

# The Use of English Promotional Video of Elotel Purwokerto for Instagram

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## KEYWORDS

## ABSTRACT

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This article discusses the role of hotel promotion through digital platforms, focusing on the case of Elotel Purwokerto, a newly established hotel in Purwokerto, Indonesia. As tourism in Purwokerto continues to grow, the hotel industry must adapt and innovate in its promotional strategies to remain competitive. One effective approach is through digital marketing, especially via social media platforms such as Instagram, TikTok, and others. Despite its presence on social media, Elotel Purwokerto has yet to fully utilize video promotion to introduce its facilities, room types, and restaurant services. This study aims to explore the creation of a promotional video to enhance the hotel's digital presence. The research employed qualitative methods including direct observation, documentation, interviews with hotel staff, and hands-on practice in video production. The outcome of the study highlights the importance of strategic social media engagement and the potential benefits of professionally managed promotional content for hotel branding and customer engagement.

Keywords: Promotion, Elotel Purwokerto, Video

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## Introduction

Hotels as a means of public accommodation are very helpful for travelers who travel with the accommodation services provided by hotels. The relationship between the hotel and tourism industry is closely related. Currently, there are many tourist attractions in Purwokerto that are frequently visited by tourists, and therefore there are also many hotels in Purwokerto that are frequently visited. There are many types of hotels in Purwokerto, some of them are 1-stars hotel to 4-stars hotels. Various types of hotels in Purwokerto from 1-star hotels to 4-star hotels, have their own way of promoting their hotel.

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Promotion is one of the marketing strategies. Promotion can be presented through magazines, television, digital brochures or video promotions. Digital marketing or "Online Marketing" is a form of advertising that uses the Internet and digital technologies to communicate with customers. Nowadays, there are many ways to advertise, one of which is making video promotions. Video promotion is a marketing or advertising video created to promote a company, product or service to a target audience in order to optimize results. Video promotion can be uploaded to the internet and more specifically to social media. Social media is a digital platform that allows users to communicate with each other or share content in the form of photos or videos, and is a digital platform that provides opportunities for campaigns and other social activities for users. Nowadays people are active on social media and search a lot of information from social media such as Instagram, TikTok, Twitter and others (Hudson & Thal, 2013).

Elsotel Purwokerto is one of the new hotels in Purwokerto. Elsotel Purwokerto was established in 2020. As a new hotel in Purwokerto, Elsotel Purwokerto is active in promoting on social media such as various events held at Elsotel Purwokerto or discount vouchers at Asarasa Coffee & Eatery. Elsotel Purwokerto has never made a promotional video that specifically introduces Elsotel Purwokerto, such as room types, facilities or the restaurant. Elsotel Purwokerto also still has to add people to handle their social media professionally.

## **Method**

There are several methods that the writer used. They are observation, documentation, interview and hands on practice.

### *Observation*

Observation, as a qualitative research method, involves systematically watching and recording behaviors, events, or activities in their natural context without interference or manipulation by the researcher. According to Arikunto (2010), observation is a purposeful and conscious activity of studying a subject or object in its environment, focusing on specific aspects of that object or activity to draw conclusions based on the data collected. In this study, the observation method was used to gather detailed, first-hand information about the promotional activities at Elsotel Purwokerto, particularly focusing on the real-world implementation of promotional strategies and customer engagement with those promotions. In this method, the writer made direct observations at the Elsotel Purwokerto and several locations of the Elsotel Purwokerto that used to make promotional video materials.

### *Documentation*

Documentation, as defined by Basuki (2006), is the process of collecting, organizing, and managing a variety of literary documents that record human activities and serve as valuable material for reports or research purposes. In research, documentation plays a crucial role in preserving and cataloging information that can later be analyzed or presented in various forms. This method typically includes written texts, photographs, videos, and other types of media that help document the activities, processes, and outcomes related to a study.

In this particular study, documentation was an essential method for collecting visual and textual data related to the promotional strategies at Elotel Purwokerto. By employing documentation, the researcher was able to capture and preserve images and video footage from different areas of the hotel to support the creation of a promotional video. These materials served as the basis for visual content, showcasing the hotel's offerings, including its restaurant, hotel facilities, various room types, and other key locations within the property. In this method, the writer took video documentation in several places at the Elotel Purwokerto such as restaurants, hotel facilities, room types or locations, to include in the promotional video material prepared.

### *Interview*

Interviews are one of the most promising ways of collecting qualitative data through establishment of a communication between researcher and the interviewee (Taherdoost, 2022). In general, interviews are part of a 12 qualitative research method in which information is collected between the interviewer and the interviewee through a question-and-answer technique. By this method the writer conducted interviews with HRD from Elotel Purwokerto to obtain information and data for job training.

### *Hands on Practice*

Hands-on practice is a common term in science learning. Direct practice is an educational experience that involves a person actively in manipulating objects to increase knowledge or experience. Meinhard (Haury & Rillero, 1994) suggests that direct practical activities are activities using objects, in the form of living and inanimate objects, which are available directly for report (Haury & Rillero, 1994). By this method, the writer did hands on practice to made a video promotion for Elotel Purwokerto on Instagram platform.

## **Results**

In this section, the writer explained all the steps that have been taken when

creating English video promotion. The result process consists of three stages. They are pre- production stages, production and post-production stages.

## **Pre – Production**

Pre-production is the preparatory stage before the production stage. In the pre-production there are several stages namely determining idea, time schedule, script writing and talent and crew preparation.

### **a. Determining idea:**

In the pre-production stage, the writer made a video concept. The concept of the video was that the writer made five promotional videos. The first video explained about the location of Elsotel Purwokerto, lobby ambience, and available parking areas at Elsotel Purwokerto and people know the location of Elsotel Purwokerto and how the lobby ambience and parking spaces were available. The second video explained information about a restaurant from Elsotel Purwokerto called "Asarasa Coffee & Eatery". Consisting the information for indoor and outdoor ambience and people know that in the Elsotel Purwokerto there is a restaurant or coffee shop that is open for public and has a comfortable ambience. The third video, the writer made a promotional video with the "Wes Anderson" trend which explains and shows someone's experience staying at Elsotel Purwokerto. The fourth video is that the writer made a video explaining all the room types in Elsotel Purwokerto. The fifth video is that the writer made a video explaining the facilities available at Elsotel Purwokerto such as four types of meeting rooms and a fitness center . The writer becomes a model in several parts of the video.

### **a. Time schedule:**

In making this promotional video, there was a time schedule for script writing, video shoot, voice recording and video editing.

- 1) Script writing (include revision) : May 1 – May 2, 2023
- 2) Video shoot : May 3 – May 6, 2023
- 3) Voice recording : May 8, 2023
- 4) Video editing : May 9 – May 12, 2023

## b. Script writing:

The script writing was carried out on May 1 – May 2, 2023. In writing the script the writer considered several things such as the parts the writer wanted to appear in the promotional video:

First Video Script
<i>“Elsotel purwokerto is located in front of Sport Arena Satria Purwokerto. Elsotel Purwokerto has a large and convenient parking area. Elsotel Purwokerto has a modern, stylish and authentic interior that makes visitors feel comfortable. Lets come and enjoy your vacation at Elsotel Purwokerto!! ”</i>

Table 1. First Video Script

In the first video the writer explained that Elsotel Purwokerto is located in front of the Sport Arena Satria Purwokerto. Explained that Elsotel Purwokerto has a large parking area. In addition, it was also explained that Elsotel Purwokerto has a modern, stylish and authentic interior that will make guests feel comfortable.

Second Video Script
<i>“Asarasa Coffee &amp; Eatery, Asarasa Coffee &amp; Eatery provides a wide variety of dishes from Indonesian to international cuisine. Processed from the hands of an experienced chef, that guarantee the deliciousness of the food. A comfortable place to visit with your family, your friends or your partner. Let’s come and enjoy the food at Asarasa Coffee &amp; Eatery!! ”</i>

Table 2. Second Video Script

In the second video, the writer explained about a restaurant at Elsotel Purwokerto called "Asarasa Coffee and Eatery". Asarasa Coffee and eatery provides food from Indonesia to international food. Explaining that asarasa coffee and eatery has very comfortable indoor and outdoor rooms. Asarasa Coffee and Eatery which is suitable for visited with friends, family or partners. Asarasa Coffee and Eatery is open for the public.

Third Video Script
<p><i>“Elsotel Purwokerto built 5 different types of room to make you comfortable and feels at home. The first one is standard room. The second one is the superior room, The third one is a deluxe room, The fourth one is a suite room, And the last one is the family suite room “</i></p>

Table 3. Third Video Script

In the third video, the writer explained what types of rooms are available at Elsotel Purwokerto such as "Standard Rooms", "Deluxe Rooms", "Superior Rooms", "Suite Rooms" and "Family Suite Rooms". the writer showed one by one how the ambience is in each type of room.

Fourth Video Script
<p><i>“ The first one is the Fitness Center, The cozy ambience will make you feel comfortable while exercising. Elsotel Fitness Center operates from 6 am to 8 pm. The second facility is a meeting room. The first one is Sua Room, The second one is Temu Room, The third one is Sapa Room, and the last one is Jumpa room.</i></p>

Table 4. Fourth Video Script

In the fourth video, the writer explained what facilities are available at Elsotel Purwokerto such as the fitness center and four types of meeting rooms (Sua Room, Sapa Room, Jumpa Room, Temu Room). The writer explained one by one and how the ambience is in each room.

#### d. Talent and crew preparation

In making this promotional video, the writer prepared a videographer. The writer also becomes a model in several parts of the video and there is security at the beginning of the opening. Apart from that, the equipment used is a DSLR camera and lighting

## **Production**

The production stage is the stage of the video shoot. The process of the video shoot was carried out for four days, from May 3 – 6, 2023. On the first day, the writer and videographer had a little bit discussion. After that, the first place was Asarasa coffee & eatery, starting with the shooting process in the indoor section and some food, then continued with the shooting process in the outdoor section of Asarasa coffee & eatery. After the asarasa coffee & eatery section is finished, continued the shooting process in the lobby area to get a good and comfortable ambience when you first enter the hotel.

On the second day, the writer and videographer carried out the shooting process at the available facilities, such as a fitness center and meeting room. Starting from the shooting process at the fitness center with complete fitness 20 equipment and then continued the shooting process in four types of meeting rooms, namely "Sua Room", "Jumpa Room", "Temu Room" and "Sapa Room". The first ones to be shot were "Sua Room" and "Jumpa Room", at that time "Temu Room" and "Sapa Room" were being used for the event, so the writer and videographer continued the shooting process in the meeting room section on day three.


On the third day, the writer and videographer did the shooting process starting from the parking area and outdoor lobby. After that it was continued to do the shooting process in the meeting room where there was an event yesterday namely "Temu Room" and "Sapa Room". On the last day the writer and videographer did the shooting process in the five types of rooms available at Elsotel Purwokerto. Starting from "Superior Room", "Standard Room", "Suite Room", "Deluxe Room" and the biggest one is "Family Suite Room".

## **Post-production**

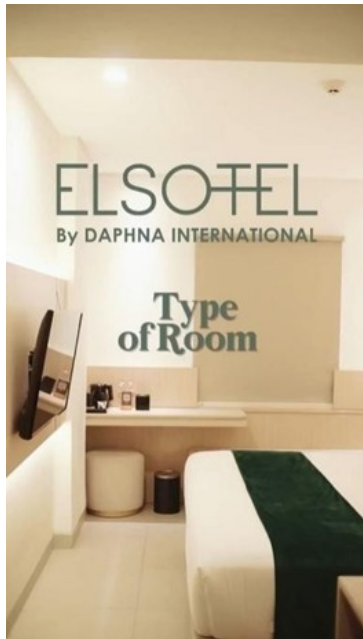
Post Production is the stage of finishing. At this stage, the editing process occurs. The editing process was carried out from May 8 – 12, 2023. On May 8, the writer did voice recording for voice over and the writer gave the results of the voice over to Dimas to proceed to the editing process. The editing process was carried out from May 9 to 12 by Dimas as a videographer and editor. In several video editing processes the writer participates in the editing process via Google Meet with Dimas. After several videos have been made, the writer submitted the video to the general manager for revision. There were several videos that had to be revised. The general manager said that the five videos were too bright and there was an error in the font and color of the "Elsotel Purwokerto" logo. After being given a revision, the writer carries out the editing process again. After the writer made the revision, the writer submitted it back to the general manager and she approved it.

After the video has been approved by the General Manager, the writer

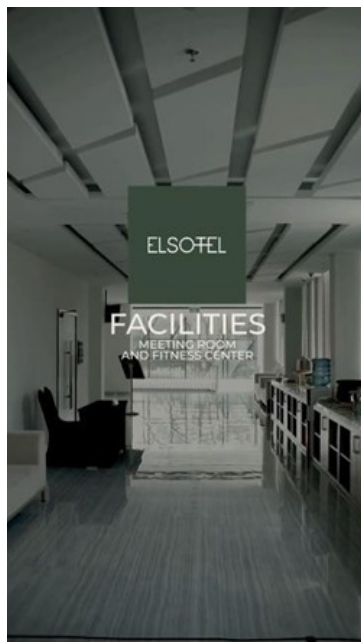
submitted the video to Mrs. Septi Mariasari as Supervisor 1 and Mrs. Indah Puspitasari as Supervisor 2. Mrs. Septi Mariasari said a credit title must be added at the end of the video, and Mrs. Indah Puspitasari said to add English subtitles in every video. The writer made the credit title at the end of the video to make it smoother and the writer made subtitles in English. After the writer has revised the video, the writer resubmitted the revised video to the Mrs. Septi and Mrs. Indah, and after submitting the video, the video has been approved by the Supervisor. After being approved by the general manager and supervisor, the writer posted five promotional videos that had been made to Elotel Purwokerto Instagram social media.

Videos	Script
	<p>“</p> <p><i>“ Elotel purwokerto is located in front of GOR Satria Purwokerto. Elotel Purwokerto has a large and convenient parking area. Elotel Purwokerto has a modern, stylish and authentic interior that makes visitors feel comfortable. Lets come and enjoy your vacation at Elotel Purwokerto!!</i></p>





*“Elsotel Purwokerto built 5 different types of room to make you comfortable and feels at home. The first one is standard room, The second one is the superior room, The third one is a deluxe room, The fourth one is a suite room, And the last one is the family suite room “*



*“The first is the Fitness Center, The cozy ambiance will make you feel comfortable while exercising. Elsotel Fitness Center operates from 6 am to 8 pm. The second facility is a meeting room. The first one is Sua Room, The second one is Temu Room, The third one is Sapa Room, And the last one is Jumpa Room “*



	<p>No Script</p>
	<p><i>“AsarasaCoffee &amp; Eatery,Asarasa Coffee &amp; Eatery providesa wide variety of dishes from Indonesian to international cuisine.Processed from the hands of an experienced chefs,that guarantee the deliciousness of the food. A comfortable place to visit with your family, your friends or your partner. Let’s come and enjoy the food at Asarasa Coffee &amp; Eatery!! ”</i></p>

Table 5. Video and Script

## Discussion

### Handling Social Media

Social media is a public space, and how people act online can impact their personal and professional lives. It's important to engage respectfully, avoid harmful comments, and report any abusive behavior. Before posting anything, users should consider the potential consequences and whether the content might be offensive or misleading. Fact-checking information, respecting others' privacy, and maintaining a positive digital footprint are all part of responsible social media handling.

Social media is also the term often used to refer to new forms of media that involve interactive participation. Often the development of media is divided into two different ages, the broadcast age and the interactive age (Manning, 2014). Handling social media responsibly starts with being mindful of how it's used. Social media platforms can be powerful tools for communication, networking, and information sharing, but they also come with risks like misinformation, cyberbullying, and overexposure. To navigate this space wisely, users should set boundaries for screen time, curate their feeds to include positive and reliable sources, and think critically about the content they consume and share. Being aware of privacy settings and protecting personal information is also essential to maintain a safe online presence. Managing social media is representing the presence of a business on social media and giving the audience an impression of a brand or company. By handling social media, it makes the audience return to visiting social media accounts to view the content in them (Van-Dam, 2022). Social media handling involves managing an organization's social media presence, which includes creating and publishing content and responding to comments and messages. In order to manage the social media, there are three tasks that the writer had already done:

#### 1. Creating Content

The writer helped to do documentation for content on Instagram Elotel Purwokerto at every event held at Elotel Purwokerto, such as Birthday Events, Dinner Events, Romantic Dinners or Company Events.



### 1. Post Video Content on Instagram

The writer submitted the video results to an editor from Elsotel Purwokerto named Alvin to be edited with the template from Elsotel Purwokerto. And after that the video results were posted to the Instagram story account from Elsotel Purwokerto.

### 2. Sales Calls

The writer carries out sales calls with the sales and marketing team once a week. Sales call to distribute brochures from Elsotel Purwokerto to several faculties at Jenderal Soedirman University such as Faculty of Economics and Business, Faculty of Humanities, and Faculty of Medicine. The writer helped to do the documentation during sales calls process.

### *The Obstacles and Solution in Creating English Video Promotion*

In this section, the writer explained the obstacles that were faced during job training and in creating English video promotion. The first obstacles were misscommunication. There was a misscommunication between HRD and the sales marketing team at Elsotel Purwokerto and the concept of the writer's video had to be changed as it was not as planned or prepared at the beginning. The solution was, the writer revised the concept of video and changed the 29 media. The writer provided guidance regarding concept changes to the two supervisors.

The second obstacle was the unfriendly weather. There were several

outdoor shoots which had to be postponed for up to two days. One of which was when the writer wanted to shoot an outdoor parking area and take a video of the Elotel Purwokerto building from across the street. The solution was that the writer looked for another day to take the video for the outdoor part and the writer could get a good video spot.

The third obstacle was crowded people. On the day of the video shoot, the hotel had an event for a whole week, and the meeting rooms were always full of people who had events and cannot shoot videos. The solution was, the writer has to wait until the event is over or video shooting is held the next day before the event in the meeting room starts.

## **Conclusions**

Based on the results of the explanation described in the previous chapter, the writer can conclude that the writer helped manage Elotel Purwokerto's Instagram social media and creating video content for several Elotel Purwokerto events such as Birthday Events, Dinner Events, Romantic Dinners or Company Events. The writer also assisted in creating English promotional videos to promote Elotel Purwokerto on Instagram, allowing visitors to gain comprehensive information about the hotel through the video content. The promotional video introduced the various facilities available at Elotel Purwokerto, including a detailed presentation of the five types of rooms and four meeting room options. Each room and meeting space was highlighted individually, providing potential guests with an in-depth look at the hotel's offerings.

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