

Psychological Segmentation Entitled Healing as a Promotional Communication Strategy Marketing

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Abstract. The article created aims to provide a good reference for tourism entrepreneurs to master the various strategies that will be used and selected based on the changes that occur. learn from a pandemic tragedy that has passed a time when people feel bored and feel the need for entertainment so that their psychological needs are met by visiting natural attractions that can provide a sensation to relieve their boredom. Born from the viral term young people, the phrase "healing" seems to be the main focus in writing captions or copywriting in a digital communication that aims to promote a place that can be used as a place to entertain oneself. The object of this research is social media marketing of natural tourism objects in Bandung as many as 46 tourist objects, with this secondary data we can see the use of the caption Healing to be able to attract visitors to tourist attractions. Using a qualitative analysis method, it will provide information on how much visitors interact with the social media of the tourist attraction as a form of interest in the tourist attraction. So the results of this study prove that marketing promotional communications with social media that focus on psychological segmentation of consumer areas will play an important role, especially those contained in marketing content captions to use more healing words that have an impact on the attention and interest of future visitors.

Keywords: *Psychological Segmentation; Promotion; Communication Strategy; Trending; Social Media Marketing; Tourist*

Introduction

The use of social media which is able to divert the world's attention from the form of printed The use of social media which is able to divert the world's attention from printed forms of information or news does not make the business aspect weak from the point of view of the beneficiaries and opportunity seekers, especially in the business world, it's just a game that occurs from switching habits to directing the minds of people who are stimulated from several forms of physical marketing that turn into marketing plans that will spread information more quickly, whether intentional or unintentional, to be received by the wider community who will become potential customers. The world of tourism, which is one of the contributors to regional income in West Java, is experiencing a difficult transition in particular due to global disruptions such as the last two years. in previous research it can be a reference where the use of digital in the new normal era can help increase performance that is expected to increase both financial

and non-financial, in the study entitled How do digital capabilities affect firm performance? The mediating role of technological capabilities in the “new normal” by Heredia J, et al (2022) [1]. The factors of Imposing Restrictions on Community Activities are a scourge that can destroy this business segmentation. Which resulted in decreased performance in the form of profitability, streamlining employee composition, even worse, having to roll up the business for an unspecified time. This was also expressed in the West Java news that tourist sites in North Bandung had decreased by 70% which was a fantastic number which illustrates how a crisis is being faced by tourism entrepreneurs in Bandung. The ability to think during a crisis, especially to be able to survive in retaining consumers or maintaining the existence of the unique characteristics of these tourist attractions, is at stake by a special team in the business. Re-formulating what needs to be done immediately, re-segmenting groups of potential customers with different financial conditions and travel rules is not an easy thing. The right shot at consumer behavior which can actually become an opportunity will be right if we can first analyze the mindset of someone who is more inclined towards whether the needs we offer will be a choice that he will feel is right with the hope that it can be fulfilled even with limitations crisis conditions and situations. Psychological segmentation of a person, especially during a crisis that makes that person have an unusual desire to either be carried out or just to get information in the hope that it can fulfill his psychological needs a little. Social media: Where customers share their concerns—How do they respond? by Info Sigurdsson V, et al (2021) in the article discussed there is about social media which is a vehicle for communication from consumers to their companies [2]. This finding is recognized by several entrepreneurs so that they consider this external factor a big gap that might help maintain conditions that can be recovered after crisis situations and conditions. Headers or themes that should be the ingredients of the new strategy will direct business people to be able to create a communication scheme that fits the psychological needs of people to fulfill their desire to be able to visit tourist attractions in West Java. in previous research, it can be seen from the journal Inside the black box: How business model innovation contributes to digital start-up performance by Guo Ho, et al (2022) [3] three elements—value proposition, value creation, and value-capturing innovation, in fact some of the development of novelty models that can be applied focus on value, especially selling points which will help businesses become more profitable. in a journal entitled Nurturing urban innovation and knowledge in the ongoing COVID-19 world, by Mittal B et al (2022), personal observations that give rise to an understanding of new patterns of viewing a consumer's characteristics can be the forerunner of consideration for the development of new strategies in promotion [4], When luxury goes digital: does digital marketing moderate multi-level luxury values and consumer luxury brand-related behavior? by Khan S et al (2022) implies that interest in an expensive branding that no one can own starts with interactions or reviews from previous users.[5]

In a previous study on consumer behaviour which illustrated that using VR or the form of an avatar as the right promotional media in a digital application could increase interest in buying fashions products [6]. If we take the relationship, it is someone who wants a certain form of fashion, it can only be imagined in the mind, but for existing innovations it can be an interesting solution. When there are many limitations, visiting a clothing store directly uses VR and Avatar facilities that can be a model wearing the same clothes. we hope it's good to be worn by us in digital purchasing conditions. Regarding the use of digitalization, consumer behaviour with this psychological aspect will be related to an individual's lifestyle, treating a decision-making tool that becomes a reference so quickly to be able to fulfil desires as a fulfilment of his lifestyle,[7] supported by fast technological adaptation and the consequences of information dissemination. very quickly and broadly affect every level of society [8]. Then a change in mindset that is faced with the ease of obtaining something becomes the main attraction for the use of these innovations. Behaviour based on an analysis of the responses obtained on a social media can influence to shift interest in visiting a place in terms of the attractiveness of the place, its characteristics and comfort. This is being paradigm nowadays through a review or good reviews that come out by these entrepreneurs using Key Opinion Leaders or even from the consumers themselves which can make reviewers who are not paid but must necessarily stay organized from social media connectivity with the profile of these tourist attractions. In line with existing research, it is revealed that

label disclosure is a clearer expression. With the result that a product will be able to provide information that can change thinking and behaviour after reading the writing or label that informs how important the product is to be used and must be purchased [9]. Obtaining information, both mandatory and voluntary. The use or method of communication contained in digital form will make it possible to create a viral perception in the eyes of potential consumers. Messages or sentences that contain the right keywords will feel good to be included in a description of social media content. This is where captions become a matter of high urgency in the eyes of social media users, whether it's creating a viral caption or using a viral caption, for example the use of the word healing, which is a trending topic in this endemic era, especially applies to areas or tourist destination locations. Things that can be exemplified Back to the findings of research results which reveal that the existence of organic food products listed on a food label can shift the mindset of some consumers to believe that organic products can be better for the body, even though the preference for these flavors may change. [10]. For this reason, by using secondary data taken from social media tourist attractions in Bandung, we will see the connection between a review of a category and the use of healing words in an increase in interest in visiting.

2. Method

Research conducted using descriptive qualitative, descriptive of a condition where the formulation of the problem directs the research to photograph social situations which will be thoroughly, broadly and in-depth examined. Based on the theory of the descriptive method, it is a type of research that describes, describes, or describes the state of the object under study as it is, according to the situation and conditions of the object of research [11]. Therefore for the objects to be described taken from 29 tourist objects based on their official social media to be analyzed regarding the intensity of visitors to these social media and interest in viewing the content which information is withdrawn based on the number of likes and comments, then will categorize the use of the word healing in the caption of the content. used by each admin on their official social media. During the 2022-2023 endemic period, it will be explained the condition of the objects that have survived with an increase in visitors to tourist objects or new objects that have emerged.

3. Results and Discussions

The data taken was as many as 29 data on tourist objects in the Bandung area which on the Google search engine are still the top searches for the number of visitors. Based on this information, it can be seen that the existence of social media owned by these tourist attractions has followers of more than 1,000 followers with various kinds of behavior which can be seen and further explained.

Table 1. Tourism In Bandung

No	Tourism Spot	Instagram
1	Astro Highland	@asstrohighlandciater
2	Sari ateur	sariaterhotelresort
3	Kawah Putih Ciwidey	kawahputih_official
4	Lembang Park & Zoo	lembang_parkzoo
5	Orchid Forest Cikole	@orchidforestcikole
6	Taman Hutan Raya Ir. H. Djuanda	tahuradjuanda.official
7	Tebing Keraton	@tebingkaraton_
8	Rumah Guguk	Rumahguguk
9	The Great Asia Africa	thegreatasiaafrica.id
10	Branchsto Ganesha Bandung	@branchsto
11	Dusun Bambu Lembang	@dusun_bambu
12	Dago Dream Park	@dagodreamparkofficial
13	Jendela Alam	Jendelaalambandung
14	The Lodge Maribaya	@thelodgemaribaya
15	Fairy Garden	@fairygardenbandung
16	Floating Market Lembang	floating.market.lembang
17	Farmhouse Lembang	Farmhouselembang

No	Tourism Spot	Instagram
19	Bukit Moko	@bukitmoko
20	Glamping Lakeside Rancabali	@lakeside_rancabali)
21	Grafika Cikole	@officialgrafika
22	Taman Wisata Bougenville	@tamanwisatabougenville
23	Saung Angklung Udjo	@angklungudjo
25	Kawah Rengganis Ciwidey	wisatakawahrengganis)
26	Tangkuban Perahu	@tangkubanperahu
27	Taman Bunga Begonia Lembang	@kebunbegonia
28	Lawangwangi Creative Space	@lawangwangi.creativespace
29	Upside Down World Bandung	@upsideupworldbandung
30	Sanghyang Heuleut	@sanghyang_heuleut_official
31	Sunrise Point Cukul	@sunrisepointcukul

These search results are based on the top search conditions that are often searched by social networking users. The larger number is not limited to only nature tourism owned by the city of Bandung, however, the concept of using healing content captions will be more suitable to be applied to tourism with natural attractions. With geographical advantages that allow West Java or Bandung to become tourist destinations by tourists who want to visit or who want to fill their vacation time. The process of choosing with various considerations such as

- Location related to distance, road access
- Map of tourism locations adjacent to other tourist objects
- Fees include entrance fees and other expenses
- Public facilities which can be an important category to produce the comfort and satisfaction of visitors

Then in the content on Instagram above, it has been seen that these four characteristics appear in the form of a review which is presented with a number of keywords along with the results of an analysis of the keywords or viral words used in the captions on the Instagram content.

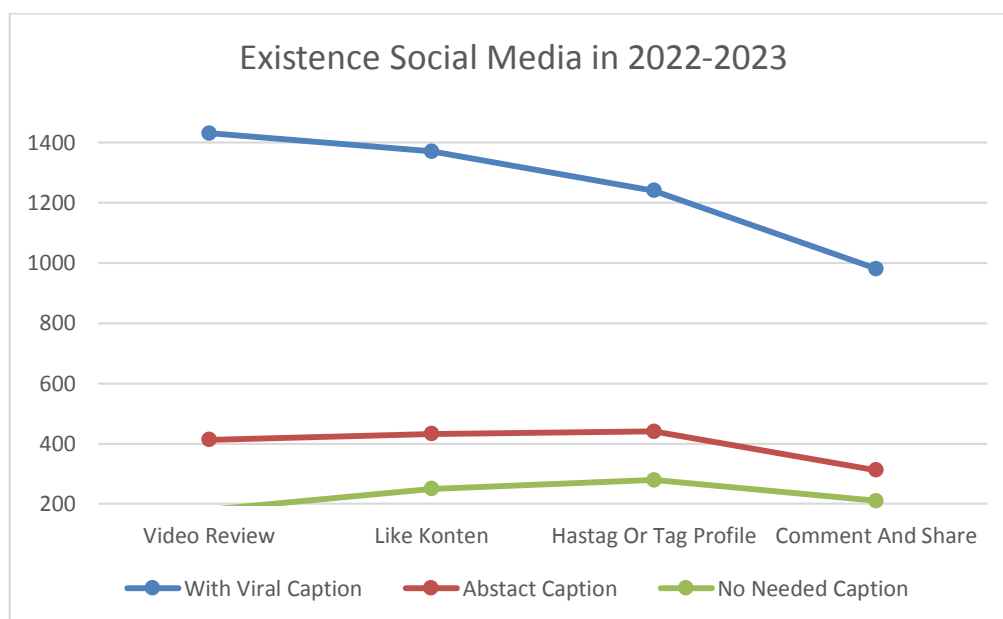


Figure 1. Existence Social Media with Viral Captions

How can individuals be influenced psychologically after seeing viral captions such as healing which is described as healing from boredom after the PPKM period carried out in Indonesia how can this happen because in marketing theory there are two approaches to market segmentation – discovery approach or analytical approach. Each approach is in accordance with the type of business and market they approach [12], this can imply that when the market needs entertainment which can be one of the fulfillment of its psychosocial needs, such as feeling bored or wanting to have a holiday, the segmentation that must be shot is to use a way of communication that can reach the individual's psyche. This should be taken into consideration during the endemic season which has a direct impact on social activities which will create positive things or opportunities from the point of view of businessmen who want to provide entertainment facilities that are really sought after by the community. After realizing that this psychological segmentation is the closest key to be lived in this last year. So the marketing team or the owner can make it an idea where putting a viral word like using the word healing in this caption is very important, the behavior of consumers who expect simple and effective communication by adding some visual designs that can attract the heart will be the main decision factor for just traveling visit these tourist spots. Solutions that are so feasible for business analytics entrepreneurs to choose from a variety of genuine review reviews for consumers, called the election review [13], therefore any reviews that are forever not positive will be appropriate for us to filter and can be controlled by management and used as reference material for improvement or strategy evaluation of a digital promotion that will be launched

4. Conclusion

In particular, the use of the word healing which is considered to have the meaning of healing from boredom and unpleasant nuances in conditions where for the past 2 years we have not been able to meet people are required to be more forced to adapt to situations of crisis, so that it can have an impact on mental health or physical condition of a person who experiences shocks during a crisis. Making healing vocabulary a magic word to attract fans for social media users. Suggestions for tourism entrepreneurs in order to be able to maximize various feedback from visitors so that they find a special attraction for the testimonies of users who have felt satisfaction, the management must also be able to issue viral caption sentences from current trends and be able to represent the profile of these tourist attractions. So that viral status and existence can always pass through the mature lifecycle of a tourist attraction, of course line matters must be supported by management's courage in determining new strategies in accordance with new trends and fulfillment of the latest facilities that can be updated by management. This strategy can be a reference for applying to situations where significant changes are demanded quickly and are required to maintain planned conditions. By utilizing information technology facilities and social networks that can be arranged for us to make marketing promotion and communication tools that don't cost too much compared to us using Key Opinion Leaders to be able to help with promotions, the limitations of this research do not discuss how to increase turnover or accounting calculations that are affected by post-pandemic crisis conditions and PPKM or the costs that come out of several strategic transitions used despite using digital tools and prolonged management/social media. This is expected to be useful so that further researchers can analyze in detail the impact on profitability

Acknowledgement

Thank you to the parties involved for being able to review the articles that I made, especially for the Universitas Komputer Indonesia, Postgraduate Department. Andthan The 6th International Conference on Business, Economics, Social Sciences, and Humanities 2023

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