

Strategies for Building Reputation of Tourism Destinations in Semarang Regency on Social Media

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ABSTRACT

This study aims to analyse the tourism promotion strategy implemented by the Semarang Regency Government through Instagram social media, specifically the @pesona_kabSemarang account. The promotion of attractions through social media is one aspect to support sustainable tourism and increase the number of visitors to the destination. The research method used a qualitative approach by selecting posts based on special features, natural and cultural tourism. The results showed that although there were several promoted events and activities, promotional strategies, there was still a lack of user interaction, such as the number of "likes" and comments. The high tourism potential requires strategic efforts to build reputation and attract tourists to Semarang Regency, especially in optimising social media strategies to increase follower engagement in social media accounts and the effectiveness of tourism destination promotion

INTRODUCTION

The tourism sector in Semarang Regency is one of the leading destinations in Central Java. With its vast tourism potential ranging from natural, cultural and culinary tourism, Semarang Regency has become an important tourist destination. However, in today's digital age, the existence of tourist destinations is not enough to rely on natural beauty or cultural uniqueness alone, but also requires an effective promotional strategy to build reputation and attract tourists. In addition, Indonesia's internet penetration reached 79.5% in 2024, an increase of 1.4% from the previous period. The number of Indonesian internet users in 2024 reached 221,563,479 people out of a total population of 278,696,200 people in 2023 (APJI, 2024). This condition allows a lot of interaction in the digital world when searching for information. This condition poses a challenge for tourist attraction managers to provide information on different digital platforms, one of which is social media. Social media has become an important platform for providing information and influencing public perception. The use of social media in Indonesia in 2024 reached 191 million users (73.7% of the population), with active users reaching 167 million users (64.3% of the population). While the frequency of use of Indonesian people spend an average of 3 hours 14 minutes per day and 81% access every day. Activities frequently performed also vary from sharing photos/videos (81%), communication (79%), news / information (73%), entertainment (68%), online shopping (61%) (Annur, 2024). Considering the high number of users and the amount of time spent on social media, social media campaign strategy is an important factor in building destination reputation, especially in tourism in Semarang Regency. With the rapid presence of internet and social media, it provides an opportunity for destination owners to promote to potential tourists in an easy and cost-effective way (Katsikari et al., 2020).

The success of tourism promotion through social media depends not only on the intensity of uploads, but also on the quality of content presented, the use of appropriate digital marketing strategies, and the understanding of audience trends and preferences. Promotion through social media has an effective tendency to be used as a new medium for tourism promotion (Fauziah et al., 2018). Social media has a great impact on the promotion process and increases the number of visitors (Akasse & Ramansyah, 2023;Lontoh et al., 2020;Jannah et al., 2022). The digital age of social media is able to create connections that can make destinations go viral. This condition can be an effective promotion strategy (Muliawanti & Susanti, 2020;Aristyawan, 2021).

Social media has become one of the most important platforms for promoting tourism destinations in Semarang Regency. Many tourist destinations in Semarang Regency have yet to fully exploit the potential of social media, both in terms of branding and targeting. Despite having several attractive destinations such as Gedong Songo Temple, Bandungan Area and Rawa Pening Lake, Semarang Regency still needs to optimise its social media campaign strategy to achieve greater visibility and attractiveness. Looking at the data of tourist visits to Semarang Regency in 2023, it has decreased compared to the previous year (see Figure 1). In 2023, the number of tourists decreased slightly to about 3.5

million people. This decrease can be caused by various factors, such as changes in tourism trends or economic conditions that affect the number of visits. A significant increase occurs in 2022, when the number of domestic tourists peaks at around 4 million people. In 2020, the number of tourists is recorded as low, at around 1 million people, and begins to increase to around 2 million people (Data.semarangkab.go.id, 2024). It's interesting to see the promotions, especially on social media.



Figure 1. Number of Domestic Tourists at Tourism Facilities in Semarang Regency

Source: (Data.semarangkab.go.id, 2024)

According to The Role of Social Media in Tourism report by Global Data, around 70% of today's travellers use social media to plan their trips. As such, an effective campaign strategy on social media can significantly increase the visibility and reputation of a tourist destination. Social media platforms such as Instagram, Facebook, Twitter and TikTok are not only used to share experiences but also to seek destination recommendations and inspiration. This means that social media user reviews can help provide information and promote various tourist destinations that are well-known tourist destinations (Boediman et al., 2021). A good reputation can increase the number of tourist visits and have a positive impact on the regional economy. Conversely, a poor reputation or lack of exposure on social media can result in a decrease in tourist interest. The social media account @pesona_kabsemarang is one of the accounts that promotes tourism in Semarang Regency. This account informs the tourism and creative economy of Semarang Regency, which is managed by the Semarang Regency Tourism Office. In the context of tourism in Semarang Regency, this account has a contribution in building tourism branding.

Social media platforms play a very sensitive and important role in the effectiveness of tourism marketing and promotion, more so than any other promotional media. In addition, social media platforms have the ability to provide followers with accurate and compelling information about destinations and help them make decisions about destinations and tourism sites they want to visit (Gebreel & Shuayb, 2022). Given these conditions, it is important to know and analyse the campaign strategies used to build the reputation of the tourism destinations in Semarang Regency on social media. The main focus is on how the promotional content is presented on social media, especially on Instagram.

LITERATURE REVIEW

Social Media in Tourism

Social media can be described as a digital platform that allows users to create, share and exchange information, ideas, images, videos or other forms of expression through virtual networks. Social media facilitates interaction between individuals, groups or communities in a faster and wider way than traditional communication media.

The existence of social media helps to reach a wider audience. Target markets that were previously unreachable with the existence of traditional media are reached with the existence of social media. Social media allows people to freely interact with others and provides marketers with different ways to reach and engage with consumers (Appel et al., 2020).

Social media has taken on an important role in marketing strategies. As part of social media, social networking sites can be used by organisations to build direct communication and relationships with their customers. Therefore, organisations using social media need to choose the right marketing content in order to build strong customer relationships that will lead to their behaviour that will result in sustainable performance for the organisation (Wibowo et al., 2020).

The existence of social media platforms such as Instagram, Facebook and TikTok allows users to share their travel experiences by sharing photos, videos and reviews, which can attract potential tourists. Features such as location tags and hashtags make it easier for users to find information related to specific tourist attractions, while paid advertising can target specific audiences based on interests and geographic location.

Collaborating with tourism influencers increases a destination's appeal as their followers tend to trust their recommendations. Social media interactions also facilitate communication between tourism service providers and potential visitors, allowing them to share information and provide real-time feedback.

Tourism Promotion

Tourism promotion is a series of measures aimed at introducing, attracting and influencing potential tourists to visit a destination. This promotion includes various strategies and methods designed to increase the attractiveness of tourist attractions through various communication channels, including print, electronic and especially digital media such as social media.

Based on research conducted Tien et al., (2021), explains that sustainable tourism development has many positive benefits for various stakeholders, including the community, local government, cultural and natural environment, and tourists. Although the principles of sustainable tourism development are beneficial, their implementation is a very challenging task due to the socio-economic context, political conditions and institutional arrangements prevailing in developing countries.

Tourism promotion is designed to raise awareness, to promote the reputation and to communicate the uniqueness or advantages of a destination, whether in terms of nature, culture, history or recreational facilities. Promotion also includes delivering consistent messages about the competitive advantages of a destination over other tourist attractions, which may include natural beauty, cultural attractions, hospitality and competitive prices.

Based on research conducted by (Sawir et al., 2024), it is found that effective public relations communication is essential for policy acceptance, aligning business with sustainability, and informing stakeholders and tourists about sustainable tourism. Community participation is transformative and focuses on local involvement in culturally sensitive policies.

The existence of an appropriate public relations strategy can later be used by the local government to increase the number of visitors to the tourism area. Strategic public relations is essential for creating a positive destination image and educating the public about local culture and sustainability.

The research findings of Katsikari et al., (2020) explain that social media content that focuses on local events, culture, traditional elements and historical sites is more likely to attract consumers who belong to the 'knowledge/intellectual' segment and those with a higher education background. These findings suggest that social media can attract market segments by offering tourists the choice to participate in the activities of several types of attractions studied.

In the context of the current digital era, the promotion of tourist attractions is strongly influenced by digital marketing strategies, including the use of social media, digital advertising, promotional videos and campaigns involving influencers or generated content. Social media, in particular, allows promotion to be more targeted, interactive and real-time, so that promotional messages can be tailored to specific target audiences, both demographically and based on interests.

Briciu & Briciu, (2020) did research using YouTube content as the object of study and showed the results of the study that YouTube is considered important for the development of the tourism industry because it provides new practices for tourists to choose their destination after watching video material. With these results, it can be an insight for researchers that the existence of social media content will significantly affect the promotional process carried out to promote tourist destinations.

An effective tourism promotion plan will improve people's quality of life and benefit the national economy (Chang et al., 2020). With effective promotion, tourist attractions can increase the number of tourist visits, strengthen the positive image of the destination, and support local economic growth through the tourism sector.

Campaign Strategy

Campaign strategy is the planning and implementation of a series of coordinated and systematic actions to achieve specific communication and marketing goals. In the context of this research, campaign strategy refers to a structured approach to promoting a destination through various communication channels, especially social media, with the purpose of building reputation, increasing visibility and attracting more tourists.

Mohamed et al., (2022) in his research found that there is a statistically significant effect of advertising campaigns in improving destination images by defining the types of tourist images and how these images can be changed from negative to positive by following the latest and appropriate advertising methods to diversify these images. It can conclude that there is a need for a good advertising campaign strategy from policy makers in order to be able to increase tourist visitation.

In general, campaign strategies are systematic steps aimed at influencing audiences in a planned and measurable way in order to achieve optimal promotional and marketing results. This strategy is crucial in building the image and reputation of tourism destinations, especially in the digital era that relies heavily on social media.

Research findings by Ghahramani et al., (2022) show that the campaign strategy raises awareness among social media users. Social media account users can evaluate the potential of social media as an opportunity to create awareness. These steps require less effort to measure and identify impact. Campaign design should be aligned with the stages of behaviour change. This study provides suggestions on how this can be achieved.

According to Moscardo, (2021), there are three things that will be the main factors that will change the future of the tourism industry. The three factors are: building an experiential approach to tourism, the rise of social media and user-generated content, and thirdly, gamification and the Asian wave in tourism.

Organisations should first align their short and long term marketing strategies and evaluate whether their brands and products are suitable to be marketed through these social media channels. Then companies need to decide which step of the marketing channel they want to improve in selecting the right marketing strategy (Mou, 2020).

METHODOLOGY

This study uses a qualitative approach by conducting a content analysis of official social media uploads of tourist destinations in Semarang Regency, which were uploaded to the social media platform Instagram in the past month. The data analysis identified specific criteria such as natural and cultural tourism. The main focus of the analysis was on the posts and captions. The selected posts represent the selected criteria. The social media account @pesona_kabSemarang social media posts for the period of August were analysed. The account selection considerations were made by looking at the intensity of the posts and the large number of followers (see Table 1).



Figure 2. Profile @pesona_kabsemarang

The Instagram profile with the username @pesona_kabsemarang is an official account managed by the Semarang Regency Tourism Office. The account focuses on promoting tourism and creative industries in Semarang Regency. To date, the account has created 3,596 posts with 18,000 followers and follows 1,058 other accounts. The account bio provides brief information about the account's role in providing information on tourism and creative industries in Semarang Regency, as well as the address of the tourism office at Jalan Diponegoro No. 202. Overall, the account serves as a means to promote tourist attractions in Semarang Regency through the Instagram platform by presenting information, photos and videos related to tourist attractions in the region.

The research step has several stages. First, the posts to be analysed in terms of tourism promotion were determined. The selection was based on natural and cultural tourism during the month of August. Posts are selected by considering the interaction and representation of the tourist attraction. Secondly, the posts are analysed in relation to the concept of social media promotion.

RESULT

Content strategy has the potential to increase the number of followers and improve the effectiveness in building the reputation of Semarang Regency tourist destinations on social media. By prioritising visuals, the promotion of visually aesthetic tourist attractions becomes an important aspect in attracting potential tourists. The @pesona_kabSemarang account must highlight the visual beauty of destinations such as mountains, beaches, historical sites and local culture, which are the highlights of Semarang Regency. With a total of 3,596 posts, this reflects the consistency of promotion in displaying photos and videos. In the context of tourism promotion, the high intensity of posts may indicate that they actively update information and provide varied content about tourist destinations in Semarang Regency (see Table 1).

In addition to the high intensity of posts, networking with different parties is important in tourism promotion. The number of followers indicates that these accounts focus more on self-promotion, but could expand their reach by collaborating more. With a total of 1,058 following accounts, this is relatively low compared to the amount of content and followers. This is a condition that needs to be addressed in order to increase the number of followers in order to improve networking with different stakeholders. This condition is important in the midst of digital interaction, any social media user can provide reviews and post tourist attractions.

Table 1. Instagram Profile of @pesona_kabSemarang

Item	Total
Content Posts	3596
Following	1058
Follower	18000

The great potential of creating a positive impression on social media is shown by the 18,000 followers. This number shows that the intensity is quite high. Given the huge tourism potential of Semarang Regency, this number of followers could be further increased to strengthen the image of the destination as a leading tourist destination. The ratio of followers to number of posts indicates that although a lot of content has been uploaded, engagement with this content could be improved. This needs to be addressed by the account in order to increase promotion.

Building a Reputation for Natural Charm

Semarang Regency has a natural charm that is regularly promoted on the Instagram account @pesona_kabSemarang. The promotion can be seen in several uploads on the account, which show a kind of description of the natural conditions in Semarang Regency. The tendency to build natural charm by prioritising local uniqueness and cultural wisdom is a strategy to strengthen the attractiveness of tourist destinations in Semarang Regency. Highlighting local wisdom and creating a feeling that is closer to the local audience and tourists who want to experience cultural authenticity. In building the reputation of natural charm on social media, the use of local language can help shape the image of the

destination. Building a digital reputation is very important to increase trust (Purba & Indainanto, 2024).

This post from the @pesona_kabSemarang account shows a man playing mud football, a unique activity held in Klego Candirejo, Tuntang, Semarang Regency, to celebrate Indonesia's Independence Day. Despite its visually appealing background of green nature and challenging playing conditions, this post received only 20 likes and no comments. This could be due to a number of factors, including poor timing of the post, low relevance of the content to the audience, or lack of promotion. The lack of further interaction, such as comments, also suggests that this content may not have reached a more engaged or interested audience.

This post highlights local traditions and community activities, often held to commemorate important moments such as Indonesia's Independence Day. Hashtags used (#pesonakabsemarang, #lombaagustusan, #kabsemarang, #salatiga, #salatigahits) aims to increase the reach of posts by associating with specific geographical areas and popular topics.



Figure 3. A Post of a Child Playing in Mud
Source: @pesona_kabSemarang, 2024

Usage, caption "infoke lomba sing unik2 ning daerahmu bolo. menowo iso cuss nonton.. sepakbola lumpur, klego candirejo tuntang kab. semarang", is an example of using the local language to promote tourist destinations on social media. The choice of the object of promotional activities, using the activity 'mud football', becomes a unique attraction directly related to the natural attractions of the region (for example, rice fields or muddy areas). This activity not only invites tourists to enjoy nature, but also creates an unusual and fun experience. These activities reflect the uniqueness of tourism activities that combine nature and local culture. This strengthens the reputation of natural destinations as attractive tourism alternatives.

An effective strategy to show that the natural charm of Semarang Regency is not just about the scenery, but also about the valuable experiences that can be shared, is the invitation to 'cuss watching' to encourage quick interactions that can strengthen the emotional connection between tourists and destinations. The caption combines the promotion of natural charm and unique local culture,

which is crucial for building tourism reputation on social media. With an informal language style and the promotion of unique attractions, Semarang Regency can position itself as a destination that offers interesting nature experiences by combining the charm of local culture and rural areas that emphasise the charm of nature. Posting at times when the audience is more active can also help to get more likes and comments.

Building a Reputation for Cultural Enchantment

Building a reputation for natural charm in Semarang Regency requires an integrated strategy that includes promotion, infrastructure development and local community engagement. Firstly, promotion through social media and digital marketing is essential, using high quality visual content, hashtag campaigns and working with influencers and bloggers to raise awareness of the destination. In addition, infrastructure development such as good accessibility, supporting facilities and adequate means of transport will increase travellers' comfort. Organising nature-focused events and festivals, such as nature tourism festivals or traditional competitions, can attract tourists to experience the uniqueness of Semarang Regency first-hand. It is also important to involve local communities by providing education and training, and encouraging the participation of MSMEs in tourism activities, all of which must be supported by conservation efforts and sustainable management of natural resources.



Figure 4. A Post of Satrio Mudo Utomo and Rodat Rukun Santosa's Appearance

Source: @pesona_kabSemarang, 2024

The post Satrio Mudo Utomo and Rodat Rukun Santosa's appearance is one of the posts in introducing culture. The appearance of Satrio Mudo Utomo and Rodat Rukun Santosa, two figures who may have cultural and historical relevance to the local community, at events such as the IPXC Paragliding Telomoyo Cup and Telomoyo 2024 Festival, is a strategic move to attract public attention and strengthen local cultural identity. This is an example of how promotions can utilise cultural elements to enhance the appeal of an event, strengthen community engagement and extend the impact of communications to audiences. Their presence at the paragliding landing site, which is the focal point of the championship, also shows how sporting events can be used as a platform to introduce local culture, create a strong narrative, and enhance the region's image as a tourism destination rich in tradition and cultural values. The post

shows the performance of a traditional art group "Satrio Mudo Utomo" and "Rodat Rukun Santosa" at an event that took place at the paragliding landing area for the IPXC Paragliding Telomoyo Cup Championship and Telomoyo 2024 Festival. The event was not only a showcase for international paragliding competitions, but was also lively with local art attractions and MSME stalls that provided a vibrant cultural and economic atmosphere at the location.

A variety of local arts attractions, combined with a natural setting, make this festival a strong draw for tourists. With activities held at iconic locations such as Gunung Gajah and Rowoboni Muncul Field, the Telomoyo Festival combines natural beauty and culture into an engaging and integrated tourism experience. Social media content promoting the event not only highlights the extreme sports championships, but also showcases local arts. This promotes a balance between sport and cultural traditions, reinforcing Telomoyo's image as a culturally rich nature tourism destination. It is a good effort to promote the beauty and rich culture of Semarang Regency and attract tourists to learn more about the natural and cultural potential of the region.

The post received 23 likes but no comments. While the event incorporated interesting cultural and sporting elements, the limited engagement may have been due to several factors. The visual content is rich in cultural elements, but the message and context of the event may not have been optimally conveyed to a wider audience. The lack of invitations to interact, such as questions or invitations to share opinions, also contributed to the lack of comments. In addition, the timing of posts and the reach that may have been less than optimal also contributed to the low engagement. To increase interaction, the @pesona_kabSemarang account manager should ask questions to followers, use more dynamic media such as videos, expand promotions through collaboration with influencers, and determine the right posting time. These steps are expected to increase engagement, attract more people to participate, and strengthen the reputation of cultural and sporting events in Semarang Regency.

Hashtag Usage Strategy (#)

Social media users will find that hashtags are more than just topic markers. Social media users use hashtags for everything from information to announcing ongoing events on the images they upload. Using hashtags to promote tourist attractions through social media is very important for a number of strategic reasons that can strengthen marketing campaigns and improve their results. Hashtags are used in social media applications, sometimes becoming the main highlight for social media users, there is content competition that displays several hashtags sequentially and quantitatively based on the number of netizens who create content with related hashtags (Yoga et al., 2020).

Using hashtags in the promotion of tourist attractions through social media is not just about adding hashtags to posts, but about a planned strategy to increase the reach, engagement, and awareness of followers. Hashtags allow account owners @pesona_kabSemarang to target audiences more effectively, track campaign success, and build communities around tourist attractions. By making good use of hashtags, local governments can maximise the potential of social media promotion and attract more visitors to tourist destinations in Semarang Regency. The use of hashtags has not been very efficient in the uploads on the account @pesona_kabSemarang, This can be seen from the minimal interaction results for the two uploaded items. Hashtags were used in both posts but failed to attract interaction from the account's followers. In the first post, building a reputation for natural charm, the use of hashtags such as #pesonakabsemarang, #lombaagustusan, #kabsemarang, #salatiga, dan #salatigahits is very important in strengthening the identity and attractiveness of tourist destinations. Hashtag #pesonakabsemarang, for example, highlighting the natural charm of Semarang Regency helps to raise public awareness of the natural beauty, culture and local attractions. In addition, more specific hashtags such as #salatigahits attracts an audience interested in popular places in Salatiga, connecting them with their favourite destinations and creating a strong online community.

Meanwhile, in the second post, the use of hashtags made it easier for other users to find the content. By incorporating local elements (such as #lombaagustusan), this destination not only promotes its natural beauty, but also relates the cultural elements and traditions of the local community. Secondly, by using relevant hashtags such as #festivaltelomoyo, #gunungtelomoyo, dan #paralayang, the festival utilised social media to expand its reach and attract users. Captions highlighting event details, performers and timings helped build anticipation and increase community engagement. This strategy was effective in enhancing Mount Telomoyo's reputation as a tourist destination that combines natural beauty with cultural uniqueness, thus strengthening Semarang Regency's tourism image. In building the reputation of natural enchantment, the use of hashtags such as #festivaltelomoyo, #telomoyo, #paralayang, #gunungtelomoyo, dan #gununggajah is very important to increase the attractiveness of tourist destinations. The 2024 Telomoyo Festival has the potential to attract tourists. Through an effective social media promotion strategy, using visual content that highlights the charm of nature and storytelling that promotes an emotional experience, Telomoyo's reputation as a nature destination can be strengthened. The combination of attractive visuals and the use of relevant hashtags can increase user interaction, help build a positive reputation and encourage more tourists to visit Semarang Regency.

The use of hashtags in promotion can serve as a tool to create online communities that support tourism promotion. The use of hashtags (#) needs to cover the entire tourism introduction so that the conditions can encourage interaction and networking. Promotion based on paragliding in Telomoyo also provides a unique experience for adventure-seeking travellers, thus building Telomoyo's image as a leading natural tourism destination that combines beauty and interesting activities. This condition must give the impression of information obtained to visit with a location close to tourism in Telomoyo. A possible effort is to apply the use of hashtags that not only show the uniqueness but also the connection of places online.

DISCUSSION

Based on the findings of the two posts above, the promotion of tourist destinations in Semarang Regency through the @pesona_kabSemarang Instagram account still needs to be optimised, despite the use of attractive visual content and relevant hashtags (#). Posts related to cultural and sporting activities in Semarang Regency, such as the mud football competition in Tuntang and the Telomoyo 2024 Festival, received little response from followers, with a low number of likes and no comments. This suggests that the strategies used, such as the use of hashtags and narratives, were not fully successful in reaching a wider audience. Some of the factors influencing the lack of engagement could be inappropriate timing of posts, lack of calls for interaction or lack of collaboration with local influencers.

Promoting Semarang Regency on social media requires strategic efforts such as inviting responses in the comment section, strengthening collaboration and improving hashtag strategies. More intentional social media management can help increase engagement and strengthen Semarang Regency's reputation as a tourist destination with a unique culture and natural beauty to explore. The uploads from the @pesona_kabSemarang Instagram account show that the promotion of Semarang Regency's tourism destinations through social media has not been fully optimised. Despite attractive visual content, such as posts about mud football in Klego Candirejo and the Telomoyo 2024 Festival, which includes cultural attractions and sporting activities, interactions such as the number of likes and comments are minimal. In terms of the use of hashtags, for example, #pesonakabsemarang was implemented but did not significantly increase user engagement. This suggests that the use of hashtags requires a more in-depth strategy, including targeting relevant audiences, choosing the right time to post, and engaging local influencers who can increase the visibility and appeal of the destination.

The right hashtag, collaboration with local media and the right timing of the campaign launch had a major impact on the success of the social media strategy. Recommendations include the need for capacity building in social media management and closer collaboration between the tourism board and local industry players to create a more integrated and effective campaign. Suggested strategies include improving the quality of narratives that illustrate local uniqueness and engaging local government to strengthen collaboration and

integrate digital promotions with offline activities such as festivals and cultural attractions. Efforts to strengthen the appeal of Semarang Regency as a natural and cultural tourism destination require intensive promotional efforts and multi-stakeholder engagement.

CONCLUSIONS AND RECOMMENDATIONS

In an upload on Instagram social media @pesona_kabSemarang, it shows that the Semarang Regency Government is trying to promote cultural enchantment through several events such as: Telomoyo Paragliding Championship, Gajah Trail Run and Central Java Herb and Culinary Festival 2024. With this series of events, it can be seen that the Semarang Regency government is trying to approach cultural promotion by holding several festivals that aim to attract the attention of tourists. In addition to culture, the posts uploaded to the @pesona_kabSemarang Instagram account during the same period also highlighted some natural attractions, such as the mud football activities held in Tuntang District, Semarang Regency. The promotion carried out by the @pesona_kabSemarang account still lacks interaction in the two sample uploads taken by the researchers. The two sample uploads show that the number of likes and comments on the uploads is relatively low compared to the number of followers of the account.

The low number of interactions on the @pesona_kabSemarang account uploads shows that the campaign strategy in building the reputation of Semarang Regency tourist destinations on social media has not been effective enough. Social media has only been used as a medium for reporting the agenda of the Semarang Regency local government, and has not been utilised further as a promotional medium, despite the potential of social media to promote tourism in Semarang Regency. The challenge of increasing consistent interaction with audiences and their engagement in online activities needs to be a major concern in building social media promotions.

ADVANCED RESEARCH

Each study has limitations; thus, you can describe it here and briefly provide suggestions for further research.

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