thereby increasing customer satisfaction and sales potential. In addition, market orientation allows Kampong Teripang to be more responsive to changing consumer trends and needs, maintain competitiveness, and strengthen the brand's position in the market.

Furthermore, after implementing the right promotional strategy using influencers, it can be seen that the implementation of promotional strategies using influencers is an effective choice to offer Kampong Teripang tourism and help brand awareness. The promotional strategy aims to create brand awareness and help the process for people to recognize and visit Kampong Teripang.

Then as for the impact of implementing a promotional strategy using influencers at PT Kampong Teripang is the number of interactions through digital media increases such as, the number of likes, comments, shares, visits, and product purchases. From the results of implementing a promotional strategy with influencers, there are many visits because they believe in the information conveyed by influencers.

The obstacles faced in implementing this strategy are finding the right influencers, according to the vision and mission of Kampong Teripang as an experience tour that offers educotorism, namely influencers who care about the environment. This is expected to deliver information more naturally and reach the target. Another obstacle is creating interesting content and ensuring that it must be viral (fyp) and there are still people who have the perspective that Kampong Teripang exploits marine life.

Therefore, the effort made by Kampong Teripang in facing obstacles is to create a strategy by utilizing influencers as people who can be trusted and are able to provide clear information so that there is no miscommunication.

Conclusion

After the interviews and research above, it can be concluded that:

1. Based on the research we have researched, promotional strategies are needed by every company to increase brand awareness and trust. Therefore, the implementation of

using influencers is the most effective promotional strategy because it has a significant impact on brand awareness and trust.

2. In order for the influencer utilization strategy to reach the target audience, appropriate steps are needed such as influencer selection, digital utilization, and creation of interesting and informative content.
3. Apart from being tourism, Kampong Teripang has a uniqueness that does not exist in other tourism, namely they offer experience and education, where this tourism provides experience and education to visitors.
4. Then Kampong Teripang has several other advantages such as they provide space to hold workshops, seminars, school of fish, as well as longdrip coffee, factories, kelong melamun and so on. This is a facility found at PT Kampong Teripang.
5. With the implementation of a promotional strategy in the use of influencers to create brand awareness and increase the number of visit insights and activities available at PT Kampong Teripang.

The suggestions that we would like to give to Kampong Teripang are as follows :

1. Educational and Engaging Content, Content delivered by influencers should be informative and creative, highlighting the importance of environmental conservation and the uniqueness of Kampong Teripang, as well as engaging audiences interactively.
2. Collaboration with Local Communities, Involving local communities in the promotion and operation of Kampong Teripang to strengthen positive image and expand promotional reach.
3. Improved Campaign Monitoring and Analysis, Using analytics tools to track influencer campaign performance and audience response to adjust promotional strategies accordingly.
4. Issue and Reputation Management, Proactively addressing negative issues and misinformation with transparency campaigns on conservation and sustainability practices.
5. Digital Platform Diversification, Expanding promotional reach to other digital platforms such as YouTube or travel blogs to reach a wider and more diverse audience.

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