

**THE EFFECTIVENESS OF USING INSTAGRAM AS A TOURISM
PROMOTIONAL TOOL BY THE BALI BIBLE**

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BACHELOR'S DEGREE
in

COMMUNICATION & PUBLIC RELATIONS
BUSINESS ADMINISTRATION & HUMANITIES

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February 2017

Revision after Thesis Defense on 24 January 2017

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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Social media as strategy or promotional tool has been mainly used by marketers in order to promote its products and services. Amongst various numbers of social media platforms, Instagram is assumed as one of the most effective promotional tool. This study discovers whether the mentioned social network is effective. AIDA marketing model is a-four stages in which consumers face when first being exposed to marketing efforts until the purchase of products or services. The four stages of marketing model contain dimensions of Attention, Interest, Desire and Action. This research lands at the AIDA marketing model as a reference to see how effective Instagram is by looking at the highest score of AIDA dimension.

A survey to 158 respondents was employed via online to gather data and analysis the result from each dimension. Furthermore, in order to obtain insights from the study case of this research, which The Bali Bible, an in-depth interview was also conducted. The collected data shows that Attention dimension has the highest score compares to other dimensions. Thus, from all dimensions the use of Instagram as a tourism promotional tool is most effective to gain attention of its audience and marketers need another strategy in order for audience to make an actual purchases, which is Action as the last dimension of AIDA marketing model.

Keywords: Social media, Tourism, Effectiveness, AIDA marketing model



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DEDICATION

I dedicate this thesis to Mama, Ayah, Adek and Papa;

To my family;

And to my beloved best friends.



ACKNOWLEDGEMENTS

“I can do all things through Christ who strengthens me.” – Philippians 4:13.

Long story short, this thesis process took me 2 years to finish and it's been a crazy journey full of ups and downs, not only for me, but also for the closest people in my life. For that, I'd like to both deeply apologize and give many thanks for the unbelievable love and support to the following people:

To my Mom, your love has been incredibly precious to me. No one is as patient and supporting as you, Mom. If I can stand still like today, it's because of you. What would I do without you? No thank you would ever be enough to what you've sacrificed to me. That also goes to my other family members, to Ayah and Adek, thank you so much. For Papa too, thank you.

My super best friends, you guys are amazing! Thank you for putting up your time and support to help my thesis. Dearest Trusti Pratiwi, Adriana Bareno, Nurul Fathanah, Meta Amalia, Shirley Lantang, Anissa Rumiati, Tarita Rickzantia, Gaby Octaviani and some other beloved friends who constantly cheering me up through this thesis making.

To the respected lecturers, so many thanks for all of your guidance, advice and assistance to this thesis. Ms. Debbie, thank you so much for your expertise. But above all, thank you for your kind warm heart for every step of the way. Mr. Matthias, thank you so much for your help in SPSS and most importantly for making a way for my thesis defense. Ms. Loina, thank you for always pushing me so I can finally finish my thesis. Thank you also to previous advisors, Ms. Lizzie and Ms. Anis.

To the family in Fonterra, thank you so much! To Ibu Andriani Ganeswari, thank you for your support and for your belief in me. Thank you to Payeyo and other colleagues who always cheer me up to finish the thesis. Nevertheless, there are too many people I cannot mention the names one by one and I can never thank you enough. But I pray to God that He will return your kind acts to me in multiple blessings.

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