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Social Media Content and Data Analysis of Audience Engagement in the Tour and Travel Industry

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Abstract— Social media has become the most popular area where the primary users are the youth generation. Social media marketing has become the best promotion for many companies regardless of the private or public sector, medium or large companies, including Tour and Travel companies. The companies must survive this pandemic by using social media technology to promote their services by creating promotional content that can attract customers' attention on social media, which may help to increase company revenue. This study analyzes the engagement and interaction of promotion content in the context of marketing on social media, such as Instagram, during the Covid-19 pandemic. This research underlines the customer perception about tour and travel content on Instagram for the companies and content characteristics to know the best strategy for doing promotional activities on Instagram through the questionnaire as supporting material. This quantitative research method uses data analytics tools and content analysis methods. This study also obtained data from the official website, journals, books, and articles. This research also utilizes surveys as supporting material focusing on the Instagram data analysis using content analysis. The future research is presumed to describe a similar research strategy but investigates other social media platforms. In addition, this research dictated several factors that can affect the level of engagement on Instagram. Hopefully, future research will examine additional factors that can influence a company's marketing to achieve its marketing objectives and implementation over a more extended time.

Keywords—Tour and travel; engagement; social media; data; Instagram.

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I. INTRODUCTION

Currently, technology has been developing rapidly in the past few decades. Internet technology is becoming an important part where the Internet can connect every individual worldwide without any boundaries. Before the country's pandemic, Indonesia's internet users increased significantly every year. During the pandemic, due to the policy of studying and working from home, the usage of digital platforms increased by 433 percent, which makes Indonesia listed as the fourth largest internet user in the world, and without realizing it, this has led to faster digital adaptation or transformation for the people of Indonesia [1]. We can access social media to communicate, share information, seek entertainment, and use the Internet. Social media has become the most popular media where the primary users are the youth generation. Therefore, social media marketing has become the best promotion for many companies, medium or large companies, including Tour and Travel industry companies, regardless of the private or

public sector. Social media has a significant part in tourism, as we all know, because it has evolved into a vital component of contemporary human existence [2].

Tour and travel companies have faced numerous challenges, especially in Indonesia, since the Indonesian government implemented the Large-Scale Social Restrictions (PSBB) regulations during the COVID-19 pandemic. It significantly impacts the tourism sector due to the temporary closing of several tourist attractions, resulting in a decrease in people's activities for traveling [3]. Due to the issues in the tour and travel sector, tour and travel businesses must prepare for the pandemic by developing plans and actions to adapt to the pandemic period. One of these actions is to use social media technology to market their brand by providing promotional content that attracts customers' attention on social media, leading to higher income for businesses.

There is a popular social media called Instagram. In Indonesia, there are 61 billion users on Instagram. Users have to get an account to access the application, and users can post

videos or pictures and see the other user's posts. Moreover, any photos/videos uploaded can be commented on or "Love" sign by another user. Another feature of Instagram is the "Follow" feature, which allows users to follow other users, so the users can see posted content that they follow on Instagram [4]. As a result, to define the research's findings, we examined the engagement and interaction of promotion content in marketing on social media platforms such as Instagram. We also examined customer and Instagram users' perceptions to help businesses figure out the best time to upload promotional content.

We used Analysis.io as a data analytics tool with content analysis methods to collect data on travel agencies' Instagram activity. We could give data that can be evaluated for

journalistic objectives with the help of AI (Artificial Intelligence). This study examines how tour and travel companies use Instagram to communicate with their followers and consumers, especially during a pandemic. The content analysis looks at the frequency of communication with followers, types of content, and level of engagement with followers on the Instagram profiles of two tour and travel companies. As a result, the research provides information that tour and travel businesses can use to improve their marketing strategies. We also examined the companies' consumer insights by analyzing the customer's perspectives through a questionnaire that provides Instagram content qualities that are more appropriate for their followers. Table 1 below shows some research on social media for the travel industry.

TABLE I
THE PREVIOUS RESEARCH

No	Literature Review		
	Year	Title	Description
1	2020	The Impact of Social Media Activities on Brand Image and Emotional Attachment: A Case in the Travel Context	The research reveals that social media usage for sharing comments, photos, videos, and reviews regarding visited destinations tends to raise proportionally along with users' online platform competency and the credibility of the tourism information provided by social media. Thus, the role of tourists may keep evolving to possess the distribution of authentic travel experiences [5].
2	2020	The Role of Social Media in Health Safety Evaluation of a Tourism Destination Throughout the Travel Planning Process	The research underlines that the more capable people use online platforms and the more trustful social media provides tourism information, the more significant social media usage for sharing comments, photos, videos, and reviews related to visited destinations. Thus, the role of tourists might transform into one that involves spreading genuine travel experiences [2].
3	2018	E-tourism and the Competitiveness of Tourism Products in the Context of the Global Tourism and Travel Industry Market	The study aims to explore the influence of e-tourism on the competitiveness of tourism products in global tourism [6].
4	2020	The Moderating Effect on Social Media Use on Sustainable Rural Tourism: A Theory of Planned Behavior Model	The study aims to identify the effects of social networking services (SNS) on rural tourism using the theory of planned behavior (TPB) model. According to the findings, subjective norms and perceived behavior control impact tourists' intentions. Furthermore, the influence of the subjective norm was more significant than without using the social networking service [7].
5	2020	Supporting the Tourism Industry in the Context of the Coronavirus Pandemic and Economic Crisis: Social Tourism and Public-Private Partnership	This article aims to show the need in the current context to develop a state program to promote domestic tourism, particularly social tourism, based on benefits, creating favorable conditions, and financial assistance from the state. Moreover, this article also suggests options for mobilizing investment resources in the tourism industry, which the PPP organization supports social tourism. When the government actively participates in investing, domestic tourism in Russia is supported [8].
6	2020	Artificial Intelligence in the Tourism Sphere	The potential of artificial intelligence or AI technologies in the tourism industry surpasses the capabilities of traditional search engines and real people. Some travel services have already begun to use elements of artificial intelligence, which help to analyze large volumes of data and learn from their own and other people's experiences of fulfilling customer orders. New AI technologies and various application methods soon be widely used in the tourism industry [9].
7	2020	Marketing Strategies of Travel Agencies: A Quantitative Approach	The research focused on determining the effect of utilizing specific sales promotion techniques to increase sales in tourism services. This quantitative research study aims to determine the impact of sales promotion techniques used by different suppliers of tourism services. In addition, the article analyzed how travel agencies engage in utilizing sales promotion techniques [10].
8	2020	The Digital Revolution in the Travel and Tourism Industry	From the article, the research said that tourism had become a tourism 4.0 and smart tourism. Tourism 4.0 mainly refers to the new ICT technologies and devices such as the Internet of things, big data, artificial intelligence, virtual reality, and augmented reality. On the other hand, smart Tourism refers to the efficient and effectual use of technological, human, and social resources to pursue sustainability principles to improve

No	Literature Review		
	Year	Title	Description
			people's quality of life in smart tourist destinations, enriching customers' tourist experiences [11].
9	2018	The Impact of the Online Environment on Tourism	The study focused on the development of online tourism. Given the growing number of people who have access to the Internet, online tourism's future looks promising. The advantages of online tourism include connecting with millions of people and the ease with which we can learn about what to see and do in a city, where to eat the best, and various other helpful information [12].
10	2020	The Impact of Quarantine Due to COVID-19 Pandemic on the Tourism Industry in Lviv (Ukraine)	This research gives a solution that can minimize losses and reach break-even indicators for the tourist industry's enterprises in the first two months after quarantine in conditions of a sharp drop in demand and operating revenue [13].
11	2021	The Travel and Tourism Industry: Pandemic and Beyond	The impact of the pandemic on employment has been investigated using 2020 employment forecasts. The tour and travel industry may be turning inside and betting its hopes on domestic tourism as visitor preferences evolve in a known, predicted, and believed manner. Domestic tourism is expected to revitalize the industry, gradually shifting to regional and international tourism [14].
12	2018	The Impact of Social Media Influencers in Tourism	The research explains whether travel bloggers and other social media influencers only affect their loyal followers or the general population. On the other hand, customer reviews and customer information could improve the agencies' reputation. Two kinds of information have distinct consequences depending on the stage of a tourist's decision-making process [15].
13	2020	Why Do People Share Their Travel Experiences on Social Media?	The study found two primary motivations for travelers to share their trip experiences on online networks and travel websites. Based on 381 responses, perceived happiness was the most influential factor for travelers sharing their travel experiences on online networks and websites. The top latent reasons are security and privacy concerns [16].
14	2020	Sharing Memorable Tourism Experiences on Mobile Social Media and How It Influences Further Travel Decisions	The study used partial least squares structural equation modeling and Sobel tests to analyze survey data from 279 tourists. The findings show that MEMTEs (Memorable ethnic minority tourist experience Scenery, entertainment, and interaction experiences) uploaded on social media influence the viewer's decision to travel [17].
15	2021	Social Media and Tourism Industry: A Comparative Analysis of Effects of Facebook Pages of Tour Companies of Lahore on Tourism Promotion	The study aims to determine the effect of social media content created by tour companies of Lahore on tourism promotion. The study's findings stated that social media content appears to be a reliable source that the public values and accepts. As a result, this new trend of promoting tourism via social media has reached new heights, benefiting tour operators and the country's economy [18].

According to Phinemo.com's top five tour and travel agents in Indonesia[19], the article identifies social media analytic data on top tour and travel agencies, including PD, BT, MMBC, DI, and BB, as the top five agencies. In this study, we pick PD and BB as our research objects. The criteria for choosing a tour and travel agent were those who were active on the social media platform Instagram. PD and BB are the most active travel agents on social media, as evidenced by their large number of followers and consistent content posting among the top five businesses, which is explained more in the results and discussion part.

Moreover, PD and BB have similar profiles regarding revenue source, business pillar, the scope of work, and target market. PD and BB specialize in travel and leisure management and offer Meetings, Incentives, Conferences, and Exhibitions (MICE) services, making them roughly equivalent. In addition, PD and BB have vastly different

marketing channels, business models, strengths and weaknesses, and competitive advantages. Based on our observations, Table II below contains PD and BB business profile comparison chart.

The novelty point of this paper is to identify PD and BB marketing tactics on Instagram, provide suggestions for their marketing tactics and fill the empirical gap based on previous research by testing and verifying previous research using a combination of primary and secondary data analysis on them as top travel agent companies in Indonesia. For instance, technology and social media can be used as reliable information sources [18], and the number of reviews, explanations of scenery, and interactions with customers on social media may influence more customers to use their traveling services [16], [17], helps tour and travel businesses to grow and improve their engagement rate [6].

TABLE II
PD AND BB BUSINESS PROFILE COMPARISON CHART

PD and BB Business Profile Comparison Chart		
Category	PD	BB
Business Line	<ul style="list-style-type: none"> • Inbound Tour • Travel and leisure Management (including outbound tour, airline and hotel reservations) • MICE business • Transportation & logistic (Partnership with other companies) 	<ul style="list-style-type: none"> • Airline tickets • Hotels arrangement • Tour and travel packages • Travel document & insurance management • Others, include transportation, MICE, corporate implant
Source of Income	<ul style="list-style-type: none"> • Travel and leisure Management (80%) • Inbound (16%) • MICE Business (2%) • Others (2%) 	<ul style="list-style-type: none"> • Airline tickets (62.13%) • Hotel arrangement (23.28%) • Tour and travel packages (10.52%) • Travel Document & Insurances Management (0.92%) • Others (3,15%)
Scope of Work	<ul style="list-style-type: none"> • Tourism • Transportation • Hospitality 	<ul style="list-style-type: none"> • Online airline tickets • Tour package • Hotel arrangement • Travel document management • Transportation
Target Market	<ul style="list-style-type: none"> • Millennials • Corporate Client (MICE) 	<ul style="list-style-type: none"> • Millennials, with price-driven approach • Corporate Client (MICE)
Strength	<ul style="list-style-type: none"> • Has an integrated tour and travel ecosystem. • Accelerating digital adaptation such as virtual tours and virtual exhibition • First travel agent with an omnichannel business model in Indonesia 	<ul style="list-style-type: none"> • Has a robust online reservation system • Strong partnership with local and aboard partner • Financially independent, mostly use their own fund for operational activities
Weakness	<ul style="list-style-type: none"> • Financially dependent, since the company's capital structure and cash flow remained poor in the short and medium term. • Has more expensive packages and accommodation 	<ul style="list-style-type: none"> • MICE business generates a small amount of revenue • Do not have an integrated tour and travel ecosystem
Competitive Advantage	<ul style="list-style-type: none"> • Mostly known for being one of the best tour operators & travel agents in Indonesia since 2010 	<ul style="list-style-type: none"> • Mostly known for providing money-saving tour packages
Marketing Channel	<ul style="list-style-type: none"> • Social media • Online website • E-commerce • Tour and Travel Exhibition • Outlet & Branches • B2B • B2C • B2B2C 	<ul style="list-style-type: none"> • Social media • Online website • E-commerce • Tour and Travel Exhibition • Local Agents • Branch Office

However, each company/agency has its value, strategy, and approach to generate revenue and sustain in the market. Thus, each promotional content on the same subject may produce varying results. The objective of this study was to analyze tour and travel companies using Instagram to engage and interact with their followers to provide insights into how to improve their marketing strategy and evaluate several previous research. The fluctuating trends and customer behavior of tourism industry activities make previous findings results in more challenging to stay accurate and relevant.

II. MATERIAL AND METHODS

The research method used in this study is content analysis. Content analysis is a method that collects and analyses an object's information, which in this case is about the tour and travel industry as the primary data by using data analysis tools. Content analysis is used as a research method to verify the true nature of the content. This study examines the content

on Instagram accounts for tour and travel businesses. Additionally, Analisa.io analyze data to obtain more precise results. Finally, Analisa.io provide data that can be analysed for journalistic purposes to determine which content performs best in terms of engagement rates. The secondary data are existing data collected for research needs obtained from the official website, journals, books, and articles. According to a past study on this subject, most studies used quantitative research methods such as online surveys and questionnaires regarding user satisfaction that targeted Instagram users.

However, this research also utilizes questionnaires or surveys as supporting material as the author focused on the Instagram data analysis using content analysis. The survey informed us of Instagram users' perceptions of tour and travel content as secondary data. Techniques for data collection include observation, closed questionnaires, and a combination of the two. The researcher provides the answers, and respondents must select from the alternatives. A sample is a part of the population members chosen by the researcher as

per a predefined procedure to represent the population [20]. In short, a sample is a population subset in terms of size and characteristics [21]. We used simple random sampling in this study since the survey results were used as supporting material for the research. Therefore, the survey analysis was generated with descriptive and general results.

We choose one of the tour and travel service providers' Instagram total followers for the population from PD agency research to determine the sample size. The PD agency had approximately 121,000 followers on Instagram on December 19, 2021. The author distributed questionnaires through various social media platforms, including Instagram, Whatsapp, and Line. The sample size was determined using the Slovin formula [22]:

$$n = \frac{N}{1 + N.e^2} \quad (1)$$

Equation (1) is Slovin Formula. Data sampling was determined by considering several factors of the Slovin formula. It ranged between 100 and 400 data, the minimum sample size was 100, and the author's survey's analysis is presented in a descriptive and general manner. Based on these considerations, the authors determined the sample size to be 100 people. After the survey was distributed, 184 questionnaires were returned and processed.

III. RESULTS AND DISCUSSION

Data for this study were obtained through a content analysis on the Instagram accounts of the two tour and travel businesses: PD and BB companies. According to phinemo.com, two businesses use Instagram to promote their company. The secondary data gave the researchers a depth of information about this topic which supports our findings on primary data analysis. Marketing strategies and frameworks have shifted away from traditional push marketing and toward pull marketing, making information available only to those who request it. As more people gain Internet access, projections for the growth of online tourism are pretty

optimistic. While traditional travel agencies dominate the market, many have shifted their focus to the online market.

Investing more in this area or promoting tourist packages through travel web portals ensures long-term success and access to a growing customer base [12]. As a result, new careers are emerging in search engines, inbound marketing, and social media marketing. Thus, any tourism-related business must be easily searchable and prominent on social media channels to cultivate an online reputation through careful management of digital word-of-mouth [11]. Social media content is frequently regarded as a trustworthy source that the public values and accepts. As a result of this new trend of tourism promotion via social media, travel companies and the country's economy have benefited [18]. It enables businesses to arrange social media activities such as sharing relevant content, running a giveaway, or creating memes to interact with their followers. Furthermore, the business generates long-term social benefits and fosters a more decisive subjective norm influence, as the public regards social media as a trustworthy source [7].

Another social media activity or strategy that has gained popularity in the tourism industry during the previous decade is social media influencers. Therefore, tourism agencies should identify active contributors of travel information, such as individuals who offer advice about where to go, where to eat, or what to do in a particular destination. These social influencers could positively influence and convince larger audiences [17].

The objective of this study was to analyze tour and travel companies using Instagram to engage and interact with their followers, evaluate their marketing communication strategy, and provide insights into how to improve their marketing strategy and filling empirical gap from previous research. In this study, we choose PD and BB as object research because among the top five businesses, PD and BB have a similar business profile as the other top travel agent companies. They are also the most active travel agents on social media, as proven by their high number of followers and consistent content posting. Table III below contains factual Instagram data for December 19 2021.

TABLE III
PD AND BB INSTAGRAM DATA COMPARISON

Travel Agencies Instagram Data Comparison		
Agency	Instagram Insights	Description
PD	<ul style="list-style-type: none"> • First Post: April 30, 2015 • Total Post: 3530 (December 19, 2021) • Followers: 121K (December 19, 2021) • Total Post Last One Month: 52 posts • Information: 3 • Promotion: 42 • General Knowledge: 7 	PD Company/Agency use one main account for an Instagram platform to post their promotion content, information content, and knowledge content about tour and travel.
BB	<ul style="list-style-type: none"> • First Post: July 16, 2013 • Total Post: 5137 (December 19, 2021) • Followers: 63,8 K (December 19, 2021) • Total Post Last One Month: 33 posts • Information: 6 • Promotion: 18 • General Knowledge: 9 	BB Company/Agency use one main account for an Instagram platform to post their promotion content, information content, and knowledge content about tour and travel.

The PD company has more Instagram followers than the BB, with 121K followers and a verified Instagram account. They published 52 Instagram posts in November 2021, including three informational posts, 42 promotional posts, and seven general knowledge posts. Furthermore, the BB company has 63,8K followers and a verified Instagram account. In November 2021, they published 33 pieces of content, including six informational content, 18 promotion content, and nine general knowledge content.

There is no doubt that social media consumer behavior changes have caused businesses to shift their focus from

products to people-oriented [23]. As a result, both businesses combine general knowledge and information about the tour and travel industry into their promotional content on Instagram. First, we use Analisa.io to determine the engagement rate of promotional content on Instagram. According to Figure 1, the PD company's average engagement rate per post is 136, with 130 likes and six comments. They have a 0.12% engagement rate, a 0.11% like rate, and a 0.01% comment rate across all posts.

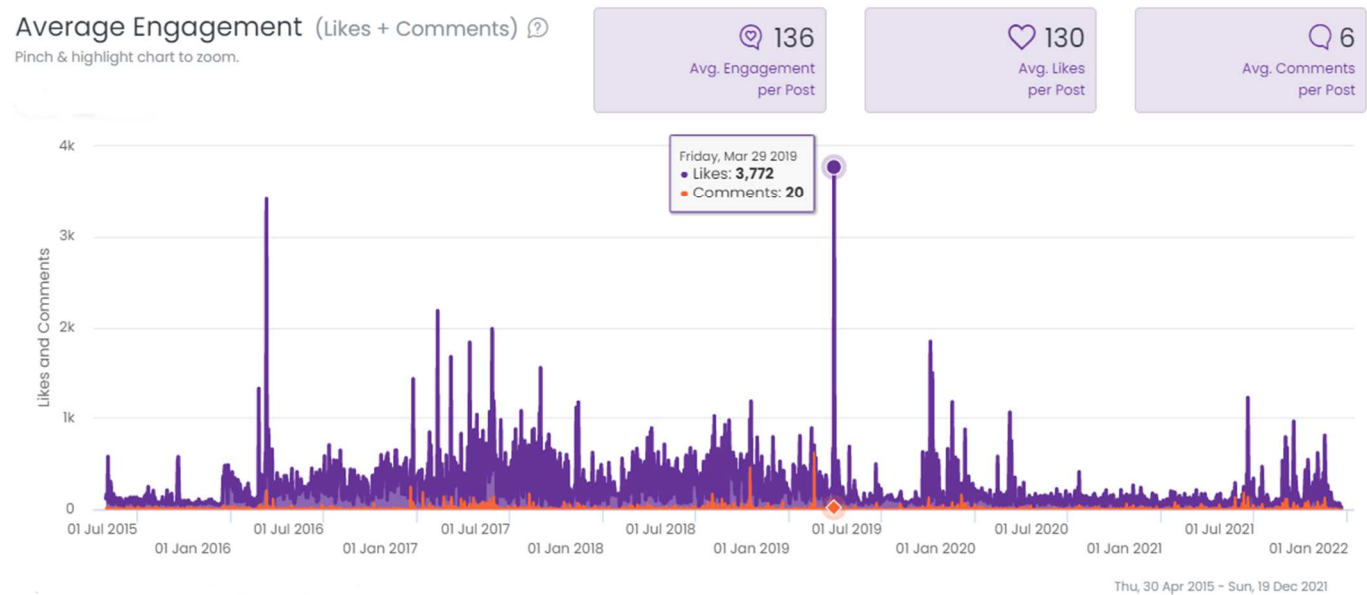


Fig. 1 Average Engagement Rate on PD Company

Figure 2 illustrates the average number of posts made by the PD company per day, week, and month. PD Company has over 121K followers, with 3530 total posts as of December 19, 2021, with an average of 1.46 posts per day, 10.2 posts per

week, and 43.71 posts per month. Most of the content is promotional, especially promoting ticket discounts and collaboration with various airlines and payment methods.

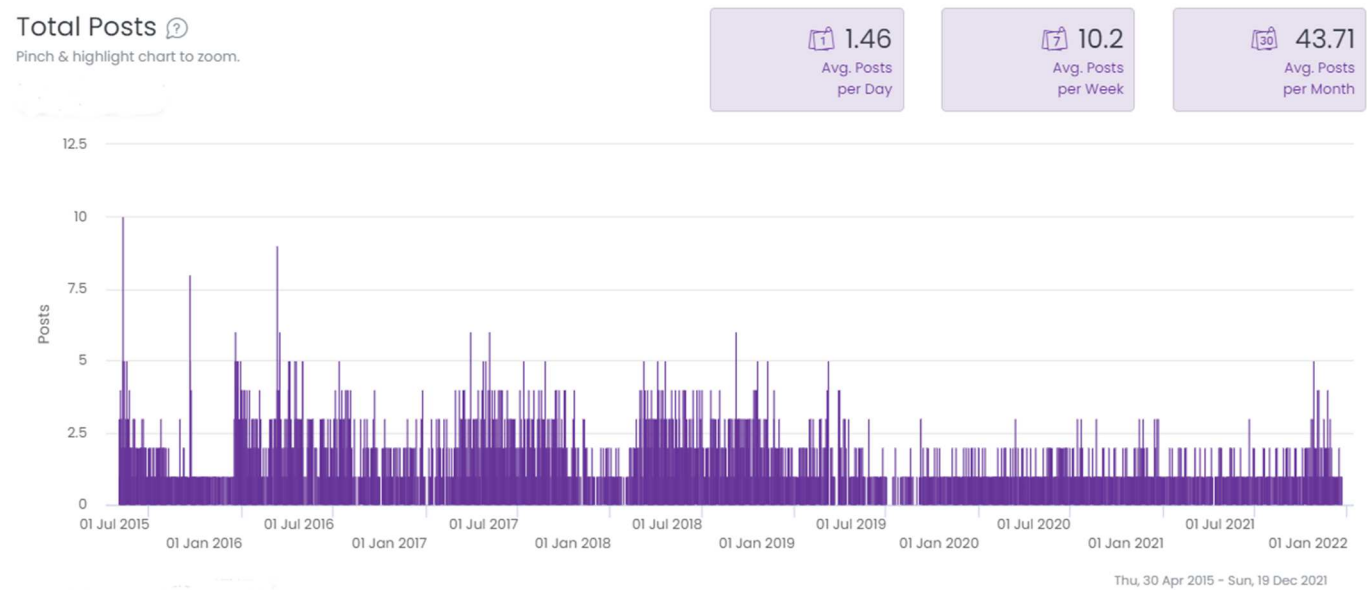


Fig. 2 Total Post and Average Posts Rate on PD Company

The PD company follows a specific pattern for publishing its content. First, they like to publish various promotional content about the company at the beginning of each month, including travel packages. They then like to publish information/knowledge content about the tour and travel industry in the middle of the month. Additionally, the final pattern occurs at the end of the month by publishing information about ticket deals and promos.

In Figure 3, researchers used the analysis.io tool to determine which content attracts the most customers in the PD market. PD's content has five characteristics that draw more customers' attention to PD's Instagram account. The first is content that features unique international and domestic destinations. The contents include photographs of breathtaking scenery and a description of the destination, which explains the destination's uniqueness and why it is popular.

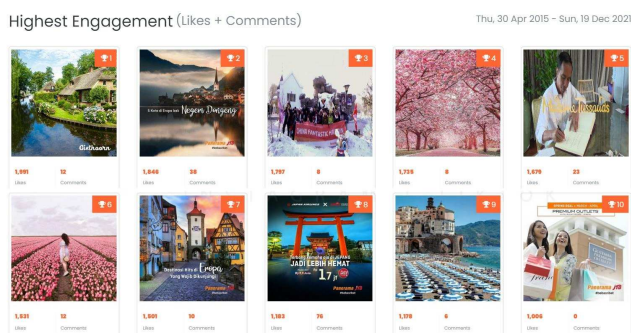


Fig. 3 Top 10 PD's Instagram Content with Highest Engagement Rate

Second, content contains information about popular destinations both domestically and internationally. This information typically includes several locations that tourists can visit following their post theme. The third type of content contains the journeys taken by tourists who used the services of a PD company. This content typically includes moments captured by tourists while engaging in travel activities alongside other tourists who utilize the services of a PD company. The fourth type of content has been created in collaboration with a brand or influencer. This content typically tries to persuade their followers to use the services of a PD company as well. This content may also persuade PD's followers to use the PD company's services. Finally, there is promotional content. Typically, this content contains company-sponsored destination offers at attractive prices, or destination offers with proposed payment methods to ensure that customers receive attractive offers.

Figure 4 contains information about PD's Instagram posting activity. We can deduce this information from the PD posting activity by looking at the time the post was uploaded, the day on which posts are typically uploaded, and the number of posts uploaded during the hours and days specified. The data in Figures 4 and 5 pertain to the months that ended December 22, 2021. The result of the analysis was conducted with Analisa.io.

The PD company posts most frequently on Monday between 10 a.m. and 7 p.m., and the most engagement occurs

between 5 p.m. and 7 p.m. They post on Tuesdays between 11 a.m. and 5 p.m., and the most participation occurs between 11 a.m. and 2 p.m. They mostly post at 6 p.m. on Wednesdays, and most interaction occurs at 10 a.m. They typically post on Thursday between 9 a.m. and 6 p.m., with the most engagement occurring at 6 p.m. They usually post on Fridays at 6 p.m. Most interaction occurs at 11 a.m. On the weekend, most posts are made at noon, with the highest audience engagement occurring at 8 a.m., 10 a.m., and noon. Figure 4 shows the PD's posting activity and posting times on Instagram. However, PD companies should also post/publish content simultaneously as their audience interacts with their content. Data indicate the days and times the posted content receives a high audience engagement. Thus, PD companies could obtain a better level of interaction than in previous times.

Posting Activity

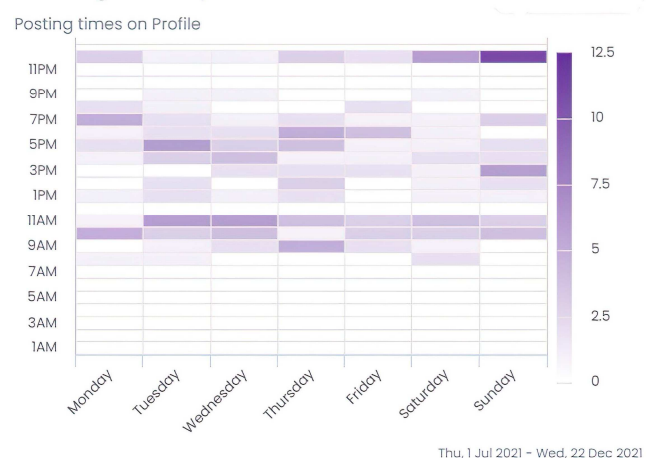


Fig. 4 PD Posting Activity and Posting Times on Profile

Audience Engagement

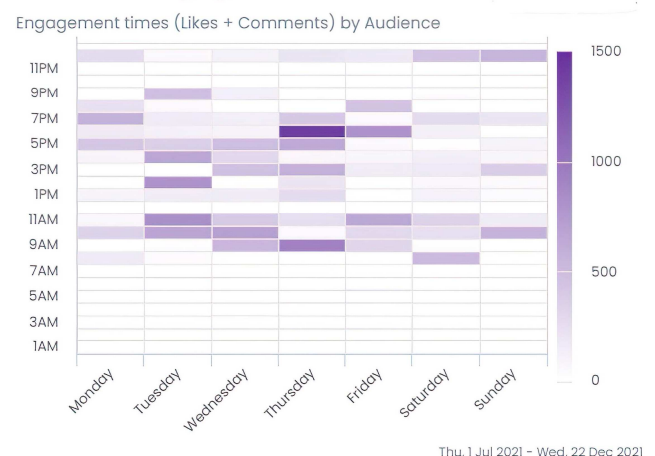


Fig. 5 PD Audience Engagement Traffic and Times

Based on Figure 6, the BB ccompany's average engagement rate per post is 57, with 54 likes and three comments per post. They have a 0,08% engagement rate, 0,08% like rate, and 0% comment rate, which are lower than PD's engagement rate.

Average Engagement (Likes + Comments) ?

Pinch & highlight chart to zoom.

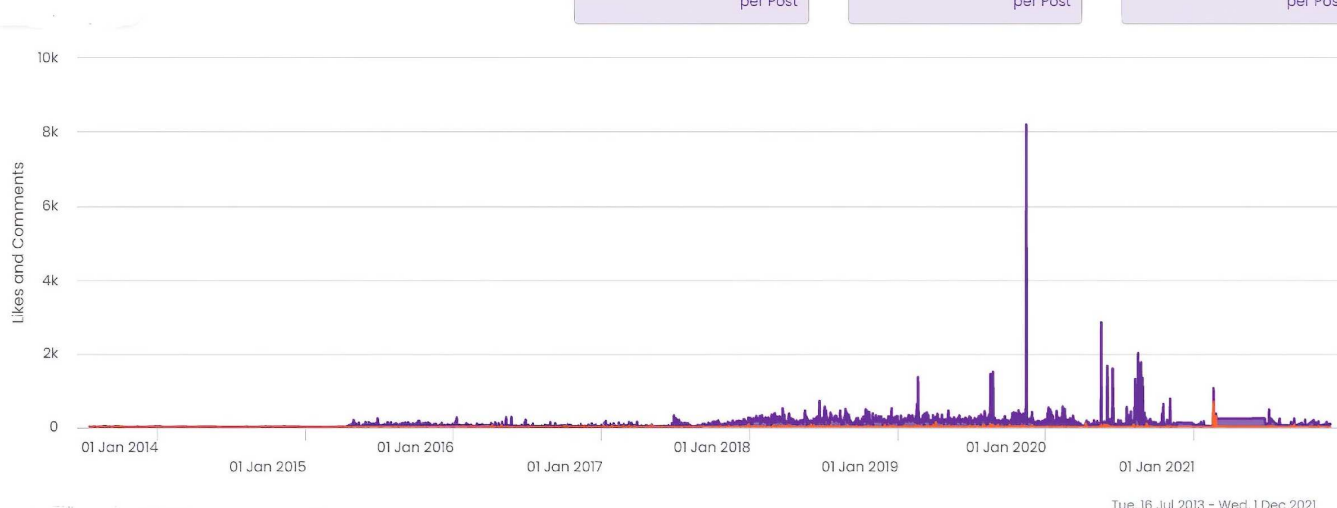


Fig. 6 BB Average Engagement

Figure 7 illustrates the average number of posts made by the BB company per day, week, and month. BB Company has over 63.8K followers, with 5137 total posts as of December 19, 2021, with an average of 1.6 posts per day, 11.17 posts per

week, and 47.89 posts per month. Most of the content is general information about tours and travel and promotional content, especially promoting ticket bundles using destination pictures.

Total Posts ?

Pinch & highlight chart to zoom.

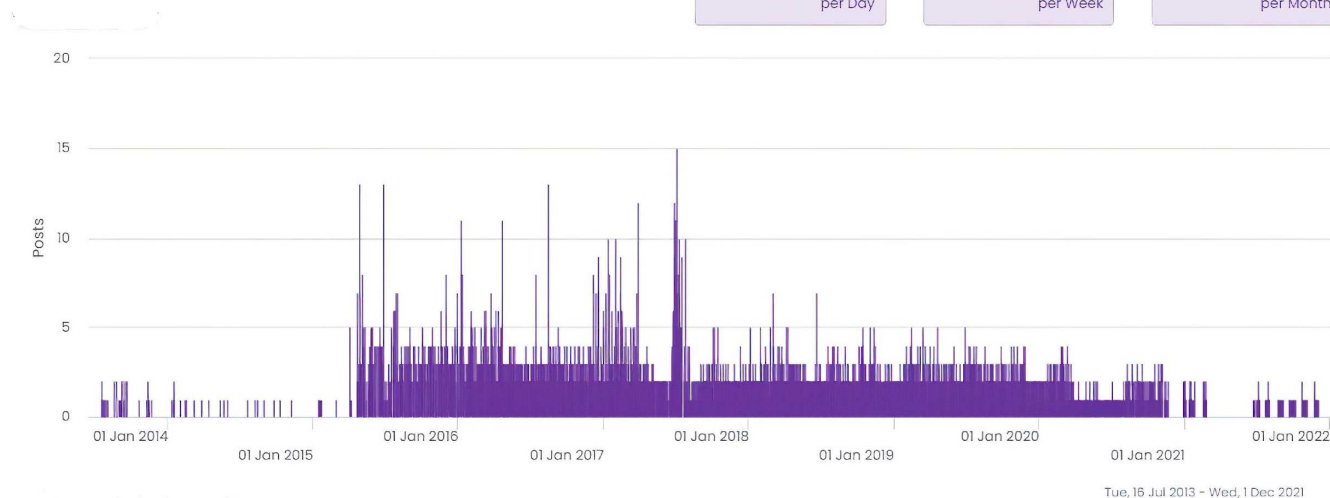


Fig. 7 Total and Average Posts on Instagram by BB

In Figure 8, researchers used the analysis.io tool to determine which content attracts customers in the BB market. The following are characteristics of BB's top ten Instagram posts. The first category of content is promotional. The BB company can increase engagement and sales with this type of content because they sell many promo tickets at a low price and offer a diverse selection of destinations. Additionally, they regularly include cash rewards in their promotional content, which buyers can credit for 12 months. Typically, the promotion could employ a variety of airlines and payment methods that the BB company has endorsed.

The second is a collaboration with an influencer on content. BB usually collaborates with several influencers by creating

content to entertain their audience, educate them about the tour and travel industry, and earn their audience's trust and value in using the BB company. The third type of content includes information about the Tour and Travel industry. For instance, they have published information on closed destinations, closed countries, and quarantine policies in specific destinations over the last decade. The information provided enables tourists to understand the regulations that must be adhered to before traveling to their destination.

The fourth content category honors holiday or feast day. Typically, BB companies publish content in the run-up to a major holiday. Frequently, this content combines with promotional content. For instance, the BB company may offer

a significant discount on content that receives a high audience engagement during holidays or feast days. Finally, there is content highlighting extraordinary international and domestic destinations. They typically include breathtaking scenery images to help persuade the audience and a caption explaining the destination's uniqueness and why it is so beneficial.

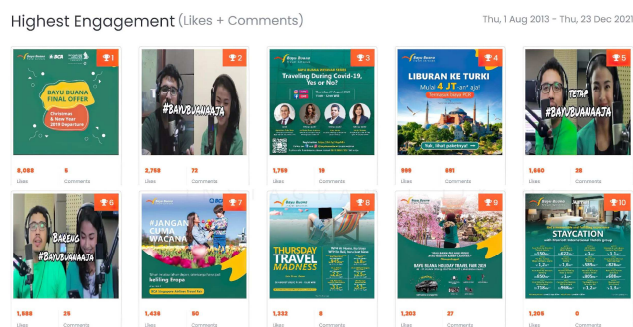


Fig. 8 Top 10 BB's Instagram Content with Highest Engagement Rate

Figure 9 contains information about BB's Instagram posting activity. We can deduce this information from the BB posting activity by looking at the time the post was uploaded, the day on which posts are typically uploaded, and the number of posts uploaded during the hours and days specified. The data in Figures 9 and 10 pertain to the months that ended December 23, 2021. The result of the analysis was conducted with Analisa.io.

The BB company posts most frequently on Monday between 7 p.m. to 8 p.m., and the most engagement occurs between 6 p.m. and 8 p.m. They post on Tuesdays at 7 p.m., and the most participation occurs between 7 p.m. to 8 p.m. They mostly post from 7 p.m. to 8 p.m. on Wednesdays, and most interaction occurs at 7 p.m., 8 p.m., and 12 p.m. They typically post on Thursday at 7 p.m., with the most engagement occurring from 7 p.m. to 8 p.m. They usually post on Fridays at 7 p.m., and most interaction occurs at 7 p.m. On Saturday, most posts are made at 7 p.m., with the highest audience engagement occurring at 7 p.m. and 12 p.m. They mostly post at noon on Sunday, with most engagement happening at 7 p.m. and 12 p.m. Figure 9 shows data on the BB's posting activity and posting times on Instagram.

Posting Activity

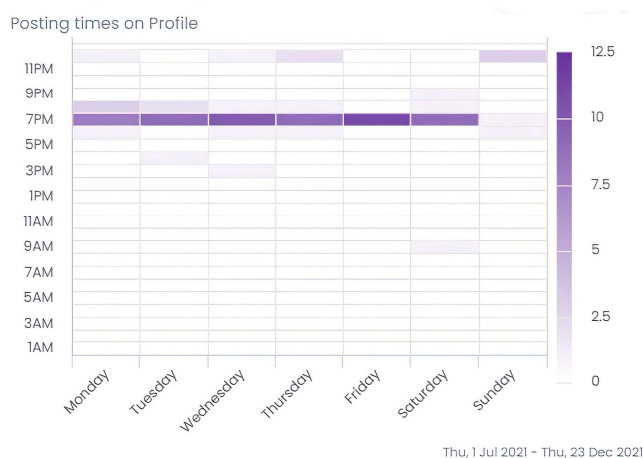


Fig. 9 BB's Posting Activity and Posting Times on Instagram

Figure 10 shows data on the BB Instagram account's audience engagement. BB companies already publish their content periodically. However, BB companies must also post/publish content at different times based on audience engagement data analysis. The data indicate the days and times when the posted content receives a high audience engagement. Thus, PD companies could obtain a better level of interaction than in previous times.

Audience Engagement

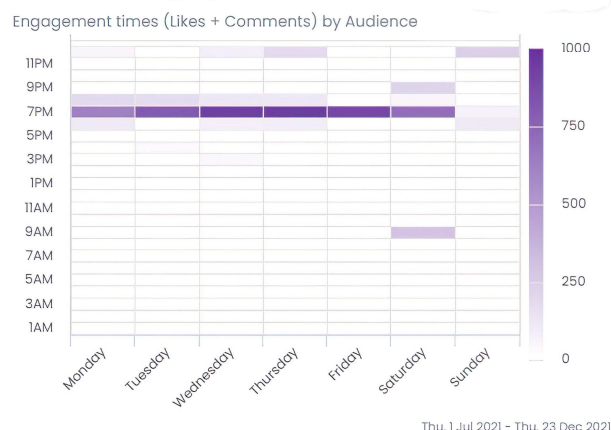


Fig. 10 BB's Audience Engagement Traffic and Times

The following explanations are the results of the survey conducted. The total number of respondents is 184 people. According to Figure 11, 114 respondents (61.96 %) have used tour and travel services. The remaining 70 respondents (36.04 %) had never used a Tour or travel service in the preceding six months. Some respondents had never used a tour and travel service in the last six months is most likely due to the increasing number of covid cases in the six months preceding the March 2022 distribution of this questionnaire [24].

Respondents Profile Based on Travel Experiences

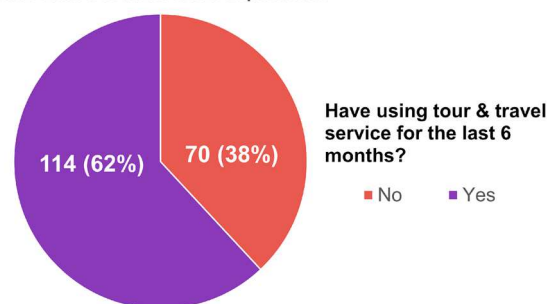


Fig. 11 Respondents' Profile by use of tour and travel services

From 114 people who have used tour and travel services, according to Figure 12, most respondents came from those under the age of 21, specifically 110 people, with a percentage of 59.78 percent. Then there were 72 people aged 21 to 30 years with a rate of 39.13 percent, followed by one person aged 41 to 50 years and one person aged 51-60 years with a percentage of 0.54 percent in each class.

The majority of respondents in this data set are under 21. They use social media as a primary activity, consume social media content, and engage in tour and travel services at that age. In December 2021, Indonesia had 92,527,400 Instagram users, accounting for 33.3 percent of the country's total

population. The largest user group (34,400,000) was between 18 and 24, followed by people aged between 25 to 34, with a 30,000,000 population [25].

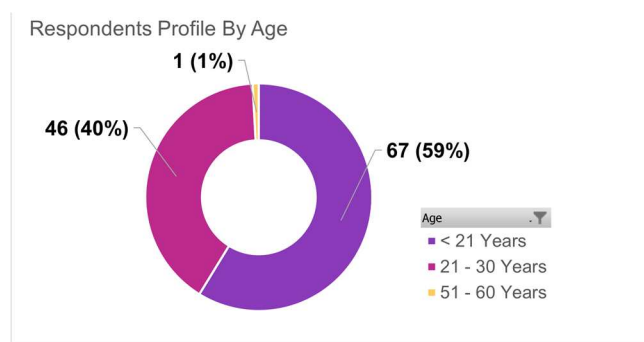


Fig. 12 Respondents' Profile by Age

Based on figure 13, it can be seen in the respondent's Instagram activities that, as many as 57 (50%) people use Instagram for more than 60 minutes a day, then as many as 22 (19%) people use Instagram for about 45 to 60 minutes a day. As many as 19 (17%) people use Instagram 31 to 45 minutes a day, about 15 (13%) people use Instagram for about 15 to 30 minutes a day, then 1 (1%) people use Instagram for less than 15 minutes a day. Individuals use social media for a variety of purposes. For example, Instagram users typically seek humorous or entertaining content and enjoy sharing photos and videos with their friends. However, they primarily use social media to keep up with current events and friends [26].

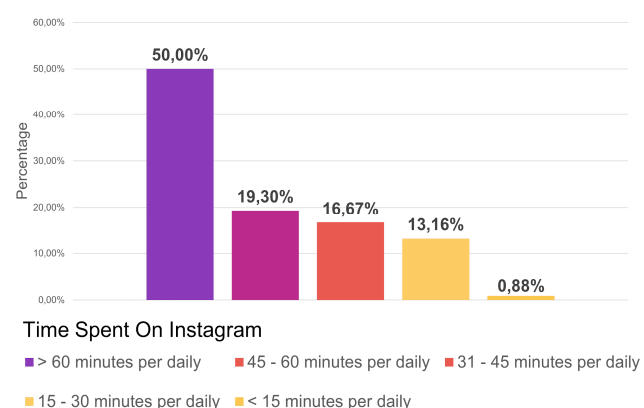


Fig. 13 Respondents' Time Spent on Instagram on Daily Basis

Figure 14 shows that 92 (51.40%) people use the Instagram Feed feature, then 46 (25.70%) people use the Instagram Reels feature, and as many as 22 (12.29%) people use the Instagram Stories feature. As many as 13 (7.26%) people use the IG TV feature, and 6 (3.35%) people use the Instagram Live Streaming feature. From the graph, most respondents access Instagram feed content because this feature is indeed the main feature provided on the Instagram application, where an account can view and post photos and videos.

Figure 15 shows the ease of getting information about the desired tour & travel agent from Instagram. Based on the graph, 49 (42.98%) respondents answered strongly agree, and 39 (34.21%) respondents answered agree. 19 (16.67%) respondents responded neutrally, 6 respondents (5.26%) disagreed, and 1 respondent (0.88%) strongly disagreed with

this statement. It indicates that Instagram users positively view the reliability of travel information sources on social media [28].

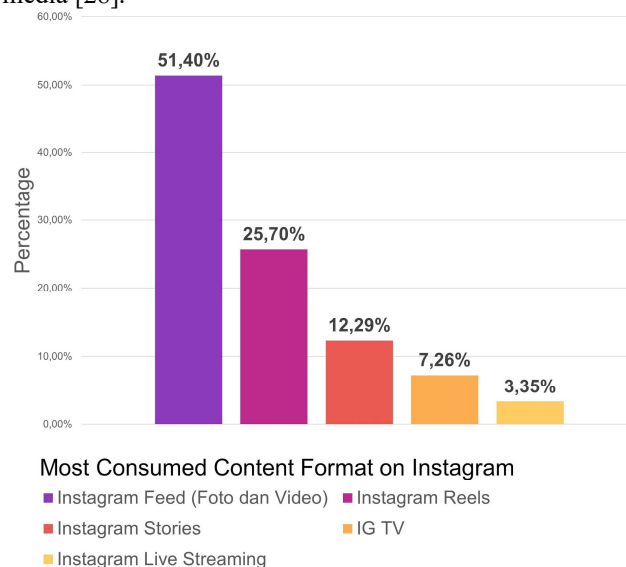


Fig. 14 Most consumed content format on Instagram

A Likert scale was used to rate the questionnaire. The Likert scale uses four or more questions to determine an individual's score/value because the data are distributed as ordinal data to calculate the frequency of Instagram user behavior [27]. In this findings, participants respond to the questionnaire items using a five-point Likert scale: 1) Strongly Disagree, 2) Disagree, 3) Neutral, 4) Agree, and 5) Strongly Agree (see Table IV).

TABLE IV
LIKERT SCALE INTERPRETATION

Likert Scale Interpretation		
Score	Response Categories	Interpretation
1	Strongly Disagree	Disagree
2	Disagree	
3	Neutral or Hesitant	Neutral or hesitant
4	Agree	Agree
5	Strongly Agree	

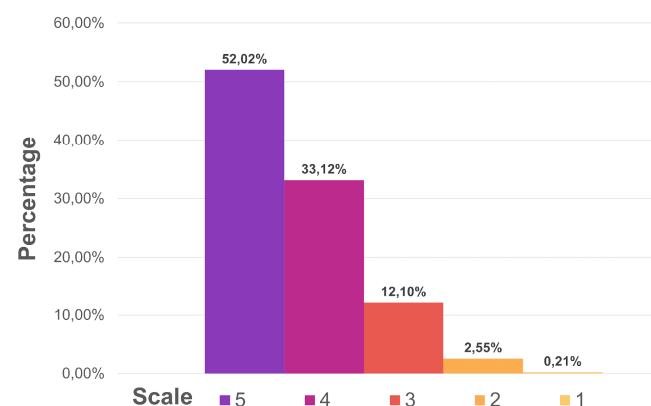


Fig. 15 Easiness of getting information about desired tour & travel agent from Instagram

Figure 16 depicts Instagram users' tendency to buy travel packages when Instagram content includes the price of travel packages. Based on figure 16, 55 (48.25%) respondents

indicated they strongly agreed, while 42 (36.84%) respondents answered agree. 14 (12.28%) respondents responded neutrally, while 2 respondents (2.63%) disagreed. There are no respondents who strongly disagree with this statement.

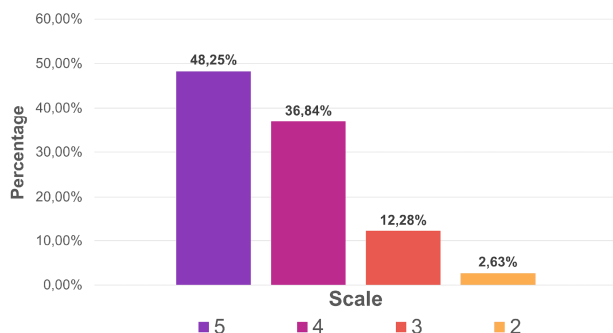


Fig. 16 Tendency to make transactions related to travel packages when prices are listed on Instagram content

Figure 17 illustrates how Instagram users' tendency to purchase tour and travel packages is influenced by Instagram content about tours and travel. According to figure 17, 39 respondents (34.21 %) responded strongly agree, while 55 respondents (48.25 %) responded agree. 18 (15.97%) respondents provided a neutral response. 1 (0.88 %) person strongly disagreed with the statement.

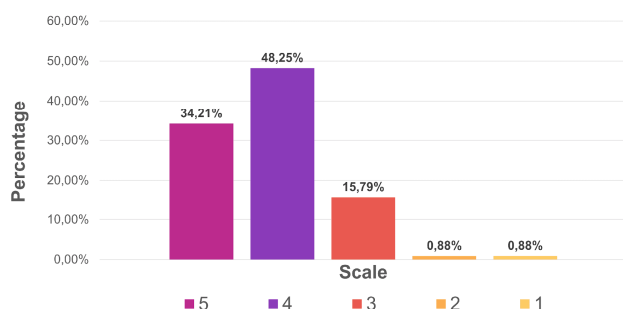


Fig. 17 Tendencies to make a transaction when consuming tour and travel content on Instagram

Figure 18 portrays the trend of Instagram users who are interested in video content related to tours and travels. According to figure 18, 50 (43.86 %) respondents strongly agreed, while 37 (32.46 %) respondents agreed. 21 (17.54 %) respondents provided a neutral response. 6 (5.26 %) respondents disagreed, and 1 (0.88 %) responded strongly.

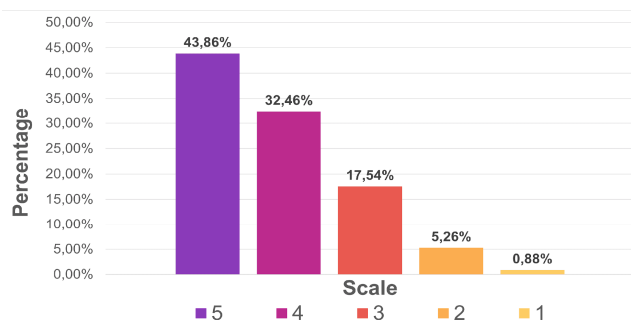


Fig. 18 Tendencies to be interested when looking at social media content in videos format

Figure 19 illustrates how Instagram users are attracted to accounts that are actively uploading content. Figure 19 shows that 50 (43.86 %) respondents strongly agreed, while 43 (37.72 %) respondents agreed. In addition, 19 (16.67 %) respondents provided neutral responses. 2 (1.75 %) respondents disagreed, and there were no respondents who strongly disagreed with the statement.

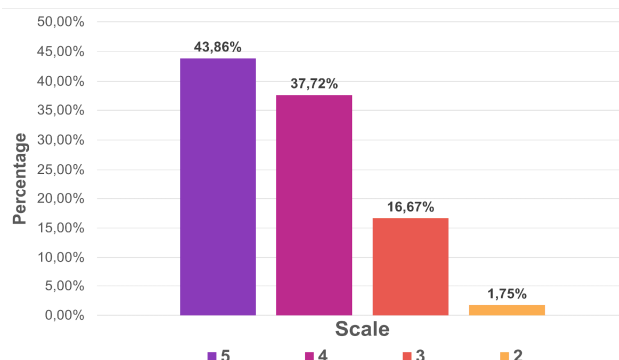


Fig. 19 Tendencies to be interested in Instagram Account that always gets in touch with their Instagram followers

Figure 20 demonstrates how interested Instagram users become when they see content with many likes. According to figure 20, 31 (27.19 %) respondents strongly agreed with the statement, while 40 (35.09 %) respondents agreed. On the other hand, 33 respondents (28.95 %) responded neutrally. In addition, 9 (7.89%) respondents disagreed, and 1 (0.88%) respondent strongly disagreed with the statement.

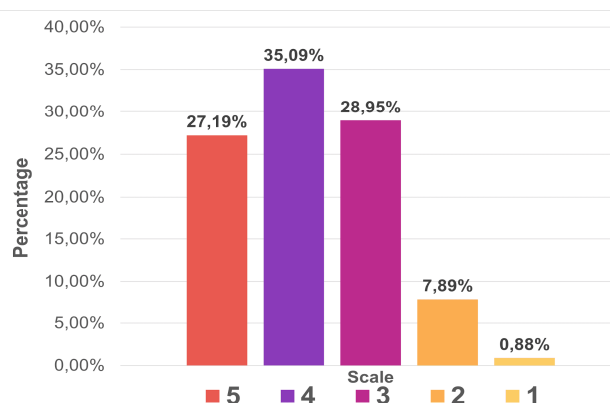


Fig. 20 Tendencies to consume Instagram content that have more likes

Figure 21 highlights how interested Instagram users become when they see content with a high number of comments. According to figure 21, 26 (22.81 %) respondents strongly agreed with the statement, while 36 (31.58 %) respondents agreed. In comparison, 40 respondents (35.09 %) responded neutrally. In addition, 9 (7.89%) respondents disagreed, and 3 (2.63%) respondents firmly disagreed with the statement.

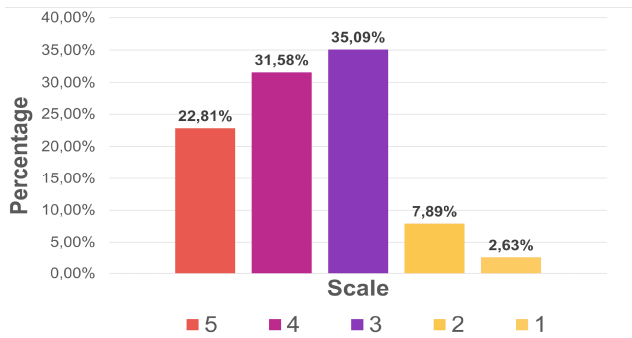


Fig. 21 Tendencies to consume Instagram content that have more comments

Figure 22 illustrates how interested Instagram users are when they view content from Instagram social media accounts with a high number of reviews or experiences from their followers. According to the figure below, 61 (53.51 %) respondents strongly agreed with the statement, while 35 (30.70 %) respondents agreed. On the other hand, 16 respondents (14.04 %) responded neutrally. 2 (1.75 %) respondents disagreed with the statement, and none stated they strongly disagreed.

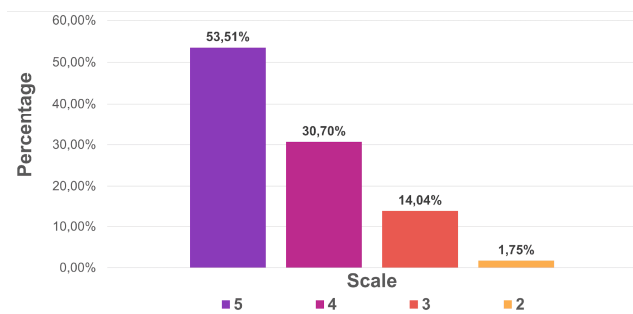


Fig. 22 The tendency of Instagram users to feel interested when viewing content from Instagram social media accounts that have a lot of reviews or experiences from their followers.

According to the survey's descriptive findings, customers are likely to be concerned about the cost of travel packages and decide whether to purchase or not by considering total costs against the total expected rewards associated with particular travel packages. As a result, tour and travel agencies must determine and balance the price the customer is willing to pay against the expense the business wishes to sell the goods.

Based on the findings through figures 17 to 22, we can determine the best strategy for assisting BB or PD companies in increasing their engagement rate. Moreover, they need to generate numerous Instagram content primarily focused on the high volume of reviews or experiences from their followers in video or photo format (Instagram Feed). As illustrated in Figure 22, Instagram users prefer Instagram tour and travel content that includes numerous testimonials over promotional content, resulting in more likes and comments. Additionally, as illustrated in Figure 19, people are more interested in business or Instagram accounts that regularly post content with brief but concise information. Instagram is a reliable source of travel information. Thus, the travel agency should actively interact with its followers and non-followers and regularly post new content.

IV. CONCLUSION

According to the content data analysis results, PD and BB have low engagement rates despite having a large following each. On average, PD company receives 0.12 % engagement, 0.11 % likes, and 0.01 % comments on its posts. In contrast, the average engagement rate for the BB company is 0.08 %, 0.08 % like rate, and 0 percent comment rate). Additionally, they have lower engagement rates than PD companies.

As a result, PD and BB company should maintain and increase their engagement rate. While regularly posting photos and videos could not boost engagement rates, companies like PD and BB could use several strategies to raise their engagement levels. One of the most important marketing tasks is pursuing solid bonds and emotional connections with people, and growing social media use offers brands an extraordinary chance to create enduring relationships with their customers. Figure 19 shows, for instance, that Instagram users are more likely to be interested in Instagram Accounts that consistently engage with their followers. Therefore, PD and BB should be more active and responsive when interacting with followers and those not following them on Instagram.

Additionally, they must create a ton of Instagram content primarily focused on their followers' numerous video or photo reviews or experiences. Figure 22 shows that 84.21% of respondents who agreed and strongly agreed said they were more interested in content from Instagram social media accounts with many reviews or experiences from their followers/customers. They ought to use some Instagram features, particularly Instagram Feed, Reels, and Stories, which, according to the survey results shown in figure 14, were the top three most popular Instagram features.

As a result, they should both change the time of their content uploads to correspond with their followers' busiest periods on Instagram. In addition, regardless of the type of content, their Instagram posts should include succinct and comprehensive information. Moreover, they could continue producing tour and travel-related content by observing the characteristics of their most popular Instagram posts, which may include travel deals, user reviews, advice, travel hotspots, and promotional content associated with influencers.

TABLE V
TRAVEL AGENCIES COMPARATIVE INSTAGRAM CONTENT
CHARACTERISTICS

Travel Agencies Comparative Instagram Content Characteristics	
Agency	Instagram Content Characteristics
PD	<ul style="list-style-type: none"> • Popular destinations • Unique international and domestic destinations. • The journeys taken by tourists who used the services of a PD company. • Collaboration with a brand or influencer. • Promotional Content
BB	<ul style="list-style-type: none"> • Extraordinary international and domestic destinations. • Holiday or Feast Days. • Information and news about the tour and travel industry • Collaboration with a brand or influencer • Promotional Content

However, because each company/agency has its target audience, promotional content on the same topic deliver varying results. Therefore, businesses and agencies should continue experimenting with the creation of content that is even more engaging. Then, the content analysis can be conducted to obtain accurate data and develop the most effective content solutions to maximize performance. It may be necessary to conduct additional research to determine the perceptions of Instagram users who utilize tour and travel services to determine more systematically the characteristics of the content that their customers prefer so that researchers can assess which type of content would be most effective at influencing followers.

Social media platforms are also limited in terms of their ability to reach their whole group of customers. Hence, social media data may be affected by a misrepresentative customer population, preventing extrapolating to the public. In addition, while some people prefer to be active on social media by writing comments and producing content, others choose to be more restrained. Some customers may publish only a piece of what they were doing in everyday life to reflect a particular social position, resulting in only partially accurate or comprehensive information.

Thus, unethical businesses, competitors, former employees, and unhappy customers frequently post false reviews. Tour and travel agents may be aware of these factors and take steps to mitigate the impact of such distortions in social media data. In addition, they should identify potential solutions to the problem in the first place. Lastly, a final limitation relates to the generalizability of our findings, as the observation was undertaken during the COVID-19 pandemic era. Therefore, additional testing and evaluation can be conducted to compare our findings with similar data collected when the global situation returns to normal.

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