Content Management of @akmil.id Instagram Account in Increasing Brand Engagement in 2023

Arya Dwi Saputro Azi[1]

[1]Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta, Yogyakarta, Indonesia

Corresponding author: zuhdanaziz.umy@gmail.com

Abstract

Purpose: Social media serves as a promotional tool to build brand engagement. Instagram is a social media that can present content effectively. The Military Academy is a military education institution that has a strategic role in shaping future leaders and soldiers of the Indonesian Army. The Military Academy has been using Instagram since 2017. This study aims to determine how the management of the @akmil.id Instagram account will increase Brand Engagement in 2023 because with proper management, the messages contained in the brand can be delivered on target and will be superior to its competitors.

Methodology: The research method used in this research is descriptive qualitative. Data collection techniques with interviews and documentation.

Result: The results of this study indicate that the media management of the @akmil.id Instagram account involves four main functions, namely planning, organizing, implementing, and monitoring. Planning is done to explain the content strategy by using Instagram features. Organizing involves the division of tasks and responsibilities within the team. Implementation is done to mobilize the concept that has been prepared. Supervision is done to ensure the achievement of previously conceptualized goals. In its implementation, followers on the @akmil.id Instagram account have increased since the last 30 days by 3.8% in December 2023.

Introduction Section

In the digital era, most people have turned to social media as the main means of accessing various types of information. Social media not only serves as a corporate communication and information tool, but also as a tool to monitor and listen to public views and opinions. In addition, social media is also used as a platform to promote products and services, and to build brand engagement. By managing and presenting content effectively and maximally, companies can improve their image, generate strong Brand Engagement, and hopefully, achieve an improvement in public perception of their company. Brand Engagement is also the process of creating an emotional bond between customers and brands. An effective brand is one that interacts or engages with its consumers (Helwig, 2015). With the right strategic design, the message contained in the brand can be delivered according to the target and will be superior to its competitors. Designing a social media strategy has the aim of connecting with the public by generating interest and trust in an agency that will create an image or Brand Engagement (Adhyanti, 2017).

Instagram is the social media that is rapidly gaining the most users. In brief, Instagram is an application for sharing photos that can be seen by the Followers of the photo uploader and can provide comments between each other. Along with the development of technology and the internet, social media, including Instagram, has become

a popular and effective platform for conveying information and interacting with audiences (Sondakh, 2019). Instagram, with its various innovative and creative features, has become one of the most popular platforms for young adults (Wijayanti, 2021).

The Military Academy as the only institution tasked with producing officers of the Indonesian Army has enormous duties and responsibilities. The educational process carried out has its "own characteristics" compared to educational institutions in general. The Military Academy is led by a general called the Governor of Akmil. The role of a Governor of the Military Academy is very large in giving birth to prospective Army Officers, cadre young leaders, prepare national cadres who are later expected to adapt to other elements of national development and form a strong and noble character. Therefore, the importance of social media to the image of Akmil. The leadership of Akmil always motivates educators to be more productive in carrying out their obligations to educate their cadet students, so that the figure of an officer with the soul of a leader, warrior, resilient, intelligent and professional can be truly realized. (Andriyatmoko, 2016).

The Military Academy is a military education institution that has a strategic role in shaping future leaders and soldiers of the Indonesian Army. The image and perception of the community towards the Military Academy is very important, because it can affect the level of public trust and support for the institution, especially for young people who are prospective Akmil cadets. The quality of cadets is measured by four indicators, namely attitudes and behavior, knowledge, skills, leadership values and most importantly physical fitness because this is the main aim of every prospective soldier to be able to pass the selection process (Sonneville, 2014).

Managing social media accounts effectively is not an easy task. The importance of social media account content management certainly aims to keep the followers of an account from moving, continue to follow, and keep liking the account. The dissemination of information is now very much in need of an internet network, the leap of technology is now very sophisticated because it can place people in different places at the same time (Valiant, 2016). Therefore, the Military Academy has used Instagram as a medium of information for prospective students in 2017 with the aim that prospective students can get information available at the Military Academy and can increase Brand Engagement at the Military Academy.

Based on the introduction that has been described, the problem formulations in this study are: "How is the content management of @akmil.id Instagram account increasing Brand Engagement in 2023?". Thus, this study aims to determine the content management of @akmil.id Instagram account in increasing Brand Engagement in 2023.

Literature Review

This literature review will discuss the content management of @akmil.id Instagram account in increasing Brand Engagement in 2023. Social media content management on Instagram refers to a series of actions and decisions taken by individuals, businesses, or organizations to plan, create, edit, and upload content to their Instagram accounts. The main goal of Instagram content management is to build a strong presence on this platform, engage with followers, and achieve certain goals, such as increasing brand awareness, follower growth, or product or service sales (Siregar, 2022).

New media refers to media platforms or technologies that are relatively new in development to describe forms of media that emerged after the traditional era of print, radio, and television. New media is often linked to

developments in information and communication technology. Examples of social platforms such as Facebook, Twitter and Instagram facilitate collaboration and information sharing (Utami, 2021).

Instagram is the main choice as a promotional tool because it is considered efficient and effective, in accordance with (Keller, 2016) states that the utilization of social media in advertising is an integral part of marketing in the e-commerce world. It allows companies to communicate, promote products, sell products and services through the internet platform.

Previous research from Tekad Syaifullah Rahman. In his research entitled "Garagemarket Instagram Branding Strategy in Improving Brand Image in 2019". The results of his research show that Garagemarket chooses a neat Marketplace branding concept in packaging product photos. In addition, researchers found that Garagemarket uses two important elements in implementing branding strategies, namely, using a faster service approach and a visual approach by neatly packaging the appearance of product photos on the Garagremarket Instagram account feeds (Crystallography, 2016).

The next previous research is from Dhealda Ainun Saraswati and Chatia Hastasari. In his research entitled "Digital Content Marketing Strategy on Mojok.co's Instagram Social Media Account in Maintaining Brand Engagement ". The results of his research show that a digital content marketing strategy on Mojok.co's Instagram social media account is divided into several stages, namely 1) Setting Goals by building brand awareness of Mojok.co, 2) Target Market Mapping, namely young people aged 18-24 years or in the period of self-actualisation, 3) Content Creation and Planning is done with two main content formats, namely derivative content and original content, 4) Content Creation is done by Mojok.co's social media team once a week, spontaneously and on a savings system, 5) Content Distribution is done using owned media, 6) Content Reinforcement is done by improving the quality, evaluation and innovation of content, expanding the reach of contributors and triggering new issues, 7) Content Marketing Evaluation is done by curating content that is relatable and shareable, 8) Content Marketing Improvement is done by curating and innovating content and following trends in social media. (Saraswati, 2020).

The next research conducted by Anna and Ria entitled Utilisation of Instagram Reels to Improve Information Functions at PEVITA Library, explained that the use of the reels feature was classified as very effective with strategies carried out starting from coordination with the core social media team, determining content, implementing content creation, and monitoring and evaluation (Nurhayati & Rahayu, 2023).

In contrast to previous research, this study wants to find out how content management is carried out by the @akmil.id Instagram account in increasing Brand Engagement in 2023.

Method

This research uses a qualitative approach to collect descriptive data. This research was conducted in Magelang with the research subject being the manager of @akmil.id Instagram account. The selection of informants was conducted using a purposive sampling method, where informants were selected based on their knowledge of relevant variations, the elements involved, or according to the research needs. The number of informants was determined based on the complexity or diversity of the core issues being investigated (Subadi, 2006). Data collection techniques involved interviews and documentation. The data collected through interviews and documentation were then analyzed using the Miles and Huberman model. There are 3 processes in this model, namely (Haryoko, 2020: 20):

1. Presentation of data

   Presenting data findings in narrative form, where researchers take steps to present one data with another. So that all the data presented is truly in unity and complete.

2. Data reduction

   Researchers compile data and make a summary, which after that will be put into adjusted categories as well. In this case, researchers will ensure and separate between data that is appropriate and related to data that is not appropriate and not related. The results of the appropriate data will be categorized and arranged systematically. Meanwhile, inappropriate data will be separated. So that it can be ensured that there is no more data that deviates or is irrelevant to the focus of the research objectives.

3. Drawing conclusions

   Drawing conclusions is the final stage where researchers will conclude according to the researcher's interpretation or view of the data that has been processed in the previous stage.

   The data triangulation technique is carried out to check the validity of the data in a study. Researchers will use data source triangulation techniques. Source triangulation is a testing process to ensure data validity. Source triangulation involves comparing and verifying data from different sources, namely interview data and documentation results (Alfansyur & Mariyani, 2020). This research was conducted to gain in depth knowledge about the content management of the @akmil.id Instagram account.

Result and Discussion

In this section, researchers will present the results regarding the content management of the @akmil.id Instagram account in increasing Brand Engagement in 2023 through interviews with several informants, library sources and documentation of the Instagram account.

Profile of the Military Academy

Magelang is the location of the establishment of the Military Academy in Indonesia, precisely on 11 November 1957 by President Soekarno. The cadets of the Military Academy are given training as the frontline defenders of the Republic of Indonesia. Not a few high school graduates in Indonesia flocked to apply for the Magelang Military Academy as a destination for continuing education. The Military Academy campus is located on Jl. Gatot Subroto, Magelang, Central Java and organisationally is within the organizational structure of the Indonesian Army led by the current Governor of Akmil, Major General TNI Totok Imam Santoso, S.IP., S.Sos., M.Tr.(Han).

Figure 1. Military Academy's Logo

The Military Academy is an official college or official school under the auspices of the Indonesian Ministry of Defence. This Military Academy education is carried out specifically for candidates for the Army or TNI AD.

Cadets will receive education in accordance with what is needed to become a member of the TNI. The education obtained is at the D-IV or Applied Bachelor level. Cadets who graduate and complete their education will then receive an S.Tr.Han or Bachelor of Applied Defence. The Military Academy provides several study programme options for its students. All programmes are at the Diploma IV or D-IV level which education is carried out for 4 years. The study programmes opened are all A accredited, namely:

1. Defence Civil Engineering.
2. Defence Mechanical Engineering.
3. Defence Electrical Engineering.
4. Defence Management Science.
5. Defence Administration Science.

Cadets who study and train at Akmil do not all have the same rank. Every year, cadets will be promoted. A more complete explanation is as follows:

1. Prajurit Taruna (Pratar)
2. Kopral Taruna (Koptar)
3. Sersan Taruna (Sertar)
4. Sersan Mayor Dua Taruna (Sermadatar)
5. Sersan Mayor Satu Taruna (Sermatutar)

The @akmil.id Instagram account is managed by one of the Military Academy cadet students called Createam. Createam at the Military Academy is 2 people who will be responsible to Pokdomenkorsptar (Cadet Corps Regiment Command Group) and to become Createam by offering to become one of the Createam parts to Pokdomenkorsptar (Cadet Corps Regiment Command Group) and it will be seen that the more competent will become core Createam members. The task of Createam is to be responsible for the content posted on the @akmil.id Instagram account.
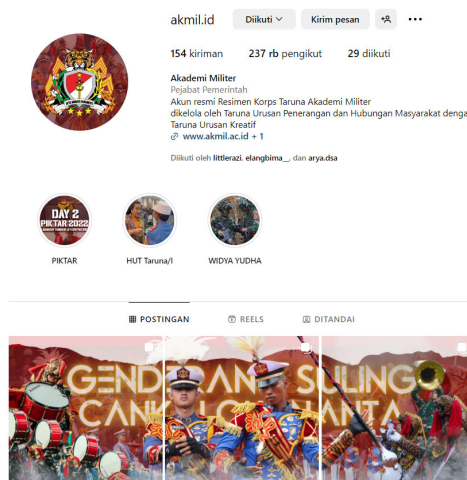

Figure 2. Military Academy's Account Instagram

The Instagram of the Military Academy named @akmil.id has 237 thousand followers in October 2023 with 29 numbers followed. Posts on the @akmil.id Instagram account in 2020 are very different from those in 2023 which have improved in terms of design and documentation. This makes researchers want to examine the @Akmil.id Instagram account in 2023 which has just been developed even better. Therefore, to achieve these

goals, the content management of the @akmil.id Instagram account in increasing Brand Engagement must be appropriate and effective. In addition, interaction with followers must be carried out actively and responsively to answer various questions and provide the support needed so that prospective students are even more enthusiastic about becoming future military leaders. Instagram @akmil.id as the official representation of the Military Academy on the platform is expected to be a strong means of communication with potential Military Academy students.

Social media content management on Instagram refers to a series of actions and decisions taken by individuals, businesses, or organizations to plan, create, edit, and upload content to their Instagram account. The main goal of Instagram content management is to build a strong presence on the platform, engage with followers, and achieve specific goals, such as increasing brand awareness, follower growth, or product or service sales (Mahmudah & Rahayu, 2020). The process of managing Instagram content involves several stages:

Military Academy Social Media Management

The management of a social media will get good results if in managing social media it is as well planned and structured as possible with the aim of attracting the attention of followers in disseminating information related to the schedule of activities. In management, there are four management management functions which are then used to analyze social media management by @akmil.id admins in disseminating information, the results of which are as follows:

Planning

This promotional planning is very important to increase followers of the @akmil.id Instagram account. This planning is used in creating Instagram content and features used by the @akmil.id Instagram account. Starting from determining the theme, caption, to the calendar of content displayed. The planning that is often carried out is uploading the results of activities that have been carried out by the Military Academy in the Reels feature. This feature gives users the opportunity to gain more followers, increase the amount of time they spend on the app every day, and develop themselves as a video entertainment platform (Sucipto & Yahya, 2022). As said by the caregiver from Createam regarding how to increase Brand Engagement through content that has been posted on the @akmil.id Instagram account as follows:

"To increase Brand Engagement on Instagram @akmil.id, we do several ways, namely determining the main purpose of the content posted, determining the target on the Instagram account, and presenting high-quality content that is creative and interesting. Also in maintaining consistency, Createam will plan a regular posting schedule and utilize features such as Stories and Reels on @akmil.id's Instagram account. With this, it is expected to strengthen the relationship between @akmil.id and its followers and support the agency's growth and success on the Instagram platform."

Mass media management theory explains that management must be in accordance with the principles and management processes must be clear and structured (Fadilla, 2017). This has been done by Createam in planning content creation on the @akmil.id Instagram account because it has used content planning by using existing features on Instagram. The types of content posted on the @akmil.id Instagram account are the results of activities carried out by the Military Academy, photos of Military Academy members, and holiday greetings.

Organizing

In this second function, organization is also needed in managing Instagram @akmil.id social media. This organizing function is used to coordinate Createam and the division of each job desk. Every media manager applies the management process in organizing, as is the case with the @akmil.id Instagram account. Given that the @akmil.id account is used as a tool to convey information. Therefore, this organizing function is also applied by Createam, with the division of each job desk in each individual.

The management of the @akmil.id Instagram account involves several very clearly defined roles with the aim of improving and developing Instagram accounts so that they can increase public interest in following the @akmil.id Instagram account. Createam @akmil.id explained that there is a jobdesk division on Createam, among others:

1. Supervisor/Caregiver, is a person responsible for the guidance and direction of Akmil cadets who ensure compliance with the standards and policies set by the Military Academy.

2. Taur Kreatif, is a person who is responsible and becomes the creative brain in the team, designing interesting content concepts and in accordance with the objectives of the Instagram account @akmil.id from managing the stages of content creation, from planning to execution. The content idea is designed with stages such as creating content according to their creativity and then confirming it with organic soldiers in the form of caregivers. For ideas, they always exchange ideas with the Executive Element and the cadet corps regiment organization such as planning by deliberating with Pokdomenkorpstar (Kelompok Komanda Resimen Korps Taruna) and then if approved they will proceed to create the content.

3. The Implementation Element, is a person who is responsible for activities in the field to document in the form of photos and videos that are happening in the field and work together with Taur Kreatif in designing and producing content that is attractive to the wider community. The implementing element will also coordinate with related parties, such as the cadet corps regiment organization, to get access and information needed and participate in editing the content that has been planned previously.

Actuating

The Military Academy promotes its Instagram account by providing video reel content that is informative and educational. In the process of creating content, content creators need to prepare their facilities and infrastructure such as mobile phones, tripods, a place with enough light, and editing applications to support the needs of posting Instagram content that will be created. Here is one of the Createam members who is editing content to be posted and insight data on the @akmil.id Instagram account:
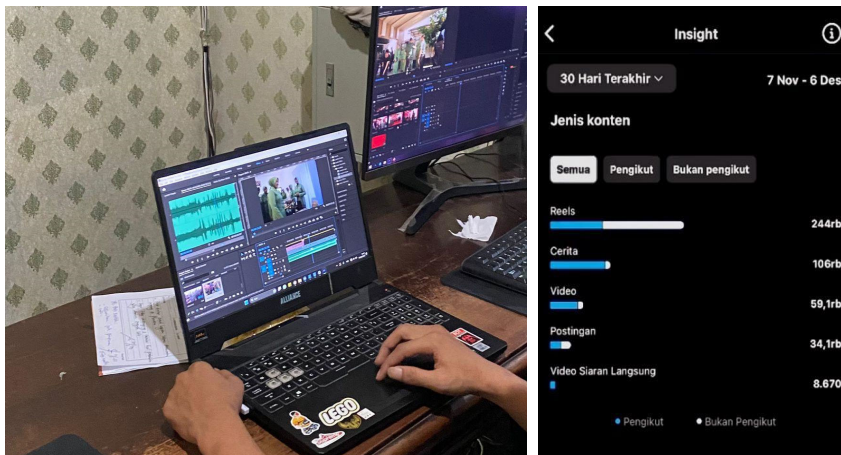

Figure 3. Content editing for posting and data insight on @akmil.id Instagram account

The @akmil.id Instagram account has posted 74 video reels with the feedback obtained from using this reels feature is very profitable and can be seen in the picture above that reels got the most popular content in December 2023 as many as 244 thousand. The number of accounts that like, comment, share, or save affects the Military Academy's insight. Insight is a business feature that provides information about followers and content that audiences are most interested in so that it can help to get to know followers better, especially related to business and promotional interests (Sukendro, 2023). As said by the admin of the @akmil.id Instagram account explaining how to manage interactions to communication to build strong engagement, as follows:

"To build strong engagement on Instagram @akmil.id is by responding quickly to Instagram comments, using live or interactive stories, answering Q&A questions in stories clearly and positively, using special hashtags and engaging followers, and monitoring and analyzing post performance."

Controlling

In this last function, in media management, control is needed to oversee all forms of activity. Controlling is the process of observing, examining, and correcting activities or activities that have been carried out in the implementation process, so that all activities carried out run according to a plan that has been conceptualized beforehand.

Createam also conducts an evaluation at the end of each month. Starting from seeing the insights received, measuring engagement and increasing participants that occur. This will be noted in planning content ideas for the next month and knowing what are the obstacles to content management that have been carried out by the Military Academy. The obstacle encountered by Createam is that some content is taken down due to differences in opinion between Createam members and Kaursuh (Head of Foster Care Affairs). Even though this happened, Createam tried to overcome this by deliberating and evaluating what was not right so that it was not the biggest obstacle affecting Brand Engagement on the @akmil.id Instagram account. The following is the Insight data for the @akmil.id Instagram account:
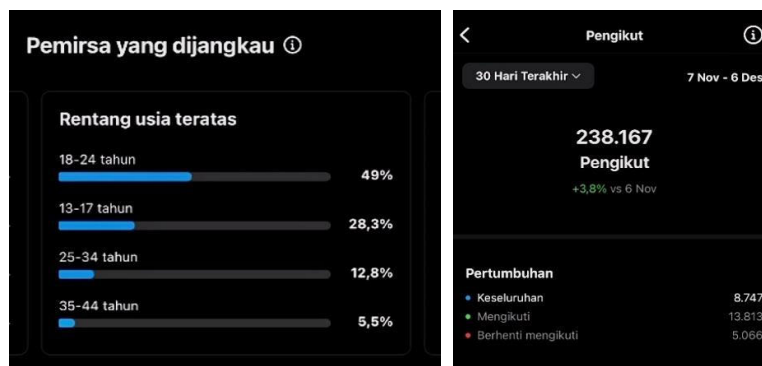

Figure 4. Data Insight Instagram Account @akmil.id

From the data above, it can be seen that the target of the Military Academy is achieved because the main target in creating content posted on the @akmil.id Instagram account is prospective students of the Military Academy from the age range of 18-24 years. The second data obtained is the number of followers who have increased since the last 30 days by 3.8% of the followers of the @akmil.id Instagram account in December 2023.

Conclusion

Based on the results of data collection in the field and the analysis that has been carried out, it can be concluded that the Military Academy is an official college or official school under the auspices of the Indonesian Ministry of National Defence. This Military Academy education is carried out specifically for candidates for the Army or TNI AD. The Military Academy has a media team called Createam. Createam is responsible for the content that will be posted on the @akmil.id Instagram account. Thus, digital media management on Instagram @akmil.id is known to have implemented the functions contained in media management, namely:

1. Planning : Structured planning and a focus on creating quality content are the main keys in increasing Brand Engagement of the @akmil.id Instagram account. The approach taken by Createam, such as setting content goals, targeting audiences appropriately, and maintaining consistency with a regular posting schedule, has helped strengthen the relationship between the account and its followers. In addition, the application of mass media management theory, including the use of Instagram features, has supported the effectiveness in managing content and achieving the Military Academy's growth and success goals on the Instagram platform.

2. Organizing : Organizing in managing the @akmil.id Instagram account is very important, and the organizing function is implemented by Createam. The division of job desks within Createam ensures good coordination and clear responsibilities for each individual. Several roles in managing the @akmil.id Instagram account have well-defined tasks, with the aim of improving and developing the account so that it can attract people to follow the account.

3. Actuating : The Military Academy actively promotes the @akmil.id Instagram account through informative and educational video reels. The content creation process requires preparation of facilities and infrastructure, such as the use of mobile phones, tripods, adequate lighting, and editing applications, to meet the needs of posting Instagram content. Insight Reels @akmil.id data shows that 74 Reels videos have been posted, and received very favorable feedback. The Military Academy has successfully utilized the Reels feature to capture the attention of its followers and build strong engagement through active and diverse interactions.

4. Controlling : Control in social media management, especially on the @akmil.id Instagram account, has an important role to ensure that all activities and content posted are in accordance with the plans and goals that have been set. Evaluations carried out by Createam at the end of each month can help to make better content planning in the future. The insight data of @akmil.id Instagram account also shows that the target of marketing to prospective Military Academy students from 18-24 years old was achieved, and the growth of followers by 3.8% in the last 30 days in December 2023 indicates an increase in interest and participation in the account.

By applying these four management functions, Createam can run their Instagram account in a structured manner, increase follower engagement, and achieve goals effectively. Based on the results of research obtained from interview data and documentation, the suggestions that researchers propose are that it is hoped that the results of this study can be used as a reference in conducting further research and further deepening research on what factors can attract audience attention because of the importance of management in digital media.

Acknowledgement

References

Adhyanti, W. P., Kurnia, D., & Putra, S. (2017). *Strategi Pengelolaan Media Sosial Instagram Dalam Membangun Brand Image Kampung Inggris Bandung Eplc*.

Alfansyur, A., & Mariyani. (2020). Seni Mengelola Data : Penerapan Triangulasi Teknik , Sumber Dan Waktu Pada Penelitian Pendidikan Sosial. *HISTORIS : Jurnal Kajian, Penelitian & Pengembangan Pendidikan Sejarah*, *5*(2), 146–150.

Andriyatmoko. (2016). Pengaruh Motivasi dan Budaya Organisasi Terhadap Kinerja Tenaga Pendidik Akademi Militer Magelang. *Penelitian Ini Bertujuan Untuk Mengetahui Return On Asset (ROA), Return On Equity (ROE), Capital Adequacy Ratio (CAR), Loan To Deposit Ratio (LDR) Atau Financing To Deposit Ratio (FDR) Dan Biaya Operasional/Pendapatan Operasional (BOPO) Terhadap Non Perfo*, *154115377*, 1–95.

Crystallography, X. D. (2016). *Strategi Branding Instagram Garagemarket Dalam Meningkatkan Brand Image*. 1–23.

Fadilla, N. (2017). Media Massa. *Menurut Leksikon Komunikasi, Media Massa Adalah "Sarana Untuk Menyampaikan Pesan Yang Berhubungan Langsung Dengan Masyarakat Luas Misalnya Radio, Televisi, Dan Surat Kabar". Menurut Cangara, Media Adalah Alat Atau Sarana Yang Digunakan Untuk Menyampaikan*, 15. https://eprints.umm.ac.id/35192/

Haryoko, S., Bahartiar, & Arwadi, F. (2020). *Analisa Data Penelitian Kualitatif (Konsep, Teknik dan Prosedur Analisis)*. badan penerbit universitas negeri makassar.

Helwig, N. E., Hong, S., & Hsiao-wecksler, E. T. (2015). *Brand Engagement Dalam Penguatan Strategi Retro-Branding*.

Keller, P. K. & K. (2016). *Pengertian Instagram*.

Mahmudah, S. M., & Rahayu, M. (2020). Pengelolaan Konten Media Sosial Korporat pada Instagram Sebuah Pusat Perbelanjaan. *Jurnal Komunikasi Nusantara*, *2*(1), 1–9. https://doi.org/10.33366/jkn.v2i1.39

Nurhayati, A., & Rahayu, R. D. (2023). *Pemanfaatan Reels Instagram Untuk Meningkatkan Fungsi Informasi di Perpustakaan PEVITA*. *8*(1), 1–15.

Saraswati, D. A., Chatia, D., Program, H., Komunikasi, S., Sosial, I., Negeri, U., Alamat, Y., Colombo, J., No, Y., & Malang, K. (2020). Strategi Digital Content Marketing pada Akun Media Sosial Instagram Mojok.co dalam Mempertahankan Brand Engagement Digital Content Marketing on the Social Media Instagram Account of Mojok.co in Maintaining Brand Engagement. *Jurnal Biokultur*, *9*(2), 152–171.

Siregar, H. (2022). Analisis Pemanfaatan Media Sosial Sebagai Sarana Sosialisasi Pancasila. *Pancasila: Jurnal Keindonesiaan*, *1*, 71–82. https://doi.org/10.52738/pjk.v2i1.102

Sondakh, R. A., Erawan, E., & Wibowo, S. E. (2019). Pemanfaatan Media Sosial Instagram Pada Akun @Geprekexpress Dalam Mempromosikan Restoran Geprek Express. *Llmu Komunikasi*, *7*(1), 279–292. https://ejournal.ilkom.fisip-unmul.ac.id/site/?p=3812

Sonneville, S., Rahayu, T., & Rahayu, S. (2014). Pengembangan Model Pengasuhan Lari Untuk Meningkatkan Kesegaran Jasmani "A" Taruna Akademi Militer. *Journal Of Physical Education And Sports*, *3*(1), 12–16.

Subadi, T. (2006). *Metode Penelitian Kualitatif*. Muhammadiyah University Press.

Sucipto, K. R. R., & Yahya, A. F. (2022). Strategi komunikasi pemasaran digital subway indonesia melalui reels instagram @subway.indonesia. *Jurnal Komunikasi Profesional*, *6*(1), 68–78. https://doi.org/10.25139/jkp.v6i1.4456

Sukendro, gregorius genep, Oktavianti, R., Pandrianto, N., & Sari, W. P. (2023). *BUDAYA POP : Komunikasi dan Masyarakat*. PT Gramedia Pustaka Utama.

Utami, A. H. (2021). Media baru dan Anak Muda : Perubahan Bentuk Media dalam Interaksi Keluarga New Media and Youth: Changing Forms of Media in Family Interactions. *JPUA: Jurnal Perpustakaan Universitas Airlangga: Media Informasi Dan Komunikasi Kepustakawanan*, *11*(1), 8. https://doi.org/10.20473/jpua.v11i1.2021.8-18

Valiant, V. (2016). Pengelolaan Konten Tiktok Sebagai Media Informasi. In *Fikom UPI YAI: Vol. XXVII* (Issue September). http://repository.upi-yai.ac.id/4706/1/Pengelolaan Konten Tiktok sebagai Media Informasi.pdf

Wijayanti, A. (2021). Efektivitas Instagram dalam Meningkatkan Minat Kunjungan Wisatawan di Daerah Istimewa Yogyakarta. *Indonesian Journal of Tourism and Leisure*, *2*(1), 26–39. https://doi.org/10.36256/ijtl.v2i1.138