

CHAPTER III

GENERAL DESCRIPTION OF DIGITAL MARKETING OF BATAM

3.1 Marketing of Batam in Website

No official website is found that are providing information about the destination in Batam city but neighbouring country such as Singapore and Malaysia have various website that establish recommended destinations and attraction for tourist to visit and allow visitors to have a better information about their country before visiting the destination that they are interested in. Singapore official website such as <https://www.visitsingapore.com/en/> and Malaysia official website <https://www.tourism.gov.my/> both have their uniqueness design layout featured for visitors .

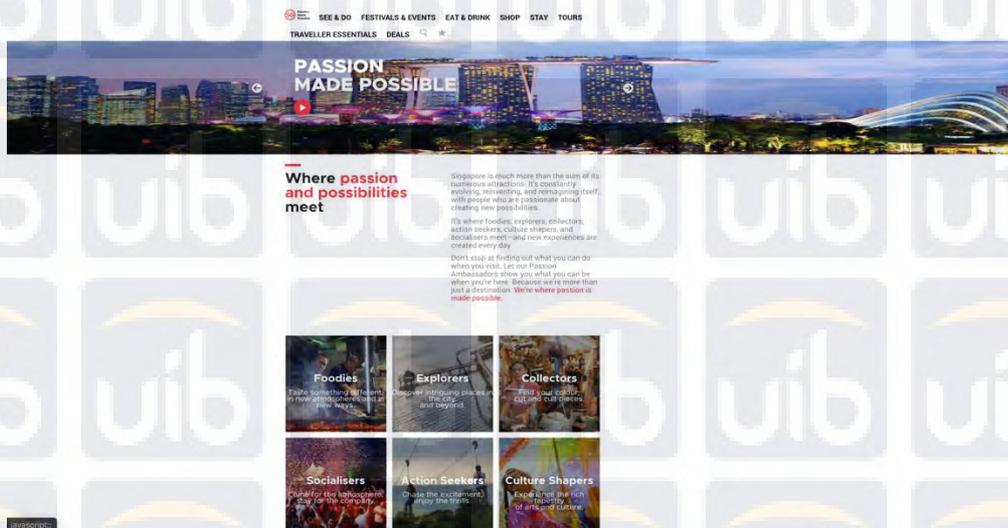


Figure 3.1 Singapore official website, Source: visit Singapore

As shown on figure 3.1 the design layout of Singapore official website is very simple and clean with an additional touch of popular destination images in Singapore that are place at the top of the banner and text content that are majority in black and red which stand out in contrast with the white background as well as the combination of red and white which create an illusion that make people think of the Singapore flag as well. Furthermore, there are many more information available on the website such as:



Figure 3.2 Singapore official website, Source: Visitsingapore

First of all, on figure 3.2 important category clearly listed down what visitors can see and do in Singapore neighborhoods, arts, history, architecture, culture, recreation and leisure, nature and wildlife and beyond Singapore. Second, festival and events in Singapore. Third, eat and drinks such as local dishes, dining out and drinking in the city are also listed for visitors in case they need recommendation. Fourth, places where tourist shop where they get to find the local product of Singapore. Fifth, accommodation where visitors stay over for holiday or work purposes. Sixth, traveler essential to know about Singapore, getting to Singapore, either by air or by sea and detail information on getting around Singapore using bus, train and taxi. Last but not least, deals are also stated for visitors.

Maps of the destination and various social media such as Instagram, twitter, YouTube and Facebook are also available at the bottom of the website for visitors to navigate gps and seek any further information.

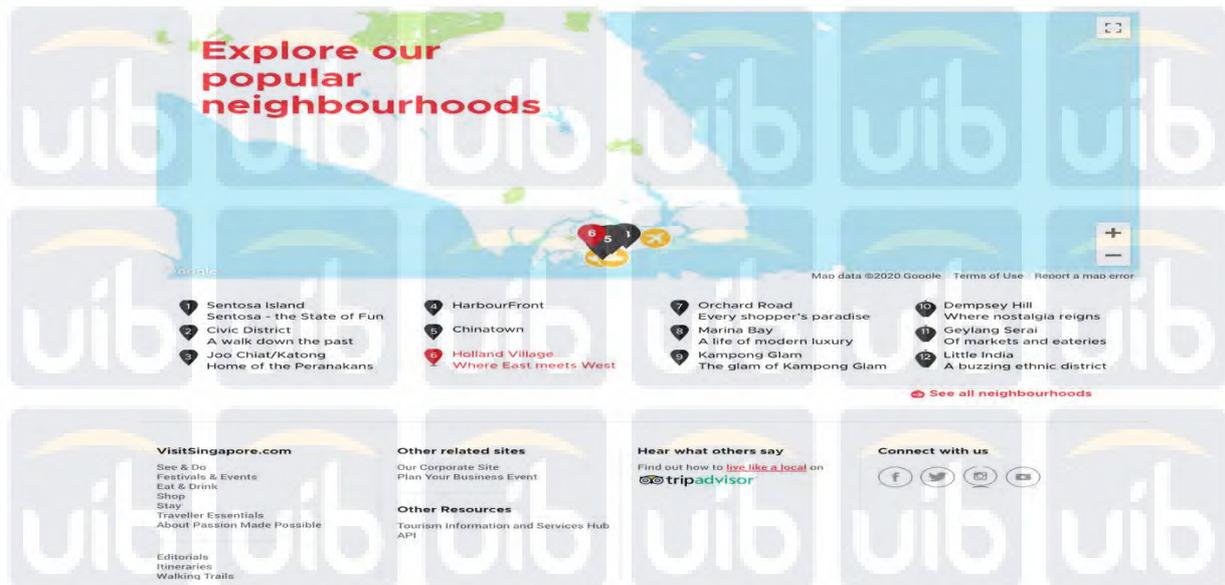


Figure 3.3 Singapore official website, Source: Visitsingapore

In comparison, Malaysia official website design layout is much more colorful and eye catching, more images are involved which is very heart warming and attractive for readers.



Figure 3.4 Malaysia official website, Source: tourism.gov.my

Content listed on Malaysia official website are much more general in comparison with Singapore official website that have a simple yet detail concept of tourism information. A larger scale of Malaysia tourism information is involved, there are six important information such as news and media, events

and activities, industry, niche product, market your product and promotional kit.

Which will then be categories as following:

1. News and media - media release, mega fam and news trade friend
2. Events and activities - activities and promotional programs
3. Industry – tourism business licensing and registration, convention and exhibition, tourism association, another agency and gamelan 2020.
4. Niche product – shopping, birding, golfing, cruise, diving, angling yachting, bike tourism, wedding and honeymoon and homestay.
5. Market your product – tm networking events, travel agent signup, getting your product listed with us and getting your deals listed with us
6. Promotional kit – photo, video, campaigns, posters, articles and E-brochures.



Figure 3.5 Malaysia official website, Source: tourism.gov.my

Other than that, there are various interesting feature at the bottom of the website such as:



Figure 3.6 Malaysia official website, Source: Tourism.gov.my

When tourist scroll down and click on the places of Malaysia it will led them to a corporate site <https://www.malaysia.travel/en/places> which is focusing more of the destination and attraction around Malaysia. Further information on the location, contact numbers and selecting a language are also available on the website as well.

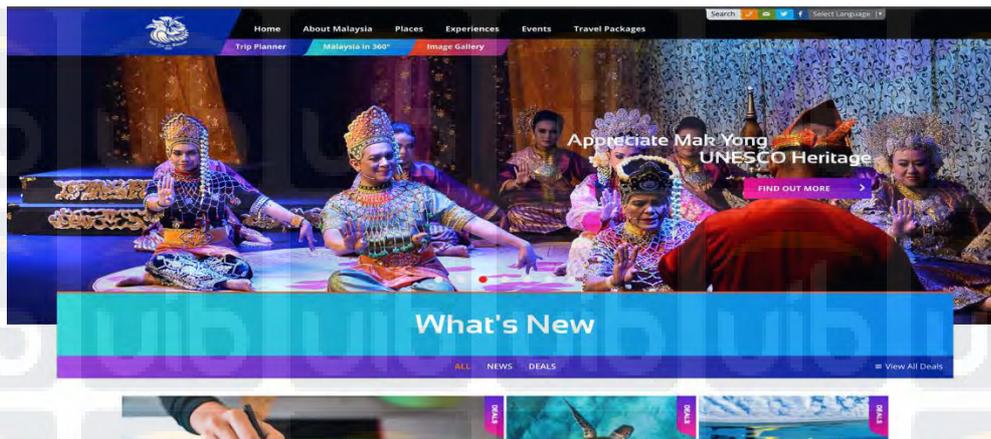


Figure 3.7 Malaysia official website, Source: malaysia.travel

The similarity of both the website of Malaysia and Singapore are that the location is stated clearly, contact number available, other social media are available, information on how to get to the destination and the images of the destination. The only differences between both of the website is the design layout depending on what the website are emphasizing on, what type of concept that will be project to the audience and the content itself.

3.2 Marketing of Batam in Social Media

3.2.1 Instagram

Instagram is a social media platform that are popular among teenagers, various Instagram such as *wisatabatam*, *wonderfulbatam* and *batamlife* are created for tourist or even local citizens to explore. Instagram have a different layout as compared with website because social media design layout is not controlled by the author only content layout can be different from the other Instagram account unlike website author can create and design the concept as they wish to protrude to the audience.



Figure 3.8 Instagram, Source: wonderfulbatam



Figure 3.9 Instagram, Source: Batamlife

In comparison between figure 3.8 and figure 3.9 both of them have a similarity of location information and general description of the destination. The only difference is the content layout. Username wonderfulbatam majority of the pictures are from tourist that took photo when they are at the destination in Batam city and tagged the Instagram hence, they will upload it and share the beautiful moment with the viewer in Instagram but as for username Batamlife, the author created the content and neatly categories massage, attraction and night life of Batam city by using different photo design to attract viewers.

3.2.2 Facebook

There are no Facebook platform that are found particularly about destination in Batam island but there are various Facebook platforms marketing destination in Indonesia such as <https://www.facebook.com/wonderfulindonesia02/> and <https://www.facebook.com/DestinationServicesIndonesia/>

Username wonderful Indonesia are more dominant on video usage to present the destination in Indonesia compared to username destination service Indonesia. The differences of username destination service Indonesia are that the platform provide a lot of information update news about the destination in information rather than recommending visitors destination in Indonesia. The similarity between both of the Facebook platform are, video and photo are always presented first followed by the general description or the authors will just put a link to a website for further information.



Figure 3.10 Facebook, Source: wonderfulindonesia



Figure 3.11 Facebook, Source: destinatinervicesindonesia

3.2.3 YouTube

YouTube is a platform whereby people at all ages will use it to watch short videos, movies and many more which also became the common social media among visitors to watch through videos instead of images on the website as well because videos contain much more surface of the destination surrounding especially for visitors that have no interest in reading content hence it is much more specific and interesting for them to watch videos instead. Two examples of the YouTube account will be mentioned for comparison, each has their uniqueness regarding their content on how the author expresses destination by using videography technique.

On figure 3.12 the author uses a drone to shoot the video, overseeing the breath-taking scenery of Batam city. Professional editing is used to make the video much more interesting, background music is used in the way to complement the videography taken.

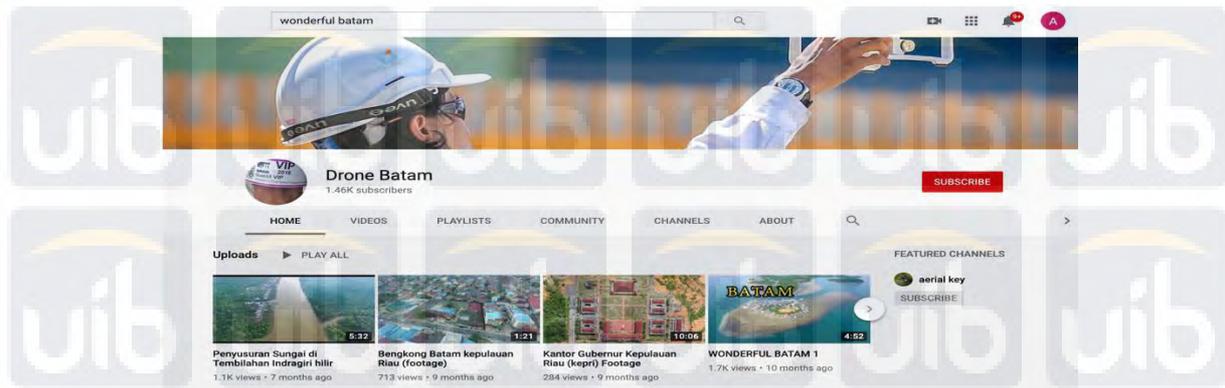


Figure 3.12 YouTube, Source: dronebatam

On figure 3.13 author uses video blogging to portrayed destination in Batam city, personally going to the destination and film it with little edit showing audience the journey together with the author. Not much of the background music as well mainly uses the voice of the author to introduce the destination.



Figure 3.13 YouTube, Source: explorebatam

The similarity of figure 3.12 and figure 3.13 is that both are using videos to introduce the destination in Batam city but the differences are the video concept and technique used to attract the visitors which may result on the numbers of visitors interested in.

