

**MARKETING COMMUNICATION STRATEGY IMPLEMENTATION OF  
THE BANTUL REGENCY TOURISM DEPARTMENT'S INSTAGRAM**

**@JELAJAHBANTUL.ID**

**TO INCREASE FOLLOWERS IN 2023**



By

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COMMUNICATION STUDY PROGRAM  
FACULTY OF SOCIAL AND POLITICAL SCIENCE  
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**TITLE PAGE**

**THESIS**

**GIRLS MARKETING COMMUNICATION STRATEGY  
IMPLEMENTATION OF THE BANTUL REGENCY TOURISM  
DEPARTMENT'S INSTAGRAM @JELAJAHBANTUL.ID TO INCREASE  
FOLLOWERS IN 2023**

Prepared to Fulfil the Requirements for Obtaining a Bachelor's Degree in  
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Certify that this thesis entitled "**Marketing Communication Strategy Implementation of The Bantul Regency Tourism Department's Instagram @jelajahbantul.id to Increase Followers in 2023**" does not contain any works that have been submitted for a Bachelor's Degree at a university, and to the best of my knowledge there are no works or opinions that have been written and published by others, except for references that are written in this research thesis mentioned in the bibliography. If this thesis is proven to contain works or opinions that have been written or published by others, I am willing to accept academic sanctions under the existing regulations at Universitas Muhammadiyah Yogyakarta.

Yogyakarta, 21 March 2024



Sofi Sukmasari

## **DEDICATION PAGE**

I dedicate this thesis to:

My beloved parents, Sigit Purnomo and Istiari Yuniati,

and my brother and sister,

who have raised, educated, supported, and always prayed for the author.

## FOREWORD

### **Bismillahirrahmanirrahim**

Praise be to Allah SWT, who has bestowed His mercy and grace upon the writing of this scientific work entitled "Marketing Communication Strategy Implementation of The Bantul Regency Tourism Department's Instagram @jelajahbantul.id to Increase Followers in 2023." This research serves as a requirement for obtaining a bachelor's degree in the Communication Studies Department at the Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta.

The author chose this topic to enhance insights and knowledge for the public and academics related to communication studies, particularly in the implementation marketing communication strategy to increase followers, primarily via Instagram.

In the preparation and completion of this scientific work, the author acknowledges the indispensable help, guidance, and direction of various parties. Therefore, on this occasion, the author expresses deepest gratitude to:

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In writing this scientific work, it is not free from shortcomings and mistakes, therefore all constructive criticism and suggestions will perfect the writing of this scientific work and it is hoped that it can provide benefits for the author and become a means of academic learning.

Yogyakarta, 21 March 2024



Sofi Sukmasari

**MOTTO**

*“What passes me by will never be my destiny, and what is destined for me will never pass me by.”*

(Umar bin Khattab)

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### **Appendix 1. Interview Answer**

- A. Social Media Analyst
- B. Sub-coordinator of the Substance Group for Information Services and Tourism Cooperation
- C. Head of the Bantul Regency Tourism Department
- D. Followers 1
- E. Followers 2

### **Appendix 2. Figure of Data**

- A. Giveaway
- B. Excellent Service
- C. Collaboration
- D. Event
- E. Reels
- F. Feeds
- G. Tag
- H. Caption
- I. Insight
- J. DM
- K. Instagram Story

### **Appendix 3. Figure of Documentations**