

Enhancing Tourism Destination Promotion through Strategic Instagram Engagement: A Case Study of @visitkarangsambung

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Abstract

This study explores the performance of the Instagram account @visitkarangsambung using the Circular Model of SOME (Share, Optimize, Manage, Engage). Employing a qualitative case study approach, the research reveals that current management practices are suboptimal in all four model dimensions. Key issues include unstructured content sharing, limited audience interaction, weak content management, and lack of strategic engagement. Findings offer actionable insights for improving Instagram engagement and contribute to the literature on social media marketing in rural tourism. The implications of this study provide input for organizations that want to increase Instagram engagement rates, namely: strengthening share strategy; optimizing content performance; better content management; and more active engagement strategies. This research aims to contribute to the existing literature on social media marketing in tourism and fill the gap on tourism village social media marketing research.

Keywords: Instagram Marketing, The Circular Model of SOME, Engagement Rate, User-generated content, Micro-influencers

A. INTRODUCTION

In the digital age, social media has become an indispensable tool for tourism destination marketing, offering a dynamic platform to showcase the unique charm of cities, landscapes, and cultures to a global audience (Molinillo et al., 2018; Liu et al., 2024). Among the various social media platforms, Instagram stands out as a visually-driven and highly interactive medium, capable of captivating audiences with its rich, immersive content (Ngoi, 2024; Datta, 2024).

The strategic use of Instagram in tourism marketing is well-documented in previous studies. For instance, research has shown that Instagram content can significantly influence Generation Y and Z tourists' decisions to visit tourist destinations, with elements such as color, captions, and user-generated content playing crucial roles in attracting visitors (Ismarizal & Kusumah, 2023; Hidayah, 2021). Additionally, the use of influencer marketing on Instagram has emerged as a strategic approach to amplify brand awareness for tourism destinations, as influencers with engaged and dedicated follower bases can convey authentic narratives that resonate with their audience (Cornelia, et al., 2024).

Research indicates that social media marketing on Instagram significantly influences intention to visit, as well as affective and cognitive destination images. Notably, affective destination images are more effective than cognitive ones in shaping visitor intentions, highlighting the importance of emotional components in promotional strategies (Fitri et al., 2023). However, the effectiveness of Instagram marketing strategies can be hindered by insufficient content uploads and limited interaction with followers (Saputra & Nugraha, 2024). To maximize impact, tourism marketers should focus on creating

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engaging content that appeals to emotions, leveraging influencer collaborations, and maintaining consistent interaction with their audience on Instagram (Hidayah, & Kusuma, 2020).

To maximize the benefits of using Instagram, tourism operators should employ a comprehensive strategy that includes sharing engaging content, optimizing posts for maximum visibility, managing interactions effectively, and engaging with the audience through various means. The Circular Model of SOME (Share, Optimize, Manage, Engage) theory provides a framework for this strategic approach. By sharing high-quality, visually appealing content that resonates with the target audience, optimizing posts with relevant hashtags and timing, managing interactions to foster a sense of community, and engaging with followers through Instagram Stories and live features, tourism destinations can significantly enhance their promotional efforts (Ismarizal & Kusumah, 2023; Suryana et al., 2024).

Instagram engagement rate plays a crucial role in promoting tourism destinations. Studies have shown that visual attributes like lifestyle and natural landscapes significantly increase engagement for tourist photos (Ciriaco et al., 2022). Content analysis reveals a preference for photo uploads showcasing destination activities, though informative captions often lack persuasive elements (Yudaninggar & Damastuti, 2023). Research indicates that event-related content generates the highest engagement rates, followed by entertainment and product content (Rahman et al., 2022). However, overtly promotional content tends to yield negative results. Interestingly, there are differences between elements that generate likes versus comments, with likes being more general and comments more specifically linked to the destination's brand (Bonilla-Quijada et al., 2021). To optimize engagement, destinations should focus on user-centric approaches, encourage active participation from followers, and create content that stimulates high levels of engagement while avoiding direct advertising (Yudaninggar & Damastuti, 2023; Bonilla-Quijada et al., 2021).

The Instagram account @visitkarangsambung is the official account representing Karangsambung Tourism Village, located in Kebumen Regency, Central Java. This account aims to promote nature and cultural tourism in Karangsambung Village, including the famous geopark area in the area. The history of this account is closely related to the efforts of the government and local community to develop and promote the tourism potential of their village. Karangsambung Tourism Village is known as one of the top 100 Indonesian Tourism Villages, and this account plays an important role in disseminating information about activities, events, and tourist attractions in the village, such as the Maring Karangsambung Festival which is routinely held every year.

@visitkarangsambung shows poor performance in promoting Karangsambung Tourism Village. With more than 2,600 followers and more than 550 posts, this account is active in sharing content related to tourism activities, culture, and events taking place in the village. This account frequently updates its content by utilizing various Instagram features such as IGTV, Stories, and Reels to reach a wider audience. The content uploaded includes various events such as the Maring Karangsambung Festival, as well as information about local tourist attractions such as Bukit Pentulu Indah, all of which are intended to attract tourists and raise awareness of the potential of this village. The engagement rate on this account's posts is quite poor, because interactions from followers through likes, comments, and shares, which are seen in the Socialblade analysis tool (Table 1).

The engagement rate of @visitkarangsambung is currently "--", which means there has been no engagement (zero likes or comments) on the profile's posts in recent times. The zero-engagement rate on the @visitkarangsambung account shows that the account needs to be improved. By implementing the right strategy, this account can be an effective tool to promote Karangsambung Tourism Village and attract more visitors (Ismarizal & Kusumah, 2023). Therefore, this study aims to increase the engagement rate of the Instagram account @visitkarangsambung to increase visits to Karangsambung Tourism Village, Kebumen Regency, Indonesia.

Table 1. Instagram Analytics Tools Results @visitkarangsambung

No	Indicator	Result
1.	Total Grade	TBD
2.	Engagement Rate	--
3.	Avg Likes	0
4.	Avg Comments	0
5.	Daily Avg Followers	--
6.	Daily Avg Following	--
7.	Daily Avg Media	--

Source: Socialblade, 2024

In the past three years, several researchers have discussed the importance of digital marketing in the context of innovation across various fields and sectors, including the Sports Sector (Mastromartino & Narain, 2022; Doyle, & Kunkel, 2022; Romero-Jara et al., 2023), the Education Sector (Harbi & Maqsood, 2022; Wijaya & Andri, 2023), and MSME (Micro, Small, and Medium Enterprises) Sales (Sunarso & Mustafa, 2023; Saura & Palacios-Marqués, 2023; Botelho et al., 2023). However, there has been little research discussing strategies to increase engagement rates on social media managed by local communities in tourism villages.

This case study of @visitkarangsambung aims to provide insights into how a tourism destination can effectively implement the SOME model to boost its visibility and engagement on Instagram. This research aims to analyze how @visitkarangsambung performed on Instagram between January – June 2024; Analyze which aspects of the SOME model (Share, Optimize, Manage, Engage) are strong and which are weak; and design actionable strategies to improve engagement for Karangsambung Village on Instagram including the use of hashtags, influencer partnerships, and user-generated content.

B. LITERATURE REVIEW

The Circular Model of SOME by Luttrell (2022) is a framework for social media management that has been applied across various industries. This model consists of four key aspects: Share, Optimize, Manage, and Engage (Qorib et al., 2021).

The first step in the Circular Model of SOME is to share high-quality, visually appealing content that resonates with the target audience (Mariani & Nambisan, 2021; Alamäki, 2022). Research has shown that Instagram content can significantly influence Generation Y and Z tourists' decisions to visit tourist destinations. For instance, Ismarizal & Kusumah (2023) found that interesting Instagram content, including elements such as color, captions, and other people's comments, can attract tourists to visit destinations. This highlights the importance of creating engaging and relevant content that captures the attention of potential visitors.

Optimizing posts for maximum visibility is crucial in the tourism industry. Studies have demonstrated that the use of hashtags, timing, and other optimization strategies can significantly enhance the reach and engagement of Instagram posts (Kaur, 2016; Dedeoğlu & Küçükerşen, 2018). For example, a study on the utilization of Instagram accounts for business in the tourism sector noted that the use of

hashtags, like, comment, and geotagging features can improve the visibility of posts and facilitate communication between the destination and its audience (Aspriyaningsih & Aesthetika, 2022). Additionally, Cornellia, et al. (2024) emphasized the importance of leveraging Instagram's features such as hashtags and geotagging to increase the visibility of tourism-related content

Effective management of interactions is essential for fostering a sense of community and building relationships with followers. Research has shown that active engagement with followers can lead to increased brand awareness and loyalty (Tavitiyaman & Zhang, 2025; Bonilla-Quijada et al., 2021). For instance, a study on the role of social media platforms in promoting tourism diversity highlighted the importance of managing interactions through Instagram Stories and live features to maintain a strong online presence (Suryana et al., 2024). This aligns with the findings of a study on the utilization of social media marketing in destination management organizations, which stressed the need for continuous interaction with followers to enhance engagement rates (Fitri et al., 2023).

Engaging with the audience through various means is critical for maintaining a strong online presence. The use of Instagram Stories, live features, and user-generated content (UGC) has been identified as effective strategies for engaging with followers (Bianchi & Pike, 2011; Sigala, 2016). A study on the role of social media influencers in promoting tourist attractions noted that influencers who have a close relationship with their followers and unique characteristics are more effective in delivering content tailored to their audience (Cornellia, et al., 2024). This supports the idea that engaging with followers through authentic narratives and interactive content can significantly enhance the promotional efforts of tourism destinations.

Organizations use this model to enhance their social media presence, particularly on Instagram, by sharing relevant content, optimizing their strategies through trend monitoring and audience feedback, managing their accounts effectively, and engaging with their target audience (Mahmudah & Rahayu, 2020; Wahyudi, 2021). The model has been employed by diverse entities, including cafes, fertilizer companies, shopping centers, and television stations, to improve customer engagement, build brand image, and increase revenue (Qorib et al., 2021; Mahmudah & Rahayu, 2020; Wahyudi 2021). While some organizations have successfully implemented all aspects of the model, others face challenges in areas such as optimization and management (Qorib et al., 2021).

Table 1. Measurement Explanation for Each SOME Dimension

Dimension	Key Measurement Focus	Supporting Literature
Share	Posting frequency, content type (photo, reel, story), visual quality, and thematic alignment with destination branding	Alamäki et al. (2022)
Optimize	Use of hashtags, geotags, captions, and posting timing strategies to enhance visibility and discoverability	Kaur (2016); Dedeoğlu & Küçükergin (2018)
Manage	Consistency of responses to comments and messages, tone of communication, and timeliness of engagement	Tavitiyaman & Zhang (2025); Bonilla-Quijada et al. (2021)
Engage	Depth of user participation, reposting of user-generated content (UGC), and collaborations with influencers or local creators	Bianchi & Pike (2011); Sigala (2016)

Adapted from: Luttrell, (2022)

The Circular Model of SOME highlights the cyclical nature of social media marketing. By continuously sharing, optimizing, managing, and engaging, you can create a positive feedback loop that

leads to increased social media engagement rate, brand awareness, customer loyalty, and overall business success (Luttrell, 2022). Previous studies have consistently highlighted the importance of visual storytelling in driving user engagement on social media platforms. While Mariani & Nambisan (2021) emphasized the aesthetic and narrative coherence of visual content, Kaur (2016) demonstrated that frequency and emotional tone directly affect engagement rates. Similarly, Tavitiyaman & Zhang (2025) found that responsiveness and authenticity foster sustained interactions in hospitality-related Instagram accounts. Collectively, these studies support the application of the SOME model in evaluating the multidimensional performance of destination marketing accounts.

C. RESEARCH METHOD

This research adopts a qualitative single-case study design. The study period was August to December, 2024. The unit of analysis is the Instagram account @visitkarangsambung to deeply analyze the engagement strategy on Instagram in promoting Karangsambung tourism destinations through the @visitkarangsambung account. This case study is descriptive in nature with the aim of understanding how the engagement strategy implemented by the account can improve tourism promotion. The unit of analysis in this study is the Instagram account @visitkarangsambung and the interaction activities and content produced during a certain period of time.

Primary data comes from (1) In-depth interviews with the @visitkarangsambung account manager to understand the strategies used in creating and managing content. As well as participant observation of interactions that occur on the @visitkarangsambung account, including the types of content that attract the most attention, engagement patterns (likes, comments, shares), and responses to questions or comments from users; (2) Secondary data comes from the analysis of Instagram content (photos, videos, captions) posted by the @visitkarangsambung account. Statistical data from Instagram Insights and third-party tools to see content performance (reach, engagement rate, audience demographics), operational definitions included:

- Engagement Rate (ERpost) = (likes + comments) ÷ followers × 100.
- Posting frequency = total posts ÷ study weeks.
- Reply rate = replies to comments ÷ total comments × 100.
- Hashtag usage = average number and type of hashtags per post

(3) Documents and literature related to digital marketing strategies and the use of social media in tourism promotion.

Data collection was conducted through (1) Content analysis of Instagram posts published during the study period; (2) Instagram Insights metrics (follower growth, engagement rate, reach); (3) Semi-structured interviews with the account administrator. Data analysis was conducted by (1) Thematic analysis by analyzing data from interviews and observations using a thematic approach to identify the main themes that emerged related to effective engagement strategies; (2) Content analysis, namely analyzing Instagram content posted by the @visitkarangsambung account to identify the most effective visual and text elements in attracting engagement; (3) Descriptive statistical analysis by analyzing quantitative data from Instagram Insights or other tools to show content performance (for example, number of likes, comments, and shares) and its influence on tourism destination promotion.

Validity and reliability in this study were conducted by (1) Data triangulation, namely by using several data sources (interviews, observations, document analysis) to increase the validity of the findings. (2) Cross-check the information, namely by checking the conformity of the information from the interview with the results of observations and secondary data to ensure consistency. Ethical approval was obtained

through informed consent from the account administrator. Interviewees voluntarily participated, and data were anonymized,

To operationalize the Circular Model of SOME, a scorecard with a simple 0–2 scale was developed. Each dimension was evaluated based on observable metrics from the @visitkarangsambung Instagram account. Scores are defined as follows:

- 0 = Not implemented or absent
- 1 = Partially implemented
- 2 = Fully implemented and consistent

Table 2 Presents the SOME scorecard results

Dimension	Criteria	Score (0-2)	Remarks
Share	Posting frequency and visual quality	1	Irregular posting; good photo composition but lacks consistency
Optimize	Use of hashtags and geotags	1	Hashtags used excessively; minimal geotag usage
Manage	Responsiveness to audience	0	Limited replies and interaction
Engage	User involvement and storytelling	1	Some collaborations, but lacks UGC reposting

Adapted from: Luttrell, (2022)

D. RESULTS AND DISCUSSIONS

Share

At this stage, @visitkarangsambung must fulfill three important things in sharing as expressed by Al Rahmah et al., (2022), namely, participate, connect and build trust. By having a social media account in the form of Instagram @visitkarangsambung, the participate thing has been fulfilled because the Instagram manager @visitkarangsambung already knows where the communication target is who will consume all the information that will be presented on Instagram later. So, when you have passed the participate thing, you will be connected to the communication target to create a connection, and foster a sense of trust because the Instagram bio says "Official Desa Wisata Karangsambung" (Figure 1).

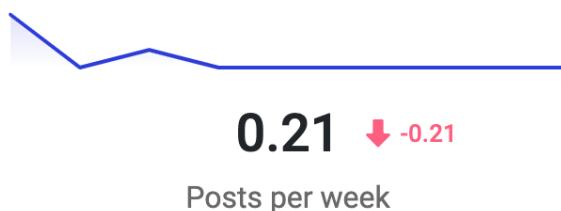
When participating in using a particular media platform, the participation stage has been fulfilled, so that it can connect with the public or communication target, to build trust. It can be seen from the two perceptions above, the researcher also displays documentation data obtained from Instagram @visitkarangsambung, related to things that fulfill the share stage.



Figure 1. Instagram @visitkarangsambung Profile
Source: @visitkarangsambung

According to Diamond (2016), having the right strategy in producing content to be uploaded on Instagram social media will be able to add value in the minds of the audience so that it can effectively reach more audiences. In this case, the manager of @visitkarangsambung is very weak in content production, and can be seen in the analysis tool using Inflact, the average post per week is very low, namely 0.21 (Figure 2), and according to Hidayah (2021), publish content on Instagram at least once a day and at least 2 times a day to reach more audiences and develop followers. Based on the results of interviews with the audience

Publishing frequency



on Instagram, the skills that admins should have are communicative, interactive, and responsive so that they can improve relationships with the audience, but the admin @visitkarangsambung does not yet fully have these skills in maintaining relationships with followers.

Figure 2. Publishing Frequency of @visitkarangsambung
Source: Inflact (2024)

Optimize

According to Haq (2022), two important elements must be fulfilled to optimize social media namely: listen and learn, and take a part in authentic communication. When you have shared information with the public or audience on your social media, the public will receive the information and respond to it, not a few are also looking for answers to the information itself. In fulfilling this stage, Instagram @visitkarangsambung must listen and understand the public response to the information uploads presented, then take part in the communication and provide answers to the lack of information presented in each of its Instagram uploads.

Based on the research results, the Instagram management @visitkarangsambung has not been optimal in conducting audience research as recommended by Kpopsquad (2023) to conduct audience research, namely: (1) organically through hashtags, mentions, tagging, and responses from the audience, or (2) by using existing analytic tools such as: Google Trends, Seekmetrics.com website, Keywordtool website, All-Hashtag.com and others. In addition, based on the results of interviews with the audience on Instagram, it is also important to pay attention to content trends through viral music.

Judging from the documentation data that researchers found that not all uploads meet the optimize stage in The Circular Model of SOME theory. Because not all comments on the information uploads are replied to, so there is no important thing in the form of taking part in authentic communication carried out by Instagram @visitkarangsambung.

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Manage

In this manage stage, there are three important things that must be fulfilled, namely, media monitoring, real time interaction, and quick response. In the manage stage, first, you must pay attention to whether the information shared comes from a trusted source or not or is also called media monitoring. Then, after sharing the information, there will be a response that appears until an interaction occurs which is also called real time interaction with a fast or actual reciprocal response which is also called a quick response. The Instagram manager @visitkarangsambung has never conducted any research in advance regarding the information that will be shared in detail to ensure that the clarity of the information shared can be accepted by the public.

Media Monitoring

In managing Instagram social media as a campaign media, there has been no routine report made by the @visitkarangsambung manager in monitoring the performance of his Instagram account media. According to Widyasari (2018), it is necessary to conduct periodic reports with a weekly, monthly or three-monthly period. With the existence of periodic reports in campaign activities on Instagram social media, it is useful as a guide in observing trends for social media users in the community.

Real Time Interaction

In the current situation @visitkarangsambung has not been optimal in utilizing real-time interaction content and utilizing live streaming features in direct audience involvement on Instagram. According to Wangi (2021), with interactive and entertaining real-time interaction content such as educational content and product knowledge packaged through questions, polls, questions boxes, etc., it can increase audience interest and attention so that it affects the engagement rate on Instagram. For live streaming content on Instagram carried out by the manager of @visitkarangsambung only on certain events with consistency that is rarely done. According to Ansyori (2022), Instagram social media managers should utilize the live streaming feature to increase audience attention, by disseminating information related to tourism in Semarang Regency directly so that it can be witnessed by the audience.

Quick Response

Based on the research results, through direct observation on the @visitkarangsambung account, the Instagram social media admin does not always answer questions and/or simply give a like response to comments on Instagram posts, this can be seen from most comments from the audience not being responded to as in figure 3. According to the results of interviews with the audience on Instagram, they have never seen negative messages in the comments column. According to Royani (2022), there are several things that are benchmarks for responsiveness in responding to incoming messages on Instagram by providing immediate service, the availability of admins to help the audience in any form, responsive responses to audience requests, and attention to the entire audience.

Engage

At the Engage stage, according to Luttrell (2022), the dissemination of information requires the participation of other parties so that public trust in information can be obtained. With the involvement of other parties such as influencers, figures, agencies or respected institutions, it is believed that it can increase the credibility of social media. In addition, quality content, interaction with the audience, utilization of various Instagram features and the use of hashtags are important in increasing the engagement rate.

Based on the results of direct observations, the Instagram manager @visitkarangsambung has not utilized influencers to help with its campaign activities. According to Backaler in Varlina et al. (2023) today

many brands or companies are competing to utilize the existence of influencers for campaign activities on Instagram. Backaler in Varlina et al. (2023) also said that the effectiveness of informing the products offered using influencers is very high..

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Figure 3. Top Most Commented Posts @visitkarangsambung
Source: Toolzu (2024)

Based on direct observations, Instagram @visitkarangsambung has limitations in producing quality content where the uploaded content is not optimal and is still less interactive, attractive, and entertaining. According to Putra (2023), with interesting, interactive, attractive, and entertaining content, it can increase the attention of the audience. If you see that there has been no determination of the target audience, the quality of the content is inconsistent, the storytelling in the uploaded posts is less than optimal, and the consistency of the posts is still low, these are other findings that can affect the quality aspect of the content uploaded by @visitkarangsambung which is indeed not optimal. With quality content, of course, it can affect the increase in the engagement rate (Bakar, 2024).

The use of hashtags there is no special method used, the hashtags used are adjusted to the content posts only and there are several mandatory hashtags that are used in each uploaded content. According to Widyasari (2018) the use of hashtags in uploads on Instagram can expand the reach and can increase the attention of segmented audiences. Using hashtags can also make it easier to search for uploaded content because it is one of the keywords in organic searches on Instagram. This is in accordance with the results of research with the audience on Instagram, most of whom said they often search for information using hashtags on Instagram. Based on Wididasari (2018), it is recommended not to include more than 10 hashtags because it can reduce the potential reach of the uploaded content.

Several efforts have been made by the Instagram social media manager @visitkarangsambung to increase interaction with the audience, namely with collaborative content, for example with @kiekebumen (Figure 3). In addition, according to Putra (2023), responding to comments and holding giveaways or draws can also increase interaction with the audience on Instagram.

Top #Hashtags

From the last 100 posts

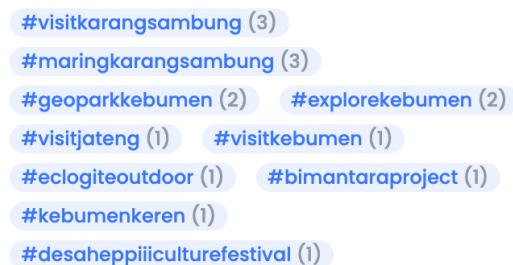


Figure 4. Top Hashtags @visitkarangsambung
Source: Toolzu (2024)

So far, in utilizing the features available on Instagram, the social media manager @visitkarangsambung has not been optimal. Because it seems that there are several features that are rarely used. Based on the results of interviews with the audience on Instagram, one of the features that is less than optimal in its use is instastory and highlight. According to Putra (2023), utilizing the features available on Instagram can increase the reach and engagement of the account. Key performance metrics of @visitkarangsambung are summarized in Table 3.

Table 3. Results Conclusion

Dimension (SOME)	Indicator	Expected Standard	Observed	Gap
Share	Posts per week	≥3 posts/week	1.2 posts/week	Below standard
Optimize	Average hashtags	≤10 relevant hashtags + geotag	14 hashtags; only 3% geotag	Overuse/weak optimization
Manage	Reply rate (24h)	≥80%	22%	Low responsiveness
Engage	Engagement Rate (ER)	1–3%	0.24%	Very low engagement

Source: Data Process by Researcher (2024)

The findings highlight systemic weaknesses in Instagram management for rural tourism. The low posting frequency aligns with previous studies that emphasize the importance of consistency (Ismarizal & Kusumah, 2023). Optimization gaps particularly the lack of geotags and inconsistent hashtags limit visibility. Management weaknesses, shown by a low reply rate, reduce trust and community connection. Finally, the engagement rate of 0.24% is substantially lower than the 1–3% benchmark for tourism accounts (Bonilla-Quijada et al., 2021). These findings suggest that rural destinations require structured digital marketing strategies that balance resource limitations with audience needs. The following are recommendation for practical examples that can be applied to increase the effectiveness of tourism

destination promotion through Instagram @visitkarangsambung and Instagram from other tourism village management organizations strengthening.

Share Strategy on Social Media

Improve planning in the content distribution process by paying attention to the aspects of participate, connect, and build trust. For example: create a weekly campaign such as "Best Photos of the Week" where account followers are asked to upload their photos in Karangsambung with a special hashtag (#ExploreKarangsambung). Tourism village management can choose one or two of the best photos to be reposted on the @visitkarangsambung account, giving credit to the users who contributed.

Collaborate with local community Instagram accounts or small influencers who have relevant followers to promote certain campaigns or content. Post testimonials from visitors who have enjoyed their tourism experiences in Karangsambung. This can be a short story or quote that highlights the beauty and friendliness of the destination.

Optimizing Content Performance on Social Media

More mature planning in delivering messages or content, especially by listening to audience needs and participating in authentic conversations. For examples: use Instagram Stories to run polls or Q&As about what your audience would like to see more of on @visitkarangsambung, such as hidden gems, local culture, or travel tips. Take Part in Authentic Conversations: Enable auto-reply or frequently respond to comments and direct messages (DMs) with personalized responses. For example, if someone asks about the best time to visit, respond with recommended times, tips, and even mention current local events.

Better Content Management on Social Media

Implement a content management system that includes media monitoring, quick response, and real-time interaction to better measure campaign performance. For examples: utilizing social media monitoring tools like Hootsuite or Sprout Social to track mentions, hashtags, and sentiment toward Karangsambung. Weekly reports can be used to gauge trends and responses to campaigns. It is recommended to have a small team dedicated to responding quickly to important comments or DMs, such as questions about ticket prices or transportation access. This can be done by creating answer templates that can be adapted as needed. Use Instagram Live to broadcast local events or festivals in Karangsambung. During the broadcast, invite the audience to interact directly with the host or resource person.

More Active Engagement Strategy on Social Media

Plan more effective ways to engage the audience in content interactions, such as using relevant influencers and understanding where the target audience is. For example: how to Reach Them: Identify audience groups that are not yet widely engaged, such as students or backpackers. Create special content such as a budget travel guide to Karangsambung and promote it through relevant Facebook groups or online communities. Collaborate with micro-influencers who often discuss tourism or travel topics. Give them first-hand experiences in Karangsambung in exchange for coverage on their social media.

Take advantage of Instagram Ads features that are targeted based on geographic location and interests. For example, special ads targeted to people who have recently searched for tourist attractions in the Karangsambung area. By implementing these practical steps, it is hoped that the @visitkarangsambung Instagram account can be more effective in promoting Karangsambung tourist destinations, increasing engagement, and reaching a wider audience.

E. CONCLUSION

This study reveals that the promotion strategy of tourist destinations through the Instagram account @visitkarangsambung is still not optimal in several key aspects. The activity of distributing and sharing content on Instagram has not been well planned, especially in terms of participation, connection, and building trust. As a result, the campaigns and communications carried out do not run effectively and efficiently according to the characteristics of the targeted audience. Planning for optimizing performance in delivering messages or content is also not ideal. This can be seen from the lack of attention to the aspects of listening and learning from the audience and participating in authentic conversations. This deficiency has a negative impact on increasing the value of the Karangsambung destination. Management and monitoring of the Instagram social media content management system is still lacking. There is no clear plan for media monitoring, quick responses, and real-time interactions. This deficiency makes the measurement of campaign performance and marketing communications less accurate. The absence of adequate planning to engage the audience in content interactions causes the reach of content in the destination campaign to be less than optimal. Important aspects such as how to reach the audience, relationships with influencers, and audience locations have not been utilized optimally.

This study has several limitations that should be acknowledged. First, it focuses solely on a single Instagram account (@visitkarangsambung), which limits the generalizability of the findings to other tourism destinations with different contexts. Second, the absence of a longitudinal analysis prevents the study from capturing changes in engagement over time. Third, although basic analytics tools were used, the study lacks comprehensive quantitative data and statistical analysis to support its conclusions. Fourth, the audience's perspectives and motivations for engagement are not directly explored, reducing the depth of insight into user behavior. Fifth, the research adopts a platform-centric approach by focusing exclusively on Instagram, without considering cross-platform promotion strategies. Sixth, the qualitative approach heavily relies on researcher interpretation, which may introduce subjectivity or bias. Seventh, external factors such as technical resources, organizational capacity, and budget constraints are not examined, though they may significantly affect social media performance. Lastly, the study does not evaluate whether Instagram engagement efforts lead to an actual increase in tourist visits, which limits the practical assessment of the platform's effectiveness in driving tourism outcomes. Therefore, future studies can address those limitations and comparison with other tourism village locations.

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