

The Important Role of Influencer Content in Increasing Interest in Visiting Gelora Karno Stadium

Gagih Pradini¹, Fellysha Anggrayni², Dipa Teruna Awaloedin³

Universitas Nasional

Abstract

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Gelora Karno Stadium (GBK) is one of the international stadiums in Indonesia that is not only used for sports and entertainment events, but also attracts tourists who are interested in its history and activities. In an effort to promote the stadium as a tourist destination, the use of social media and collaboration with influencers has become an increasingly popular strategy. This research explores the role of influencers in the promotion of tourist destinations, especially in the context of Gelora Karno Stadium. Through SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis, this study assesses the advantages and disadvantages of using influencers in promotional strategies, as well as opportunities and threats that may arise. The results of the analysis show that influencers have a wide reach and can create creative content that appeals to the audience, so as to increase the attractiveness of tourist destinations. However, reliance on certain influencers can be a risk if they are involved in controversy or social media trends change. Collaborations with leading influencers provide opportunities to increase public exposure and trust in travel destinations, but high costs and changes in social media algorithms can be threats to promotional success. This research concludes that the synergy between public relations (PR) strategies and the role of influencers is the key to success in promoting tourist destinations. An effective PR strategy provides a strong foundation by creating a positive story about the destination, while influencers offer a personal dimension that is able to reach the audience in a more authentic way. With the right selection of influencers and a mature strategy, Gelora Karno Stadium can harness the power of social media to attract tourists and improve the image of the destination. Effective synergy between PR strategies and influencers will ensure successful promotion and attract significant visits to Gelora Karno Stadium.

Keywords: *Tourism, Influencer, tourist visits, SWOT Analysis*

(*) Corresponding Author: gagih@civitas.unas.ac.id

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INTRODUCTION

Tourism as a global phenomenon has become a basic need of hundreds of millions of people. As a basic necessity, travel should be part of human rights that must be respected and protected. This has led to several international organizations such as the United Nations, the World Bank, and the World Tourism Organization (WTO) recognizing that tourism is an integral part of people's lives, especially in terms of social and economic activities. The notion or definition of "tourism" develops with various similarities and differences. The similarity lies in people's desire to travel from one place of residence to another, driven by curiosity to experience or experience for themselves the beauty of a tourist destination. The

difference, however, is the priority of certain parts of the definition based on their perspective or importance (Pradini et.al., 2023). According to the Law No. 10 of 2009, tourism can be defined as a variety of tourism activities supported by various facilities, as well as services provided by the community, companies, government, and local governments (Pradini et. al., 2022). The study of tourism participation has been widely applied in the tourism sector. This tourism participation connects all sectors (Pradini et. al. 2023). Tourism at this time is a necessity for humans, both those who travel and the community around the tourist destination area. Tourists need to be satisfied through their expectations, while the community around the location hopes that it will have positive implications in the form of increased income and welfare. At this time, the position of the tourism sector is one of the mainstay sectors that can increase the country's foreign exchange as a support for oil and gas and non-oil and gas export commodities. The development of the tourism sector is carried out because it is able to make a considerable contribution to the country's foreign exchange receipts and in addition, tourism activities are closely related to the unique resources of a tourist destination, namely in the form of natural attractions and cultural attractions (Nugroho, and Pradini, 2022).

The purpose of raising this title is to discuss the promotion carried out by influencers to attract tourists to Gelora Karno Stadium. Today's technological advances have resulted in changes in almost every social behavior in society. Web information technology can provide both positive and negative benefits depending on how the individual uses it. Discussion about individual entrepreneurs in the sense of owning a company, web technology will have a good impact on their business if the company is able to manage the technology into an effective marketing strategy. Currently marketing strategies through web technology or also called web showcasing. Internet marketing (Turgarini, 2021) has many benefits such as simplicity and practicality in marketing products or services, cost savings, fast sales time, right on target, ease of changing information, communicating directly with consumers, wider coverage, simplicity of management, support in market research, increasing sales, and actual sales results. One that we encounter starts from managing promotional activities through social media that is managed independently without the help of third parties or using the services of a third party, namely the services of an influencer marketing to promote products owned by each company in running its business. An influencer who works with a company's brand not only adorns TV screens or conservative advertisements, but also dominates every social media platform. Therefore, the company's products are looking for ways to penetrate deeper into the market so that consumers are increasingly moved to buy, then influencer marketing becomes the sales promotion strategy used. Gelora Karno Stadium is a multi-purpose stadium in Jakarta, Indonesia. This stadium is one of the five international standard stadiums in Indonesia. The stadium is often used for various sporting and entertainment events. In addition, the stadium is also a tourist destination for sports fans and tourists who are interested in the history and activities at the stadium. Located in Gelora, Central Jakarta, Special Capital Region of Jakarta 10270, Indonesia Simply put, an influencer is someone who can have an influence in society. Influencers can come from various professions, can be celebrities, artists, bloggers, YouTubers, public

figures, tiktokers or individuals who are considered important in certain communities. Planning product marketing communication strategies, especially the use of influencers in this digital era, is a common choice and is considered more effective based on the increase in internet users in Indonesia which always increases every year (APJJI, 2021).

Developments in technology and social media have changed the way tourism destinations are promoted, and the role of influencers has become increasingly significant in this regard. With the advent of social media, people now tend to seek tourism information through platforms like Instagram, YouTube, and TikTok, where influencers have a big role in spreading related content. Thanks to the diversity of influencers, tourism destinations can be promoted more specifically according to the desired market segment. Millennials and Z tend to trust influencer travel destination recommendations in making their travel decisions, so influencers' role is key in influencing this generation's travel preferences and decisions. The use of this new media tends to be carried out by public relations practitioners to carry out promotional activities (Khairul Syafuddin et al., 2023). Not a few tourist destinations or businesses that use media integration strategies to attract people with a variety of different media usage interests. This media integration strategy can be considered efficient in attracting visitors because the information center disseminates its message with various available channels, even though in the process of dissemination only one message is sent. One of the promotional strategies using new media that currently needs to be considered by all business fields, especially the tourism business is the use of influencers.

The role of Digital Influencers in product promotion is considered more effective and efficient (Khairul Syafuddin et al., 2023). The presence of influencers has considerable power in attracting the interest and attention of potential visitors to be willing to come to the tourist sites offered. This is also seen based on the dominance of young people and new families today which are starting to be dominated by community groups from the millennial generation. they have a habit of using media (social media) to find various information and content (Khairul Syafuddin et al., 2023). One of them is related to information on suitable and recommended tourist destinations through the dissemination of information in new media. They are no longer just looking for information through word of mouth, let alone through conventional media. New media that offers facilities in the form of visualization and narration in the form of text makes promotions carried out by tour managers easy and cheap. They can do promotions whenever they want, of course with the right strategy so that the information disseminated is more effective in attracting potential visitors to come to the tourist destinations offered

METHOD

This type of research is qualitative data. Qualitative data is data collected in the form of words or images and not data. Qualitative data includes interview transcripts, field notes, photography, video tapes, personal documents, memos and other official recordings (Rahmani et al., 2023). This research uses library research and has used theories to explain and conclude the problems raised in this study. The source of data from this study is secondary data. Secondary data is data obtained by researchers from literature reviews, books, articles, magazines,

and so on that are relevant to this study. This research focuses on the role of influencers promoting Gelora Karno Stadium. The author conducted research located on Jl. Pintu Satu Senayan, Gelora, Tanah Abang District, Central Jakarta City and used SWOT analysis

RESULTS AND DISCUSSION

This SWOT analysis will be conducted to analyze.

SWOT analysis of the role of influencers in promoting Gelora Karno Stadium tourism destinations:

a) Strengths:

- Wide Reach: Influencers have a wide reach on social media, can reach a large audience
- Credibility: If influencers have high credibility, it can increase public trust in tourism destinations.

b) Weaknesses:

- Cost: Some influencers may charge high fees for collaborations, which can be a burden for tourism destination promotion.
- Dependency: Dependence on one or more influencers can be a risk if there is a change in trend or a change in perception of that influencer.

c) Opportunities:

- Collaborations with Leading Influencers:

Cooperation with prominent influencers can provide significant exposure.

- Creative Content:

Influencers can create creative content that attracts attention and increases the attractiveness of tourism destinations.

d) Threats:

- Controversy:

The risks associated with controversies involving influencers can hurt the image of tourism destinations.

- Social Media Algorithm Changes:

Changes in the algorithms of social media platforms can reduce the visibility of promotional content.

Public relations (PR) and the role of influencers have a significant impact in promoting tourism destinations, especially at Gelora Karno Stadium. Through an effective PR strategy, the image of the destination can be strengthened, while collaboration with influencers can reach a wider audience. PR helps build community engagement through various communication channels. The launch of stadium-related events, cooperation with local communities, and ongoing campaigns are important instruments in raising public awareness of the uniqueness and beauty of Gelora Karno Stadium.

On the other hand, influencers, with their wide reach and appeal, can create more individual and engaging content. Collaborations with prominent influencers can create a positive buzz on social media, reaching an audience that may not be reached by conventional PR strategies

CONCLUSION

Synergy between PR and the role of influencers is the key to success in

promoting tourism destinations. PR provides a strong foundation through activities that involve the community and create positive stories about Gelora Karno Stadium. Meanwhile, influencers provide a deep personal dimension, embracing the audience in a closer and authentic way.

It is important to note that the success of this campaign depends on the selection of the right influencers and good coordination between the PR team and influencers. In the digital age, leveraging social media platforms with innovative and engaging content is key to attracting attention and encouraging visits to tourism destinations. With a good synergy between PR and influencers, Gelora Karno Stadium has great potential to become a destination that is in demand and visited by tourists. Influencers have a significant role to play in promoting tourism destinations, especially when integrated with the right marketing strategy. Overall, the role of influencers can be the key to success in promoting tourism destinations such as Gelora Karno Stadium. With a well-thought-out strategy, engaging relevant influencers, and a focus on quality content, tourism destinations can harness the full potential of the power of social media to capture travellers' attention and interest. With a deep understanding of strengths, weaknesses, opportunities, and threats, effective and sustainable campaigns can be designed. To improve public relations in the promotion of tourism destinations, it is important to establish good relations with the media, create interesting content, and provide accurate information. The role of influencers can strengthen promotion by bringing positive impact through their creative content, reaching a wide audience, and providing convincing personal experiences. Synergy between public relations strategies and collaboration with influencers can create strong momentum in introducing and improving the image of tourism destinations. The combination of PR strategies and the role of influencers can create a holistic and effective promotional campaign, expand reach, and build a positive image of the tourism destination.

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