
Social Media Influence of Instagram and Youtube to The Interest of Intercity Bus Passengers

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Abstract

Social networks act as marketing communication platforms and can facilitate social interactions in the digital era as is happening today. One of them is the use and utilization of Instagram and Youtube social networks. Bus companies are also trying to adapt to the digital age of today. One of them is how companies communicate with consumers. This type of research is field research, The research was performed using two data sources related to the subject of the issue under discussion, which is a primary data source and a secondary data source, in the form of interviews and existing data. Consumer mindset that has changed over time that may be caused by the emergence of social media. Social media content that actually contains elements such as facilities, primary services presented by employees, the quality of the vehicle can affect the mindset of potential passengers and consumers. In operation, companies that use social media can be helped by the presence of some who are also active using social media such as youtuber and bus fans communities that can indirectly increase the reputation of companies in existing markets who can make new consumers.

Keywords : Internet, research, bus, mindset, passanger.

Introduction

The rapidly growing economy in Indonesia creates increasingly strict competition between companies, one of them is the public transportation service provider. Starting with the development of the trading system, consumer interests are increasingly varied and growing and the technology is increasingly advanced. Technological development especially the internet causes companies to face a variety of advantages and obstacles in running their business, not to mention the uncertainty conditions in the field caused a lot of companies that suddenly undergo bankruptcy. Because of that, the company must observe its conditions and performance in order to survive or even grow and expanded. To know how the conditions and performance of the company are necessary to proper use of the technology.

The internet as marketing media, one of them social media is an entity of plans present in the present marketing era. To get the optimal results, the instrument has a vast scope with a variety of features for marketing among which is giving consumers room for communication, features his finest services and services, as well as to review competition with other companies, and so on. One of the social media that have various features in marketing are Instagram and YouTube.

Social media according to philip cotler and kevin keller (2012; 568) in (fauzi, February 2016), is a means for consumers to share text information, image, audio, and videos with each other and with the company and vice versa. The role of social media is increasingly recognized in improving business performance. Social media allows small businesses to change how to communicate with customers, Marketing products and services as well as interacting with customers who aim to build good relationships. Abdullah (2012: 32) stated if a brand/product will be launched, Social media is then used to spread information whose nature makes friends or followers curious.

According to (Asriani, 2011) "The marketing system via the internet (internet marketing) is a form of technological progress that allows the realization of one-on-one marketing, where consumers can interact directly, real time, and in two directions (interactive) with companies that sell their products or services", including transportation services. Bus companies are also trying to adapt to the digital age of today. One of them is how companies communicate with audiences or consumers. Advances in technology allow bus companies to interact directly with their stakeholders. Bus company managers are aware of the importance of using social

media as a means of communication. One of them is the use and utilization of Instagram and Youtube social networks.

Social networks act as marketing communication platforms and can facilitate social interactions in the digital era as is happening today (Mulyana, 2020). It's an adaptation in today's or modern times, because it is not easy to promote a product or service by simply relying on trade or word of mouth. According to the Kotler and the Armstrong (Kotler & Armstrong 2010) as good as any product, If there's no communication, People won't find out. Bus companies can optimize their interaction with the community using the youtube channel operated by bismania..

PT. Rosalia Indah Transport is one of the autobus companies with intercity routes its active operations on the Internet and social media. The company survives and grows in the modern market era by giving its consumer a wide variety of information via digital. The bus company is known for its reputation and good service in the eyes of the consumer. Some youtuber who once made a trip report with the bus from the Rosalia Indah has given a lot of positive reviews of the services provided by this autobus company to every consumer. Some people who have a YouTube channel and often do documentation in the form of Trip Report videos include Andriawan Pratikto (973,000 subscribers), Nugroho Febianto (624,000 subscribers), Ahmad Wildani (456,000 subscribers) and many more.

According to the above description, the authors decided to do a research with the title social media influence instagrams and youtubes on the interest of intercity bus passengers.

Based on the identification of the above problem, what is the problem in this research is, can the use of social media Instagram and YouTube have a positive impact on passengers? There is an increase in the interest of passengers after watching the social media of PT. Rosalia Indah transport?

Method

This type of research is field research, The term field research is often used in social sciences involving a combination of field with observation, which aims to understand cultural phenomena that reflect knowledge or which is commonly referred to as the term ethnographic research (Kenneth d.Bailey, From 1994 to 254). The research was performed using two data sources related to the subject of the issue under discussion, which is a primary data source and a secondary data source.

Primary data is the data obtained from the first source directly related to the issue under investigation. (Amiruddin, Pengantar Metode Penelitian Hukum, Jakarta: PT. Raja Grafindo Persada, 2006, 30). Secondary data is the data obtained from books as additional data and primary data amplifier. Secondary data sources include important documents, The book, and the results of the research (Soejono Soekanto, 2012). Interview is a particular condition between individuals who face directly, The interviewer asks a question to the source or the interviewed person who has been written to obtain the correct answer and in accordance with the written research (amiruddin, 2006). Documentation methods are data collection of documented data in various forms, neither is autobiography, Personal papers, books, and Government documents, folklore, movies, Photos, and so on (Suharsimi arikunto, 2002). The questionnaire or the question list is a set of questions that logically relate to research issues, And every question is an answer with the meaning of testing hypothesis (Nazir M, 2005).

Sampling in this study is performed using the cochran formula because the number of populations is unknown for the exact number.

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{1,96^2 (0,5)(0,5)}{(0,1)^2}$$

$$n = \frac{3,816 (0,25)}{0,01}$$

$$n = 96,04 \text{ respondent}$$

Information:

n : sample size

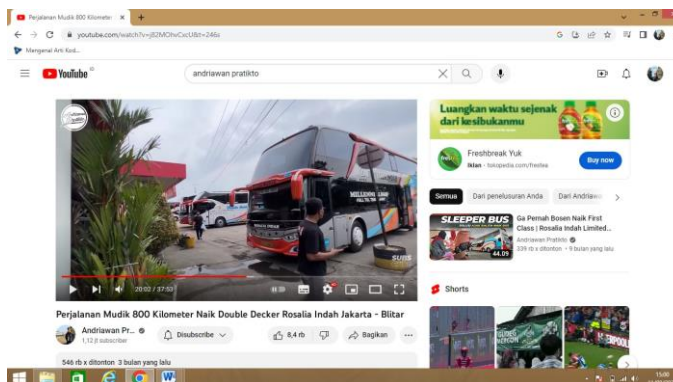
z : Price in normal curves for intersections 5% = 1,96

p : correct opportunity 50%

q : wrong opportunity 50%

e : sampling error rate 10%

This is a descriptive qualitative research. Qualitative descriptive is a design research used to answer the question of who, what, and when a phenomenon or experience happened (Kim, Sefcik, & Bradway, 2017). According to mappiare (2012) qualitative researchers take up general positions using theory, the thing to consider is how theories can be held in qualitative research, that he designed. The position of theory in qualitative research is a search of the theory from the bottom rather than the search from the top. This is the common concept of the bottom-up process.



Picture 1 : Trip Report Video Rosalia Indah Bus

PT. Rosalia Indah Transport It has quite a route spread across Java Island to South Sumatra. But this time researchers just sorted by the departure from Bogor branch office.

Table 1 : Rosalia Indah Bus Departure Route From Bogor
Jawa Tengah & Yogyakarta

No.	Departure	Class	Via	Destination
1	Tajur	Executive	Semarang - Bawen - Magelang - Terminal Jombor Sleman.	Semin, Gunung Kidul (DIY)
2	Tajur	Executive, Double Decker	Surakarta - Klaten.	Terminal Jombor Sleman (DIY)
3	Tajur	Executive	Jalur Selatan, Purwokerto - Kebumen - Terminal Giwangan (DIY)	Wonogiri
4	Tajur	Executive, Double Decker	Semarang - Boyolali - Klaten - Surakarta.	Karanganyar, Kantor Pusat.
5	Tajur	Executive	Brebes – Tegal	Pekalongan

6	Tajur	Executive	Kebumen – Wonosobo - Temanggung	Terminal Tidar Magelang
Jawa Timur				
7	Tajur	Executive, Double Decker	Subang – Palur – Ngawi – Surabaya	Terminal Arjosari – kantor Rosalia Indah Malang
8	Tajur	Executive, Double Decker	Subang – Palur – Ngawi	Surabaya
9	Tajur	Executive, Double Decker	Subang – Palur – Ngawi – Surabaya - Probolinggo	Jember
10	Tajur	Executive Executive Plus	Subang – Palur – Ngawi – Madiun – Kediri – Tulungagung	Blitar
Sumatera				
11	Tajur	Executive Plus	Merak – Lampung	Palembang

Result

A similar competition between companies is affected by some factors, which are the emergence of social media, newcomer, rivalities are happening, and the consumer mindset. It's the emergence of social media that can create competition between companies. The newcomers in the social media can also make them to promoting the product with trying to provide products more interesting than his predecessors, this can be the quality of service, fleet, the travel, the travel time. Similar corporate rivalities can also be the main determiner if they've been present at the same time, adjacent office and of course the same route. It also makes consumers have a wide range of patterns of thinking and assumptions about the value of transportation services. Consumer mindset that has changed over time that may be caused by the emergence of social media.

Social media content that actually contains elements such as facilities, primary services presented by employees, the quality of the vehicle can affect the mindset of potential passengers and consumers. From the results of interviews with respondents which are the elements of passengers and employees generates the opinion that the use of social media can influence the good name of the company, increasing the number of consumers, and improve the quality of service and fleet.

Table 2 : Total Passenger Departing From Bogor 2022

Year 2022		Route		
No.	Month	Jawa Tengah & DIY	Jawa Timur	Palembang

1	January	372	249	45
2	February	300	186	32
3	March	368	248	36
4	April	720	558	75
5	May	1.860	868	150
6	June	558	372	33
7	July	930	550	60
8	August	744	297	45
9	September	186	144	15
10	October	279	240	30
11	November	900	480	39
12	December	1.448	992	68
	Total	8.665	5.184	628

Table 3 : Total Passanger Departing From Bogor 2023

No.	Year 2023			
	Bulan	Jawa Tengah & DIY	Jawa Timur	Palembang
1	January	446	298	36
2	February	366	220	26
3	March	441	290	43
4	April	2.232	1.041	224
5	May	649	660	49
6	June	669	409	72
7	July			
8	August			
9	September			
10	October			

11	November			
12	December			
	Total	4.803	2.918	450

Based on the results of the table above, researchers can explain that with the emergence of social media such as instagram and youtube can have an impact on the world of transportation especially bus companies as an intercity bus transportation service provider. In this case, the data obtained from PT. Rosalia Indah Transport for three semester resulted in a good appearance of rise every semester. It can be assured that the increase in the number of consumers from the first semester of 2022 with a total number of passengers is 7,030; Then increased by 5.9% in the second semester with a total of 7,447 passengers. In the first semester of 2023 rise 9.7% from the previous semester with a total number of 8,171 passengers. The results showed that the rise in the number of passengers was also affected by the content of social media uploaded by the company and the trip reporter created by the content creators on the Youtube platform.

After the results are obtained, The validity and realibility of X and Y in this study was conducted. The test involved 100 responders filling the questionnaire on the influence of social media instagrams and youtubes (X) on the interest of intercity bus passengers (Y). Thus, the validity test results are obtained as follows :

Table 4 : The Results of Validity Test X and Y Variables

No.	T Count	T Table 5%	Sig	Criteria
1	0.931	0.195	0.000	VALID
2	0.842	0.195	0.000	VALID
3	0.720	0.195	0.000	VALID
4	0.766	0.195	0.000	VALID
5	0.759	0.195	0.000	VALID
6	0.581	0.195	0.000	VALID
7	0.836	0.195	0.000	VALID
8	0.767	0.195	0.000	VALID
9	0.664	0.195	0.000	VALID
10	0.760	0.195	0.000	VALID
1	0.766	0.195	0.000	VALID
2	0.467	0.195	0.099	VALID
3	0.751	0.195	0.001	VALID
4	0.823	0.195	0.000	VALID
5	0.905	0.195	0.000	VALID
6	0.829	0.195	0.000	VALID

7	0.760	0.195	0.000	VALID
8	0.800	0.195	0.000	VALID
9	0.785	0.195	0.000	VALID
10	0.719	0.195	0.004	VALID

With a validity test result setting that the whole question has a value under 0.05 that has a valid meaning. Then the questionnaire validity test of x and y variables is valid. Then, researchers perform reliability tests on x and y variables with results as follows :

Table 5 : Realiability Test Result (X)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.914	.921	10

Table 6 : : Realiability Test Result (Y)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.915	.919	10

The results of chronbach's alpha values 0.914 on variables X and 0.915 on variable X show that the total questionnaire statements are fairly reliable. When the cronbach's alpha value is less than 0.70, the question item in the questionnaire is unreliable (not reliable).

Conclusion

In operation, companies that use social media can be helped by the presence of some who are also active using social media such as youtuber and bus fans communities that can indirectly increase the reputation of companies in existing markets who can make new consumers. In this way, buses with good appearance and reviews in terms of quality will attract the interest of consumers as well as get the stage on social media.

The study proved that instagram and youtube social media content also involves trip reporters and the busmania community can increase the interest of bus passengers PT. Rosalia Indah Transport from the first, second and third semester in 2022 until 2023. The rise in consumer numbers from semester 1 year 2022 with total number of passengers 7.030, then increased 5.9 % by semester 2 with total passenger 7.447. In the first semester of 2023 rise 9.7% from the previous semester with a total number of 8,171 passengers. demonstrating

that the influence of social media is very positive, which is also proven by validity and reality tests on this study with also good results (valid and real).

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