

## Digital Media Marketing Communication at Jakarta National Monument Attractions

Murhadi<sup>1\*</sup>, Nathaniel<sup>2</sup>, Nenny Wahyuni<sup>3</sup>

<sup>123</sup>Politeknik Sahid Jakarta

email : [1murhadi@polteksahid.ac.id](mailto:1murhadi@polteksahid.ac.id), [2nathaniel@gmail.com](mailto:2nathaniel@gmail.com),  
[3nennywahyuni@gmail.com](mailto:3nennywahyuni@gmail.com)

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### ABSTRACT

**Purpose:** This study aims to (a) find digital marketing communication in Monas and (b) determine the number of tourist visits and activities at Monas attractions.

**Research Methods:** This research uses a qualitative method approach; data is obtained through documentation, interview, and observation techniques, and then the research data is analyzed through data reduction, data presentation, and conclusion drawing digital marketing communication activities for branding and promotion activities or attractions in the Monas Jakarta Area.

**Result and discussion:** The results showed digital marketing communication through social media platforms and websites like TikTok, Instagram, and YouTube. This strategy effectively increases tourist visits and activities where the National Monument always makes preparations according to visitors' needs. The efforts made by Monas Jakarta Management to increase attractiveness can be seen by improving services, organizing events at Monas, and conducting promotional activities through social media.

**Implication:** This research concludes that digital marketing communication carried out by the Jakarta Monas Management is well implemented, as can be seen from the number of visitors, which has increased every year after the COVID-19 pandemic. This study recommends that promotion through social media be carried out more intensely to attract more visitors.

**Keywords:** Communication, Digital Marketing, Monas, Branding, Promotion, Visitability Level.

### INTRODUCTION

To increase the attractiveness and level of tourist visits, Monas's tourism object managers carry out effective digital marketing communication strategies to increase the attractiveness and level of tourist visits. This digital marketing communication activity aims to raise public awareness about Monas and attract tourists to visit Monas. According to Kartajaya (2017), all messages, positions, images, and corporate identity should be coordinated through all marketing communications. However, in developing marketing communication, a deep understanding of how marketing messages are conveyed to target visitors, how the image of Monas is generated in the minds of tourists, and how the interaction of communication impacts tourists' interest in visiting Monas.

Chakti (2019) states that digital marketing is a media currently in great demand by the public to support daily activities. Digital marketing, according to

the American Marketing Association (AMA), is the activities, institutions, and processes digital technology facilitates in creating, communicating, and conveying values to consumers and other interested parties. According to Fill (2017), a coordinated and consistent process of developing and delivering messages through many media to achieve the desired understanding and influence on a target market. One digital marketing method Monas Management uses is website maximization, which uses Instagram and YouTube to provide information about the National Monument.

In addition to the use of digital marketing, the manager of the national monument also communicates directly to visitors because many visitors come, both local and foreign tourists. Hence, the manager carries out a strategy on the spot, telling visitors about the national monument directly and in detail so that every Monas visitor feels satisfied and has a story of the existence of Monas in Mother Jakarta City.

Through this research, it will be possible to identify strengths and weaknesses in marketing communications that are being carried out at Monas, as well as identify new opportunities that can be used to improve the image and attractiveness of Monas as a tourist attraction. The results of this study are expected to provide concrete recommendations to improve tourism digital marketing communication in Monas, so as to support the growth of the national tourism sector and make a positive contribution to economic and cultural development in Indonesia.

Monas provides a solution to the problems of the official website carried out by the Monas manager is to provide information through Instagram and YouTube accounts. The national monument also carries out a communication strategy through on-the-spot visits, besides that the management of the national monument during the COVID-19 pandemic made a youtube containing national monuments, because during the pandemic visitors cannot visit the national monument directly, so the monument does it through youtube, so that visitors can still know what developments occur at the national monument during the pandemic

In the management of Monas during the Covid-19 period, there are several challenges and obstacles, such as competition with other tourist destinations in Jakarta and other problems related to Monas revitalization, Monas land certification cases, Monas managers must further improve branding and promotion by making photos and videos on Monas social media accounts more attractive to tourists who will visit Monas. According to Murdana (2020), digital marketing or what is usually referred to as Digital Marketing is all efforts made by companies or brands in terms of marketing using internet-connected devices with various digital strategies and media. Efforts that have been made are carrying out digital marketing communication strategies with the use of social media websites, Instagram and Youtube.

## RESEARCH METHODS

This study reviews in detail about digital marketing communication, the method used is a qualitative method approach. Qualitative methods are research approaches used to understand social phenomena through interpretation and in-depth analysis of data that are not numerically measured. Researchers focus on understanding the meaning, perspectives and experiences of individuals or groups involved in the study. This method involves collecting diverse data, such

as interviews, observations, and documentation. According to Nurahma and Hendriani (2021), this study also uses observation and interview approaches to support the accuracy of research results.

The unit of analysis in research refers to the unit of data chosen to be analyzed and provides information relevant to the research question. This study took several types of analysis units, namely: (a) groups: a group of visitors to the national monument on the day the research observation was conducted. This group will be asked several short questions to support the results of the study, (b) documents, books and reference sources that support the results of the research, (c) events, events that occurred at the national monument on the day the research observation was conducted. This incident is to review how crowded the national monument is, as well as how tourists are invited to explore the national monument and the communication patterns that occur in the field during promotional activities.

## RESULTS AND DISCUSSION

### **History of Monas**

National Monument or popularly abbreviated as Monas or Tugu Monas is a memorial monument as high as 132 meters (433 feet) erected to commemorate the resistance and struggle of the Indonesian people to win independence from the colonial rule of the Dutch East Indies. Construction of this monument began on August 17, 1961 under the order of president Sukarno, and was opened to the public on July 12, 1975. This monument is crowned with tongues of fire covered with gold leaf symbolizing the spirit of struggle. The National Monument is located right in the middle of Medan Merdeka Square, Central Jakarta.

After the seat of government of the Republic of Indonesia returned to Jakarta after previously being based in Yogyakarta in 1950 following the recognition of the sovereignty of the Republic of Indonesia by the Dutch government in 1949, President Sukarno began planning the construction of a national monument equivalent to the Eiffel Tower on the square right in front of the Merdeka Palace. The construction of the Monas monument aims to commemorate and preserve the struggle of the Indonesian nation during the 1945 independence revolution, in order to continue to inspire and spirit the patriotism of the next generation.

On August 17, 1954 a national committee was formed and a competition for the design of a national monument was held in 1955. There were 51 works submitted, but only one work made by Frederich Silaban met the criteria determined by the committee, among others, depicting the character of the Indonesian nation and could last for centuries. A second competition was held in 1960 but again none of the 136 participants met the criteria. The head of the jury then asked Silaban to show his design to Sukarno. However, Sukarno did not like the design and he wanted the monument to be in the form of a phallus and yoni. Silaban was then asked to design a monument with such a theme, but the design proposed by Silaban was too extraordinary so that the cost was very large and could not be borne by the state budget, especially the economic conditions at that time were quite bad. Silaban refused to design a smaller building, and suggested construction be postponed until Indonesia's economy improved. Sukarno then asked architect R.M. Soedarsono to continue the design. Soedarsono included the numbers 17, 8 and 45, symbolizing August 17, 1945 starting the Proclamation of Indonesian Independence, into the design of the monument. The National

Memorial was then built on an area of 80 hectares. This monument was architected by Friedrich Silaban and R. M. Soedarsono, began construction on August 17, 1961.

Development consists of three stages. The first phase, the period 1961/1962 - 1964/1965 began with the official start of construction on August 17, 1961 with Sukarno ceremonially planting the first concrete pegs. A total of 284 concrete pegs were used as the foundation of the building. A total of 360 earth pegs were implanted for the foundation of the national history museum. The entire foundation laying was completed in March 1962. The museum walls at the base of the building were completed in October. Construction of the obelisk then began and was finally completed in August 1963. The construction of the second phase took place in the period 1966 to 1968 due to the 30 September Movement of 1965 (G-30-S / PKI) and the coup attempt, this stage was delayed. The final stage took place in 1969-1976 with the addition of dioramas to the history museum. Although construction has been completed, problems still occur, including water leaks that inundate the museum. The monument was officially opened to the public and inaugurated on July 12, 1975 by the President of the Republic of Indonesia Suharto. The construction location of this monument is known as Medan Merdeka. Monas Field underwent five name changes, namely Gambir Field, Ikada Field, Merdeka Square, Monas Field, and Monas Park. Around the monument there is a garden, two ponds and several open fields where sports are held. On holidays, Medan Merdeka is filled with visitors who enjoy the view of Monas Monument and do various activities in the park.

### **National Monument Promotion Strategy**

Monas is one of the tourist attractions in Jakarta. Tourism comes in two words, namely *Pari* and *Wisata*. Rays can be interpreted as many times, circling, or complete. Tourism can be construed as travel or traveling, which in this case is synonymous with the word "travel". According to Youti (2017), tourism is a trip made many times or circles from one place to another. According to Prayogo (2018), tourism can be defined as the journey of a person or group of people from one place to another, making plans within a certain period for recreational purposes and getting entertainment to fulfill their desires.

According to Burkat in (Damanik, 2013), tourism is the movement of people temporarily and in the short term to destinations outside the place where they usually live and work and also their activities while staying at a destination. According to Mathieson & Wall in Pitana and Gyatri (2005), tourism is temporarily moving people to destinations outside their residences and workplaces, carrying out activities while in the destination, and preparing facilities to meet their needs.

In doing promotion, there needs to be good promotion management; according to Usman (2007), it is the art of getting things done through *people*. In a broad sense, management is the planning, implementation, and supervision (P3) of organizational resources to achieve objectives effectively and efficiently. Management that regulates the course of a process in achieving a goal certainly has functions that aim to make the systematics of the sequence of discussion more organized, more accessible, and more in-depth. According to Theodora (2021), an integrated communication strategy is a systematic approach to designing an integrated marketing communication program mixed with promotional parts, such as advertising, sales promotion, and direct marketing, to achieve specific marketing. Monas's managers, in making tourism product

promotion strategies, first carry out all stages of management, which can be described as follows:

### **Planning Phase of National Monument Promotion**

In tourism, planning is needed to develop a tourist attraction. Because tourism planning cannot be separated from all aspects related to tourism, thus tourism planning includes all networks related to tourism, among which are:

1. Government circles (Vertical or horizontal).
2. Tourism business actors.
3. The general public.

The importance of planning in a tour is because planning is used as a guideline for tour organizers, as a means to predict the possibility of unexpected things arising as well as alternatives to solve them, and as a means to direct tour organizers so that they can achieve their goals, namely realizing tourism effectively and efficiently, and as a tool to measure the success rate of tourism as an effort to supervise or evaluate to provide bait Back for the next tour. Based on this, it can be seen that planning to increase tourism at the National Monument is carried out based on the results of determination and planning carried out by the head office; so far, planning in terms of tourism development is carried out by increasing the quality of the National Monument.

Meanwhile, promotional planning is carried out by the National Monument through social media, with updates every day about the National Monument. In addition, promotional planning is carried out by participating in and holding certain events and doing door-to-door activities. According to George (2021), marketing communication is to persuade, convince, remind, and inform consumers of the products and brands provided or sold. Marketing communication through promotional activities carried out by Monas's managers is an activity to disclose or communicate products or activities in Monas to increase visitors. Based on the results of interviews with Monas Management, it can be seen that Monas is very routine to promote in terms of holding or following the development of existing events, one of which Monas has planned a program or event to attract the attention of tourists by planning an event program on August 17 in 2023.

### **Organizing Stage of National Monument Promotion**

A tourism organization is a body directly responsible for formulating and implementing tourism policies in the national and international scope, which directly supervises and provides direction in tourism development. Tourism organizations can also be interpreted as institutions or containers that facilitate tourism business operations and as a place to share and disseminate information related to the world of tourism. This organization acts as an institution of legislation, execution, and adjudication of the tourism industry. Tourism organizations must include factors directly related to tourism activities: destination, attractiveness, infrastructure, supporting systems, and tourism. Based on this, it can be mentioned above that in terms of organizing, Monas not only organizes internally but also gets support from the government in the form of recommending when there are guests or visits to the government. In addition, Monas collaborates with the Tourism Office so that when there is an event from the government, the National Monument Tourism Area becomes the event's location.

## Implementation Stage of National Monument Digital Promotion or Marketing

The next stage is the implementation or actuating stage. After good planning and the formation of tourism organizations or organizations, the next thing to do is implement or actuate. This is the application stage after planning and forming an organization or organization. Digital media is a concern for Monas Management when implementing promotions tailored to exciting content. According to Kotler (2017), internet marketing has five significant advantages for companies that use it. Based on this, it can be concluded that in doing digital marketing, there are several things done by the National Monument to increase tourist visits at the National Monument, namely:

1. Social Media Marketing (SMM), also commonly referred to as social media marketing, is a form of digital marketing that uses social media platforms and networking websites to promote an organization's products and services through paid or unpaid means. In this case, the National Monument uses social media. Here's an example of a National Monument promotion or social media page:

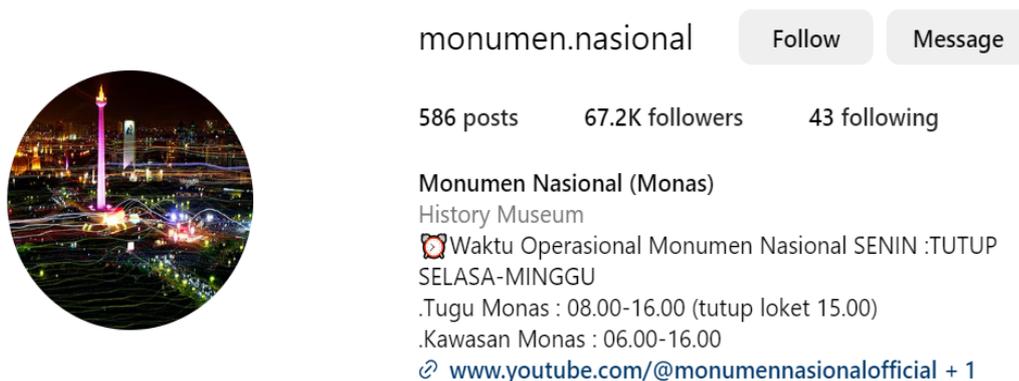


Figure 1. Example of Promotion on National Monument Social Media Pages

2. Promo at Certain Events: in this case, in addition to promoting on social media such as TikTok, Instagram, YouTube, and various other social media, the National Monument also conducts or holds promos or special prices at certain events; the promo is also carried out in the form of posters and then uploaded on all social media from the National Monument. The National Monument also added that promos at certain events are carried out by collaborating with certain parties to give discounts to groups.
3. Door-to-door promotion is a direct promotion to certain places such as schools or other areas targeted by the National Monument.

## Supervision or Evaluation Phase of National Monument Promotion

In tourism management, supervision can be interpreted as the last stage that can be used to maintain and control whether the planned tourism activities have run well or not. If something has not gone well, it will be evaluated or repaired immediately to ensure tourism activities run smoothly. Practical supervision activities are carried out to assess and improve problems that occur. Supervisory activities aim to identify the issues and obstacles faced by avoiding

negative understanding. Therefore, supervisory activities are carried out to ensure that the objectives implemented are by the plan that has been set.

According to Ria (2022), marketing communication is an interactive communication process between the company and the target market that aims to build relationships, generate interest, and encourage positive responses to the Company's brands and products. Meanwhile, according to Burnet (2019), marketing communication attempts to inform, influence, and persuade potential consumers about the advantages of the products or services. Based on this, it can be seen that in evaluating marketing and promotional communications carried out by the National Monument, the form of evaluation carried out is to look at comments or messages sent by visitors to the National Monument's social media in the form of content or improvement of tourist attractions desired by visitors, besides that the National Monument also provides facilities for tourists to be able to give direct complaints to officers were then directed to correct the shortcomings of the National Monument.

### Digital Marketing Communication Activities at Monas

Digital marketing communication activities carried out by Monas Management aim to increase tourist visits. According to Riaeny (2017), digital marketing can be interpreted as marketing or promotional activities of a brand or brand of products or services carried out through digital media. The concept of digital marketing applied is by utilizing social media by emphasizing P Sharing of Content, namely:

1. Social Media Promotion or Social media marketing (SMM) is a form of digital marketing that uses social media platforms and networking websites to promote an organization's products and services through paid or unpaid means. The following is an example of Monas's promotion or social media page:



Figure 2 Example of Promotion on National Monument  
Social Media Pages  
[Source: research results 2023]

2. Promotion at certain events, in this case, in addition to promoting on social media such as TikTok, Instagram, YouTube, and other social media. Monas Management also conducts promos or special prices at certain events. These

promos are also carried out as posters and then uploaded to all social media from Monas Management, and discounts are provided for group guests.

- Promotion in the form of door-to-door, this promotion is a direct promotion to certain places, such as schools or other places that Monas Management targets. Here is a table of visitors to the national monument from year to year, namely:

Table 3. Number of Monas Visitors

| No. | Year                | Number of Visitors (Annually)                        |
|-----|---------------------|--|
| 1.  | 2016                | 1.646.840  |
| 2.  | 2017                | 14.882.421   |
| 3.  | 2018                | 24.450.741   |
| 4.  | 2019                | 25.364.241   |
| 5.  | 2020                | National monument officially closed due to COVID-19. |
| 6.  | 2021-juli 2022      | Closed due to covid-19                               |
| 7.  | Juli 2022- sekarang | 3.361.055  |

[Source: Processed by Researchers 2023]

The table illustrates the level of tourist visits to Monas, which has an impact on promotional activities, namely effective marketing communication, which is door to door where Monas managers can better improve quality and service by making preparations according to the needs of the visitor group.

### Efforts made by the manager to increase tourist attraction at Monas

Monas is one of the tourist attractions located in Jakarta. To increase branding and visit levels, managers determine strategies and efforts as follows:

- Conduct Promotion Management

In doing Promotion, it is necessary for good Promotion Management; management, according to Usman (2019: 6), is the art of getting things done through *people*. In a broad sense, management is the planning, implementation, and supervision of organizational resources to achieve goals effectively and efficiently. Management that regulates the course of a process in achieving a goal certainly has functions that aim to make the systematics of the sequence of discussion more organized, easier, and more in-depth.

Planning is a series of processes of selecting/setting organizational goals and determining various strategies needed to achieve goals. Planning to increase tourism in Monas is carried out based on the results of determination and planning by the head office and improvements to facilities and infrastructure that are still considered lacking. Meanwhile, regarding promotional planning, Monas is carried out through social media by updating daily about information and performance activities at Monas. In addition, promotional planning is carried out by participating in and holding certain events and conducting door-to-door activities.

- Improve Service Quality

Service Quality is the main foundation for knowing the level of customer satisfaction. In this case, the company can be considered good if it can provide goods or services according to customers' ideals. Product quality and good service performance will significantly affect customer satisfaction.

Service quality can be interpreted as a level of customer satisfaction. In terms of improving service quality, Monas Management, in terms of digital promotion, can be seen by processing visitor comments on Mona's social media to enhance the quality of Mona's services.

## CONCLUSION

This study is about promoting social media marketing (SMM), also called digital marketing, which uses social media platforms and networking websites to promote organizational products and services through paid or unpaid means. Mona's managers use social media, such as TikTok, Instagram, YouTube, etc. Impact: In terms of promoting in various forms such as social media promotion or digital marketing, doing promos at certain events, and doing door-to-door to certain parties. Suggestions for improving the quality of services and promotional content in the form of social media promotion strategies and event activities: according to the author, the National Monument can conduct or hold certain events as independent organizers so that it will attract a more significant number of tourists and carry out digital promotions, Monas can improve and multiply digital promotion facilities such as TikTok, YouTube, and others.

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