

## Content Analysis of Instagram Account @kratonjogja as a Digital Marketing Media for Tourism During the Covid-19 Pandemic

Yani Tri Wijayanti<sup>1</sup>, Riski Damastuti<sup>2</sup>, Latifa Zahra<sup>3</sup>

<sup>1</sup>Department of Communication, Sunan Kalijaga Islamic State University ([yani.wijayanti@uin-suka.ac.id](mailto:yani.wijayanti@uin-suka.ac.id))

<sup>2</sup>Department of Communication, Amikom University ([riskidamastuti@amikom.ac.id](mailto:riskidamastuti@amikom.ac.id))

<sup>3</sup> Department of Communication, Sunan Kalijaga Islamic State University ([latifa.zahra@uin-suka.ac.id](mailto:latifa.zahra@uin-suka.ac.id))

**ABSTRACT.** Social media cannot be said to be passive. Its development requires many parties to adapt to it. Again, Instagram users are used for the purpose of disseminating agency goals. During the COVID-19 pandemic, social media seems to be the king of all efforts and efforts to disseminate information, especially in the tourism sector. From 2020 to 2022, all tourism lines that rely on tourist arrivals as their main income have experienced difficulties because they were forced to close access to help prevent the spread of COVID-19. This article would like to invite you to see how the @kratonjogja account, as part of Karton Jogja, which is one of the mainstay destinations in the City of Yogyakarta, utilizes the Instagram feature. Using the quantitative content analysis method, this paper dissects the @kratonjogja account with Neal Schaffer's content marketing matrix. As a result, it turns out that the content released by @kratonjogja during the COVID-19 pandemic has only reached the realm of education, but has not yet reached the realm of convincing. With this result, it can be illustrated that the account issued has only touched the realm of informing but has not yet bound its audience to come to @kratonjogja.

**KEYWORDS:** Kraton Yogyakarta; Digital; Marketing Communication; Instagram; Content Marketing

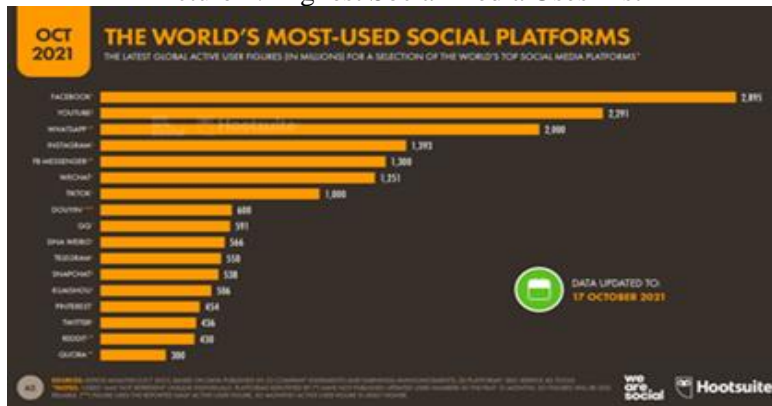
### INTRODUCTION

Communication that occurs today cannot be said to be simple. Current communication cannot be only in one direction. We can no longer define communication by looking at who gives the message, what is the contents of the message, mediated by what media, and what effect. Of course, the current communication is far more complex. In communication, there is information in it. No Information, No Communication (Wahyuni, 2020). This development makes every line of life aware that communication is a primary need and a line of digital life. Since the internet and social media presence, its existence has developed into increasingly sophisticated. Social media is not entirely passive. Two things become characteristics of social media. Manning (2014: 16) states that in social media, there is participation and interaction in it. Social media can be likened to being a doctor whose expertise is to do the examination and provide treatment to patients. To examine the human body, the doctor needs a stethoscope and microscope to conduct further examination, then in a company, check their human habits, and conduct social media analysis (Stephens & Davidowitz, 2019). Social media is likened to a microscope and a stethoscope that can examine small cells or diseases that are not visible with ordinary eyes.

Indonesia occupies the number 4 position of 20 countries as the highest internet user (Group, 2020). The amount of this number is indirectly affected and affects the use of society during Pandemic Covid-19. In the state Pandemic, people are forced to live in the house, relying on internet connections through computer devices, laptops, mobile phones, or other devices that make it possible to use. All domains are forced to adapt to the internet and maximize their services or promotions in the digital domain.

Instagram is a popular social media. We Are Social Ltd (2021) released data on "The Most-Assed Social Platform" worldwide, and Instagram ranks fourth.

Picture 1. Highest Social Media Uses List



Source: <https://wearesocial.com> downloaded 26 Mei 2022 at 23:20 WIB

The data above indicate that the public increasingly uses Instagram. Simultaneously it can be said that the public and companies use Instagram to find information or provide information. The more information the public obtains about a company or institution, the course; this can help the company or institution form or strengthen the position of its image. Instagram is undoubtedly one of the current company or institutional marketing communication bridges. Instagram presents various features that have been connected so that maximum use has a good influence on the purpose of the company or institution. As mentioned earlier, social media must have a condition of interaction and participation to be said as social media. By having a comment feature, hashtag, and tag, Instagram can be categorized as social media.

Yogyakarta Palace is an attractive icon where traditionality is maintained in modern times. Yogyakarta Palace has a mission to introduce the culture of the palace to the broader community, especially young people. It seems like this is one of the reasons the Yogyakarta Palace began to enter the digital world. Among the entire palace or kingdoms in Indonesia, the Yogyakarta Palace is a palace that has a digital platform as a means of notification of information to the audience. This is certainly interesting that the palace uses a digital platform to distribute information—an innovation used in an institution thick with traditional bandages.

Yogyakarta Palace, the residence of the King of Yogyakarta and Governor of the Special Region of Yogyakarta (from now on referred to as DIY), is a tourist destination mainstay of DIY. The Yogyakarta Palace section, which was opened to the public, namely the Yogyakarta Palace Museum, is the main attraction to bring tourists where the Kraton itself gives rise to the hybridity of western cultural identity and traditionality in it (Sugiyanto, 2021). Since 2020, the world has been hit by Pandemic Covid-19. The entire line is affected, not except for tourism. DIY is a province that relies on tourism as the income of its region. So in the case of income, DIY must be affected by a decline. However, if we look further, the Pandemic period can be an indifferent period, where this period is the period of strengthening the image. Of course, social media is an excellent place to do this treatment during the pandemic period. Yogyakarta Palace tries to enter the digital realm and provide exciting content, especially on its Instagram account. By these problems, this research wants to discuss the analysis of the contents of Instagram @kratonjogja as a digital tourism promotion media in the Pandemic Covid-19.

## METHODS

This study uses the paradigm of positivism. Paradigm positivism emphasizes social facts. The positivistic paradigm describes the phenomenon that occurs in life and simplifies social phenomena with the foundation of statistical data (Irwan, 2018). The approach used in this study is quantitative content analysis. The quantitative content analysis describes a problem so that it can be generalized (Damastuti, 2021). This study describes using Instagram features as a tourism promotion media by the Instagram account @kratonjogja.

The analysis unit in this study was uploaded on the Instagram account @kratonjogja. The Instagram account @kratonjogja is an account that contains information on cultural activities and the promotion of the Yogyakarta Palace. The time limit used in this study was the Pandemic period, with a specific time from March 2020 to February 2022. In that period, 379 Instagram uploads were obtained. Instagram upload data is collected using coding sheet research instruments. The coding sheet is arranged using two categories, namely the type of content and features used in managing Instagram accounts.

Categories of upload types using the concept of content marketing matrix (Ceambur, 2022), here are charts that are a reference in reducing the concept of upload types:

Picture 2. Content Marketing Matrix



Source: <https://nealschaffer.com/instagram-content-strategy/> downloaded 28 Mei 2022 at 15:03 WIB

There are four types of marketing content that can be used in digital promotions: entertain, inspire, educate, and convince. Entertain and inspire content displays messages that attract the emotional aspects of the audience. Entertain content attracts audience awareness, while inspire content aims to make the audience buy or take action on a promotion. Educate and Convince content displays messages that attract the rational aspects of the audience. Educate content aims to attract rational aspects to increase awareness, while Convince content aims to make the audience buy or take action by attracting rational aspects of the audience.

The next category is the features used in Instagram, namely the number of likes, the number of comments, the type of upload, the upload visualization, the upload caption, the mention contained in the upload, and the tags contained in the upload, the use of hashtags. This category is a reference for making data collection instruments in the form of coding sheets. Face validity is used to ensure the validity of the research instrument, namely the validity related to whether the measuring instrument used in the study is precisely measuring the concepts wanted. Face validity emphasizes the suitability between the measuring instrument and the attributes of the variables that want to measure. In face validity (face validity), the research coder must understand statements and concepts in measuring instruments (Eriyanto, 2011). Filling in coding sheets is carried out by two coders. After the coding sheet is filled, researchers measure reliability between coders using the Holsti formula.

Reliability between coders =  
Information:

M = the same number of coding between the two coders

N1 = number of coding made by Koder 1

N2 = number of coding made by Koder 2

The Holsti formula's minimum reliability rate is 0.7 or 70%. If the reliability rate is below 0.7, the measuring instrument used is considered not reliable. Based on the Holsti formula, the results of reliability between coders are as follows:

Table 1. Reliability rates between coders

Category	N1	N2	M	Reliability Between Coders
Content	381	380	335	0,88
Visualisation	382	380	375	0,9
Picture Visualisation	421	420	408	0,9
Video Visualisation	125	121	106	0,8
Captions	378	378	357	0,9
Mentions	87	87	87	1
Tag	19	19	19	1
Hashtag	391	391	391	1

With this calculation, it is known that eight category units used in the study have reliability between coders above 0.7, so it can be said that the measuring instrument used is reliable, and the data used can be analyzed.

## DISCUSSION

Technological advances, especially related to social media development, help marketers cut marketing costs. Tuten (in Nasrullah, 2015) states that the presence of the internet provides a new virtual environment for marketing practices. Instagram is one of the social media that marketing actors commonly use. Instagram can be used as a digital marketing medium by applying content management. Even Instagram can be an alternative communication channel in delivering information compared to the mass media that has been used. As stated by Degaris (in Dharmawan, 2020) that digital media activities through websites, social media, and other digital media applications can increase public attention to information, build interactions and closeness between organizations and digital communities, promotional strategies to influence community decisions, and socialization strategies to important information framed in digital content.

During the Pandemic, social media is the most widely used media because of its ease of access; users can easily participate and share information, let alone supported by characteristics on Instagram that can display messages in pictures, audio-visual, and text simultaneously. Sujirah et al. (2017) state that Instagram is an instant and fast social media for presenting the information.

Kraton Yogyakarta, as one of the cultural and tourism icons of Yogyakarta City, utilizes Instagram social media as one of its marketing communication media. Through the @kratonjogja account, the use of Instagram can create a social bond between Kraon and followers of its social media. Luttell (2015) explains that the value of every interaction on social media is conversations and relationships that are fostered with real people and actual customers. So, it is essential for an account to design content messages that can lead to conversation and good relations with followers of the account.

In the @kratonjogja account, various messages are delivered through uploads - photos and video. In more detail, the analysis of the contents of Instagram @kratonjogja as a digital tourism marketing medium in the Pandemic Covid-19 is explained as follows:

## The Classifications of Contents on Instagram Account @kratonjogja

From the results of the calculation and analysis of 379 uploads @kratonjogja during the Pandemic, the following results are obtained:

Table 2. Matrix Content Marketing Results on the @kratonjogja account

Contents	Total Coding	Presents
Entertain	57	17%
Inspire	23	7%
Educate	245	73%
Convince	10	3%

Most content on the account only educates but does not convince people to visit the palace. The @kratonjogja account uploads much content about culture, customs, and habits in the Yogyakarta Palace, categorized as educational content. Judging from the percentage of content calculation, it appears that the upload @kratonjogja tends to educate and entertain. Based on the Matrix content marketing, educational and entertainment content is limited to increasing the awareness audience. However, it is not enough if used as content to make the audience take action on the message (Ceambur, 2022).

### Visualization Type

Human perception is primarily visual, consisting of illustrations, comics (pictures), and videos (Manic, 2015). Upload on the @kratonjogja account using the type of image and video visualization. From the results of the calculation of the type of content visualization, the following data were found:

Table 3. Results of visualization @kratonjogja

Visualization	Total Coding	Presentase
Picture	295	79%
Video	80	21%

With these results, it can be said that @kratonjogja prefers to use visualization of the type of image. When compared, the ratio between image and video visualization is 4: 1. The type of image visualization is indeed binding on the audience, which in this case is a tourist, compared to video visualization (Ashfiya, 2018). Types of visualization, both images, and videos, are translated into several categories. To sharpen what images and videos are uploaded to the @kratonjogja account, it will be elaborated in tables 4 and 5 below:

Table 4. Distribution of Image Visualization on the @kratonjogja account

<b>Images</b>	<b>Total Coding</b>	<b>Presentase</b>
<b>Kraton Yogyakarta Culture</b>	235	57,5%
<b>Family member of Kraton</b>	73	17,8%
<b>Islamic</b>	19	4,6%
<b>Other Religions</b>	0	0%
<b>NKRI</b>	9	2,2%
<b>Kraton Visitors</b>	6	1,4%
<b>Covid</b>	13	3,1%
<b>Others</b>	53	12,9%

Table 5. Video visualization distribution on the @kratonjogja account

<b>Video</b>	<b>Total Coding</b>	<b>Presentase</b>
<b>Kraton Yogyakarta Culture</b>	69	65%
<b>Family Member of Kraton</b>	13	12,2%
<b>Islamic</b>	4	3,7%
<b>Other Religions</b>	0	0%
<b>NKRI</b>	4	3,7%
<b>Kraton Visitors</b>	3	2,8%
<b>Covid</b>	9	8,4%
<b>Others</b>	4	3,7%

From the data obtained regarding image and video uploads, it appears that content about the culture of the palace and the Kraton family leaders is more highlighted than other content. These results show that they directly chose the culture of the palace and the Kraton family figure as the attraction of their products. The attraction is an essential product marketer to attract consumers, who in this case are tourists (Nune & Ismail in Damastuti, 2021: 196).

#### **Type of caption message**

The caption is a text message that explains the visualization uploaded on social media. The preparation of a good text message contributes to the effectiveness of the delivery of advertising messages (Balatas, 2013). There are three forms of messages, namely persuasive and coercive informative messages (Suryanto, 2015).

Tabel 6. Captions on the @kratonjogja account

Captions	Total Coding	Presentase
<b>Informatif</b>	356	99,7%
<b>Persuasif</b>	1	0,2%
<b>Koersif</b>	0	0

In line with the initial findings stating that the content @kratonjoga during Pandemic leads to "Educate," the type of caption that is widely shown is also in line with the type of informative caption compared to persuasive or coercive. The composition of the majority of content uses the type of caption message, causing a low engagement rate between the account and the followers. Lee et al. said that the content that can increase engagement is a type of content that uses persuasive messages. While informative messages are not significant enough in increasing engagement between accounts and followers (Lee, 2014)

### Mention on the caption

Providing mentions to each caption becomes one of the efforts to refer to other people to make others see uploads on an account. Data obtained related to the number of mentions, and the number of mentioned accounts can be seen in Tables 8 and 9 below:

Table 7. Number of Mention in the caption on the @kratonjogja account

Mention	Total Coding	Presentase
<b>No mention</b>	297	78,3%
<b>Using Mention</b>	82	21,6%

Table 8. Number of Accounts Mention in Caption on the @kratonjogja account

Account Mentioned	Total Coding	Presentase
<b>Family Member of Kraton</b>	66	75,8%
<b>Celebrity/Selebgram</b>	3	3,4%
<b>Yogyakarta Government</b>	3	3,4%
<b>Others</b>	15	17,2%

The results of the data shown in the analysis of the use of mention on the Instagram @kratonjogja account show that more than 75% of upload uses mention and the most often mentioned account are personal accounts owned by the Yogyakarta Palace family.

## Tag on uploads

Table 9. Number of tags in the caption on the @kratonjogja account

Tag	Total Coding	Presentase
No tag	363	95,7%
Using Tag	16	4,2%

Table 10. Number of accounts tagged in the caption on the @kratonjogja account

Account tagged	Total Coding	Presentase
Family Member of Kraton	10	62,5%
Celebrity/Selebgram	2	12,5%
Yogyakarta Government	4	25%
Others	3	8,75%

The use of mentions and tag features is an effort to increase collaboration with other accounts. Collaboration is one aspect that can increase the interaction between the account owner and the account followers (Evans, 2010). Based on data in tables 10 and 11, the composition of the use of mentions and tag features on the @kratonjogja account shows that most uploads do not use mentions or tags. However, some uploads use the Kraton family account to maximize the mention and tag features. The @kratonjogja account rarely collaborates with characters outside the palace, both celebrities, and the Yogyakarta City Government account. In comparison, the use of celebrities in promotional media is often carried out by various companies. The use of celebrities can increase the attractiveness of promotional messages used (Shimp, 2014).

## The use of the hashtag

The hashtag has a simple function to group the message's contents on social media, both in the form of uploads on Instagram. In marketing communication, social media users can use hashtags to follow the latest information simply by typing the hashtag used. In addition, hashtags can also be used for branding and promotional needs and as a medium for cross-platform campaigns.

Table 11. Number of Hashtags in the caption on the @kratonjogja account

Hashtag	Total Coding	Presentase
No hashtag	153	40,3%
Using hashtag	226	59,6%

Table 12. Number of Hashtags used in the @kratonjogja account

Hashtag yang digunakan	Jumlah Coding	Presentase
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<b>Trending hashtag</b>	29	7,4%
<b>Niche hashtag</b>	2	0,5%
<b>Branded hashtag</b>	185	47,3%
<b>Produk hashtag</b>	174	44,5%
<b>Hashtag ajakan untuk bertindak</b>	1	0,25%

The hashtag is a social media feature used to group information so that information is easy to find (Small, 2011). Hashtags can encourage the virality of information on social media (Wang et al., 2016). In tables 11 and 12, it can be seen that the use of hashtags by the Instagram account @kratonjogja emphasizes the identity of the Yogyakarta Palace through branded hashtags and product hashtags that are closely related to the Yogyakarta Palace. Using branded and product hashtags is one of the efforts to increase the identity of promotional messages on social media (Mulyadi, 2018).

## CONCLUSION

Based on the findings and analysis, it is known that the majority distribution of Instagram account content in Jogja is educational and entertainment content. In the context of marketing communication, this type of content is to increase the awareness (awareness) of the public. Many of @kratonjogja's content still shows the culture and figures of the Yogyakarta Palace, but in the middle of the Pandemic situation, only a few uploads on the @kratonjogja account show visualization related to Covid-19. In the use of tag and mention features, @kratonjogja accounts focus on the Instagram accounts of the Yogyakarta Palace family. They rarely collaborate with other social media accounts, both celebrities, and the government. The @kratonjogja account maximizes the hashtag feature using the branded hashtag and product hashtag. The branded hashtag and product hashtag make uploads about the Yogyakarta Palace classified and facilitate searching on social media. Based on this conclusion, the @kratonjogja account needs to increase the attachment between the account and its followers so that the account manager needs to consider the composition of upload types and maximize features that can increase interaction with the followers of the account.

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