

Analysis of Semarang City Disbudpar Instagram Content Strategy in the New Era of Covid 19

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Abstract

Efforts to grow tourism in the new era of Covid-19 in Semarang City have encouraged the Semarang City Culture and Tourism Office to promote tourism through various media platforms. One strategy is to promote tourism content through social media Instagram @disbudparkotasemarang. Accessibility encourages tourists to search for information on Instagram. This condition encourages content planning not only to display various destinations. This study aims to find out how to analyze the Semarang City Disbudpar Instagram Content Strategy in the New Era of Covid 19?. The method used is qualitative descriptive using The Circular Model of SoMe to analyze the findings. The results show that the @disbudparkotasemarang Instagram account has basically gone through four important stages in planning content, namely: Share, Optimize, Manage and Engage. The content strategy is carried out by interacting with posts, displaying cultural events, and tours. This strategy is able to attract user attention as seen from the number of likes and comments that are very different. It's just that the implementation hasn't shown good performance, with the engagement rate still at a moderate level of 1.28 percent. Although, there has been an increase, posts, followers and users during 2022. It is important to plan content by paying attention to the level of engagement which is indicated by interactive communication.

Keywords: Content Strategy, Multiple Circular Models, Semarang City Disbudpar

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Analisis Strategi Konten Instagram Disbudpar Kota Semarang di Era Baru Covid 19

Abstrak

Upaya menumbuhkan geliat pariwisata di era baru covid 19 di Kota Semarang mendorong Dinas Kebudayaan dan Pariwisata (Disbudpar) Kota Semarang mempromosikan wisata melalui berbagai platform media. Salah satu strategi yang dilakukan adalah membuat konten promosi pariwisata melalui media sosial Instagram @disbudparkotasemarang. Aksesibilitas mendorong wisatawan mencari informasi di Instagram. Kondisi itu mendorong perencanaan konten tidak sekedar menampilkan berbagai destinasi. Penelitian ini bertujuan untuk mengetahui bagaimana analisis Strategi Konten Instagram Disbudpar Kota Semarang di Era Baru Covid 19?. Metode yang digunakan deskriptif kualitatif dengan menggunakan model The Circular Model of SoMe untuk menganalisis temuan. Hasil menunjukkan akun Instagram @disbudparkotasemarang pada dasarnya sudah melalui empat tahapan penting dalam perencanaan sebuah konten, yakni : Share, Optimize, Manage dan Engage. Strategi konten yang dilakukan dengan melakukan interaksi postingan, menampilkan event budaya, dan wisata. Strategi tersebut mampu menarik perhatian pengguna terlihat dari jumlah like, dan comment yang sangat berbeda. Hanya saja dalam implementasinya belum menunjukkan performa yang baik, dengan nilai engagement rate yang masih berada di level sedang yakni 1,28 persen. Meski, terjadi peningkatan, postingan, pengikut dan pengguna selama 2022. Penting membuat perencanaan konten dengan memperhatikan engagement rate yang ditandai adanya komunikasi interaktif.

Kata-kata Kunci: *Strategi Konten, Circular model of Some, Disbudpar Kota Semarang*

INTRODUCTION

The decision to visit tourist attractions is highly dependent on communication platforms such as social media. In addition, the pandemic situation has had a major impact on the tourism sector, limiting physical activities and encouraging the search for information to go digital. The Instagram account @disbudparkotasemarang plays a role in providing information. As a result, the number of tourists continues to decline and the tourism sector is affected. Semarang City, as the capital of Central Java Province, where the tourism sector is one of the alternatives to visit, has experienced a significant impact. Data released by the Semarang City Culture and Tourism Office (Disbudpar) shows that the number of

tourists during the pandemic in 2020 also experienced a significant decline. In 2020, the realisation of the number of tourists only reached 3,266,931. This number is certainly not comparable to the realisation of the number of tourists entering the city of Semarang in 2019, which reached 7.3 million tourists. While in 2022 it reached 5.3 million tourists (halosemarang.id, 2023). Efforts to increase the number of tourists are still being made as Semarang City is one of the cities frequented by tourists in Central Java.

In the Semarang City Development Plan Meeting (Musrenbang) in 2023, the city declared 2023 as the year of economic growth. One of the goals is to implement Semarang City as a trade and service city with a focus on tourism. One of

the strategies that can be implemented is the creation of tourism promotion content through the social media platform, Instagram. Accessibility has encouraged travellers to seek information, plan, execute and share trips (Buhalis & Law, 2008; Senecal & Nantel, 2004; Xiang & Gretzel, 2010; Hays et al., 2013). This condition is important for promoting high levels of social media interaction. According to data from We Are Social Hootsuite in February 2022, the number of social media users in Indonesia reached 68.9% of the total Indonesian population or 191.4 million users, an increase of 12.6% or 21 million users from the previous year (Dataindonesia.id, 2022). This poses a big challenge for Disbudpar in developing Instagram to attract tourists. Instagram @disbudparkotasemarang is positioned to be part of the implementation programme to support the growth of tourism in Semarang City.

The @disbudparkotasemarang account requires content planning, setting user goals and providing interaction. Poor content planning will result in low interaction and limited appeal. Since its inception on 10 May 2016, the @disbudparkotasemarang account has created 2,283 pieces of content. Although the amount of content created is quite high, it does not guarantee high engagement. The content type of @disbudparkotasemarang posts is still dominated by the album content type, which reaches 858, image 787, video 538 and igtv 102. In managing social media, a planned and targeted strategy is needed with a creative approach according to the public. The assumption that social media management is just a simple activity where the responsibility is just to upload

posts. However, social media management activities should include strategic planning, activation optimisation and evaluation of social media.

Therefore, Semarang City as one of the places with the most visits in Central Java (Solopos.com, 2022), it is important to see how the Semarang City Disbudpar Instagram content strategy analysis in the new era of Covid 19?. By understanding the content strategy of @disbudparkotasemarang, it will be known how to promote the message that Disbudpar Semarang City wants to convey in representing the tourism brand to the public.

LITERATURE REVIEW

Tourism Instagram content has influenced the decision of many tourists to visit (Xie-Carson et al., 2023). In particular, the importance of tourism promotion on Instagram, which can reach users with different cultures (Mele et al., 2021). Through photo captions, hashtags, comments, it is very effective in promoting tourism (Endri & Prasetyo, 2021; Utami, 2022). Instagram is a strategic social media platform to enhance and reproduce the perceived image of a destination by engaging customers (Iglesias-Sánchez et al., 2020). In travellers' decision making, Instagram can facilitate decision making (Pop et al., 2022).

In addition, @disbudparkotasemarang uses The Circular Model of SOME when looking at the Instagram content strategy. The Circular Model of SOME is a communication model used for planning in the communication process through social media, including Instagram. In its

implementation, this model consists of four components; (Share) something they can also manage or engage and even optimise their messages at the same time (Luttrell, 2018). The first component of Sharing is how @disbudparkotasemarang is able to understand its audience as the target of the tourism promotion, which it shares through the Instagram platform. The second is to optimise, or tweak, the message that is delivered to the audience. In order to optimise the message, @disbudparkotasemarang must be able to listen and learn from the conversations that occur in order to become a reference in creating the right content for tourism promotion. Third, manage or manage the communication that occurs. In managing communication conversations that occur quickly on a social site, consumers or audiences usually expect a quick response from the content owner. Fourth, Engage can be interpreted as involvement or attachment in communicating with the public.

METHODS

The method used is descriptive qualitative. Qualitative research methods are research that does not perform calculations or also with findings that cannot be achieved or obtained using statistical procedures or other methods of quantification (Moleong, 2017). The data can later become supporting data from the theory or as a buffer from the theory (Creswell & Poth, 2016).

The primary data used in this study is the Instagram content of @disbudparkotasemarang. While the posting period is during 2022. This time selection is considering that at the beginning of 2022, it can be said that the number of covids in

Semarang City has been very controlled, so it enters the stage of the new covid 19 era and a number of Semarang City tourism agendas start to be implemented again.

Research steps, First search for Instagram post data using several tools in viewing content including; Tool Minter.io is used to see metrics of follower growth, posts and profile engagement levels. The Virol.co tool is used to see posts with high interaction and many enthusiasts. Finally, the Analisa.io tool is used to thoroughly analyse the evolution of profiles, followers and hashtags. Second, once the data has been collected, the data is selected according to the needs. Third, the selected data is then analysed using the theory of The Circular Model of SOME communication model by Luttrell, (2018). In its implementation, this model consists of four aspects; (sharing) something they can also manage or engage and even optimise their messages at the same time.

RESULTS AND DISCUSSION

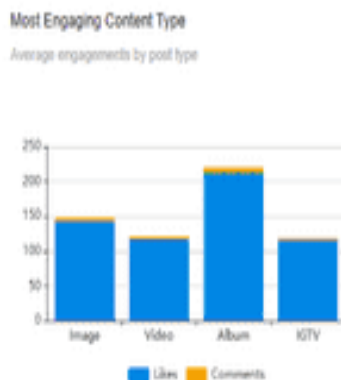
Social media can provide new knowledge by broadening topics, including for managers in tourism design management (Gon, 2021). For this reason, the information packaged in a content certainly has a message that is determined by the institution concerned. The Semarang City Culture and Tourism Office, as the leading sector of culture and tourism, certainly has the main task of assisting the Mayor of Semarang in carrying out government affairs in the field of culture and tourism. As one of the implementations in the development of the culture and tourism sector, the Semarang City Culture and Tourism Office uses social media as a

medium to communicate and convey the culture and tourism agenda held in the Semarang City area.

These efforts are made to increase the number of tourists visiting Semarang City. The official Instagram account managed by the Semarang City Culture and Tourism Office is @disbudparkotasemarang. Based on @disbudparkotasemarang account has uploaded 2,496 posts until the beginning of February 2023 and has a total of 28.4 thousand followers who follow their Instagram account.

The bio also includes the office address and links to the Semarang City Culture and Tourism Office website and the LUNPIA application, which can be uploaded via the Play Store and App Store. The uploaded content, when categorised into content types, can be mapped into 812 image types, 565 video types, 1011 album types and 102 IGTV types. Judging from the performance engagement that researchers do through virol.co tools, it shows that album type content has a good performance as shown in Figure 1 below.

Figure : Most Engaging Content Type @ disbudparkotasemarang



Source: Processed research, 2022

In social media content management, engagement has the meaning of two-way communication, which is a benchmark tool to see the level of audience involvement in social media efforts for online businesses. In addition, engagement can be said to be a parameter that can ensure whether the content presented is relevant to the followers or followers of the social media account managed by the institution. Achieving good engagement depends on the content uploaded. This content creation requires planning in the communication process. One of the main points of this research is related to the analysis of the Instagram content strategy @disbudparkotasemarang in the new era of covid 19.

To conduct this analysis, the researchers used SoMe's Circular Model for Social Communication. This model is based on the basic ideas of the Cluetrain Manifesto and Grunig's two-way symmetrical model of communication (Lutrell, 2018). In this model, there are 4 main points that are crucial when planning content in social media. The four points are: Share, Optimise, Manage and Engage.

Share

There are three points in the sharing phase, namely, participate, connect and build trust. These three things mean that an institution has an obligation to participate in the sharing of information or messages that it wants to communicate to its audience. In order to foster public trust, institutions need to understand who the audience is. By knowing the characteristics of the audience, it will be easier for the institution to connect well. This means that any planned programme can easily

be shaped according to the interests of the audience.

Referring to 2022, the content that has been uploaded as much as 413 content on the Instagram feed, the majority of the messages to be conveyed have shown the role of the Semarang City Culture and Tourism Office in publishing cultural and tourism events in Semarang City throughout 2022. This means that tourism attraction is still dominated by cultural activities. At least throughout 2022, there were several contents that stole the public's attention with a high engagement rate.

There are 48 tours that can be visited by anyone. Although the visual appearance is very simple, the content performance can be categorised as having good interaction. It is shown that the engagement rate reaches 6.23% (very high) and in terms of interaction shows 1,631 likes and 69 comments.

Looking at the headline strategy, the efforts to revive the tourism sector in the new normal era of Covid-19 are highlighted. For example, the use of the sentence "This is to support the revival of the tourism sector and promote economic growth in Semarang City, through the 'Travel in Semarang City Only' programme" in the caption of the content upload.

Event and promotional posts lead to higher follower engagement (Coelho et al., 2016). The appeal to increase people's desire to engage in cultural and tourism activities in Semarang City. At least, this is shown by the content uploaded on 6 September 2022, which promoted the message "Walking in Semarang City Doesn't Cost Money", which was able to show an engagement rate performance of 4.68%, 1,082 likes and 119

comments. Additional information on the use of Si Denik, Si Kuncung and Si Kenang tour buses, which can be used by the public to travel around Semarang's tourist destinations for free or for a nominal fee, is an effort to increase appeal. Persuasive messages are important for clicking likes and sharing post messages (Chang et al., 2015).

The content that communicated the existence of cultural and tourism events in the city of Semarang throughout 2022 was able to increase the number of viewers on social media. At least from the beginning of 2022 to the end of 2022, the number of followers of @disbudparkotasemarang increased to 6,524 followers.

Figure 2: Follower Growth Chart @ disbudparkotasemarang Year 2022



Source: Processed research, 2022

Based on Figure 2, it shows that the average growth in the number of followers per month can reach +543.67 new followers. A very high increase was shown in March 2022 with an increase of up to 1,190 followers. When viewed from the content uploaded throughout 2022, March 2022 itself became the month of uploading the most content compared to other months in 2022 (see table 1).

Total 1: Content @disbudparkotasemarang in 2022

| Month | Number of Content |
|-----------|---------------------------------------|
| January | 32 (7 Image, 21 Carousel & 4 Reels) |
| February | 44 (14 Image, 18 Carousel & 12 Reels) |
| March | 51 (12 Image, 31 Carousel & 8 Reels) |
| April | 30 (5 Image, 21 Carousel & 4 Reels) |
| May | 32 (6 Image, 20 Carousel & 6 Reels) |
| June | 29 (4 Image, 20 Carousel & 5 Reels) |
| July | 31 (3 Image, 25 Carousel & 3 Reels) |
| August | 29 (3 Image, 22 Carousel & 4 Reels) |
| September | 31 (4 Image, 23 Carousel & 4 Reels) |
| October | 32 (2 Image, 25 Carousel & 5 Reels) |
| November | 30 (4 Image, 22 Carousel & 4 Reels) |
| December | 42 (8 Image, 29 Carausel & 5 Reels) |

Source: Processed research, 2022

An increase in the number of followers can be an indicator that the credibility of messages uploaded through the @disbudparkotasemarang account has a good level of public trust.

This shows that the Semarang City Culture and Tourism Office is trying to build trust with its public through social media by evoking relevant content needed by their participants who want information about cultural and tourism activities in Semarang City.

Optimeze

Optimeze means that in social media management, institutions need to optimise the messages that will be delivered to the audience by engaging directly with their audiences. According to Lutrell (2018) in the optimise stage, namely listen, learn and take part in authentic communications. Content that is shared, directly becomes

information that is consumed by the general public, from seeing, reading or being talked about.

Table 2 @disbudparkotasemarang with the Most Likes

| Content | Content Type/date | ER | Like |
|---------|-----------------------------|--------|-------|
| | Carousel/ 24 may | 11,7 % | 1.843 |
| | Carousel/ 13 November | 6,23 % | 1.631 |
| | Carousel/ 23 August | 5,95 % | 1.397 |
| | Carousel/ 6 September | 4,68 % | 1.082 |
| | Carousel/ 3 August | 4,23 % | 993 |

Source: Processed research, 2022

It is important that the uploaded content is well optimised in terms of (see figure 3).

Figure 3: Chart of Best Time To Post @disbudparkotasemarang Year 2022

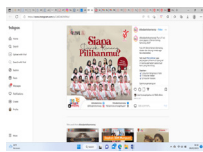



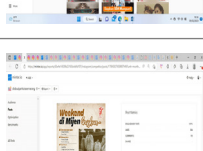


Source: Processed research, 2022

Throughout 2022, the right time to post content on the @disbudparkotasamarang feed is at 18:00. Content uploaded at 6pm has a very high interaction performance, with more than 8,000 interactions occurring with audience on social media every day. Of course, data like this can be a reference for @disbudparkotasamarang when scheduling content. However, scheduling time is not the main parameter, there is content that can get a good response from the audience. A total of 413 content that was visited in 2022, there are several posts that got a positive response by looking at likes and comments.

Throughout 2022 (see Table 2), the number of likes from all contents uploaded to the @disbudparkotasamarang account was 123,259 or an average of 298.4 likes per month. However, out of the 413 contents based on Table 4.2 above, the five contents with the highest number of likes are contents with contents about cultural events and high-end tourism in Semarang City. The content with the highest number of likes is the content about the organisation of the Denok & Kenang election event in Semarang City in 2022, which received 1,843 likes. Other contents that provide information about Semarang City Featured Tourism, Event Calendar to Free Semarang Tour Content. This means that entering the new era of COVID 19, people are more interested in knowing the calendar of cultural and tourism events that exist. Meanwhile, throughout 2022, the number of comments from the total content was 6,428 or 15.6 comments per month range. However, out of 413 contents, there are five top contents (see table 3) with the most comments.

Table 3: @disbudparkotasamarang with the Most Comments

| Content | Content Type/date | ER | Komen |
|--|-----------------------------|-----------|-------|
|  | Carousel/ 24 May | 11,7 % | 947 |
|  | Caraousel/ 19 March | 3,72 % | 483 |
|  | Carousel/ 26 July | 4,53 % | 213 |
|  | Carousel/ 6 September | 4,68 % | 119 |
|  | Carousel/ 19 March | 1,91 % | 115 |

Source: Processed research, 2022

There are three contents compared to the content with the highest number of likes. The Denok & Kenang Selection event content is still the content with the highest interaction value in terms of comments, with 947 comments, followed by other tourism events. The comments are dominated by followers supporting the finalists. This is quite reasonable considering that the content strategy of the Semarang City Tourism Office is done with a giveaway approach by choosing Denok

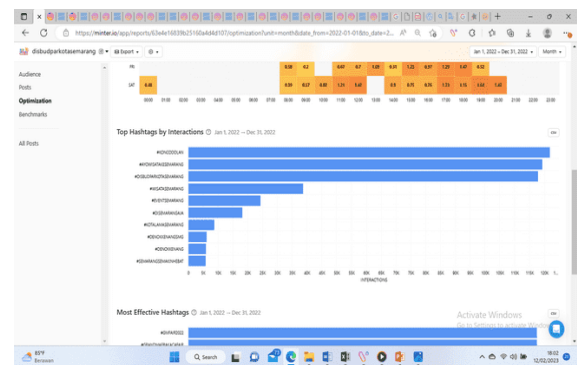
Kenang as the follower's choice who will later receive a prize. The involvement of the Semarang City Culture and Tourism Office to engage in content conversations is still not optimal because not all responses that appear in the feed comment column are responded to. Not all responses from the audience are replied to. Replies are usually made by responding to suggestions and criticisms of the event using formal language. For example, the account @sheilaulfia who suggested "Semarang Talents Week only, so it accommodates all interests & talents of Semarang children, not all their interests are in fashion" was immediately replied by the admin @disbudparkotasemarang "@sheilaulfia yay! Good suggestion". Interactive social media has enabled owners to communicate with consumers or users about their products who show positive attitudes (Duffett, 2017; Yadav et al., 2015; Alves et al., 2016).

The involvement of account managers in content through the comment section is not the only way of optimising content on social media. In harnessing the power of the medium, it is important to see emotional connections, provide exclusivity, harness the power of stories, gather feedback and increase social media presence (Adeola et al., 2020). There are 'hashtags' or keywords that are influential in attraction. Throughout 2022, there are no hashtags that lead to a new era of covid 19. The selection of hashtags used is more general, representing tourism in the city of Semarang (see Figure 3).

The most common hashtag used by @disbudparkotasemarang in 2022 is #koncodolan. The selection of hashtags is based on the fact that koncodolan is a term used to greet audiences on social media. The data shows that the hashtag

#koncodolan has 121,825 interactions. The use of the #koncodolan hashtag was used by followers or audience in 32,776 posts.

Figure 3: Chart of Top Hashtags by Interactions @disbudparkotasemarang



Source: Processed research, 2022

However, the top post did not come from @disbudparkotasemarang content, but from the @pankkasrambut account with Gedung Songo Bandungan Temple content using the hashtag #wisatasemarang #semarangexplore #photosemarang #exploresemarang #panoramasemarang #semarang #hangoutsemarang #exploreyogyajateng #galerijogjajateng #jogjajateng #dolanjateng_id #ootd #ootdfashion #ootdstyle #ootdmen #ootdpria #lensasemarang #koncodolan".

Manage

The manage phase, according to Lutrell (2018), institutions that use social media as a medium for uploading important content engage in three monitoring activities, rapid response and real-time interaction. The @disbudparkotasemarang account uses a business account. This means that it provides an opportunity for institutions to monitor the performance of the content they upload. One of the points used to

monitor the content is the engagement rate (ER) value. Throughout 2022, the Semarang City Culture and Tourism Office has uploaded 413 pieces of content. This means that the engagement rate did not show a good performance. At least in determining whether a content has good engagement, it can be classified into 4 parts. First, low less than 1%, medium 1% to 3.5%, high 3.5% to 6%, very high over 6%.

Throughout 2022, @disbudparkotasemarang had an average engagement rate of 1.28%. This means that the content uploaded by the Semarang City Culture and Tourism Office during 2022 is at a moderate level. The highest ER occurred in September, best among other months (see Table 4).

Table 4: Post Engagement Rate @ disbudparkotasemarang in 2022.

| Month | Post Engagement Rate |
|----------------|----------------------|
| January 2022 | 0,54 % |
| February 2022 | 0,9 % |
| March 2022 | 1,27 % |
| April 2022 | 1,08 % |
| May 2022 | 1,58 % |
| June 2022 | 1,53 % |
| July 2022 | 1,1 % |
| August 2022 | 1,49 % |
| September 2022 | 1,61 % |
| October 2022 | 1,43 % |
| November 2022 | 1,5 % |
| December 2022 | 1,33 % |

Source: Processed research, 2022

This condition is in line with the many culture and tourism agendas organised in Semarang City. For example, the Kota Lama

Heritage Reborn Festival event and the Pedasnesia Culinary Festival event.

Sub-optimal account performance can be caused by a number of factors, including low followership or audience engagement with content. The attractiveness of content is very much dependent on its suitability to the agenda or interests of the audience. The @disbudparkotasemarang account is still dominated by calendar events, of course, if it continues to be displayed without a different strategic approach, it will bring boredom. For this reason, when managing content, it is important to monitor what is trending and what is of interest in order to have a unique strategy in its delivery. According to Luttrell (2018), in addition to the monitoring factor, good management activities include how an institution responds quickly and has a strong interaction with the audience.

These two things are still not done optimally by the Semarang City Culture and Tourism Office. Although the growth of followers on the Instagram social media managed by the office has increased significantly in 2022, the participation in comment chats is still relatively low.






Social media engagement is the parameter of an account's influence on the audience that follows it on social media. That is, how interesting the account managed by the institution is able to invite the audience to interact. The number of followers is positively related to follower engagement (Tafesse & Wood, 2021).

Although the engagement rate value of @disbudparkotasemarang does not show a good performance and is still at the value level of 1.28%, this does not mean that all the content uploaded during 2022 shows

a poor performance. At least from the 413 existing contents, there are 5 contents that show very high engagement rate and high category (see Table 5).

The highest level of engagement with 11.7% ER, 1,843 likes and 947 comments was with the event content category, followed by the invitation to upload tourism content with 6.23% ER, 1,631 likes and 69 comments. To achieve a high or very high level of ER, it is necessary to involve other parties outside the institution who have considerable power on social media.

Table 5: Content @disbudparkotasemarang ER High

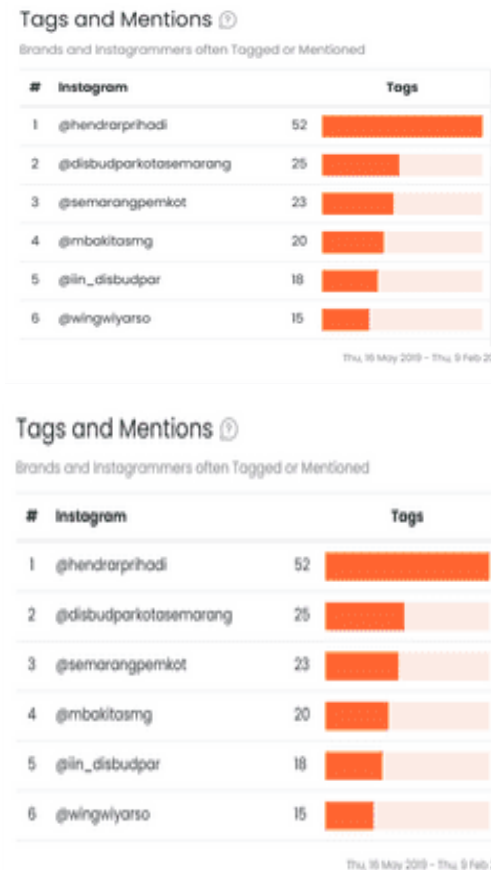
| Content | Content Type/ date | ER | Like | Com ent |
|---|--------------------------|--------|-------|---------|
|  | Carousel/ 24 may | 11,7 % | 1.843 | 947 |
|  | Carousel 15 november | 6,23 % | 1.631 | 69 |
|  | Carousel/ 23 august | 5,95 % | 1.397 | 107 |
|  | Carousel/ 6 september | 4,68 % | 1.082 | 119 |
|  | Carousel/ 26 July | 4,53 % | 909 | 213 |

Source: Processed research, 2022

One such effort is with influencers. Not much has been done with the @disbudparkotasemarang account.

There are several people or agencies involved in the content strategy of @disbudparkotasemarang (see Figure 4).

Figure 4: Strategy Chart of Mentions & Instagram Duet Post @disbudparkotasemarang



Source: Processed research, 2022

A lot of content involves the Mayor of Semarang, who appears in both tags and mentions of the content created. There were 52 tags on the account of @hendraprihadi. Other figures involved include the Deputy Mayor of Semarang through his account @mbakitasmg, the heads of the Semarang City Culture and Tourism Office @iin_disbudpar and @wingwiyarso, and the Semarang City Government account @semarangpemkot. While the involvement

of high-level officials is important, the use of influencers with a mass base is essential to gain traction. The importance of influencers with a large number of followers is favoured, partly because they are perceived to be more popular, have a high contribution, and reduce the cost of advertising iklan (De Veirman et al., 2017; Santiago & Castelo, 2020; Wibisono, 2020; Haenlein et al., 2020; Kim et al., 2017). This is something that the Semarang City Culture and Tourism Office does not do enough. If we look at the collaboration data of young influencers or those interested in tourism, the high level of engagement rate performance is shown on the @ grandmaerakaca account at 5.29% and @ fatimahzahraid.

Content @disbudparkotasemarang Perspective The Circular Model of SOME

Based on The Circular Model of SOME communication model by Regina Luttrell (2018), the share stage based on Luttrell's (2018) statement that the use of social media has a fundamental basis to support the two-way symmetrical model of communication. This means that the @disbudparkotasemarang account to build communication with the public. The communication that is established must be able to create two-way communication, which causes reciprocity from both parties. However, the content shared by @disbudparkotasemarang is more dominated by the calendar content of cultural and tourism events that take place in Semarang City. Specific content that has a theme related to the new era of the COVID 19 pandemic is not directly displayed by the theme of the content it chooses. For tourism

companies that consistently engage with consumers using social media, engagement can strengthen strength and durability (Dholakia & Durham, 2010; Hudson & Thal, 2013).

Optimise stage. Optimisation of @disbudparkotasemarang content that leads to the theme of the new era of covid 19 does not directly explore the theme. Scheduling does not seem to have seen the insight features offered by Instagram, especially to see at important hours. Obviously, from a scheduling point of view, not much content was uploaded at 18:00. 18:00 shows a very high interaction performance every day, with over 8,000 interactions taking place with audience on social media. Involvement in the conversation has not been maximised in terms of responding to questions, suggestions or criticism submitted by audience through the comments section. The use of keywords in the preparation of copywriting or the hashtags used did not show good performance. It is proven that the most used hastag of @disbudparkotasemarang is #koncodolan in performance, which is only used by 32,776 posts and the interactions created are still at the level of 121,825 interactions. Instagram users tend to seek, fun and entertainment are the biggest motivating factors for following travel accounts (Barbe et al., 2020; Arefieva et al., 2021). Users pay a lot of attention to the tag (#) in the picture (Lee & Kim, 2020).

The Manage monitoring phase is the main key to producing content with a high ER value. However, in fact, the ER value of @disbudparkotasemarang in 2022 is still at a moderate level, namely 1.28%, this condition shows a moderate level.

Simple monitoring steps can be taken by using the insight capabilities provided by Instagram for institutions that choose to use business accounts on the Instagram they manage. On the other hand, an effort that should be appreciated is the increase in the number of followers in 2022 to an increase of 6,524 new followers who followed the @disbudparkotasemarang account. This condition shows that the new era of COVID 19 has indeed made a significant transition in terms of communication and interaction, which was originally done offline, to an online platform. The choice of the Semarang City Culture and Tourism Office to use Instagram as a communication medium is appropriate. Expertise, similarity and compatibility have a positive relationship with user attitude (Dhun & Dangi, 2022).

The Manage monitoring stage is the main key to producing content with a high ER value. However, in reality, the ER value of @disbudparkotasemarang in 2022 is still at a moderate level, namely 1.28%, this condition shows a moderate level. Simple monitoring steps can be taken by using the insight capabilities provided by Instagram for institutions that choose to use business accounts on the Instagram they manage. On the other hand, an effort that should be appreciated is the increase in the number of followers in 2022 to an increase of 6,524 new followers who followed the @disbudparkotasemarang account. This condition shows that the new era of COVID 19 has indeed made a significant transition in terms of communication and interaction, which was originally done offline, to an online platform. The choice of the Semarang City Culture and Tourism Office to use Instagram as a communication medium

is appropriate. Expertise, similarity and compatibility have a positive relationship with user attitude (Dhun & Dangi, 2022).

Engage stage. The content strategy approach is more through the use of the mention feature in their posts to public officials, both the mayor of Semarang, the deputy mayor of Semarang, and the head of the Semarang City Culture and Tourism Office. The collaborative content also does not include figures that can increase the engagement rate, considering that collaborative posts are more likely to reach institutions or communities whose segments are not entirely focused on the direct tourism sector. The ER level, which only reached 1.28% in the medium category, requires more effort. However, of the 413 contents in 2022, there were already 13 contents with high and very high ER values, but this number only reached 3%. This situation encourages the involvement of influencers to increase the ER score.

CONCLUSIONS

The strategic planning of the content uploaded on @disbudparkotasemarang's Instagram account has basically gone through four important stages. At the share stage, the uploaded content is still limited to information about calendar events that take place in the city of Semarang. At the optimise stage, the efforts to listen and learn have not been optimal in terms of engaging in content conversations with the audience. Meanwhile, at the Manage stage, monitoring has not been used as a reference to improve the content strategy. At least this can be seen in the Engage stage, where content in the form of giveaways has the highest ER value, but has not become

routine content. In addition, the content has not involved many influencers to increase ER.

Meanwhile, the potential value inscribed by the Semarang City Culture and Tourism Office is, of course, the increase in the number of followers throughout 2022, which reached 6,524, which deserves appreciation. In the midst of the outbreak of Covid 19, the @disbudparkotasemarang account can become a medium for interaction between the policies managed by the government and the public.

It is important for the @disbudparkotasemarang account manager to conduct massive monitoring of the uploaded content and make references for future content planning. It is interesting to develop this research by looking at the effect of tourism posts on the visitation interest of followers of the @disbudparkotasemarang account.

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