

# Analysis of Instagram Social Media Management in @Hutanpinuslimpakuwuss Account on the Development of Limpakuwus Forest Tourism Object

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## ABSTRACT

### Keywords

Social Media Management  
Instagram  
Tourism  
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The utilization of Instagram social media has surged at the individual level, particularly in the realm of Nature Tourism, where visitors exhibit a propensity for seeking out all relevant information through Instagram. Consequently, effective management of social media content becomes imperative to facilitate communication between companies and their audience. This study employs an interactive analysis approach based on Miles and Huberman's methodology. The theoretical framework draws from Regina Luttrell's Circular Model of Some as elucidated in her book "Social Media: How to Engage, Share, and Connect." Employing a descriptive method with a qualitative approach, data collection involves observation and interviews with key informants, namely the management team responsible for tourism social media, with the head of the social media management team serving as the primary informant. Data validity is ensured through source triangulation techniques. Findings reveal that the management of Instagram content entails several stages: Share, involving an understanding of the purpose of social media usage; Optimize, achieved by crafting engaging content and leveraging Instagram features; Manage, encompassing the establishment of schedules and the evaluation of accountability to management; and Engage, fostering strong relationships with local Instagram communities to enhance engagement level.

## 1. Introduction

Nowadays, information technology not only develops rapidly but also often undergoes rapid changes. Almost every second new inventions are found that aim to improve the results of previous technology, meaning that society is forced to follow technological developments. Nowadays, information technology is not only used for personal purposes. But it has entered various fields, including business.

Business is difficult to develop without utilizing information technology. The use of information technology in the business sector will have a positive impact, one of the positive impacts in the business sector according to Cholikh, (2021) in my research is the emergence of new business opportunities (e-business) with the advancement of technology and information, motivating some people to create very profitable business opportunities and capital. An example of utilizing technological and communication advances is Instagram, where Instagram is currently used to market or promote something on the internet.

Instagram is one of the social media that allows users to share audio and visual content Saifudin et al., (2022). Social media users, especially Instagram, increase every year, according to Hootsuite data (We Are Social) Instagram users in 2020-2024. In 2020 there were 1.20 billion users, 2021 there were 1.22 billion users, 2022 there were 1.59 billion users, 2023 there were 1.32 billion users, and in 2024 there were 1.64 billion users.

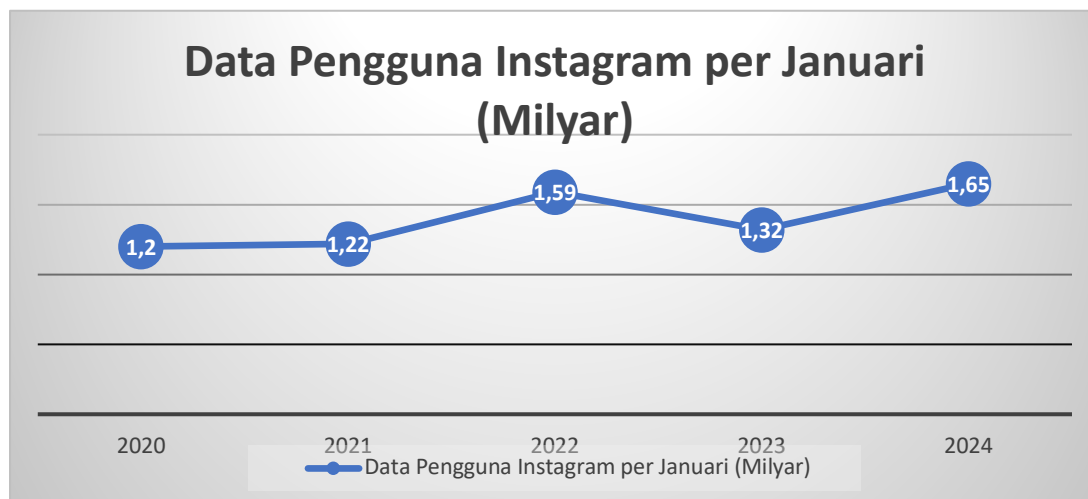


Figure 1. We Are Social Indonesia Instagram User Data as of January  
Source: Hootsuite & We Are Social

At this time Instagram can be developed as a means of tourism promotion because it has a wide reach that can reach people from various regions. The *@hutanpinuslimpakuwuss* account is one account that utilizes Instagram social media. Table 1.2 illustrates the data of tourists coming to Banyumas Regency from 2014 to 2018.

Tabel 2. Visitor data for Wana wisata Baturaden before covid in 2014-2018

Year	Number of Tourists (People)
2014	11.549,00
2015	67.057,00
2016	130.547,00
2017	78.379,00
2018	0,00

Source: Badan Pusat Statistik Kabupaten Banyumas

Limpakuwus Instagram social media account is used to share information about Limpakuwus tourism, as of March 6, 2023, Instagram followers *@hutanpinuslimpakuwuss* have 74 thousand followers. In this *@hutanpinuslimpakuwuss* account, it provides information about the rides in Limpakuwus, operating hours, location and admission prices. The role of the Instagram account *@hutanpinuslimpakuwuss* to meet the needs of Instagram users who want to visit tourist attractions, active Instagram users tend to follow updates on tourist posts to find out all information related to the tourist attractions to be visited. Compared to other tourist Instagram accounts in Baturaden, such as New Small World, The Village and Baturaden Botanical Garden, they rarely provide information updates on activities or events that take place on the Instagram accounts they manage. In this case, of course, it has an impact on the number of Followers or Instagram followers. There are differences in followers between Limpakuwus, New Small World and The Village.

No.	Instagram	Followers
1.	<i>@hutanpinuslimpakuwuss</i>	74RB
2.	<i>@thevillagepurwokerto</i>	18,9RB
3.	<i>@new.smallworld</i>	9.667
4.	<i>@kebunraya.baturraden</i>	2.518

Source: Instagram, 2023

From the table above, it can be seen that currently the Instagram followers of @hutanpinuslimpakuwus reach 74 thousand people. This is what the author highlights because the social media account @hutanpinuslimpakuwus is an Instagram social media account that is managed by the private sector but has more followers than other tourist attractions. The success of the @hutanpinuslimpakuwus account in getting followers is one of the ways the @hutanpinuslimpakuwus account attracts tourists because having a large number of followers can be an effective information dissemination media to bring in tourists. From the explanation above, the author feels interested in discussing how the management of the @hutanpinuslimpakuwus account is towards the development of the Limpakuwus pine forest tourist attraction.

The cause of differences in Instagram followers can be caused by the way Instagram accounts are managed. Instagram users need quality information of course in order to answer their needs so that they become aware of what they want to find or what they wanted to know before. Social media management is also used to understand how and where consumers interact.

(Al Rahmah et al., 2022) researching social media management in government. There are several stages: Share, Optimize, Manage, and Engage. Share involves two-way communication to build public trust. Optimize includes media content strategy and public participation. Manage involves monitoring and interacting with the public. Engage emphasizes specific target setting.

Mahmudah & Rahayu (2020) researching social media management in the Mall. They found that social media is very important in disseminating programs, activities, or policies to the public. Social media management in malls starts with sharing positive content to build public trust. Furthermore, content creation strategies are prioritized to convey messages to the public. Social media management also involves social monitoring to listen to feedback from the public. The final stage is to target a young audience. In addition, they also studied the characteristics of the millennial audience.

Saifudin et al., (2022) researching Instagram social media management training in Alasumur Village tourist attractions. They found three stages in managing social media: promotion through feed content and Instagram stories, advertising on Instagram, and finding optimal times to post information.

Based on previous research, there are many studies on social media management, especially on Instagram, but few focus on Baturaden tourist attractions as the primary research subject. This study differentiates itself by focusing on the variables studied. While previous studies tend to center the independent variable on social media management in business and government, or the independent variable on social media management training in tourism. Based on this background, the research focus was set on Limpakuwus' Instagram Social Media Management. The purpose of the research is to understand how Instagram Social Media management @hutanpinuslimpakuwus affects the development of Limpakuwus pine forest tourist attraction. This research adopts Luttrell's The Circular Theory of Some, (2015) which underlines four important aspects: Sharing, Managing, Engaging, and Optimizing, which work together to form an effective strategy in social media management. Van Basten Pakpahan & Djuwita Dra, (2018).

## 2. Method

The research methodology chosen for this study is qualitative in nature. Specifically, qualitative descriptive research is utilized to gain a comprehensive understanding and articulate the nuances of existing phenomena within their respective contexts. The study draws upon both primary and secondary data sources. Primary data encompasses transcripts derived from in-depth interviews conducted with various informants or participants, alongside field observation data pertaining to the evolution of the Limpakuwus pine forest. Secondary data comprises information sourced from online platforms such as the internet and Instagram media. The informants for this research consist of the managerial personnel overseeing the Limpakuwus tourism forest. To align with the nuanced requirements of this study, data collection techniques encompass observation and structured interviews. Direct observation serves to unearth insights into the potential development of the Limpakuwus Tourism Forest, while interviews are structured in collaboration with the Limpakuwus Tourism Forest Management Agency using predefined interview guidelines. Throughout the study, researchers diligently record all informant responses verbatim. In qualitative research, data analysis

is a multifaceted process conducted both prior to commencing fieldwork, during data collection, and following the conclusion of field research. The analytical framework is informed by the methodological principles articulated by Miles and Huberman. Prof. Dr. Sugiyono (2019) Data analysis in qualitative research unfolds iteratively, occurring both during data collection and after its completion within a specified timeframe. Preliminary analysis begins as researchers engage with participants, identifying emerging themes and refining data collection strategies. After data collection, a comprehensive analysis is conducted, synthesizing all data to identify overarching themes and explore relationships. Purposive sampling, selecting participants from the Limpakuwus Tourism Forest Management Agency, aims to understand Instagram management. Triangulation, examining multiple information sources, enhances credibility and reliability by corroborating findings and identifying discrepancies. (Ahmad Rijali & Banjarmasin, 2018).

The data analysis method employed in this study follows Miles and Huberman's interactive analysis (1992), encompassing four main stages: data collection, data reduction, presentation, and conclusion drawing or verification. This approach enables researchers to elucidate the management of Instagram social media within the studied phenomenon. Additionally, this analysis aids researchers in comprehending the phenomenon, serving as the foundation for analyzing and offering support for new findings during the research process.

### 3. Result and Discussion

In general, it is important for companies to understand how to analyze their social media, to analyze the author's social media management using the theory The circular model of some, especially on @hutanpinuslimpakuwuss Instagram account. The author conducted an interview to analyze the management of Instagram social media @hutanpinuslimpakuwuss, the results obtained are Instagram managers @hutanpinuslimpakuwuss especially the management and admin have understood Instagram management based on the theory used.

The management of Instagram @hutanpinuslimpakuwuss based on the concept of Share according to Regina Luttrell. Instagram was chosen as a communication tool to disseminate information widely and quickly. Limpakuwus Pine Forest uses Instagram to communicate with its followers, triggering interactions through comments or DMs. This is due to the increasing growth of social media users and Instagram's effectiveness in reaching a large audience quickly. Optimize, in an effort to optimize, they improve the quality of uploads by reposting content from followers, taking into account the quality and number of followers of the content. Based on the results of Instagram observations, Limpakuwus Pine Forest utilizes captions in Javanese Ngapak as part of their communication strategy to create closeness and familiarity between the Limpakuwus Pine Forest Instagram account and their followers or audience. In the Manage process, there is a linkage with significant institutional aspects. This management process includes content posting schedules, managing feedback by institutions, starting from responding to comments received on each post during working hours to handling problems that arise, both on the Instagram platform and in locations in a transparent and responsible way, in the management process there are also meetings between management and admin which are carried out 2 times a month to monitor Instagram accounts and evaluation. In the Engage Process, Limpakuwus Pine Forest takes an active approach to its audience or followers. They work with Instagram accounts that provide information about Banyumas and surrounding areas to spread and promote Limpakuwus Pine Forest tourism.

The analysis findings indicate that the management of Instagram social media account @hutanpinuslimpakuwuss focuses on four key aspects outlined in The Circular Model of Some: Share, Optimize, Manage, and Engage. This approach has demonstrated effectiveness in boosting Instagram engagement for @hutanpinuslimpakuwuss. The Circular Model of Some theory elucidates social media management, and this study confirms that by implementing its four aspects, it's possible to garner views, likes, shares, saves, and comments from Instagram users. These findings align with the research Mahmudah & Rahayu, (2020) which indicates that analyzing media management influences engagement on Instagram. These findings are likewise consistent with research Qurniawati et al., (2024) which suggests that the Circular Model of Some impacts optimization in social media management. However, the findings of the research Anshori et al., (2023) The research indicates that social media management has not been harmonized with the Circular Model of Some, leading to less than optimal performance in sharing information across social media platform.

#### 4. Conclusion

The study's findings suggest that the managers of the @hutanpinuslimpakuwuss Instagram account implement Regina Luttrell's concept of The Circular Model of Some., grouping it into 4 stages in social network management, namely Share, Optimize, Manage, Engage. At the Share stage, the account @hutanpinuslimpakuwuss identify the target audience and try to increase public trust, especially followers. During Optimize, we maximize follower engagement, starting with reposting content, answering followers' questions, and using non-verbal text in Javanese to build rapport with customers. The Manage process is carried out by uploading content at certain times, handling problems that arise and conducting monthly reviews, and the last is Engage, the Engage process is carried out by collaborating with Banyumas area information provider community accounts.

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