

Marketing Communication Analysis of Instagram Taraju Tourism Village: The Real Experience of West Java

Daniel Hermawan

Business Administration Department, Parahyangan Catholic University, Bandung, Indonesia

Email: daniel.hermawan@unpar.ac.id

Abstract

The Government of the Republic of Indonesia prioritizes the development of tourism villages in order to support enhanced economic growth, people's welfare, poverty eradication, unemployment reduction, the preservation of nature, the environment, and resources, and cultural advancement. Tourism villages must establish suitable marketing messages as part of the decentralized social, cultural, and economic transformation of villages, in which each region assesses its potential for development as a tourism attraction based on its distinctiveness and authenticity. Taraju Tourism Village in Tasikmalaya Regency, West Java, was named one of the top 75 in the 2023 Indonesian Tourism Village Award and received first place in the national Digital and Creative category. This study examines Taraju Tourism Village's marketing communications on the Instagram social media account @wisata_taraju in terms of two key issues: content type and media type. Taraju Tourism Village prioritizes reminder content and earned media in its marketing communications, according on a qualitative approach using content analysis tools. The Instagram social media account @wisata_taraju manages reminder content and earned media sourced from user-generated content provided by Taraju Tourism Village visitors. The Taraju Tourism Village Instagram account can be managed in a balanced manner, with informational, persuasive, and reminder content to promote attractiveness, unified identity, and more intense connection on the @wisata_taraju social media page. Meanwhile, the dominance of earned media over owned and paid media must be tempered with balanced owned media to make the Taraju Tourism Village's identity more manageable and brandable.

Keywords: marketing communication, Instagram, Taraju Tourism Village, content, media.

1. Introduction

One of the main priorities of the Government of the Republic of Indonesia is to promote the development of tourism villages. This initiative aims to assist economic growth, improve people's welfare, reduce poverty, address unemployment, preserve nature and the environment, and promote cultural advancement. Following the Covid-19 pandemic, there has been a shift in tourism patterns from mass tourism to alternative and rural tourism. This has provided individuals in tourism villages with the chance to cultivate cultural variety, embrace their distinctive natural surroundings, and engage in creative endeavors within their respective communities (Wirdayanti, et al., 2021).

Tourism communities, being both multisectoral and multidisciplinary, must make internal and exterior preparations to accommodate tourist visits. The involvement of the community, specifically the tourism awareness group, is crucial for effectively managing the operational aspects of tourism in tourism communities (Hermawan, et al., 2023). The local community can experience the full extent of the negative impacts of tourism village development through the

autonomy of community-managed tourism villages. Hence, the utilization of community-based tourism is employed in the process of establishing tourism villages in Indonesia, taking into account factors such as natural and cultural resources, community organizations, management, and education (Hadiwijoyo, 2018).

In addition, it is crucial to carefully handle the management of authenticity in tourism villages as a distinctive selling point that serves as a magnet for tourists due to its genuine quality, originality, distinctiveness, characteristics, and regional pride. This is evident in the consistent and ongoing display of the community's lifestyle and quality of life (Hermawan, 2022). This will serve as the foundation for travelers to ascertain the attractions, activities, items to bring, knowledge to acquire, memories to make, and duration of stay in a tourism village.

In order to promote the decentralized social, cultural, and economic transformation in villages, it is necessary for tourism villages to establish effective marketing communications. This involves identifying the distinctive and authentic qualities of each region and exploring their potential to attract tourists (Zhou, He, & Li, 2023). Content and social media play a crucial role in promoting tourism growth in different tourism locations. They serve as catalysts for tourism communities to effectively communicate their authenticity (Yin, Qu, & Ni, 2023).

Taraju Tourism Village in Tasikmalaya Regency, West Java has been recognized as a successful tourism destination. It was chosen as one of the top 75 villages in the 2023 Indonesian Tourism Village Award and achieved 1st place in the Digital and Creative category at the national level (Nugraha, 2023). Designated by the Regent of Tasikmalaya through Decree Number: 556/Kep.206.DISPARPORA/2022, Taraju Tourism Village holds the status of a tourism village in the Developing category. This designation provides Taraju Tourism Village with a solid foundation for the development of its tourism industry. This village spans an area of 543.2 hectares, known as "The Real Experience of West Java," is one of nine villages located in Tasikmalaya Regency (Jejaring Desa Wisata, 2024).



Figure 1. Taraju Tourism Village Logo

Source: Facebook Wisata Taraju

Taraju Tourism Village has social media presence on many platforms, including Facebook (Taraju Tourism), TikTok (@wisata_taraju), YouTube (Wisata Taraju official @desawisatatarajuofficial), and Instagram (@wisata_taraju). This study examines the marketing communications conducted by Taraju Tourism Village on their Instagram account, @wisata_taraju. The aim is to provide valuable insights and best practices for managers of other tourism villages in effectively managing marketing communications using social media platforms, especially Instagram.

2. Literature Review

Tourism Village. Tourism village is a managed community where residents from a specific area can directly interact with each other. They have a shared concern and awareness to collaborate based on their individual skills and abilities. This collaboration aims to empower their potential in a favorable manner, ultimately fostering the growth and development of tourism in the area. its geographical area (Hermawan & Suryono, 2023). The idea of creating a tourism village involves including the four key characteristics of tourism, known as the 4A's: attraction, accessibility, amenities, and ancillaries. Attractions are the primary focal point of a tourism village, while amenities refer to the supporting facilities that are owned by tourism villages. Accessibility refers to the means by which tourists may reach a tourism village when they wish to visit. Ancillary refers to the tourism agency that is responsible for managing the many business operations related to tourism (Hakim & Agustiani, 2022).

Content Marketing. Content marketing is strategically using material inside a marketing platform to effectively impact the audience, by enhancing brand recognition and fostering audience engagement with the business (Nguyen, Pham, & Truong, 2023). The four fundamental content formats are text, images, audio, and video (Smith & Heaton, 2023). Every format offers a distinct encounter for the viewers. Effective content marketing requires careful consideration of brand, message, positioning, and value in order to successfully achieve its objectives (Bazi, Filieri, & Gorton, 2023). Content marketing serves as a cohesive component of marketing, advertising, communications, and media.

Marketing Communication. Marketing communication is the integration of communication and marketing, two interconnected disciplines. Communication in marketing serves a strategic purpose by facilitating the exchange of information and meaning through communications between the sender and recipient, with the goal of achieving mutual understanding (Bovee & Thill, 2018). Marketing is the systematic study and application of techniques to identify, generate, and provide value to satisfy the needs and wants of a certain market segment. It serves as a means of communication by disseminating information and promoting the benefits of a product or service (Kotler & Keller, 2016).

Marketing communications has three main objectives, namely informing, persuading, and reminding (George, 2021). Informing is the dissemination of information to the audience regarding many aspects of tourism in tourism communities, including attractions, ease of access, facilities, and supplementary elements. Persuading is achieved by the methods of seduction, persuasion, and capturing the attention of the target market in order to encourage them to visit

the tourism village. This is accomplished by employing various marketing approaches, such as offering discounts, utilizing influencers, or organizing certain events. Reminding involves prompting the target market, who have already been, to either revisit or suggest the tourism village to others.

Marketing communication objectives pertain to the anticipated cognitive, affective, and behavioral reaction suggested by the customer's stage of purchase. Mentally, the audience will possess knowledge of the presence of the tourism village. Effectively, a knowledgeable audience will display interest, inquire, and take action when a tourism village successfully influences their objectives or needs. Ultimately, from a behavioral standpoint, it is crucial to encourage audiences who have transitioned into consumers or customers to revisit and maybe endorse tourism villages.

Table 1. The Relationship between Marketing Communications Objectives, Marketing Communications Responses, and Customer Purchase Stages

Marketing Communications Objectives	Marketing Communications Responses	Customer Purchase Stages
Informing	Cognitive	Realize
Persuading	Affective	- Interested - Ask - Act
Reminding	Behavior	- Revisit - Recommend

Source: Hidayah (2019)

Social Media. Social media serves as a platform for exchanging messages between a sender and an audience. This communication can take place in various forms, such as one-to-one, one-to-many, or many-to-one. It enables immediate interaction and provides real-time measuring measures (Li, Larimo, & Leonidou, 2023). Social media strategically shapes brand image by stressing narratives, communities, platforms, and brand identity (Diamond, 2015).

Social media strategically facilitates the transmission of marketing communication messages through three types of content marketing properties: owned, paid, and earned media (Vargas, Vieira, Moura, & Filho, 2023). Owned media is under the direct control of the tourism village manager, whereas paid media is utilized by the tourism village manager through payment to a third party who has access to specific media channels. Earned media is regulated by customers and other independent parties, one of which is user-generated material created by visitors while in the tourism village.

Table 2. Differences between Owned, Paid, and Earned Media

Media	Definition	Advantages	Disadvantages
Owned Media	Media that is controlled by the tourism village manager himself	- Fully controlled by the manager - More efficient costs - Can be managed in the long term	- There is no guarantee of results - Messages are not always trusted - It takes time to raise it
Paid Media	Media used by tourism village managers on a paid basis	- Messages can be controlled - Wide reach - Can be adjusted to needs	- Can annoy customers - The response rate tends to decrease - Credibility is not high
Earned Media	Media controlled by customers and other independent parties	- Most trusted - Plays an important role in increasing sales	- Difficult to control - Messages can be negative - Difficult to measure - Reach is difficult to predict

Source: Ridwansyah (2017)

3. Research Method

This study employs a qualitative descriptive methodology, utilizing content analysis techniques. Content analysis is a method that involves examining a text in an unbiased manner to gain a comprehensive understanding of its content, without any influence from academics (Sugiyono, 2022). The focus of this research is the examination of the social media content on Instagram account @wisata_taraju. This study was carried out using data collected up until May 5, 2024. The Instagram account @wisata_taraju had 304 posts, 5,416 followers, and was following 111 accounts at that time.



Figure 2. Instagram Account Profile @wisata_taraju

Source: https://www.instagram.com/wisata_taraju/

The topic centers around two primary concerns, specifically content type and media type.

Content categories are categorized according to three primary marketing communications objectives: informing, persuading, and reminding. Media types can be classified into three kinds of media ownership: owned, paid, and earned media.

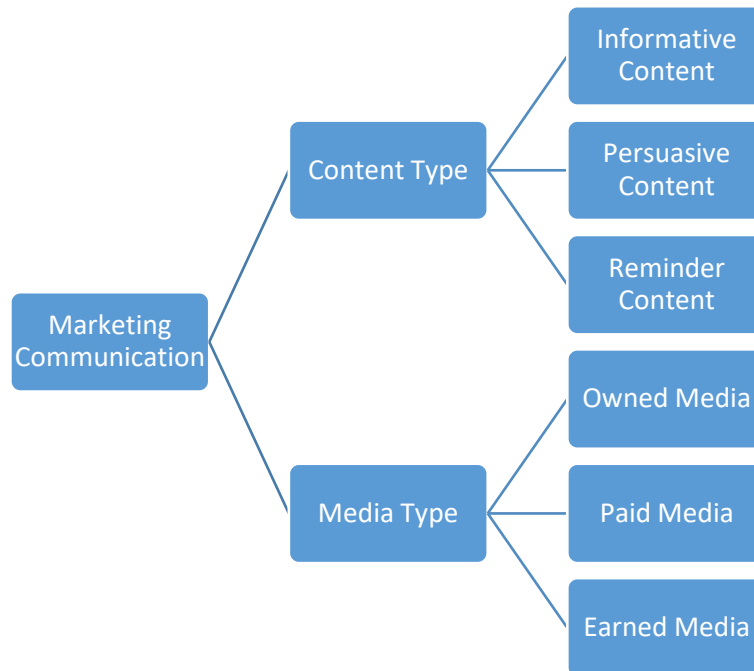


Figure 3. Content Analysis of Instagram Marketing Communication of Taraju Tourism Village

Source: Author's Process

4. Finding and Discussion

Marketing communications on the Instagram social media account @wisata_taraju are analyzed through two primary discussions: content type and media type employed by the management of Taraju Tourism Village. According to information obtained from the @wisata_taraju Instagram account, it was established in July 2015 and has undergone two name changes. The account is officially named DEWATA (Taraju Tourism Village) Official, and its basic description is "Welcome to Taraju Tourism Village!" Experience the allure of our distinctive natural splendor, culture, and customs. The user's text mentions the hashtags #WisataTaraju, #Pesonaanggaranarat, and #wisataindonesia. They also include a Linktree link, which is linktr.ee/wisata_taraju. The account made its initial post on July 5, 2015, featuring a collection of photographs showcasing scenic vistas of a tea plantation. The post was titled "Taraju Tourism Village" (*Desa Wisata Taraju*).



Figure 4. Post Taraju Tourism Village Instagram Feed

Source: https://www.instagram.com/wisata_taraju

Content Type. The Instagram social media account @wisata_taraju was subjected to content analysis, revealing three distinct categories of content employed by the Taraju Tourism Village social media manager for content marketing: informative content, persuasive content, and reminder content.

Informative Content. The Instagram social media manager @wisata_taraju provides instructive content about the Taraju Tourism Village, encompassing its history, distinctive features, and available activities. Typically, content includes captions that provide sufficient explanations and make use of captions. As a tourism village, Taraju Tourism Village lacks comprehensive informative content that showcases the diverse range of tourism opportunities it offers. The focus is primarily on the village's iconic attractions, such as camping and tea plantations, resulting in limited information about other available points of interest. Excavation can be conducted at the Taraju Tourism Village.

Table 3. Informative Content on Instagram @wisata_taraju

Content	Caption
	@wisata_taraju <i>"Taraju" dipakai sebagai sebuah nama kecamatan, desa, dan dusun. Sementara, dusun Taraju sebagai pusat pemerintahan desa memiliki luas wilayah yang terbilang paling kecil dibandingkan dengan Panggungsari, Legokhonje, dan Caringin tetapi memiliki angka kepadatan penduduk yang tinggi.</i> #taraju #exploretasikmalaya #exploretasik Translation: "Taraju" is used as a name for sub-districts, villages and hamlets. Meanwhile, Taraju hamlet as the center of village government has a relatively small area compared to Panggungsari, Legokhonje and Caringin but has a high population density. #taraju #exploretasikmalaya #exploretasik



@wisata_taraju

Warisan Tuan Bowen.

Wisata edukasi satu ini mengajak wisatawan untuk ikut merasakan serunya proses pengolahan teh. Wisatawan dapat merasakan pengalaman liburan yang berbeda dengan menikmati indahnya hamparan kebun teh sekaligus belajar cara pengolahan teh secara tradisional langsung dari para petani teh.

#traveling #travel #paketwisatamurah
#paketwisata #paketwisatataraju
#paketwisatatasikmalaya #wisatataraju
#wisatatasikmalaya #wisataindonesia

Translation:

Mr Bowen's Legacy.

This educational tour invites tourists to experience the excitement of the tea processing process. Tourists can experience a different holiday experience by enjoying the beautiful expanse of tea gardens and learning how to process tea traditionally directly from tea farmers.

#traveling #travel #prosperous tourism
package #tourism package #tourtaraju
package #tourtasikmalaya package
#wisatataraju #wisatatasikmalaya
#wisataindonesia

Source: https://www.instagram.com/wisata_taraju/

Persuasive Content. The Instagram social media manager @wisata_taraju employs a rather minimalistic approach in their compelling content. This content can be found on the @wisata_taraju social media account, which was established naturally by the manager of the Taraju Tourism Village. The compelling material produced by @wisata_taraju consists of promoting tour packages that highlight the available amenities and the many activities that travelers may engage in during their visit to Taraju Tourism Village. On the @wisata_taraju

social media account, there is a frequent occurrence of collaborative persuasive content. This includes collaborations with the @idrsdna_ social media account, the Smiling West Java Ambassador's Instagram account @swj.ambassador, and Local Friends @kawanlokal.

The persuasive material of Taraju Tourism Village, primarily consisting of external elements, might have a favorable influence when complemented by internal information that reinforces the showcased offerings. Nevertheless, Taraju Tourism Village, being a destination for tourists, must consistently engage in promoting compelling content, such as enticing tour packages and engaging activities for visitors to partake in. While the persuasive content can be accessed through the Linktree account linktr.ee/wisata_taraju, which leads to Google Drive containing different tourism packages, it is also important to regularly update Instagram with persuasive content to ensure that the audience fully embraces tourism marketing for Taraju Tourism Village. without the need to navigate through multiple hyperlinks.

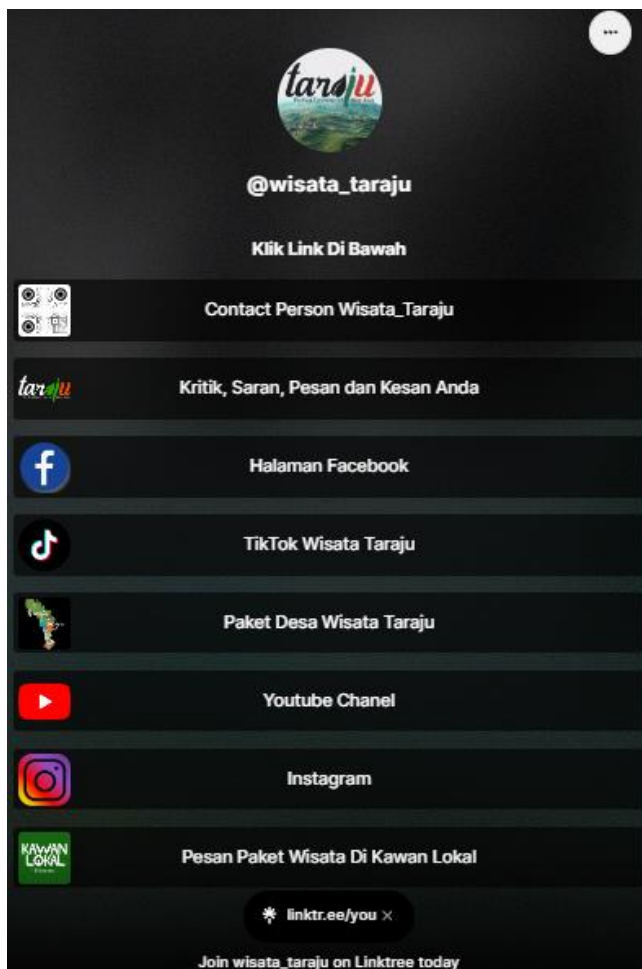


Figure 5. Taraju Tourism Village Linktree Account

Source: https://linktr.ee/wisata_taraju

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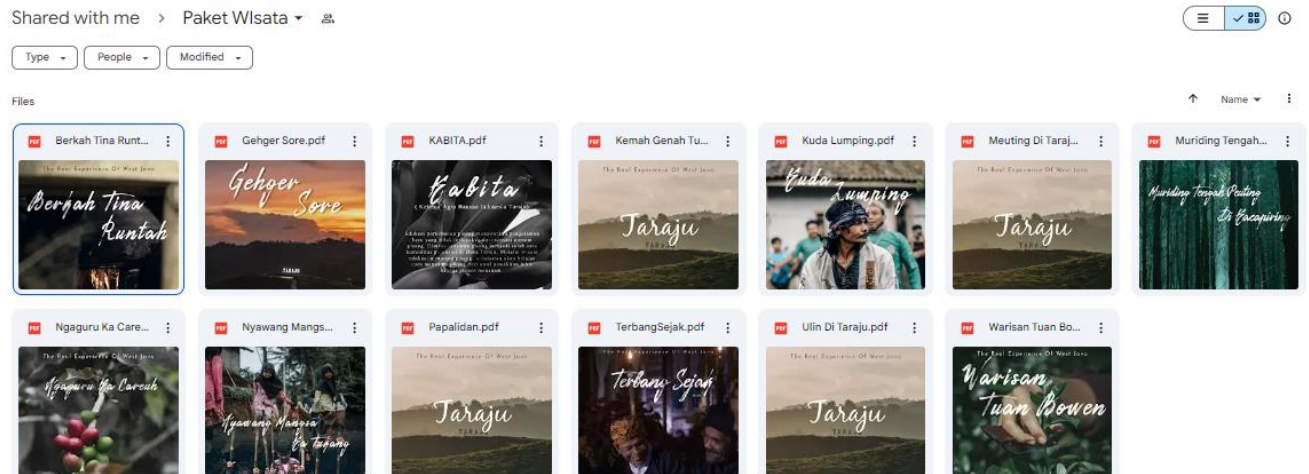


Figure 6. Google Drive Tour Packages in Taraju Tourism Village

Source: https://linktr.ee/wisata_taraju

Table 4. Persuasive Content on Instagram @wisata_taraju

Content	Caption
	@wisata_taraju <i>Meuting Di Taraju.</i> <i>Bagi kalian yang belum puas dengan 1 hari main di taraju, kami juga menyediakan paket 2 hari 1 malam yang menyuguhkan Destinasi, Edukasi, dan Atraksi seninya. kalian akan merasakan suasana pedesaan yang asri yang masih menjaga kearifannya, dengan suasana pedesaannya yang asri membuat kalian betah karna nyaman dan tentram.</i> <i>Pengunjung disediakan Homestay yang konsepnya langsung bercengkrama dengan penduduk lokal sehingga waktu luang saat istirahat kalian seru karna bisa langsung ngobrol - ngobrol dengan warga lokal.</i> #traveling #travel #paketwisatamurah #paketwisata #paketwisatatataraju #paketwisatatasikmalaya #wisatatataraju #wisatatasikmalaya #wisataindonesia Translation: Overnight in Taraju. For those of you who are not satisfied with 1 day playing at Taraju, we also provide a 2-day 1 night package which offers destinations, education and artistic attractions. You will feel a beautiful rural atmosphere that still maintains its wisdom, with a beautiful rural atmosphere that makes you feel at home because it is comfortable and peaceful.

Content	Caption
	Visitors are provided with a Homestay whose concept is to directly chat with local residents so that your free time during your break is exciting because you can directly chat with local residents. #traveling #travel #prosperous tourism package #tourism package #tourtaraju package #tourtasikmalaya package #wisatataraju #wisatatasikmalaya #wisataindonesia
	@idrsdna_ dan @swj.ambassador <i>ada yang udah pernah kesini??</i> <i>Meski disebut desa, Taraju sudah memiliki fasilitas yang lengkap untuk wisatawan, seperti ATM, area Wifi, kamar mandi umum, mushala. Lalu, ada area outbound, area selfie, kios souvenir, kafetaria, tempat kuliner, spot foto hingga balai pertemuan.</i> <i>Akses jalan nya pun bagus, roda empat? bisa banget</i> 📌 <i>Wisata Taraju Tasikmalaya</i> @ridwankamil @disparbudjabar @smiling.westjava @swj.ambassador @swj.ambassador_tasikmalaya @swj.ambassador_subang @wisata_taraju @exploretasikmalaya @amazingtasikmalaya @jabargram

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Content	Caption
	#wisatataraju #swjambassador2023 #exploretasikmalaya #dijabaraja Translation: has anyone been here?? Even though it is called a village, Taraju already has complete facilities for tourists, such as ATMs, Wifi areas, public bathrooms, prayer rooms. Then, there is an outbound area, selfie area, souvenir kiosk, cafeteria, culinary place, photo spot and meeting hall. The road access is also good, four wheels? really can 📍 Taraju Tasikmalaya Tour @ridwankamil @disparbudjabar @smiling.westjava @swj.ambassador @swj.ambassador_tasikmalaya @swj.ambassador_subang @wisata_taraju @exploretasikmalaya @amazingtasikmalaya @jabargram #wisatataraju #swjambassador2023 #exploretasikmalaya #dijabaraja

Content	Caption
	@kawanlokal dan @wisata_taraju <i>Jelajah desa di Tasikmalaya dengan karakter yang berbeda menawarkan pengalaman beragam, ditambah dengan keramahan warga lokal khas pedesaan yang akan membuat anda betah.</i> <i>Dapatkan pengalaman wisata bersama warga lokal hanya di www.kawanlokal.com</i> <i>Yuk, pesan sekarang!</i> #longweekend #wisatadesa #desawisata #kawanlokal #tasikmalaya #taraju #kampungnaga #tonjongcanyon #local #experience #sustainable #tourism #pesonaindonesia #wonderfulindonesia #ditasikaja #diindonesiaja Translation: Exploring villages in Tasikmalaya with different characters offers a variety of experiences, coupled with the typical rural friendliness of local residents that will make you feel at home. Get a travel experience with local residents only at www.kawanlokal.com Come on, order now!

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Content	Caption
	#longweekend #wisatadesa #desawisata #kawanlokal #tasikmalaya #taraju #kampugnaga #tonjongcanyon #local #experience #sustainable #tourism #pesonaindonesia #wonderfulindonesia #ditasikaja #diindonesiaaja

Source: https://www.instagram.com/wisata_taraju/

Reminder Content. The Instagram social media manager @wisata_taraju typically utilizes user-generated content as reminders, which are sourced from visitors who have visited the Taraju Tourism Village. User-generated content (UGC) is utilized to enhance brand recognition and customer loyalty on social media platforms, with the aim of fostering comprehension and knowledge of items, ultimately leading to the generation of purchase intent (Zhuang, Zeng, Zhang, Liu, & Fan, 2023). The manager of the @wisata_taraju social media account then curates this content to be showcased in posts on the Instagram account @wisata_taraju. The reminder content released by the social media manager of Taraju Tourism Village highlights the triumph of Taraju Tourism Village at the 2023 Indonesian Tourism Village Award event.

Table 5. Reminder Content on Instagram @wisata_taraju

Content	Caption
	@yudi_rosyandi dan @jelajah_tasik <i>Duh kurawa ngahalangan pisan, padahal view na Tos endah. Uhuy</i> #taraju #tarajutasikmalaya #tasikmalaya Translation: Oh, it's a lot of trouble, even though the view is amazing. Ouch #taraju #tarajutasikmalaya #tasikmalaya

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Content	Caption
	@hielmymk dan @wisata_taraju <i>Ku terbiasa, tersenyum tenang, walau, aaaaaa [lanjut]</i> #2023 #munggahan #camp #main #camping #reels #reelsinstagram #weekendvibes #travelling Translation: I'm used to it, smiling calmly, even though, aaaaaa [continue] #2023 #munggahan #camp #main #camping #reels #reelsinstagram #weekendvibes #travelling
	@marselaselll dan @jabardaily <i>Salah satu wisata yang ga jauh dari rumah 🍌🌿</i> <i>btw, kabut dikit gak ngaruh wkwk</i> . #wisatataraju #tasikmalaya #desawisata #desawisatataraju #dijabaraja #jabargram #jawabarat #pesonaindonesia #wonderfulindonesia #reelsinstagram #reelsvideos #traveling Translation: One of the tours that is not far from home 🍌🌿

Content	Caption
	BTW, a little fog doesn't matter hahaha . #wisatataraju #tasikmalaya #desawisata #desawisatataraju #dijabaraja #jabargram #responderat #pesonaindonesia #wonderfulindonesia #reelsinstagram #reelsvideos #traveling
	@wisata_taraju <i>Momen indah di atas panggung, mengangkat trofi Juara 1 dalam kategori Digital & Konten Kreatif di ADWI 2023. Setiap usaha dan kreativitas kami telah berbuah manis. Rasa syukur tak terhingga mengalir seperti aliran inspirasi yang tak pernah padam. Ini adalah bukti bahwa kerja keras dan dedikasi tak pernah mengkhianati. Terima kasih untuk semua yang telah mendukung perjalanan kami, dan mari terus berkreasi dengan semangat yang sama untuk masa depan yang penuh warna.</i> @sandiuno @ridwankamil @anugerahdesawisataindonesia @pemkabtasik @smiling.westjava @disparbudjabar @swj.ambassador <i>thanks a lot to: @puputerwandi</i> <i>Ayo sama – sama wujudkan desa wisata berkelas dunia untuk Indonesia bangkit!!!</i> <i>“A Tribute from Indonesia to the World”</i> #ADWI2023 #AnugerahdesawisataIndonesia #SandiUno #Kemenparekraf

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Content	Caption
	<i>#DiIndonesiasaja</i> <i>#Wisataberkelasdunia</i> <i>#IndonesiaBangkit</i> <i>#WonderfullIndonesia</i> Translation: Beautiful moment on stage, lifting the 1st place trophy in the Digital & Creative Content category at ADWI 2023. Every effort and creativity of ours has borne sweet fruit. Infinite gratitude flows like a stream of inspiration that never goes out. This is proof that hard work and dedication never betray. Thank you to everyone who has supported our journey, and let's continue to create with the same passion for a colorful future. @sandiuno @ridwankamil @anugerahdesawisataindonesia @pemkabtasik @smiling.westjava @disparbudjabar @swj.ambassador thanks a lot to: @puputerwandi Let's create a world class tourism village together for Indonesia to rise!!! “A Tribute from Indonesia to the World” #ADWI2023 #IndonesiantourismvillageAward #SandiUno #Kemenparekraf #JustInIndonesia #Worldclasstourism #IndonesiaRise #WonderfullIndonesia

Source: https://www.instagram.com/wisata_taraju/

Media Type. The media utilized on the Instagram account @wisata_taraju may be categorized into three types of media ownership: owned, paid, and earned media.

Owned Media. The Instagram account @wisata_taraju mostly utilizes owned media, which consists of content developed by the account management. The content typically comprises instructional material that incorporates a blend of text, audio, and graphics. Typically, educational information that is promoted by direct sales tactics on owned media platforms tends to receive limited engagement and only generates likes on the post. Conversely, unlike content that aggressively promotes, content that subtly showcases the attractiveness of the Taraju Tourism Village receives a substantial amount of likes and engagement from internet users.

Table 6. Owned Media on Instagram @wisata_taraju

Content	Caption
	@wisata_taraju <i>sebuah tempat yang memukau hati dengan keindahan alamnya yang masih asri dan memegang erat nilai-nilai kearifan lokal. Terletak di kaki pegunungan yang menakjubkan, desa ini menawarkan suasana damai yang jauh dari hiruk-pikuk kehidupan perkotaan. Di sini, Anda dapat menikmati panorama hijau yang mempesona, mengeksplorasi keindahan alamnya melalui berbagai aktivitas, dan merasakan kehangatan dan keramahan masyarakat setempat yang selalu siap menyambut kedatangan tamu dengan senyuman dan keramahan yang tulus. Dari pertanian organik hingga wisata budaya, Desa Wisata Taraju menawarkan pengalaman wisata yang autentik dan tak terlupakan bagi siapa saja yang ingin melarikan diri sejenak dari kesibukan dan merasakan kembali kehidupan yang sederhana dan memenuhi kedamaian.</i> #wisatataraju #desawisarataraju #wisatatasikmalaya #wisatajawabarat #wisatabudaya

	198 suka Tidak ada komentar Translation: a place that amazes the heart with its natural beauty that is still pristine and adheres closely to the values of local wisdom. Located at the foot of stunning mountains, this village offers a peaceful atmosphere away from the hustle and bustle of city life. Here, you can enjoy the enchanting green panorama, explore its natural beauty through various activities, and feel the warmth and friendliness of the local people who are always ready to welcome guests with a smile and sincere friendliness. From organic farming to cultural tourism, Taraju Tourism Village offers an authentic and unforgettable tourism experience for anyone who wants to escape the hustle and bustle and experience a simple and peaceful life again. #wisatataraju #desawisarataraju #wisatatasikmalaya #wisataanggaranarat #wisataculture 198 likes No comment
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	@wisata_taraju <i>Gehger Sore bulan september</i> . . #wisatataraju #wisatatasikmalaya #wisatajawabarat 294 suka 18 komentar Translation: Gehger September afternoon . . #wisatataraju #wisatatasikmalaya #wisatatidakarat 294 likes 18 comments
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Source: https://www.instagram.com/wisata_taraju/

Paid Media. Identifying and distinguishing paid media on the Instagram account @wisata_taraju can be challenging due to the enormous volume of content posted by users. Examining the partnership between Taraju Tourism Village and Kawanlokal.com, it is evident that Taraju Tourism Village's sponsored media is a joint effort with Kawanlokal.com. This collaboration aims to offer tourists daily activity-based tourism experiences that are curated and led by local residents of the area.

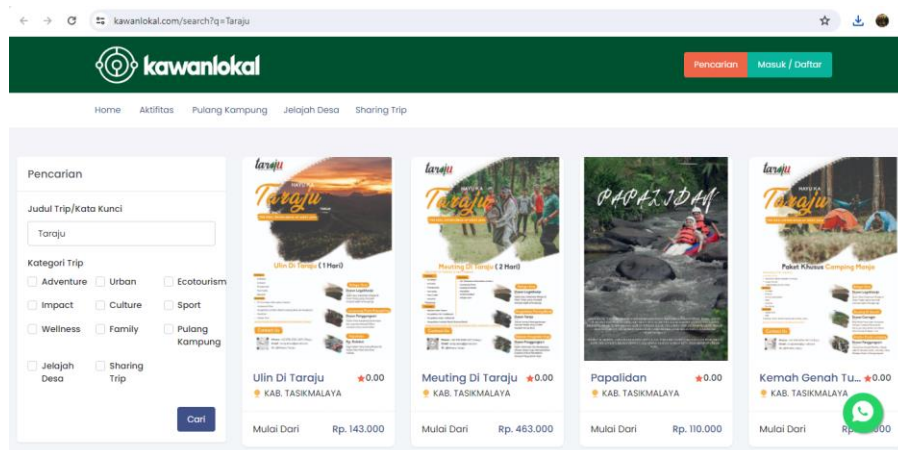


Figure 7. Marketing Collaboration of Taraju Tourism Village Tour Packages and Kawanlokal.com

Source: <https://kawanlokal.com/search?q=Taraju>

The relationship between Kawanlokal.com and Taraju Tourism Village management can positively effect tourism marketing. This allows the Taraju Tourism Village management to concentrate on providing the tour packages they offer. In addition, the profit-sharing arrangement between Taraju Tourism Village and Kawanlokal.com can be advantageous for both the management and visitors. This is achieved by selling bundled packages that offer additional tourism experiences in nearby villages.

Earned Media. The primary advantage of content marketing on the Instagram account @wisata_taraju is the earned media held by Taraju Tourism Village. The high volume of tags received by the @wisata_taraju social media account, from both Instagram users and visitors to Taraju Tourism locations, creates a highly interactive user-generated content experience in the Taraju Tourism Village. This results in the organic generation of electronic word-of-mouth (e-WoM) from online visitors (Saura, Palacios-Marques, & Ribeiro-Soriano, 2023).

The majority of the information generated by internet users is centered around the tea plantation region, which serves as the primary attraction and symbol of the Taraju Tourism Village. In addition, numerous internet users engage in activities that involve creating user-generated content with their family, friends, or relatives, expressing pleasant thoughts. The Instagram account @wisata_taraju effectively utilizes content marketing to enhance the appeal of the Taraju Tourism Village, generating interest among other users. This is achieved through organic interactions that occur independently from the management of the Taraju Tourism Village.



Figure 8. Content Tagged on Instagram Social Media Account @wisata_taraju

Source: https://www.instagram.com/wisata_taraju/tagged/

5. Conclusion

Taraju Tourism Village focuses on marketing communications that prioritize reminder content and earned media. The content and earned media maintained by the Instagram social media account @wisata_taraju are derived from user-generated content submitted by individuals who have visited the Taraju Tourism Village. The lack of equilibrium in the distribution of educational, persuasive, and reminder content on the Instagram account @wisata_taraju, which manages the Taraju Tourism Village, leads to perplexity among prospective visitors who intend to visit the village. Extracting information from the Linktree account and contacting the person on WhatsApp is a time-consuming process for internet users. In addition, the prevalence of earned media on the @wisata_taraju social media account, as opposed to owned media, has distinct implications. Specifically, if Taraju Tourism Village can effectively uphold the quality of the tourism attraction, it will generate positive electronic word-of-mouth. Conversely, if the earned media includes negative reviews or unfavorable testimonies from internet users, it could adversely affect the management of Taraju Tourism Village.

Taraju Tourism Village Instagram account may be effectively managed by balancing informational, persuasive, and reminder content. This approach aims to enhance the aesthetic appeal, establish a cohesive brand, and foster greater engagement on the @wisata_taraju social media platform. However, it is necessary to establish a balance between earned media, owned media, and paid media in order to effectively manage and promote the identity of Taraju Tourism Village. Owned media can be effectively managed by establishing regular content pillars for each month based on specific themes. In addition, it is necessary to assign a dedicated administrator to manage social media in order to ensure that the design and layout of the content is created in a systematic manner and conveys a professional impression. This is important to avoid simply posting content without considering the unique identity and personality of the Taraju Tourism Village.

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