

THE EFFECT OF SOCIAL MEDIA PROMOTION ON NON-AERONAUTIC BUSINESS DEVELOPMENT AT SULTAN HASANUDDIN MAKASSAR AIRPORT

Sihajuta Nurman Agustian*, Dewi Ratna Sari, Meita Maharani Sukma

Politeknik Penerbangan Surabaya, Jalan Jemur Andayani I No 73, Kota Surabaya, 60236

**Corresponding Author. Email sihajutanurman@poltekbangsby.ac.id*

Abstract

The lack of public demand to enliven Sultan Hasanuddin Airport Makassar is one of the challenges for the airport. One of them is to advance the non-aero nautical business which has a huge influence on airport revenue. Therefore, the use of social media will be a place to attract people to visit and use the services of non-aeronautical businesses available at Sultan Hasanuddin Airport Makassar. The data collection method in this questionnaire uses observation or direct observation, and questionnaires. The analysis method used is a quantitative method in which there are validity, reliability, and coefficient of determination tests. The results of this study indicate that the effect use of social media promotion has a strong effect on the development of non-aeronautical businesses at Sultan Hasanuddin Airport Makassar by 87,9%.

Keywords: Effect, Social Media, Revenue, Business, Non-aeronautical.

INTRODUCTION

Sultan Hasanuddin International Airport is a hub airport and the main gateway for flights to eastern Indonesia. In addition to being a place for intra and intermodal transportation, the airport also has a role as a gateway to economic activity in an effort to equitable development, economic growth and stability as well as national harmony and national development and regional development which is described as the location and area around the airport which is the entrance and exit of economic activity [1][2][3].

Airports have two revenue terms in managing their service companies, namely aeronautical revenue or direct service provision and nonaeronautical revenue or indirect service provision. Aeronautical revenue comes directly from the operation and landing of aircraft, passengers or cargo. Non-aeronautical revenue is derived from commercial activities not related to aircraft at terminals and airport land [4][5][6].

The lack of public interest in visiting and participating in enlivening Sultan Hasanuddin International Airport in Makassar is a challenge for the airport itself.

Table 1 Non-Aeronautical Operating Segment Information Table

Operating Segment	June 2021	June 2022
Business Income	56.930.148	70.230.290
Operating Income (Expense)	37.546.443	13.753.980
Operating Non-Income (Expense)	-	(435.170)
Assets	2.277.691.400	766.983.353
Liability	42.423.763	14.090.819

The table above shows the difference in Non-Aeronautical revenue at Sultan Hasanuddin Airport for the period June 2021 and June 2022, the decline in revenue was caused by several factors, one of which was affected by the Covid-19 pandemic which affected business in the aviation sector.

One of the non-aero businesses is food and beverage and land transportation. Food and beverage is the part in charge or processing, producing and serving food and drinks for hotel purposes, both in rooms, restaurants, employee meals and so on [7].

It should be noted that Sultan Hasanuddin International Airport has twenty-two food and beverage tenants. And from the author's observations the number of visitors at these tenants is still relatively quiet, only a few visitors are seen in each tenant, and visitors prefer to be in the seats provided at the terminal to just wait or take relatives who will travel.

Meanwhile, land transportation is a type of economic activity in the form of transportation services, transportation of goods or people on land, such as those carried out by bus and taxi companies. Makassar has a variety of transportation such as *pete-pete*, *trans mamminasata*, *becak*, *bentor*, taxi, ojek car or motorcycle rental. The most common transportation used by the people of Makassar is *pete-pete*. This vehicle is one of the mainstays of Makassar residents in traveling within the city, especially for routes with long routes. It is relatively easy to find both day and night. The fare is Rp 8,500 one-way.

Increasing non-aero business can be used as a form of effort in provoking public interest, especially in Makassar and surrounding areas to come to the airport. Therefore, a strategy is needed to attract the attention of the public to enliven the airport as a form of effort in making sultan Hasanuddin airport the best airport.

One of the plans that many business people today use is by utilizing social media. Given that in this day and age, humans in their lives cannot be separated from the use of social media which is increasingly easy to use as technology advances [8][9][10].

Based on the problems found, the authors are interested in raising it as an object of research for the Final Project.

To fulfill the objectives of this study, the following questions were asked is How the influence of social media as a promotional medium on the development of non-aeronautical businesses, especially food and beverage and land transportation at Sultan Hasanuddin International Airport Makassar.

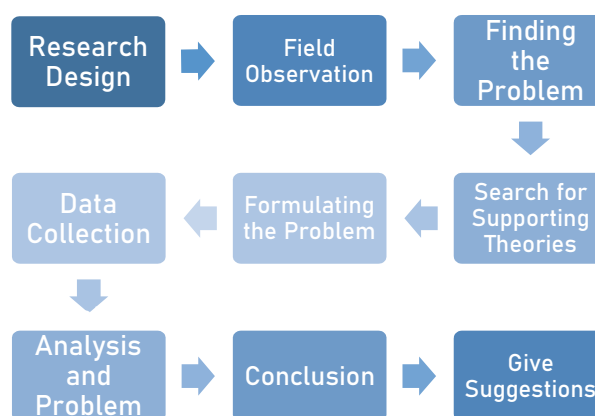
METHOD

Research Design

Research design is a design of the overall process required in planning and conducting research. The steps taken by the author, including determining the research design, must be based on the problem and research objectives [11].

This research uses quantitative data collection. Quantitative data is a research method based on positivistic (concrete data), research data in the form of numbers that will be measured using statistics as a calculation test tool, related to the problem under study to produce a conclusion [12][13][14].

Figure 1 Research Design



Research Variables

In theory, the definition of a research variable is an object, or trait, or attribute or value of people, or activities that have various variations between one another that are determined by the author with the aim of studying and drawing conclusions. In this study, the authors used independent variables (variable X) and (variable Y).

1. Independent variables (Variable X) are variables whose values affect other variables. This X variable is social media promotion.
2. The dependent variable (Variable Y) is a variable that depends on the value of another variable. This Y variable is non-aeronautical business development.

The points contained in variable X and variable Y will be the main basis for the author in the process of making a questionnaire in the form of a questionnaire statement that the author will give to respondents with the aim of obtaining information so that a conclusion can be drawn. For this reason, the authors make indicators on each variable to facilitate the authors in making questionnaire statements as follows.

Table 2 Variable Indicator

Variabel	Indikator	Sumber
Social Media Promotion (X)	- Products 1. Honestly describe the product 2. Contains product information 3. Specifies a good quality product made by the business itself	- MOT Regulation No. 50 of 2020 articles 16 through 19
Development Business Non-Aeronautical (Y)	- Price 1. Price according to the product - Promotion 1. Attractive advertisement - Social Media 1. Using applications that are in high demand	- Law No.7 of 2014 on Trade Article 22

The population of this study were food and bavarage tenant employees and land transportation employees totaling 36 business actors. 22 Food and Beverages employees, 14 Land Transportation employees.

In accordance with the calculation, the sample are 22 Food and Beverages employees, 14 Land Transportation employees.

Data Collection Technique

Data collection techniques are data collection methods, namely techniques or methods that can be used by researchers to collect data [15]

The author aims to facilitate data collection on the effect of the use of social media promotion on the development of non-aeronautical businesses at Sultan Hasanuddin Airport Makassar. Then the author takes the following data collection Then the author took steps to collect data by means of a survey. The survey was conducted by researchers to describe the current situation and see the use of social media promotion for non-aeronautical businesses at Sultan Hasanuddin Airport Makassar. Then distribute questionnaires, the questionnaire method that the author took aims to obtain information that is relevant to the author's problem [16][17].

Research Instruments

Validity Test

The validity test is used to measure whether a questionnaire is valid or not. An instrument or questionnaire is said to be valid if the questions on the instrument or questionnaire are able to reveal something that will be measured by the questionnaire [18][19].

The validity test was carried out using the bivariate person correlation formula with the help of the IBM SPSS statistics 26 program. Questionnaire items in the validity test are said to be valid if $r_{hitung} > r_{tabel}$ and a positive value, the item or statement at a significant value of 5% (0.304). Conversely, an item is said to be invalid if $r_{hitung} < r_{tabel}$ at a significant value of 5% (0.304).

Reability Test

The reliability test is used to measure the consistency of the measurement results of the questionnaire in repeated use. Respondents' answers to questions are said to be reliable if each question is answered consistently or the answers cannot be random.

In finding reliability in this study, the authors used Cronbach Alpha technique to test reliability. That is, if the Cronbach Alpha coefficient > 0.70 , the question is declared reliable or a construct or variable is declared reliable. Conversely, if the Cronbach Alpha coefficient < 0.70 then the question is declared unreliable. The calculation of the reliability of the Cronbach Alpha formulation was carried out with the help of the IBM SPSS 26 program.

Coefficient of Determination Test

The coefficient of determination (R^2) is used to measure how far the model's ability to explain variations in the dependent variable [20]. The coefficient of determination is between zero and one. A small R^2 value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable.

The fundamental weakness of using the coefficient of determination is that it is biased towards the number of independent variables included in the model. For every additional independent variable, the R^2 will increase regardless of whether the variable has a significant effect on the dependent variable. Therefore, many researchers recommend using the adjusted R^2 value when evaluating which is the best regression model. Unlike R^2 , the adjusted R^2 value can increase or decrease when one independent variable is added to the model [21].

RESULT AND DISCUSSION

Result

The data used in this research is primary data. The primary data in this study were obtained by distributing questionnaires to obtain data on the use of social media promotions on non-aeronautical business development at Sultan Hasanuddin Makassar International Airport. In this study there were 36 respondents from the business actor questionnaire. The research results obtained from the field are presented as follows.

Questionnaire

A questionnaire is a list containing a series of questions regarding a problem or area to be studied, to obtain data in the form of opinions from research subjects as outlined in a questionnaire to obtain results that can be assessed. The questionnaire used is a statement regarding the influence of social media promotion on non-aeronautical business development at Sultan Hasanuddin Makassar Airport.

Of the two existing variables, there are four indicators of problems found in the field each. This indicator refers to Electronic Advertising is information for commercial purposes of Goods and/or Services through Electronic Communication which is loaded and disseminated to certain parties, whether paid or unpaid.

By finding indicators in each variable, the researchers had 2 questionnaires as instruments, the Employee Questionnaire and the Social Media Promotion Questionnaire, each with 10 statements.

Submission of this questionnaire was carried out on March 13, 2023, which respondents then responded to. Respondents from this study were 22 from Food and Beverage employees and 14 from Land Transportation employees at Sultan Hasanuddin Airport Makassar. Each respondent can only provide 1 response to each statement by placing a tick (\checkmark) in the indicator column that the respondent thinks is most appropriate. In distributing the questionnaires carried out to collect data, the researcher will distribute the questionnaires directly using the link that the researcher distributed to the respondents.

The questions presented in the questionnaire will be included with alternative answers which will be measured using a Likert scale of 1 to 4 scale calculations. The Likert scale is used to measure the attitudes, perceptions and opinions of a person or group of people about social phenomena. The questionnaire used is an attitude scale test that refers to the Likert scale parameters. The answer choices are categorized as an attitude SS (strongly agree), S (agree), TS (disagree), STS (strongly disagree) [22][23].

Discussion

Discussion of Validity Test

Table 3 Test the validity of Social Media Promotion

No Item	r_{hitung}	$r_{tabel\ 5\%}$ (50)	Description
1	0.610	0.3291	Valid
2	0.657	0.3291	Valid
3	0.545	0.3291	Valid
4	0.605	0.3291	Valid
5	0.505	0.3291	Valid
6	0.687	0.3291	Valid
7	0.554	0.3291	Valid
8	0.624	0.3291	Valid
9	0.756	0.3291	Valid
10	0.596	0.3291	Valid

Table 4 Non-Aeronautical Business Validity Test

No Item	r_{hitung}	$r_{tabel\ 5\%}$ (50)	Description
1	0.493	0.3291	Valid
2	0.429	0.3291	Valid
3	0.456	0.3291	Valid
4	0.574	0.3291	Valid
5	0.571	0.3291	Valid
6	0.431	0.3291	Valid
7	0.668	0.3291	Valid
8	0.559	0.3291	Valid
9	0.614	0.3291	Valid
10	0.490	0.3291	Valid

The Results from the table above 10 items the result is valid, because score $>$ significant r table value of 5% (0,3291) with a total of 36 data.

Thus, it can be concluded that all items are declared valid and the questionnaire in this study can be used for further analysis.

Discussion of Reability Test

Table 5 Reliability Test Results of Variables X and Y

Variable	Cronbach's Alpha	Information
X	0.814	Reliable
Y	0.703	Reliable

Table 6 Reability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.814	10

Reliability Statistics	
Cronbach's Alpha	N of Items
.703	10

The calculation of the reliability test above shows that the Cronbach's Alpha value of the employee questionnaire is 0.814 and the passenger questionnaire is 0.703.

This means that the indicators used in this study are reliable, and respondents have answered each questionnaire item consistently over time. And it can be said that the questionnaire used in this study is a strong questionnaire.

Discussion of Normality Test

Table 7 Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		36
Normal Parameters, b	Means	.0000000
	std. Deviation	.98547046
	Most Extreme Differences	
	absolute	.125
	Positive	.111
	Negative	-.125
Test Statistics		.125
asympt. Sig. (2-tailed)		.167c

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.

The results of the normality test in the figure above show that the significance value = 0.167 (> 0.05), so it can be concluded that all variables in this data are normally distributed.

Test of the Coefficient of Determination

Table 8 The Results for the Coefficient of Determination

Summary modelb				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.937a	.879	.875	1,000

- Predictors: (Constant), Social Media Promotions
- Dependent Variable: Non-Aeronautical Business Development

The results of the r-square value of the linear regression model were obtained at 0.879 or 87.9%. The r-square value (87.9%) obtained is categorized as having a very strong level of influence. The x variable has a strong influence on the Y variable of 87.9%.

Table 9 F Test

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	246,315	1	246,315	246,	.000b
	Residual	33,990	34	1,000	385	
	Total	280,306	35			

- Dependent Variable: Non-Aeronautical Business Development
- Predictors: (Constant), Social Media Promotions

CONCLUSION

After conducting research on the topics and problems described in the previous chapter, the authors succeeded in compiling conclusions. The coefficient of determination test shows that social media promotion has a strong influence on non-aeronautical business development at Sultan Hasanuddin Makassar Airport by 87.9%.

Based on the overall results of the research that has been done, the following are some suggestions that the author can give:

- The implementation of social media promotion, especially for non-aeronautical business development, should be audited with statistical principles to obtain a more valid picture of business development. In this case the author hopes that the use of digital platforms will be maximized in an effort to take advantage of this opportunity to market business

to internet users very easily, one example of a platform that needs to be improved at Sultan Hasanuddin Airport is through the official website page by implementing SEO techniques (optimization search engines) and also links to other platforms on website pages such as Instagram, tik-tok, Twitter, etc. which contain interesting content according to the target market.

2. The whole business and its relation to social media promotion are generally the same. However, the authors suggest the use of specific data for non-aeronautical business scopes in the airport area in order to get a better projection. Social media has now become a powerful platform that business owners rely on to carry out digital marketing. In a business, social media has an important role to disseminate information to a wide range of users. The use of Social Media as a marketing venue is to create a business profile account and optimize the business profile to make it look nicer and more professional. A good and professional profile can turn potential customers into regular customers. The use of Social Media can be maximized by sharing content that is interesting, entertaining, educate and educate. This can be done by introducing the products or services that we have to attract people to visit Sultan Hasanuddin Makassar Airport to travel or just visit.

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