ANALYSIS OF THE IMPLEMENTATION OF DIGITAL CONTENT MARKETING THROUGH INSTAGRAM TO ENHANCE AWARENESS OF TOUR AND TRAVEL ORGANIZER SERVICES

Internship Final Report

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INTERNATIONAL UNDERGRADUATE PROGRAM

FACULTY OF BUSINESS AND ECONOMICS

UNIVERSITAS ISLAM INDONESIA

YOGYAKARTA

2026

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Prepared and submitted as partial fulfillment of the final examination requirements for obtaining a Bachelor's degree in the Management Study Program, Faculty of Business and Economics, Islamic University of Indonesia.

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INTERNATIONAL UNDERGRADUATE PROGRAM

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2026

DECLARATION OF AUTHENTICITY

I hereby declare that this final project, submitted as a partial fulfilment of the requirements for obtaining a Bachelor's Degree in the International Undergraduate Program of the Management Department, Faculty of Business and Economics, Universitas Islam Indonesia, is entirely my own work. Any ideas, statements, or materials derived from the works of others have been properly acknowledged and cited in accordance with academic writing standards, ethical principles, and applicable regulations. Should it be proven in the future that this final project, either in whole or in part, is not my original work or contains any form of plagiarism, I am fully prepared to accept the consequences and sanctions imposed by the university, including the revocation of my bachelor's degree, in accordance with the prevailing rules and regulations.

Yogyakarta, July 2026

The Declarant,



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APPROVAL SHEET OF ADVISOR

ANALYSIS OF THE IMPLEMENTATION OF DIGITAL CONTENT MARKETING THROUGH INSTAGRAM TO ENHANCE AWARENESS OF TOUR AND TRAVEL ORGANIZER SERVICES

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PREFACE

Bismillahirrahmanirrahim. Assalamu'alaikum Warahmatullahi Wabarakatuh. All praise and gratitude are devoted to Allah SWT, the Most Gracious and Most Merciful, for His endless blessings, guidance, and mercy. By His will, the author has finally completed this undergraduate thesis entitled "Instagram Digital Content Development as a Branding for Event Organizer Services: A Case Study of PT Tourezia Cakra Inspira." This thesis submitted as one of the requirements for obtaining a Bachelor's Degree in Management from the Faculty of Business and Economics, Universitas Islam Indonesia.

The journey of completing this thesis filled with challenges, lessons, and personal growth. There were moments of doubt, exhaustion, and difficulty, but there were also many people who continuously supported, encouraged, and believed in the author. Therefore, the author would like to express sincere gratitude to:

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3. The author's beloved siblings, Mbak Ida, Mbak Lia, Owa Rasya, Adam, and Arka, for always bringing joy, laughter, encouragement, and strength. Thank you for being a constant source of support throughout this journey.
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8. The author herself is to be commended for remaining resilient and continuing to move forward despite the challenges, worries, and physical limitations experienced throughout the process. This achievement is the result of perseverance, patience, and faith in overcoming every obstacle along the way.

Finally, the author realizes that this thesis is not without limitations and shortcomings. Therefore, constructive criticism and suggestions are highly appreciated for future improvement. The author hopes this thesis will provide valuable insights and advance knowledge, particularly in digital content marketing.

May Allah SWT bless everyone who has supported and accompanied the author throughout this journey with happiness, good health, success, and endless blessings. Wassalamu'alaikum Warahmatullahi Wabarakatuh

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ABSTRACT

PT Tourezia Cakra Inspira utilizes Instagram as a digital content marketing platform to increase audience awareness of its tour and travel services. However, the performance of awareness indicators, namely reach, impression, and follower growth, tended to fluctuate during the study period. This study aims to analyze the implementation and effectiveness of digital content marketing via Instagram in increasing audience awareness. This study employs a qualitative approach using interviews, observations, and documentation involving three key informants. The analysis conducted using the digital content marketing framework encompasses the planning, execution, evaluation, and measurement stages. The results indicate that PT Tourezia has implemented all stages of digital content marketing. However, the utilization of content audit results remains suboptimal, content composition is still dominated by informational content, there are differing interpretations regarding success indicators and content distribution, and evaluation results have not been systematically documented. These conditions contribute to fluctuations in reach and impression, while follower growth remains relatively limited. Therefore, improvements in the utilization of content audit results, content diversification, team coordination, and evaluation documentation are necessary to support more consistent growth in audience awareness through Instagram.

Keywords: Digital Content Marketing, Audience Awareness, Instagram, Tour and Travel Organizer, Content Strategy.

ABSTRAK

PT Tourezia Cakra Inspira memanfaatkan Instagram sebagai platform pemasaran konten digital untuk meningkatkan kesadaran audiens terhadap layanan penyelenggara tur dan perjalanan. Namun, kinerja indikator kesadaran, yaitu jangkauan, jumlah tayangan, dan pertumbuhan pengikut, cenderung fluktuatif selama periode penelitian. Penelitian ini bertujuan untuk menganalisis implementasi dan efektivitas pemasaran konten digital melalui Instagram dalam meningkatkan kesadaran audiens. Penelitian menggunakan pendekatan kualitatif dengan metode wawancara, observasi, dan dokumentasi yang melibatkan tiga informan kunci. Analisis dilakukan menggunakan kerangka kerja pemasaran konten digital yang mencakup tahap perencanaan, pelaksanaan, serta evaluasi dan pengukuran. Hasil penelitian menunjukkan bahwa PT Tourezia telah menerapkan seluruh tahapan pemasaran konten digital. Namun, pemanfaatan hasil audit konten belum optimal, komposisi konten masih didominasi oleh konten informasional, terdapat perbedaan pemahaman mengenai indikator keberhasilan dan distribusi konten, serta hasil evaluasi belum didokumentasikan secara sistematis. Kondisi ini berkontribusi pada fluktuasi jangkauan dan jumlah tayangan, sementara pertumbuhan pengikut masih relatif terbatas. Oleh karena itu, peningkatan dalam pemanfaatan hasil audit konten, diversifikasi konten, koordinasi tim, dan dokumentasi evaluasi diperlukan untuk mendukung pertumbuhan kesadaran audiens yang lebih konsisten melalui Instagram.

Kata Kunci: Digital Content Marketing, Kesadaran Audience, Instagram, Tour dan Travel Organizer, Strategi Konten.

CHAPTER 1

INTRODUCTION

1.1 Company Profile

PT Tourezia Cakra Inspira began in 2015 as Hud Hud Tour, a family-owned transportation service. In the first period of the business, until 2016, the company focused on car rental services for tourist trips and public transportation in Yogyakarta. During this period, PT Tourezia Cakra Inspira built customer trust by offering flexible services that prioritize comfort and travel safety.

In 2017-2018, the growing needs of customers prompted the company to expand its fleet and services into bus rentals and tour organizing. At this stage, PT Tourezia Cakra Inspira handled larger group travels, including educational programs such as study tours, excursions, and industrial visits to various destinations. This period laid the foundation for the development of Tour and Travel Organizer services.

In 2019, the business scope expanded into homestay reservation services, as well as event management and MICE (Meetings, Incentives, Conventions, Exhibitions) services. Beyond tourism activities, PT Tourezia Cakra Inspira began offering event services, including meetings, workshops, conferences, gala dinners, and brand promotions. The company also began building a

network of vendors, venues, technical production, talent, and crew providers, enabling it to provide end-to-end event services.

A significant transformation occurred during the 2020-2021 period when the company was officially established as PT Tourezia Cakra Inspira. After finalizing its legal status, Tourezia structured its organization more systematically by separating operational, marketing, creative, and finance administration functions. During this period, the company handled a larger scale of event and travel programs and also enhanced service quality through the implementation of Standard Operating Procedures (SOPs) and quality control across every event, event planner, and execution.

Entering the 2022-2024 period, PT Tourezia Cakra Inspira demonstrated rapid growth and increasingly became recognized as an Event, Tour, and Travel Organizer service with professional standards and a value-based, outcome-oriented approach. Within this range, PT Tourezia Cakra Inspira handled various national and international programs, including academic, corporate, and government institution programs. Several events marked as significant milestones for this company included the International Conference on Big Data (2022), ASEAN WGDSA21 & WGDSDG16 (2023), and a collaboration program with the International Organization for Migration (IOM) and the UN Counter Terrorism Center (UNCCT). This company also

offered tours and travel, such as edutrips, study tours, and corporate gatherings, with destinations spanning Yogyakarta, Semarang, Bandung, and Lombok.

To date, PT Tourezia Cakra Inspira has been trusted to handle various programs for national clients, including Bank Indonesia, the Ministry of Health of the Republic of Indonesia, Statistic Indonesia (BPS), and other high-level institutions in Indonesia. The company also collaborated with several higher education institutions, including Universitas Islam Indonesia, Universitas Gadjah Mada, Telkom University, and others. The trust from these institutions serves as proof of the company's capability to provide reliable event, tour, and travel services.

Looking ahead, PT Tourezia Cakra Inspira has a long-term vision to grow into a multinational company. Between 2025 and 2040, this company aims to expand its operations into major cities across Asia and to extend its client base across five continents. With the vision "One week, One city, One tour & event, For better life," the company is committed to continuously moving forward, growing, and offering event, tour, and travel experiences that bring value, opportunities, and a positive impact to institutions across the world.

1.2 Vision and Mission

PT Tourezia Cakra Inspira is a company that organizes events, tours, and travel with a value-based outcomes approach. The company believes that every program, whether a tour and travel or an event, should provide clear results, align with organizational goals, and contribute to individual and institutional growth. With this principle, PT Tourezia Cakra Inspira is here to be a strategic partner for companies, government, and educational institutions in managing measurable, effective, and meaningful activities.

This company's vision, "One week, One city. One tour and event. For a better life," reflects PT Tourezia Cakra Inspira's commitment to continuously evolve as a dynamic event and tour travel service provider, moving from one city to another, offering experiences that broaden perspective, strengthen connections, and create a positive impact on many parties.

To achieve this vision, PT Tourezia Cakra Inspira established the following missions :

1. To support every corporation and organization on the planet in effectively managing the value-based outcomes of their events or tours that aligned with their organizational goals.
2. To empower all company teams and stakeholders for growth, well-being, and meaningful contributions.

After formulating the company's goals through its mission, PT Tourezia Cakra Inspira affirmed the foundational value that guides every work process and decision-making. These values serve as the core principles that ensure every event, tour, and travel program is executed professionally and ethically with a strong focus on results. The values summarized in the acronym SHIIAP, namely :

1. Service: Providing the best service with high professional standards.
2. Happiness: Creating joy for clients, participants, and all stakeholders in every program.
3. Integrity: Maintaining honesty, transparency, and ethics in every work process.
4. Innovation: Continuously developing creative event and tour travel concepts to stay relevant with the changing needs.
5. Agile: Moving adaptively in the face of new changes, challenges, and opportunities.
6. Professional: Working with clear communication, measurable planning and accountable execution.

1.3 Company Structure

The company structure of PT Tourezia Cakra Inspira is illustrated in the chart presented below :

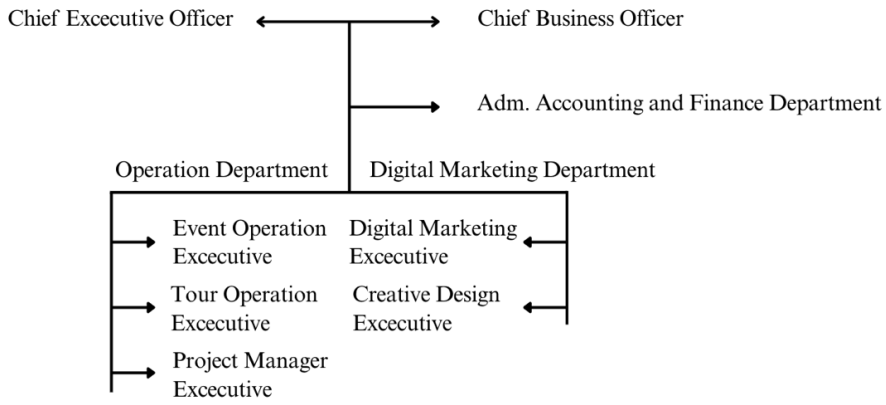


Figure 1.1 Company Structure

(Source: PT Tourezia Cakra Inspira)

Within this organizational framework, responsibility and authority are delegated to each division. The following section provides the detail breakdown :

1. Event Operation Executive

   The Event Operations Executive at PT Tourezia Cakra Inspira is responsible for the entire execution flow of an event, from the initial stage to completion. This division manages the implementation of the concept, vendor selection, budgeting, and technical coordination, and ensures that every component meets quality standards and client requirements. Event Operation Executive also manages venue readiness, event rundown, audiovisual arrangements, logistics, and on-site

execution to ensure the event runs smoothly with minimal risk and delivers an experience aligned with the event objectives. This division also serves as the link between concept and field execution, bringing the company's creative ideas and client needs professionally and measurably.

2. Tour Operation Executive

The Tour Operation Executive coordinates and executes travel programs, including incentive tours, study tours, group gatherings, and corporate travel. This division is responsible for planning the itinerary, transportation needs, accommodation, catering, location permits, and ensuring the smooth travel of participants throughout the program. Tour Operation Executive is also responsible for maintaining safety, comfort, and participant satisfaction standards by systematic travel management and responsiveness to on-site dynamics. The existence of this division is one of the keys to creating travel experiences that are not only enjoyable but also valuable and measurable.

3. Creative Design Division

This Creative Design Division handles all of the company's visual needs, including event and tour programs and digital branding. This division produces publication layouts, design kits, graphic

documentation, and visual content that are used as the company's communication media. Each output of this division is created to build PT Tourezia Cakra Inspira's professional image, enhance the quality of internal and external publications, and maintain visual quality by supporting the effectiveness of the company's digital marketing.

4. Digital Marketing Division

The Digital Marketing Division is responsible for building brand awareness, strengthening the company's position, and expanding the market through digital communication strategies. This division develops marketing plans, conducts market research and benchmarking, and manages editorial plans to support content sustainability and promotional campaigns. By managing multiple digital platforms, including Instagram, TikTok, and the company's website, this division consistently builds communication that introduces PT Tourezia Cakra Inspira to a broader digital audience.

1.4 Background

Currently, social media plays an increasingly important role in tourism promotion, including Yogyakarta, which is known for its rich cultural heritage and natural attractions. Social media offers various benefits for the

tourism sector, such as accelerating the dissemination of destination information, increasing user trust in the information shared, and encouraging growth in tourist arrivals (Tisa, 2019; Havianto & Artiningrum, 2022). Additionally, this digital platform also serves as the primary channel for disseminating tourism, information and influencing travel decisions, while also shaping destination images through official content, user-generated content, and interactions among users (Junaedi et al., 2025). Tourists can also share their experiences and use social media as a source of information to explore and learn about various tourist destinations (Agustina et al., 2024).

Global social media development data accessed through Data Reportal further strengthens this phenomenon, as shown in the graph illustrating the growth in the number of social media user identities from 2000 to 2025. The number of users increased consistently and reached 5.66 billion in 2025. This phenomenon indicates the growing and widespread use of social media within society.

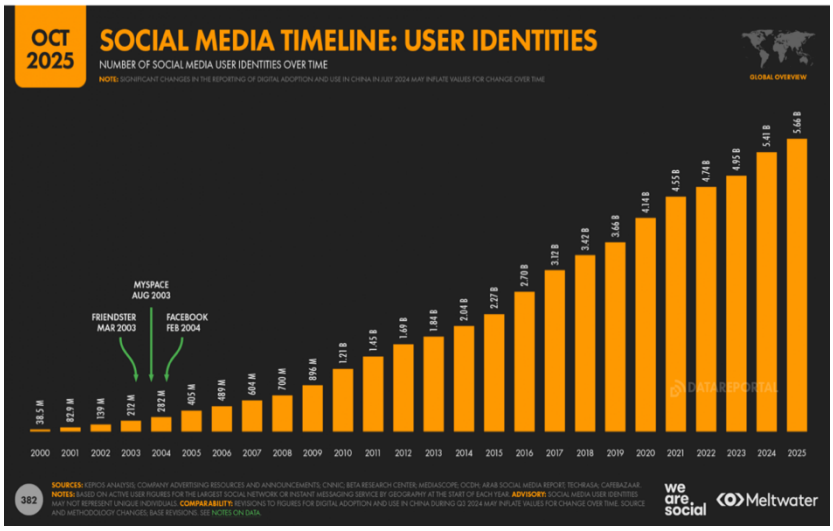


Figure 1.2 The Growth of Social Media Users

(Source: Data Reportal, We Are Social)

One of the most widely social media platforms is Instagram. According to data reported by We Are Social (2025), Instagram ranked second as the most favored social media platform during the period January-October 2025, as illustrated in the following graph:

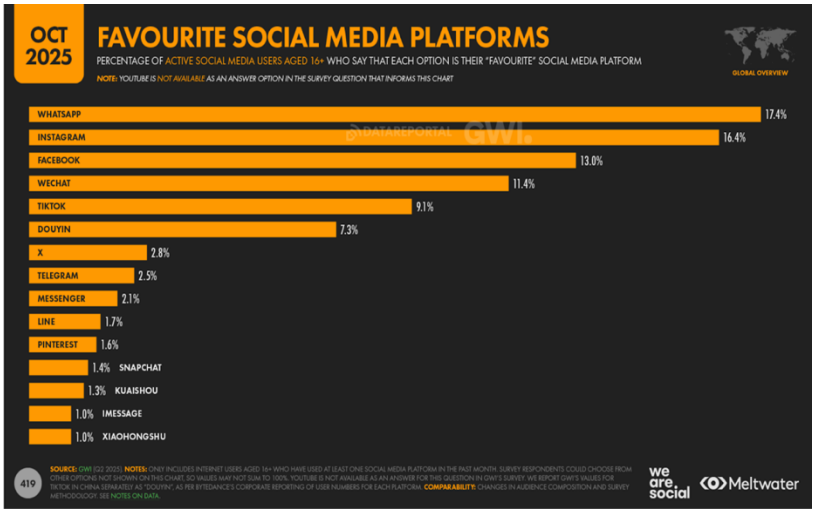


Figure 1.3 Favourite Social Media Platform

(Source: Data Reportal, We Are Social)

Instagram ranks second among the most popular social media platforms globally, with 16.4% of active users aged 16 and over choosing it as their favorite platform. This percentage indicates that Instagram has a very high level of preference, only slightly below WhatsApp, thus reinforcing its position as one of the platforms with strong user engagement and loyalty.

The findings indicate that Instagram has great potential as a communication and branding platform, including for industry players like event organizers who require a visual platform with wide reach and high appeal. Furthermore, based on data from We Are Social (2025), Indonesia ranks 9th globally as the country with the most Instagram users, with 82.4% of the total national internet users actively using the platform, and the number of users continues to grow to more than 100 million during the 2020-2025 period (Goodstats, 2025). Therefore, it is not surprising that today almost all tourism industry players, including event organizers, maintain Instagram accounts as part of their social media preferences.

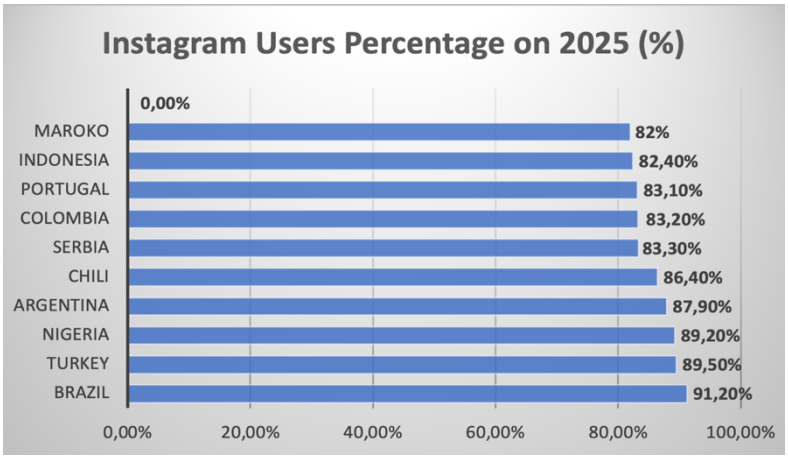


Figure 1.4 Top 10 Countries with the Largest Number of Instagram

(Source : We Are Social)

This condition indicates that the large number and high activity of Instagram users not only make this platform a potential promotional platform but also increase competition among industry players in attracting audience attention. The large number of business accounts, particularly in the tourism and event organizer sectors, has led to increasingly dense information and content flows on Instagram, making promotional messages riskier if not managed properly. Therefore, businesses are required to implement innovative marketing strategies in order to survive, compete sustainably, and maintain customer loyalty amid the growing number of products and business actors in the market (Arvisha & Listiani, 2022). The high popularity of Instagram also demands that businesses apply more structured content planning to maintain communication consistency, increase audience awareness, and build a positive brand image (Syarif et al., 2025)

With the increasing level of content competition on Instagram, Digital Content Marketing has emerged as an approach used by businesses to capture audience attention and deliver messages more effectively. Digital Content Marketing is defined as the process of creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, ultimately driving profitable customer action for the company (Holliman & Rowley, 2014). This approach not only focuses on delivering promotional messages but also on presenting informative, educational content that can generate audience interest in the digital environment.

Based on this concept, previous studies emphasize the important role of digital content marketing in enhancing marketing effectiveness, particularly on social media platforms such as Instagram. A study by Octaviana & Zahara (2024) shows that Instagram-based content marketing helps companies deliver messages more effectively due to its visual and interactive characteristics. Additionally, Fauzi & Sarasati (2025) found that consistent and audience-oriented content marketing strategies significantly influence how the audience responds to and understands brand messages. These findings indicate that in an information-dense digital environment, the ability to produce relevant and engaging content becomes a crucial factor in capturing the audience's attention.

In line with this, other studies also show that the success of digital marketing is strongly influenced by how the strategy is designed and implemented. A structured and consistent content strategy can help shape the audience's perception of the brand positively (Sulaiman, 2025). Meanwhile, the quality and consistency of content play an important role in ensuring that marketing messages are effectively delivered to the target audience (Aji Prasojo & Sri Aliami, 2024). Therefore, these findings highlight the importance of a well-planned digital content marketing.

In the creative industry, particularly within the event organizers sector, the application of digital content planning is becoming increasingly relevant, especially on the Instagram platform, due to intense competition in Yogyakarta, one of Indonesia's major tourism cities. Previous studies indicate that tourism destinations increasingly rely on city marketing, tourism events, and social media marketing to strengthen destination image and attract visitors in a highly competitive environment (Asnawi, 2021). Therefore, the use of Instagram as a promotional platform needs to be supported by structured content planning to ensure that digital marketing activities are carried out optimally (Lu, 2023).

One of the creative industries in the event organizer sector that actively utilizes Instagram as a social media platform is PT Tourezia Cakra Inspira.

This company operates in the fields of tour and travel, and also event organizing. PT Tourezia Cakra Inspira uses Instagram not only as a promotional platform but also as a means to build and strengthen the company's identity, helping it be better known in Yogyakarta and other regions as a professional event and tour organizer. The company's active use of Instagram is also driven by strategic goals to attract potential customers and increase public awareness of its services.

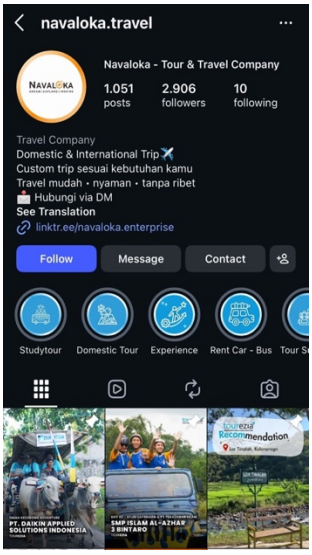


Figure 1.5 PT Tourezia's Instagram Account

(Source : PT Tourezia's Instagram @navaloka.travel)

Based on observations with the marketing team at PT Tourezia Cakra Inspira, the company's Instagram content performance tended to fluctuate and remain stagnant over time. As shown in Table 1.1, the awareness metrics used by the company, reach, impressions, and followers growth, did not show consistent or significant improvement, despite regular content production and

publication. Although some periods experienced slight increases, these were often followed by declines in subsequent periods, indicating that the content had not consistently expanded audience awareness. This is particularly important for service-based businesses such as tour and travel organizers, as potential customers generally need to recognize and become familiar with a company before considering its services (Ramdanni & Sirait, 2025). Consequently, inconsistent awareness performance may limit the company's ability to increase audience awareness among potential customers (Praharjo et al., 2025).

Table 1.1 Awarness Performance of PT Tourezia (January-March)

Indicator	January	February	March
Reach	975	604	2.311
Impressions	1.462	1.077	3.484
Followers Growth	31	27	5

(Source : Data processed by the researcher, 2026)

Second, the researcher found that evaluation activities were mainly limited to monitoring Instagram Insights metrics without deeper analysis of the implementation process, and were not documented or shared systematically. The evaluation result was not used to improve the next content planning. Previous studies suggest that social media evaluation should not be limited to monitoring performance metrics, but should also

examine content planning and implementation processes, to generate insights for improving future content strategies (Kefi et al., 2016). As a result, the company does not yet have a clear basis for identifying which content types contribute most effectively to awareness growth and which aspects of its content strategy require improvement. This issue is particularly important because ineffective awareness development may reduce the company's opportunity to reach potential customers in an increasingly competitive digital environment, where social media visibility and audience awareness play a significant role in influencing consumer responses toward a brand (Duffett, 2017).

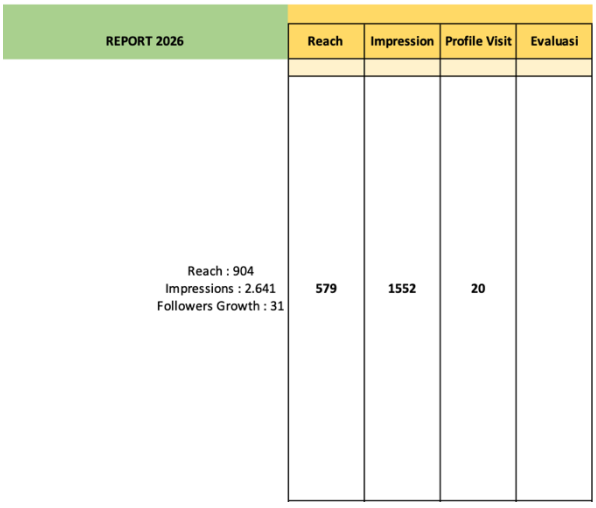


Figure 1.6 Empty Evaluation Column

(Source : Content Planning Report of PT Tourezia)

Based on these conditions, this study analyze the implementation of digital content marketing at PT Tourezia Cakra Inspira and evaluates its

effectiveness in increasing audience awareness through Instagram. This study adopts the Digital Content Marketing framework proposed by Lu (2023), which consists of planning, execution, evaluation and measurement stages. The framework was selected because it provides a comprehensive perspective for examining how digital content marketing strategies are planned, executed, and evaluated, while also identifying the effectiveness of their implementation.

1.5 Problem Formulation

Based on the research background presented above, this study is guided by the following research question :

1. How is the digital content marketing process implemented by PT Tourezia Cakra Inspira viewed from the planning, execution, evaluation and measurement stages?
2. How effective is the implementation of digital content marketing in increasing brand awareness?

1.6 Research Objectives

Based on the established research questions, this study aims to understand and analyze the implementation of digital content marketing

through Instagram at PT Tourezia Cakra Inspira. Specifically, the objectives of this study are as follows:

1. To understand and describe the digital content marketing process implemented by PT Tourezia Cakra Inspira through Instagram, including the planning, execution, evaluation and measurement stages.
2. To analyze the effectiveness of implementing digital content marketing through Instagram in increasing audience awareness, as reflected by awareness performance metrics, namely reach, impressions, and follower growth.

1.7 Benefits

1.7.1 Benefits for Students

1. Academic and Practical Benefits

   This research benefits students by allowing them to apply digital content marketing in real-world context within the industry, specifically for event organizers. Students gain a real understanding of how digital content planning, implementation, evaluation and also measurement strategies are applied in the field.

2. Increased Industry Understanding

Through this research, students can broaden their understanding of the characteristics and dynamics of the event organizer industry, particularly regarding the use of Instagram as a promotional tool amidst the competitive creative industry.

3. Development of Analytical Skills

   This research helps students develop critical and analytical thinking skills in examining digital marketing communication issues, analyzing audience awareness levels, and formulating recommendations based on research findings.

1.7.2 Benefits for the Company

1. As a Basis for Evaluating Digital Content Marketing Strategies

   PT Tourezia Cakra Indpira can utilized this research as a basis for evaluating the implementation of digital content marketing through Instagram, specifically in terms of content planning, execution, evaluation and measurement.

2. Increased Audience Awareness

   The research results are expected to help the company identify factors influencing audience awareness levels, enabling it to

develop more effective content strategies that align with the characteristics of the target audience.

3. Strengthening Company Branding

   The recommendations generated from this research are expected to support PT Tourezia Cakra Inspira's efforts to strengthen the company’s image and identity as a professional and competitive event and tour organizer.

1.7.3 Benefits for the University

1. Contribution to the Development of Science

   This research is expected to make an academic contribution to the field of digital marketing communications, particularly regarding digital content marketing and the use of Instagram as a promotional platform.

2. As a Reference for Further Research

   The results of this study can serve as a reference for future students or researchers interested in exploring similar topics, whether in the context of the event organizer industry or other creative industries.

CHAPTER 2

LITERATURE REVIEW

2.1 Digital Content Marketing

The rapid pace of technological change in the modern era has brought significant changes across various aspects of life, including in the field of marketing (Haryanto et al., 2024). One of these changes is the emergence of digital marketing, which enables companies to deliver marketing messages more widely and accurately by through various digital platforms (Nazara & Ginting, 2024; Haryanto et al., 2024). Through the use of digital platforms such as websites, social media, email, and other digital applications, companies can build more interactive relationships with customers and enhance the effectiveness of their marketing activities (Andy et al., 2020).

Digital marketing is a marketing strategy that uses digital media and internet technology to promote products, services, or brands to a wider target audience (Indrapura & Fadli, 2023). Digital marketing includes various activities and processes supported by digital technology to create, communicate, and deliver value to customers (Esqueda-Walle et al., 2020). Through the implementation of digital marketing, companies can not only expand their marketing reach but also build more effective communication and increase awareness with the brand (Haryanto et al., 2024). Therefore,

digital marketing has become one of the important approaches used by companies to carrying out marketing activities in the digital era.

Digital content marketing is a strategy companies use to create, distribute, and share relevant and engaging content to their audience (Holliman & Rowley, 2014). The content aims to attract the attention of the public during the purchasing decision-making process, encouraging them to consider the products or services offered through the presented content. In addition, content marketing also focuses on the creation and distribution of valuable and relevant content consistently to attract and retain the target audiences (Yunita et al., 2021).

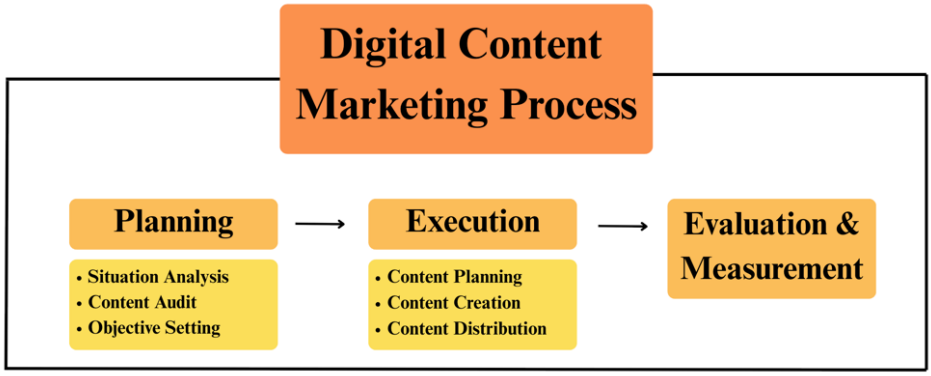


Figure 2.1 Digital Content Marketing Process Framework

(Source : Lu, 2023)

Based on Lu's (2023) framework, the digital content marketing process consists of three main stages: Planning, Execution, and Evaluation and Measurement. In the digital content marketing process, planning is a crucial step in ensuring content aligns with the organization's objectives. Execution

is the part of the marketing process that determines how to achieve the organization's objectives. In this stage, companies must decide which actions are needed to achieve the established objectives. The Evaluation and Measurement stage utilizes Content Performance Metrics to assess and demonstrate the achievement of marketing objectives.

2.1.1 Planning

Content planning is an important aspect in determining the direction and effectiveness of digital communication, where a content plan is framework for content development designed to achieve specific communication objectives (Sabyla & Hadiyanto, 2025a). At this stage, the company conducts an analysis of both internal and external conditions through a situation analysis and a content audit to understand the position and performance of the content that has been implemented (Lu, 2023). The company also establishes clear objectives through objective setting as a foundation for the implementation and evaluation of the strategy to be carried out.

a. Situation Analysis

Situation analysis is a process used to understand a company's internal and external conditions in the digital marketing

environment, identifying opportunities and challenges that may influence marketing strategies (Lu, 2023). Situation analysis is considered important because it helps companies evaluate their current market position and understand audience behavior before implementing digital content marketing (Kertamuda et al., 2023). Situation analysis helps companies understand audience characteristics and market conditions, enabling them to develop more effective and targeted communication strategies in the digital era (Pratama & Sa'i, 2025).

b. Content Audit

In digital content marketing, situation analysis is commonly conducted through a content audit (Lu, 2023). A content audit is the process of collecting, organizing, and evaluating previously published content to assess its effectiveness and performance across digital platforms (Lu, 2023). According to Holliman & Rowley (2014), evaluating digital content performance is important because content marketing strategies require relevant and valuable information to attract audience attention effectively. Through content audits, companies can identify which content performs well and

which content needs improvement based on audience responses and digital performance indicators (Lu, 2023).

Furthermore, content audits help companies determine suitable performance metrics for evaluating the effectiveness of digital content (Lu, 2023). Metrics such as views, reach, traffic, and audience interaction can provide insights regarding audience behavior and the visibility of published content (Järvinen & Karjaluoto, 2015). The use of performance metrics is important because performance metrics enable companies to evaluate whether their digital content strategies effectively reach their intended audiences (Järvinen & Karjaluoto, 2015).

c. Objectives Settings

Setting content goals is crucial to planning Instagram content. As stated by Fanani & Kusumandyoko (2024), one of the key elements in Instagram content planning is defining clear content objectives. These objectives must be aligned with overall business and marketing goals to ensure that the implemented strategies can provide optimal contributions (Lu, 2023). Setting clear objectives will help the company direct each marketing activity more effectively and measurably.

The objectives of content marketing can be classified using the REAN model, developed by Xavier Blanc and Leevi Kokko in 2006 (Reach, Engage, Activate, Nurture), to help determine which kind of objectives to focus on (Jackson, 2009). According to Jackson in Cult in Analytics (2009), the definition of REAN is as follows :

1. Reach refers to the methods used to attract people's attention to offerings and increase awareness among the target audience about the products or services.
2. Engage is the stage where the audience starts interacting with the business, such as viewing, liking, or commenting on content, which helps them consider the offerings before making a decision.
3. Activate refers to the stage when an individual takes the desired action, such as purchasing a product, subscribing to a newsletter, or signing up for a service,
4. Nurture involves efforts to maintain relationships with consumers who have previously interacted with or taken action, ensuring they remain engaged and continue to use the products or services.

2.1.2 Execution

The execution stage is the process of implementing the previously planned digital content marketing strategy. At this stage, the company begins to carry out various content-based marketing activities, systematically organized to achieve the set objectives (Lu, 2023). In the content creation process, this is balanced with thorough planning to ensure that the produced content is of good quality and capable of delivering information effectively (Anggraeni & Setyawati, 2025).

a. Content Planning

Content planning is the initial step to determining objectives to be achieved and identifying the appropriate ways to achieve them (Anggraeni & Setyawati, 2025). It is a crucial aspect that determines the direction and effectiveness of digital communications, where a content plan is defined as the planning of content development designed to achieve specific communication objectives (Sabyla & Hadiyanto, 2025). Through content planning, companies can organize and develop content that is relevant to audience needs, making the information easier to understand and helping increase audience awareness on digital platforms (Syarif et al., 2025).

b. Content Creation

After the planning and preparation stages are complete, the next step is the production stage, which involves processing the content designed in the planning phase (Azka, 2024). Content creation is the process of creating content that involves various stages, from idea research and production to the evaluation of content outcomes (Lu, 2023). In this process, creativity does not depend only on individual abilities but also on the ability to collaborate in a dynamic and interconnected work environment (Savitri et al., 2025)

c. Content Distribution

Content distribution refers to the process of disseminating content through various digital content channels such as social media, websites, and other platforms. This stage includes determining the platforms where the content will be published, scheduling the planning, creation, and publication of content and maintaining a consistent posting frequency (Lu, 2023). The main objective of content distribution is to ensure that the created content effectively and efficiently reaches the right audience and generates the expected interactions or impacts, such as an increase in the number of viewers, readers, or users (Khasanah, 2024).

2.1.3 Evaluation & Measurement

Evaluation and measurement are an important stages in digital content marketing to assess the effectiveness of the content strategy implemented through digital media (Lu, 2023). This stage is conducted to measure content performance and evaluate whether the content has achieved the company's communication objectives (Lu, 2023). Through the evaluation process, companies can understand audience responses, analyze content performance, and improve future digital marketing strategies (Järvinen & Karjaluoto, 2015). In addition, digital performance evaluation helps companies make more effective data-driven marketing decisions (Masrianto et al., 2022).

In digital marketing, evaluation and measurement can be conducted through social media performance analysis using indicators available on social media platforms (Farras et al., 2026). The use of media analytics enables companies to obtain data on audience exposure, content distribution, and audience responses to published content (Järvinen & Karjaluoto, 2015). According to Masrianto et al. (2022), data analytics also helps companies understand audience behavior and evaluate the effectiveness of their digital communication strategies. So, evaluation

not only measures content success but also supports the development of more effective digital content marketing strategies (Lu, 2023).

In this research, the evaluation and measurement stage from Lu (2023) is adapted to the Instagram context using Awareness Performance Metrics. This adaptation is used because the research focuses on Instagram digital content marketing activities of PT Tourezia Cakra Inspira to increase awareness of the company's event and tour services. In practice, the company uses reach, impression, and followers growth as the main indicators to evaluate their Instagram content.

2.1.3.1 Awareness Performance Metrics

Awareness performance metrics are indicators used to evaluate the effectiveness of communication activities in increasing audience visibility, exposure, and recognition of a brand or organization on digital platforms (Drivas et al., 2022). In social media marketing, selecting performance metrics should align with communication and marketing objectives, as different objectives require different indicators to assess performance effectively (Drivas et al., 2022). When the primary objective is awareness, metrics such as reach, impressions, and follower

growth are commonly used because they indicate whether content is successfully reaching wider audiences and increasing audience exposure over time (Parikh, 2026). Similarly, Mui & Ming (2020) stated that reach and impressions are key performance indicators (KPIs) commonly used to evaluate the achievement of brand awareness objectives on social media platforms.

In this study, awareness performance is measured through three indicators reach, impressions, and followers growth. Reach refers to the number of unique users who are exposed to content and indicates the breadth of audience exposure generated by social media activities (Mui & Ming, 2020). Reach is considered an important awareness indicator because it reflects how many individual users have encountered a particular message or piece of content, thereby indicating content visibility among target audiences (Parikh, 2026).

Impressions refer to the total number of times content is displayed on users' screens, regardless of whether the same user views it multiple times (Mui & Ming, 2020). Unlike reach, which measures unique exposure, impressions measure the

overall visibility of content and the frequency with which content appears before audiences. Therefore, impressions are commonly used alongside reach to measure audience exposure and awareness generated through social media content (Mui & Ming, 2020).

Followers growth refers to the increase in the number of followers over a specific period and reflects a content's ability to attract and retain new audiences. According to Khairunnisa & Juliadi (2023), increasing brand awareness can be identified by growth in the number of followers on social media, as this indicates that more users recognize and are interested in following a brand's account. This suggests that follower growth may serve as an indicator of expanding audience awareness and growing public recognition toward an organization or brand (Khairunnisa & Juliadi, 2023).

2.2 Instagram as Social Media

Social media is an internet-based platform that allows users to communicate, collaborate, and share various forms of information, such as text, images, videos, and audio, interactively (Qadir, 2024). Through social media, users not only play the role of information receivers but can also

become creators and distributors of content shared with other users. Additionally, social media is an online platform that enables users to participate, share information, and create different types of content, such as blogs, social networks, wikis, forums, and virtual worlds, allowing for easy interaction between users via the internet (Liedfray et al., 2022).

Instagram is one of the social media platforms launched on October 6, 2010, by two graduates of Stanford University, Kevin Systrom and Mike Krieger (Efendi et al., 2024). Since then, Instagram has continued to develop rapidly, adding innovative features to compete with other social media platforms (Efendi et al., 2024). With this platform, users can easily access and share photos and videos with various daily features, such as direct message, instastory, live, and reels (Faizal et al., 2024)

Instagram plays an important role as an effective marketing platform because it can enhance brand visibility, increase audience reach, and support the development of brand awareness among target audiences (Setiawati & Sirait, 2024). In addition, in terms of information dissemination, Instagram enables the rapid and wide distribution of news and educational content to the public (Irsandi & Sulthon, 2024). Therefore, Instagram is widely used by businesses to introduction and promote their products and services to a broader audience (Hafidz & Fikri, 2024).

2.3 Brand Awareness

Brand awareness refers to the ability of audiences to recognize and recall a brand, so that the brand comes to mind when costumers need a particular product or service (Bilgin, 2018). In digital marketing activities, brand awareness is a key objectives because it helps companies build brand recognition and increase the chance that the brand will be widely known by the public (Tritama & Tarigan, 2024). Social media is considered effective in increasing brand awareness because it allows information to be distributed quickly and interactively to a broader audience than conventional media (Andata et al., 2022).

In addition, using content marketing on social media can help companies strengthen their brand identity by delivering consistent, relevant information to audiences (Waoma & Hartono, 2020). Research conducted by Sinaga et al., (2025) also found that the quality of digital content and social media marketing activities positively influence brand awareness because engaging content attracts greater audience attention to a brand. Therefore, effective digital content marketing can increase brand awareness by expanding audience exposure and improving brand visibility among target audiences (Ramdani & Fietroh, 2025).

In digital content marketing activities, indicators such as reach, impression, and follower growth are often associated with audience awareness because they show how far content is distributed, viewed, and followed by audiences on social media platforms. Furthermore,Wulansari et al. (2025), explained that indicators such as reach, impressions, and follower growth are commonly used to evaluate the effectiveness of digital promotion in increasing brand awareness on Instagram. Reach measures the number of unique accounts reached by content, indicating how widely information is distributed to audiences (Järvinen & Karjaluoto, 2015). Views indicate the number of times content has been viewed by audiences and can be used to measure the level of visibility and exposure of published content (Niitsuma et al., 2025). Meanwhile, followers growth refers to the increase in the number of social media followers, which can indicate growing audience interest and awareness toward a brand (Aristana et al., 2024).

2.4 Previous Research

Previous studies play an important role in this research because they can serve as references and provide insights for the researcher in developing and strengthening the research framework. This previous research also serves as a comparison for the results of the research to be obtained in this study. The

researcher in this study uses several references from previous research on digital content marketing strategies and their role in increasing brand awareness. Based on the reviewed literature, several studies are relevant to the focus of this research, as follows:

a. Research conducted by Holliman & Rowley (2014) in Industrial Marketing Management entitled “Digital Content Marketing in Business Markets: Activities, Consequences, and Contingencies Along the Customer Journey”. This study aims to analyze the role of digital content marketing throughout the customer journey. The research used a qualitative approach through in-depth interviews with marketing managers from several companies. The findings indicate that digital content marketing helps companies increase visibility and provide relevant information to audiences during the customer journey. The similarity with this research lies in the discussion of digital content marketing strategies. The difference is that this study focuses on B2B markets. In contrast, the current research focuses on digital content marketing strategies to raise awareness of tour and travel organizer services on Instagram.

b. Research conducted by Nabila & Winarti (2023) in the Journal of Informasi Pengabdian Masyarakat entitled “Penerapan Digital Marketing

dan Peran Content Creator pada Media Sosial Guna Meningkatkan Brand Awareness". This study aims to analyze the implementation of digital marketing and content creators in increasing brand awareness through social media. The research used participatory observation methods. The results show that creative and trend-based content on social media platforms can significantly increase audience awareness. The similarity with this research is the discussion of social media content strategies to increase awareness. The difference lies in the current study, which focuses more specifically on digital content marketing strategies in the tour and travel organizer industry.

c. Research conducted by Pratama & Aquinia (2025) in Al-Kharaj Jurnal Ekonomi, Keuangan & Bisnis Syariah entitled "Pengaruh Content Marketing dan Social Media Influencer terhadap Brand Awareness". This study aims to examine the influence of content marketing and social media influencers on brand awareness. The research used a quantitative survey approach. The findings indicate that content marketing has a positive and significant influence on audience awareness when supported by effective communication strategies. The similarity with this research is the discussion of content marketing and awareness. The difference is

that the current research focuses on strategy implementation processes rather than measuring the influence between variables.

d. Research conducted by Rizky et al. (2025) in the Economic Journal of Business entitled "Designing a Content Marketing Strategy Through the Utilization of Social Media Platforms in an Effort to Increase Brand Awareness Among Customers: A Case Study of ELCOFFEE.ID". This study aims to analyze and evaluate the effectiveness of Instagram content marketing strategies in increasing customer brand awareness. The research used a mixed-methods approach, combining with quantitative and qualitative methods. The findings show that planned and consistent content marketing strategies can significantly increase views, interactions, and customer brand awareness. The similarity with this research lies in discussing content marketing strategies through social media to increase awareness. The difference is that this study focuses on the coffee business sector, while the current research focuses on tour and travel organizer services.

e. Research conducted by Sholawati & Tiarawati (2022) in Journal of Management Studies entitled "Pengaruh Social Media Marketing dan Brand Awareness terhadap Niat Beli Produk di Restoran Fast Food". This study aims to analyze the influence of social media marketing and

brand awareness on consumer purchase intention. The research used a quantitative approach by distributing questionnaires to 200 respondents and analyzing the data using multiple linear regression. The findings indicate that social media marketing positively influences on brand awareness and increases audience attention toward. The similarity between this research and the research is that both discuss digital marketing strategies on social media to increase awareness. The difference lies in the research object, where this study focuses on the fast-food industry, while the current study focuses on digital content marketing strategies for tour and travel organizer services.

Table 2.1 Previous Research

Author/Year	Title and Methodology	Results	Comparison
Holliman & Rowley (2022). Industrial Marketing Management, Vol. 104, 2022	Digital Content Marketing in Business Markets: Activities, Consequences, and Contingencies Along the Customer Journey. The study used a qualitative approach through in-depth interviews with marketing managers from several companies.	The findings showed that digital content marketing helps companies increase visibility and provide relevant information to audiences throughout the customer	The study focuses on the implementation of digital content marketing in B2B business markets, while this research focuses on digital content marketing strategies to

Author/Year	Title and Methodology	Results	Comparison
		journey.	increase awareness for tour and travel organizer services through Instagram.
Nabila & Winarti (2023). Jurnal Informasi Pengabdian Masyarakat, Vol. 1 No. 3, 2023	Penerapan Digital Marketing dan Peran Content Creator pada Media Sosial Guna Meningkatkan Brand Awareness. The study used participatory observation methods in analyzing digital marketing implementation through social media.	The results showed that creative and trend-based content on social media can significantly increase audience awareness.	The study discusses the implementation of digital marketing and the role of content creators in increasing brand awareness in general, while this research specifically focuses on digital content marketing strategies in the tour and travel organizer industry.
Pratama & Aquinia (2025). Al-Kharaj: Jurnal Ekonomi,	Pengaruh Content Marketing dan Social Media Influencer terhadap Brand	The findings indicated that content marketing has a	The study focuses on the influence of content

Author/Year	Title and Methodology	Results	Comparison
Keuangan & Bisnis Syariah, Vol. 7 No. 10, 2025	Awareness. The study used a quantitative survey approach.	positive and significant influence on audience awareness when supported by effective communication strategies.	marketing and influencers on awareness, whereas this research emphasizes the implementation process of digital content marketing strategies.
Lubis & Hasibuan (2025). Economic: Journal Economic and Business, 2025	Designing a Content Marketing Strategy Through the Utilization of Social Media Platforms in an Effort to Increase Brand Awareness Among Customers: A Case Study of ELCOFFEE.ID. The study used mixed methods with quantitative and qualitative approaches.	The results showed that well-planned and consistent content marketing strategies can significantly increase views, interactions, and customer brand awareness.	The study focuses on content marketing strategies in the coffee shop industry, while this research focuses on digital content marketing strategies for tour and travel organizer services.

Author/Year	Title and Methodology	Results	Comparison
Sholawati & Tiarawati (2022). Jurnal Ilmu Manajemen, Vol. 10 No. 4, 2022	Pengaruh Social Media Marketing dan Brand Awareness terhadap Niat Beli Produk di Restoran Fast Food. The study used a quantitative approach through questionnaires distributed to 200 respondents and analyzed using multiple linear regression.	The findings showed that social media marketing has a positive effect on brand awareness and is able to increase audience attention toward a brand through social media.	The study focuses on the influence of social media marketing on brand awareness in the fast-food restaurant industry, whereas this research focuses on digital content marketing strategies to increase awareness for tour and travel organizer services.

(Source : Data processed by the researcher, 2026)

2.5 Conceptual Framework

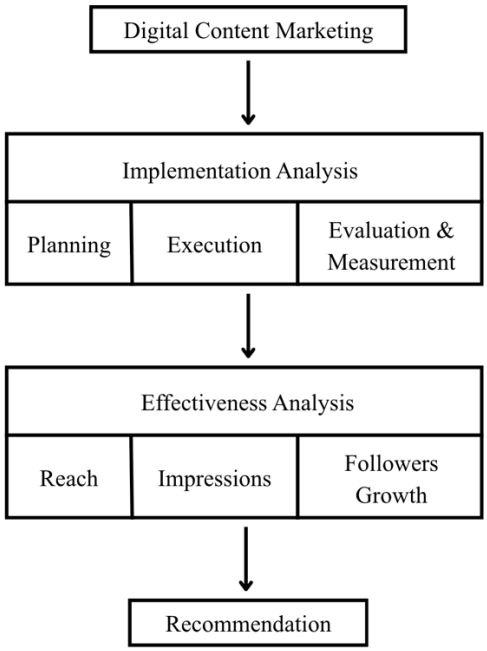


Figure 2.2 Conceptual Framework

(Source : Data processed by the researcher, 2026)

This study adopts the Digital Content Marketing framework proposed by Lu (2023) as the primary framework for analyzing the implementation of digital content marketing at PT Tourezia Cakra Inspira. The framework consists of three main stages, namely planning, execution, and evaluation and measurement. These stages are used to examine how the company develops, implements, and evaluates its digital content marketing activities through Instagram. Therefore, the framework provides a comprehensive perspective on the company's overall digital content marketing implementation.

The first stage is planning, comprising situation analysis, content audit, and objective setting. This stage focuses on understanding how the company identifies internal and external conditions, evaluates previously published content, and establishes content marketing objectives. The second stage is execution, which consists of content planning, content creation, and content distribution. This stage analyzes how content is prepared, produced, and distributed on Instagram, the company's primary social media platform. The third stage is evaluation and measurement, which focuses on how the company evaluates content performance and utilizes performance data to support future content marketing activities.

After analyzing the implementation process, this study further examines the effectiveness of digital content marketing in increasing audience awareness. The effectiveness analysis is conducted using awareness performance metrics, including reach, impressions, and follower growth. These indicators are used because they reflect audience exposure, content visibility, and audience expansion generated through Instagram content. Using these metrics, the researcher can evaluate whether the digital content marketing activities implemented by PT Tourezia Cakra Inspira have increased audience awareness.

Based on the findings from both the implementation and effectiveness analyses, this study proposes recommendations to improve PT Tourezia Cakra Inspira's digital content marketing strategy. The recommendations are intended to address the gaps and improvement opportunities identified throughout the planning, execution, and evaluation stages, while also supporting more consistent growth in awareness performance metrics. This conceptual framework serves as a guide for understanding the implementation of digital content marketing, evaluating its effectiveness, and formulating recommendations for future improvement.

CHAPTER 3

RESEARCH METHOD

3.1 Approach

3.1.1 Types of Research

In this research, the researcher uses a qualitative approach. Qualitative research is a method that aims to understand social phenomena in depth by interpreting participants' experiences and perspectives (Aspers & Corte, 2019). A qualitative approach emphasizes understanding a phenomenon through direct interaction between the researcher and the research object, thereby producing data that are more detailed and contextual (Aspers & Corte, 2021). Therefore, this approach is used to analyze the digital content marketing strategy implemented by PT Tourezia Cakra Inspira to build awareness through Instagram, a social media platform. The focus of this research includes the planning, implementation, and evaluation processes of the published content.

In addition to using a qualitative approach, this research also employs a case study research type. A case study is a research method used to explore a phenomenon in-depth within a real-life context by

collecting data from various sources (Heale & Twycross, 2018). The case study approach allows researchers to gain a more detailed understanding of certain activities, programs, or processes in a contextual and in-depth manner (Klinga et al., 2018). By using the case study approach, this research can gain a more comprehensive understanding of how PT Tourezia Cakra Inspira implements digital content marketing to increase awareness through Instagram.

3.2 Expertise

In selecting the informants for this research, the author used purposive sampling, considering criteria such as the level of understanding of the research topic, the availability of information, and the relevance of the data that could be provided. This technique was chosen to ensure that the data are truly aligned with the research needs. According to Ames et al. (2019), purposive sampling is a sampling technique used to select participants who are considered capable of providing relevant and rich information related to the research objectives. In this study, the informants were selected based on their knowledge and experience in digital content marketing activities at PT Tourezia Cakra Inspira.

This research focuses on digital content marketing to enhance awareness through Instagram at PT Tourezia Cakra Inspira. Therefore, the selection of informants focuses on individuals directly involved in the management and development of Instagram digital content. The informants in this study come from the Digital Marketing Division, namely the Head and the Staff of the Digital Marketing Executive.

The selected informants in this study include :

1. Name: H

   Division: Head of Marketing Executive

   He is responsible for designing and overseeing the overall company's digital marketing processes, particularly on social media platforms such as Instagram. He manages content strategy planning, determines marketing objectives, and ensures that digital content marketing implementation aligns with the company's business objectives.

2. Name: N

   Divison: Staff of Digital Marketing Executive

   She works in performance marketing, focusing on analyzing the performance of all social media platforms of PT Tourezia Cakra Inspira. She is also responsible for collecting and analyzing data such as,

awareness performance metrics to evaluate the effectiveness of digital marketing processes.

3. Name: A

   Divison: Staff of Digital Marketing Executive

   She is responsible for managing various social media platforms, particularly Instagram, to develops content scripts as a copywriter to ensure the messages conveyed are effective.

3.3. Identification of The Main Problem

3.3.1 Main Problem

PT Tourezia Cakra Inspira, as an event organizer and tour service company, has utilized Instagram as a digital content marketing platform to promote its services and increase audience awareness. However, based on observations conducted, the performance of the company's Instagram content on awareness performance metrics such as reach, impressions, and followers growth tends to be stagnant and fluctuating, without showing significant and consistent improvement over time. Although the company has implemented digital content marketing activities through the planning, execution, evaluation and measurement stages, these stages have not yet fully supported consistent audience

awareness outcomes. This condition can be observed through the fluctuations in reach, impressions, and followers growth, indicating that the company has not yet achieved stable awareness performance through its Instagram content marketing activities. Therefore, it is important to further analyze how digital content marketing is implemented and how effective it is in increasing audience awareness at PT Tourezia Cakra Inspira.

3.4 Interview Questions

The interview questions were designed to address the research problem of implementing digital content marketing at PT Tourezia Cakra Inspira. The interview guide was structured around the digital content marketing framework and divided into three main stages, Planning, Execution, and Evaluation and Measurement. The Planning stage consisted of Situation Analysis, Content Audit, and Objective Setting. At the same time, Execution stage included Content Planning, Content Creation, and Content Distribution. Then the Evaluation and Measurement stage focused on assessing content performance. In total, the interview guide contained 20 questions distributed across these stages to obtain comprehensive information on the company's digital content marketing implementation and its effectiveness.

Table 3.1 Interview Question to Understand and Describe the Digital Content Marketing Process Implemented by PT Tourezia Cakra Inspira through Instagram, including the Planning, Execution, Evaluation and Measurement Stages.

No.	Stage	Question
1.	Planning	How does PT Tourezia conduct internal and external digital marketing analysis as the basis for planning Instagram content strategies?
2.		What factors are analyzed to understand digital marketing trends and audience behavior before determining the content strategy direction?
3.		How is PT Tourezia positioned compared to competitors on Instagram?
4.		Does the marketing team conduct content audits on previously published content? How is the process carried out?
5.		Has the marketing team ever analyzed previously published content? If yes, what is the purpose of conducting the content analysis?
6.		Are there specific targets or indicators that the company wants to achieve through Instagram content, such as increasing awareness?
7.		How does Instagram content support the company's business objectives?
8.	Execution	How does the company determine content themes for Instagram?
9.		What content formats are commonly used on PT Tourezia's Instagram?
10.		How is the Instagram content creation process carried out, from planning until the content is ready to be published?

11.		How does the company determine content style to support PT Tourezia's marketing objectives?
12.		Why does the company choose Instagram as one of the main platforms for distributing marketing content?
13.		Does the company also use other platforms besides Instagram to distribute content?
14.		Does the company use a content calendar to plan content publication schedules?
15.		How does the company determine the right time to publish content on Instagram?
16.		How often does the company publish content on Instagram in a week or month?
17.	Evaluation and Measurement	How does the company assess the performance of Instagram content?
18.		What metrics are used to evaluate content performance?
19.		How does the company evaluate posted content? Is there any regular evaluation conducted by the company?
20.		How are evaluation results used to improve future content?

(Source : Data from Lu, 2023 and processed by the researcher, 2026)

Table 3.2 Interview Question to Analyze the Effectiveness of Implementing Digital Content Marketing through Instagram in Increasing Awareness, as Reflected by Awareness Performance Metrics, namely Reach, Impressions, and Follower Growth.

No.	Part	Question
1.	Reach	How does the company assess the performance of Instagram content?

2.		What metrics are used to evaluate content performance?
3.		How does the company evaluate posted content? Is there any regular evaluation conducted by the company?
4.		How are evaluation results used to improve future content?
5.	Impression	How does the company assess the performance of Instagram content?
6.		What metrics are used to evaluate content performance?
7.		How does the company evaluate posted content? Is there any regular evaluation conducted by the company?
8.		How are evaluation results used to improve future content?
9.	Followers Growth	How does the company assess the performance of Instagram content?
10.		What metrics are used to evaluate content performance?
11.		How does the company evaluate posted content? Is there any regular evaluation conducted by the company?
12.		How are evaluation results used to improve future content?

(Source : Data from Lu, 2023 and processed by the researcher, 2026)

3.5 Source of Data

According to Siyoto & Sodik (2015), qualitative research data can be collected through documentation by seeking various information from sources

such as notes, books, journals, newspapers, magazines, and other sources. The data sources in this study consist of primary data and secondary data :

1. Primary data are collected directly from informants involved in managing digital content marketing at PT Tourezia Cakra Inspira. The informants in this study include the Head of Marketing and the Staff of Social Media Executive, who possess relevant knowledge and experience regarding the company's digital content strategy.
2. Secondary data are obtained from supporting sources, such as books, scientific journals, and documents relevant to the research topic including KPIs, Instagram Insights, Content Planning, and Instagram for PT Tourezia. These secondary data are used to strengthen the theoretical foundation and provide additional content for the research analysis.

3.6 Data Collection Technique

3.6.1 Observation

Observation was conducted by directly observing PT Tourezia Cakra Inspira's Instagram account and its published content. Through non-participant observation, the researcher was not directly involved in the company's digital marketing activities but observed the implementation of digital content marketing as presented on the Instagram platform.

The observation focused on visible aspects of the company's digital content marketing activities, including content publication, content types, posting activities, and audience interactions. The observation findings were compared with the interview and documentation data to enhance the credibility and accuracy of the research findings.

3.6.2 Interview

The interviews were conducted in depth using a semi-structured method. This method was chosen because it provides the researcher with flexibility to develop questions according to the interview situation without deviating from the research focus (DeJonckheere & Vaughn, 2019; Ruslin et al., 2022). The interviews aimed to obtain detailed information regarding the implementation of digital content marketing at PT Tourezia Cakra Inspira.

The selection of informants was conducted using a purposive sampling technique, which involves selecting individuals who possess relevant knowledge and experience related to the research topic (Campbell et al., 2020). The informants consisted of the Head of Marketing and two Social Media Executors who were directly involved in managing the company's Instagram account. The interview served as

the primary source of data for understanding the planning, execution, and evaluation & measurement stages of the company's digital content marketing implementation.

3.6.3 Documentation

Documentation was used as a complementary data collection technique to support and verify the findings obtained from interviews and observations. Documentation is considered an important source of evidence in qualitative research because it enables researchers to examine existing records and artifacts related to the phenomenon being studied (Olsen, 2015). The documentation analyzed in this study consisted of Instagram documents records, including KPIs, Content Planning, Instagram Insights, and records from PT Tourezia Cakra Inspira's official Instagram account, such as published content and awareness performance indicators, including reach, impressions, and follower growth.

3.7 Unit of Analysis

The unit of analysis in this study is the digital content marketing implementation by PT Tourezia Cakra Inspira, particularly on the Instagram platform. The focus of the analysis includes three main stages, namely

planning, execution, and evaluation and measurement with and emphasis on the audience awareness. Specifically, the unit of this analysis is the Digital Marketing Execution Division, which is responsible for managing the company's Instagram. The selection of this unit analysis is based on the research objectives, which aims to enhance the audience awareness in digital content marketing with the event organizer company.

CHAPTER IV

RESULTS AND DISCUSSION

4.1 Data Description

4.1.1 Respondent Description

The respondents in this study consisted of three individuals working in the digital marketing division of PT Tourezia Cakra Inspira. Respondents were selected using purposive sampling based on their knowledge, responsibilities, and direct involvement in managing the company's digital content marketing activities through Instagram. The first informant, identified by the initial H, serves as the Head of Marketing Executive. He is responsible for developing digital marketing strategies, determining content directions, and overseeing the overall implementation of marketing activities. The second informant, identified by the initial N, works as a Digital Marketing Executive with a focus on performance marketing. He is responsible for monitoring and analyzing Instagram performance data, including reach, impressions, and followers growth, to evaluate the outcomes of digital content marketing activities. The third informant, identified by the initial A, also works as a Digital Marketing Executive and is responsible for

social media management and content creation, including copywriting and publishing.

The three informants perform complementary roles throughout the digital content marketing process. H is primarily involved in strategic planning and decision-making, N is responsible for evaluating content performance and monitoring awareness-related metrics, while A focuses on content execution and day-to-day social media management. These different responsibilities provide comprehensive perspectives regarding the planning, execution, evaluation and measurement stages of digital content marketing implemented by PT Tourezia Cakra Inspira. Furthermore, the direct involvement of all informants in the company's Instagram marketing activities enables the researcher to obtain detailed, contextual information that reflects the organization's actual practices and conditions.

Table 4.1 Respondent Data

H	N1	Head of Marketing Executive
N	N2	Staff of Digital Marketing Executive
A	N3	Staff of Digital Marketing Executive

(Source : Data processed by the researcher, 2026)

4.1.2 Context of Data Collection

Data collection in this study was conducted using three techniques, in-depth interviews, observation, and documentation. According to Aspers & Corte (2019) qualitative research commonly employs data collection methods such as observation, in-depth interviews, and documentation to obtain comprehensive and contextual information. The researcher collected data directly from informants who were involved in planning, creating, distributing, and evaluating digital content on PT Tourezia Cakra Inspira's Instagram account. This process was conducted to obtain an in-depth understanding of how digital content marketing is implemented within the company. The data collected covered the planning, execution, evaluation and measurement stages of digital content marketing, as well as the company's awareness performance indicators, including reach, impressions, and followers growth.

Interviews served as the primary source of data to explore the informants' experiences, perspectives, and practices regarding the implementation of digital content marketing through Instagram. Observations were conducted by examining PT Tourezia's Instagram account and published content to understand the company's digital

marketing activities. Documentation, including KPIs, Content Planning, Instagram Insights, and Instagram records, was used to verify and complement the interview and observation findings.

4.1.2.1 In Depth Interview

In-depth interviews were conducted using a semi-structured interview method, in which the researcher prepared a set of guiding questions while allowing informants to elaborate on their experiences and perspectives. The interviews lasted approximately 30 to 45 minutes for each informant. Through this method, the researcher obtained information on the planning, execution, and evaluation and measurement stages of digital content marketing, as well as on the use of awareness performance metrics, including reach, impressions, and followers growth, to evaluate the effectiveness of Instagram content. The interview data provided an understanding of the company's digital content marketing processes. They served as the primary source for analyzing the implementation and effectiveness of digital content marketing in increasing audience awareness.

4.1.2.2 Observation

The observation was conducted by directly examining PT Tourezia Cakra Inspira's Instagram account and its published content. The researcher acted as a non-participant observer and did not participate in the company's digital marketing activities. The observation focused on identifying the implementation of digital content marketing through Instagram, including content publication, content types, posting activities, and audience interactions visible on the platform. The observation findings were used to complement the interview results and were further verified using supporting documentation to obtain a more comprehensive understanding of the company's digital content marketing implementation. This approach is consistent with triangulation practices in qualitative research, which combine multiple data sources to improve the credibility and completeness of research findings (Carter et al., 2014).

4.1.2.3 Documentation

Documentation was used as a supporting data collection technique to complement and validate findings from interviews

and observations. The documentation analyzed in this study consisted of Instagram documents records, including KPIs, Content Planning, Instagram Insights, and records from PT Tourezia Cakra Inspira's Instagram account, such as published content and awareness performance indicators, including reach, impressions, and follower growth. These documents provided objective evidence of the implementation and performance of the company's digital content marketing implementation. Social media content and platform analytics are considered valuable sources of research data because they provide authentic records of content performance in digital environments (Pretorius, 2024).

4.2 Data Analysis

4.2.1 Interview Results

Interviews with three informants provided various insights into the implementation of digital content marketing through Instagram at PT Tourezia Cakra Inspira. The data collected focused on the three main stages of the Digital Content Marketing framework proposed by Lu (2023), namely planning, execution, and evaluation and measurement. During the planning stage, the interviews explored the company’s

situation analysis, content audit, and objective-setting activities before developing its content strategy. During the execution stage, the interviews examined the content planning, content creation, and content distribution processes implemented through the company's Instagram account. Meanwhile, in during the evaluation and measurement stage, the interviews explored the content performance evaluation process, the performance metrics used by the company to assess awareness, periodic evaluation activities, and the use of evaluation results for future content improvement. The information obtained from the informants was then analyzed to understand the implementation of digital content marketing and its effectiveness in increasing audience awareness, as reflected through reach, impressions, and followers growth.

Table 4.2 Interview Answers to Understand and Describe the Digital Content Marketing Process Implemented by PT Tourezia Cakra Inspira through Instagram, including the Planning, Execution, Evaluation and Measurement Stages.

No.	Stage	Respondents' Answers
1.	Planning	**N1:** Internal analysis is conducted by reviewing previous content performance through reach, impression, and follower growth. External analysis is carried out by monitoring market trends and competitors' content using tools such as V-Roll. **N2:** The team evaluates engagement, reach, impressions, and audience interactions to identify successful content patterns. Externally, the team follows digital marketing trends and competitors' strategies. **N3:** Internal analysis is conducted through Instagram

No.	Stage	Respondents' Answers
		Insights by examining reach, impressions, engagement, and the types of content preferred by audiences. External analysis involves monitoring trends on Instagram, TikTok, and competitors' activities.
2.		**N1:** The analyzed factors include content relevance, reach, impression, and the first three seconds of content performance to measure hook effectiveness. **N2:** The company analyzes content trends, audience behavior, platform algorithms, as well as engagement, reach, and impression data. **N3:** The factors considered include content trends, preferred content formats, audience active hours, demographic data, and interactions such as likes, comments, shares, and saves.
3.		**N1:** Tourezia has not yet become a market leader but is developing as a rising star by emphasizing experience-based content. **N2:** Tourezia has a competitive advantage by integrating tour & travel services and event organizing into one content strategy. **N3:** Compared to competitors, Tourezia still needs to improve its visual quality, storytelling, and message delivery to become more competitive.
4.		**N1:** Audits are conducted approximately one week after publication through Instagram Insights by reviewing profile visits, followers, reach, impression, and hook rates. **N2:** Content audits are conducted regularly by collecting content performance data and categorizing content based on its level of success. **N3:** The audit are conducted weekly by gathering performance data, entering it into KPIs, and analyzing which content is effective and which is not.
5.		**N1:** The analysis aims to improve content performance and build potential clients' awareness and trust in the company. **N2:** The purpose is to gain insights into content effectiveness so that future strategies can be optimized. **N3:** The analysis is conducted to identify the factors behind content success or failure and to improve future content strategies.
6.		**N1:** The primary target is follower growth, which is influenced by reach, impression, engagement, and content relevance.

No.	Stage	Respondents' Answers
		N2: Content targets are adjusted according to specific objectives, such as engagement, brand awareness, conversion, and lead generation. **N3:** The main targets are increasing brand awareness, followers, and generating potential leads.
7.		**N1:** Instagram is used as a validation tool and to build potential clients' trust through professional visual content. **N2:** Instagram content supports the marketing funnel, from awareness and interest to conversion. **N3:** Instagram helps increase brand awareness, build trust, showcase the company's portfolio, and attract potential clients.
8.	Execution	**N1:** Content themes are determined through a content plan and content marketing mix, combining educational and entertaining or information content according to marketing objectives. **N2:** Content themes are based on marketing goals and current trends, such as popular destinations or viral topics. **N3:** The team gathers trending content references, discusses them, and aligns them with the content plan and content categories such as educational, information, and entertaining, and behind the scenes content.
9.		**N1:** The company mainly uses carousel posts and reels. **N2:** The company uses photos, carousels, and reels in a balanced manner. **N3:** The formats include photos, reels, carousels, and occasionally long form videos for specific events, with photos and reels being the most frequently used.
10.		**N1:** The process begins with research, followed by content planning, content production, and distribution through social media or paid promotion. **N2:** The stages include ideation, planning, production, drafting, review, and publication. **N3:** The team searches for trending references, develops concepts and scripts, produces and edits the content, and then reviews it with a supervisor before publication.
11.		**N1:** The company prefers short form content with a maximum duration of one minute to match social media users' consumption habits. **N2:** Content is designed to be concise yet informative

No.	Stage	Respondents' Answers
		to prevent audience boredom. **N3:** The company primarily uses short form content such as Instagram Reels and TikTok videos with a duration of approximately one minute to maintain audience attention.
12.		**N1:** Instagram is chosen because of its strong visual capabilities, which align with the company's target market. **N2:** Instagram has strong visual characteristics and a high level of engagement, making it effective for marketing activities. **N3:** Instagram is considered the most suitable platform for promoting event organizer and tour services because it is widely used by the company's target audience.
13.		**N1:** Yes, we use TikTok, LinkedIn, YouTube, Website, and WhatsApp **N2:** Uses TikTok, YouTube, LinkedIn, a website, and WhatsApp **N3:** TikTok, YouTube, LinkedIn, a website that suppot SEO, and WhatsApp.
14.		**N1:** The company uses an Editorial Plan containing publication schedules, references, headlines, captions, and etc.. **N2:** A content calendar is used to maintain consistency, and each platform has its own person in charge (PIC). **N3:** The company uses a content plan that includes posting schedules, headlines, scripts, and captions to ensure structured content management.
15.		**N1:** Content is usually published in the evening when audiences have finished their work activities. **N2:** Publication times are determined based on audience insight data, which indicates the highest activity levels during the morning and afternoon. **N3:** Publication times are adjusted according to audience active hours, typically around 12:00 PM, 3:00 PM, 6:00 PM, and 8:00 PM.
16.		**N1:** The company uploads content minimum 3 times per month. **N2:** Content is published around 3–8 times per month, consisting of various content types. **N3:** Feed posts and reels are uploaded minimum 3 per month, while Instagram Stories are posted daily.
17.	Evaluation	**N1:** Content performance is evaluated based on reach,

No.	Stage	Respondents' Answers
	and Measurement	impressions, and its followers growth. **N2:** Content performance is measured through reach, impressions, and audience interactions or engagement to determine content effectiveness. **N3:** The company evaluates content performance through follower growth, engagement, and the number of leads generated from Instagram activities.
18.		**N1:** The company indicates more on reach, impressions, and follower growth. **N2:** Reach, impression, and engagement is considered of the key metrics used to assess content performance and success. **N3:** Followers growth and engagement also the number of lead are main indicators used to measure content success on Instagram.
19.		**N1:** Evaluations are conducted weekly, with content performance data recorded and compiled monthly by me based on reach, impressions, and followers growth. **N2:** Evaluations are conducted weekly by comparing content performance against the established KPIs. **N3:** Evaluations are conducted regularly at both staff and management levels to review content performance and target achievement.
20.		**N1:** High performing content is used as a reference for future content, while underperforming content is not reused. **N2:** Evaluation results are used to optimize future content strategies and maintain successful approaches. **N3:** Evaluation results are used to improve future content. However, employees generally rely on verbal feedback and reminders from the Head of Marketing rather than documented evaluation records.

(Source : Data processed by the researcher, 2026)

Table 4.3 Interview Answers to Analyze the Effectiveness of Implementing Digital Content Marketing through Instagram in Increasing Awareness, as Reflected by Awareness Performance Metrics, namely Reach, Impressions, and Follower Growth

No.	Stage	Respondents' Answers
1.	Reach	**N1:** Content performance is evaluated based on reach, impressions, and its followers growth. **N2:** Content performance is measured through reach, impressions, and audience interactions or engagement

No.	Stage	Respondents' Answers
		to determine content effectiveness. **N3:** The company evaluates content performance through follower growth, engagement, and the number of leads generated from Instagram activities.
2.		**N1:** The company indicates more on reach, impressions, and follower growth. **N2:** Reach, impression, and engagement is considered of the key metrics used to assess content performance and success. **N3:** Followers growth and engagement also the number of lead are main indicators used to measure content success on Instagram.
3.		**N1:** Evaluations are conducted weekly, with content performance data recorded and compiled monthly by me based on reach, impressions, and followers growth. **N2:** Evaluations are conducted weekly by comparing content performance against the established KPIs. **N3:** Evaluations are conducted regularly at both staff and management levels to review content performance and target achievement.
4.		**N1:** High performing content is used as a reference for future content, while underperforming content is not reused. **N2:** Evaluation results are used to optimize future content strategies and maintain successful approaches. **N3:** Evaluation results are used to improve future content. However, employees generally rely on verbal feedback and reminders from the Head of Marketing rather than documented evaluation records.
5.	Impression	**N1:** Content performance is evaluated based on reach, impressions, and its followers growth. **N2:** Content performance is measured through reach, impressions, and audience interactions or engagement to determine content effectiveness. **N3:** The company evaluates content performance through follower growth, engagement, and the number of leads generated from Instagram activities.
6.		**N1:** The company indicates more on reach, impressions, and follower growth. **N2:** Reach, impression, and engagement is considered of the key metrics used to assess content performance and success. **N3:** Followers growth and engagement also the number of lead are main indicators used to measure content success on Instagram.

No.	Stage	Respondents' Answers
7.		**N1:** Evaluations are conducted weekly, with content performance data recorded and compiled monthly by me based on reach, impressions, and followers growth. **N2:** Evaluations are conducted weekly by comparing content performance against the established KPIs. **N3:** Evaluations are conducted regularly at both staff and management levels to review content performance and target achievement.
8.		**N1:** High performing content is used as a reference for future content, while underperforming content is not reused. **N2:** Evaluation results are used to optimize future content strategies and maintain successful approaches. **N3:** Evaluation results are used to improve future content. However, employees generally rely on verbal feedback and reminders from the Head of Marketing rather than documented evaluation records.
9.	Followers Growth	**N1:** Content performance is evaluated based on reach, impressions, and its followers growth. **N2:** Content performance is measured through reach, impressions, and audience interactions or engagement to determine content effectiveness. **N3:** The company evaluates content performance through follower growth, engagement, and the number of leads generated from Instagram activities.
10.		**N1:** The company indicates more on reach, impressions, and follower growth. **N2:** Reach, impression, and engagement is considered of the key metrics used to assess content performance and success. **N3:** Followers growth and engagement also the number of lead are main indicators used to measure content success on Instagram.
11.		**N1:** Evaluations are conducted weekly, with content performance data recorded and compiled monthly by me based on reach, impressions, and followers growth. **N2:** Evaluations are conducted weekly by comparing content performance against the established KPIs. **N3:** Evaluations are conducted regularly at both staff and management levels to review content performance and target achievement.
12.		**N1:** High performing content is used as a reference for future content, while underperforming content is not reused. **N2:** Evaluation results are used to optimize future

No.	Stage	Respondents' Answers
		content strategies and maintain successful approaches. **N3:** Evaluation results are used to improve future content. However, employees generally rely on verbal feedback and reminders from the Head of Marketing rather than documented evaluation records.

(Source : Data processed by the researcher, 2026)

4.3 Discussion Results

4.3.1 How is the digital content marketing process implemented by PT Tourezia Cakra Inspira viewed from the planning, execution, evaluation and measurement stages?

Table 4.4 Key Findings at Digital Content Marketing Implementation of PT Tourezia

Stage	Findings	Impications
Planning	• Situation analysis was conducted by analyzing internal performance and monitoring competitors. • Content audit results were not fully utilized to develop a more balanced content composition. • Differences existed regarding the indicators used to define content marketing success.	• Use content audit results as the primary reference when determining future content composition and increase the proportion of high-performing content types. • Establish standardized content marketing success indicators that are agreed upon by all marketing team members.

Execution	• Content planning focused primarily on publication scheduling rather than balancing content types based on performance insights. • Content creation is conducted through a clear workflow, from content ideation to final publication. • Differences existed among team members regarding the optimal posting schedule for content distribution.	• Develop a content plan that considers both publication schedules and the balance of content types based on previous performance. • Determine posting schedules based on Instagram Insights and establish a standardized posting guideline for the marketing team.
Evaluation and Measurement	• Evaluation results were not documented and not systematically shared across the marketing team.	• Develop standardized evaluation documentation and conduct regular evaluation meetings to discuss performance results and follow-up actions.

(Source : Data processed by the researcher, 2026)

Digital content marketing consists of three main processes, namely planning, execution, and evaluation and measurement (Lu, 2023). These processes provide a systematic approach for implementing digital content marketing activities to support audience awareness objectives (Keshavarz & Salehipour Shirazi, 2023). That's why understanding how these processes are implemented is important for analyzing digital content marketing activities at PT Tourezia Cakra Inspira. Based on the results of

in-depth interviews, observations, and documentation three stages were analyzed :

1. **Planning Stage**

According to Lu (2023), planning is the initial stage of digital content marketing that determines the direction of content marketing activities before content is created and published. This stage consists of situation analysis, content audit, and objective setting, which help organizations understand their current conditions, evaluate past content performance, and establish content marketing objectives. Based on the findings from interviews and observations, PT Tourezia Cakra Inspira has implemented these three planning components in managing its Instagram content :

a. Situation Analysis

The interview results indicate that PT Tourezia conducts situation analysis before developing its Instagram content strategy. Internally, the company reviews the performance of previously published content through Instagram Insights to identify content that attracts audience attention and supports marketing objectives. Externally, the company monitors social

media trends and observes competitors' content strategies in the event organizer and tour organizer industries. These activities are conducted to gather information that supports future content planning decisions.

This finding is consistent with Lu (2023), who explains that situation analysis is an important component of the planning stage because it helps organizations understand both internal and external conditions before developing content marketing activities. Similarly, Pratama & Sa'i (2025) argue that situation analysis enables organizations to better understand market conditions, audience behavior, and competitive environments, thereby supporting more informed strategic decisions.

Based on the findings, PT Tourezia has incorporated situation analysis into its digital content marketing planning process by reviewing content performance, monitoring social media trends, and observing competitor activities. These activities provide important information for content planning and decision-making. This finding is supported by Chintalapati & Pandey (2022), who explain that understanding market conditions, audience behavior, and competitor activities is an

important foundation for developing digital content marketing strategies. Therefore, the findings indicate that PT Tourezia has implemented the situation analysis component proposed by Lu (2023) as part of its content planning process.

b. Content Audit

According to Lu (2023), a content audit is the process of collecting, categorizing, and evaluating published content to assess its effectiveness. Based on the interview results, PT Tourezia regularly conducts content audits by using Instagram Insights to monitor the performance of published content. The information obtained from this process is then used as a reference when deciding which types of content should be maintained or further developed in future content planning.

The findings indicate that PT Tourezia has used content performance data in its content audit process. However, observations conducted during the research period show that the variety of content published on Instagram remains relatively limited. Out of 15 posts published between January and March, 60% were categorized as informational content,

while educational content consisted of only one post during the three months.

This finding suggests that the content audit process has not been fully utilized to create a more balanced content composition. One of the main purposes of a content audit, according to Lu (2023), is to help organizations identify opportunities for content improvement and development based on the performance of previous content. In this case, the audit process appears to focus more on monitoring content performance rather than using the findings to diversify content types.

Table 4.5 Content Types and Number of Post (January-March 2026)

Content Types	Number of Post
Informational	9
Portofolio	5
Educational	1

(Source : Data processed by the researcher, 2026)

Another important finding is that one of the best-performing posts during the research period was portfolio content in January. This post reached 579 accounts and generated 1,552 views, outperforming most informational

content published during the same period. This result indicates that portfolio content has the potential to achieve higher reach and impressions than other content published during the same period.



Figure 4.1 Highest Performing Portfolio Content
(Source : PT Tourezia's Instagram @navaloka.travel)

This finding is consistent with Holliman & Rowley (2014), who argue that effective content marketing requires organizations not only to measure content performance but also to utilize those insights to continuously improve content quality and relevance. So, the findings suggest that although PT Tourezia has implemented content audit activities, the insights gained from the audit have not yet been fully utilized

to determine a more balanced and effective content composition.

c. Objectives Setting

The interview results indicate that PT Tourezia has established objectives for its Instagram digital content marketing activities. Despite having objectives, the research identified differences in how team members interpret content marketing success. The first respondent emphasized follower growth as the primary indicator of success. In contrast, the second respondent focused on awareness, engagement, conversion, and lead generation, while the third respondent emphasized awareness and lead acquisition.

These differences suggest that although all team members generally understand the digital content marketing objectives, there are variations in how success is interpreted and prioritized. N1 primarily viewed that reach, impression, and follower growth as the main indicator of success, whereas N2 emphasized a broader perspective that included engagement. Meanwhile, N3 focused mainly on followers growth, engagement, and the number of lead. These findings indicate

that team members share the same overall objectives but differ in their understanding of the key indicators used to evaluate content performance. Such differences may influence how each member plans, develops, and assess content, potentially leading to inconsistencies in content marketing implementation. A similar finding was reported by Drivas et al. (2022), who found that successful content marketing implementation requires not only clearly defined objectives but also a shared understanding among team members regarding the performance indicators used to measure success.

Based on the findings, PT Tourezia has implemented the planning stage proposed by Lu (2023) through situation analysis, content audit, and objective setting. The company has conducted internal and external analyses, evaluated content performance, and established objectives for its Instagram content marketing activities. However, content diversification remains limited, particularly in educational content, and team members still differ in their prioritization of content marketing objectives and success indicators. These findings are consistent with Drivas et al. (2022), who emphasize the importance of utilizing content insights and

establishing a shared understanding of objectives to support effective content marketing. These findings indicate that while the planning stage has been implemented systematically, the utilization of content insights and the alignment of success indicators among team members can still be improved to support more consistent content marketing activities.

2. Execution

According to Lu (2023), the execution stage is the process of implementing digital content marketing activities prepared during the planning stage. Similarly, previous studies have emphasized that content strategies must be translated into operational activities, including content creation, publication, and distribution to achieve the marketing objectives established during the planning process (Drossos et al., 2024). This stage consists of content planning, content creation, and content distribution, which transform planning outcomes into content that can be delivered to the target audience. Based on the findings from interviews, observations, and documentation, PT Tourezia has implemented these three components to manage their Instagram content marketing processes.

a. Content Planning

The interview results indicate that PT Tourezia has implemented content planning using a Content Planner. The company determines content themes by considering marketing objectives, audience needs, and current digital trends. In addition, content planning is supported by discussions among the marketing team to ensure that content aligns with the company's objectives and target audience. This finding is consistent with Lu (2023), who emphasizes that content planning should be conducted systematically to ensure that content activities support organizational goals.

Based on observations conducted during the research period, PT Tourezia successfully published all content scheduled in its content calendar. A total of three posts were published in January, four posts in February, and eight posts in March, indicating consistency between planned and implemented content activities. This finding demonstrates that the company has effectively used content planning to maintain consistent content publication.

However, the findings suggest that content planning primarily focuses on scheduling and content publication rather than on developing a more balanced content composition. While the company consistently follows its content calendar, limited evidence was found regarding specific planning mechanisms for diversifying content types. This finding is supported by Pulizzi (2012), who argues that effective content marketing requires not only consistent content production but also strategic content planning that delivers different forms of value to audiences. This finding indicates that PT Tourezia has been successful in maintaining consistency between planned and published content. However, content planning appears to focus more on ensuring publication consistency than on determining a balanced composition of content types, which may limit the variety of value delivered to audiences through Instagram content.

Table 4.6 Content Plan of PT. Tourezia (January-March)

No	Month	Week	Status	PIC	Headline	Type of Content	Content Brief	Content Format	Platform	Caption	Link Posting
1.	Jan	2	Post	S	Internship Journey	Portofolio	Content Development	Carousel	Tour & Travel	Internship bukan hanya tentang bekerja, tapi tentang belajar beradaptasi, berkolaborasi, dan membangun mindset profesional sejak dini. Lewat berbagai aktivitas kebersamaan, para intern belajar komunikasi, kerja tim, dan cara berpikir solutif dalam menghadapi tantangan. Karena setiap proses adalah bekal masa depan 🌱 Pantau terus informasi Program Internship Tourezia dan siapkan dirimu untuk perjalanan berikutnya! #InternshipJourney #ProgramInternship #InternshipLife #Magang #MagangJogja #TeamWork #ProfessionalMindset #CapacityBuilding #EventOrganizer #EventOrganizerJogja #LifeAtTourezia #Tourezia	https://www.instagram.com/p/DThsfgXkw4N/?igsh=Y3NwNmo1dGg0Nnhz
2.	Feb	1	Post	S	Rencana outing kantor? Jangan sampai salah pilih kendaraan	Information	Content Development	Carousel	Tour & Travel	Outing kantor itu seru… asal perjalanannya nggak bikin pusing duluan. Kebayang kan kalau tim udah heboh dari awal, tapi ternyata… salah pilih kendaraan? 😅 Hiace atau Elf dua-duanya populer, tapi jelas beda fungsi dan kenyamanannya. Makanya, sebelum booking armada, ada	https://www.instagram.com/p/DUaSEp2E1_N/?utm_source=ig_web_c

No	Month	Week	Status	PIC	Headline	Type of Content	Content Brief	Content Format	Platform	Caption	Link Posting
										baiknya kamu tahu mana yang paling cocok buat tim kantor kamu. 🚙💨✨Biar outing-nya lancar, rombongan happy, dan nggak ada drama di jalan.😉 Karena perjalanan yang nyaman = mood yang bagus sepanjang acara! #tourezia #Travelbusiness #businestrip #companyouting #transportation	op y_link&igsh=MzRlODBiNWFlZA==
3.	Mar	4	Post	S	Wajib Coba! 5 Aktivitas Gathering Seru di Bandung	Information	Content Development	Carousel	Tour & Travel, Event	Sering kali corporate gathering sudah diadakan setiap tahun, tapi suasananya terasa itu-itu saja. Tim datang, ikut kegiatan, lalu selesai tanpa pengalaman yang benar-benar berkesan. 🤔 Padahal dengan aktivitas yang tepat, gathering bisa jadi momen untuk membangun kekompakan tim sekaligus menciptakan pengalaman yang lebih berkesan. Di Bandung, ada banyak pilihan aktivitas seru untuk corporate gathering: 🌿Outbound & Team Building Aktivitas alam terbuka yang melatih kerja sama dan kekompakan tim. 🏃 Amazing Race Permainan berbasis misi yang menguji strategi dan kolaborasi tim. 🚙 Offroad Adventure Petualangan 4WD di jalur alam yang seru dan penuh adrenalin.	https://www.instagram.com/p/DVh8zoQgZr5/?igsh=MWJsMGNiMnRreGdwcQ==

No	Month	Week	Status	PIC	Headline	Type of Content	Content Brief	Content Format	Platform	Caption	Link Posting
										🎨 Workshop kreatif Aktivitas santai seperti melukis atau coffee brewing untuk eksplorasi kreativitas. ✨ Gala Dinner Momen penutup dengan awarding, hiburan, dan kebersamaan tim. Bandung punya banyak cara untuk membuat gathering jadi lebih seru dan berkesan. 📩 Yuk mulai rancang event terbaik untuk tim anda! #CorporateGathering #Teambuilding #BandungTrip #Bandung #Tourezia	

(Source : Data processed by the researcher, 2026)

2. Content Creation

The interview results show that PT Tourezia has established a structured content creation process consisting of idea generation, content planning, script preparation, content production, editing, review, and publication. Before content is published, it undergoes a review process to ensure that it aligns with the company's objectives, brand identity, and communication standards. These findings indicate that content creation activities are carried out systematically and involve coordination among members of the marketing team.

PT Tourezia primarily produces short-form content, such as Instagram Reels, and carousel posts. This approach reflects current social media consumption patterns, in which audiences tend to prefer concise, visually engaging content. Tafesse & Wien (2017) explain that short form visual content is widely used on social media because it can attract audience attention and facilitate content consumption more effectively.

The findings further show that content creation stage follows a clear workflow, from content ideation to final publication. The presence of a review process before

publication also demonstrates the company's commitment to maintaining content quality and ensuring consistency with its communication objectives. This finding is consistent with Lu (2023), who emphasizes that content creation should follow a structured process to ensure that published content supports the objectives established during the planning stage.

3. Content Distribution

The interview results indicate that PT Tourezia distributes content through multiple digital platforms, including Instagram, TikTok, LinkedIn, YouTube, WhatsApp, and the company website. Nevertheless, Instagram remains the primary platform due to its visual characteristics and its suitability for promoting event organizers and tour services. This finding aligns with Lu (2023), who emphasizes that content distribution should use channels most relevant to the target audience.

The findings also show that PT Tourezia has consistently implemented content distribution. During the research period, all planned content was successfully published in accordance

with the Content Calendar. This indicates that the company executed its content distribution activities as planned.

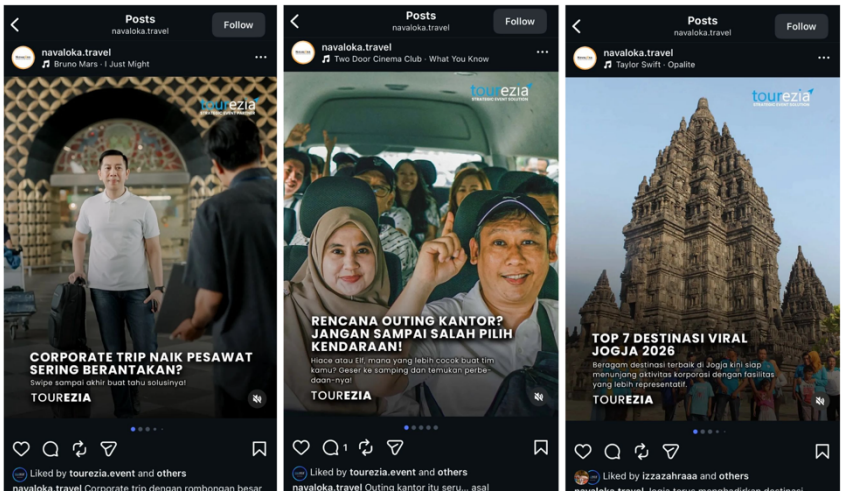


Figure 4.2 Instagram Content of PT Tourezia (January–March)

(Source : PT Tourezia Instagram @navaloka.travel)

Despite this positive implementation, the interviews revealed differences among respondents regarding the most appropriate posting times. One respondent stated that content is generally published in the evening. In contrast, the other respondents explained that posting schedules are determined by audience activity insights, which often indicate higher activity during daytime hours. These differences indicate that there is no fully standardized understanding among team members regarding the optimal timing for content distribution.

This finding is supported by Chaffey & Chadwick (2022), who explain that effective digital marketing implementation requires consistency and alignment in the execution of marketing activities. In the context of PT Tourezia, content distribution has been carried out consistently in accordance with the Content Calendar. However, variations in how team members determine posting schedules indicate that distribution decisions are still influenced by individual interpretations rather than a shared distribution approach.

Based on the findings, PT Tourezia has successfully implemented the execution stage through content planning, content creation, and content distribution. The company consistently follows its content calendar, applies a structured content production workflow, and distributes content through multiple digital platforms, with Instagram serving as the primary channel. These findings indicate that the company has established a systematic process for executing its digital content marketing activities. However, differences in team members' understanding of posting schedules suggest that certain content distribution

decisions are still interpreted differently within the marketing team. This finding is consistent with Chaffey & Chadwick (2022), who emphasize that effective digital marketing implementation requires consistency and alignment in the execution of marketing activities.

3. Evaluation dan Measurement

According to Lu (2023), the evaluation and measurement stage aims to assess content performance and generate insights for future improvements in content marketing. Through this stage, organizations can determine whether content activities have achieved their intended objectives and identify aspects that require adjustment. Based on the interview and observation results, PT Tourezia evaluates its awareness performance using reach, impressions, and followers growth. These indicators are monitored through Instagram Insights and serve as the primary reference for assessing content performance.

The findings show that PT Tourezia conducts content evaluations regularly. N1 explained that content performance is reviewed approximately 1 week after publication and then accumulated at the end of each month to identify that performs

well and content that requires improvement. The evaluation results are subsequently used as a reference for determining which content approaches should be maintained and which should be revised in future content planning. This finding is consistent with Chaffey & Chadwick (2022), who explain that measurable performance indicators are essential for evaluating digital marketing effectiveness and supporting decision-making.

However, the findings indicate that evaluation results have not been systematically documented. N1 stated that content performance data are recorded during the evaluation process. In contrast, N3 explained that evaluation results are generally communicated through verbal feedback and reminders regarding practices that should or should not be applied in future content production. This suggests that evaluation knowledge is primarily retained and communicated through N1 rather than being formally documented and shared among all team members.

The observation results support this finding. During the review of PT Tourezia's content calendar, an evaluation column was identified in the content planning document. However, the column remained unfilled throughout the January-March

observation period. This indicates that while evaluation activities are conducted regularly, the results are not consistently documented within the company's content management system. Consequently, insights from previous content performance may not always be readily available when planning future content activities.

REPORT 2026	Reach	Impression	Profile Visit	Evaluasi
Reach : 904 Impressions : 2.641 Followers Growth : 31	579	1552	20	

Figure 4.3 Empty Evaluation Column

(Source : Content Planning Report of PT Tourezia)

This finding is consistent with Järvinen & Karjaluoto (2015), who argue that digital marketing performance data should not only be collected but also systematically documented and utilized to support strategic decision-making. Proper documentation enables organizations to identify performance

patterns, facilitate knowledge sharing, and apply insights from previous activities more effectively. In the case of PT Tourezia, evaluation activities have been implemented regularly. However, the lack of structured documentation suggests that the knowledge generated through evaluation has not yet been fully integrated into the company's content management process.

4.3.2 How effective is the implementation of digital content marketing in increasing brand awareness?

Table 4.7 Key Findings of the Effectiveness of Digital Content Marketing Implementation of PT Tourezia Cakra Inspira

Stage	Findings	Impications
Reach	• Reach failed to achieve the monthly KPI throughout the observation period, despite showing an increasing trend in March. • Limited utilization of content audit results and an unbalanced content composition may have reduced the ability of content to reach a wider audience.	• Content planning should be guided by previous content performance to optimize content reach. Increasing the proportion of high-performing content types may help expand audience exposure.

Impression	• Impressions remained below the monthly KPI during January–March. • Content planning emphasized publication schedules rather than balancing content types, while inconsistent posting schedule practices may have affected content visibility.	• A more balanced content strategy combined with standardized posting schedules based on Instagram Insights may improve content visibility and increase impressions.
Followers Growth	• Followers growth exceeded the KPI in January and February but declined significantly in March, failing to meet the monthly target. • Differences in performance indicator priorities and the absence of systematic evaluation limited the team's ability to sustain audience growth.	• Standardizing awareness performance indicators and documenting evaluation results can support continuous improvement and help maintain consistent follower growth over time.

The effectiveness of digital content marketing can be evaluated by assessing whether the implemented strategy achieves the company's awareness objectives (Drivas et al., 2022). In this study, audience awareness

is measured using three awareness performance metrics used by PT Tourezia, namely reach, impressions, and followers growth.

Table 4.8 KPI of PT Tourezia

Indicator	Target per Month
Reach	5.000
Impressions	10.000
Followers Growth	25

(Source : Data processed by the researcher, 2026)

These indicators were selected because they are the company's primary metrics for evaluating Instagram content performance. Reach and impressions reflect the extent to which content is exposed to audiences, while follower growth indicates the ability of content to attract audiences and maintain a longer-term relationship with the brand (Khairunnisa & Juliadi, 2023; Mui & Ming, 2020). These metrics are commonly used to assess awareness performance in digital marketing activities (Parikh, 2026).

Table 4.9 Awareness Performance Metrics and KPI Achievement January-March

Month	Reach	KPI%	Impressions	KPI%	Followers Growth	KPI%
January	975	20%	1.462	15%	31	124%
February	604	12%	1.077	11%	27	108%
March	2.311	46%	3.484	35%	5	20%

(Source : Data processed by the researcher, 2026)

Based on Table 4.9, PT Tourezia's awareness performance showed varying levels of KPI achievement throughout the observation period. In January, follower growth reached 31 new followers, exceeding the company's target of 25 followers and achieving 124% of the KPI. However, reach was only achieved 975 accounts (20% of the target), while impressions were 1,462 (15% of the target). In February, follower growth remained above target with 27 new followers (108% of the KPI), but reach and impressions continued to lag expectations, achieving only 12% and 11% of their respective targets. In March, reach and impressions increased significantly to 2,311 accounts and 3,484 impressions, yet both indicators still failed to achieve the established targets of 5,000 reach and 10,000 impressions. Furthermore, follower growth declined substantially to only 5 new followers, achieving just 20% of the monthly KPI target.

These results indicate that although some awareness indicators exceeded their targets during specific periods, the overall awareness performance did not consistently achieve the KPIs established by the company. Reach and impressions remained below target throughout the three-month observation period, while follower growth only achieved the target in January and February before declining sharply in March. According to Drivas et al. (2022), performance metrics are essential for evaluating whether marketing

activities achieve their intended objectives. Therefore, the inability to consistently achieve awareness-related KPIs suggests that the implementation of digital content marketing has not yet fully supported the company's awareness objectives.

Table 4.10 Content Composition (January-March)

Content Types	Number of Post		
	January	**February**	**March**
Portofolio	1	-	4
Educational	-	-	1
Informational	2	4	3

(Source : Data processed by the researcher, 2026)

The fluctuating awareness performance may be related to several findings identified throughout the digital content marketing process. The first finding is that although content audits were conducted regularly, the findings were not fully used to optimize content composition. Portfolio content generated the highest reach and impressions during the research period. Yet, similar content was repeatedly published within a short period in March, while other content types were less frequently used. The audience's interest to see in the content is influenced by its novelty and relevance, while repetitive content may reduce audience interest over time (Liu-Thompkins, 2018). Previous studies also emphasize that effective content marketing requires organizations to provide diverse, relevant of content and to use audience

insights to guide future content decisions (Holliman & Rowley, 2014; Pulizzi, 2012).

The second finding relates to differences in how team members defined content marketing success. While N1 emphasized awareness indicators such as reach, impressions, and follower growth, N2 additionally considered reach, impression, and engagement metrics, and N3 highlighted the followers growth and engagement. These differences indicate the lack of shared understanding of the primary objectives of content marketing activities. As a result, content decisions may have been guided by different priorities during planning, implementation, and evaluation. Previous studies suggest that alignment between marketing objectives, performance indicators, and implementation activities is essential for achieving effective social media marketing outcomes (Tafesse & Wien, 2017).

The third finding concerns content planning during the execution stage. While PT Tourezia consistently implemented its content calendar and maintained regular posting, content planning focused primarily on publication schedules rather than on balancing content types based on past performance. Consequently, informational content accounted for the majority of published posts, whereas portfolio and educational content appeared less frequently. This limited content variation may have reduced

the company's ability to attract different audience interests and sustain awareness growth over time. Previous research suggests that content diversity and relevance are important factors in maintaining audience attention and achieving content marketing objectives (Pulizzi, 2012).

The fourth finding relates to content distribution practices. The interviews revealed differences among team members regarding the most appropriate posting schedule. One informant preferred evening publication, whereas others relied on audience activity insights when determining posting times. Although all content was successfully published according to schedule, these differences suggest that fully standardized approach did not guide content distribution decisions. Chaffey & Chadwick (2022) explain that consistent implementation of digital marketing activities is important to ensure that strategic decisions are applied uniformly across the organization. This may have contributed to variations in content exposure and audience reach across different periods.

The final finding concerns the utilization of evaluation results. The study found that evaluation results were neither documented nor systematically shared across the marketing team. This finding was further supported by observations showing that the evaluation column within the company’s content calendar remained unfilled throughout the January–March

observation period. Järvinen & Karjaluoto (2015) emphasize that digital marketing performance data should not only be collected but also systematically documented and used to support future decision-making.

The awareness performance generated through Instagram cannot yet be considered fully effective, as most awareness-related KPIs were not consistently achieved throughout the observation period. Reach and impressions remained below target across all three months, while follower growth met the established target only in January and February. Furthermore, the findings identified in the planning, execution, and evaluation and measurement stages, including the limited utilization of content audit insights, the lack of balanced content planning, differences in success indicator prioritization, inconsistencies in content distribution practices, and the absence of systematic evaluation documentation, may have contributed to the fluctuating performance of reach, impressions, and follower growth. Therefore, although PT Tourezia has implemented the digital content marketing process through the planning, execution, evaluation and measurement stages, further improvements are still needed to achieve more consistent awareness growth through Instagram.

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

5.1.1 Summary of Key Findings

Based on the findings of this study, PT Tourezia Cakra Inspira has implemented digital content marketing on Instagram, following the planning, execution, evaluation and measurement stages. The company regularly conducts content planning, content creation, content distribution, and performance evaluation using reach, impression, and followers growth metrics. However, the findings identified several challenges, including limited use of content audit results, dominance of informational content, differences in team members' perceptions content marketing success, and a lack of systematic documentation of evaluation.

These findings indicate that the implementation of digital content marketing has not yet been fully effective in increasing audience awareness. During the research period, reach and views remained fluctuating, while followers growth was relatively limited. Therefore, improvements in content planning, execution, and the evaluation and

measurement processes are needed to achieve more consistent awareness growth on Instagram.

5.1.2 Research Contribution

This study contributes both theoretically and practically to the field of digital content marketing. Theoretically, this study enriches the existing literature on digital content marketing by providing empirical evidence of its implementation within the context of an event and tour organizer company on Instagram. Previous studies have highlighted the role of content marketing in supporting audience awareness among target audiences (Holliman & Rowley, 2014; Duffett, 2017). This study extends the discussion by examining how the implementation of planning, execution, evaluation and measurement relates to audience awareness performance, as reflected in reach, impressions, and followers growth metrics.

In practice, this study provides insights for PT Tourezia on several factors that may influence audience awareness performance on Instagram. The findings highlight the importance of utilizing content audit results, diversifying content composition, improving the documentation of evaluation results, and establishing a shared understanding of content performance indicators among marketing team

members. The results of this study may serve as a reference for improving future digital content marketing strategies and achieving more consistent growth in audience awareness.

5.2 Suggestions

5.2.1 Practice Recommendation

Based on the findings of this study, PT Tourezia is recommended to optimize the utilization of content audit results when planning future content strategies. The company should diversify its content composition by increasing the use of portfolio and educational content while maintaining a balanced distribution across different periods. In addition, PT Tourezia should strengthen coordination among marketing team members by establishing standardized performance indicators and systematically documenting and sharing evaluation results. These improvements may support more effective decision-making and contribute to more consistent audience growth on Instagram.

5.2.2 Manajerial Implications

The findings of this study suggest that improving the effectiveness of digital content marketing requires PT Tourezia to strengthen its strategic planning, implementation, and evaluation processes. As presented in Table 4.7, management should utilize content audit results

as the primary reference for determining future content composition, establish standardized awareness performance indicators, develop a more balanced content plan based on previous performance, standardize posting schedules using Instagram Insights, and implement systematic documentation and communication of evaluation results. These improvements can help create a more structured and data-driven digital content marketing process across the marketing team.

Furthermore, the awareness performance results presented in Table 4.11 indicate that reach, impressions, and follower growth were not consistently able to achieve the company's established KPIs. Therefore, management should continuously monitor these awareness performance metrics and use them as the basis for future strategic decisions. By aligning content planning, execution, and evaluation with performance data, PT Tourezia can optimize audience exposure, improve content effectiveness, and support more consistent audience awareness growth through Instagram.

5.2.3 Suggestions for the Future Research

Future studies are encouraged to explore the effectiveness of digital content marketing using a broader range of social media platforms, such as TikTok, LinkedIn, and YouTube, to provide a more comprehensive

understanding of audience awareness development across different digital channels. Researchers may also incorporate additional performance indicators, such as impressions, engagement rate, profile visits, lead generation, or conversion metrics, to gain deeper insights into the impact of digital content marketing activities. Furthermore, future studies could employ quantitative or mixed-method approaches and involve multiple organizations within the event organizer, tourism, or related industries to enable broader comparisons and enhance the generalizability of the findings.

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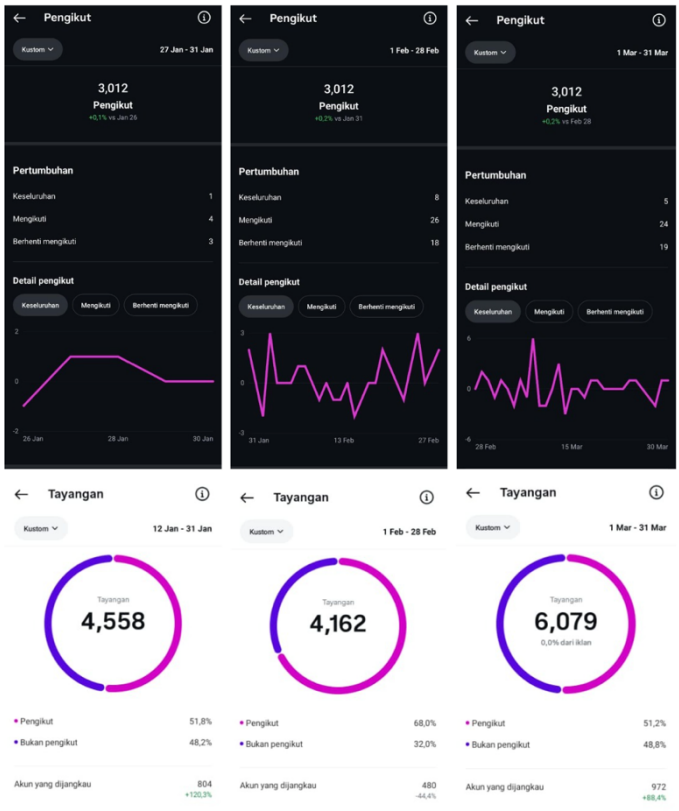
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APPENDIX

Appendix 1 - Instagram Insight



Appendix 2 - Content Planner

CONTENT PLANNER												REPORT 2026				
No.	Month	Week	Status	PIC	Headline	Type of Content	Content Brief	Content Format	Platform	Caption	Link Posting	Acc to Posting		Reach	Impression	Profile Visit	Evaluasi
CONTENT PLANNER JANUARI 2026																	
1	15 Januari 2026	2	Post	Sheira	Internship Journey	Portofolio	Content Development	Carousel	Tour & Travel	Internship bukan hanya tentang bekerja, tapi tentang belajar beradaptasi, berkolaborasi, dan membangun mindset profesional sejak dini. Lewat berbagai aktivitas kebersamaan, para intern belajar komunikasi, kerja tim, dan cara berpikir solutif dalam menghadapi tantangan!✨🤝🚀 Karena setiap proses adalah bekal masa depan!🌱 Pantau terus informasi program Internship Tourezia dan siapkan dirimu untuk perjalanan berikutnya 🚀✨ #tourezia #eventorganizerjogja #magangjogja #internshipjourney #internshiplife	https://www.instagram.com/p/DThsfgXkw4N/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==	☑	Reach : 904 Impressions : 2,641 Followers Growth : 31	579	1552	20	
2	23 Januari 2026	3	Post	Sheira	10 rekomendari Lokasi Outbond di Jogja	Information	Content Development	Carousel	Tour & Travel	Memilih lokasi outbound bukan hanya soal tempat, tapi juga suasana, fasilitas, dan area yang mendukung aktivitas. Lokasi yang tepat akan membuat kegiatan terasa lebih nyaman, seru, dan berkesan. Lokasi yang tepat akan mendukung: ✔ Team building yang optimal ✔ Kenyamanan peserta ✔ Pelaksanaan acara yang lebih terstruktur dan profesional Masih bingung cari tempat outbound di Jogja? 🤔 Tenang, kami sudah merangkum 10 rekomendasi tempat outbound dengan karakter dan keunggulan masing-masing. Swipe sampai akhir untuk lihat rekomendasinya 👉 Rencanakan outbound	https://www.instagram.com/p/DTHSEZkYWr7/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==			140	515	2	
3	30 Januari 2026	4	Post	Sheira	7 Destinasi Viral di J	Information	Content Development	Carousel	Tour & Travel	Jogja terus menghadirkan destinasi baru yang semakin relevan untuk kebutuhan acara korporasi dan instansi. Mulai dari venue bernuansa modern, panorama laut, hingga spot sunset premium—setiap lokasi menawarkan karakter unik untuk mendukung aktivitas tim dan engagement program. Melalui carousel ini, Anda dapat menemukan rangkuman destinasi yang dapat menjadi referensi untuk gathering, outing, maupun agenda internal lembaga. Masing-masing menawarkan pengalaman berbeda yang dapat disesuaikan dengan tujuan kegiatan. Selamat memilih destinasi terbaik untuk agenda 2026 Anda. #Tourezia				185	574	9	
CONTENT PLAN FEBRUARI 2026																	

1	6 Februari 2026	1	Post	Sheira	Rencana Outing Kantor? Jangan sampai salah pilih kendaraan	Information	Content Development	Carousel	Tour & Travel	Outing kantor itu seru… asal perjalanannya nggak bikin pusing duluan. Kebayang kan kalau tim udah heboh dari awal, tapi ternyata… salah pilih kendaraan? 😭 Hiace atau Elf dua-duanya populer, tapi jelas beda fungsi dan kenyamanannya. Makanya, sebelum booking armada, ada baiknya kamu tahu mana yang paling cocok buat tim kantor kamu. 🚐✨ Biar outing-nya lancar, rombongan happy, dan nggak ada drama di jalan. 😉 Karena perjalanan yang nyaman = mood yang bagus sepanjang acara! #tourezia #Travelbusiness #businesstrip #companyouting #transportation	https://www.instagram.com/p/DUaSEp2E1_N/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==		Reach : 604 Impressions : 1.077 Followers Growth : 27	**185**	**520**	**3**	
2	13 Februari 2026	2	Post	Sheira	Peserta Outing Banyak?	Information	Content Development	Carousel	Tour & Travel	😭 Outing kantor sering gagal bukan karena acaranya… tapi karena BUS nya. Mulai dari mogok, telat, salah rute, kursi sempit, sampai bagasi nggak muat 😱🚌 Padahal transportasi itu kunci biar semua peserta berangkat bareng, tepat waktu, dan tetap happy 🙌✨ 💡 Tips memilih bus pariwisata untuk outing perusahaan: ✅ Pilih kapasitas jangan pas-pasan (lebih lega + lebih nyaman) ✅ Cek legalitas: STNK, izin operasional, KIR 📄 ✅ Pastikan fasilitas aman & nyaman: AC, reclining seat, bagasi, APAR 🔥 ✅ Utamakan bus keluaran baru (2023-2025) ✅ Driver berpengalaman + minim drama	https://www.instagram.com/p/DUzqBDwE1AA/?igsh=MjFrandulNjU1Nj1			**179**	**456**	**0**	
3	20 Februari 2026	3	Editing	Sheira	Yogyakarta : Pilihan pertama untuk incentive tour	Information	Content Development	Carousel	Tour & Travel	Incentive sudah sering dilakukan….. Tapi kenapa impact ke tim masih terasa biasa? 😐 Budget sudah keluar besar 💸, namun engagement tak ikut naik? 📉 Mungkin yang perlu diubah bukan programnya, tapi destinasinya 👀✨ Yogyakarta bukan sekadar wisata, ini strategi. Mulai dari royal experience eksklusif di lingkungan Keraton Yogyakarta 👑 Gala dinner yang berlatar Candi Prambanan 🏛️✨ Hingga akses mudah via Yogyakarta International Airport ✈️ Kenapa banyak perusahaan mulai melirik Jogja untuk incentive mereka? 🤔 ✔️ Biaya lebih rasional	https://www.instagram.com/p/DVFIBMbESIf/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==			**112**	**273**	**0**	
4	27 Februari 2026	4	Editing	Sheira	5 Tipe Karyawan aat Corporate Tour	Information	Content Development	Carousel	Tour & Travel	Outing sudah direncanakan. Budget sudah disiapkan. Destinasi sudah dipilih. Tapi kenapa setelah kembali ke kantor, Energinya tidak banyak berubah? 😔 Sering kali corporate outing berubah hanya jadi "jalan-jalan bersama", bukan momen yang benar-benar memperkuat tim. Padahal di setiap outing, selalu ada karakter-karakter unik yang membuat dinamika semakin hidup 👇 Ada yang masih sesekali ngecek email 📱 Ada yang sigap mengabadikan setiap momen 📸 Adda yang berubah penuh semangat saat sesi games dimulai 🎮🔥 Ada yang menikmati suasana dengan santai sambil memesan kopi	https://www.instagram.com/p/DVQTTnjAZSZ/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==			**230**	**684**	**4**	

CONTENT PLANNER MARET 2026																	
1	3	1	Post	Sheira	Wajib Coba! 5 Aktivitas Gathering Seru di Bandung	Information	Content Development	Carousel	Tour & Travel, Event	Sering kali corporate gathering sudah diadakan setiap tahun, tapi suasananya terasa itu-itu saja. Tim datang, ikut kegiatan, lalu selesai tanpa pengalaman yang benar-benar berkesan. ✨ Padahal dengan aktivitas yang tepat, gathering bisa jadi momen untuk membangun kekompakan tim sekaligus menciptakan pengalaman yang lebih berkesan. Di Bandung, ada banyak pilihan aktivitas seru untuk corporate gathering: 🌿 Outbound & Team Building Aktivitas alam terbuka yang melatih kerja sama dan kekompakan tim. 🏃 Amazing Race Permainan berbasis misi yang menguji strategi dan kolaborasi tim.	https://www.instagram.com/p/DVh8zoQgZr5/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==		Reach : 2.311 Impressions : 3.484 Followers Growth : 5	**203**	**623**	**4**	
2	3	1	Post	Sheira	Welcome PT Darma Henwa In Yogyakarta	Portofolio		Reels	Tour & Travel, Event	Day 1 has officialy started We're pleased to welcome PT Darma Henwa in Yogyakarta From yhe very first moment of arrival, everything is prepared to ensure a smooth, comfortable, and well-organized Experience. This trip is more than just a visit it's a space to build stronger connections, create meaningful conversations, and enjoy very moment together. Welcome to yogyakarta, PT Darma Henwa 🤝 Let's make this journey memorable from day 1. #PTDarmaHenwa #Tourezia #CorporateEvent #CompanyVisit #EventOrganizer	https://www.instagram.com/reel/DVdhbNSk2eT/?igsh=dzMwdWcyZTU2Mmd5			**479**	**751**		
3	3	2	Post	Sheira	Night session at sasanti | PT Darma Henwa A Night of Connection	Portofolio		Reels	Tour & Travel, Event	Night Session at Sasanti ✨ An evening filled with great conversations, shared laughter, and meaningful connections. PT Darma Henwa enjoyed the warm atmosphere of sasanti restaurant, gathering together for a relaxed dinner and quality time. Moments like these remind us that the best collaborations are built not only through, but also through genuine connection. Thank you PT Darma Henwa for the trust and wonderful energy 🤝 A night to remember. #PTDarmaHenwa #Tourezia # corporateEvent #CorporateGathering #EventOrganizer	https://www.instagram.com/reel/DVuIYBpFEYB/?334 583 0 19 0 2utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==			**334**	**583**		
4	3	2	Post	Sheira	Ingin Outing Tanpa Kendala?	Education	Content Development	Carousel	Tour & Travel	Niatnya mau bonding, tapi malah ribet karena ada yang ketinggalan? 😅 Mualí dari baterai habis 🔋, salah kostum 👕, sampai lupa obat ❌ Solusi simple: persiapan yang matang! 🎒✨ Cek checklist di tiap slide biar outing tim tetap lancar dan seru tanpa drama ➡️ Mau lebih praktis? Tourezia siap bantu sediakan travel gear & packing kit untuk tim anda🚀 Yuk diskusikan kebutuhan tim anda, klik link di bio! 📲 #Tourezia #OutingKantor #PackingTips #TravelGear #TravelKit	https://www.instagram.com/p/DVOWPWQkw0T/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==			**96**	**306**	**1**	

5	3	3	Post	Sheira	PT Darma Henwa On Site: Let's Begin the Meeting	Portofolio		Reels	Tour & Travel, Event	The PT Darma Henwa team immediately continued the agenda with a focused and collaborative meeting session. Each meeting was not only about discussion, but also about building harmony, strengthening communication, and ensuring that every step was moving in the same direction. Thank you, PT Darma Henwa, for your trust #PTDarmaHenwa #Tourezia #EventJogja #Corporatemeeting #EmployeeEngagement	https://www.instagram.com/reel/DWA9R7wFDJd/?250 358 1 15 0 0utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==		250	358	1	
6	3	3	Post	Sheira	Selamat Hari Raya IdulFitri 1 Syawal 1447 Hijriah	Information	Content Development	Carousel	Tour & Travel, Event	Selamat Hari Raya Idul Fitri 1447 H . . "Taqabbalallahu minna wa minkum, shiyamana wa shiyamakum." Di hari yang suci ini, mari kita saling membuka hati, memaafkan segala khilaf, dan kembali kepada fitrah yang bersih. Semoga Allah SWT menerima segala amal ibadah kita dan melimpahkan berkah serta rahmat-Nya dalam setiap langkah ke depan. Kami segenap keluarga besar PT Tourezia mengucapkan: Mohon maaf lahir dan batin Selamat merayakan hari kemenangan bersama orang-orang terkasih. Semoga kebahagiaan, kedamaian, dan keberkahan senantiasa menyertai kita semua #idulfitri2026 #taqabbalallahuminnawa minkum #tourezia	https://www.instagram.com/reel/DWGOWDfjMu_v/?372 610 0 27 0 1utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==		372	610	0	
7	3	4	Post	Sheira	PT Darma Henwa	Meeting moments Discussion and togetherness	Portofolio	Reels	Tour & Travel	Meeting Moments: Discussion and Togetherness A full day that ran smoothly, starting from meeting session on each agenda, to breaks and meals together Portofolio Reels Event, Tour & Travel Because a good meeting not only produces decisions, but also strengthens communication and team synergy Thank you PT Darma Henwa for your participation and extraordinary enthusiasm throughout the event #PTDarmahenwa #Tourezia #Corporatemeeting #Eventjogja #Employeeengagement	https://www.instagram.com/p/DWqbYpVjgjG/?igsh=czFIMG9ONm8tYZVj		180	302	0	
8	3	4	Post	Sheira	Corporate Trip Naik Pesawat Sering Berantakan? Swipe sampai akhir buat tahu solusinya!	Information	Content Development	Carousel	Tour & Travel	Corporate trip dengan rombongan besar memang seru, tapi koordinasinya sering jadi tantangan. Mulai dari waktu kumpul check-in di bandara, sampai boarding pesawat bersama Information Content Development Carousel Tour & Travel Dengan persiapan yang tepat, perjalanan rombongan bisa tetap nyaman dan tertib. Kalau kantor kamu pernah corporate trip naik pesawat, tantangan apa yang paling ribet? #CorporateTrip #GroupTravel #BusinessTravel #CorporateTravel #CompanyTrip #PerjalananKantor	https://www.instagram.com/p/DWX6Z-ik3ta/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==		107	256	0	

Appendix 3 - Interview Transcript

N1 - Head of Marketing
Pertanyaan yang pertama adalah bagaimana PT Tourezia ini melakukan analisis kondisi internal dan eksternal pemasaran digital sebagai dasar dalam merencanakan strategi konten Instagram? Oke, yang pertama dari internal dulu ya. Kalau di internal kita lihat dulu konten-konten yang udah pernah di-share di akun Instagram Torezia. Nah kita lihat dulu parameternya. Yang pertama adalah jumlah reach-nya kemudian sama jumlah impresi-nya jadi kalau misalkan ada konten yang punya impresi atau views yang bagus yang paling tinggi itu yang akan kita boost untuk iklan, dan followers growth nya bagaimana. Kalau untuk yang faktor eksternal kita reset berdasarkan trend yang sedang ada di pasaran gitu seperti apa trendnya, terus kemudian kita recreate dengan kreativitas kita sendiri gitu. Biasanya kita juga selain riset manual melalui tren kita juga biasanya

menggunakan tools ya untuk riset faktor eksternal gitu. Jadi kita bisa menganalisis 10 konten dari 10 kompetitor gitu untuk bisa mengetahui konten milik kompetitor yang punya engagement tinggi dan reach tinggi dengan menggunakan tools V-Roll.
Faktor apa saja yang dianalisis dalam memahami tren digital marketing dan perilaku audiens sebelum menentukan arah strategi konten? Yang pertama adalah relevansi konten ya. Jadi ketika kita riset, kita lihat dulu relevansi konten yang bisa kita duplikasi dari konten tersebut seperti apa. Yang kedua, kita create sesuai dengan kreativitas kita sendiri kemudian produksi, kemudian kita publish. Nah, kalau yang sudah ke publish itu yang harus kita analisis adalah yang pertama jumlah reach-nya, yang kedua jumlah views-nya, dan yang paling penting adalah 3 detik pertama. Kan di Instagram juga ada fitur 3 detik pertama ya, 3 second gitu ya. Nah, kalau 3 second itu fungsinya adalah untuk menganalisis hook. Jadi, hook kita itu bagus nggak, relevan nggak sama audience gitu. Jadi, ketika konten-konten organik tersebut udah sudah menjadi solusi buat audiens maka audiens akan dengan sendirinya akan nge-follow Instagram PT. Tourezia dan ketika mereka banyak yang follow maka akan terjadi akan membentuk komunitas atau followersnya bertambah gitu jadi banyak faktor ya mulai dari ketika riset, kemudian ketika produksi dan pasca produksi itu seperti apa.
Bagaimana posisi Tourezia ini dibandingkan kompetitor-kompetitor yang sama-sama tour dan event travel di Instagram? Kalau tour itu banyak ya, sebenarnya kalau pemain tour dan event itu banyak. Jadi kalau leading pun masih belum ya, kalau dikatakan leading itu masih belum. Jadi mungkin bisa dikatakan Rising Star lah ya, bukan leading tapi Rising Star gitu jadi ketika saya masuk itu memang kondisinya adalah konten-konten Instagramnya itu jadul gitu karena udah kelihatan ini tuh perusahaan, jadi tuh kasarannya ini perusahaan event atau perusahaan media gitu. Jadi kurang nyambung gitu ya dan kurang relevan ketika diterapkan di tahun 2025. Nah langkah saya ketika masuk adalah saya melihat kekuatannya Tourezia itu apa, strengthnya apa, weaknessnya apa dan akhirnya saya menemukan DNAnya Tourezia itu seperti apa. Nah DNAnya adalah tour dan event itu DNA nya adalah experience nah ketika kita sudah menemukan DNA maka kita terjemahkan menjadi konten nah ketika kita terjemahkan menjadi konten maka hal yang utamanya adalah visualnya yang harus diperbaiki nah ketika sudah ketemu maka visualnya perlahan saya apa namanya saya perbaiki. Karena Tourezia juga punya banyak aset, kan event dan project-projectnya kan udah banyak. Jadi kita harus manfaatkan itu, gitu. Manfaatkan supaya audiens itu punya gambaran, oh Torezia itu kredibel, oh experience yang ditawarkan Torezia itu bagus gitu.

Apakah tim marketing melakukan konten audit terhadap konten yang sudah di-upload dan bagaimana prosesnya di konten audit ini? Jadi memang kita kasih jeda ketika konten yang sudah ter-upload kita kasih jeda kurang lebih satu minggu. Nah setelah satu minggu, kita lihat nih statistiknya seperti apa. Lalu kita catat, kemudian kita audit lah ya. Kita audit atau kita hitung terkait kinerjanya atau performa konten tersebut melalui Instagram Insight. Jadi biasanya kita lihat dari beberapa parameter, jadi misalkan konten A itu jumlah profile visitnya berapa, terus kemudian new followernya konten ini nyumbang berapa gitu. Frekuensi atau reach-nya berapa gitu. Terus 3 detiknya itu berapa gitu. Jadi kita pakai analisa dan parameter gitu, karena basic sebenarnya marketing itu soal data dan analisa gitu. Nah 3 detik itu Sebenarnya kita gunakan untuk menghitung hook ya jadi hook rate itu cara ngukurnya adalah 3 detik itu dibagi impresi dikali 100%. Nah kalau hook ratenya itu di bawah 20 maka harus kita evaluasi harus kita ya kita evaluasi gitu. Bahkan kalau di bawah 10% ya nggak bisa ditoleransi. Jadi kalau misalkan hook rate yang bagus itu 20-30%.
Apakah tim marketing pernah melakukan analisis terhadap konten yang sudah dipublikasi atau sudah di-upload? Jika iya, apa sih tujuan dari menganalisis konten yang sudah di-upload itu? Kalau pertanyaan apakah tim pernah melakukan analisis terhadap konten, sudah ya. Tadi sudah jawab dari pertanyaan sebelumnya. Nah tujuannya adalah performa ya, untuk peningkatan performa. Jadi tujuan kita bersosial media adalah kita menginfokan ke orang-orang bahwa kita itu ada gitu. Terus fungsinya adalah ya untuk validasi ya untuk validasi dari calon klien gitu. Nah karena Tourezia itu dapat kliennya itu kebanyakan dari Google Ads. Dimana Google Ads itu hanyalah sebuah website ya. Nah biasanya itu klien akan crosscheck di sosial medianya aktif enggak, visualnya seperti apa profesional atau enggak gitu dalam rangka meningkatkan trust.
Apakah ada target yang telah ditentukan dan yang ingin dicapai melalui konten Instagram? Kalau target memang pertumbuhannya itu yang bisa kita lihat adalah pertumbuhan followers. Tapi ketika pertumbuhan followers itu komponennya juga banyak misalkan dari faktor engagement, jumlah views, jumlah reach dan relevansi konten.
Bagaimana konten Instagram mendukung tujuan perusahaan?

Ya, mendukung, seperti yang saya sampaikan tadi. Klien itu akan memvalidasi calon mitranya itu lewat sosial media gitu. Dan ketika mereka udah ngevalidasi, maka akan timbul trust. Mereka akan menilai “oh ini memang bener nih perusahaan ini benar” gitu. Bahkan apa ya kenapa tadi saya bilang kok bisa rising star, ya karena klien trust dengan kita itu ya lewat visual gitu ya. Lewat visual, karena di era digital itu kekuatan kita ada di visual, maka kita harus menguatkan visual seperti itu. Kadang kalau kita punya klien yang besar, kita punya proyek bagus, tapi kita nggak upload di sosial media, ya mana percaya, gitu. Nah, kalau kita juga “wow, proyeknya bagus, kliennya besar” tapi kita hadirkan di visualnya juga misalkan fotografi atau fotonya atau videonya kurang proper ya gak bagus juga gitu akan menurunkan kepercayaan. Jadi memang sekarang era konten ya, jadi konten kreator kita harus memperhatikan benar-benar memperhatikan visual gitu. Walaupun sebenarnya kalau dari ownernya itu nggak menargetkan jumlah postingan berapa, untuk meningkatkan trust gitu supaya mengkonversi dari yang sebelumnya belum trust jadi trust ke Tourezia gitu**.**
Bagaimana sih perusahaan menentukan tema konten di Instagram? Kita lewat planning ya, konten plan. Biasanya kita bagi berdasarkan konten pilarnya gitu. Jadi apa ya, saya biasanya ada rumusnya ya yaitu pakai konten marketing mix ya. Jadi itu memang rumus yang mudah yang pakem dari ahlinya gitu, dari buku-buku marketing itu. Jadi saya pakai konten marketing mix. Kita misalkan tujuannya apa nih untuk mengkonversi pelanggan dari calon pelanggan menjadi pelanggan lewat edukasi. Tapi kalau misalkan edukasi terus juga akan bosan. kita juga menyajikan ke konten entertainment. Selang-seling ya. Jadi kita pakai konten plan. Konten plannya kita rencanakan untuk biasanya kan seminggu tiga kali. Dua kali edukasi, satu kali entertain.
Format apa saja yang biasa digunakan Instagram di PT. Tourezia? Misalkan foto, reels, atau long video gitu? Carousel dan reels.
Bagaimana proses pembuatan konten Instagram mulai dari awal, dari mulai cari referensi sampai akhirnya kontennya siap di-upload? Kita mulai dari riset dulu ya. Dari riset, kemudian dari riset itu kita menemukan kebutuhan audiensi itu seperti apa, masalah audiensi itu seperti apa. Setelah kita menemukan itu kita susun, kita tuangkan dalam content plan. Setelah content

plan kita masuk ke tahap produksi. Produksi itu bisa dalam bentuk editing foto atau desain grafis maupun editing video gitu. Nah setelah proses produksi selesai, maka kita proses ke distribusi. Nah distribusi itu apa namanya, kita upload di sosial media maupun ada yang kita boost ads gitu.
Bagaimana PT Tourezia ini memilih gaya konten untuk mendukung tujuan pemasaran PT Tourezia? Sosial media itu kan cepet ya, jadi sekarang kan eranya cepet, jadi kita menyajikan aja yang pendek-pendek gitu. Jadi kalau untuk konten sosial media terutama Instagram maupun TikTok itu satu menit lah maksimal. Bahkan konten Torezia yang di-short itu juga memberikan tampak views yang lebih banyak daripada long video yang ada di Youtubenya gitu. Karena kan orang nonton sosial media kan skip cepet ya. Jadi kalau kelamaan itu juga boring gitu. Jadi memang kalau memang dia butuh itu ya nyari di Youtube gitu dan mau mendengarkan sampai akhir ya kalau untuk menarik audiens yang cepat-cepat aja gitu.
Mengapa perusahaan PT. Tourezia ini memilih Instagram sebagai salah satu medianya untuk distribusi konten marketing? Karena Instagram punya kekuatan visual ya gitu ya. Visual kemudian dan marketnya memang berada di Instagram gitu ya.
Apakah perusahaan juga menggunakan media lain selain Instagram dalam mendistribusikan konten? Tiktok, Linked-in, Youtube, dan Website serta untuk channel komunikasinya via WhatsApp.
Apakah perusahaan menggunakan konten kalender untuk merencanakan jadwal publikasi konten? Ya menggunakan Kita biasanya nyebutnya EP Editorial Plan. Didalamnya ada, yang pertama adalah referensi, kemudian jadwal tayangnya kapan, kemudian headlinenya apa, isi kontennya apa, CTA-nya apa, gitu. Terus visualnya seperti apa, gitu. Biasanya itu kita bikin, misalkan... kita gimana ya borongan. Jadi kita biasanya kalau kita bikin untuk 2 minggu 1 bulan kedepan gitu nah biasanya itu sama tim designer itu cepet sih kalau misalkan kontennya udah ada itu biasanya ya bahkan hampir seminggu udah jadi gitu. Biasanya kita lakukan itu di akhir bulan untuk next month untuk bulan

kedepannya gitu ya. Jadi kita gak dadakan gitu. Jadi apa ya, karena resource-nya terbatas ya, jadi antara pengerjaan rutin seperti sosial media maupun desain untuk klien untuk event ya kita harus bagi gitu. Jadi gak bisa dadakangitu. Ya, akhir bulannya sudah jadi sih. Di akhir bulan sudah jadi untuk konten plan-nya. Tapi setelah itu kan masuk ke proses produksi.
Bagaimana perusahaan menentukan waktu yang tepat untuk publikasi konten di Instagram? Waktu yang tepat ya, waktu yang tepat itu biasanya ya waktu malam sih, biasanya malam hari waktu orang-orang gak sibuk kerja gitu.
Seberapa sering Tourezia mengupload konten di Instagram dalam satu minggu atau satu bulan? Satu bulan minimal tiga kali biasanya.
Bagaimana perusahaan menilai kinerja konten Instagram? Kita lihat dari jumlah impresi-nya, jumlah reach-nya, terus followers growthnya seperti apa gitu.
Apa saja indikator keberhasilan yang digunakan untuk menilai performa konten? Oke. Untuk ini mungkin saya, ini ya apa, bicara angka ya gitu ya. Jadi kalau iklan gitu misalkan jumlah profile visitnya berapa gitu ya. Terus kemudian jumlah followersnya berapa. Kemudian jumlah impresinya berapa. Jumlah reachnya berapa. Tiga detik pertamanya berapa gitu. Untuk apa namanya, kalau untuk kita iklan biasanya kita ukur cost per followersnya berapa gitu. Jadi kalau cost per followers itu cara mengukurnya adalah jumlah follower baru dibagi dengan jumlah profile visit dikali 100. Kalau angkanya kurang dari 5% itu perlu dievaluasi. Kalau di atas 5% itu bagus. Kalau cost per follower, kalau kita ngiklan, yang paling murah ya kalau bagus ya di angka seribuan itu bagus di atas 2000 itu kita evaluasi gitu ya. Kemudian CTR click through rate nya berapa gitu kalau click through rate itu sekitar 1-2% itu bagus di atas 2% sangat bagus kalau di bawah 1% itu perlu kita evaluasi gitu. Terus kemudian hook rate nya berapa gitu kalau hook rate nya itu 3 detik pertama itu dibagi impresi dikali 100% kalau angkanya 20-30% itu bagus kalau di bawah 20% itu artinya kontennya kurang menarik gitu Nah kalau konten yang normal gitu, itu mengindikasi dia berhasil atau tidak itu

dengan dibandingkan dengan konten sebelumnya yang kita lihat dari jumlah reach, impressi, dan juga followers growth.
Bagaimana perusahaan mengevaluasi konten yang telah diposting dan apakah ada evaluasi berkala yang dilakukan oleh perusahaan? Ya, setelah kita posting, biasanya saya catat setelah satu pekan terpostingnya. Jadi kemudian di akhir bulan kita akumulasi dan kita lihat konten-konten yang relevan, yang bagus, yang enggak seperti apa. Sebenarnya kalau evaluasi setiap pekan ya. Jadi untuk di setiap bulan sekali itu kita report ke atasannya. Terus kemudian dan jadi bahan untuk konten plan di bulan berikutnya. Nah itu evaluasinya dari reach juga views atai impresi dan followers untuk konten organik.
Bagaimana hasil evaluasi yang sudah dilakukan itu digunakan untuk memperbaiki konten selanjutnya? Kalau views atau reach-nya di bawah dari konten yang sebelumnya, maka itu kita take out. Bukan take out sih, kita nggak pakai di bulan berikutnya. Jadi kalau, apa namanya, kalau ini ternyata jumlah rates-nya, views-nya yang bagus, itu biasanya kita bikin yang agak mirip-mirip.

N2 - Staff of Digital Marketing Executor
Gimana sih Tourezia ini melakukan analisis kondisi internal dan eksternal dari pemasaran digital sebagai dasar dalam merencanakan strategi konten? Misalkan kalau mau bikin konten apakah lihat dari performa konten yang udah di upload sebelumnya? Apakah mungkin kalau dari eksternal mungkin dari lihat-lihat tren digital marketing atau bahkan dari kompetitornya Turezia gitu? Jadi di PT Torezia itu selama saya magang, saya melihat bahwa proses analisis kondisi internal dan eksternal di PT Torezia itu dilakukan secara cukup sistematis dan berbasis data. Dari sisi internalnya dulu nih. Nah di internal ini tim biasanya itu mengevaluasi performa konten yang sudah dipublikasikan sebelum. Sebelum dengan melihat metrik, metriknya pengukurannya kita menggunakan engagement, reach, impression, serta bentuk interaksi audiensnya. Nah, dari analisis ini terlihatlah pola bahwa konten video, video khususnya real serta konten yang menampilkan pengalaman perjalanan atau dokumentasi event cenderung memiliki performa yang lebih tinggi. Sementara untuk sisi eksternalnya sendiri, tim juga memperlihatkan tren digital marketing yang sedang berkembang, termasuk seperti jenis konten yang sedang populer

dan strategi kompetitor, sehingga strategi yang dibuat tidak hanya relevan secara internal, tetapi juga kompetitif di pasarannya. Seperti itu.
Faktor apa saja yang dianalisis dalam memahami trend digital marketing dan perilaku audiens sebelum menentukan arah strategi kontennya mau kemana sih gitu? Oke, baik. Nah, untuk pertanyaan ini, dalam memahami tren digital, kita biasanya menganalisis beberapa faktor utama. Seperti tren format konten yang sedang berkembang, perilaku audiens dalam mengkonsumsi konten, serta perubahan algoritma platform. Jadi selain itu, data dari Instagram Insight juga menjadi acuan penting, seperti yang tadi saya katakan, bahwa engagement reach impression itu matrix kita. Di situ kita bisa melihat bagaimana audiens berinteraksi dengan konten kita, termasuk waktu aktif mereka dan preferensi terhadap jenis konten tertentu, sehingga strategi yang disusun dapat lebih tepat sesaran dan efektif. Seperti itu. Jadi singkat saja faktor utamanya itu seperti yang faktor utama itu kita melihat trend kontennya dan juga kita melihat perilaku audiens. Apakah audiens cenderung memilih konten yang mana yang paling relevan sama audiens persona kita. Dan juga kita menganalisis algoritma platform Instagram Tourezianya sendiri. Oke.
Bagaimana sih posisi Terezia dibanding kompetitor di Instagram menurut Nova? Menurut saya, Tourezia itu memiliki positioning yang cukup kuat karena mampu menggabungkan dua jenis layanan, yaitu tour dan travel, dan event organizer, ke dalam suatu strategi konten yang terintegrasi, konten travel biasanya lebih menunjukkan visual destinasi dan pengalaman perjalanan yang bersifat aspiratif, sementara konten event lebih menampilkan dokumentasi kegiatan dan hasil kerja yang menunjukkan kredibilitas perusahaan. Kedua kombinasi ini membuat brand terlihat lebih lengkap dan mampu menjangkau audience yang menarik. audiens yang lebih luas dibandingkan kompetitor. Oke, baik. Jadi sudah lumayan bisa berkembang gitu lah ya posisinya, karena kita mampu bersaing dengan dua keunggulan kita yaitu menggabungkan tool and travel dan event organizer.
Apakah tim marketing melakukan konten audit terhadap konten yang telah dipublikasikan? Terus kalaupun iya bagaimana sih prosesnya si konten audit ini?

Jadi konten audit itu dilakukan secara berkala sebagai bagian dari evaluasi strategi konten yang sudah berjalan. Nah proses ini biasanya dimulai dengan mengumpulkan data performa dari konten yang telah dipublikasikan. Kemudian dianalisis berdasarkan metrik seperti yang tadi saya katakan, engagement, reach, dan sebagainya. Dan dari hasil yang kita analisis tersebut, konten kemudian dikategorikan untuk melihat, mana yang lebih performa tinggi dan mana yang perlu diperbaiki. Seperti itu.

Apakah tim marketing pernah melakukan analisis terhadap konten yang sudah dipublikasi? Jika iya, apa sih tujuan dari analisis kontennya?

Betul. Tujuan dari analisis konten ini adalah untuk mendapatkan insight yang lebih dalam, mendalam terkait efektivitas konten yang sudah dibuat. Nah, dengan memahami pola performa konten ini, kita sebagai tim dapat menentukan strategi yang lebih kuat ke depannya, baik dalam hal pemilihan format, tema, maupun gaya komunikasi yang digunakan, sehingga konten nanti yang dihasilkan itu akan menjadi lebih optimal. Jadi mengoptimalkan konten sebelumnya.

Apakah ada target yang telah ditentukan dan ingin dicapai melalui konten Instagram?

Dalam setiap konten itu biasanya sudah ditentukan targetnya masing-masing Mba Echa yang ingin dicapai seperti peningkatan engagement tadi yang sudah dikatakan sebelumnya maupun brand awareness maupun potensi lead generation, target ini menjadi acuan dalam menyusun strategi konten yang nantinya setiap konten yang dipublikasikan itu memiliki tujuan yang jelas dan dapat diukur keberhasilannya.

Yang pertama tuh ada Reels. Nah Reels ya itu tuh bisa ya, di awal tuh kita bisa menentukan targetnya ini, engagement, conversion, atau brand awareness. Conversion itu lebih ke pembelian atau sampai dealItu bisa menghasilkan leads. Carousel foto itu hanya bertujuan untuk meningkatkan brand awareness saja.

Jadi khusus di PT. Tourezia ini sendiri Pak Istato itu sebenarnya dari awal fokusnya kepada conversion-nya itu sendiri atau meningkatkan leads-nya, akan tetapi kita sebagai digital marketing yang mengelola semua akun sosmed di PT. Tourezia itu, kita tuh juga harus meningkatkan engagementnya. Agar dapat menarik leads sebanyak-banyaknya. Jadi selain kita fokus ke leads, kita juga fokus untuk meningkatkan engagement dan brand awareness yang dapat menghasilkan leads seperti nanya-nanya terkait price list, nah itu termasuk leads. Jadi yang sampai deal itu berarti udah closing.

Bagaimana sih konten Instagram dari Tourezia ini mendukung tujuan bisnis dari Turesia itu sendiri? Oke, jadi konten Instagram ini memiliki peran penting dalam mendukung tujuan bisnis perusahaan, terutama sebagai dari funnel marketing. Nah, konten digunakan itu untuk membangun awareness, meningkatkan interest, hingga mendorong ke conversion. Jadi, tidak hanya berfungsi sebagai media komunikasi, tetapi juga sebagai alat untuk mencapai target bisnis.
Bagaimana sih perusahaan menentukan tema konten di Instagram? Misalkan kapan sih upload yang bagian edukasi, kapan upload testimoni, kapan upload yang menghibur gitu? Jadi penontonan tema konten itu dilakukan berdasarkan tujuan marketing yang ingin dicapai serta tren yang sedang berkembang saat ini atau minggu ini. Nah contohnya itu seperti ketika ada tempat viral yang lagi booming yang diminati oleh wisatawan, nah kita akan menentukan target tema bulan minggu itu untuk ini untuk memberikan carousel terkait tempat tersebut. Jadi sesuai konten yang mau dibuat sesuai trend digital mengikuti perkembangan yang sedang berjalan. Jadi itu juga tergantung sama PIC pada minggu itu. Jadi kita emang ditargetin buat per orang itu membuat carousel dan reels per bulannya.
Format apa saja yang biasanya digunakan Instagram PT Tourezia? Jadi sebenarnya dari atasan kami sendiri itu harus imbang. Jadi format konten yang digunakan itu cukup beragam. Seperti foto, carousel, dan reels.
Bagaimana proses pembuatan konten di Instagram mulai dari perencanaan hingga konten siap di-upload? Oke, jadi proses pembuatan konten itu dimulai dari ideation, jadi bagaimana kita mendapatkan referensi yang nantinya akan di recreate atau diidentifikasi, kemudian dilanjutkan dengan perencanaan produksi hingga publikasi jadi setiap tahap dilakukan itu secara terstruktur untuk memastikan bahwa konten kita itu tetap terjaga dan yang pastinya itu kita melakukan sebelum kita ke tahap akhir publikasi. Itu kita melakukan drafting yang dimana kita harus memastikan bahwa konten ini benar-benar bisa diterima di audiens-audiens kita gitu. Proses drafting itu gabungan dari semua proses yang kita rangkum menjadi satu yang sebelum kita publikasikan itu kita harus memastikan bahwa lonten ini akan benar-benar diterima oleh audiens kita gitu. Jadi setelah kita melakukan ideation, melakukan perencanaan produksi, nah kita

itu mereview kembali konten yang telah kita buat sebelum dipublikasikan ke Instagram kita maupun sosmed yang lainnya gitu. Seperti mereview sebelum dipublikasikan seperti itu. Jadi proses draftingnya itu dilakukan oleh Pak Haris itu sendiri, karena kita hanya bagian dari ideasi perencanaan produksi. Tapi untuk tahap drafting itu dilakukan oleh Pak Haris.
Bagaimana perusahaan memilih gaya konten untuk mendukung tujuan pemasaran di Tourezia? Jadi kita memfokuskan pada konten yang lumayan singkat, yang bisa menarik perhatian maupun konten yang lebih informatif. Itu tergantung. Jadi misal kita mengupload konten entertain itu akan lebih singkat untuk menghindari audiens itu bosan dengan konten yang terlalu panjang atau bertele-tele. Jadi mungkin lebih singkat tapi lebih informatif begitu.
Mengapa perusahaan memilih Instagram sebagai salah satu media utama dalam distribusi konten marketing? Ya, kenapa Instagram dipilih sebagai media utama karena memiliki karakter visual yang kuat dan tingkat engagement yang tinggi. Sehingga sesuai dengan kebutuhan marketing di PT. Tourezia itu sendiri. Karena kan seperti yang kita ketahui sekarang, Instagram sebagai top tier sosial media di dunia untuk menampilkan produk-produk maupun tayangan-tayangan yang akan menarik lebih banyak engagement seperti itu.
Apakah si perusahaan Tourezia ini juga menggunakan media lain selain Instagram untuk mendistribusikan konten? Kalau iya, apa aja sih media sosialnya? Betul, jadi di PT. Tourezia ini sendiri kita menggunakan beberapa sosial media seperti Instagram, TikTok, Youtube, LinkedIn, Website dan WhatsApp.
Apakah perusahaan PT. Tourezia ini menggunakan konten kalender untuk merencanakan jadwal publikasi konten? Iya, betul sekali. Jadi konten kalender itu digunakan untuk mengatur jadwal publikasi konten agar lebih terstruktur dan konsisten. Sehingga perencanaan kita itu bisa menjadi lebih terarah. Jadi setiap platform itu memiliki konten kalendernya masing-masing dan PIC-nya masing-masing. Dan pemilihannya itu berdasarkan kualifikasi individual, maksudnya seperti kita bisanya apa, misalnya saya fokusnya ke Instagram karena saya bisa membuat konten yang

menarik seperti itu. Jadi sesuai dengan interes dan kesanggupan kita terhadap platform tersebut.
Gimana sih PT. Tourezia ini menentukan waktu yang tepat untuk mengupload konten di Instagram? Jadi, waktu publikasinya itu ditentukan berdasarkan data insight-nya terkait waktu aktif audiens. Sehingga konten dapat dipublikasikan pada waktu jam yang paling optimal. Bisa kita lihat dari Google Search Console itu ada matrix yang menunjukkan bahwa kebanyakan audiens itu aktif di jam seperti ini, misalnya kemarin kita di PT. Tourezia itu kebanyakan audiens itu aktif di siang hari waktu lunch. Jadi malah bukan di waktu istirahat gitu kebanyakan di waktu lunch, gak ada yang upload sore atau malam karena emang kita juga uploadnya itu harus konsisten di jam-jam tertentu itu. Biasanya kita upload di pagi atau gak siang.
Seberapa sering sih perusahaan upload konten di Instagram dalam satu minggu? Jadi, frekuensi postingan itu disesuaikan dengan strategi yang diterapkan. Tapi, menjaga konsistensi tanpa mengurangi kualitas konten yang dihasilkan. Jadi, per bulannya itu kita bisa mengupload Minimal 3 sampai 8 postingan. Postingannya itu bisa berupa carousel atau nggak, reels. Itu bisa sampai 8 dalam satu bulan, tapi itu juga gabungan dari postingan testimoninya, entertain informasi dan gabungan pokoknya.
Bagaimana sih perusahaan menilai kinerja konten Instagram? Jadi seperti yang tadi saya katakan, performa konten kita itu dinilai dengan menganalisis matrix-nya, seperti engagement-nya, reach impression, serta interaksi audiens. Sehingga dapat diketahui konten mana nih yang telah dipublikasikan dan yang memiliki engagement interaksi yang lebih tinggi gitu.
Apa saja indikator yang digunakan untuk menilai performa konten? Kayak kapan sih si konten ini dicap sebagai konten yang berhasil? Apakah dibandingkan dengan konten sebelumnya saja atau bagaimana? Jadi seperti yang saya katakan tadi, kita di tim digital marketing ini memiliki KPI atau Key Performance Indicator yang dimana yang dimana kita dari awal sudah ditetapkan targetnya di Instagram sendiri itu ada reach, impression dan engagement. Jadi setiap minggunya itu kita harus mencapai setiap bulannya ketika itu tercapai berarti kontennya itu cukup performa, ketika dibawah dari presentasi yang ditargetkan di awal itu berarti kontennya kurang maksimal atau

harus dievaluasi kembali.
Bagaimana sih perusahaan mengevaluasi konten yang telah diposting dan apakah ada evaluasi berkala yang dilakukan oleh perusahaan? Evaluasi berkala, evaluasi dilakukan secara berkala dengan kita menganalisis performa konten yang kita menganalisis KPI yang sudah diberikan di awal oleh supervisor kita sehingga dapat diketahui efektivitas strategi yang telah diterapkan itu bisa meningkatkan performa konten kita. Jadi evaluasinya ini dilakukan per minggu. Jadi kita setiap minggu, biasanya di hari Jumat itu kita melakukan evaluasi konten untuk melihat apakah sejauh ini sudah performing atau masih di bawah target kita di awal.
Bagaimana sih hasil evaluasi digunakan untuk memperbaiki konten selanjutnya? Hasil evaluasi ya? Jadi hasil evaluasi itu digunakan sebagai dasar untuk melakukan optimasi strategi konten ke depannya. Sehingga konten yang dihasilkan itu menjadi lebih efektif dan sesuai dengan kebutuhan audiens seperti itu. Jadi disesuaikan gitu. Jadi kita melakukan optimasi strategi konten ke depannya kalau memang hasil evaluasi itu menurun. Dan begitu pun sebaliknya kalau meningkat kita akan mempertahankan strategi konten yang sudah ditetapkan di awal seperti itu. Jadi misalkan konten tentang informasi itu naik terus, nanti bisa jadi kayak di bulan selanjutnya jadi dimodifikasi informasi atau entertain jadi kita mengikuti perkembangan dan minat audiensnya juga.

N3 - Staff of Digital Marketing Executor
Bagaimana PT. Tourezia melakukan analisis kondisi eksternal dan eksternal di Pemasaran Digital sebagai dasar dalam merencanakan strategi konten Instagram, misalnya kalau dari internal misalnya kalian bikin konten itu berdasarkan performa konten yang sudah kalian buat. Terus kalau dari eksternal misalkan, kemarin tuh lagi ada viral nih konten ini. Terus kalau nggak kayak kompetitor bikin apa, terus kalian ikut gitu, itu gimana? Oke, sebenernya aku bagi dua sih sebenernya, ini kan ada external sama internal ya? ya nah biasanya kalo internal itu kita evaluasi itu kan berdasarkan performa konten nih yang telah dipublikasikan, nah lalu kita ambil dari Instagram Insight kayak jumlah reachnya berapa Impresinya berapa, engagementnya itu juga berapa. Nah, biasanya kita ngeliat dari jenis kontennya juga yang paling diminati itu apa gitu loh. Nah, biasanya nih yang paling dimengerti audience itu yang konten jenis entertain. Entertain itu kayak humor, terus tau kan entertain

kayak gimana? Kaya ada informasi yang bisa didapet customer juga gitu. Nah, dari situ perusahaan ini dapat kayak tau gitu loh kekuatannya tuh apa, kelemahannya tuh apa dari strategi konten yang telah dijalankan. Untuk yang eksternal biasanya ini perusahaan itu mantau dari tren digital marketing yang sedang berkembang. Biasanya kita lihat dari tiktok kalau enggak dari instagram kayak konten-konten yang lagi trend itu apa gitu loh kayak contohnya iya biasanya kita nyari yang viral gitu oh ternyata yang lagi happening itu apa nah biasanya itu kita juga nyesuaiin sama apa ya gaya dari perusahaan gitu loh karena kan kita kan targetnya juga B2B dan B2G ya kan otomatis kita gak bisa sembarangan dong jadi kayak harus tetap profesional gitu loh walaupun kita ngikutin tren gitu nah. Selain itu juga perusahaan ini analisis dari kompetitor. Biasanya kita kalau nganalisis kompetitor itu Pak Is paling suka ya itu dari GM Production. Itu biasanya itu dari Sama-sama event organizer Tapi biasanya kita ambilnya dari situ jadi kita kayak ngeliat kaya kontennya tuh kayak gimana frekuensi postingnya tuh berapa hari sekali biasanya kita ngikutin tuh frekuensi posting tuh 3 hari sekali tapi kalau untuk story itu tiap hari kita upload ya kan nah serta tingkat engagement mereka kayak like-nya berapa, terus viewers-nya berapa, biasanya kita ngikutin yang viewers-nya paling banyak.

Pertanyaan kedua, faktor apa saja yang dianalisis dalam memahami tren digital marketing dan perilaku audiens sebelum menentukan arah strategi konten?

Kayak biasanya nih ya kalau lebih detailnya ya biasanya kita tuh nganalisis tadi ya trend konten yang sedang populer tadi terus sama preferensi format konten. Kamu tau kan, kalau misalnya ada foto, video, carousel, itu kan gaya kontennya itu loh. Covernya. Nah, itu kan preferensi format kan. Nah, formatnya itu biasanya kita buat hampir sama kayak plek-keti-plek, tapi ala-ala kita gitu lah, cuma dibedain warna biasanya. Kayak GM production lah kan format kontennya carousel itu kan begitu kan geser-geser nyambung gitu gambarnya, biasanya Tourezia juga sama kayak gitu, cuman kan kita lebih main ke warna ya jadi kita ikutin warna dari instagramnya itu kan biru, jadi kita lebih keciri khas kita aja, cuman kayak format kontennya aja yang biasanya kita samain gitu loh, videonya, fotonya, carouselnya itu biasanya kita samain.

Nah terus detailnya lagi, kita biasanya nyari waktu aktif audiens. Kenapa sih kita nyari waktu aktif audiens? nah, audiens itu kan biasanya nonton tuh kan gak setiap hari nonton ya, kan apalagi target kita B2B, B2G itu kan biasanya orang-orang yang memang karyawan gitu kan nah biasanya kita upload konten itu biasanya di jam 12 siang biasanya di waktu-waktu istirahat kalau gak jam 12 siang maksimal jam 3 sore waktu-waktu orang kayak sholat, sholat asar kalau gak kita mendekati maghrib biasanya kita bikin time gitu loh. Jadi kayak otomatis upload, jadi kita upload jam 6, orang-orang udah pulang gitu, pulang kerja, jadi kita upload gitu, kalau enggak jam 8 malam. Kenapa sih kita bikin kayak gitu, supaya orang-orang ini banyak yang nonton, otomatis kalau kita pas

waktu di situ waktu uploadnya di situ, otomatis viewersnya itu bakal naik, viewersnya naik, like-nya naik terus share-nya juga kemungkinan bisa naik gitu loh kalau memang kontennya sesuai sama mereka gitu aja sih. Terus perusahaan ini juga memperhatikan data demografis kayak usianya itu biasanya rata-rata usia berapa nih yang nonton terus biasanya lokasi mana aja nih itu bisa dilihat kita bisa lihat di Instagram insight-nya itu biasanya kita kelihatan. Biasanya tuh yang banyak usia 20-40 lah rata-rata. Terus kalau lokasi tuh kebanyakan tuh daerah Jakarta, Jabodetabek kalau kebanyakan. Karena kan memang orang sana kan rata-rata butuh outbound tuh yang ke tempat-tempat kayak Jogja gini loh. Kita kan kotanya kota apa sih? Pariwisata gitu loh. Jadi rata-rata lokasi yang paling banyak minat tuh biasanya di Jabodetabek. Terus biasanya kita juga dari jenis kelamin. Terus untuk perilaku audiens jadi kita tuh nganalisis melalui interaksi konten kayak tadi yang aku bilang jumlah like, komentar, share, dan save. Nah itu biasanya perilaku audiens itu kita analisis dari situ gitu loh. Nah terus hal ini juga kayak ngebantu perusahaan itu memahami jenis konten yang paling disukai gitu loh. Dari kita paham perilaku audiens ini sukanya apa sih gitu loh. Kita bakal tahu oh ternyata jenis konten yang paling disukai itu ini gitu loh. Nah akhirnya hal itu.
Bagaimana posisi Tourezia dibandingkan kompetitor di Instagram? Sebenernya kalau menurut aku ya, dibandingkan dengan kompetitor lain itu sebenernya masih kurang masih jauh gitu loh ya dari kompetitor lain gitu. Apalagi kalau dibandinginnya sama GM Pro kan, nah kayak tapi mungkin ada gitu loh dari konten-konten yang kualitas visualnya itu memang menonjol gitu. Storytellingnya juga kuat gitu ada, yapi cuma beberapa konten aja yang memang viewersnya naik gitu kan. Tapi kalau untuk dibandingkan dengan kompetitor lain itu masih jauh kalau menurut aku ya dalam menyampaikan pesan sama audiens ini masih kurang gitu loh. Jadi kayak masih belum tersampaikan gitu loh untuk memberikan pesan kepada audiens ini yang memang tricky banget ya. Kayak susah gitu loh kemarin dibahas kalau menyampaikan audiensnya emang agak susah gitu loh jadi kayak karena kita kurang nyampein ke audiens akhirnya viewersnya itu gak terlalu banyak. Terus kayak kurang cepet gitu loh kontennya naik, mungkin karena kontennya juga jauh ya maksudnya kalau GM Pro menurut aku baru lihat aja udah menarik gitu loh, dari visualnya kurang menarik dari visualnya, terus dari copywritingnya, captionnya semuanya tuh udah menarik gitu loh. Nah menurut aku kalau Tourezia masih kurang sih, jadi masih kalah jauh kalau sama kompetitor ya.
Apakah tim marketing melakukan konten audit terhadap konten yang sudah dipublikasikan Bagaimana prosesnya?

Kalau untuk evaluasi konten ya pasti ada, setiap kita upload itu pasti ada itu biasanya tiap minggunya itu ada, seminggu sekali lah pokoknya kita ada evaluasi konten gitu loh, jadi kita ngelihat mana yang like-nya paling banyak, mana yang viewersnya banyak mana yang kurang mana, yang ga efektif biasanya kita pilih-pilih. Nah prosesnya itu biasanya kita kayak ngumpulin data performa, kan kita ada KPI gitu kan, jadi kita ngeliat nih, oh data yang ini ternyata lebih banyak, nah kita kumpulin nah itu, ada datanya performa itu datanya.

Nah KPI nya itu banyak, ada like, comment, share, terus ada apa lagi ya oiya pertumbuhan followers, itu aja sih sebenernya nah kita lihat data performa kontennya kan yang udah dipublikasi itu biasanya dicek dan dimasukin ke KPI. Terus habis kita lihat biasanya kita analisis konten gitu loh berdasarkan engagement, biasanya kita masukin ke spreadsheet kalau nggak excel gitu kan. Nah terus kita lihat lagi nih relevansi yang tepat tuh apa nih dengan target audience setelah kita memilah-milih dan kita masukin ke spreadsheet, itu biasanya kita pilih nih, oh ternyata konten ini yang banyak. Nah kalau memang relevan, kita upload ulang. Tapi kalau misalnya nggak efektif, biasanya nggak kita pakai lagi.

Upload ulang itu kayak dimodifikasi. Jadi kayak sama-sama. Waktu itu tuh, contohnya gini, dulu itu pernah upload tebak bis. Jadi kita kayak upload konten tebak bis. Bis apa nih? Nah, di past batch-nya aku, itu nge-upload lagi konten bis, tapi kita gayanya beda, mungkin lebih modern dikit ya, jadi kalau dulu kan kuno ya dari visualnya aja kuno gitu loh. Nah kita modif lagi, kenapa kita modif lagi? karena kita lihat, oh ternyata viewernya tuh banyak yang kayak gini gitu loh, jadi aku bikin lagi, aku bikin lagi tapi yang lebih apa ya visualnya lebih enak dilihat gitu loh. Nah, habis itu kontennya itu dikategorikan tadi kan. Jadi ada yang berhasil, ada yang kurang berhasil. Nah, ini biasanya buat bahan evaluasi untuk meningkatkan kualitas konten di masa yang mendatang. Buat masa depan.

Kalau detailnya gini, biasanya kita lihat dari insight instagramnya dulu nih kan ada tuh, data-data insight instagramnya tuh biasanya ada. Nah, habis itu kita masukin ke KPI. Nah, di KPI ini biasanya dihitung akumulasinya. Wah, ternyata bulan ini banyaknya Instagram nih, paling tren nih yang ini, gitu. Nah, biasanya kita pilih-pilih lagi di spreadsheet. Dibedain gitu loh konten-kontennya. Iya. Nah, habis itu kalau misalnya udah dipilih-pilih mana yang benar, mana yang berhasil, mana nggak, baru kita bikin lagi kontennya, diolah lagi.

Apakah Tim Marketing pernah melakukan analisis terhadap konten yang sudah dipublikasi?
Jika ya, apa tujuan dilakukan analisis konten tersebut?

Ya sebenernya ya tujuannya ya buat mengetahui kalau konten ini efektif atau enggak gitu kan. Kayak kita juga kayak ngeidentifikasi gitu loh faktor-faktor yang mempengaruhi keberhasilan atau kegagalan konten gitu, terus juga apa ya selain itu kita kayak bakal tahu gitu loh kualitas strategi konten yang sesuai. Jadi kalau misalnya yang dulu viewersnya banyak tapi visualnya jelek, kenapa gak kita olah lagi gitu loh dengan visual yang bagus, toh kualitasnya kita perbaiki yang menjadi lebih baik gitu kan tapi kalau memang gak efektif ya udah berarti kita gak pakai lagi. Semakin kita mengolah konten itu dengan baik kedepannya semakin banyak viewers dan pokoknya engagementnya makin banyak gitu.
Apakah ada target yang telah ditentukan dan ingin dicapai melalui konten Instagram? Nah sebenernya kalau untuk target ya sebenernya ada, yang paling utama tuh memang agar kita mendapatkan lead, lead itu orang-orang yang tertarik dengan kita yang emang udah fix gitu loh yang pertama. Nah yang kedua untuk itu emang sebenernya untuk tahap awal yang kayak kita gitu loh, masih belum terkenal-kenal banget gitu, kita masih kayak mode memperkenalkan perusahaan kita, jadi kita masih ada di tahap itu gitu loh. Nah biasanya kita juga kayak apa ya, netapin targetnya tuh ya tadi peningkatan jumlah followers gitu loh biar followers instagramnya tuh banyak, otomatis kalau misalnya followersnya banyak orang-orang pada tau kan, pada tau kita gitu loh terus kayak konversi menjadi klien tadi yang aku bilang leadsnya biar banyak. Ya sebenernya dua itu aja sih intinya biar perusahaan kita itu dikenal, terus yang kedua ya biar kita dapat leads nanti kan kalau misalnya kita dapat leads biasanya bisa lewat mulut ke mulut, bisa juga dari konten yang udah kita buat.
Bagaimana konten instagram mendukung tujuan bisnis perusahaan? Ya sebenernya mendukung ya, karena kan apalagi perusahaan kita juga butuh yang namanya pengenalan perusahaan gitu kan apalagi belum terkenal-terkenal banget, jadi Instagram ini membantu banget gitu loh buat meningkatin brand awareness, terus apa ya sebagai media lah buat meningkatin brand awareness, membangun kepercayaan audiens, terus kayak menarik calon klien juga karena kan. Orang zaman sekarang kan banyakannya lihatnya dari Instagram gitu loh kayak “eh aku kayaknya mau ke Jogja” gitu terus, “kayaknya aku mau cari-cari deh ya”, rata-rata memang orang-orang ngeliatnya dari Instagram. Dan ini kayak ngebantu banget gitu loh. Nah, terus biasanya juga kita punya portfolio gitu loh. Kayak di Instagram itu kan biasanya ada highlight, itu biasanya ada testimoni, terus event, terus ya konten-konten edukatif lah. Dan sama perusahaan ini juga dapat menunjukkan kualitas layanannya yang dimiliki sehingga dapat mendorong keputusan pembeli. Jadi kayak misalnya apa ya selain itu juga perusahaan ini, selain sosial

media ya perusahaan ini juga kayak punya kualitas gitu loh yang mana kualitasnya ini dapat membangun kepercayaan pelanggan .
Bagaimana Tourezia ini menentukan tema konten di Instagram? Nah untuk nontonin tema itu kan tim digital marketing kan banyak tuh biasanya kita ngumpulin nih yang trend-trend dikumpulin kita masukin spreadsheet. Nah habis itu kita diskusi kira-kira hari ini bikin yang inilah, hari berikutnya bikin yang ini, jadi gak semuanya kita pakai dari hasil yang udah kita analisis gitu. Jadi kita di jadwal. Karena kita juga punya konten plan kan. Nah, itu biasanya kalau kita udah, nemu satu nih tren. Nah, kita masuklah. Kita sesuaiin. Kan biasanya konten plan itu ada, ini juga ada entertain lah, edukasi lah, behind the scene lah. Nah, itu biasanya kita nyari trennya apa, kita sesuaiin. Itu kalau untuk upload itu tiga hari sekali tiga hari sekali itu udah ditentuin udah ditentuin, jadi misalnya tiga hari sekali itu apanya? untuk itu uploadnya mau reels, mau feed itu 3 hari sekali. Nah itu udah ditentuin dari Pak Harisnya, dari perusahaan udah ditentuin jadi kita tinggal ngejalanin aja sih sama nyesuaiin.
Format apa saja yang biasanya digunakan Instagram? Kayak lebih seringkah pakai foto atau lebih seringkah pakai Reels? Kalau untuk Instagram ya, lebih banyaknya sebenarnya balance sih kalau foto sama reels itu balance gitu. Kadang Reels, kadang foto gitu. Kita pakai dua-duanya sih. Jadi 50-50 gitu. Kalau video itu, wah jarang sih itu kalau ada event-event aja kalau video video yang panjang itu loh itu jarang itu kalau ada event gede, terus dari editornya udah diedit gitu, biasanya kita upload yang itu terus sama carousel juga gak banyak sih lebih banyaknya ya tadi sih foto satu gitu, sama video.
Bagaimana proses pembuatan konten di Instagram mulai dari perencanaan hingga konten siap dipublikasikan? Prosesnya ya tadi sih, kita briefing, kita nyari konten yang lagi trend apa, habis itu kita masukin spreadsheet beberapa kan, kan kita nyarinya gak cuma satu, kita nyarinya banyak gitu, terus kita masukin spreadsheet, terus kita pilih nih kontennya yang sesuai sama konten plan tadi, sesuai sama temanya, misalkan edukasi terus kita sesuaiin gitu loh. Nanti yang dipilih mana yang kalau nggak kepilih ya udah berarti nggak kita pakai nah habis itu barulah kita bikin script kontennya. Kayak kita udah lihat kontennya, kita parafrase, kita bikin script kontennya, habis itu baru kita eksekusi konten, barulah kita proses editing. Proses Editing, habis itu baru kita publikasi, nggak publikasi sih, kita biasanya

ini dulu, konsultasi dulu nih, ini layak di-upload atau nggak, biasanya gitu kita, sama supervisor biasanya, ini layak di-upload atau enggak misalnya supervisor ada bilang revisi kalau revisi, revisi, kalau enggak ya berarti upload oke Sama juga pemilihan ini ya, apa karakter itu ada, jadi kayak misalnya “nanti kamu ya yang jadi ini, yang jadi talentnya gitu”, “nanti kamu ya”, itu ada, itu ada. Itu biasanya kita cari sebelum kita bikin skrip. Oke. Nah, baru habis kita cari itu, kita bikin skrip, bikin skrip, langsung eksekusi gitu loh.
Bagaimana perusahaan memilih gaya konten untuk mendukung tujuan tujuan pemasaran Tourezia? Ini aku jawab, biasanya konten yang buat TikTok, yang buat Instagram, yang buat YouTube, itu biasanya durasinya beda. TikTok itu biasanya cuma satu menit, buat Reels juga cuma satu menit. Kenapa sih kita bikin satu menit? Karena biar audiens ini nggak bosen gitu loh. Tau kan? Nah, biar nggak bosen, kita bikin cuma satu menit. Nah, tapi kalau misalnya video panjang, panjang banget nih, bisa sampai setengah jam misalnya, YouTube. YouTube, Reels aja kita cuma satu menit. Pokoknya yang Reels, yang TikTok itu cuma satu menit. Jadi kayak short content gitu loh. Oke, siap. Kalau yang storytelling, itu juga kita usahain ya. Kalau yang bentuknya Reels, biasanya kita cuma satu menit doang sih durasinya. Rata-rata itu. Karena kayak, kalau kepanjangan itu biasanya udah bosen kan.
Kenapa sih PT. Tourezia ini pilih Instagram sebagai salah satu medianya mereka untuk bikin konten marketing? Instagram ini platform yang berbasis visual yang memang sesuai dengan kebutuhan promosi, jasa, event organizer. Serta memang banyak digunakan oleh target audience. Jadi kayak, ini tuh pas gitu loh, cocok gitu loh. Karena banyak-banyakab EO, terus tour and travel, itu kan kebanyakan di Instagram. Coba kalau di website, belum tentu banyak yang nyari. Itu pun paling nyari ya nyari tiketnya. Referensi juga gak banyak. Kalau dulu kan, zaman dulu kan lewatnya Google gitu kan. Sosial media? Ya pasti nyarinya Instagram. Kenapa Instagram? Instagram juga menampilkan visualnya gitu. Makanya rata-rata kayak EO, Tour and Travel itu lebih memilih Instagram untuk menjadi media utama. Yang biasanya memang leads tuh banyak didapat dari sosial media.
Apakah perusahaan Tourezia ini punya media lain untuk mendistribusikan kontennya selain instagram? Oke, kalo Tourezia ini kalau Instagram ada dua tadi kan dibedain soalnya, EO sendiri, Tour and Travel sendiri. Nah terus juga Tourezia ini punya TikTok,

punya Youtube, punya juga Facebook, LinkedIn, terus sama website. Nah ini kalau website itu kan pakenya SEO ya, jadi dia ngeluarin artikel-artikel gitu. Kalau Youtube ya konten-konten yang panjang tadi, long content, sama short content. Terus TikTok itu aja sih, Instagram. Oh iya, sama WhatsApp. WhatsApp juga. Oh iya, oke. WhatsApp juga biasanya kita pakai.
Apakah perusahaan Tourezia ini menggunakan konten kalender yang kayak dari Google itu untuk merencanakan jadwal publikasi konten ataukah gimana? Pake dong kan tadi aku bilang Tourezia ini pake konten plan. Nah konten kalender ini kaya konten plan, jadi kayak kita mau upload tanggal sekian itu udah ada jadwalnya, itu udah ada scriptnya, udah ada headlinenya, udah ada captionnya, itu udah ditulis semua disitu jadi biar lebih terstruktur sama konsisten aja sih.
Bagaimana menentukan waktu publikasi konten Tourezia di Instagram? Jam aktif audiens tadi. Kita pakenya 12, 15, terus 18, sama 20.
Seberapa sering perusahaan mempublikasikan konten di Instagram dalam satu minggu atau satu bulan? 3 kali sampai ya around 4 sampai 5 konten sebulan, kalo ada event biasanya lebih banyak untuk feed dan reelsnya. Terus untuk story itu tiap hari ya. Setiap hari harus ada. Setiap hari.
Berapa orang sih yang bertanggung jawab dalam publikasi konten instagram? Ada 3 orang penanggung jawab Instagram, tapi tim marketing ada 10 orang.
Bagaimana perusahaan menilai kinerja konten Instagram? Kalau aku sih lihatnya dari followers ya, engagement juga, sama apa konversi menjadi kliennya itu loh yang leadnya itu loh ada berapa. Kalau misalnya leadnya banyak berarti kita udah hitung berhasil. Waktu itu Pak Is itu bilang 5 aja itu udah berhasil, 5 lead itu berhasil sih tapi kita selama ini belum sampai 5, eh hampir .
Indikator apa saja yang digunakan untuk menilai performa konten ini apa aja indikator keberhasilannya?

Ya tadi dari engagement rate, jumlah followers sama konversi menjadi klien itu tadi leadnya itu tadi, kalau engagementnya naik berarti itu juga berhasil. Followers juga, kalau followers nggak sih, naik turun sih oke. Dan kita biasanya disimpulin sih, kan itu per bulan ya. Jadi dari beberapa konten gitu, kita simpulin di followers kita naik, naiknya berapa tapi, gitu.
Bagaimana perusahaan mengevaluasi konten yang telah diposting dan apakah ada evaluasi berkala yang dilakukan oleh perusahaan? Ya itu satu minggu sekali dari divisi sama satu minggu sekali yang memang per divisi itu beda sih. Ini ada yang per staff kayak kita misalnya staff digital marketing khusus evaluasi nanti ada yang memang khusus dari kepala divisi evaluasi itu dua kali berarti seminggu. Perstaff itu Pak Harisnya yang langsung ke Pak Is. Misal ya aku ini hari minggu, nah Pak Is nih hari Seninnya udah eval ke Pak Haris. Itu kita biasanya hari minggu sih hari apa sih terakhir kerja itu? Jumat Ya, evaluasi kita Jumat, Seninnya Pak Haris yang evaluasi ke Pak Is. Evaluasinya itu tentang visualnya, kontennya, leadnya, banyak. Tapi kalau kita biasanya ke staff cuma permasalahan konten aja sih. Misalnya apa? tadi engagement juga terus visualnya nanti kalau ini jangan pakai yang ini ya gitu bahasanya lebih diperbaiki ya gitu juga sih gitu dulu.
Bagaimana hasil evaluasi digunakan untuk memperbaiki konten selanjutnya? Hasil evaluasinya biasanya ya tadi buat memperbaiki strategi konten selanjutnya biar lebih efektif biar lebih relevan terus sesuai sama target audience nih serta tujuan bisnis perusahaan itu aja sih nah itu biasanya. Biasanya kalau evaluasi itu, kan kita bikin ada grup ya, jadi kita udah tulis nih misalnya hari ini tugas kita, kan per tugas beda-beda ya, beda-beda misalnya aku dapetnya di minggu ini udah mencapai berapa engagement, terus apa udah mengupload berapa konten gitu loh, dengan gaya bahasa ini dan bla bla bla, ya biasanya Pak Haris nanti ngasih note gitu “ini harus begitu” sebenernya kalo kita cuma nginget-nginget aja sih, yang gak boleh, yang boleh mana, yang gak harus dipake mana, itu aja sih. Kalo yang notulen itu biasanya Pak Haris yang notulen.