



ANALYSIS OF THE IMPLEMENTATION OF DIGITAL CONTENT MARKETING THROUGH INSTAGRAM TO ENHANCE AWARENESS FOR TOUR AND TRAVEL ORGANIZER SERVICES

Salaisa Amany Fatiha¹

Universitas Islam Indonesia, Yogyakarta, Indonesia

salaisyafatiha@gmail.com

Nabila Kharimah Vedy²

Universitas Islam Indonesia, Yogyakarta, Indonesia

nabilakvedy@uii.ac.id

Abstract

PT Tourezia Cakra Inspira utilizes Instagram as a digital content marketing platform to increase audience awareness of its tour and travel services. However, the performance of awareness indicators, namely reach, impression, and follower growth, tended to fluctuate during the study period. This study aims to analyze the implementation and effectiveness of digital content marketing via Instagram in increasing audience awareness. This study employs a qualitative approach using interviews, observations, and documentation involving three key informants. The analysis conducted using the digital content marketing encompasses the planning, execution, evaluation, and measurement stages. The results indicate that PT Tourezia has implemented all stages of digital content marketing. However, the utilization of content audit results remains suboptimal, content composition is still dominated by informational content, there are differing interpretations regarding success indicators and content distribution, and evaluation results have not been systematically documented. These conditions contribute to fluctuations in reach and impression, while follower growth remains relatively limited. Therefore, improvements in the utilization of content audit results, content diversification, team coordination, and evaluation documentation are necessary to support more consistent growth in audience awareness through Instagram.

Keywords: Digital Content Marketing, Audience Awareness, Instagram, Tour and Travel Organizer, Content Strategy



INTRODUCTION

Indonesia's rich cultural and natural resources have accelerated the recovery and growth of its tourism industry after the COVID-19 pandemic, leading to increased domestic and international tourist arrivals and creating significant opportunities for the event, tour, travel, and MICE industries (Al-Hasani & Yudhiasta, 2015; Statistics Indonesia, 2025). These industries have become important contributors to economic growth through job creation, MSME empowerment, and tourism development (Hardini et al., 2024; Jayawardhana et al., 2021; Prabowo, 2025; Muarif et al., 2024; Prayoga, 2025). As one of Indonesia's leading tourist destinations, Yogyakarta has experienced substantial tourism growth and regularly hosts national and international events, making it a competitive hub for event organizers (Marwahid, 2022; Data & Information Center Bureau, 2025; Hutasuhut et al., 2026; Wicaksono, 2024).

The rapid expansion of social media, particularly Instagram, has transformed tourism promotion by facilitating destination marketing, shaping destination image, and influencing travel decisions (Qadir & Ramli, 2024; Tisa, 2019; Havianto & Artiningrum, 2022; Junaedi et al., 2025; Agustina et al., 2024). The continuous increase in global social media users, along with Instagram's popularity in Indonesia, has strengthened its role as a strategic platform for branding and digital marketing, while simultaneously intensifying competition among tourism businesses (Mardiah & Faridah, 2026; Alya & Rachbini, 2025; We Are Social, 2025; Goodstats, 2025). Consequently, businesses are required to implement innovative and well-structured content strategies to improve audience awareness, engagement, and brand image (Arvisha & Listiani, 2022; Syarif et al., 2025).

Digital Content Marketing, which focuses on creating and distributing valuable and consistent content, has been recognized as an effective approach for improving communication and marketing performance on Instagram (Holliman & Rowley, 2014). Previous studies demonstrate that audience-oriented, consistent, and well-planned content significantly enhances message effectiveness and brand perception (Octaviana & Zahara, 2024; Fauzi & Sarasati, 2025; Sulaiman, 2025; Aji Prasajo & Sri Aliami, 2024). Therefore, structured content planning has become increasingly essential for event organizers operating in highly competitive tourism destinations such as Yogyakarta (Asnawi, 2021; Lu, 2023).

PT Tourezia Cakra Inspira, an event organizer and tour & travel company, actively uses Instagram to promote its services and strengthen its corporate



identity. However, observations revealed that its Instagram performance remained stagnant, with inconsistent growth in reach, impressions, and followers despite regular content publication (Ramdanni & Sirait, 2025; Praharjo et al., 2025). Furthermore, the company's evaluation process relied mainly on Instagram Insights without systematically analyzing or utilizing the results to improve future content planning, reducing its ability to identify effective content strategies (Kefi et al., 2016; Duffett, 2017). Based on these issues, this study examines the implementation and effectiveness of digital content marketing at PT Tourezia Cakra Inspira using the Digital Content Marketing framework proposed by Lu (2023), which consists of planning, execution, evaluation, and measurement stages.

RESEARCH METHOD

This study employs a qualitative approach with a case study method to analyze the digital content marketing strategy of PT Tourezia Cakra Inspira in increasing awareness through Instagram. Informants were selected using purposive sampling from the digital marketing division directly involved in content management. The main problem identified is the fluctuating awareness performance despite the implementation of planning, execution, and evaluation stages. Data were collected through non-participatory observation, semi-structured interviews, and documentation, with primary data obtained from informants and secondary data from supporting documents. The unit of analysis focuses on the digital content marketing strategy, particularly in the stages of planning, execution, and evaluation and measurement of Instagram content performance.

RESULTS AND DISCUSSION

Digital Content Marketing Process of PT Tourezia

Planning Stage

According to Lu (2023), planning is the initial stage of digital content marketing that determines the direction of content marketing activities before content is created and published. This stage consists of situation analysis, content audit, and objective setting, which help organizations understand their current conditions, evaluate past content performance, and establish content marketing objectives. Based on the findings from interviews and observations, PT Tourezia Cakra Inspira has implemented these three planning components in managing its Instagram content:

a. Situation Analysis



The interview results indicate that PT Tourezia conducts situation analysis before developing its Instagram content strategy. Internally, the company reviews the performance of previously published content through Instagram Insights to identify content that attracts audience attention and supports marketing objectives. Externally, the company monitors social media trends and observes competitors' content strategies in the event organizer and tour organizer industries. These activities are conducted to gather information that supports future content planning decisions.

This finding is consistent with Lu (2023), who explains that situation analysis is an important component of the planning stage because it helps organizations understand both internal and external conditions before developing content marketing activities. Similarly, Pratama & Sa'i (2025) argue that situation analysis enables organizations to better understand market conditions, audience behavior, and competitive environments, thereby supporting more informed strategic decisions.

Based on the findings, PT Tourezia has incorporated situation analysis into its digital content marketing planning process by reviewing content performance, monitoring social media trends, and observing competitor activities. These activities provide important information for content planning and decision-making. This finding is supported by Chintalapati & Pandey (2022), who explain that understanding market conditions, audience behavior, and competitor activities is an important foundation for developing digital content marketing strategies. Therefore, the findings indicate that PT Tourezia has implemented the situation analysis component proposed by Lu (2023) as part of its content planning process.

b. Content Audit

According to Lu (2023), a content audit is the process of collecting, categorizing, and evaluating published content to assess its effectiveness. Based on the interview results, PT Tourezia regularly conducts content audits by using Instagram Insights to monitor the performance of published content. The information obtained from this process is then used as a reference when deciding which types of content should be maintained or further developed in future content planning.

The findings indicate that PT Tourezia has used content performance data in its content audit process. However, observations conducted during the research period show that the variety of content published on Instagram remains relatively limited. Out of 15 posts published between January and



March, 60% were categorized as informational content, while educational content consisted of only one post during the three months.

This finding suggests that the content audit process has not been fully utilized to create a more balanced content composition. One of the main purposes of a content audit, according to Lu (2023), is to help organizations identify opportunities for content improvement and development based on the performance of previous content. In this case, the audit process appears to focus more on monitoring content performance rather than using the findings to diversify content types.

Table 1.
Content Types and Number of Post (January-March 2026)

Content Types	Number of Post
Informational	9
Portofolio	5
Educational	1

Another important finding is that one of the best-performing posts during the research period was portfolio content in January. This post reached 579 accounts and generated 1,552 views, outperforming most informational content published during the same period. This result indicates that portfolio content has the potential to achieve higher reach and impressions than other content published during the same period.



Figure 1.

Highest Performing Portfolio Content

(Source: PT Tourezia's Instagram @navaloka.travel)

This finding is consistent with Holliman & Rowley (2014), who argue that



effective content marketing requires organizations not only to measure content performance but also to utilize those insights to continuously improve content quality and relevance. So, the findings suggest that although PT Tourezia has implemented content audit activities, the insights gained from the audit have not yet been fully utilized to determine a more balanced and effective content composition.

c. Objectives Setting

The interview results indicate that PT Tourezia has established objectives for its Instagram digital content marketing activities. Despite having objectives, the research identified differences in how team members interpret content marketing success. The first respondent emphasized follower growth as the primary indicator of success. In contrast, the second respondent focused on awareness, engagement, conversion, and lead generation, while the third respondent emphasized awareness and lead acquisition.

These differences suggest that although all team members generally understand the digital content marketing objectives, there are variations in how success is interpreted and prioritized. N1 primarily viewed that reach, impression, and follower growth as the main indicator of success, whereas N2 emphasized a broader perspective that included engagement. Meanwhile, N3 focused mainly on followers growth, engagement, and the number of lead. These findings indicate that team members share the same overall objectives but differ in their understanding of the key indicators used to evaluate content performance. Such differences may influence how each member plans, develops, and assess content, potentially leading to inconsistencies in content marketing implementation. A similar finding was reported by Drivas et al. (2022), who found that successful content marketing implementation requires not only clearly defined objectives but also a shared understanding among team members regarding the performance indicators used to measure success.

Based on the findings, PT Tourezia has implemented the planning stage proposed by Lu (2023) through situation analysis, content audit, and objective setting. The company has conducted internal and external analyses, evaluated content performance, and established objectives for its Instagram content marketing activities. However, content diversification remains limited, particularly in educational content, and team members still differ in their prioritization of content marketing objectives and success indicators. These findings are consistent with Drivas et al. (2022), who emphasize the importance



of utilizing content insights and establishing a shared understanding of objectives to support effective content marketing. These findings indicate that while the planning stage has been implemented systematically, the utilization of content insights and the alignment of success indicators among team members can still be improved to support more consistent content marketing activities.

Execution

a. Content Planning

The interview results indicate that PT Tourezia has implemented content planning using a Content Planner. The company determines content themes by considering marketing objectives, audience needs, and current digital trends. In addition, content planning is supported by discussions among the marketing team to ensure that content aligns with the company's objectives and target audience. This finding is consistent with Lu (2023), who emphasizes that content planning should be conducted systematically to ensure that content activities support organizational goals.

Based on observations conducted during the research period, PT Tourezia successfully published all content scheduled in its content calendar. A total of three posts were published in January, four posts in February, and eight posts in March, indicating consistency between planned and implemented content activities. This finding demonstrates that the company has effectively used content planning to maintain consistent content publication.

However, the findings suggest that content planning primarily focuses on scheduling and content publication rather than on developing a more balanced content composition. While the company consistently follows its content calendar, limited evidence was found regarding specific planning mechanisms for diversifying content types. This finding is supported by Pulizzi (2012), who argues that effective content marketing requires not only consistent content production but also strategic content planning that delivers different forms of value to audiences. This finding indicates that PT Tourezia has been successful in maintaining consistency between planned and published content. However, content planning appears to focus more on ensuring publication consistency than on determining a balanced composition of content types, which may limit the variety of value delivered to audiences through Instagram content.

b. Content Creation

The interview results show that PT Tourezia has established a structured content creation process consisting of idea generation, content planning,



script preparation, content production, editing, review, and publication. Before content is published, it undergoes a review process to ensure that it aligns with the company's objectives, brand identity, and communication standards. These findings indicate that content creation activities are carried out systematically and involve coordination among members of the marketing team.

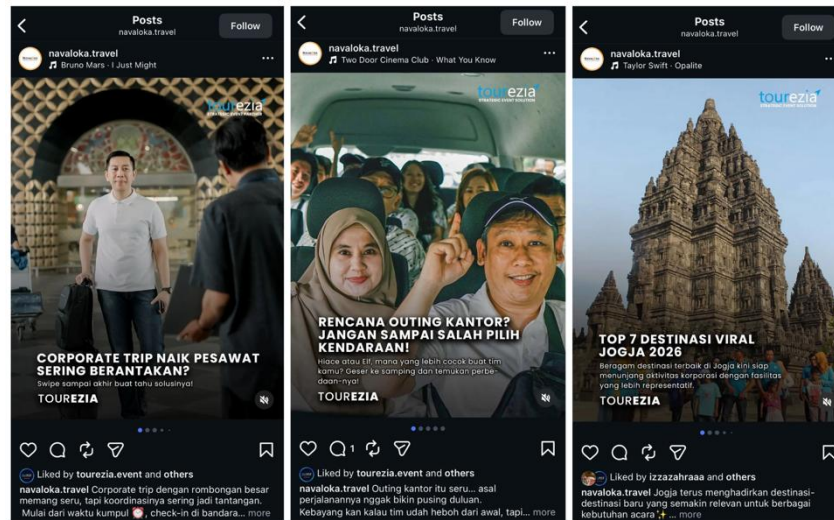
PT Tourezia primarily produces short-form content, such as Instagram Reels, and carousel posts. This approach reflects current social media consumption patterns, in which audiences tend to prefer concise, visually engaging content. Tafesse & Wien (2017) explain that short form visual content is widely used on social media because it can attract audience attention and facilitate content consumption more effectively.

The findings further show that content creation stage follows a clear workflow, from content ideation to final publication. The presence of a review process before publication also demonstrates the company's commitment to maintaining content quality and ensuring consistency with its communication objectives. This finding is consistent with Lu (2023), who emphasizes that content creation should follow a structured process to ensure that published content supports the objectives established during the planning stage.

c. Content Distribution

The interview results indicate that PT Tourezia distributes content through multiple digital platforms, including Instagram, TikTok, LinkedIn, YouTube, WhatsApp, and the company website. Nevertheless, Instagram remains the primary platform due to its visual characteristics and its suitability for promoting event organizers and tour services. This finding aligns with Lu (2023), who emphasizes that content distribution should use channels most relevant to the target audience.

The findings also show that PT Tourezia has consistently implemented content distribution. During the research period, all planned content was successfully published in accordance with the Content Calendar. This indicates that the company executed its content distribution activities as planned.

**Figure 2.****Instagram Content of PT Tourezia (January–March)**

(Source: PT Tourezia Instagram @navaloka.travel)

Despite this positive implementation, the interviews revealed differences among respondents regarding the most appropriate posting times. One respondent stated that content is generally published in the evening. In contrast, the other respondents explained that posting schedules are determined by audience activity insights, which often indicate higher activity during daytime hours. These differences indicate that there is no fully standardized understanding among team members regarding the optimal timing for content distribution.

This finding is supported by Chaffey & Chadwick (2022), who explain that effective digital marketing implementation requires consistency and alignment in the execution of marketing activities. In the context of PT Tourezia, content distribution has been carried out consistently in accordance with the Content Calendar. However, variations in how team members determine posting schedules indicate that distribution decisions are still influenced by individual interpretations rather than a shared distribution approach.

Based on the findings, PT Tourezia has successfully implemented the execution stage through content planning, content creation, and content distribution. The company consistently follows its content calendar, applies a structured content production workflow, and distributes content through multiple digital platforms, with Instagram serving as the primary channel. These findings indicate that the company has established a systematic process



for executing its digital content marketing activities. However, differences in team members' understanding of posting schedules suggest that certain content distribution decisions are still interpreted differently within the marketing team. This finding is consistent with Chaffey & Chadwick (2022), who emphasize that effective digital marketing implementation requires consistency and alignment in the execution of marketing activities.

Evaluation dan Measurement

According to Lu (2023), the evaluation and measurement stage aims to assess content performance and generate insights for future improvements in content marketing. Through this stage, organizations can determine whether content activities have achieved their intended objectives and identify aspects that require adjustment. Based on the interview and observation results, PT Tourezia evaluates its awareness performance using reach, impressions, and followers growth. These indicators are monitored through Instagram Insights and serve as the primary reference for assessing content performance.

The findings show that PT Tourezia conducts content evaluations regularly. N1 explained that content performance is reviewed approximately 1 week after publication and then accumulated at the end of each month to identify that performs well and content that requires improvement. The evaluation results are subsequently used as a reference for determining which content approaches should be maintained and which should be revised in future content planning. This finding is consistent with Chaffey & Chadwick (2022), who explain that measurable performance indicators are essential for evaluating digital marketing effectiveness and supporting decision-making.

However, the findings indicate that evaluation results have not been systematically documented. N1 stated that content performance data are recorded during the evaluation process. In contrast, N3 explained that evaluation results are generally communicated through verbal feedback and reminders regarding practices that should or should not be applied in future content production. This suggests that evaluation knowledge is primarily retained and communicated through N1 rather than being formally documented and shared among all team members.

The observation results support this finding. During the review of PT Tourezia's content calendar, an evaluation column was identified in the content planning document. However, the column remained unfilled throughout the January-March observation period. This indicates that while evaluation activities are conducted regularly, the results are not consistently documented



within the company's content management system. Consequently, insights from previous content performance may not always be readily available when planning future content activities.

Table 2.

Key Findings at Digital Content Marketing Implementation of PT Tourezia

Stage	Findings
Planning	• Situation analysis was conducted by analyzing internal performance and monitoring competitors. • Content audit results were not fully utilized to develop a more balanced content composition. • Differences existed regarding the indicators used to define content marketing success.
Execution	• Content planning focused primarily on publication scheduling rather than balancing content types based on performance insights. • Content creation is conducted through a clear workflow, from content ideation to final publication. • Differences existed among team members regarding the optimal posting schedule for content distribution.
Evaluation and Measurement	• Evaluation results were not documented and not systematically shared across the marketing team.

This finding is consistent with Järvinen & Karjaluo (2015), who argue that digital marketing performance data should not only be collected but also systematically documented and utilized to support strategic decision-making. Proper documentation enables organizations to identify performance patterns, facilitate knowledge sharing, and apply insights from previous activities more effectively. In the case of PT Tourezia, evaluation activities have been implemented regularly. However, the lack of structured documentation suggests that the knowledge generated through evaluation has not yet been fully integrated into the company's content management process.



Effectiveness of Implementing Digital Content Marketing through Instagram in Increasing Audience Awareness

The effectiveness of digital content marketing can be evaluated by assessing whether the implemented strategy achieves the company's awareness objectives (Drivas et al., 2022). In this study, audience awareness is measured using three awareness performance metrics used by PT Tourezia, namely reach, impressions, and followers growth.

These indicators were selected because they are the company's primary metrics for evaluating Instagram content performance. Reach and impressions reflect the extent to which content is exposed to audiences, while follower growth indicates the ability of content to attract audiences and maintain a longer-term relationship with the brand (Khairunnisa & Juliadi, 2023; Mui & Ming, 2020). These metrics are commonly used to assess awareness performance in digital marketing activities (Parikh, 2026).

Based on the company's KPI and Instagram Insights, PT Tourezia's awareness performance demonstrated varying levels of achievement throughout the observation period. In January, the follower growth indicator successfully achieved the established KPI target, while the reach and impressions indicators did not meet their respective targets. A similar pattern was observed in February, where follower growth continued to achieve the monthly KPI, whereas reach and impressions remained below the expected performance targets. In March, although reach and impressions showed noticeable improvement compared to the previous months, both indicators still failed to achieve the predetermined KPI targets. In contrast, follower growth, which had consistently met the KPI during the previous two months, did not achieve the monthly target in March. These findings indicate that PT Tourezia's awareness performance fluctuated across the observation period, with consistent achievement in follower growth during the initial months but persistent challenges in reaching the established targets for reach and impressions.

These results indicate that although some awareness indicators exceeded their targets during specific periods, the overall awareness performance did not consistently achieve the KPIs established by the company. Reach and impressions remained below target throughout the three-month observation period, while follower growth only achieved the target in January and February before declining sharply in March. According to Drivas et al. (2022),



performance metrics are essential for evaluating whether marketing activities achieve their intended objectives. Therefore, the inability to consistently achieve awareness-related KPIs suggests that the implementation of digital content marketing has not yet fully supported the company's awareness objectives.

Table 3.**Content Composition (January-March)**

Content Types	Number of Post		
	January	February	March
Portofolio	1	-	4
Educational	-	-	1
Informational	2	4	3

The fluctuating awareness performance may be related to several findings identified throughout the digital content marketing process. The first finding is that although content audits were conducted regularly, the findings were not fully used to optimize content composition. Portfolio content generated the highest reach and impressions during the research period. Yet, similar content was repeatedly published within a short period in March, while other content types were less frequently used. The audience's interest to see in the content is influenced by its novelty and relevance, while repetitive content may reduce audience interest over time (Liu-Thompkins, 2018). Previous studies also emphasize that effective content marketing requires organizations to provide diverse, relevant of content and to use audience insights to guide future content decisions (Holliman & Rowley, 2014; Pulizzi, 2012).

The second finding relates to differences in how team members defined content marketing success. While N1 emphasized awareness indicators such as reach, impressions, and follower growth, N2 additionally considered reach, impression, and engagement metrics, and N3 highlighted the followers growth and engagement. These differences indicate the lack of shared understanding of the primary objectives of content marketing activities. As a result, content decisions may have been guided by different priorities during planning, implementation, and evaluation. Previous studies suggest that alignment between marketing objectives, performance indicators, and implementation activities is essential for achieving effective social media marketing outcomes (Tafesse & Wien, 2017).

The third finding concerns content planning during the execution stage. While PT Tourezia consistently implemented its content calendar and



maintained regular posting, content planning focused primarily on publication schedules rather than on balancing content types based on past performance. Consequently, informational content accounted for the majority of published posts, whereas portfolio and educational content appeared less frequently. This limited content variation may have reduced the company's ability to attract different audience interests and sustain awareness growth over time. Previous research suggests that content diversity and relevance are important factors in maintaining audience attention and achieving content marketing objectives (Pulizzi, 2012).

The fourth finding relates to content distribution practices. The interviews revealed differences among team members regarding the most appropriate posting schedule. One informant preferred evening publication, whereas others relied on audience activity insights when determining posting times. Although all content was successfully published according to schedule, these differences suggest that fully standardized approach did not guide content distribution decisions. Chaffey & Chadwick (2022) explain that consistent implementation of digital marketing activities is important to ensure that strategic decisions are applied uniformly across the organization. This may have contributed to variations in content exposure and audience reach across different periods.

The final finding concerns the utilization of evaluation results. The study found that evaluation results were neither documented nor systematically shared across the marketing team. This finding was further supported by observations showing that the evaluation column within the company's content calendar remained unfilled throughout the January–March observation period. Järvinen & Karjaluo (2015) emphasize that digital marketing performance data should not only be collected but also systematically documented and used to support future decision-making.

The awareness performance generated through Instagram cannot yet be considered fully effective, as most awareness-related KPIs were not consistently achieved throughout the observation period. Reach and impressions remained below target across all three months, while follower growth met the established target only in January and February. Furthermore, the findings identified in the planning, execution, and evaluation and measurement stages, including the limited utilization of content audit insights, the lack of balanced content planning, differences in success indicator prioritization, inconsistencies in content distribution practices, and the absence of systematic evaluation



documentation, may have contributed to the fluctuating performance of reach, impressions, and follower growth. Therefore, although PT Tourezia has implemented the digital content marketing process through the planning, execution, evaluation, and measurement stages, further improvements are still needed to achieve more consistent awareness growth through Instagram.

Recommendations for Digital Content Marketing

1. **Optimize Content Composition:** The findings show that portfolio content generated stronger awareness performance than most informational content during the observation period. However, informational content remained dominant despite the strong performance of portfolio content. Therefore, PT Tourezia is recommended to increase the proportion of portfolio content while maintaining informational content to create a more effective content composition.
2. **Develop More Diverse Content Types:** The content published during the research period was primarily informational, with limited educational content. Therefore, PT Tourezia is encouraged to diversify its content by incorporating more educational, portfolio, testimonial, and behind-the-scenes content. A more balanced content mix may help maintain audience interest and improve awareness performance.
3. **Establish Shared Performance Indicators:** The findings revealed differences among team members regarding the indicators used to define content marketing success. These differences may lead to inconsistencies in content planning, implementation, and evaluation. Therefore, PT Tourezia should establish standardized performance indicators that all members of the marketing team clearly understand.
4. **Standardize Content Distribution Practices:** Team member identified different perspectives on the optimal posting schedule. Although content was published consistently, the lack of standardized distribution guidelines may compromise the consistency of delivery. So, PT Tourezia is recommended to establish content distribution guidelines based on audience activity insights and previous content performance.
5. **Improve Evaluation Documentation and Utilization:** The findings indicate that evaluation results were not systematically documented and shared across the marketing team. Consequently, valuable insights from previous content performance may not be fully utilized in future content planning. So that PT Tourezia is encouraged to improve documentation and the use of evaluation results to support more data-driven content decisions.
6. **Strengthen Coordination Within the Marketing Team:** Based on the findings



that revealed differences in team members' perceptions regarding content marketing success indicators and optimal content posting times and evaluation results were not systematically documented or shared across the marketing team, PT Tourezia may Improving coordination and communication among team members may help create a more consistent understanding of objectives, implementation practices, and evaluation processes in digital content marketing activities.

CONCLUSION

Based on the findings of this study, PT Tourezia Cakra Inspira has implemented digital content marketing on Instagram, following the planning, execution, evaluation and measurement stages. The company regularly conducts content planning, content creation, content distribution, and performance evaluation using reach, impression, and followers growth metrics. However, the findings identified several challenges, including limited use of content audit results, dominance of informational content, differences in team members' perceptions of content marketing success, and a lack of systematic documentation of evaluation.

These findings indicate that the implementation of digital content marketing has not yet been fully effective in increasing audience awareness. During the research period, reach and views remained fluctuating, while follower growth was relatively limited. Therefore, improvements in content planning, execution, and the evaluation and measurement processes are needed to achieve more consistent awareness growth on Instagram

REFERENCES

- Al-Hasani, S. R., & Yudhiasta, S. (n.d.). *Pengaruh Kualitas Pelayanan dan Relationship Marketing terhadap Loyalitas Pelanggan Swantastic Pro Event & Travel Organizer*. Retrieved <http://jiip.stkipyapisdompou.ac.id>
- Alya, Z., & Rachbini, W. (2025). *PENGARUH INTERAKSI PELANGGAN DAN ESTETIKA VISUAL TERHADAP NIAT BELI ULANG KONSUMEN MILENIAL DI E-COMMERCE SHOPEE*.
- Asnawi, A. (2021). Destination images: antecedents of city marketing, tourism event, and social media marketing concept. *Jurnal Perspektif Pembiayaan Dan Pembangunan Daerah*, 9(2), 171–186. <https://doi.org/10.22437/ppd.v9i2.12742>



- Chaffey, D., & Chadwick, F. (2022). *Digital Marketing Strategy, Implementation, and Practice*. www.pearson.com/uk
- Chintalapati, S., & Pandey, S. K. (2022). Artificial intelligence in marketing: A systematic literature review. *International Journal of Market Research*, 64(1), 38–68. <https://doi.org/10.1177/14707853211018428>
- Data & Information Center Bureau. (2025, October 1). *Statistik Perjalanan Wisatawan Nusantara Bulan Agustus Tahun 2025*. Kementerian Pariwisata Republik Indonesia. <https://kemenpar.go.id/direktori-statistik/statistik-perjalanan-wisatawan-nusantara-bulan-agustus-tahun-2025>
- Drivas, I. C., Kouis, D., Kyriaki-Manessi, D., & Giannakopoulou, F. (2022). Social Media Analytics and Metrics for Improving Users Engagement. *Knowledge*, 2(2), 225–242. <https://doi.org/10.3390/knowledge2020014>
- Fauzi, S. H., & Sarasati, F. (2025). Pengaruh Content Marketing pada Instagram terhadap Customer Engagement dan Brand Awareness Miniso Indonesia. *Jurnal Pariwisata Bisnis Digital Dan Manajemen*, 4(2), 99–107. <https://doi.org/10.33480/jasdim.v4i2.7397>
- Hardini, R., Lestari, R., Digdowiseiso, K., & Duc Tri, N. (2024). *MICE AND THE FUTURE OF TOURISM IN INDONESIA*. <https://radjapublika.com/index.php/MORFAI>
- Holliman, G., & Rowley, J. (2014). Business to business digital content marketing: Marketers' perceptions of best practice. *Journal of Research in Interactive Marketing*, 8(4), 269–293. <https://doi.org/10.1108/JRIM-02-2014-0013>
- Järvinen Jayawardhana, I., Zulandari, P., & Hartono, Y. (2021). *COLLABORATIVE LEARNING WITH EVENT INDUSTRIES*.
- Kefi, H., Indra, S., & Abdessalem, T. (2016). *Association for Information Systems AIS Electronic Library (AISeL) SOCIAL MEDIA MARKETING ANALYTICS: A MULTICULTURAL APPROACH APPLIED TO THE BEAUTY & COSMETICS SECTOR*. <http://aisel.aisnet.org/pacis2016>
- Khairunnisa, P. K., & Juliadi, R. (2023). Social media marketing strategy to increase brand awareness of local fashion brands. *Jurnal Manajemen Komunikasi*, 8(1), 21–38. <https://doi.org/10.24198/jmk.v8i1.43548>
- Liu-Thompkins, Y. (2018). A DECADE OF ONLINE ADVERTISING RESEARCH: WHAT WE LEARNED AND WHAT WE NEED TO KNOW. In *Journal of Advertising*.
- Lu, F. (2023). *Digital Content Marketing Creating Value in Practice*.
- Mardiah, F., & Faridah, A. (2026). The Role of Social Media in Influencing Tourist Travel Decisions: A Systematic Literature Review. *Academia Open*, 11(1). <https://doi.org/10.21070/acopen.11.2026.13821>



- Marwahid, H. (2022). MEMBANGUN KEMBALI PARIWISATA YOGYAKARTA: STRATEGI DAN UPAYA PEMERINTAH MELALUI BADAN TOURISME (BATOUR) 1954-1959. *JURNAL PENELITIAN SEJARAH DAN BUDAYA*, 8(1), 105–134. <https://doi.org/10.36424/jpsb.v8i1.309>
- Mohammad Fabilla Arvisha, & Endri Listiani. (2022). Pemanfaatan Instagram Dalam Pemasaran Pasar Global. *Bandung Conference Series: Communication Management*, 2(1). <https://doi.org/10.29313/bcscm.v2i1.867>
- Octaviana, E., & Zahara, Z. (2024). PERAN CONTENT MARKETING INSTAGRAM SEBAGAI STRATEGI MENUMBUHKAN BRAND AWARENESS PADA USAHA SPRINGSHOP_PLW. 8(3).
- Parikh, N. (2026, May 28). *How to Identify and Track the Social Media KPIs Relevant For Your Business?* Social Insider.
- Pratama, & Sa'i. (2025). *Pentingnya Menganalisa Audiens Berdasarkan Demografi Dan Situasi*.
- Qadir, A., & Ramli, M. (2024). *MEDIA SOSIAL(DEFINISI, SEJARAH DAN JENIS-JENISNYA)*.
- Ramdani, A., & Fietroh, M. N. (2025). The Effect of Digital Marketing Strategies, Social Media, and Influencer Marketing on Brand Awareness. *Journal of Educational Management Research*, 4(5), 1655–1669. <https://doi.org/10.61987/jemr.v4i5.1161>
- Statistics Indonesia. (2025, July). *Perkembangan Pariwisata Juli 2025*. <https://www.bps.go.id/id/pressrelease/2025/09/01/2462/juli-2025--kunjungan-wisman-di-indonesia-mencapai-1-48-juta-kunjungan--jumlah-perjalanan-wisnus-100-20-juta--jumlah-perjalanan-wisnas-869-93-ribu--dan-tingkat-penghunian-kamar--tpk--di-hotel-bintang-52-79-persen-.html>
- Sulaiman, F. (2025). Analisis Strategi Content Marketing Media Sosial Instagram Untuk Membangun Brand Awareness di @Campaign.id. *Jurnal Ekonomi, Manajemen, Akuntansi Dan Keuangan*, 6(4), 11. <https://doi.org/10.53697/emak.v6i4.2855>
- Tafesse, W., & Wien, A. (2017). A framework for categorizing social media posts. *Cogent Business and Management*, 4(1). <https://doi.org/10.1080/23311975.2017.1284390>
- Wisata, O., Almira, B., Havianto, C. A., & Artiningrum, T. (n.d.). Pemanfaatan Media Sosial sebagai Sarana Promosi Utilization of Social Media as a Promotional Facility for Bumi Almira Tourism Objects. In *GEOPLANART* (Vol. 4).