

University of Nebraska - Lincoln

DigitalCommons@University of Nebraska - Lincoln

Library Philosophy and Practice (e-journal)

Libraries at University of Nebraska-Lincoln

12-2019

ISLAMIC EXPRESSION ON INSTAGRAM SOCIAL MEDIA: MARKETING COMMUNICATION STRATEGIES EQUESTRIAN AND ARCHERY TOURISM IN INDONESIA

Elan Jaelani

Padjadjaran University, elanjaelani@gmail.com

Lukiati Komala Erdinaya

Padjadjaran University, lukiatikomala@gmail.com

Rohanda Rohanda

Padjadjaran University, rohanda@unpad.ac.id

Susie Perbawasari

Padjadjaran University, susie.perbawasari@unpad.ac.id

Follow this and additional works at: <https://digitalcommons.unl.edu/libphilprac>



Part of the [Advertising and Promotion Management Commons](#), [Library and Information Science Commons](#), [Social Media Commons](#), and the [Tourism and Travel Commons](#)

Jaelani, Elan; Erdinaya, Lukiati Komala; Rohanda, Rohanda; and Perbawasari, Susie, "ISLAMIC EXPRESSION ON INSTAGRAM SOCIAL MEDIA: MARKETING COMMUNICATION STRATEGIES EQUESTRIAN AND ARCHERY TOURISM IN INDONESIA" (2019). *Library Philosophy and Practice (e-journal)*. 3578.

<https://digitalcommons.unl.edu/libphilprac/3578>

**ISLAMIC EXPRESSION ON INSTAGRAM SOCIAL MEDIA:
MARKETING COMMUNICATION STRATEGIES
EQUESTRIAN AND ARCHERY TOURISM IN INDONESIA**

Elan Jaelani*¹, Lukiati Komala Erdinaya², Rohanda³, Susie Perbawasari⁴

- 1) Padjadjaran University, elanjaelani@ymail.com
- 2) Padjadjaran University, lukiatikomala@gmail.com
- 3) Padjadjaran University, susie.perbawasari@unpad.ac.id
- 4) Padjadjaran University, rohanda@unpad.ac.id

* Corresponding Author Email: elanjaelani@ymail.com

Abstract

This study aims to determine the use of symbols of Islamic expression on social media Instagram as a marketing communication strategy of Equestrian and Archery Tourism in Indonesia. This research was conducted using a qualitative approach to the content analysis conducted on three official Instagram social media accounts from the three most popular Equestrian and Archery Tourism destinations in Indonesia. The results showed that most uploads on the Instagram account of equestrian and archery tourism in Indonesia display symbols of Islamic expressions, such as on images, captions, and hashtags. This study also discusses the positive responses from Instagram users to uploads that contain symbols of Islamic expression.

Keyword: Islamic Expression, Islamic Sport Tourism, Instagram, Promotion

Intoduction

Communication strategies that can be carried out by tourism managers in order to notify a tourism destination to the broader community include conducting promotional activities. Promotion is a marketing communication method that aims to persuade or lead people to take actions that benefit the makers of the promotion. The use of advertising is essential in directing tourist behavior to visit a tourist destination. A tourist attraction can be crowded with tourists because of the role and influence of promotion. In the language of the tourism industry, promotion is not only useful as a source of information for tourists but also has a purpose in forming the image of tourism. Tasci and Gartner (2007) state that the image of a tourist attraction plays a vital role in determining the success of a tourist attraction (Surijah et al, 2017)

In line with the rapid development of information and communication technology, it has resulted in fundamental changes in the way of communication, one of which is the use of social media for promotional activities. Therefore, today's current promotion through television media or news columns in newspapers is no longer relevant and has been replaced by the power of social media as a means of promotion. (Zhou, 2014)

According to Nasrullah Social Media is media on the internet that allows users to represent themselves and interact, work together, share, communicate with other users, and form social bonds virtually. Social media is one of the platforms that appear in cyber media because seeing social media that is not much different from the characteristics possessed by cyber media (Nasrullah, 2014)

One type of popular social media that has compatible features for promotional activities in the form of images is Instagram social media. Therefore the use of social media Instagram as a media for promotion and development of tourism images, is the right strategy, in accordance with Hay's opinion at this time social media has become a new media for tourism image development strategies, because social media features and functions make it possible to reach the target tourist consumers globally with minimal resources (Hays, Page, & Buhalis, 2013).

Referring to the results of research conducted by The *We Are Social And Hootsuite*, it states that the achievements of Instagram users in Indonesia are the fourth largest in the world after the United States, India, and Brazil. ([https://wearesocial.com/blog/2018/01/global - digital-report-2018](https://wearesocial.com/blog/2018/01/global-digital-report-2018) accessed on August 29, 2019). Furthermore, based on the results of a survey conducted by the Indonesian Internet Service Users Association (APJII), Instagram occupies the second place after Facebook as the most frequently visited social media by Internet users in Indonesia, amounting to 17.8% (<https://apjii.or.id/survey2018> accessed on August 29, 2019). Based on the survey data, it is intended that Instagram is one of the most suitable social media to be used as a promotional media and marketing communication activity. Primarily when referring to the development of the internet and mobile devices that are increasingly affordable will further facilitate penetration of the use of social media Instagram in Indonesia, even Melly predicts that Indonesia will become one of the countries that have the most active and most significant social media users in the world. (Purwaningwulan, Suryana, Wahyudin, & Dida, 2019)

Therefore, the three largest Islamic sports tourism destinations in Indonesia use Instagram social media as a media for promotion and development of tourism image, including: @ds_equestrian which is the official account Instagram of tourism *Daarus Sunnah Equestrian* in Bandung City, @westjavaarchery which is an official account Instagram of tourism *West Java Archery Tourism* in Soreang City and @wisatadakwahokura which is the official account Instagram of tourism *Dakwah Okura* in Pekanbaru City. These three tourism destinations are a new segment in the field of Islamic tourism and have continued to increase in popularity since the last 15 years, especially among Indonesian Muslim communities living in urban areas. This tourism is included in the category of Islamic tourism because the main object of tourism is horse riding and archery activities, where horse riding and archery sports are one of the commands of the Prophet Muhammad or known as "*As-sunnah*" actions. According to Fazrur Rahman, *As-sunnah* itself is an act that is personified to the Prophet Muhammad as a reference for Muslim behavior. Furthermore, "*As-sunnah*" can also be interpreted as a tradition that refers to the conduct of Muhammad (PBUH) who has commanded that tradition from generation to generation since the Prophet Muhammad (PBUH) was still alive, until that behavior became institutionalized and became a Muslim tradition in the future. (Dan, Dalam, & Hairillah, 2015)

The phenomenon of the development of various kinds of products and services that utilize Islamic symbols as product identity, this is not released from changes in the way of view of Muslims who are increasingly dynamic and the development of community understanding of religion that is not limited to theological or ritual aspects, but can also be expressed through implementation of lifestyle and consumption behavior. (Heryanto, 2011; Yuswohady, 2015) Therefore marketing communication strategies used in social media accounts in equestrian and archery tourism are communication strategies that prioritize the relevance of promotional messages to the preferences of tourists who have devout religious characters, for example, such as the use of Islamic expression symbols both in the form of images or writing uploaded on Instagram account, As for what is meant by expressions, according to Croce can be illustrated through the form of appearance, body response, words, and symbols. (Crooce, 1992)

Next in Figure 1 is an example of an image upload in the Instagram account @Westjavaarchery containing Islamic expressions, on the Instagram account the picture shows the pose of a veiled woman riding a horse, then on the caption found a sentence containing persuasive messages in the form of quotations of the holy al-Quran with the aim of inviting Instagram users to horsesback and archery sport. Furthermore, the hashtag feature found uses the style of communication that displays the message of Islamic da'wah in the form of Islamic slogans, such as; #SunnahMemanah, #panahanItusunnah, and #OlahragaSunnah.

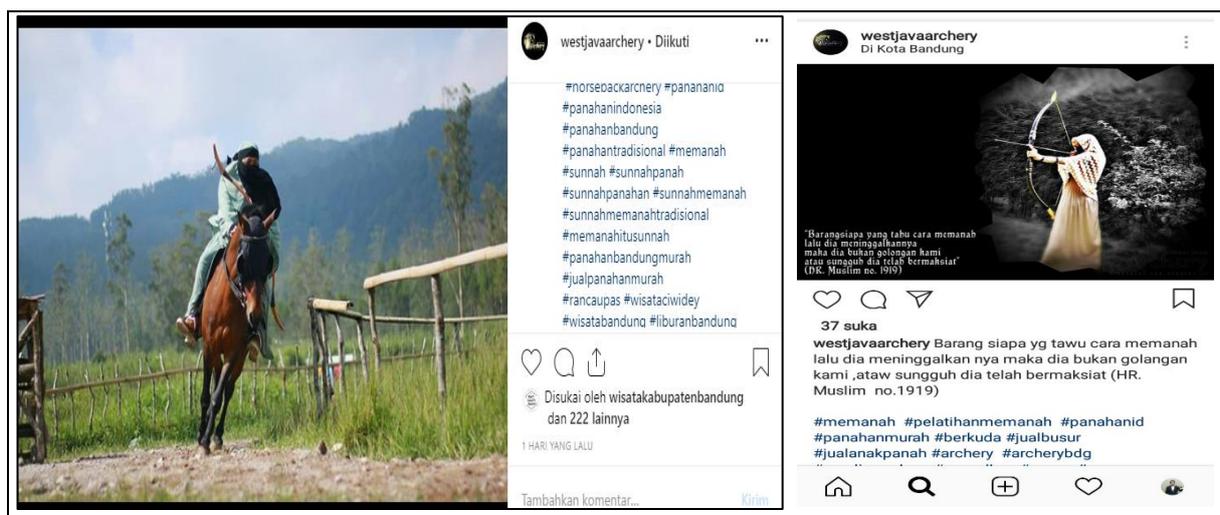


Figure I. @westjavaarchery

Upload contained in Instagram account @westjavaarchery is an example of the use of religious elements in promotional activities or the formation of a brand image, this is relevant to Nasr's opinion which states that in the last 10 years the religious factor will be increasingly important in influencing consumer behavior, Therefore, a specific marketing communication strategy based on spiritual elements is a very appropriate strategy in targeting particular ethnic groups or beliefs. (Nasr, 2009)

Based on this phenomenon, the researcher intends to conduct exploratory research on the three Instagram accounts of equestrian and archery tourism in Indonesia, while the focus of the study is on image uploads, caption writing and hashtags containing content related to Islamic expression. Furthermore, This study aims to determine the use of Islamic expression

symbols in social media Instagram as a communication strategy of marketing tourism equestrian and archery in Indonesia.

Literatur review

Marketing communication strategies based on religious visualization

There have been many studies conducted on Instagram social media in the context of tourism marketing communication, but research on social media Instagram in the context of Islamic tourism marketing is still relatively rare. Like research conducted by Megasari Noer Fatantia and I Wayan Suyad, in this study researchers tried to analyze and explore the role of social media Instagram as a new communication channel in the promotion of tourist destinations in Indonesia, while the focus of this study was to analyze a number of features found in the media Instagram social that is often used in tourism destination promotion activities in Indonesia, such as discussion of geotagging features, vintage effects features, photo editing features and interacting features such as comment, love and photo sharing. (Fatanti & Suyadnya, 2015)

Noor Hazarina Hashim from *The University of Western Australia Business School* also explained that online media is the right strategy to shape the image of religion-based tourism because online media are a popular tool for religious information seekers and accessible media for the disbursement of information related to religious travel (*Tourism Religion-Based*). Researchers further explained that to shape the image of Islamic religious tourism can be optimized through visualization that reflects Islam on websites or other online media, such as the use of images relating to Muslims, Muslim clothing, celebrations, and information about halal food. (Hashim, Murphy, & Hashim, 2007)

Furthermore, according to the results of research conducted by Mujibur Rahman on the visualization of religion in the public sphere, the visualization of religion has been widely used in every aspect of life, ranging from economics to politics. In the economic field, religious visualization is usually used as a symbolic message that aims to encourage the use of products claimed to be Islamic products, or in the political field which is usually used to attract Muslim voters, through religious visualization of their political vision and mission. (Rahman, 2018)

The Role of Instagram in Tourism Marketing

Social networking has become an effective communication method for connecting individuals and organizations. On a personal level, this is a popular online social media platform for interacting with friends (Subrahmanyam et al., 2008). Social networking sites, such as *Facebook*, *Twitter*, *MySpace* and also *Instagram*, are more often used as a media liaison to meet and share ideas, thus making purchasing decisions about specific products. (Barczyk & Duncan, 2011) Therefore, it is not surprising that more and more companies, including small businesses, are using social networking sites to market products and communicate with their consumers. (Kossinets, Watts, & Lazer, 2011)

Instagram is a social media that was first released to the public in 2010 and then within three years after it was released, Instagram already has around 100 million users and has uploaded more than 4 billion photos. (Abbott et al., 2013) Furthermore, based on the latest survey data, the number of Instagram users worldwide is 844 million Instagram users.

(<https://wearesocial.com/blog/2018/01/global-digital-report-2018> accessed on August 29, 2019).

In the tourism sector, Instagram can be used as a tourism promotion channel at a low cost but has a very strategic role. In addition to promotion channels, Instagram can also play an online catalog of a tourism destination; therefore Instagram can also play a role as a media that can be used as an essential source of information for travelers or potential tourists. Besides that Instagram also has several features that can be optimized for tourism promotion activities optimally, including, Instagram has the power of visualization, individual response, and additional facilities such as geotagging, video posting and Instagram direct messages. (Fatanti & Suyadnya, 2015)

Methods

This research will examine the elements of photos and text found on Instagram. The research approach model used is content analysis. The analysis was carried out on Instagram content as the primary data source. (Mayring, 2000) Before content analysis, the researchers first conducted a grouping on the Instagram account, which would be used as a research analysis unit.

The Instagram account that is the focus of analysis in this study is the Instagram Tourism Equestrian and Archery, which has a good reputation as an Islamic sporting destination in Indonesia. As a target of data collection, researchers collected three of the most popular accounts (having the most followers) and then analyzed the 100 uploads of the last images of each Instagram account. The Instagram account is the focus of analysis, including @ds_equestiran, @westjavaarchery, @Wisatadakwahokura.

From the photos uploaded, some content elements will be a factor in determining the breakdown of image types. The first factor is 1) photographic images contain pictures of tourist sites and tourist activities; 2) photographic images containing poses of people or tourist activities that contain forms of Islamic expression;

Another focus of analysis is the caption component or the information given to images uploaded on Instagram. Therefore, the researcher will analyze the caption based on three classifications, including 1) a caption that contains a persuasion message in the form of an invitation to Instagram users to visit a tourism place (*promotion*). 2) a caption containing an explanation of the image uploaded by Instagram (*descriptive*); 3) the caption contains information messages about tourism activities (*informative*).

Based on the components of the analysis, the researcher will then look at the interactions that occur on the Instagram account that has been determined as the unit of analysis, while the Instagram components observed include: Image uploaded, caption written, hashtag used, and the amount of "Love" given by Instagram users to the uploaded image, then the interaction that occurs between the Instagram elements will be shown in a frequency table.

Results

Islamic expression on Instagram image uploads

Based on observations of the unit of analysis, each Instagram account has a different picture upload theme, as well as a different number of followers. For the theme of uploading

images on each Instagram account, based on data taken since June 31, 2019, from the last 100 uploads on each Instagram account, we conclude in the following table:

No	Name	Frequency	Image Themes	Precentage	Total Follower
1.	@ds_equestrian	636	Hijab Women Pose	66%	21,000+
			Islamic Figure	21%	
			Da'wah video	12%	
			Tourisme Scenery Picture	48%	
2.	@westjavaarchery	580	Tourism Scenery Picture	32%	5,500+
			Veiled Women Pose	76%	
			Trialer Video with Islamic Backsound	23%	
3.	@wisatadakwahokura	787	Tourism Scenery Picture	68%	9,700+
			Islamic Figure	21%	

Table 1. Image Upload Classification and frequencies

Based on the data presented in table 1, the data shows that the Instagram account @ds_equestrian has the highest number of followers (+21,000) compared to the Instagram accounts @wisatadakwahokura (+9,700) and @westjavaarchery (+5,500), This is relevant to the age of Daarus Sunnah Equestrian tourism which is a pioneer in the field of Islamic sports tourism and has experience in popularizing equestrian and archery to Indonesian Muslim communities as a new lifestyle.

The data in Table 1 also shows that the majority of image uploads on the Instagram account for horseback and archery tourism are Islamic expression themes, such as Instagram @ds_equestrian which upload images with Islamic expression themes about 52% of the last 100 upload images, and the remaining 48% are upload images of scenery or locations of tourism. The details of uploading images containing Islamic expressions on the Instagram account @ds_equestrian, including uploading pictures of women wearing hijab poses (66%), uploading pictures of Islamic Prominent Pose (21%) and the rest are Islamic da'wah videos (12%).

The next finding on the Instagram @westjavaarchery account is the discovery of more Islamic expression images, which is around (68%) of the last 100 upload images, and the rest (32%) are scenery images. The details of the theme images of Islamic expressions include: the pose of veiled women (76%) and the rest are video footage with Islamic background music (23%).

Unlike the two Instagram accounts before, on the Instagram account @wisatadakwahokura which became the theme of the majority of uploaded is a tourist landscape image of (68%), then the rest is an image of Islamic expression of (23%) of the total 100 images uploaded. So that the picture shown as an illustration of Islamic expression on the

Instagram account @wisatadakwahokura more displays the figure of religious figures such as scholars or religious leaders who influence society

Islamic expression on caption

Based on the findings of the researcher, each Instagram account has its characteristics and strategies in using the caption feature, because it depends on the marketing communication strategy undertaken by each Instagram account, the following is a data table of findings on the caption feature used by three Instagram accounts Equestrian And Archery tourism.

No	Name	Type of Caption	Element of Islamic Expression
1	@ds_equestrian	Image Description	Use of Arabic
		Information	
		Promotion	Scripture quotes
		Education	Islamic Da'wah
2	@westjavaarchery	Information	
		Promotion	Scripture quotes
3	@wisatadakwahokura	Information	
		Image Description	Use of Arabic
		Promotion	Scripture quotes
		Education	Islamic Da'wah

Table 2. simbol ekspresi Islam pada *Caption*

Based on the data presented in table 2, the types of messages contained in the caption are mostly used to provide information; Message solicitation (direct or indirect persuasion); Message education and Message preaching Islam. The next finding was the discovery of the use of Islamic expression symbols in caption writing, including the use of Arabic vocabulary, quoting the Holy Qur'an and the Message of Islamic Da'wah.

Islamic expression on Hashtag

Next is the analysis of the feature most used by Instagram users, the hashtag (#) feature. Based on observations, here are the Islamic expression symbols on the most used Instagram hashtag feature:

No	Name	Hashtag	Expression Elements Islamic
1	@ds_equestrian	#SunnahMemanah	Preaching Message
		#SunnahBerkuda	Preaching Message
		#LoveSunnah	Expression of Love for Worship
		#HorsesBackArchery	
		#LoveHorses	

2	@westjavaarchery	#MemanahItuSunnah	Preaching Message
		#SunnahMemanah	Preaching Message
		#MuslimahMemanah	Muslim women's identity
3	@wisatadakwahokura	#OlahRagaSunnah	Preaching Message
		#WisataDakwah	Islamic Tourism slogan
		#HalalTourism	Islamic Tourism slogan

Table 3 Elements of Islamic Expression on Hashtags

Based on the data presented in table 3, the most common Islamic expression symbols found in the hashtag feature of Instagram Horse riding and archery tourism, mostly packaged into slogan sentences and propaganda that contain messages of invitation to Instagram users to do equestrian and grooming activities, for example, is as follows: #sunnahMeman; #LoveSunnah; #MengahItSunnah; # SportsSunnah; and #SunnahBerkuda.

Instagram User Response to Islamic Expressions

Based on the findings of the researchers, Instagram users gave a positive response to each uploaded image that contains symbols of Islamic expression, and it is grouped based on the number of "Love" given by Instagram users to each uploaded image.

No	Account Name	Theme Pictures	Love / View
1.	@ds_equestrian	Hijab Women Pose	6,595 Love
		Islamic figure	12,559 Love
		Tourism Scenery Picture	5,713 Love
2.	@westjavaarchery	Tourism Scenery Picture	3,042 Love
		Veiled Women Pose	10,792 Love
3.	@wisatadakwahokura	Tourism Scenery picture	2,294 Love
		Islamic Figure	883 Love

Table 4 Instagram user response to image upload

The "Love" feature is one component that can be used by Instagram users to interact with uploaded images or videos. The "love" feature can also be used as a medium to represent positive responses from Instagram users to uploaded images or videos. Furthermore, based on the findings in the focus group discussion (FGD) session conducted on eight respondents, Instagram users gave a pretty good response to each upload image and caption that contained Islamic expressions.

Image	Number Respondent	Rating	Total
1 Image that contains Of Islamic expression	1	8	59
	2	7	
	3	8	
	4	8	
	5	7	
	6	8	
	7	7	
	8	6	
2 Pictures that do not contain of Islamic expression	1	3	28
	2	4	
	3	3	
	4	4	
	5	3	
	6	3	
	7	3	
	8	5	
3 "Caption" type of information that contain Islamic expression symbols	1	7	53
	2	6	
	3	7	
	4	8	
	5	7	
	6	6	
	7	6	
	8	6	
4 "Caption" type of information that does not contain Islamic expression symbols	1	6	38
	2	5	
	3	4	
	4	5	
	5	4	
	6	4	
	7	4	
	8	5	
5 "Caption" type of promotion that contains a symbol of Islamic expression	1	7	52
	2	6	
	3	7	
	4	8	
	5	7	
	6	7	
	7	6	
	8	7	
7 "Caption" type of promotion that does not contain symbols of Islamic expression	1	5	42
	2	4	
	3	6	
	4	5	
	5	5	
	6	6	
	7	5	
	8	6	

Table 5 FGD session assessment results

Discussion

Islamic Expression and Strategy Marketing Communications pariwisata Islami

According to Rangkuti (Rangkuti, 2009), in conducting marketing communications, marketers must first determine the purpose of the campaign or advertisement, such as determining the target market, segmentation and positioning, so that the message delivered by marketing will produce positive impact and feedback from potential customers. Furthermore, Suwanto added so that the meaning of the message can be understood and accepted effectively, the symbols used (text, images, and video) must be following the character and behavior of consumers; therefore marketing communications must be correlated with the intended consumer behavior. (Suwatno, 2018)

Based on the findings on the Instagram account of equestrian and archery tourism, marketing communications carried out referring to the psychographic profile based on religious factors, this can be seen uploading Instagram account images that mostly display images of Islamic expressions, such as Instagram @ds_equesrian by 52%; Instagram @westjavaarchery by 77% and Instagram @wistadakwahokura 21%. (Suwatno, 2018) The use of Islamic expression symbols is part of a marketing communication strategy in order to create positive and relevant associations with the character of Muslim tourists, and this is relevant to Nasr's opinion that states, Muslim consumers tend to be attracted to current consumption but remain sensitive to their values of faith. (Nasr, 2009) so that the strategy is expected to be able to encourage product purchasing activities by consumers who are motivated, motivated and encompassed by values, beliefs, and religion adopted by consumers. (Suwatno, 2018)

Furthermore, based on the findings in Table 3 and Table 4, Instagram users show a positive response to every upload of Islamic expressions, such as the pose of women wearing hijab, veiled women and religious figures such as scholars, this can be seen from the large number of "Love" given for image uploads. Likewise, in the focus group discussion (FGD) session, Instagram users also addressed a positive response to the upload of Islamic expression images with a total score of (59) and a total score (28) for the upload of images that do not contain Islamic expressions.



Figure II. @westjavaarchery



Figure III. @westjavaarchery



Figure IV. @ds_equestrian



Figure V. @wisatadakwahokura

Islamic Expressions and Persuasive Promotion Strategies

Next is the use of Islamic Expression symbols on the Caption feature, based on the findings, Islamic expression symbols are often found on Caption types that are related to information messages and promotional messages for Equestrian And Archery tourism promotion, while the Islamic expression symbols most widely used on Captions include quotations from the holy Quran and the use of Arabic vocabulary.

Excerpts from the Holy Qur'an are usually used in promotional messages that are persuasive, while the most quoted type of sentence is the type of sentence that is related to the appeal and religious orders to practice riding and archery. So with the insertion of sentences taken from the holy book of the Koran, it is expected to be able to increase the persuasive power of a promotional activity undertaken, because if it refers to the concept of Islamic teachings, that the position of the holy book of the Qur'an is a guide that must be obeyed and used as a guide to life for all adherents of Islam. Thus, the use of the Holy Qur'an quotes as a promotional message, is undoubtedly an appropriate marketing communication strategy, and this is in accordance with Burgon and Huffner's opinion on a persuasive communication approach, which states that a valid persuasive communication message is a message based on evidence, data or facts that can give a stronger impression of the message being communicated.

Furthermore, in order to add to the persuasive power of promotional messages and information written on the *Caption*, it was also found the writing of a hashtag containing the slogan of preaching about information and remarks that horse riding and archery are religious orders, such as #SunnahMemanah (Archery is worship); #SunnahBerkuda (Horse Riding Is Worship); #MuslimahMemanah (Islamic Women Archery); #OlahragaSunnah (Worship Sports) and #WisataDakwah (Da'wah Tourism).

Next is the use of Arabic vocabulary that is most widely used in writing caption sentences is the type of vocabulary associated with greeting sentences, sentence expressions and exclamation sentences, such as some example sentences as follows; *Jazakallah* (may Allah repay kindness), *Shukran* (Thank you), *Antum* (you), *Alhamdulillah* (Thankful) and *Masyaallah* (expression of admiration). The use of Arabic vocabulary, certainly is the right communication strategy, because the target market for equestrian and archery tourism is Muslim tourist groups, and according to research results from Warsito Raharjo Teak, the use of diction and Arabic vocabulary is part of a new lifestyle and trends in how to communicate among Muslim communities. (Raharjo Jati, 2015) so that with the same frame of reference between the communicator and the communicant it is expected that the message of promotional activities carried out can run effectively and generate positive feedback for tourism managers. (Komala, 2009) Furthermore, Burgon and Huffner also explained that the use and selection of diction and vocabulary that are appropriate and appropriate to the communicant's preferences would produce useful persuasive messages. (Burgon & Haffner, 2002)

The Instagram user response to the type of Caption that contains Islamic expression symbols, based on the results of the focus group discussion (FGD) session, it appears that the use of Instagram shows a positive response, especially on Captions that contain information messages with a total score (53) and total score (52) for Captions containing promotional messages.



Figur VI. an example of Arabic vocabulary in caption Instagram @ds_equestrian @wisatadakwahokura



Figure VII. an example of quoted from the Holy Quran In Caption Instagram @ds_equestrian & @westjavaarchery

Conclusion

Most Instagram social media accounts from equestrian and archery tourism in Indonesia, use Islamic expression symbols as part of tourism marketing communication strategies through Instagram social media. Islamic expressions contained in this study include, poses of women wearing veils or hijab, poses of religious figures, quotations of the Holy Qur'an and the use of Arabic vocabulary. This research also proves that the use of specific marketing communication strategies based on religious factors, get positive responses from Instagram users of equestrian and archery in Indonesia.

Acknowledgment

This research is supported by the Ministry of Religion of the Republic of Indonesia (MORA Scholarship) as one of the providers of reputable scholarship funds specifically for lecturers in the religious tertiary environment in Indonesia.

References

- Abbott, W., Donaghey, J., Hare, J., & Hopkins, P. (2013). An Instagram is worth a thousand words: an industry panel and audience Q&A. *Library Hi Tech News*, 30(7), 1–6. <https://doi.org/10.1108/LHTN-08-2013-0047>
- Barczyk, C., & Duncan, D. (2011). Social networking media as a tool for teaching business administration courses. *International Journal of Humanities and Social Science*, 1(17), 267–276.
- Burgen, & Haffner. (2002). *Human Communication*. London: Sage Publication.
- Crooce, B. (1992). *The Aesthetic as the Science of Expression and of the linguistic in General*. Cambridge: Cambridge University Press.
- Dan, K. A., Dalam, T., & Hairillah, H. (2015). Kedudukan as-sunnah dan tantangannya dalam hal aktualisasi hukum islam. *Jurnal Mazhib*, XIV(2), 291–203. <https://doi.org/10.21093/mj.v14i2.347>
- Fatanti, M. N., & Suyadnya, I. W. (2015). Beyond User Gaze: How Instagram Creates Tourism Destination Brand? *Procedia - Social and Behavioral Sciences*, 211(September), 1089–1095. <https://doi.org/10.1016/j.sbspro.2015.11.145>
- Hashim, N. H., Murphy, J., & Hashim, N. M. (2007). Islam and online imagery on malaysian tourist destination websites. *Journal of Computer-Mediated Communication*, 12(3), 1082–1102. <https://doi.org/10.1111/j.1083-6101.2007.00364.x>
- Hays, S., Page, S. J., & Buhalis, D. (2013). Social media as a destination marketing tool: Its use by national tourism organisations. *Current Issues in Tourism*, 16(3), 211–239. <https://doi.org/10.1080/13683500.2012.662215>
- Heryanto, A. (2011). *Islam and Popular Culture In Indonesia and Malaysia* (A. N. Weintraub, ed.). New York: Routledge.
- Komala, L. (2009). *Ilmu Komunikasi: Prespektif, Proses dan Konteks*. Bandung: Widya Padjadjaran.
- Kossinets, G., Watts, D. J., & Lazer, ; D. (2011). The Dynamics of Viral Marketing. 17. R. Lyons, *Stat. Polit. Policy*, 30(9), 195. <https://doi.org/10.1145/1232722.1232727>
- Mayring, P. (2000). Quantitative Content Analysis. *Forum: Qualitative Social Research*, 1(2), Art (20).
- Nasr, V. (2009). *The Rise of the New Muslim Middle Class and What It Will Mean for Our World No Title*. New York: Forces of Fortune.
- Nasrullah, R. (2014). *Teori dan Riset Media Siber (Cybermedia)*. Jakarta: Kencana.

- Purwaningwulan, M. M., Suryana, A., Wahyudin, U., & Dida, S. (2019). The Existence Of Social Media As A Promotional Media In The Hijab Image Revolution In Indonesia. *Library Philosophy and Practice*.
- Raharjo Jati, W. (2015). Islam Populer sebagai Pencarian Identitas Muslim Kelas Menengah Indonesia. *Teosofi: Jurnal Tasawuf Dan Pemikiran Islam*, 5(1), 139. <https://doi.org/10.15642/teosofi.2015.5.1.139-163>
- Rahman, M. (2018). Visualisasi Agama Di Ruang Publik: Komodifikasi, Reproduksi Simbol Dan Maknanya. *Humanistika*, 4(1), 91–106.
- Surijah, E. A., Kirana, C. T., Wahyuni, N. P. J. D., Putu Yudi, C., & Astini, N. K. B. (2017). Membedah Instagram: Analisis Isi Media Sosial Pariwisata Bali. *Jurnal psikologi ilmiah*, 9(1), 1–17.
- Suwatno. (2018). *Komunikasi Pemasaran Kontekstual*. Bandung: Simbiosis Rekatama Media.
- Yuswohady. (2015). *Marketing to The Middle Class Muslim* (Revised ed). Jakarta: Gramedia Pustaka Utama.
- Zhou, Z. (2014). *The social media marketing of seaports: An explorative study of the marketing communication usage of social media on the largest container ports in the world* (Erasmus University Of Rotterdam). Retrieved from <http://hdl.handle.net/2105/15632>