

Optimizing Instagram Engagement Strategies for Sustainable Tourism: A Case Study of Ciburial Village

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ABSTRACT

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The aim of this study is to explore the Instagram content management within Ciburial Village, a thriving tourist destination in Bandung Regency, West Java. In the evolving landscape of sustainable tourism, the role of social media platforms, especially Instagram, is pivotal in shaping the narratives of tourist destinations. This study utilizes quantitative content analysis by scrutinizing 134 Instagram uploads from 2021 to unravel the patterns of photo and video uploads, caption messaging, geotagging, and hashtag usage. The findings reveal a preference for photo uploads, predominantly showcasing the vibrant activities of Ciburial Village. Informative captions, while prevalent, lack persuasive elements that can enhance user engagement. The analysis highlights a limited utilization of interactive features, leading to a low engagement rate, a crucial metric for evaluating online presence. Notably, the study identifies the sparse interaction with other accounts and the predominant use of branded hashtags contributing to the account's engagement challenges. The study underscores the importance of fostering a user-centric approach in Instagram content management. Encouraging active participation from followers in content creation and caption ideation can stimulate increased interaction and bolster community bonds. The research contributes significantly to enhance engagement, nurture a vibrant online community, and contribute significantly to sustainable tourism practices by adopting a more inclusive and participatory strategy.

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INTRODUCTION

The background of this research shows the development of tourist villages has gained significance, with a pivotal factor being the presence of attractions that are natural, cultural, or community-oriented (Goma et al., 2022). These attractions and local human resources serve as the foundation for tourism village development and contribute substantially to sustainable tourism practices (Aditra, 2021). Sustainable tourism development, as advocated by the Ministry of Tourism and Creative Economy of the Republic of Indonesia (Kemenparekraf/Baparekraf RI, 2021), focuses on management, socio-cultural, economic, and environmental sustainability (Pertiwi et al., 2023). By adhering to these pillars, tourist villages can boost the local economy and enhance the quality of life for the community, preserve local wisdom, and protect the environment (Salim et al., 2022).

Ciburial Village, situated in the Cimenyan District, Bandung Regency, West Java, stands as a testament to the potential of such sustainable tourism practices. Designated as a tourist village since 2011, Ciburial Village boasts

many natural attractions and a diverse array of cafes and restaurants, totaling approximately 37 spots open for visitors, all accessible without ticket charges. The number of visitors to Ciburial Tourism Village has displayed a consistent upward trend from 2012 to 2014, as evidenced by the data provided by the Ciburial Tourism Village Manager. Noteworthy achievements, such as clinching the first position in the 2021 Village Competition in Bandung Regency and securing the “Best I Category for Social Media Management in Kel./West Java Village” award at the West Java Public Relations Award 2021, underscore Ciburial Tourism Village’s success in the realm of social media management.

Social media, particularly Instagram, has emerged as a powerful tool for marketing and brand-building in tourism (Wang et al., 2016; Ismail et al., 2022). It expands personal networks and interactions and offers a platform for businesses to engage with potential customers effectively (Mayangsari & Salim, 2021). Numerous studies have delved into the strategic use of Instagram in the tourism industry, ranging from analyzing message strategies during the pandemic (Widelyne, 2021; Safitra et al., 2022) to exploring user interactions on tourism-focused accounts (Surijah et al., 2017). However, quantitative content analysis focusing on Instagram feature management still needs to be available. This study aims to bridge this gap by dissecting the management of Instagram features in the context of tourism villages, using quantitative content analysis as a methodology. This study delves into the specifics of Instagram feature usage within the tourism sector, offering valuable insights for tourism village managers by building upon prior research.

METHOD

This research adopts a positive paradigm and employs an instrumental approach focusing on systematic data collection and analysis. The study centers on scrutinizing data from the coding sheet meticulously completed by the coder team. Empirical observations were conducted on the @desaciburial Instagram account to assess the management of photo and video uploads.

A quantitative content analysis method was employed to evaluate the content of 134 uploads on the @desaciburial Instagram account in 2021. As elucidated by Kriyantono (2014), quantitative content analysis emphasizes the breadth of data, enabling comprehensive insights that can be generalized to the entire population.

The population for this study comprised 134 Instagram uploads on the @desaciburial account in 2021. This specific timeframe was chosen because of Ciburial Tourism Village’s notable achievements, including securing the first position in the 2021 Village Competition in Bandung Regency and being honored with the “Best I for Social Media Management Category Kel./West Java Village” award at the 2021 West Java Public Relations Award.

Two coders, Yola Sheena Saputri and Intan Nitra Anggraeny, were selected based on predefined criteria, including familiarity with Instagram features and knowledge of Ciburial Village’s Instagram account. The coding process involved meticulous analysis of content types, visualization methods, caption messages, place tags, account tags, hashtag usage, geotagging, and mentions. A stringent test was conducted using the Holsti formula (Eriyanto, 2011) to ensure reliability, where a minimum reliability threshold of 0.7 was set. The following is the Holsti formula used to measure reliability between coders:

$$\text{Reliability between coders} = \frac{2M}{N1 + N2}$$

Information:

M = the same number of codes between the two coders

N1 = number of codes made by coder 1

N2 = number of codes made by coder 2

The results demonstrated a high level of reliability between coders across all units of analysis, confirming the credibility of the measuring instrument and the accuracy of the data analyzed (see Table 1).

Table 1. Reliability between coders

Unit of Analysis	N1	N2	M	Reliability between coders
Content type	134	134	124	0,925
Visualization type	134	134	134	1
Visualization 2	134	134	132	0,985
Types of caption messages	134	134	131	0,978
Place tags	134	134	133	0,993

Unit of Analysis	N1	N2	M	Reliability between coders
Account tags	176	174	170	0,971
Hashtag Usage	134	134	133	0,993
Geotagging	132	132	132	1
Mention	201	201	201	1

Source: Processed Data

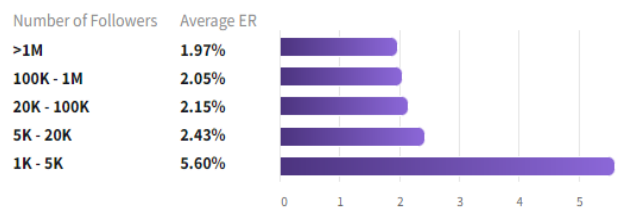
These robust results affirm the reliability of the coding process and validate the instrument’s effectiveness in capturing the nuances of Instagram content management at @desaciburial.

FINDINGS AND DISCUSSION

A. Overview of @desaciburial Instagram Account

Ciburial Tourist Village, represented by the Instagram account @desaciburial, has actively engaged with its audience since March 3, 2016, accumulating 861 uploads by August 18, 2022. With 3,208 followers as of the same date, this account posts an average of 39 images and videos annually, accompanied by approximately 534 new followers each year. With the growing reliance on digital platforms due to the pandemic, effective content creation becomes pivotal in digital marketing strategies, offering a golden opportunity for engagement and brand growth (Astari, 2021; Simabur et al., 2023).

Average Engagement Rate on Instagram



Average Engagement Rate on Instagram (source: phlanx.com 2022)

B. Engagement Analysis

A key metric for evaluating online presence is the engagement rate. On Instagram, the engagement rate signifies the interaction between the account and its audience. For accounts with 1,000 to 5,000 followers, the average engagement rate 2022 was 5.60%. However, the @desaciburial account reported a lower engagement rate of 0.78% as of August 18, 2022, with an average of 24 likes and 0 comments per post. This finding is noteworthy as engagement gauges consumer loyalty, satisfaction, and brand performance (Kumar et al., 2019; Jaakkola & Alexander, 2014; van Doorn et al., 2010; Ryhänen, 2019). Engaging content creation, tailored to the followers’ preferences becomes imperative in enhancing the interaction between @desaciburial and its audience (Trunfio & Rossi, 2021).

C. Analysis of Instagram Features Usage

Type of Uploads. Images constituted 67.9% of the 2021 uploads, with videos comprising 32.1%. While both visual formats elicit affective responses, videos significantly impact audience engagement (Yadav et al., 2011; Menon, 2022). Using visually appealing videos and features like reels can increase reach and engagement.

Table 2. Reliability between coders

Type of Content	Number of Coding	Percentage
Image	91	67,9
Video	43	32,1
Amount	134	100%

Source: Researcher Process

Display of Uploads. Analyzing the display uploads, the majority (41.8%) showcased Ciburial Village activities, highlighting community engagement and creativity. While these uploads reflect the vibrant local life, strategic incorporation of trending content is crucial, as indicated by user preferences for trending topics (Febriyanti, 2017). This approach can enhance follower interaction and increase engagement rates.

Table 3. Display Uploads Instagram Feeds @desaciburial

Content View	Number of Coding	Percentage
Tourist Attractions in Ciburial Village	25	18,6
Ciburial Village Activities	56	41,8
Other Pictures/ Videos	53	39,6
	134	100%

Source: Researcher Process

Caption Messages. All posts were accompanied by captions, predominantly falling under the informative category (97.7%), providing essential information about tourist attractions and village activities. However, the limited use of persuasive captions (0.3%) signifies a missed opportunity. Integrating persuasive messages can influence user behavior and significantly impact engagement (Euodia & Oktavianti, 2023; Ramadhani & Faridah, 2023).

Table 4. Type of Message Caption Uploaded Instagram Feeds @desaciburial

Type of Message	Number of Coding	Percentage
No Caption	0	0
Informative	132	97,7
Persuasive	3	0,3
Coercive	0	0
Amount	135	100%

Source: Researcher Process

Use of Tags. While account tagging was observed, there was a lack of interaction with public figures, which has been proven to enhance product appeal (Rachmat et al., 2016). Strategic tagging can boost brand visibility and generate interest, facilitating higher engagement rates.

Table 5. Place the Tag on Uploaded Instagram Feeds @desaciburial

Place the Tag	Number of Coding	Percentage
No caption	72	53,8
On picture	11	8,2
In the caption	51	38
Amount	134	100%

Source: Researcher Process

Table 6. Account Tag on Uploaded Instagram Feeds @desaciburial

Account Tag	Number of Coding	Percentage
No account tag	72	40,9
Public Figure	18	10,2
Other account (same category)	37	21,1
Other account (different category)	49	27,8
Amount	176	100%

Source: Researcher Process

Geotagging. Utilization of geotagging was limited, with only 26.1% of uploads employing this feature. Geotagging aids followers in locating Ciburial Tourism Village, enhancing user experience. Additionally, it aligns user expectations with the reality of the tourist destination (Andini & Kurniawan, 2020). Enhanced geotagging could augment engagement by providing accurate information to users.

Table 7. Use of Geotagging Uploaded Instagram Feeds @desaciburial

Use of Geotagging	Number of Coding	Percentage
Geotagging	35	26,1
No geotagging	99	73,9
Amount	134	100%

Source: Researcher Process

Hashtag Usage. Branded hashtags were the most frequently used, accounting for 43.4% of hashtags, followed by product-related hashtags (25.4%). While branded hashtags contribute to a positive brand image (Oktavia, 2015), a balanced approach incorporating trending and call-to-action hashtags can diversify content and attract a broader audience. Incorporating trending hashtags related to specific events or seasons can boost visibility and engagement (Oktavia, 2015).

Table 8. Use of Hashtag Uploaded Instagram Feeds @desaciburial

Use of Hastag	Number of Coding	Percentage
No Hashtag	9	3,2
Trending Hashtag	1	0,4
Niche Hashtag	33	11,9
Branded Hashtag	121	43,4
Product Hashtag	71	25,4
Call to action	44	15,7
Amount	279	100%

Source: Researcher Process

D. User Interaction and Engagement

Despite being a photo-sharing platform, Instagram is inherently a social network, that emphasizes user interactions. @desaciburial's limited interactions, as evidenced by low comments and likes, underscore the need for more engaging content. Interactive communication fosters community, creating a sense of belonging and loyalty (Hoffman & Fodor, 2010). Utilizing Instagram's features effectively and building customer engagement is integral in increasing interactions, enhancing the user experience, and potentially driving sales (Rohadian & Amir, 2019).

CONCLUSION

The comprehensive analysis of the @desaciburial Instagram account provides valuable insights into its content composition, engagement dynamics, and user interaction patterns. The data reveals a predominant utilization of photo uploads, particularly emphasizing activities within Ciburial Village. Informative captions are the prevailing communication style employed, conveying essential details about the village. However, the engagement metrics, notably the number of comments, indicate limited audience interaction. Furthermore, focusing on branded hashtags in content dissemination indicates a directed marketing approach.

A notable observation is the sparse interaction between @desaciburial and other accounts, significantly influencing the account's engagement rate. Engagement metrics are barometers of an account's health and the depth of its rapport with followers. The low engagement rate implies room for improvement in fostering a more interactive and participative community.

Given these findings, the @desaciburial Instagram account manager must adopt a user-centric approach. Encouraging active participation from followers in visual content creation and caption ideation can catalyze increased interaction and strengthen bonds with the audience. Collaborative content creation can imbue a sense of ownership among followers, encouraging them to engage more actively. The @desaciburial account can pave the

way for heightened engagement and a vibrant online community by embracing a more inclusive and participatory strategy.

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