

Instagram Content Management of @kulineryogya to Promote Yogyakarta Culinary Tourism

ACADEMIC JOURNAL RESEARCH PAPER

Compiled to Ful fill the Requirements for Obtaining a Bachelor's Degree of
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Stating that the article with the title "Instagram Content Management of @kulineryogya to Promote Yogyakarta Culinary Tourism" contains no work that has ever 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 other people, except those referred to in writing in this manuscript are mentioned in the Bibliography. If it turns out that in this journal manuscript it is known that some works or opinions have been written or published by other people, then I am willing that the work is canceled.

Yogyakarta, 21 October 2022

A handwritten signature in black ink is written over a yellow postage stamp. The stamp features the Garuda Pancasila emblem and the text 'METERAL TENPAK' and '15000'. The signature is fluid and cursive.

Brian Taufiqurrahman

PREFACE

Bismillahirrahmanirrahim

Praise and gratitude, I pray to Allah SWT for His mercy and grace that I was able to complete this final project as a condition for obtaining a Bachelor's degree (S-1) in the Communication Studies Program, Faculty of Social and Political Sciences, University of Muhammadiyah Yogyakarta.

The completion of this thesis could not be separated from the guidance and support of various parties, therefore on this occasion the author would also like to say many thanks to:

1. Allah SWT who has given His mercy, grace, and sustenance to me.
2. SYLECTION who held the conference.
3. My parents, Mr. Drs. R. Taryadi, M.Hum and Mrs Nurhayati,S,SI.T.,M.P.H. have raised, supported, and educated me patiently and lovingly.
4. Mr. Dr. Fajar Junaedi, S.Sos, M.Si as the Head of the Communication Science Study Program at the Muhammadiyah University of Yogyakarta who has provided convenience to me during the study period. Also as a patient guide provide input and guidance during the process of completing this thesis.
5. To all my friends who cannot be mentioned one by one. Thank you for your support so far until this final project is declared complete.

Yogyakarta, 21 October 2022



Brian Taufiqurrahman

PRESENTATION PAGE

Praise be to Allah SWT who has given His mercy and grace in writing a thesis entitled Instagram Content Management of @kulineryogya to Promote Yogyakarta Culinary Tourism can be completed.

This thesis was prepared to fulfill one of the requirements for obtaining a Bachelor's degree at the Faculty of Social and Political Sciences, Communication Studies Study Program, University of Muhammadiyah Yogyakarta. The author takes this topic in the hope of providing knowledge or information to academics or the public about the management content social media Instagram.

In addition, the author also wants to convey that in managing social media there is a theoretical model to facilitate social media practitioners, namely the circular model of some for social media from Regina Luttrell where this model is the basic thought of the Cluetrain Manifesto and Grunig two-way symmetrical communication model. In this model there are four aspects in it, namely share, optimize, manage, engage. This model is circular because social media is an ever-evolving conversation, when a company shares something they can also manage or engage and even optimize their message at the same time.

The completion of this thesis could not be separated from the guidance and support of various parties therefore on this occasion, the author would also like to thank as much as possible to:

1. Allah SWT who has given His mercy, grace, and sustenance to me.
2. My dearest and greatest parents, Mr. Drs. R. Taryadi, M.Hum and Mrs Nurhayati,S,SI.T.,M.P.H. have raised, supported, and educated me patiently and lovingly.
3. Mr. Dr. Fajar Junaedi, S.Sos, M.Si as the Head of the Communication Science Study Program at the Muhammadiyah University of Yogyakarta who has provided convenience to me during the study period. Also as a patient guide provide input and guidance during the process of completing this thesis.
4. All Lecturers of the University of Muhammadiyah Yogyakarta, especially Lecturers of the Faculty of Social and Political Sciences, Study Program of Communication Studies.
5. To Fani Zafira Suryani, Muhammad Masyaril, Dhea Octiyandri, Qoyyum Fauzianin, Fara Afwa, Jazati Rahmawan, and who have gone through thesis together.

6. All my friends who cannot be mentioned one by one, you mean a lot to me thank you so much.

In closing, the writer realizes that in this final project or thesis, there are still many things that need to be improved. Therefore, critics, suggestions, and further research development.

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