CHAPTER I

A. Background

The tourism sector has become the mainstay of every country in its efforts to increase the country's foreign exchange, even in developed countries. Besides contributing to state income, tourism development can also maintain and improve the sustainability of communities' natural, social and cultural environments in various countries. In fact, according to Teles da Mota & Pickering (2020), tourist areas have multiple benefits for individuals and communities, such as recreation, physical and mental well-being, and even in increasing environmental awareness. The unique characteristic of tourism is that it is a renewable resource. For this reason, the tourism sector has become a favourite foreign exchange earner for various countries.

In Indonesia, the development of the tourism sector, especially in Article 2 paragraph (1) of Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan for 2010-2025, states that national tourism development includes tourism destinations, tourism marketing, tourism industry and tourism institutions. In article (6), it is noted that the objectives of tourism development are: a) Increasing the quality and quantity of tourism destinations; b) Communicating Indonesian tourism destinations using marketing media effectively, efficiently and responsibly; c) Creating a tourism industry to drive the national economy, and; d) Develop tourism institutions and governance that can synergize tourism destination development, tourism marketing and the tourism industry in a professional, effective and efficient manner

Referring to the government policy above, the Bantul Regency Government, through the Tourism Department (Dinpar), is trying to be proactive by implementing various policy programs to increase tourist visits. This is what the Tourism Department wants to achieve by 2023, namely increasing tourist visits so that it can improve community welfare. The policies and activities carried out by the Bantul Regency Tourism Department are structuring and increasing the quantity and quality of human resources. Apart from that, there is also the arrangement and procurement of other resources, such as infrastructure development and equipment based on Internet technology. The efforts implemented by the Tourism Department of Bantul Regency have gone well. It can be seen in Table 1.1 regarding the number of visitors to tourist attractions in the Bantul Regency as follows:

Table 1. 1 The Number of Visitors

No	Year	Number of Visitors
1	2020	1.726.875
2	2021	1.378.223
3	2022	2.728.016
4	2023	2.701.842
	Total	8.534.956

Source: Bantul Regency Tourism Department Document, 2023.

From Table 1.1. above, it can be seen that the number of visitors to tourist attractions in the Bantul Regency from 2020 to September 2023 is as follows:

In 2020, there were 1,726,875 visitors, while in 2021, there were 1,378,223; in 2022, there were 2,728,016 visitors; and for 2023 there were 2.701.842 From the data presented, visitors of tourist attractions in the Bantul Regency experienced an increasing in 2021 to 2022. From 2020 to 2021 and from 2022 to 2023 experienced a decreasing. The decrease in number

of visitors in 2020 to 2021 was due to the COVID-19 outbreak, resulting from the implementation of large-scale social restrictions (PSBB), and the decrease in the number of visitors in 2022 to 2023 was due to the hacked Instagram account @jelajahbantul.id accorded to social media analyst of Bantul Regency Tourism Department.

The success of increasing the number of visitors cannot be separated from the policy of the regent as regional head of the Bantul Regency, which was then implemented by the leadership and all levels of employees of the Bantul Regency Tourism Department. These efforts include using it to introduce marketing communication activities via social media to the broader community. According to Gunelius in Priansa (2017:362), social media marketing aims to build relationships, brands, publicity, promotions and market research.

Basically, the marketing strategies used by the Bantul Regency Tourism Department are divided into digital and conventional. This conventional promotion is through exhibitions and events held by the Bantul Regency Government and the Government above, such as the Bantul Creative Expo, an annual event to commemorate Bantul's anniversary organized by the Regency Government to support the broader community regarding existing MSMEs in Bantul Regency and also introduce the services within the Bantul Regency Government including the Tourism Department. This has become an obligation as regulated in Bantul Regent Regulation No. 170 of 2021 clause 4 that the department has the task of assisting the Regent in carrying out government affairs in the tourism sector. And according to clause 5 Bantul Regent Regulation no. 170 of 2021, the Tourism Department has the function of coordinating planning for implementing government affairs in the tourism sector. Carrying out increases in tourism attractiveness and organizing tourism marketing.

The Bantul Creative Expo event is an opportunity for the Bantul Regency Tourism Department to promote existing tourist destinations and superior products from each destination.

Meanwhile, the digital promotion carried out by the Bantul Regency Tourism Department is by utilizing social media. Many social media are used, such as websites, Twitter, YouTube, TikTok, and Instagram.

As stated in We Are Social data, Hootsuite (in Katadata, 02/26/2020) stated that Instagram is in fourth position of the ten most frequently used social media in Indonesia, with a percentage of 79%. Thamwika Bergstrom expresses this in Afifah (2016: 12-13), who says that Instagram provides a platform where users and companies or organizations can communicate publicly and directly, making Instagram an ideal platform for companies, organizations or brands to connect with consumers and target consumers.

The Bantul Regency Tourism Department has made Instagram the leading social media in its marketing strategy. Through Instagram, the Bantul Regency Tourism Department can carry out appropriate marketing communications and achieve engagement with consumers quickly and widely. Regarding this, the Bantul Regency Tourism Department will build public awareness of the existence of Bantul tourism. This means creating brand equity, the ultimate goal of generating business existence and success.

The reason for choosing the research object for the Bantul Regency Tourism Department is based on several reasons, including seeing that Bantul has lots of tourism potential, it would certainly be very good if this potential was managed well by the government, which is the task of the Bantul Regency Tourism Office. , this management will have an impact on regional income as well as the welfare of local communities. The Bantul Regency Tourism Department is also an agency that is active in using social media to promote tourism. This service is also popular among the people of Bantul because it often holds events for both traditional and modern arts. So researchers want to know how to implement the use of social media, especially Instagram, from the Bantul Regency Tourism Office. Apart from that personally, The researcher is a part of the Dimas Diajeng Bantul, which is a Tourism

Ambassador. It was part of the responsibility to help promote tourism in Bantul Regency, so the researcher was interested in studying the marketing communication strategy carried out by the Bantul Regency Tourism Department through social media, especially Instagram, to increase engagement with the title "Implementation of Marketing Communication from the Bantul Regency Tourism Department via Instagram to increase Followers in 2023."

The researcher chose the title to increase followers because, with increasing followers, the spread of information about tourism via Instagram will become more widespread. By increasing followers, engagement will also increase. With the excellence of increasing engagement, namely always responding well to questions, criticism, and suggestions from the public on the social media accounts of the Bantul Regency Tourism Department, it is hoped that it can provide an excellent first impression for prospective tourists and tourists who have visited, so it is expected that prospective tourists or tourists who have visited will indirectly become a promoter agent.

Several previous research examining the use of Instagram social media related to tourism have been conducted by several researchers. Dwi Fitriani conducted the first research from the Yogyakarta University Communication Science study program entitled Using Instagram as a Media for Promotion of Tourism Potential of the Sleman Regency Tourism Department. This type of research is descriptive qualitative with the conclusion that the use of Instagram has been able to realize the goal of introducing tourism potential and increasing the number of tourist visits. Besides that, it can be concluded that Instagram is a tool for advertising tourism activities, promoting sales of tourism activities with special hotel stay packages, publishing information on tourism activities and interacting with potential tourists.

The second research was conducted by Rizki Andini Herat, Max R. Rembang and John Kalangi in the e-journal "Acta Diurna" Volume IV number 4 of 2015 with the title The Role of the Promotion and Marketing Sector of the Morotai Island Regency Tourism Department in

Promoting the Tourism Potential of Morotai Island Regency. This research uses a qualitative descriptive method with promotional mix theory. The conclusion is that to promote and market the tourism potential of Morotai Island, the Promotion and Marketing sector should implement a promotional mix strategy and increase the quantity and quality of its human resources.

Meanwhile, the third research was carried out by Dinda Puspa Prastiyanti and Yulianto from the Hospitality study program at Bina Sarana Informatika University, Yogyakarta, in 2019, entitled Promotional Media at the Yogyakarta Special Region Tourism Department in Increasing Tourist Visits. This research uses a qualitative descriptive analysis approach with the conclusion that overcoming promotional obstacles includes collaborating with travel agents, maximizing promotion on social media, collaborating with related agencies, communicating with district/city governments to send different participants to train, coordinate and establish a harmonious relationship with the district/city Tourism Department to determine tourism development priorities and provide education to the public about tourism.

B. Research Question

Based on the background description above, the researcher tries to formulate the following problem: "How will the marketing communication strategy of the Bantul Regency Tourism Department be implemented via Instagram to increase followers in 2023?".

C. Research Purpose

This research aims to determine the implementation of the marketing communication strategy of the Bantul Regency Tourism Department via Instagram to increase followers in 2023.

D. Research Benefit

The benefits of this research are divided into 2 (two), namely:

a. Theoretical Benefits: It is hoped that it will contribute insight into thoughts in the field of Communication Studies, especially those related to the implementation of the marketing communication strategy to increase followers, primarily via Instagram.

b. Practical Benefits: It is hoped that this research will be able to provide inputs for the policies and programs of the Bantul Regency Tourism Department to increase Instagram followers to expand the dissemination of information about tourism.

E. Theoretical Framework

1. Digital Marketing Communication

Marketing activities involve many communication activities. Communication is an activity carried out by individuals or organizations who exchange ideas (Shimp, 2003:4). When marketing and communication are combined into a new study called marketing communication, which contains the brand marketing mix, then there will be an exchange of meanings, and ultimately these meanings will be disseminated to consumers (Shimp, 2003: 4). Marketing communication is a means used by companies to inform, persuade, and remind consumers directly and indirectly. (Kotler and Keller, 2012:498) Integrated Marketing Communication Mix takes the form of communication, which is categorized into eight forms: advertising, sales promotion, public relation, personal selling, direct marketing, digital/social media marketing, sponsorship ,and event and experiences. In this case, advertising is the subject of discussion because it is a form of non-personal presentation and promotion that requires costs regarding the expressed ideas, goods or services by a clear sponsor either through print media, broadcast media, network media, electronic media, and display media (Kotler & Keller, 2012:500). Meanwhile, we are currently in the digital era, which means everything is digital, including marketing communications. Digital marketing communication, in the context of businesses operating in the digital age, is a marketing strategy that is very relevant and continues to develop. This procedure includes delivering marketing messages through various

digital channels, including social media such as Facebook, Twitter, and Instagram, search engines such as Google, email marketing, company websites, and more (Yupi & Heryadi Putri, 2023).

Meanwhile, Instagram itself is an application used to share photos and videos. (Hubner, 2021). Now, Instagram is developing as a medium for business people to communicate their business through promotional activities on the Instagram application, which many companies use worldwide. A study conducted by Measured revealed that as many as 54% of companies with well-known brands have used Instagram as a promotional medium. This stimulates companies and advertising providers to compete to market their products on Instagram, and business people choose to use Instagram to promote their products for ease of offering them to potential consumers (Zuhri, 2019). So indirectly, the use of Instagram social media as a means of marketing communication media is included in the scope of marketing promotions; by using Instagram, users can efficiently market their products because they can improve their products without spending too much money, energy, and time. In June 2018, Instagram officially announced that it had one billion users from all over the world. This number is enormous, with a significant increase, considering that in September 2017, they still had 800 million users. (Yusa, 2018). With users increasing yearly, opportunities to use Instagram social media as a promotional tool open up. Social media, such as Instagram, needs to be used as a promotional tool for business needs and can also be used as a source of income for Instagram users (Solekhan & Winarso, 2016). Based on Napoleon's chat (https://napoleoncat.com/) Instagram users in Indonesia in January 2021 reached 82,320,000, which is 29.9% of the entire population. The majority of them are women at 52.6%. People aged 18 to 24 are the largest user group (30,000,000). With such a large amount of user data, Instagram has the potential to earn income for content creators or for a business person. For this reason, Instagram users need

to get followers ranging from 0 to hundreds of thousands of followers to be used as a source of traffic, which can later generate potential income for Instagram users.

The features available on Instagram social media are:

a.   Instagram Camera Feature

What makes Instagram so popular is because of its camera feature. We can upload photos from the gallery, and users can take selfies or record moments from within the application. They can directly edit them, provide captions, and then share them.

b.   Editor

The second feature that makes Instagram popular with many millennials is an editor tool that can polish photos taken. There are ten editor tools on Instagram, which are very easy to learn.

c.   Tags and Hashtags.

Like other social media, Instagram has a tag and hashtag feature, which functions to tag friends in the same photo. Hashtags are also used by business people to find customers or to increase the number of followers. Usually, InstaMarket only uses one hashtag.

d.   Caption.

In this feature, users can describe or provide information on the photos or videos that will be uploaded and they can also add hashtags.

e.   Integration into Social Networks.

The Instagram, Facebook, Twitter, Flickr and Tumblr applications are connected. If this tool is activated, every photo uploaded or shared will automatically be shared by Instagram on the connected social media.

f.   Insight

Insight is a feature that provides information about followers on Instagram Business accounts. The information provided is about activities, what types of content are interesting, and the demographics that visit business Instagram accounts.

g. Auto Reply

Auto reply is a feature that makes it easier to reply to Direct Messages on Instagram accounts. This feature is usually used to reply to questions that enter our Instagram account. We can set an automatic reply message that is sent to people who log in to our account.

h. Inbox Filter

The inbox filter is a filter whose function is to filter various incoming messages. Usually, some people visit for fun and send words or messages unrelated to our business. This filter can display messages that have not been read.

i. Live Broadcasts

The live broadcast feature on Instagram accounts allows account users to broadcast live to interact with their followers or potential consumers. The live broadcast feature can increase trust in our business and increase engagement. (Andriana, 2022).

j. Reels

Reels are typically short-form videos that can be 90 seconds long and are present on the profile. They feature editing tools and audio tracks, including trending voices and sounds. Instagram reels also provide the user with Instagram filters as well.

k. Feeds

Instagram's *feeds* is the main attraction of this application. It is the first destination when users open Instagram where people share photos and videos, connect with their community, and explore the things they are interested in. For businesses, feed is where people can visually tell the brand story, showcase products, and inspire people to connect more deeply with the seller's products. In Feeds, the five interactions people look at most closely are how likely they

spend a few seconds on a post, comment on it, like it, share it, and tap on the profile photo. The algorithm works with how much people interact and take action towards some posts, similar posts will appear higher on the feeds.

l.   Live

Instagram *Live* allows user to host livestreams from their Instagram account. It's one of the many Instagram features on offer, along with Instagram Stories and regular video feed posts. While formats like Instagram Reels and carousels allow users to easily post pre-recorded content, Instagram Live is being broadcasted on the spot. However, users can save the recording of the broadcast after the live has ended. Users can also give a title to the live stream, schedule it for later, or go in private mode for practice.

m.   Direct Message

Direct Message is an in-app messaging feature that allows users to share and privately exchange text, photos, Reels, and posts with one or more people. Instagram DMs are a private space for people to connect and collaborate over shared interests with each other. Users can only direct message people who follow them. When people send a direct message to a user who doesn't follow them, the message request goes to their inbox, and they will have to accept it before they can read the message.

n.   Story

Instagram *Stories* are vertical, full-screen photos and/or videos that automatically disappear after 24 hours. They appear at the top of the Instagram app interface rather than in the news feed. Stories can include interactive tools like stickers, polls, and AR filters to make users' content interesting. With Stories, users can share photos and videos that disappear from the profile, Feeds, and messages after 24 hours, unless they add them to the profile as story highlights. However, the story can be found in the archive folders.

o.   Notes

An Instagram note allows users to share short status updates with people. The Note will only be visible to the people the users follow back or their "Close Friends" list depending on whom they decide to share it with. These notes are a relatively new feature of the Instagram app. It can be up to 60 characters long and shared with people who can reply to them as messages on Instagram.

p.   Shopping

Shopping features are an upgrade of Instagram's regular features, like image and video posts, Stories, IGTV, and advertising. They allow brands to show item names, product descriptions, and prices in all content types on Instagram. With Shops, the seller can display and sell products on Facebook and Instagram. People who visit the shop can browse the products offered, make purchases, and get to know the brand.

q.   Search and Explore

Search & Explore on Instagram shows users recommendations such as photos and reels to help them discover new things from accounts they don't follow. These recommendations may be relevant to their interests or similar to the content they previously interacted with, such as photos and videos they've liked on Instagram. It also suggests based on their history of connecting with a specific account or with similar accounts on Instagram.

r.   Broadcast Channel

Instagram Broadcast is like one big group chat, just without message replies and instead interactive replies with emoji reactions and votes. However, this feature isn't available to everyone. As an Instagram creator, users can create a broadcast channel to share messages like announcements, behind-the-scenes content, event details, or upcoming collaborations with their followers.

s.   Highlights

Instagram Highlights are collections of Stories that people posted, located at the top of the Instagram personal or business profile in the form of tappable circles. Unlike regular Instagram Stories that disappear after 24 hours, Instagram Stories Highlights can live permanently on the users' profile.

Critical concepts in digital marketing communications include combining various digital channels to achieve specific marketing goals. Through this approach, companies can design campaigns that can reach various target audiences through various relevant digital channels (Illahi et al., 2020). Each channel in the digital marketing communications mix has its characteristics and benefits, allowing companies to tailor their marketing messages according to the needs and preferences of different audiences. The stages in digital marketing communication are explained as follows (Sudarman, 2019):

a.   Planning

The planning stage is the foundation of the entire digital marketing campaign. Here, the company determines the specific goals it wants to achieve with the campaign, such as increasing sales or brand awareness. Additionally, they also identify target audiences by understanding their characteristics, such as demographics, preferences, and behaviour. Selecting appropriate digital channels based on the target audience is an essential step in this stage.

b.   Implementation

At this stage, the main focus is producing content that will be used in the campaign. This content must have added value for the audience, which can be provided through various formats, including articles, videos, infographics, and others. Engaging and relevant content is significant because it will be a medium for communicating with the audience. After creating the content, the next stage is distributing it through the specified digital channels. Social media,

email marketing, and websites are standard content distribution methods. Selecting channels that suit the campaign strategy is critical to reaching a relevant audience.

    c.   Evaluation

The analysis stage involves using digital analytics tools to monitor and measure campaign performance. Analytics data, such as the number of clicks, conversion rates, and interactions on social media, is critical to understanding the extent to which marketing objectives are achieved. The information obtained from this analysis is used to take corrective action or improvements in digital marketing campaigns.

2. Tourism Communication

According to Burhan Bungin, in his book "Tourism Marketing Communication and Destination Brands", communication plays a role in various components of tourism marketing factors, which have a role in communication media or content. This role is to be a communication medium in the tourism sector, where this communication can be a marketing medium, destination, accessibility, or media channel for HR and tourism institutions. Apart from that, communication also has an essential role in preparing message content regarding what messages the wider community should know about the tourist destination they are going to. Tourism communication has several main areas of study that can be developed as exciting fields of study. The first being Tourist Communication Marketing (TCM), Destination Brand, Tourism Communication Management, Tourism Transportation Communication, Tourism Visual Communication, Tourism Group Communication, and Tourism Online Communication. There are also seven elements that can explain tourism communication: communication, visitors, marketing, accessibility, objectives, capital owners and institutional Human Resources (HR). Tourism communication can be a message or meaning transition from

an institution that includes capital owners, administrators and tourism awareness groups in destination marketing to visitors.

3. New Media

The phrase "new media" refers to a variety of communication technologies that have undergone digitization and are widely accessible for usage by individuals as communication tools (McQuail, 2011: 148). New media emerges from various old media innovations no longer relevant to current technological developments. Old media such as television, films, magazines, and books do not just die but process and adapt in the form of new media. New media emphasizes media content formats that combine and unite data, including text, sound, images, and so on, in a digital format. The distribution system is via the internet network. New media covers various aspects, such as entertainment, pleasure, and media consumption patterns. Second, new media is a new way of representing the world as a virtual society. Third, it is a new relationship between users and media technology. Fourth, it is a unique experience of a new image of a person, identity, and community. Fifth, it is a conception of the body's biological relationship with media technology. Finally, it covers media culture, industry, economics, access, ownership, control and regulation. Instagram is an image-based social media platform that provides services. Share photos or videos online. The Instagram application allows users to upload photos and videos into a feed that can be edited with various filters and organized with tags and location information. Uploads can be shared publicly or with pre-approved followers. Users can explore other users' content by tags and location and view trending content. Users can like photos and follow other users to add their content to the homepage.

4. Instagram as a tourism communication medium

Instagram is a free social networking site and online photo-sharing tool. Instagram has quite the same features as other social media, such as number of followers, profile, hashtags,

location, and comments column. Apart from that, Instagram has benefits as an entertainment medium, an interaction tool, looking for creative and unique ideas, looking for recommendations for places to visit, and can also be used as a promotional or sales medium.

The features available on Instagram are followers, live streaming, captions, photo effects, hashtags, geotagging, comments, shares, Instagram stories, Instagram highlights, and likes. Through a smartphone app, users can edit and upload pictures and quick movies. Each post a user makes appears on the Instagram feeds of their followers and, when hashtagged it can be seen by everyone. For just their followers to see their postings, users can also choose to make their profiles private. Many companies and individuals have used Instagram as a promotional medium. Sugiarto (2018: 50) explains that if you want to get maximum results in managing Instagram for business, the things you can do are:

a.   Content

Content contains information to explain the information conveyed to consumers so that they know the purpose and the purpose of the information being shared.

b.   Consistency

If business people consistently use Instagram, more consumers may follow their Instagram accounts.

c.   Community

Community is one of the most essential goals in managing an Instagram account. A community in business targeting collaboration or creating a brand community is a crucial part of getting followers or consumers.

To sustain a destination's popularity and favourable reputation in the tourism industry, promotion of the destination is a crucial component of tourism communication. Febrian (2021) explains that social media is now seen as trendsetters, particularly as photo-sharing sites. This platform can also update material and offers a function for customer feedback in the form of a

comment column. Although occasionally more instructive, the information feels somewhat subjective. Friends are more trustworthy sources of information because they are familiar with you.

Although sometimes more informative, the information feels rather subjective. Other media, such as TV, printed media, and films, which are less well-liked than contemporary media (social media, vlogs), also demonstrate the change in popular media. Media that are also characterized as using formal language have a tendency to be less adaptable and appealing to them.

The usage of Instagram helps people to find tourist attractions by using people's posts. Mele, et al. (2021) conclude that Instagram promotions for heritage tourism vary depending on the location's cultural distance. This exploratory study examined the cultural cues that Instagram images communicated as well as how they did so. Images with individualist values had one person in the frame and a positive relationship with a long shot scale, putting the viewer further away from the subject. It is clear that those images classified as collectivist were composed chiefly of four or more people and had a positive association with medium-long shot scales. A further indication that a homogenous culture does not characterize tourism promotion and contributes to the cultural diversity of a place and its heritage is the influence of cultural orientations on a well-known social network like Instagram.

F. Research Method

1. Research Focus (Research Object)

The object that will be researched in this research is marketing communication via social media. Instagram, carried out by the Bantul Regency Tourism Department to increase followers of the @jelajahbantul.id Instagram account.

2. Research Method

The type of research used in the thesis is research with a qualitative approach, employing a case study method. According to Pat Bazeley, "Qualitative Research is a covering term for a variety of research approaches that tends to focus on the qualities of things more than quantity", meaning that the Qualitative Approach is a term that covers various research approaches that focus more on quality, not quantity (Bazeley, 2013:3).

According to Creswell, the qualitative research method is an approach or investigation to explore and understand a central phenomenon (Raco, 2010:7). Raco said that there are several advantages of qualitative research. First, the data obtained was not engineered by researchers but was based on facts, events, and reality.

Second, the discussion is in-depth and focused. Third, qualitative research is more open to seeing things from different views. Through this qualitative approach, the researcher tries to explain the research results in a comprehensive and in-depth manner regarding the implementation of the marketing communication strategy of the Bantul Regency Tourism Department via Instagram to increase followers in 2023.

This research approach is seen from its descriptive aim. The descriptive approach shows that the research was conducted to describe the symptoms during that period. This research only describes objects systematically and as they are (Sandjaja, 2006:57).

The descriptive research approach is not limited to collecting and compiling data but also involves analysis and interpretation of the data. With the approach of descriptive research, researchers will provide a comprehensive picture of the implementation of the marketing communication strategy of the Bantul Regency Tourism Department.

3. Data Source

Research subjects were selected as samples and assigned using purposive sampling to support research data. According to Sugiyono (2022:95), purposive sampling is a technique with specific considerations. This particular consideration is that the informant knows best

about what the researcher expects or is a key informant who will make it easier for the researcher to explore the object or social situation to be studied. In selecting samples through purposive sampling, the researcher determines specific considerations or criteria in determining the research subjects.

In this research, the author chose subjects or sources by applying the following criteria:

a. Bantul Regency Tourism Department employee.

b. Is involved with the marketing communications activities of the Bantul Regency Tourism Department via the Instagram social media.

c. Followers of the Bantul Regency Tourism Department Instagram account, both old and new account

Based on predetermined criteria, the researcher selected four sources or research subjects as follows:

1). Head of the Bantul Regency Tourism Department, namely Mr. Kwintarto Heru Prabowo, S.Sos.

2). Sub-coordinator of the Substance Group for Information Services and Tourism Cooperation, namely Mrs. Catarina Issri Putranti Hendrayanti, A.Md

3). Marketing and Cooperation Analyst for the Bantul Regency Tourism Department and the Instagram Admin, Mr. Danang Hari Wibowo, S.Par.

4). Tourists who have followed the Bantul Regency Tourism Department Instagram account, both the old and new account.

The data sources in this research are divided into two, as follows:

1). Primary Data

Primary data or main data used in this research was obtained directly. Data was collected by interviews with the sources and Instagram content of the Bantul Regency Tourism Department Instagram account.

2). Secondary Data

Secondary data, or supporting data, in this research is used to support primary data. Secondary data was obtained through observation of archives, documentation, internally published books, and all activities on the Bantul Regency Tourism Department Instagram account.

4. Data Collection Methods

a. Data Collection Techniques

Stevanus Thane (in Pongtiku and Robby Kayame,2019:95) states that the stages carried out in data collection are:

1). Pre-field stage, where initial documentation are carried out, preparation of documentation guidelines, interview guidelines, and interview models.

2). The stage of entering the field: in this stage, the researcher consults with parties who can provide information about the figures who act as key informants.

3). Post-fieldwork stage, where all data obtained during the field will be collected and processed, starting from editing the results of interviews and observations, then classifying and reducing the data to be arranged into groups that function to determine or define a category.

To obtain relevant, valid, and credible data, the author used several methods to collect data, namely:

1. Interview

Esterberg (in Sugiyono, 2022: 114) defines an interview as follows: "a meeting of two persons to exchange information and ideas through questions and responses, resulting in communication and joint construction of meaning about a particular topic" Pongtiku and Robby Kayame (2019: 69) mention data obtained from interviews as reinforcing data from observations made and supporting explanations for the problems studied.

This research uses in-depth interview techniques (in-depth interview). Researchers will conduct high-frequency or repeated interviews with sources.

Intensive as a manifestation of the triangulation of time. When interviewed, the resource person can express his opinion, which the researcher then processes into valid data.

2. Documentation Method

The documentation method is used in qualitative research to obtain a picture or past event through information from data related to extracting certain information (Pongtiku and Robby Kayame, 2019: 154). Documents or archives, in this case, are photos or videos that can be used to support research evidence.

Documents are presented as accurate evidence obtained by researchers through social media, Instagram, and internal archives belonging to the Bantul Regency Tourism Department. The implementation of this research is planned to be carried out within the following period: