

What Makes Tourism Platform's Video Marketing Failed to be Viral? A case study from Indonesia

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Abstract

Along with technology development, marketing now took in a video form. Companies now make their marketing in a video form and spread it online to gain people's attention since nowadays people tend to use the internet on a daily basis. People, in this case customer, also rely on the internet to find more information whenever they want to go travelling. Not only for search about destination information, but people also use the internet to buy the hotel and aeroplane tickets. This is beneficial for the company in tourism sector which runs online platforms because they will get more customer. However, even though people aware of the platforms, only a few of them know about its video marketing because the videos are not viral. There are several missing elements which make them failed to become viral. Those elements are Title length, Element of irony, and Talent. In order to help tourism service platform companies make their video become viral, they have to fulfil those elements.

Keywords: viral video; marketing; tourism

1. Introduction

The tourism industry has a role in a country to boost their income. According to Rizal Ramli, Coordinating Maritime Affairs Minister of Indonesia, the most potential sector to increase foreign exchange is tourism (Kementerian Pariwisata, 2015. Indonesia placed in the fifth position in ASEAN for its tourism (Industri Pariwisata Indonesia, 2016) and had a target to increase its performance this year (The ASEAN Travel & Tourism Competitiveness Report 2012, 2012).

Along with technology development, now tourism service companies in Indonesia are utilising video as their marketing tool. Video marketing is good for tourism since it represents more than one sense; visual and auditory. With help from the Internet, those tourism video marketing can be viral. A viral video will help the marketer to gain a lot of attention from people in large number. It takes minimal time and effort, makes it beneficial for a marketer (Rayport, 1996). Stelzner, in 2006, state video marketing later on will be used by approximately 73% marketer (Stelzner, 2016).

Youth people, which take 35% of total population in Indonesia, are potential to make a video become viral (Nuraeni, Arru, & Novani, 2014). Youth people have an age range between 15-24 years old according to UNESCO. Youth people play an imperative role in tourism because they travel a lot because every sixth arrival in the world is represented by young tourist (Organization, World Tourism, 1991). They have the ability to influence their surroundings even those who came from different generations. People also have a habit to seek information through the Internet, which make the video easier to be acknowledged by people.

As stated before, to make a video become viral marketer can utilise the internet as a place to spread it and engage youth people. The Internet will be a good place for it since there are around approximately 132.7 million people of internet user in Indonesia which 80% of it spend at least an hour of the day to access it (APJII, 2014).

To get more information, the researcher has conducted a preliminary interview. Based on the data gathered, found that people use the internet to collect more information before they go travelling. They also use the internet to help them plan their trips. Respondents are relied their trust on online travel agencies to buy hotel

and aeroplane tickets. The most dependable one according to respondents is Traveloka, but they also mention another platform such as Pegipegi, Agoda, Tiket.com, and Airbnb. They knew those platforms from their relatives and search engine (on the first page from a search engine). However, they rarely know its video marketing/campaign even though Traveloka and other platforms have it. It means those videos aren't viral.

Thus, this research is intended to find (i) why these tourism videos not viral and (ii) what factors that should be improved in order to make the video viral.

2. Literature review

A fast shared data process which intended to give certain effect in a very short time is called as viral marketing (Akdeniz, 2015). Viral marketing can be in the form of video, which identified as a condition where the particular video remarkably liked and shared through online (Huang, Chen, & Wang, 2012). The key to making it become viral relies on people's intention to forward it (Lin, Huang, & Lin, 2008).

A viral video content characteristic was explained by Tyler West on his journal in 2011. There are nine variables which are Title length, Run-time, Element of laughter, Element of surprise, Element of irony, Minority presence, Music, Youth presence, and Talent. Tyler state a viral video has short title length with maximum three words and has short run-time which no longer than three minutes. Those number came from the average title length and average run time of particular videos. Other important variables are Element of irony, Music quality, and Talent. A viral video doesn't have to contain Element of laughter and presence of minority and youth. Furthermore, Tyler found that Element of surprise isn't correlated with video's popularity.

Table 4: Tyler's videos sample list

No	Videos	No	Video
1	"Charlie Bit My Finger"	11	"Flea Market Montgomery"
2	"Evolution of Dance"	12	"United Breaks Guitars"
3	"David After Dentist"	13	"Kittens, Inspired by Kittens"
4	"Here it Goes Again"	14	"Potter Puppets Pals"
5	"Rick Roll"	15	"Jill and Kevin's Big Day"
6	"Leave Britney Alone"	16	"Sneezing Panda"
7	"Don't Tease Me, Bro"	17	"Otters Holding Hands"
8	"Keyboard Cat"	18	"Literal Music Videos"
9	"Dramatic Chipmunk"	19	"OMG, Shoes"
10	"Hitler's Downfall"	20	"Baby Laughing"

Methods

This research began with a preliminary study through the interview. This preliminary study aimed to help the researcher identify the problem and determine the list of company's video marketing to be examined. The respondents for preliminary study are people who live in Bandung and like to go travelling. When the problem already identified, researcher done some literature review and develop the methodology.

The methodology used for this research is by quantitative. The researcher made a comparison of a list of tourism video marketing with the viral videos according to Tyler West's paper. A coding was used to analyse the data, marked with "yes/no" and "short/long" based on each variable.

- Title length: it categorised as short if it's five words or less since the average title length from the sample is five words.



- Run time: it categorised as short if it's no longer than 46 seconds, due to average sample were under 46 seconds
- Element of Laughter: marked as "yes" if there's a visual or audio of laughing people in the video
- Element of surprise: marked as "yes" if there are a surprised people in the video
- Element of irony: marked as "yes" if the video shows something that contradicts with society's expectation
- Minority presence: marked as "yes" if there's a person from minority ethnic in the video
- Music: marked as "yes" id the video contain a music
- Youth presence: marked as "yes" if there's a person under 18 years old in the video
- Talent: marked as "yes" if the scene in the video seems like a result of practice

The data then processed by comparing the proportion. Researcher's judgment also used to analyse the data. The list of tourism video marketing that is analysed by the researcher are:

Table 5: List of video sample

No	Videos	No	Videos
1	"Liburan Gratis dengan Traveloka Points" by Traveloka	11	"Liburan harus tertunda? Untung pakai Traveloka!"
2	"Traveloka Dulu, Momen Tak Terlupakan Kemudian"	12	"Apapun cerita travelingmu, awali dengan Traveloka dulu!"
3	"Temukan Agoda Base Campmu"	13	"The Chase 30"
4	"Pegipegi Promo Tiket Kereta Mudik 2017"	14	"Traveloka Dulu, Mudik Naik Kereta Kemudian"
5	"Kado Ulang Tahun dari Pegipegi"	15	"Langkahkan kakimu untuk pengalaman yang tak terhitung jumlahnya"
6	"Tiket Pesawat Promo Murah"	16	"Bebaskan rasa penasarannya dengan Agoda"
7	"We Accept"	17	"Envy"
8	"Welcome to Airbnb"	18	"2 Juta!!"
9	"Ingin dunia tahu cerita travelingmu? #TravelokaDulu!"	19	"Butuh Tiket Kereta Api Murah? Traveloka Dulu!"
10	"Apa yang dilakukan traveller indo waktu mereka #CheckInStepOut"	20	"Check-in hotel terkendala? Untung pakai Traveloka! "

Findings

The result of the processed coding data shows in the table below with percentage of each element. The data were coded by "yes/no" and "short/long" adjusted with each variable. More detailed explanation are:

- Title length:
A title can be categorized as have short title if it's contain no more than five words. It's considered like that since the average title length of chosen video is 5.15 words. Only 45% video of the sample who has short length title.
- Run-time:
In this paper, a video can be considered as short if it was less than 46 seconds. There are 12 videos that are categorized as having short run time, which is around 60% of the total sample. The shortest video is 15 seconds and the longest is 1 minute 48 seconds.
- Element of laughter:
Element of laughter can be identified if there's anyone who seen or heard laughing in the video. The laugh must be in the first 30 seconds of the video. Most of the sample doesn't have this element, and only 20% who have it.
- Element of surprise:
If there's people in the video who show surprise expression whether it's visual or audio, then that particular video considered as have element of surprise. 75% of the sample are marked as "no", which means they don't have this element on the video.
- Irony:



A video can be considered as ironic if it shows a scene that contradicts what was expected. 70% of the sample doesn't have this element. Only six videos identified as having an ironic element. This element actually can increase the attractiveness of a video, and can increase the potential to become viral.

- **Minority presence:**
If there's a presence of minority ethnic in a video, then that particular video is marked as "yes" in the column, which means they have this element. The result shows only 5% of the sample who have it, or for more detail, only one video who actually has this element.
- **Music:**
Any video that shows a visual of someone singing or has a background music or was a music video, are marked as having this element. The result shows every video or 100% of the sample have this element.
- **Youth:**
If there's someone aged under 18 who appears in the video, then it's marked as containing this element. Only 25% of the total sample who contain the youth element.
- **Talent:**
Talent is important in a viral video. This element can be judged from guessing the level of practice needed to perform in that particular video. The result shows only 40%, which means 8 videos, of the total sample who contain this element. This element is relative.

The result of the processed data shows that there are significant differences in several elements between the tourism marketing video and the viral video (based on Tyler's paper). Those elements are Title length, Element of surprise, Element of irony, and Talent. Most of the videos from the tourism service platform have a long title for their video with an average having five words. That video also lacks an ironic element which can affect a decreasing in the video's attractiveness. Other significant differences occur in Talent. Data shows that a video more likely becomes viral if they have talent on it. These are why tourism service platform's videos tend not to go viral.

Referring to Tyler's findings, the most important variables to make a video viral are that the video must have a short title, short run-time, have an ironic element, have musical qualities, and have talent on it. That variable would attract people's attention easily since a short title, and short duration would be easy to remember. Music would help to make the video more attractive and dissociate boring feelings. Element of irony would make the video become more interesting as well because it makes the video become unique and triggers people's willingness to share it with their friends. Meanwhile, the presence of talent will make the video look more professional. Compared to the processed data, there are three variables that do not fulfill the requirements, which are the title length, element of irony, and talent. That is the reason why any video from the sample did not go viral.

Table 3 : Results by Percentage

Variable	Reference		Tourism		Z test	p value	Result
	Short/Yes	Long/No	Short/Yes	Long/No			
Title length	Short : 75%	Long : 25%	Short : 45%	Long : 55%	0.75	0.004	Significant difference
Run-time	Short : 60%	Long : 40%	Short : 60%	Long : 40%	0.60	0.596	No significant difference
Element of Laughter	Yes : 30%	No : 70%	Yes : 20%	No : 80%	0.70	0.238	No significant difference
Element of Surprise	Yes : 50%	No : 50%	Yes : 25%	No : 75%	0.50	0.041	Significant difference
Element of Irony	Yes : 90%	No : 10%	Yes : 30%	No : 70%	0.90	0.000	Significant difference
Presence of Minority	Yes : 20%	No : 80%	Yes : 5%	No : 95%	0.80	0.069	No significant difference
Presence of Musical Qualities	Yes : 60%	No : 40%	Yes : 100%	No : 0%	0.60	0.000	No significant difference



Youth	Yes : 35%	No : 65%	Yes : 25%	No : 75%	0.65	0.245	No significant difference
Talent	Yes : 60%	No : 40%	Yes : 40%	No : 60%	0.60	0.057	Significant difference

Conclusion and implication

With the development of technology, marketing now also take in a digital form. Many companies, include tourism service company start to make a video for their marketing and put it on internet with hope it will become viral. Most of them use Youtube as a place to share videos. In order to make a video become viral, they have to fulfilled several elements such as Title length, Run-time, Element of Irony, Music qualities, and Talent. However, most of tourism service company did not fulfill these requirements which make their videos didn't go viral. To overcome this problem, tourism service companies have to adjust their video concept with these requirements. The analysis of the processed data shows that tourism platform companies have to improve their video in these three elements; title length, element of irony, and talent. The title of the tourism video have to be shorter than before. The video also have to contain ironic element to give surprise effect that will lead to increase its attractiveness. The video would be better if it have talent on it as well, to make it looks more professional. Therefore they can make a great video marketing and be known by many people at rapid time.

This study have limitation since several variables are considered as relative. Those variables are element of irony and talent. Also, this study rely on researcher's judgment, which can be different with other individuals.

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