

Instagram Social Media Management Strategy @Disparbudpora_Bondowoso As A Communication Medium In Promoting Bondowoso District Tourism

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Abstrak

Penelitian ini dilatarbelakangi oleh kekhawatiran Pemerintah Kabupaten Bondowoso akan ketertinggalannya dari Kabupaten Banyuwangi dalam mempromosikan salah satu atraksi wisata unggulan mereka, Kawah Ijen. Kawah Ijen telah diakui sebagai bagian dari Global Geopark. Saat ini, banyak wisatawan lokal dan mancanegara yang menganggap Kawah Ijen sebagai destinasi wisata Banyuwangi karena membentang di dua wilayah. Tujuan dari penelitian ini adalah pertama untuk memahami pengelolaan media sosial oleh akun @pariwisata_bondowoso, dan kedua untuk menilai dampak dan hasil dari pengelolaan media sosial dalam mempromosikan pariwisata di Kabupaten Bondowoso. Penelitian ini menggunakan metode kualitatif. Data dikumpulkan dengan menggunakan teknik observasi, wawancara langsung, dan dokumentasi. Kesimpulan yang diambil adalah bahwa strategi promosi pariwisata yang dilakukan oleh Disparbudpora sudah cukup baik dalam menyediakan konten yang informatif dan menarik, namun terdapat tantangan dalam melakukan evaluasi yang belum optimal. Dampak dari pengelolaan media sosial Disparbudpora Bondowoso dalam mempromosikan pariwisata Kabupaten Bondowoso terlihat dari respon followers di kolom komentar, likes, dan jangkauan yang diraih oleh akun Instagram @pariwisata_bondowoso. Hasil dari pengelolaan media sosial yang dilakukan oleh Disparbudpora adalah para followers mendapatkan informasi yang relevan dan berkualitas.

Kata Kunci: Manajemen Media Sosial; Instagram; Promosi Torisme.

Abstract

This research is motivated by the concern of the Bondowoso Regency Government about falling behind Banyuwangi Regency in promoting one of their top tourist attractions, the Ijen Crater. The Ijen Crater has been recognized as part of the Global Geopark. Currently, many local and foreign tourists consider the Ijen Crater a Banyuwangi tourist destination because it spans two regions. The objectives of this research are first to understand the social media management by the @pariwisata_bondowoso account, and second to assess the impact and results of social media management in promoting tourism in Bondowoso Regency. This research employs a qualitative method. Data were collected using observation techniques, direct interviews, and documentation. The conclusion drawn is that the tourism promotion strategy implemented by Disparbudpora is quite good in providing informative and engaging content, but there are challenges in conducting evaluations, which have not been optimal. The impact of Disparbudpora Bondowoso's social media management in promoting tourism in Bondowoso Regency is evident from the followers' responses in the comment section, likes, and the reach achieved by the @pariwisata_bondowoso Instagram account. The result of the social media management by Disparbudpora is that followers receive relevant and high-quality information.

Keyword: Social Media Management; Instagram; Tourism Promotion.

1. Introduction

The development of technology and communication is so great that the media has undergone various changes, social media in Indonesia is growing so rapidly and in its development social media has an impact on social change in society, almost everyone uses social media such as Facebook, WA, Line, Instagram and so on. In this millennial era, connecting with one another does not need to bother anymore, only by using a cellphone and activating social media can a person communicate freely (Nabila *et al.*, 2020). One of the social media used for promotion is Instagram, this platform is a photo and video sharing application using digital filters and sharing it on various social networks (Saadah H *et al.*, 2022). The use of Instagram social media in Indonesia currently reaches 191 million in January 2022, and continues to increase by 12.35% compared to the previous year which was 170 million people. Instagram is one of the social media that is widely used by the public, the percentage of Instagram users is 84.8%, as well as other social media such as Whatsapp 88.7%, Facebook 81.3%, Tiktok 63.15 and Telegram 62.8% (Mahdi, 2022) (Pramuja *et al.*, 2024). Based on the data above, social media such as Instagram has its own advantages as a promotional media. Disparbudpora Bondowoso itself uses Instagram social media to promote tourism in Bondowoso Regency, one of which is the promotion of Ijen Crater tourism. The Ijen Crater itself is included as part of the UNESCO Global Geopark (UGG), but in promoting Ijen Crater tourism there are obstacles, namely Bondowoso will be outmatched by neighboring districts in promoting the Ijen Crater, the Ijen Crater itself is included in two regions, namely Bondowoso Regency and Banyuwangi Regency according to the Chairman of the Bondowoso DBRD (RadioRepublikIndonesia.co.id, 2023).

And the Governor of East Java himself said that the joining of Ijen Geopark to the Global Geopark Network is expected to boost foreign and domestic tourist visits, so as to boost the economy and welfare of the people of East Java (Detik Jatim, 2023). Therefore, the government asked the Disparbudpora to conduct attractive promotions. And according to the Head of the Bondowoso Tourism Office, promotion using social media is more attractive than promotion using other media such as using billboards or the like, and this social media is expected to increase tourism in Bondowoso Regency (Suarajatimpost.com, 2023). The purpose of this study was to analyze the effectiveness of the social media management strategy of the @pariwisata_bondowoso Instagram account in promoting tourism in Bondowoso Regency. This research focuses on understanding the content strategy, the level of interaction and engagement of followers, and the impact of using Instagram on increasing awareness and tourism visits. In addition, the study aimed to identify challenges and opportunities in account management and provide recommendations to improve the effectiveness of tourism promotion through social media. In the context of the study of Instagram social media management strategies by @pariwisata_bondowoso in promoting tourism in bondowoso district with previous research, such as research conducted by (Lontoh *et al.*, 2020) on Utilization of Social Media as a Strategy for Tourism Promotion, 2020) on the Utilization of Social Media as a Promotional Strategy for Lake Linow Tourism Marketing Development in Tomohon City, research was also conducted by (Hermawan, 2022) on the Utilization of Social Media for Tourism Marketing in Kertarahayu Village, further research was conducted by (Prasetyo *et al.*, 2023) on the Utilization of Social Media as a Means of Marketing Tourism Villages, other research was also conducted by (Diwyarthi, 2023).

About Social Media Utilization Assistance in Improving the Promotion of Bongan Tourism Village, Tabanan Regency, Bali, and the last research conducted by (Yulianto, 2023) on the Utilization of Information Technology for Tourism Marketing of Ngesong Kulon Progo Village, Yogyakarta. Although there have been many studies that examine the role of social media in tourism promotion, there is still a gap or void in research related to the management of Instagram accounts by government agencies. Previous research focuses more on the use of social media by private companies or influencers. Meanwhile, research that specifically examines the strategies, challenges, and effectiveness of social media management by government agencies in the context of tourism promotion is still limited. Moreover, studies that examine the role of social media in the context of

small regions such as Bondowoso Regency, which may have unique characteristics and challenges, are still rare. This research offers a novel contribution by exploring the management strategies of the @pariwisata_bondowoso Instagram account in promoting tourism in Bondowoso, a region that has not been widely studied in this context. This research not only identifies and analyzes content and interaction strategies, but also explores the specific challenges faced by local government agencies in managing social media for tourism promotion. In addition, this research provides practical recommendations that can be applied by other government agencies facing similar challenges, so as to increase the effectiveness of their tourism promotion through social media. Because of the explanation above, the researcher wants to know first, how the implementation of the Instagram social media management strategy @pariwisata_bondowoso, second, how the results and impact of the implementation of Instagram social media management @pariwisata_bondowoso in promoting tourism in Bondowoso Regency.

Management, according to Wardoyo and Hartono, is aimed at ensuring that activities run smoothly, effectively, and efficiently (Hartono, 2019: 51). The essence of management lies in organizing and supervising group activities to ensure that all planned actions are directed toward achieving predetermined goals. Each stage in the management process is meticulously designed and organized to ensure these goals are accomplished effectively and efficiently. Social media, as defined by Septiani *et al.* (2020), is a platform for disseminating information rapidly and widely, often within seconds or minutes. This rapid dissemination is especially evident in the viral video phenomenon, which frequently captures the attention of social media users. The abundance of information available on social networks simplifies access to the latest updates, making it easier for individuals to stay informed.

In managing social media, Paramitha (2011) in Ayustina (2021) outlines a management concept comprising planning, activation, monitoring, and optimization stages. Planning is the initial step in social media management, focusing on defining the “why” and “who” of communication—why a company needs a social media strategy and who the target audience is. Activation and monitoring follow, involving content deployment and audience engagement tracking. Optimization, the final stage, involves evaluating content performance post-activation and monitoring, enabling promotion teams to refine content and leverage social media platform features to maximize impact.

Instagram, as described by Salamoon (2013) in Shaleh & Furrrie (2020), is a platform for sharing photos and videos with editing capabilities and size and duration limits. Atmoko (2012) in Shaleh & Furrrie (2020: 12) outlines Instagram’s features, including Stories that disappear in 24 hours, Reels that allow users to create short videos of 1-60 seconds, live broadcasts for direct interaction with followers, comments for user engagement, likes for showing approval, captions for providing descriptions of posts, and hashtags for categorizing posts to facilitate discovery by other users. Promotion is defined as a company's effort to communicate product benefits and influence consumer purchasing behavior to meet their needs (Lupiyoadi, 2013 in Arfah, 2022). Promotion aims to inform consumers about a product, highlight its advantages, influence buying decisions, remind consumers of the product, enhance product value or quality, and engage in advertising efforts (Kuncoro, 2010: 134 in Arfah, 2022).

Communication, as explained by Shanon and Weaver (Rustan & Hakki, 2017), is a process through which one's thoughts influence others, oriented toward specific goals, and crucial in reducing uncertainty when making decisions. Aristotle emphasized the role of speech, message, and audience, further expanded by Harold D. Laswell to include media and its effects (Rustan & Hakki, 2017: 28-29). Communication involves sending information from one party to another within a system where both sender and receiver actively participate, and its quality may vary depending on influencing factors. The communication process encompasses essential elements such as sender, encoding, message, channel, and receiver (Kusniadji, 2016 in Burhanuddin *et al.*, 2022).

2. Research Methods

This research uses a qualitative descriptive method. Qualitative research is research that examines the perspective of participants with strategies that are interactive and flexible, and qualitative research is shown to understand various social phenomena from the perspective of participants (Hermawan, 2019). The reason this study uses a qualitative descriptive method is because this study explains: first, how the social media management strategy @pariwisata_bondowoso, second, how the results and impact of the social media management strategy @pariwisata_bondowoso in promoting tourism in Bondowoso Regency. The data subject in this research is using primary data and secondary data. Primary data is research data obtained directly with the Bondowoso Disparbudpora promotion team and three followers of the @pariwisata_bondowoso account. And secondary data obtained from archives or documents of Instagram posts @pariwisata_bondowoso account.

This data collection technique uses the observation method by directly observing the activities and interactions of Instagram @pariwisata_bondowoso noting general patterns, and posted content, interviews directly with the promotion team and followers to get a direct perspective on social media management strategies and their impact, and documentation analyzing archives or documents of Instagram posts to see the frequency, type, and quality of content posted. The data analysis used in this research was carried out descriptively, namely by explaining using clear sentences to provide a detailed and systematic description and the data analyzed without using statistical techniques. This research also considers ethical considerations in data collection, including permission from informants and protection of their privacy.

3. Results and Discussion

3.1 Results

3.1.1 Instagram Account Management Strategy @pariwisata_bondowoso as a Communication Media in Promoting Tourism in Bondowoso Regency.

Technology has an important impact on every aspect of human life, and technology provides convenience for humans in every job. In the development of technology such as cellphones, it provides entertainment, communication, connectivity for online humans (Setiawan, n.d). In this millennial era, someone to connect is very easy, by using a cellphone and activating social media that is connected to the internet and someone can communicate freely (Nabila *et al.*, 2020). The use of social media in promotion is to offer products and services. Promotion is an activity carried out by companies to communicate the benefits of products and as a tool to influence consumers in purchasing and using services, according to Lupiyoadi (2013) in (Arfah, 2022). Then the purpose of promotion is first to provide information to customers about new products or features, second to remind customers about the company's brand, third to influence customers to buy products, according to Kuncoro (2010) in (Arfah, 2022).

Disparbudpora Bondowoso itself uses social media to promote tourist destinations in Bondowoso Regency, especially with people who like nature. Bondowoso is one of the areas surrounded by mountains with natural tourism potential, which is the main attraction in Bondowoso for visitors (Liputan6.com, 2019). Knowing this great potential can be developed further to attract cosmetic and foreign tourists. Therefore, Disparbudpora uses social media such as Instagram in an effort to promote tourist destinations in Bondowoso Regency through the @pariwisata_bondowoso account. Instagram itself is a photo and video sharing application with several features that are shared on various social networking services, according to (Atmoko, 2012) in (Shaleh & Furrie, 2020). According to the Bondowoso Disparbudpora promotion team, Instagram is a very effective tool or media for promoting tourism in Bondowoso Regency. The promotion team can share high-quality visual content in the form of photos and videos that showcase the natural beauty of the destination.

In promoting tourism in Bondowoso Regency, the promotion team uses Instagram social media and applies the concept of social media management stages by (Paramitha, 2011) in (Ayustina, 2021). These stages are planning, activation, monitoring and evaluation. The purpose of social media management itself is to achieve the desired results. The first stage of planning, is the first step in management, planning is used to develop the concept and foundation of the management to be carried out. This stage has two objectives, namely why (why) this refers to why the company needs a communication strategy through social media, and who (who) this refers to the target audience who is the target of communication through social media, according to (Paramitha, 2011) in (Ayustina, 2021). The promotion team held a meeting first, namely first by determining what kind of content and what concept.

After determining the content and concept, the Disparbudpora promotion team also determines what social media to use in conveying information. According to the promotion team, Instagram is one of the media that has a wide and measurable reach, this can take advantage of the insight feature where you can see who is accessing impressions. The Bondowoso Disparbudpora promotion team communicates using social media to provide information related to the promotion of tour packages, types of tours, education and so on. Then the promotion team can determine the target audience, this is important to determine segmentation. The target target of the @pariwisata_bondowoso account is general, especially people who like nature. Bondowoso Regency has a variety of destinations such as natural, cultural, historical and religious tourism, by determining the target audience the Disparbudpora promotion team can determine what kind of content or information will be provided to followers. After determining and creating content ideas, the Disparbudpora promotion team uses media such as Instagram to convey messages or information in the form of videos and photos.

The second stage of activation, is the process of delivering information or content what will be conveyed to the public on social media and unique content that is different from the others, and the purpose of this activation is to adjust the needs of the target target, according to (Paramitha, 2011) in (Ayustina, 2021). First, in the activation process, the creation and organization of the @pariwisata_bondowoso account content is carried out by creating interesting videos and photos. After the planning process according to the target target, the team then determines the content to be uploaded to the account. The content is presented based on the target audience that has been set by the promotion team. In uploading content on Instagram, the promotion team makes a weekly schedule and posts at least two posts about tourism in Bondowoso. The Bondowoso Disparbudpora promotion team creates persuasive content, what is meant by persuading here is that companies or government agencies create content that persuades the public or consumers to buy their products (Burhanuddin *et al.*, 2022). And the promotion team provides information about the advantages of tours in Bondowoso Regency to followers.

In accordance with observations made by researchers of @pariwisata_bondowoso account posts during the months of September 2023 to November 2023, several posts were obtained. The posts are in the form of several contents such as megalithic content, tourist tips content and Bondowoso natural charm content. These contents are based on the needs of @pariwisata_bondowoso account followers. And the promotion team strives to provide educational information for followers and other Instagram users. According to Yane Puspito in (Burhanuddin *et al.*, 2022) in conducting promotions there are things that need to be considered, first when providing information to followers of the @pariwisata_bondowoso account the promotion team tries to introduce the advantages of tourism in Bondowoso. Second, the promotion team creates content that persuades followers and content that educates. Third, the promotion team makes reminding posts uploaded on the Instagram story @pariwisata_bondowoso , both official activities and posts from followers, with the aim that other users know the products offered by Disparbudpora Bondowoso. Second, in the activation process, caption creation is an important element in delivering content. Where the @pariwisata_bondowoso account uses standard captions or official sentences because the @diaparbudpora_bondowoso account is an official account where all content is formal. Third, the

activation process in uploading promotional content goes through two stages, the first is that the Disparbudpora promotion team determines the posting schedule for the @pariwisata_bondowoso account, namely twice a week. The second is in uploading content utilizing several features on Instagram such as feeds, stories and reels. The third stage, namely monitoring, is how the Disparbudpora promotion team observes social media, whether there are problems with posts, according to (Paramitha, 2011) in (Ayustina, 2021).

Monitoring the content on the @pariwisata_bondowoso account, the promotion team ensures the safety and quality of the information presented to followers. Like monitoring the comments on the @pariwisata_bondowoso account posts is carried out every time the content is uploaded, this is to ensure that user interactions remain positive and safe. However, in conducting observations of the @pariwisata_bondowoso account, it is not optimal, because the promotion team does not have a special admin in supervising or monitoring Instagram social media. The last stage is optimization or evaluation, this stage occurs after activation and monitoring are carried out, In evaluating the @pariwisata_bondowoso account promotion team utilizes several features on Instagram such as the comments column and insight features to evaluate which content must be improved. After seeing the comments column and insight range, the promotion team holds a joint meeting to improve the content or create new content ideas according to the requests and needs of followers. Because basically this evaluation process is a process to develop content and also bring up new ideas in creating content.

Optimization is the practice of evaluating the content of a content upload on social media. This practice is carried out regularly by the promotion team, this practice is carried out to develop content and also utilize the features available on social media according to (Paramitha, 2011) (Ayustina, 2021). The content evaluation referred to here by the promotion team begins with the collection of content performance data using social media analytics tools to measure impressions, interactions, engagement, and click-through rates. Feedback from users is seen through the comments of the viewers collected, which can be used as future evaluations in the quality of the uploaded content. The team then compares the results with the set objectives, such as identifying trends and patterns in audience engagement to determine the most effective and efficient type of content. After that, the team assesses the quality of the content by checking its relevance and visual appeal, ensuring that it fits the brand identity and the message it is trying to convey. Based on this analysis, the team optimizes the content by making necessary changes, such as improving visual elements or adjusting text. They also utilized additional features of the social media platform, such as hashtags and paid ads, to increase reach and engagement. Finally, the team compiles a report that includes content performance and recommendations for improvement. This report is used to design future content strategies, including new ideas and more effective approaches, as well as plans for experiments with different content features or formats.

3.1.2 Analysis of the Results and Impact of the Instagram Social Media Management Strategy @pariwisata_bondowoso as a Communication Media in Promoting Bondowoso Regency Tourism

Conducting an effective management strategy requires a deep understanding of the audience, consistency in presenting interesting content. The success of management on the @pariwisata_bondowoso account can be seen from the followers' responses. And the following are the results and impact of the social media management strategy for the @pariwisata_bondowoso Instagram account: One way to find out the results obtained from managing the @pariwisata_bondowoso account is to see the reactions of the followers of the @disparbudporabondowoso account. The entire communication process depends on the recipient's response and response to the message conveyed by the messenger. And the response from followers is interested in the content posted by the @disparbudporabondowoso account. The existence of different opinions or attitudes from followers of the @pariwisata_bondowoso Instagram account is a concrete example of a response in communication.

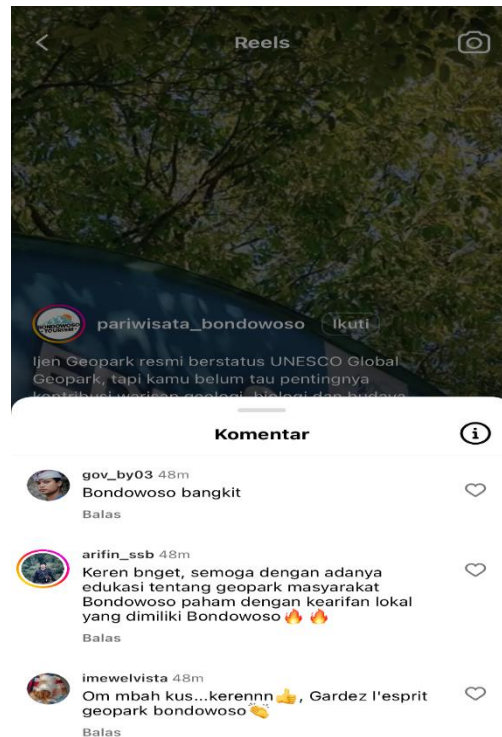


Figure 1. Comment Instagram

3.1.3 Image of Followers Response @disparbudporabondowoso on Instagram Content

Because the factors that influence success are messages and visual elements that attract attention are clearly visible in the photo, from the visual setting to the appearance, and are components that influence the success of the @pariwisata_bondowoso account in the communication process. This success factor can be seen from the comments and likes found on the @pariwisata_bondowoso account posts. Then also success can be seen in Instagram insight and reach (the number of visits to posts or content @disparbudporabondowoso). Based on the results of interviews conducted by researchers with three informants or followers of content posts on the @pariwisata_bondowoso account, the three informants gave a positive response regarding posts or content from @pariwisata_bondowoso. According to followers, the @pariwisata_bondowoso account in promoting tourism in Bondowoso Regency is very effective by providing well-packaged information. The opinion above, the @pariwisata_bondowoso account is quite informative in providing information about tourism in Bondowoso as well as about activities from Disparbudpora. Not only does it provide informative content for Disparbudpora accounts but also provides quality or interesting content so that followers become interested. Then the results of the researcher's interview with the head of the Bondowoso Disparbudpora promotion team, according to him, promotion using Instagram has advantages such as when sharing photos and videos with good quality.

Based on the data above, it can be seen that the good impact on followers and Disparbudpora Bondowoso from the social media management strategy that has been carried out by the promotion team when promoting tourism in Bondowoso, namely the first, making interesting content and writing informative captions is a way for the promotion team to convey messages to followers so that followers get content that is relevant and of high quality. Second, the positive response from followers can also determine the success of the process in delivering information. Third, social media management strategies can help Disparbudpora Bondowoso to develop content that followers want, increase the number of followers as well as increase the number of likes and views on @pariwisata_bondowoso Instagram posts.

The results of this study have significant practical implications for Disparbudpora Bondowoso and tourism promotion strategies in Bondowoso. First, this research shows various strategies carried out by Disparbudpora Bondowoso in social media management that are systematic and well planned. Creative content and continuous monitoring are key to promotion. Disparbudpora is advised to further strengthen the planning of the latest or trending content so that the audience is more in-depth when viewing the content and messages in the content. Second, the promotion team should focus on improving more creative content and content evaluation, appointing a dedicated social media admin as a way to monitor and analyze content progress which will make it easier for the team to be more responsive to user feedback and can be used as a content evaluation. This can help identify more effective content and adapt promotional strategies according to audience needs and preferences.

Third, the results of this study underscore the importance of careful monitoring and responsiveness to user interactions. By strengthening the monitoring and analysis system, Disparbudpora Bondowoso can improve the quality of content on an ongoing basis and ensure that promotional strategies remain relevant and attractive to the target audience. This will also increase the visibility and attractiveness of tourism in Bondowoso district, potentially increasing the number of visitors and positively impacting the local tourism sector.

3.2 Discussion

The discussion of this study focuses on the social media management strategy implemented by Disparbudpora Bondowoso in promoting tourism through the Instagram account @pariwisata_bondowoso. The use of Instagram as a promotional medium has proven effective in visually communicating tourism information, capturing attention, and building user interaction. Abdallah Pahlevi (2021) notes that social media can influence consumer behavior and enhance the image of tourist destinations. Disparbudpora Bondowoso employs a social media management approach consisting of planning, activation, monitoring, and evaluation stages, as described by Ayustina (2021). During the planning phase, the promotion team determines the concept and type of content based on the target audience, featuring high-quality photos and videos showcasing Bondowoso's natural attractions. Activation is conducted by posting content according to a bi-weekly schedule, utilizing features such as feeds, stories, and reels to maximize reach and user engagement. The published content is not only informative but also persuasive, aiming to attract followers' interest and encourage tourism visits.

User engagement is monitored by observing interactions such as comments, likes, and post reach using Instagram's insight feature to assess content effectiveness (Ayustina, 2021). The content evaluation process involves analyzing user feedback and post performance; however, the study reveals that evaluation is not yet optimal due to limited human resources focused on routine monitoring, as highlighted by Burhanuddin *et al.* (2022). A primary challenge in this promotion is competition with Banyuwangi Regency in promoting the Ijen Crater, prompting Bondowoso to adopt more creative content strategies (Detik Jatim, 2023). Furthermore, the need to appoint a dedicated social media administrator presents an opportunity to enhance responsiveness to user feedback, strengthen monitoring, and ensure more comprehensive evaluation (Diwyarthi, 2023).

The impact of Disparbudpora's social media management strategy is reflected in the positive responses from Instagram followers, indicating increased engagement and interest in the published content. Attractive and informative content has been shown to raise awareness and interest in Bondowoso's tourist destinations, aligning with findings by Prasetyo *et al.* (2023). The use of social media enables local governments to be more adaptive in delivering dynamic and rapid information, which is a key advantage over traditional promotional media (Nasrullah, 2015). Practical implications from these findings include recommendations to enhance content evaluation through routine data analysis and strategy adjustments based on current trends, as outlined by Hermawan (2019). Emphasizing the importance of creative and innovative approaches to content quality is critical, ensuring that the information delivered is more engaging and relevant to the audience. With a more

responsive strategy and continuous evaluation, Disparbudpora Bondowoso is expected to strengthen the appeal of its destinations and drive increased tourism to Bondowoso. Overall, although there are challenges in monitoring and evaluation, the outcomes demonstrate that a structured and adaptive social media management strategy can enhance the effectiveness of tourism promotion in Bondowoso and maintain its competitiveness as a tourist destination. Implementing a responsive strategy and ongoing evaluation is crucial to maintaining relevance and bolstering Bondowoso's position as an attractive and competitive tourism destination.

4. Conclusion

The Instagram social media management strategy carried out by the @pariwisata_bondowoso account Promotion Team in promoting tourism in Bondowoso Regency is to apply the concept of social media management, namely planning, activation, monitoring and optimization or evaluation. In implementing the planning stage, the Bondowoso Disparbudpora promotion team focuses on selecting various content topics such as megalithic educational content, natural charm, travel tips by determining a target audience that includes all levels of society, especially nature tourism lovers. Furthermore, in the activation stage, promotional content was created with visual arrangement and interesting captions, then uploaded through various features provided by Instagram. Supervision is carried out by monitoring team performance and interaction through comments received. Meanwhile, at the evaluation stage, the @pariwisata_bondowoso promotion team evaluates or optimizes using features such as DM and the comments column to evaluate which content must be improved. This evaluation process is a process for developing content and also generating new ideas in creating content. However, in conducting observations and evaluations, it is not yet optimal because the @pariwisata_bondowoso promotion team does not yet have a special admin for monitoring and evaluation. This evaluation process is important for developing content and coming up with new ideas in creating more effective content. However, the current evaluation is not optimal, as the @pariwisata_bondowoso promotion team does not have a dedicated admin for monitoring and evaluation.

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