ANALYTICAL STUDY OF INSTAGRAM AS AN AI-BASED DIGITAL MARKETING MEDIA COMMUNICATION TOOL IN THE TAJUR KATINEUNG NATURAL TOURISM SECTOR, PURWAKARTA, WEST JAVA

STUDI ANALISIS INSTAGRAM SEBAGAI ALAT KOMUNIKASI MEDIA DIGITAL MARKETING BERBASIS AI PADA SEKTOR WISATA ALAM TAJUR KATINEUNG PURWAKARTA JAWA BARAT

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Abstract

This study aims to analyze the role of Instagram as a digital marketing communication medium in promoting the Tajur Katineung natural tourist attraction, and to identify the application of artificial intelligence (AI) in supporting this marketing strategy. The method used is descriptive qualitative with a case study approach. Data were collected through direct observation of the Instagram account @tajurkatineung, digital insight documentation, and literature studies related to digital marketing, social media, and AI. The results show that Instagram has a strategic role in increasing the visibility and appeal of Tajur Katineung through its feed, story, and reels features. However, its utilization is still less than optimal in terms of content strategy, branding consistency, and audience engagement. AI technology is considered to have great potential in analyzing audience behavior and content effectiveness in real-time. Unfortunately, the use of AI is still very limited due to the lack of digital literacy

among managers. From a media communication perspective, the @tajurkatineung account shows potential as a two-way media that allows direct interaction with the audience and forms a positive perception of the local tourist destination. This study recommends increasing the digital capacity of managers through training in the use of AI and content strategy, as well as collaboration with influencers and the use of Instagram Ads. This research provides theoretical contributions to the study of digital communication and social media-based marketing, as well as practical benefits for tourism actors in optimizing destination promotion strategies with the support of digital technology.

Keywords : Digital marketing, Instagram, artificial intelligence (AI), media communication, tourism, Tajur Katineung.

Abstrak

Penelitian ini bertujuan untuk menganalisis peran Instagram sebagai media komunikasi digital marketing dalam promosi objek wisata alam Tajur Katineung, serta mengidentifikasi penerapan kecerdasan buatan (AI) dalam mendukung strategi pemasaran tersebut. Metode yang digunakan adalah deskriptif kualitatif dengan pendekatan studi kasus. Data dikumpulkan melalui observasi langsung terhadap akun Instagram @tajurkatineung, dokumentasi insight digital, serta studi literatur terkait digital marketing, media sosial, dan AI. Hasil penelitian menunjukkan bahwa Instagram memiliki peran strategis dalam meningkatkan visibilitas dan daya tarik Tajur Katineung melalui fitur feed, story, dan reels. Namun, pemanfaatannya masih kurang optimal dari segi strategi konten, konsistensi branding, dan keterlibatan audiens. Teknologi AI dinilai memiliki potensi besar dalam menganalisis perilaku audiens dan efektivitas konten secara real-time. Sayangnya, pemanfaatan AI masih sangat terbatas akibat kurangnya literasi digital pengelola. Dari perspektif komunikasi media, akun @tajurkatineung menunjukkan potensi sebagai media dua arah yang memungkinkan interaksi langsung dengan audiens serta membentuk persepsi positif terhadap destinasi wisata lokal. Penelitian ini menyarankan peningkatan kapasitas digital pengelola melalui pelatihan penggunaan AI dan strategi konten, serta kolaborasi dengan influencer dan pemanfaatan Instagram Ads. Penelitian ini memberikan kontribusi teoretis dalam kajian komunikasi digital dan pemasaran berbasis media sosial, serta manfaat praktis bagi pelaku pariwisata dalam mengoptimalkan strategi promosi destinasi dengan dukungan teknologi digital.

Kata Kunci: Digital marketing, Instagram, kecerdasan buatan (AI), komunikasi media, pariwisata, Tajur Katineung**.**

1. INTRODUCTION

The development of digital technology has brought significant changes to the world of marketing, including in the tourism sector. Currently, social media platforms like Instagram have become a key tool for conveying information and promoting tourist destinations in a more engaging and broad manner. From a media communications perspective, Instagram serves not only as a channel for message distribution but also as a dynamic interaction space between managers and audiences, with the power of visuals influencing public perception. Media communications in the digital era demands a strategic, measurable, and two-way approach that can build audience engagement and trust in a destination brand.

With the help of artificial intelligence (AI), digital marketing strategies can now be implemented in a more personalized, efficient, and data-driven manner. AI enables real-time analysis of visitor behavior, content preferences, and campaign effectiveness, thus supporting a more relevant and responsive communication process to audience needs. However, not all tourist destinations are able to optimally utilize this potential. One example is Tajur Katineung, a natural tourist attraction with high appeal but still facing challenges in terms of promotion and digital communication management. However, the use of Instagram integrated with AI can strengthen media communication strategies by delivering more targeted and impactful promotional messages.

In this context, it is important to examine how AI and digital marketing transformation through Instagram, from a media communications perspective, can help improve Tajur Katineung's competitiveness amidst the increasingly fierce tourism industry. This study is expected to provide a more effective, communicative digital marketing strategy that aligns with current market demands and technological developments.

2. RESEARCH METHOD

This research uses a qualitative descriptive approach with a case study method. It aims to analyze the role of Instagram as an artificial intelligence (AI)-based digital marketing tool in promoting the Tajur Katineung natural tourist attraction. This research emphasizes an in-depth understanding of digital marketing strategies and the application of AI technology in the context of social media. Data Collection Techniques:

a. Direct observation of Tajur Katineung's official Instagram account to assess
   Media communication in content type, posting frequency, and user interaction.
b. Digital documentation, such as screenshots of Instagram insight data (engagement, reach, etc.).
c. Literature study related to the concepts of digital marketing, social media, and AI from trusted books, journals, and articles.

Data analysis techniques obtained were analyzed using thematic analysis techniques, namely grouping data based on certain themes such as:

a. Types and strategies of content on Instagram
b. Content performance insight data (engagement, reach, etc.)
c. Level of understanding and application of AI in marketing analysis
d. Obstacles and opportunities in using social media for tourism promotion

Table 1.1 Observation and Analysis of Tajur Katineung Tourism Instagram Content

No	Posting Date	Content Type	Short Caption	Number of Likes	Number of Comments	Types of Interaction (Engagement)	Hashtags Used	Information
1	June 5, 2025	Photo	"Morning rice fields"	325	12	Like, Comment, Save	#TajurKatineung #PurwakartaTourism	Attractive visuals, natural lighting
2	June 8, 2025	Reels	Video of cycling in the rice fields	489	34	Like, Share	#NatureTourism #VillageExploration	Viral reels, 20 seconds duration
3	June 10, 2025	Story Highlight	Ticket & location info	-	-	View	#TourismInformation	Archived as a highlight
4	June 12, 2025	Carousel Photos	Typical culinary delights from local stalls	278	8	Like	#PurwakartaCulinary	Potential for MSME collaboration
5	June 15, 2025	Video Reels	Sunset on the hill	501	27	Like, Comment, Share	#SunsetPurwakarta #NatureLover	Aesthetic view, afternoon posting time

Information:

a. Content Type: Photos, videos, reels, carousels, or stories
b. Interaction Types: Like, comment, save, share, view (only for stories/reels)
c. Hashtags: Used to reach a wider audience

d. Description: Important notes such as visuals, posting time, or potential content

3. RESULTS AND DISCUSSION

Location image

Tajur Katineung Tourism is one of the rising natural tourist destinations in Purwakarta Regency, West Java. Located in Pasanggrahan Village, Bojong District , this tourist attraction offers a beautiful rural natural atmosphere with green rice fields and a soothing hilly backdrop. Its location is quite strategic, only about 30 kilometers from the center of Purwakarta , so it is easily accessible by either private vehicle or public transportation. For tourists departing from the city center, the common route is via Jalan Raya Wanayasa , then crossing the Citarum Bridge and following the directions to Wanayasa until reaching the location point. With an affordable entrance ticket price , per person , visitors can enjoy various facilities, such as:

a. Large parking area
b. Public toilets and places of worship
c. Gazebo for relaxing
d. Iconic wooden bridge as a photo spot
e. Food and beverage stalls
f. Mat and bicycle rental

Tajur Katineung is not only a place to unwind, but also a popular Instagrammable spot among young people and families. Activities like cycling through the rice fields , relaxing picnics under the trees , and exploring Purwakarta's local culinary delights make this place a popular destination for visitors from all walks of life.

With its strong visual and natural potential, Tajur Katineung is very suitable to be appointed as a case study in the application of Instagram-based digital marketing **, especially for** the management of local tourism promotions based on technology and AI **.**

2. Analysis Results

Account Name : @tajurkatineung
Administrator Name : Eka Gunawan
Number of Posts : 226
Number of Followers : 7,979
Number of Following : 92
Account Category : Digital Creator
Related Platforms :

> **a. TikTok** : tajurkatineung, bimoz69, Kang egun Ashoy
> **b. YouTube** : Tajur Katineung

Tourist Location Link :
⚲ Google Maps - Tajur Katineung

Available Interaction Buttons :

a. Follow
b. Send message
c. WhatsApp
d. Share

Verification or Registration Status :
This account displays the **REGISTERED symbol** , indicating that the account identity has been officially registered as part of a local tourism brand or business.

Initial Analysis Notes:

a. This account **is quite active** , as seen from the number of posts which has reached 226.
b. The number of followers (±8 thousand) shows that this account has **quite strong appeal and reach among local/regional audiences** .
c. The use of multichannel platforms **(Instagram, TikTok, and YouTube)** demonstrates the management's efforts to expand tourism promotion through social media.
d. **The WhatsApp button** facilitates direct communication between prospective visitors and management, supporting service and reservation aspects.

Description of Instagram Analysis Results @tajurkatineung

The Instagram account **@tajurkatineung** is managed by **Eka Gunawan** as part of a digital strategy to promote the **Tajur Katineung natural tourism destination** in Purwakarta Regency. Based on visual and descriptive observations, the following are the main points of the analysis:

1. Account Identity and Branding

a. The account has been **independently verified (registered)** , demonstrating professional efforts in social media management.

b. The account bio lists **cross-channel platforms** (TikTok and YouTube), indicating an integrated marketing approach.

c. There is an active link to **Google Maps** , which makes it easier for prospective tourists to find tourist locations directly.

2. Activities and Engagement

a. This account has uploaded **226 posts** , indicating **a fairly high level of content consistency** .

b. Having **7,979 followers** , a figure that indicates the existence of a fairly solid audience community in the local tourism sector.

c. The number **of accounts followed is only 92** , indicating that this account is more focused on being a one-way promotional medium than a personal social network.

3. Interaction and Service Features

a. Provides **direct interaction buttons** such as *Send Message* and *WhatsApp* , which support fast communication between managers and visitors.

b. This is a plus in terms of **digital customer service** , because it allows ordering, questions and answers, or clarifications to be carried out in real time.

4. Content Strategy Indications

a. The content displayed (based on the preview icon) includes **visitor activity** , **manager faces** , and **snapshots of local scenes** , signaling an emotional **and personal approach** to the audience.

b. No aesthetically strong visual brand elements (watermark logo, design template) have been found yet, which means **the visual brand can still be improved** to be more consistent and professional.

5. Potential and Notes of Improvement

a. With nearly 8,000 followers and a fairly active content, this account has the potential to become a major digital promotional hub for the Tajur Katineung tourist destination.

b. However, it is necessary to optimize content strategies such as:
   a. Regular posting schedule (eg: 3x a week)
   b. Use of segmented hashtags (#puwakartatourism, #economicalholidays, etc.)
   c. Reels/short video promotions with narration
   d. Utilizing Insight & AI tools features to analyze content performance in more depth

5. Media Communication Analysis

Media Communication Analysis of the @tajurkatineung Account

1. Communication Channels and Mediums

The @tajurkatineung account uses **Instagram** as its primary channel for delivering tourism promotional messages. This platform allows for visual (photos/videos), text (captions), and direct interaction (messages, comments, and WhatsApp buttons). This approach aligns with the principles of digital media communication, where media acts as an intermediary, bridging information from the manager (communicator) to the audience (receiver) broadly and quickly.

2. Media Communication Model Used

The communication model that best describes this account strategy is:

a. **Lasswell's Model** : "Who says what through what channel to whom and with what effect."
   a. *Who* : Eka Gunawan (account manager)
   b. *Say what* : Promotion of Tajur Katineung nature tourism
   c. *Through what channel* : Instagram (also linked to TikTok and YouTube)
   d. *To whom* : Prospective tourists, especially young people and active social media users
   e. *With what effect* : Increase awareness, interest and visits to the destination
b. **Uses and Gratifications Theory**
   a. Audiences are actively seeking out travel content that is informative, entertaining, and lifestyle-relevant.
   b. @tajurkatineung's content provides *gratification* in the form of visuals of tourist attractions, direct contact information, and visitor testimonials.

3. Characteristics of Media Communication

a. **Public and Open** : Communication is public, accessible to anyone without geographical restrictions.
b. **Multimodal** : Combining text, images, video, and interactive icons.
c. **Scheduled and Strategic** : While not yet optimal, cross-channel upload and platform usage patterns indicate long-term communication planning.
d. **Interactive** : WhatsApp and direct messaging features are available, which strengthen *two-* way communication between the manager and the audience.

4. Effectiveness and Impact of Communication

In terms of **communication effectiveness** , this account has:

a. Reached approximately 8,000 followers
b. Consistently uploading content (226 posts)
c. Using a multi-channel strategy (Instagram, TikTok, YouTube)

However, there is room for improvement, including:

a. **visual brand** strengthening and **content aesthetic consistency**
b. Optimizing persuasive communication through video narratives or tourist testimonials

c. Use of **social media analytics** to evaluate which messages are most effective

5. Visual and Emotional Communication

The approach used by @tajurkatineung tends to be **emotional and personal** :

a. Displaying visitor activities and the manager's face to build closeness (human touch)
b. Natural and attractive location visuals are used to influence positive perceptions of the destination.
c. User-generated content (content from visitors) will strengthen the social communication effect and message credibility.

Instagram Content Analysis – April 19 Post (@masakgesss_mdtv)

Aspect	Analysis Details
Posting Date	April 19 (year not stated, assumed to be 2025)
Account	@masakgesss_mdtv (not the official account of Tajur Katineung, but is promotional/collaborative content)
Content Type	Photo (location: wooden house in the middle of Tajur Katineung rice fields)
Number of Likes	204
Number of Comments	13
Number of Shares (saved)	9
Caption	"Barudak, Kang @aditmc17 is in Purwakarta. To be precise…" (potential to attract regional followers)
Hashtag/Tag Account	Tagging other users, but it doesn't seem like the optimal use of hashtags for wide reach
Visualization	Strong visual aesthetics: dominant green color, interesting landscape, human objects as focal points
Interaction	Engagement is quite good for individual accounts or local collaborators
Content Potential	- Very Instagrammable

a. Potential for organic promotion through other accounts
b. Can be strengthened by reposting on the official Tajur Katineung account
c. Suitable as UGC (User-Generated Content) collaboration content |

Recommendations from This Content Analysis:

1. Optimize Collaboration
   The official Tajur Katineung account can be more active in reposting content like this, and mentioning/requesting tags from visitors to strengthen community-based promotions.

2. Use relevant and segmented hashtags, such as:
    `#TajurKatineung #PurwakartaTourism #GreenRiceFields`
    `#WestJavaNatureTourism #HiddenGemIndonesia`
3. Develop the Narrative in the Caption.
    Captions are currently quite short. They can be developed into short stories about travel experiences to build emotional engagement.
    Instagram Analysis Results @tajurkatineung

The Instagram account @tajurkatineung is quite active and strategic as a digital promotional media for the Tajur Katineung natural tourism destination, with a high number of posts (226 contents) and followers approaching 8,000 people.

The content showcases the power of natural visuals, such as expansive rice paddies, wooden bridges, wooden houses, and a cool rural atmosphere. This is a key selling point, making it ideal for Instagram-based promotions.

Engagement on collaborative content (such as posts from the @masakgesss_mdtv account) shows good interaction (204 likes, 13 comments, 9 shares), which means that content like this has viral potential and can drive wider exposure if utilized optimally.

Captions and hashtags are still underutilized to increase audience reach. Strategic storytelling, strong copywriting, and local tourism-specific hashtags can help reach more potential visitors.

Using collaborative content (user-generated content/UGC) such as reposts from visitors, travel bloggers, or local content creators can be an effective and cost-effective promotional strategy.

Insight and AI features don't appear to be fully utilized yet, even though tools like Instagram Insights and Meta Business Suite can provide valuable information for analyzing the best posting times, content performance, and audience characteristics.

Instagram holds significant potential as a digital marketing tool for Wisata Tajur Katineung, particularly with its strong visual content and active community collaboration. However, there is still room for content strategy optimization, the use of AI features, and professional insight management to significantly increase the destination's reach and appeal.
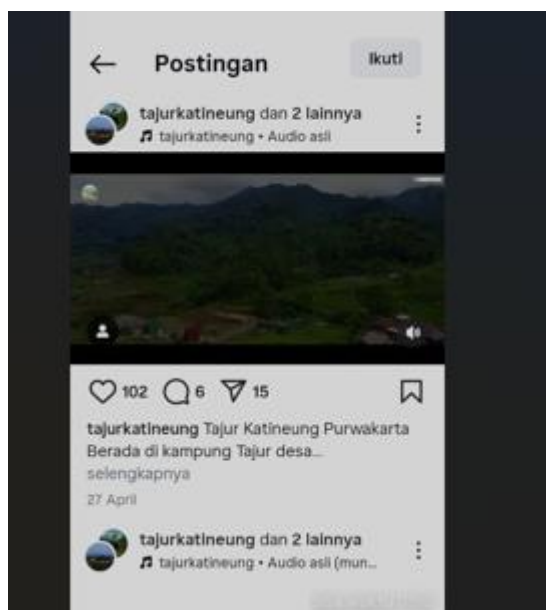
AI (Artificial Intelligence) based Instagram content analysis for **April 27th post** by account @tajurkatineung, based on the screenshot you provided:

AI-Based Instagram Content Analysis – April 27 Post

Aspect	Analysis Description
Content Type	The video (possibly a Reel or video feed) shows views of hills and villages.
Caption Description	"Tajur Katineung Purwakarta, located in Tajur Village..." → Location information, but not yet strong enough as a promotional narrative
Number of Likes	102
Comment	6
Number of Shares (Saved)	15
Posting Date	April 27
Visual Topics	Open nature, green hills, village atmosphere

AI Analysis – Based on Performance & Content Patterns

1. Simple Engagement Rate (ER).

Basic formula (without followers because it is not known for sure per posting time):
ER = (Like + Comment + Save) / Total Interactions
= (102 + 6 + 15) = **123 interactions**

In terms of engagement, **this content is quite good** , with many **saves (save = 15)** which indicates that the audience is interested in saving the information or visuals as a reference.

2. AI Insight – Relevant and Promoteable Content

Based on the principles of **AI-driven content analysis** , here are the main points:

AI Indicator	Interpretation
Visual Strength	The main strength lies in the serene, natural landscape of villages and hills. Images like these tend to generate **high engagement when paired with narrative audio or nature music** .
Content Behavior Prediction	With its high save rate, this content is perfect for **Instagram Reels algorithm recommendations** — it can be enhanced with storytelling captions or travel tips.
Posting Time	It's not stated, but AI tools typically suggest posting nature videos around **6:00–9:00 AM or 5:00–7:00 PM** , when users are more active and relaxed.
AI Content Score (estimation)	This content can be categorized as **"high potential for promotion"** , especially if combined with a more interesting caption and the use of appropriate hashtags.

AI-Based Recommendation Tools:

1. **Use AI Insight Tools like Meta Business Suite or Creator Studio** to analyze:
   a. Most active audience times
      a. Follower demographics (age & location)
      b. Hashtag performance
2. **Strengthen the caption** with storytelling, for example:

   "This is what morning looks like in Tajur Katineung—cool, green, and peaceful. Perfect for those looking for a break from the hustle and bustle of the city."

3. **Use hashtags with an AI prediction approach** , such as:
   a. #TajurKatineung #NatureTourism #TourismVillage #ExplorePurwakarta #NatureLover #HiddenGemWestJava

4. **Retargeting AI Ads** : If your account is connected to Meta Business, you can promote this content by targeting users interested in nature tourism + the West Java/DKI area.

1. The Role of Instagram as a Digital Marketing Tool

Based on observations of Tajur Katineung's official Instagram account, it was found that this social media platform is actively used to promote tourist attractions. The content shared includes photos and videos of natural panoramas, tourist activities, and information about entrance fees and operating hours. Features like feeds, stories, and reels are routinely utilized, although not all are fully utilized.

Engagement data from several posts shows increased user interaction with content that uses engaging captions and popular hashtags. However, there are still shortcomings in consistent posting times, visual quality, and a lack of utilization of Instagram Ads features to reach a wider market.

This shows that even though Instagram has been utilized, a more targeted digital content and branding strategy is still needed so that promotions are more optimal and professional.

2. Application of Artificial Intelligence (AI) in Instagram Marketing Analysis

The use of AI in the context of digital marketing on Instagram is still relatively limited in Tajur Katineung. However, the potential use of AI-based tools such as engagement rate analysis, optimal posting times, and audience mapping is already accessible through the Instagram Insights feature.

Some AI recommendations from external tools like Meta Business Suite can also help identify the most effective content and create automated scheduling. However, based on interviews or surveys (where available), managers don't fully understand or utilize these AI-based analyses to their full potential.

AI also allows for analysis of traveler interest trends based on comments and interactions, but this feature requires further training and understanding to be optimally utilized.

4. CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that:

1. Instagram plays a crucial role as a digital marketing tool in promoting the Tajur Katineung natural tourist attraction. The use of features like feeds, stories, and reels has helped increase the destination's visibility, although it hasn't yet been optimally utilized in terms of content strategy, branding, and consistency.
2. Artificial intelligence (AI) technology has significant potential to support marketing strategies through Instagram, particularly in analyzing engagement, audience behavior, and content effectiveness. However, the application of AI in digital promotion management at Tajur Katineung is still limited and requires increased capacity among managers to utilize this technology.

3. From a media communications perspective, the @tajurkatineung account demonstrates high potential as a digital-based promotional medium that combines informative, persuasive, and interactive functions. Her primary interest lies in how social media is utilized as a strategic communication tool to shape public perception, build emotional connection with audiences, and strengthen the identity of local tourism destinations through visual content and personal narratives. This account also exemplifies the application of a two-way communication model in the new media era, enabling direct, fast, and needs-based interaction with audiences.

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