



**ENGLISH PROMOTION ON INSTAGRAM TO PROMOTE SERULINGMAS
BANJARNEGARA INTERACTIVE ZOO**

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Abstract

The purposes of this study is to make English promotion content on Instagram account @serulingmas_zoo, to know the problem and to overcome the problems in making English promotion content on Serulingmas Banjarnegara Interactive Zoo's official Instagram account. The data was collected through direct practice method, observation method, documentation method and interview method. There were five contents uploaded on Instagram, three photos in the feed, one video in the feed and one Insta story which includes bilingual promotion content. Several obstacles found in the making English promotion on Instagram such as writing short captions that include all the information needed, choosing the diction and writing bilingual captions. However, there are also solutions to overcome those problems such as writing effective sentences, looking for references and using conversational sentences. The engagement of English promotion on Instagram increased. It can be seen from the increasing number of likes in the posts.

Keywords: *English Promotion, Instagram, Serulingmas*

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Background

2020 was a difficult year for the world due to the pandemic COVID-19. To stop the spreading of the virus the government conducts a social distancing regulation that makes people to stay at home and unable to travel as usual. Many tourism industries suffered losses and even had to close their businesses because there were no visitors. People cannot travel as they used to, they are just filling the need to freshen up themselves through the internet.

Nowadays, people are trying hard to regain their economy that had once occurred weak, as what Serulingmas Banjarnegara Interactive Zoo's marketing staff has done, as the main factors in the implementation of promotion at the Serulingmas, they continue to increase promotional activities through social media such as Website, Facebook, TikTok, YouTube and held many events to attract tourists back. The Serulingmas marketing team maintains the @serulingmas_zoo account, which has more than 7.300 followers and it makes Instagram be one of the most visited promotional media at the Serulingmas.

Instagram is one of the ideal promotion media, according to Napoleon Cat in January until May 2020, the number of Instagram users in Indonesia reached 69.270.000 users Imam (2020). According to Sholihah (2018:33-36) Instagram provides free features for convenience in uploading content, such as photos and videos on Instagram feed, caption, comment, hastag, like, explore, Instagram story, IG live, direct message, story archive, Instagram saved post and geotagging.

Even though they made a good promotion, unfortunately they only provide information in Bahasa Indonesia. However, it will be better if the promotional information is available bilingual (in English and Bahasa Indonesia), that can make the international tourists know and understand about the promotional information to gain the international visitors to come. Therefore, this study means to make English promotion content on Serulingmas Banjarnegara Interactive Zoo's Instagram account and to know the problem and solution in making English promotions on @serulingmas_zoo's Instagram account.

Method

The writer used some methods to collect the data, there were:

Direct practice

The data was collected through a direct practice method. It conducted a direct practice on the Serulingmas marketing team for a month, starting from 10 February 2021 until 9 March 2021. The writer had a job to make content on Serulingmas Banjarnegara Interactive Zoo's official Instagram feed and Insta story, starting from taking the documents of picture and video, making a caption and uploading the draft by herself. In carrying out the job, Mrs. Nur Rohmah taught the writer as the company supervisor as the marketing staff and also the admin on the @serulingmas_zoo account.

Observation

Observation is the method to find out the information about the research through direct observation between the researcher with the thing or the people related to the research. According to Raco (2010:112) observation is one of the ways to collect the data directly from the field. Nugrahaini (2014:132) explained observation is gathering and keeping the data about everything the writer's heard and seen about the activity and the interaction about the research. Sutrisno Hadi in Sugiyono (2013:145) said the observation method is the arranged biological and psychological complex process that has two main important processes, there are observation and memory. The writer directly watched, observed, and collected data about the promotional activity on Instagram Serulingmas Banjarnegara Interactive Zoo by the marketing division and made content for their Instagram.

Interview

The interview is the technique to add the information that the writer did not get from the previous method. By doing a dialog with the respondents related to the research. The interview focuses on finding the problem or deeper thing from the respondents in a small group, Sugiyono (2013:137).Raco (2010:119) explained that the interview technique has an open-ended question in a structured but flexible way. The place to do an interview determined between the researcher and the respondent before, it must be in a quiet, safe and comfortable place.

The Interview method used by interviewing two marketing staff at the Serulingmas Banjarnegara Interactive Zoo, they were Ms. Habibah Alfiani as the head of marketing and Ms. Nur Rohmah as the marketing staff. Both are the admin on the @serulingmas_zoo account. The writer asked the staff about the implementation of Instagram on promoting the Serulingmas Banjarnegara Interactive Zoo through the interview procedure there and found out that Instagram has an important role for the marketing staff for their promotional activities and help to gain the visitors to come.

Documentation

According to Siyoto & Sodik (2015:66) documentation is the method of collecting data and finding the variable or the things in the form of a note, transcript, book, newspaper, magazine, inscription, alert, extension, agenda, etc. The writer collected the documents in the form of text, pictures, screenshots, audio and video recordings in the process of making the English promotion content.

Findings

Serulingmas Banjarnegara Interactive Zoo is located at 35 Selamanik street, Kutabanjarnegara, Banjarnegara, Central Java. Serulingmas has 47 groups of animals which are placed into several parts, the first is 20 aves groups, then 20 mammal groups and the last is 7 reptile groups, tourists can interact with several animals such as direct interaction with deer, crested cockatoo and python snake. Serulingmas also has outbound rides such as a jeep adventure, two swimming pools, mini train, mini electric train, mini helicopter, flying bike, mini flying fox, playground, rabbit house, trampoline, balloon castle, and other spots like a food court, 3D cinema, the main stage for held an event and the Ki Ageng Selomanik cemetery. The facilities like an information center, gazebo, parking area, lawn, toilets, mosque and changing room.

The ticket price started from Rp. 8.000 until Rp. 35.000. It is valid for the height over 80 cm. The offered price is included for the pool. Serulingmas also sells presale tickets since the beginning of pandemic, the ticket price becomes Rp. 10.000. There is also another offered price which is Rp. 10.000 for Sunday morning.

Serulingmas regulated to the local regulation the 2017 Number 5 about the establishment of Perusahaan Umum Daerah Taman Rekreasi Margasatwa Serulingmas Kabupaten Banjarnegara and made changes in management structure led by Mr. Lulut Yekti Adi.

English Promotion on Instagram

After discussion, the writer decided to make five posts. There were bilingual English-Bahasa Indonesia promotions on Instagram feed for four posts and Insta story for one post. There were steps used to making the content such as took the documentation, discussed about the content to be uploaded, made the draft, consulted to the company supervisor and uploaded the draft. These were final drafts that had beenuploaded on the Serulingmas Zoo's official Instagram:

Instagram post 1

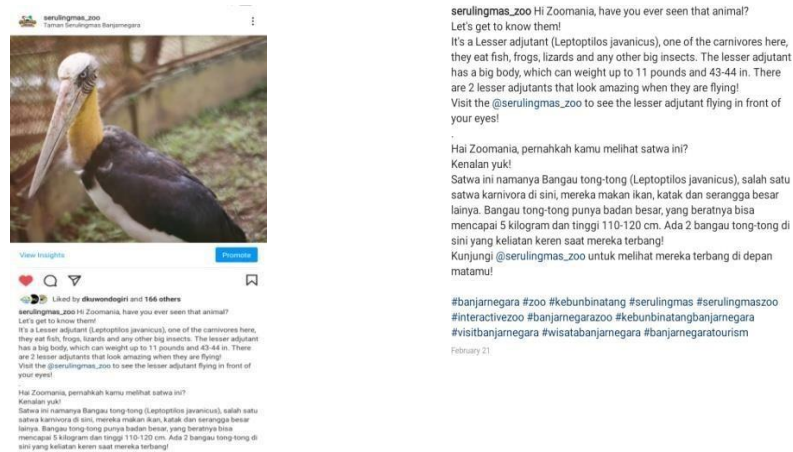


Figure 1. Instagram post 1

This post was uploaded on February 21, 2021, and got 167 likes. This post got 100 likes more than the previous post that used only Bahasa Indonesia on the caption (on July 18, 2021). Bilingual English and Bahasa Indonesia used for the caption and wrote three points that are usually used by @serulingmas_zoo, there are greeting, information and persuasive sentences. Each hashtag related to the post to make the user easier find the post by searching topics on the search page.

1. Instagram post 2



Figure 2. Instagram post 2

From the post above, posted February 24, 2021, which got 1,228 viewers, 84 likes and 1 comment (on July 18, 2021) and it got 95% better than recet post. The writer made a one minute video about the deer feeding activity and the deer's real situation with the back sound jingle serulingmas zoo, tagged some influential accounts and added a lot of hastags related to the content. Bilingual English and Bahasa Indonesia used for the caption and wrote three points that are usually used by @serulingmas_zoo, there are greeting, information and persuasive sentences.

2. Instagram post 3



Figure 3. Instagram post 3

From the post above that was uploaded on March 1, 2021 which got 220 likes, and 2 comments. This post got 109 likes more than the previous post which used just only Bahasa Indonesia on the caption (on July 18, 2021), and got 80% better than the previous post. The writer made the short caption with the number of 37 words, and 239 characters in English, and 36 words and 280 characters in Bahasa Indonesia to make the caption simpler to make it easy for the reader to get the point but still get all the information. The hashtags for the international target and also the local target.

3. Instagram post 4

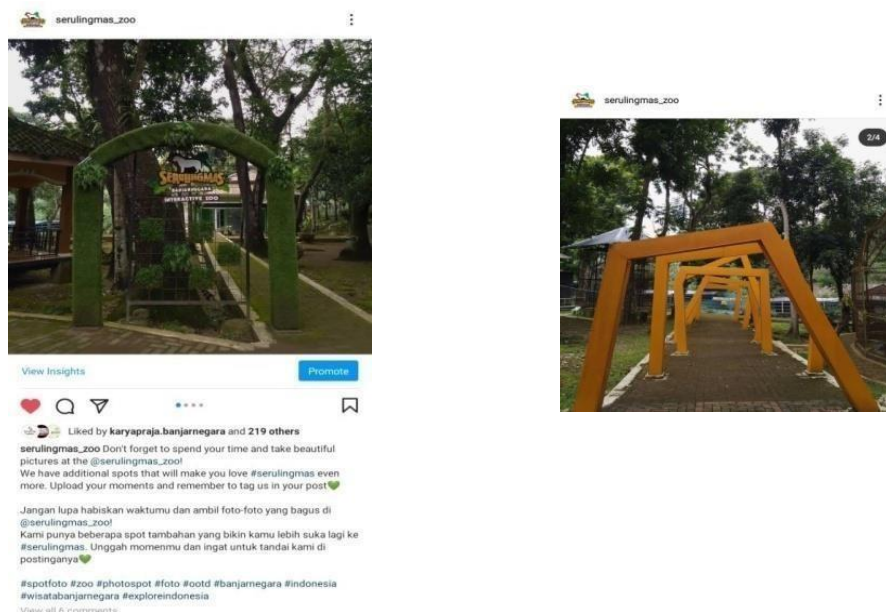




Figure 4. Instagram post 4

Four photos in different spots that was used in every slide to show the reader about the referenced place to take a picture. The writer used the same front angle to clarify those photos, and to make the reader imagine the placement before taking a photo.

In order to deliver the information, bilingual captions with conversational language was used to communicate with the reader indirectly just by reading the caption. Adding 10 popular hashtags that was related to the photo, and caption to the target markets.

4. Instagram post 5



Figure 5. Instagram post 5

The post above was uploaded on Insta story on March 2, 2021, and got 312 views in 24 hours. Simple background used with the colour matched to the forward post in the middle of the post. The font used white, and black colour to defined the English, and Bahasa Indonesia promotion.

Information in the post was about the presale ticket. The writer used simple promotion vocabulary like come, purchasing, buy, and looking forward to seeing you. The factual information about the pandemic crisis was also added as the awareness about the condition of the animals, and closed by the information about the contact person to buy the ticket.

Problem and Solution

During the job training there were some problems while making the English promotion. First, struggle to writing a short caption that included all the information needed. The writer had to mention animal characteristics shortly. Second, hesitant to choosing the diction of the sentence. It was hard to choose the word or sentence to make the caption showed attractive.

Lastly, the writer found a matter to translating the source language to the target language for the bilingual caption, it was hard to translate the sentence that seemed not to be weird to read.

Some solutions found to overcome the problem. In order to make the short caption with all the information needed, it was important to focused on the main information, and made an effective sentence. Read, and learnt about the tourism text helped to get the right diction and try to make the sentence look attractive but still focus on the promotion itself. The writer found journals related to the matter, and looked on the Instagram accounts related such as @balizoo, and @australiazoo. To make the translation of the caption seemed not awkward, the writer tried to use the conversation sentence to make the sentence feel alive just by reading it, and chose the familiar or simple word to make the reader easy to understand about the promotion.

Conclusion

According to the job training that the writer had finished, it can be inferred that before making the caption about English promotion on Instagram need to prepare some matters. First, to know about the material to be uploaded, prepare the photo or video to be uploaded in good quality with the right angle, good color composition, and actual. Second, the writer must be selective to make a caption, to choose the word, and the sentence so it seemed not awkward or weird. According to the staff, to make a caption in @serulingmas_zoo they used to make a caption concluded three main points. First, an introduction or opening such as “Hi Zoomania!” To greet the reader, next is the information about the content, and the promotion. Last is the persuasive sentence such as “let’s come to Serulingmas!” or the sentence that will make people leave a comment such as “Do you know how many A animal here?”. Lastly, don’t forget to add the hashtags if the promotional information is uploaded in the Instagram feed. Bilingual caption expected to promote not only the local market but also the international market. The writer hopes that the English promotion can let the international tourist know if Banjarnegara has Serulingmas Zoo, and it could be more popular among the other tourist attractions in Banjarnegara. There were some problems in writing a content when make a caption such as to choose the diction, to translate the sentence well and make the short caption. The writer found out the solutions like made an effective sentence, read and learnt about the tourism text, journals and Instagram accounts related s to the matter and try to make the sentence look attractive but still focus on the promotion itself also used the conversation sentence and chose the familiar or simple word to make the reader easy to understand about the promotion.

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