Promotion of Tourism Area of Pangandaran Regency through Instagram Social Media Accounts

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Abstract
This study aims to understand the use of Instagram social media as a medium for tourism promotion in Pangandaran Regency through the @explorepangandaran and @berandapangandaran accounts. For the reasons @explorepangandaran and @berandapangandaran accounts are used as tourism promotion media in Pangandaran Regency. This research uses a qualitative research method with a case study approach. Based on observations and interviews conducted, the results of the study show that tourism activists use Instagram social media as the only medium in carrying out promotional activities. The explore feature is to expand the reach of the promotion through the use of the hashtags (#)explorepangandaran and (#)berandapangandaran. Through this hashtag, tourism activists can produce promotional content. The @explorepangandaran and @berandapangandaran accounts are promotional accounts that are managed independently by tourism activists. In addition, these two accounts have advantages in terms of engagement compared to other tourism promotion methods.
Keywords: Beautiful scenery: Promotion; Social media; Instagram; Tourism destinations;

Introduction

The beautiful scenery of tourist destinations in Pangandaran Regency is one of the reasons why tourists enjoy travelling to the regency. It can be seen that the regency which is located in the southeastern part of West Java Province has various potential tourist attractions which are mostly comprised of beaches. Having a lot of potential tourist attractions, is a pride because they can be used as one of the sources of locally generated income. However, introducing and promoting tourist destinations to potential tourists is a big challenge, especially if they are far from urban areas and are not managed professionally.

Instagram social media accounts @explorepangandaran and @berandapangandaran is independent media handled by tourism activists who help the Pangandaran Regency Tourism Office answer the big challenge to promoting tourism in Pangandaran Regency to be easier and funnier.

According to the Data Reportal (2022), Instagram is currently ranked third as the most widely used social media in Indonesia. Indonesia itself is ranked as the third country with a total of 99.15 million Instagram active users. Instagram is popular for its format as a virtual expression. This format makes the use of Instagram among the public seen as a lifestyle. The lifestyle of Instagram users is certainly a potential for promotions, including in the tourism sector.

The inclusion of technology in tourism promotion activities is referred to as Online Tourism Marketing (OTM), in its efforts to sell

tourism products/services and build relationships with tourists using the internet. Tourism services are consumed alongside the production process, largely based on social interactions between suppliers and tourists. Therefore, the quality of a service or product is determined by interactions. Social media has a big impact in encouraging tourists to be able to share their experiences, and being used as a source for searching for information about destinations (Gohil, 2015; Agista, 2019; Appel et all, 2020; Al Mana & Mirza, 2013).

Pangandaran Regency has more than 120 tourist destinations spread over 10 districts. Currently, Pangandaran Regency has five destinations that are designated as superior tourist destinations based on the number of visitors and the heritage of Ciamis Regency. And every sub-district has tourism and cultural potential that is ready to be seeded.

The Department of Tourism and Culture of Pangandaran Regency is aggressively carrying out various promotions that can increase the number of tourists to continue visiting and spending time at tourist destinations or attractions in Pangandaran Regency. One of the promotions is carried out by continuously updating website pages with various information related to tourist destinations, and about cultural events that can certainly attract tourists to visit Pangandaran Regency.

Full support came from the @explorepangadaran and @berandapangandaran accounts in promoting the tourism area of Pangandaran Regency to realize the vision and mission of Pangandaran Regency. Promotional activities through Instagram can hopefully be able to provide novelty in promotional activities in a more interesting way in Pangandaran Regency, and can help publications on tourism event or another events organised by Pangandaran Regency or other parties. And this activity is able to organize tourism events that can increase tourist visits in Pangandaran Regency.

Theoretical Framework

In this study, researchers used a theory known as the slogan Medium is the Message. Media Ecology Theorist by McLuhan argues that it is impossible to find a society that is not influenced by electronic media. McLuhan also stated that we have a symbiotic relationship with technology that glorifies media, humans create technology, and vice versa technology shapes humans. There are three basic assumptions (Morisan, 2015) namely (1) the media influence every action or action in society, (2) the media affect our perceptions and regulate our experiences, and (3) the media unite the whole world.

Interactive Online Marketing

Promotional activities in the digital era can also be described as online marketing activities. Kotler and Keller (2012) refer to it as Interactive Marketing or Interactive Online Marketing, as online activities and programs designed to engage customers and prospects directly or indirectly to increase awareness, improve brand image, or create sales of products and services.

Basically this online promotion activity is one of the eight marketing mixes introduced by Kotler (2012). Sales promotion is a short-term stimulus to encourage purchases (Ginting, 2011; Basiroen & Oetojo, 2018; Berthon et all, 2012; Felix, Rauschnabel & Hinsch, 2017). Jin, Muqaddam & Ryu (2019) explains that promotion has a main role, namely providing the information to encourage customers, persuading target customers and reminding them to do it at the right time.

The Circular Model of SOME

Lutrell in his book *How to Engage, Share, and Connect*, introduces a communication planning model known as The Circular Model of Some. In this model, Luttrell explains that there are four main aspects, namely Share, Optimise, Manage, and Engage, where each aspect has its own strengths, and enabling social media practitioners to develop solid strategies. This model is deliberately made circular because social media is a growing conversation. When promotional account shares something, they can also manage, or engage, and even optimise their message at the same time.

Share. In this aspect, social media helps users to connect with other users who have the same interest. Promoters must know the right social media in order to connect directly with their audiences.

Optimise. In this aspect, the company can create a strong communication plan by generating maximum impact on the promoted content. In this aspect, the company will

determine what type of content will be shared with their audience.

Manage. Conversations on social media go by very quickly. The target audience of the promotion expects a quick response from the promoter. The response given by the promoter to the audience is limited by the time available from the promoter and on the ability of the promoter to use the promotional media used. So this must be managed well.

Engage. When the promoter is in the right media, the promoter can establish relationships with the target audience, and good engagement with the target audience will be formed.

User Generated Content

Content by users or user generated content is one of the characteristics of social media, where content on social media is fully owned and contributed by users or account owners. Nasrullah (2015) explain UGC as a symbiotic relationship in a new media culture that provides opportunities and flexibility for users to participate.

Content by users can be said as a marker that on social media audiences not only produce content but also consume content produced by other users. This form is a new format of interactive culture in which users at the same time act as producers of content produced and consumers of content produced by other users.

Consumer Generated Media

The presence of social media in promotional activities also changes paid promotional activities into advertisements based on user experiences. Social media users consciously or not inform their experiences in using products or services. Tuten (2008) in Nasurallah (2015) introduced the concept of CGM (Consumer Generated Media) where consumers can promote a product. This CGM practice can be divided into several types.

Consumer-Generated Multimedia. The type of consumer who uploads their experiences and opinions about a product or service in various forms of media. 7.

Consumer-Solicited Media. The type of consumer invited to contribute to a content related to a product or service. This type of consumer is involved in advertising and is less likely to be paid.

Incentivized Consumer-Generated Media. This type shows consumers on social media who are incentivized, paid, or given products from the company. This type will make an article about a particular product (review).

Consumer-Fortified Media. The type of consumer who shares or discusses content. This type shows that content related to products/services and it can be the subject of discussion from consumers who are also users of social media.

Compensated Consumer-Generated Media. The type of consumer who is paid for their writing or publication on social media by the company.

Electronic Word of Mouth

With the easy and convenient internet access, social media users increasingly become more open and vocal about what they want, and they are more ready to let others know about it. This can be triggered by the Electronic Word of Mouth (e-WOM). Electronic Word of Mouth is an development of Word of Mouth coined by Richins and Root-Shaffer, which describes the process of conveying information from person-to-person and plays a major role in customer purchasing decisions (Richins & Root-Shaffer, 1998; Al Mana & Mirza, 2013).). In promotional activities WOM involves consumers to share attitudes, opinions, reactions about products or services with others.

The presence of social media makes current social media users more interested in the opinions of people outside their social network, such as online reviews (Marijke et all, 2017; Moloy Ghoshal, D, 2019; Sumarwan, 2011). This form is then known as the Electronic Word of Mouth. Although WOM and e-WOM are similar, there are differences between the two concepts.

They are original electronic; there is no face-to-face communication. Those referrals are usually unsolicited, they are sent to recipients who are not looking for information, and are not always willing to pay attention to it.

Online Engagement

The rapid developments of technology make it easier for everyone, especially promoters, to be able to interact directly with their target audience. In promotional activities using social media, the term Online Engagement as defined in Lutrell's Book (2012) is the participation of the online community

through direct communication. Engagement in the context of the social web (Evans, 2010; Widiastuti, T. (2019; Wiradinata, & Iswandi, 2016) is defined as consumers becoming more engaged than just watching. Online Engagement can be formed when the promoter connects with the target audience based on what was previously in The Circular Model of SOME.

Material and Methodology

This study uses a social constructivist paradigm, which sees that the reality of life is not a natural reality, but is the result of construction. Through this paradigm, researchers can find out the various views of the participants regarding the object of research. This view is obtained by using the constructivist paradigm, because this paradigm helps researchers to see reality through various purposeful or meaningful actions.

The research approach used in this research is a qualitative approach. Creswell (2017) explains that qualitative research has assumptions and uses an interpretive framework that influences the study of research problems related to the meaning of individuals and groups.

This research was also carried out to see that the understanding obtained was detailed and complete. This detail is only obtained by talking directly to the research subjects, coming to them, then asking them to tell their story without being distracted by any expectations from the researcher.

The qualitative approach was conducted in a more detailed and in-depth manner, considering that this research focuses on quality. The results of the research can describe a realistic view of the social word experienced by the informants, where this cannot be measured numerically.

The researcher uses the case study method because case studies are useful in providing answers to the main "why" question. Researchers develop research questions with the question sentence "how" or "what". This is in accordance with research that explores a case, in accordance with the purpose of this study.

According to Creswell in his book *"Qualitative Inquiry and Research Design: Choosing Among Five Tradition"*, a case study is an in-depth exploration of a bound system or a case/various cases that from time to time

through in-depth data collection and involve a variety of relevant sources of information, rich in a context (Creswell, 2017).

The characteristic of qualitative research is natural setting, research as key instrument, multiple source data, interpretive inquiry, and holistic account. Creswell divides case study research into three types, namely:

(1) Single Instrument Case Study Research. In this type of research, research is carried out using a cases to describe an issue or concern. In this study, the researcher pays attention to and examines an issue that interests them, and uses a case as a suggestion to describe it in detail;

(2) Multiple Case Study Research. In this type of research, research uses many (more than one) issues or cases in one study. This research can focus on only one issue or concern and use many cases to explain it. In addition, this research can also only use one case (location), but with many issues or concerns being studied. In the end, this research can also be very complex, because it focuses on many issues or concerns and uses many cases to explain them;

(3) In-depth Case Study Research. In this type of research, research is carried out on a case that has high specificity and uniqueness. The focus of this research is on the case itself, either as a location, program, event or activity. This type of research has a more detailed research procedure on cases and its relation to the surrounding environment in an integrated manner. More specifically, in-depth case study research is research that is very context-bound. In this research, the researcher used In-depth Case Study Research.

Result and Discussion

The account @explorepangandaran was created in 2013 by Informant AB after realizing that Pangandaran Regency has great tourism potentials, but does not yet have an Instagram-based tourism promotion platform like other regions. The @explorepangandaran account, which had been empty for some time, has made AF Informants feel that there was no Instagram social media promotion account that was truly consistent in promoting Pangandaran Regency tourist destinations. AF informants finally decided to form an @berandapangandaran account.

In carrying out tourism promotion activities, the @explorepangandaran and @berandapangandaran accounts use social

media as promotional media, where social media is included in the Interactive Marketing promotion mix described by Kotler and Armstrong (2012) in (Livia, 2016) as online activities and programs that were designed to engage customers or prospects and directly or indirectly raise awareness, improve brand image, or create sales of products and services. Therefore, promotional activities carried out by the @explorepangandaran and @berandapangandaran accounts are online promotional activities.

Social media strategists explain that the use of social media as a promotional media is considered effective because it can reach the targeted public or consumers. The intended target will be clearer than if promotional activities use conventional media. Social media enables promoters to see target analysis and see engagement more clearly. Through social media, promoters can also interact with consumers, so it can be said that social media has a sharp targeting audience.

Instagram was chosen as a tourism promotion media with @explorepangandaran and @berandapangandaran accounts, because Instagram is one of the most widely used social media in Indonesia, especially in the age range of 18-24 years and 25-34 years. The use of Instagram in Indonesia is not in the first place which is currently occupied by Facebook, but in tourism promotion activities in Pangandaran Regency, Instagram is used based on the target audience of tourism promotion accounts.

The selection of Instagram as a promotional media cannot be separated from the role and features of Instagram which are very useful in promoting tourism in Pangandaran Regency. Through Instagram, tourism promotion accounts can introduce tourist destinations that are not widely known to the public and are packaged attractively with photographic techniques, thus making these tourist attractions interesting to visit.

The Instagram Stories feature which was just launched in 2016 adds to the role of Instagram in tourism promotion activities in Pangandaran Regency. This feature allows both promotional accounts to get five times more engagement than their followers. "I usually upload 1500 photos, but if we upload them on the story, it can reach 4000-5000 views. It turns out that there are many benefits if you look at it." Instagram is also considered a social media that shows the identity of its users through the

interests of Instagram users. This Instagram user's interest will then filter the information or content according to their respective interests. "On Instagram it's a good idea to immediately group your interests. So if you're interested in sports, you keep following sports accounts, and suddenly you'll explore sports info."

This feature supports promotional accounts to get five times more engagement than their followers. "I usually upload 1500 photos, but if we upload them to the story, it can reach 4000-5000 views. It turns out that there are many benefits when you look at that one". Instagram is also considered a social media that shows the identity of its users through the interests of Instagram users. This Instagram user's interest will then filter the incoming information or content according to their respective interests. On Instagram it's a good idea to immediately group your interests. So if you're interested in sports, you keep following sports accounts, and suddenly you'll explore sports info."

The use of Instagram as an online promotion media for Pangandaran Regency Tourism can be explained by Media Ecology Theory. McLuhan argues that it is impossible to find a society that is not influenced by the media. We humans have a symbiotic relationship with technology that glorifies media, humans create technology, and on the other hand, technology shapes people.

The selection of Instagram social media by the @explorepangandaran and @berandapangandaran accounts can also be explained through the communication planning model of The Circular Model of some by Lutrell. The Circular Model of SOME communication planning model by Luttrell (2015) can explain the Pangandaran Regency tourism promotion strategy through Instagram, starting from media selection, content selection, account management, to increasing engagement with target audiences. This model explains that in planning marketing, including promotional activities on social media, four main aspects must be adopted, including Share, Manage, Optimise, and Engage.

The aspect that is used to explain the selection of media is the share aspect. In this aspect the promoter account must know where the right target audience is. Promotional accounts that will be used to carry out the promotional activities choose the right place

where consumers can participate and socialize online.

In Media Ecology Theory, it is also known as the slogan 'Medium is the Message', the slogan means that the message delivered by the media is not more important than the media or channel used by the message to reach its receiver. On other the other hand, the media or communication channels have and give an effect to society, and not the content of the message.

When executing online promotion activities for the Pangandaran Regency Tourism Area, the @explorepangandaran and @berandapangandaran accounts prepare strategies that have been adapted to the target audience and media selection.

The first strategy is, the both of promotional accounts introduce their account to the public as an online promotion account for Pangandaran Regency tourism. Informant AB as the owner of the @explorepangandaran account chose the user-friendly name 'explorepangandaran' because the name was considered unique and familiar that the account with the first name 'explore' was an account that promoted tourist destinations.

When starting his promotional activities, Informant AB asked his friends for help by tagging and giving the hashtag (#)explorepangandaran on uploading tourism photos to the @explorepangandaran account. According to him, this method is successful in increasing awareness of Pangandaran Regency tourists who use Instagram to participate in tagging and providing the hashtag (#) explorepangandaran. Cooperation in the form of endorsements and becoming a media partner was also chosen as the @explorepangandaran account strategy to increase its existence.

The @berandapangandaran account is also carried out in a similar way, besides the @berandapangandaran account that also often goes on touring to explore tourist destinations that have never been visited or are empty of visitors with the purpose of increasing interest in the future. The @berandapangandaran account also often collaborates with other communities such as the drone community, which is believed to be able to increase the existence and professionalism of the @berandapangandaran account as a tourism promotion account.

The use of hashtags or hashtags (#) on uploaded content can also have an effect on increasing followers of an account. The hashtags used will attract Instagram users to find out how content can be reposted, then be interested in becoming followers of the account. This method is also conducted by both accounts to add followers to each promotional account. The @explorepangandaran and @berandapangandaran accounts put a lot of hashtags that match with the promotional content, to increase followers and the possibility of Instagram users, both followers and non-followers, being exposed to uploaded promotional content.

Social media strategists explain that there is an explore function on Instagram. When the promoter will promote goods or services, the promoter can provide a popular hashtag, although many promotional accounts often provide inappropriate hashtags. Currently, there is a tendency for people to no longer use Google Chrome/Google search to search for products, but instead use the explore feature on Instagram which is already accompanied by an image.

The strategies carried out by the two online tourism promotion accounts in Pangandaran Regency are basically similar, both promotional accounts use electronic word of mouth to increase their existence. E-WOM is basically a development of Word of Mouth which describes the process of delivering information from person-to-person and plays a major role in customer purchasing decisions (Richins & Root-Shaffer, 1998). In promotional activities, WOM involves consumers to share attitudes, opinions, and reactions about products or services with others.

WOM functions based on social networking and trust: people reliable with their family, friends, and other people in their social networks. The presence of social media makes current social media users more interested in the opinions of people outside their social network, such as online reviews (Tiago & Veríssimo 2014; Werdani & Djoko, 2018).

In introducing the two promotional accounts to the public, account owners @explorepangandaran and @berandapangandaran both use friends in their social networks to share attitudes and opinions about the promotional accounts they have built. The method they use no longer uses face-to-face interpersonal communication, but uses their respective social media. This distinguishes

between WOM and E-WOM. Therefore, viral marketing can be created which shows that electronic peer-to-peer communication is an effective means of turning a communication network (electronic) into an influential network, to build attention of audience, to looks attractive. And finally Pangandaran Regency tourists know about an online promotional account. Pangandaran Regency Tourism @explorepangandaran and @berandapangandaran.

The next strategy is regarding the selection of content by the two tourism promotion accounts of Pangandaran Regency. There is a significant difference in the content selection of the two promotional accounts. The @explorepangandaran account emphasises the tone and art of the photos to be uploaded. As a characteristic, every photo that will be uploaded as promotional content for the @explorepangandaran account must be aesthetic and match with the feeds that have been neatly arranged in the @explorepangandaran account. The caption used by the @explorepangandaran account is very simple, namely informing the owner of the photo and where this photo was taken using English language.

Different with the @berandapangandaran account which does not pay attention to tone and feeds, but novelty and liveliness. According to the AF informant, as long as the photo is not broken and the main focus of the photo is the tourist destination of Pangandaran Regency, then the photo has the opportunity to become promotional content from the @berandapangandaran account. In addition to photos, the @berandapangandaran account also uploads videos as promotional content, because video content is considered to have greater engagement. The @berandapangandaran account also often uploads gimmick content in the form of jokes to entertain their followers. The caption used by the @berandapangandaran account is also eccentric caption, which is a jokes.

This difference in the strategy of selecting content is adjusted to the different target audiences of each promotional account. The @explorepangandaran account, which has set its target audience for young Instagram users, makes its promotional content more Instagramable, which is currently the main focus when Instagram users are travelling. "Because the @explorepangandaran target is

young people. you can see from the feeds, in my opinion, Instagram is really able. It means that the feeds are not random like other Pangandaran accounts." Meanwhile, the @berandapangandaran account, which does not specify a specific age, emphasises novelty and activity.

Lutrell in his book How to Engage, Share, and Connect (2012) explains that people will look for content in the form of photos on social media. Through photos, promoters can tell stories that may not be expressed in words. People like to see pictures/photos, so choosing content in the form of photos can increase the interaction between the promoter and the audience which will lead to engagement. Instagram Stats in (Lutrell, 2012) explains that the selection of video content can generate engagement twice as large as the use of photo content. Lululemon, one of the first brands to use video content on Instagram, gets seven times more comments than photo content.

Basically, all the content uploaded by the @explorepangandaran and @berandapangandaran accounts comes from the uploads of Pangandaran Regency tourists via Instagram social media using the hashtags (#)explorepangandaran for the @explorepangandaran account and (#)berandapangandaran for the @berandapangandaran account. "I'm looking for photos on the hashtag (#)explorepangandaran or on the tag an @explorepangandaran".

Tourists share their own photo or video content during their trip to Pangandaran to express their experiences and the assumption that their photos or videos are used as content by tourism promotion accounts, they will most likely add followers and become famous on Instagram.

The concept of UGC (User Generated Content) explains this case. Lister et al (2003) in Nasrullah (2015) explain UGC as a symbiotic relationship in a new media culture that provides opportunities and flexibility for users to participate. That way users can produce their own content on their social media accounts. In this concept, Instagram users are not only consumers of tourism promotion accounts, but also producers for tourism promotion accounts who will search for content and other Instagram users.

Promotional activities that are also conducted by tourists using Instagram can be

referred to as Consumer Generated Content, where promotional activities are conducted based on user experiences. In this case, tourists who conducted promotions can be categorised into the Consumer-Generated Multimedia (CGM2) type because in this type consumers or tourists upload tourism content based on their experiences while travelling in Pangandaran Regency.

The existence of viral marketing using the hashtags (#)explorepangandaran and (#)berandapangandaran, currently reaches more than 50000 uploads on Instagram Social Media using the hashtag (#)explorepangandaran and more than 25000 uploads on Instagram Social Media using the hashtag (#)berandapangandaran.

In preparing this strategy, the optimise aspect in The Circular Model of SOME applies. Through this aspect, tourism promotion accounts can make strong plans by producing maximum impact on the promoted content, namely Pangandaran Regency Tourism. Content which is created according to each target audience, with the purpose of promoting content to reach the target audience effectively. In this aspect, the two promotional accounts can also optimise incoming content through the use of the hashtags (#)explorepangandaran or (#)berandapangandaran, therefore, it will indirectly provoke more Instagram users to upload their content and affix the two hashtags and Pangandaran Regency tourism can be more widely exposed globally.

The reason why Instagram @explorepangandaran and @berandapangandaran are used as tourism promotion media for Pangandaran Regency. The accounts @explorepangandaran and @berandapangandaran are not the only accounts that promote tourism in Pangandaran Regency, there are eleven other accounts including the Pangandaran Regency Tourism Office Account. The @explorepangandaran and @berandapangandaran accounts certainly have their own advantages, so that Instagram users are more familiar with these two accounts than other accounts, as can be seen in the engagement achievement of each account. The @explorepangandaran account has the advantage of having the name 'explore' on the account.

The name chosen by @explorepangandaran is a brand of explore accounts in Indonesia. (Rangkuti, 2008)

describes a brand as a name, term, sign, symbol, or design or a combination of these things. The purpose of branding is to identify products or services produced by competitors. When the brand has a high value, the brand will be appreciated by consumers by placing a specific position in the customer's mind. Account with the name "explore" is already known by Instagram users as an account that promotes tourism in their respective regions. This account builds positioning when Instagram users place the "explore" account, it becomes number one when they want to find tourist references in an area.

The content provided by the @explorepangandaran account is also an added value for this account. Feeds and Instagramable are the main focus of the @explorepangandaran account to make this account the number one tourism promotion account in Pangandaran Regency. It will attract Instagram users to tag this account and give the hashtag (#)explorepangandaran when uploading Pangandaran Regency tourism content on Instagram. On the other hand, the engagement of the @explorepangandaran account is still far behind the @berandapangandaran account which already has tens of thousands of followers. The @berandapangandaran account does not have a high brand positioning like the @explorepangandaran account, but this account works around this by continuously uploading tourism promotional content in Pangandaran Regency. The @berandapangandaran account builds its brand positioning as an active and highly engaged account in promoting Pangandaran Regency.

This promotional activity certainly cannot be separated from the resource management conducted by each account. Human resources have an important role, Snyder (1989) explains that humans are the most valuable resource, and behavioural science provides many techniques and programs that can guide the more effective use of human resources.

Accounts @explorepangandaran and @berandapangandaran are communities where members in the community work voluntarily, so having a commitment to advancing tourism in Pangandaran Regency is the main thing. The results of the study by Christina and Maren (2010) concluded that the performance of human resources is influenced by commitment.

Creating engagement is the key to social media promotion activities. Likes and comments are a form of engagement that is immediately obtained when Instagram users upload content on their accounts. Account @explorepangandaran get 150-200 likes. Meanwhile, the @berandapangandaran account gets at least 1000 likes on each upload. The type of photo uploaded certainly affects the number of likes and comments that will be obtained.

The comments from Instagram users are also something that needs to be considered, the attractive captions uploaded by the @berandapangandaran account is one way from the @berandapangandaran account to make engagement in the comment column by creating interaction with its followers. The role of the @berandapangandaran account admin, who replies to Instagram user comments quickly, can increases engagement between admins and Instagram users. A simple caption is the characteristic of the @explorepangandaran account. The way the @explorepangandaran account provides little information about the content of the uploaded photos, it can provoke Instagram users to ask for deeper information through the comments and DM, with the purpose of building a good engagement.

Hoaxes are disasters that often appear in Pangandaran Regency, which will obstruct potential tourists to travel to Pangandaran Regency. The two Pangandaran Regency tourism promotion accounts @explorepangandaran and @berandapangandaran feel they have an obligation to avoid hoaxes to facilitate potential tourists who will visit Pangandaran Regency. It can increase the confidence for Instagram users that the two Pangandaran Regency promotional accounts are informative and credible accounts.

Lutrell (2015) describes online engagement as the participation of the online community through direct communication. Evans (2010) further explains that online engagement is defined as consumers participating more than just watching. Online engagement will be created if the promoter is already connected with people and other such as, Instagram users or target audience.

Direct Messages affect the tourism promotional activities in Pangandaran Regency at @explorepangandaran and @berandapangandaran.

Incoming direct messages are usually questions about current conditions such as weather, new destinations, and traffic information which are also the responses received by the two tourism promotion accounts of Pangandaran Regency. In addition to complaints, Instagram user tourists also often request that their photos be reposted as content from the two promotional accounts @explorepangandaran and @berandapangandaran.

The promoter's skill in responding to responses from the target audience, either in the form of appreciation or complaints regarding the promotion activities of the Pangandaran Regency Tourism area, is the result of the implementation of the Manage Aspects mentioned in The Circular Model of SOME. In this aspect, it is explained that in carrying out promotional activities on social media, responses in the form of likes, comments, or DM (Direct Message) occur so quickly. The audience wants a quick response from the promoter to meet their information needs. In terms of forming engagement between the promoter and the target audience, the promoter who responds to the response of the target audience in accordance with the Manage Aspect, will lead to engagement. Through engagement, promoters can form relationships with their target audiences. This is where the Engage Aspect applies in The Circular Model of SOME. Basically, online engagement that occurs in tourism promotion activities in Pangandaran Regency is formed through interaction between the promoter and the target audience.

Conclusions

Pangandaran Regency tourism promotion activities are conducted by @explorepangandaran and @berandapangandaran accounts using Instagram Social Media as their promotional media. Instagram is used now that Instagram is the third most widely used social media platform in Indonesia and there is a tendency for people to start switching to using Instagram as a search medium instead of using google search.

Promoters use the explore feature by using hashtags to expand the reach of the promotion, and use content produced by Instagram users as promotional content. The @explorepangandaran and

@berandapangandaran accounts are promotional accounts for Pangandaran Regency because they have advantages in engagement compared to other Pangandaran Regency tourism promotion accounts. This engagement can be generated through interactions built by promoters with Instagram users, therefore these two accounts become Pangandaran Regency tourism promotion accounts.

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