



SOCIAL MEDIA CONTENT MANAGEMENT ON INSTAGRAM @VISITINGJOGJA AS OFFICIAL MEDIA CHANEL OF YOGYAKARTA TOURISM BOARD DURING COVID-19 PANDEMIC

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Abstract:

Tourism is the most affected sector by the Covid-19 pandemic. New normal paradigms require adaptations and innovation especially for communication. The Covid-19 pandemic has been changes marketing paradigms, media strategies and tourism promotion methods. Yogyakarta is the second popular destination in Indonesia after Bali. @Visitingjogja as the official Instagram account of the Yogyakarta provincial tourism office has changed the management of social media content as an effort to deal with the Covid-19 pandemic. This change was made to accommodate information needs, adjust conditions and fulfill public information in terms of tourism during the Covid-19 pandemic. This research was conducted in 2021 for 6 months from March to August with a qualitative descriptive research approach. Data collections used in this research were the observation method on the @visitingjogja account and in-depth interviews with the head of tourism information staff and social media admins. The results of this study show about changing of human resource team during pandemic with skill and specialization for social media strategic, changing the management technique, and changing the social media content. @visitingjogja changed its contents from destination and event promotion to public policy for tourism sector during Covid-19 pandemic like vaccination programs, health protocols with various contents like videos, photos and Instagram reels. Social media algorithm, impression and public respond are the most affected in content management by the weekly evaluation.

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Keywords:

Social Media, Content Management, @Visitingjogja, Tourism Promotion

Introduction

The growth of internet users in Indonesia during the Covid-19 pandemic grew significantly. It was supported by adjustments to various activities due to the Covid-19 pandemic which were carried out online. Several media said that internet users in Indonesia in January 2021 recorded that 73.7% of the Indonesian population were active internet users. A total of 202.6 million Indonesians were connected by the internet, and 61.8% or around 170 million people were registered as active social media users. The number of unique mobile users reached 345.3 million or 125.6% (Kominfo.go.id: 2021). This shows very active behavior in digital communication.

The increase of internet and social media users also occurs in the tourism sector, especially the use of social media as the main media for tourism promotion. UNWTO says that social media is changing destination branding and tourism marketing (unwto.org: 2015). As the most affected sector, tourism is getting on crisis and stakeholders are changing the promotional content and social media management in adjusting to conditions due to the Covid-19 pandemic.

Social media Instagram is very popular as a medium for tourism promotion. Yogyakarta provincial tourism office is using Instagram as one of the main media in promoting tourism through the @visitingjogja account. In dealing with the Covid-19 pandemic, @visitingjogja is adapting in terms of social media management as a digital communication strategy during the pandemic. This study focused on how @visitingjogja conducted social media management during the Covid-19 pandemic to carry out its function as the main reference source for official tourism from the D.I Yogyakarta provincial government. Yogyakarta is the famous city and tourism destination that content of culture and being one of five super priority destinations in Indonesia by the Borobudur temple (Kemenparekraf.go.id: 2021).

Literature Review

Tourism Communication and Promotion

Tourism marketing communications is a branch of marketing communications science which focuses on marketing communication and tourism. Philips Kotler said that marketing communication science focused 4 elements of product, place, price and promotion (Kotler, 2016). This research focused on promotion that using social media as tourism promotion channel especially for crisis communication during Covid-19 pandemic.

Theory for tourism marketing communication is the concept of marketing strategy, marketing tactic and marketing value. Social media strategy as the focus of this research is the part of tourism promotion strategies as branding advertising and selling. Social media is the powerful media strategy and mostly effective and efficient (Arief, Yahya 2013) :

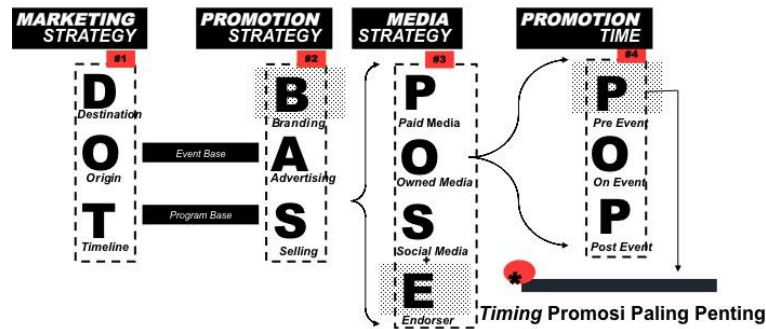


Figure 1. Tourism Marketing Platform

Arief Yahya, Grand Spirit Great Strategy 2013

United Nation World Tourism Organization (UNWTO) said that social media changes the destination branding and tourism promotion. Nowadays, social media is used by the tourism companies, government and organization for communication and promotion. Instagram is the main social media used by the most organizations to promote the tourism in Indonesia.

Social Media Content Management

New media technology devotes to a systematic exploration of the commercial and cultural implication of rapidly evolving new media landscape. Social media is a media platform that focuses on the existence of users which facilitates them to carry out activities and collaboration. Social media is seen as a medium that strengthens the relationship between users and a social bond (Van Dijk, 2013 in Nasrullah 2018). Shirky (in Rulli Nasrullah, 2008) said that social media and social software are tools to increase users to share and collaborate between users. Mandiberg (2012) said that social media is a medium that accommodates collaboration between users who produce user-generated content.

Digital communication management is defined as a set of techniques used in public relations activities and accompanying activities using communication technology devices (Krik Hallahan in Nasrullah 2021). Social media content management is a series of communication planning, organizing, actualizing and controlling social media content. The communication program is started with discovering the relevant issue by developing research, developing the best strategy, implementing the strategies, and measuring the process. The social media content management proses scheme is as follows:

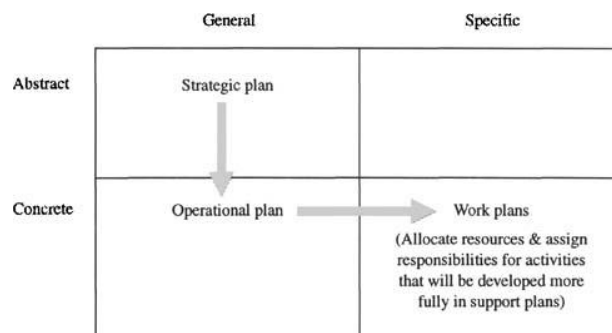


FIGURE 2. A MODEL FOR INTEGRATED PLANNING

(Robert Czemy contributed this figure, which appeared originally in ferguson, 1994 P 291 in Sherry Fergusson)

The model of integrated planning show the three process, content of developing strategic plan to the operational plan and generate how operational plan direct the work plans. For social media management there are many tools used for monitoring and evaluation process like analytic dashboard that conducted by the application and several premium tools.

Methodology

This research using descriptive qualitative method and analysing the data collected by interviewing with the number of Yogyakarta tourism government member, policy maker, and observing annual report, social media and mass media studies during March– August 2021. Informan were obtained by purposive sampling method base on assignment of authority and understanding of the research focus. Interview conducted in Yogyakarta in June 2021. The data were proceeded by triangulation method by analysing data from the interview, mass media study, report study and analyse by researcher. Researcher interview with the head staff of tourism information program and media social admins. The researcher also observed @visitingjogja account for monitor and looking directly into field (Sugiyono 2013).

Result

By the personal interview on august 2021 with the head for tourism information department, The Yogyakarta Provincial Tourism Office has changed the social media content strategy for managing the social media account @visitingjogja during the pandemic (Benny, 2021). The change was started due to confusion at the beginning of the pandemic where the information provided to the public had to adjust the relevant conditions related to the pandemic situation. This change was supported by changing staff and the person in charge of the section for providing tourism information. This change was made as an effort to avoid a communication crisis, especially in digital communication where the penetration of internet users during the pandemic actually was increased significantly. In addition, to make governance changes, the tourism office also made technical changes to social media management based on planning, organizing, actualizing and controlling, namely monitoring and evaluating process. In terms of content, content creation and distribution were carried out as well as changed media framing by making various adjustments based on the applicable algorithm.

Human Resource Governance Change

In early June 2021, the @visitingjogja account management system underwent a significant change. Before it changed, social media content and forms of communication through the approval of the Head of Service, then in the new management the head of service gave power to the PIP Section as the person in charge of the account both in terms of content, performance and strategy implemented for @visitingjogja. This authority has resulted changes in work patterns and communication patterns that are carried out where section heads were more flexible in managing such as making various content, media plan schedules, types of content, media and news framing and also flexibility in making policies and conducting research and adjusting social media algorithms.

There was pattern of collaboration developed by the new management, government collaborating with various supporting accounts from various parties such as collaborating with the Yogyakarta Provincial Communications and Information Technology and Jogja Public Relations, tourism community partner, tourism association and relations from staff (Benny ,2021). This change in governance became more effective and efficient and cut the bureaucratic

chain, although it was still under the supervision and direction of the head of service. The collaboration increased the media exposure and real engagement.

This change in HR management was in accordance with the steps of public relations in dealing with the crisis, namely conducting important assessments related to what happened based on facts and data, notifying the crisis team, managing the crisis, preparing messaging and monitoring the media.

Changes in Social Media Management Techniques

As public service, @visitingjogja is responsible to deliver the current public information. The management of @visiting jogja changed the managing technique of media accounts and content. In this change, management performed professional management functions, namely planning, organizing, actuating and controlling. Planning is process by determining the media framing, creating messages, planning content and setting the steps for implementing the communication program. At the planning stage, a posting time schedule or media plan is determined according to the applicable algorithm. In this planning process, a situation analysis is carried out, namely adjustments to the current conditions and policies regarding tourism during the pandemic. The management strategy based on the results of the analysis of social media performance seen from the account monitoring dashboard and premium tools for social media analytic. The performance is including media research, media exposure, taken for action by the content, likes, comment and share of the content.

For supporting the media performance and research they were facilitated with the monitoring and implementation of the program by 2 active social media admins, with in a clear division of tasks in accordance with the planning carried out. In the actuating stage, posting (content distribution) is carried out according the time schedule (media plan) and carries out the agreed steps at the planning stage. The posting method was carried out according the schedule. Then, there was an effort to build buzz and socialize the post through the internal network of the tourism office, colleagues and fellow government accounts in the Yogyakarta provincial government and share with the tourism community collaborating as partners with the tourism office. The partners will help for increasing media engagement by commenting, liking and sharing the social media content.

Controlling is carried out by the social media manager, the person in charge of the section head of the tourism information provider section of the Yogyakarta tourism office. Monitoring was carried out around hours, especially after posting to monitor engagement and public response to posts materials. Evaluations were carried out on weekly and monthly to adjust social media algorithms. This continued to maintain performance and increased effectiveness in digital communications.

As a branding effort, in June 2021, the name was changed from @visitingjogjacom to @visitingjogja to make it more straightforward and interesting to the public. In terms of technicality, the emergence of the reels feature on Instagram is an alternative in increasing engagement with the @visitingjogja account.

Social Media Content Change

Changes in social media content were carried out to adjust conditions and the function of public communication in the tourism sector. During the pandemic, especially in the last three months,

the social media manager changed the framing of the content on the @visitingjogja account. It refers to the results of the analysis and evaluation carried out in the technical planning. During a pandemic, the penetration of social media users has increased significantly and apart from seeking information, the main purpose of using social media was to seek education or entertainment reasons.

During the pandemic, social media content was changed from what initially @visitingjogja focused on tourism promotion and events during the pandemic into public information such as socialization of the latest policies and appeals to the public, especially those were related to health protocols, vaccination program and travel advisory. The contents produced were also more diverse and adapted to the latest social media trends. In the research planning by the team conducted that, Instagram reels have the best reach, so that the majority of the content is reel content that using the popular sounds or music. However, various other types of contents were still used with monitoring from the social media manager.

During the pandemic, the content @visitingjogja policy was given entirely to the social media manager. In this case, @visitingjogja had several main content sources, namely in house production carried out by the creative content teams and the partner communities. One of partners contributing media social contents was the @genpijogja which made contents under the direction of a social media manager.

The content strategy of @visitingjogja during the pandemic was quite different when viewed from the way it was delivered both in content and language. The contents were made more diverse with more informal taste and use for getting attention millennial markets. The language used was also non formal language but light language according to the trends and tastes of social media. Meanwhile, other official account of Yogyakarta Tourism Office, @dispardiy, posted social media contents in more formal way.

The following table is summary of various changes in social media management @visitingjogja during the Covid-19 pandemic:

Themes	Before	After
Human Resource Governance	Simple management with no different taskforce, Single account, no collaboration post with others unit.	New management witch content of production, admin and research. Collaboration with others government account
Social Media Management technique	Manage by internal staff, no research based on algorithms and just promotion framing	Professional management for planning, organizing, actuating and controlling. Technique for news framing and use social media schedule assistance and post by algorithms technique
Social Media Content Changes	Destination & Even Promotion	Public information such as socialization of the latest policies and appeals to the public, especially those were related to health

		protocols, vaccination program and travel advisory.
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Figure 3. Summary Of Various Management Changes Of @Visitingjogja

(Analytics By The Researcher Base On Data Collections)

Conclusion

The Covid-19 pandemic has become a turning point for the Yogyakarta provincial Tourism office for changing social media content management. Starting from changes in HR governance with the appointment of a new team involving skills and competencies and combining with technical changes in implementing social media management applications and changes to @visitingjogja content. Social media team formed under the tourism information provider section, the creation of a content team, collaboration with government and community accounts were the keys to governance changes. Technically, planning was carried out in the form of time scheduling, organizing tasks and responsibilities, implementing plans based on agreed steps and monitoring and evaluating regularly with social media analytics on a weekly and monthly basis. In terms of content, changes were made in the framing of content through content that was lighter, relaxed and adapted to the millennial market. The uploaded contents were very diverse; photos, videos, text and infographics, but it was more directed at adjusting content that had high engagement.

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