



Digital marketing of Purbayan tourism village Yogyakarta through Instagram @kamwispurbayan in facing competition of tourism destinations

¹Fadhila Ikmalina Faza*, ²Iva Fikrani Deslia

^{1,2} Universitas Ahmad Dahlan, 55191, Indonesia

¹ ikmalinafadhila@gmail.com*, ² iva.deslia@comm.uad.ac.id

*Correspondent email author: ikmalinafadhila@gmail.com

ARTICLE INFO

ABSTRACT

Article history

Received 2024-08-31

Revised 2024-09-12

Accepted 2024-09-24

Keywords

Digital Marketing

Instagram

Purbayan Tourism Village

Purbayan Tourism Village is one of the villages in Kota Gede Yogyakarta, located at Jalan Canteng No.29, RT 37/RW 09, Purbayan, Kota Gede District, Yogyakarta City, Special Region of Yogyakarta. This village used to be an ordinary village, which has a distinctive feature, namely the existence of the remains of the Ancient Mataram Kingdom building and is famous for its silver-making crafts in Kota Gede Yogyakarta; gradually, this village became a tourist village. This study applies the SOSTAC Method in marketing Purbayan Tourism Village. The SOSTAC Method comprises six stages: Situational Analysis, Objective, Strategy, Tactic, Action, and Control. This study aims to understand how applying the SOSTAC Method can help Purbayan Tourism Village improve their marketing effectiveness. The research approach used is literature studies, documentation, and interviews with data analyzed descriptively. The study results show that applying the SOSTAC Method allows Purbayan Tourism Village to identify opportunities in planning and implementing marketing strategies. Suggestions for Purbayan Tourism Village include maximizing the use of social media, not just focusing on one social media. For the most actively used Instagram social media, there needs to be deeper monitoring related to the data collection of the number of views, followers, and the number of visitors to the Instagram account, as well as the content created, so that it becomes an evaluation in conducting digital promotions through Instagram. There needs to be an increase in marketing in the field of social media so that it can maximize by increasingly productive human resources.

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



1. Introduction

The development of technology, from time to time, has found a balance point that is increasingly useful for world science. Advanced technology that coexists with human life cannot be avoided because all sectors require technological innovation to support human work. As a supporting factor, technology goes through various problems in its progress.



The existence of a revolution influences this. Revolution is a social and cultural change that occurs rapidly in human life. So, humans with a revolution must adapt to the situation because there are new things to learn. One of them is the Industrial Revolution, that can change technology rapidly (Prihartono & Tuti, 2023). Technological developments impact on several sectors, one of which is the communications sector.

The world of communication is present as a driver of human life to be better. With the influence of the present Industrial Revolution, the development of the world of communication is increasingly advanced. With the emergence of the internet, it becomes the foundation for a global connectivity revolution. With the internet, individuals can connect without limits and open the door to information. Thus creating new opportunities and having a significant impact on the business world (Nazwa & Muhammad, 2023). Slowly, social media is present and become a place for everyone to interact in the mortal world. Amazingly, social media can reach more than in the real world. Social media is used to combine and exchange information and is web-based. The existence of the internet will always experience technological developments and feature updates that the public can use (Syifa et al., 2023). One of the most widely used and trendy social media is Instagram.

Instagram is a video and photo-sharing application available on Android and iOS. In its use, various features are available, namely: (1) Filling in the account profile and Instagram account bio, (2) uploading photos and videos, (3) Instagram stories feature, (4) providing captions, (5) providing comments and likes, (6) hashtags, (7) activity, (8) direct message (DM), (9) geotagging or location tags, (10) story archive (Antasari & Pratiwi, 2022). Of course, the benefits are not just entertainment and information. Instagram is also a place to promote a product or service. More comprehensive marketing can raise the image of a sector of output you want to achieve.

This is certainly utilized by the tourism sector to carry out marketing. Likewise, tourism destinations, based on tourist villages and tourist villages also develop their areas so that they are known to many people. One of them is the Purbayan Yogyakarta Tourist Village Destination. The Purbayan tourist village has tourism prospects that continue to be developed, including cultural and historical tourism, religious tourism, and craft centers. Purbayan Village was founded in 1981, which has four Rukun Kampung (RK), namely, RK Basen, RK Gedongan, RK Alun-Alun, and RK Purbayan, and has a population of around 10,176 people (Erviana et al., 2021). In 2023, Purbayan Tourism Village Yogyakarta received a nomination for ADWI (Indonesian Tourism Village Award) 2023, as the 2nd winner of the Developing Tourism Village, held by the Ministry of Tourism and Creative Economy 2023 (Umar, 2023).

They are used to promote the tourist village and increase the number of visitors. Efforts to increase the number of visitors can be made through offline and online promotions, such as collaborating with tour and travel agents or formal and non-formal institutions. While promoting its products promoting online, Purbayan Tourism Village utilizes several social media platforms: YouTube, TikTok, Facebook, and Instagram.

It is only fitting that tourist villages develop optimally. So, the potential of the tourist village is increasingly known by domestic and foreign visitors. Community-based tourism development is expected to provide opportunities for local communities to create job and business opportunities with the hope of raising the standard of living of local communities through the economy (Mahanani & Hananik, 2021).

The Minister of Tourism and Creative Economy or Head of the Tourism and Creative Economy Agency (Menparekraf/Kabaparekraf), Sandiaga Uno, emphasized that four pillars must be prepared by the management of tourist villages in implementing marketing strategies for tourist destinations and the creative economy to tourists, namely Product, Place, Price, and Promotion (Indonesia, 2023).

Efforts to increase visitors in tourist villages or hamlets certainly need to be considered because many tours have a contemporary vibe, are not dull, and are viral. Managers must be aware of the digital marketing model, which is crucial in attracting visitors. For this reason, tourism managers are more focused on implementing marketing with a digital concept to realize the goals they want to achieve (Suryadinatha Gorda et al., 2020). Promotion on social media certainly requires a strategy for competing and sustaining one's own existence as a tourist village or hamlet. However, each tourist village or hamlet must have its own characteristics; this is an advantage that must be owned to be promoted to the general public.

With these characteristics, Purbayan Tourism Village brands itself as a "Heritage Village and Tradition Guardian Village" because it has distinctive customs and relics of ancient Mataram kingdom buildings that are still original. Creates a selling point and promotion as a tourism village with value and uniqueness. Starting from its products displayed on the Instagram social media account @kamwispurbayan, namely the Mataram Trail tourism package, then making silver crafts and staycation at its place, as well as comparative study packages. However, is the marketing carried out on Instagram, an actively used social media, utilized optimally as a promotional media so that it can compete with other tourist destinations? And is there a strategy built by the manager, primarily through Instagram social media, to increase promotion and visitor attraction to the tourist village amidst good tourism? With this, researchers can more deeply research the Digital

Marketing of Purbayan Yogyakarta Tourism Village Through Instagram @kamwispurbayan In Facing Competition of Tourist Destinations using the SOSTAC dimension.



Fig. 1. SOSTAC Theory

Source: Smith (2017)

SOSTAC is a planning system used by thousands of professionals to produce all types of plans (marketing, corporate, advertising, and digital). SOSTAC is a suitable planning framework for digital marketing and consists of situation analysis, objectives, strategy, tactics, actions, control Smith (2017) with the following information:

1. *Situation Analysis* is an online marketing process that involves interacting with circumstances and knowing the internal and external factors that can affect a business.
2. *Objectives* are the application of a plan framework focusing on the goals to be achieved through existing strategies.
3. *Strategy* is how the company achieves previously planned goals, which helps achieve targets and objectives.
4. *Tactics* are steps taken to implement a particular strategy.
5. *Actions* are the realization of plans into reality through directed actions.
6. *Control* is an application of digital marketing performance results in evaluating what has been done.

2. Method

In this study, the researcher used a qualitative descriptive research type. Qualitative research, according to Sugiyono, is a type of research used to research natural object conditions, where the researcher is the key instrument, data collection techniques are carried out by triangulation (combination), data analysis is inductive, and the results of qualitative research emphasize understanding meaning, and constructing phenomena rather than generalization (Sugiyono, 2019). Qualitative research has characteristics that differentiate it from quantitative research. Some of these characteristics are: (1) qualitative research is conducted in a natural environment where the phenomena being studied occur, allowing researchers to understand a broader context (2)

qualitative research uses an inductive approach, and theories and findings are developed from the results of data that has been collected (3) Subjectivity, where researchers are considered critical instruments in research, actively involved in the process of data collection, analysis, and interpretation (Ardiansyah et al., 2023).

This study's subject is the Instagram account @kamwispurbayan. In contrast, the study's object is digital promotion through the Instagram social media @kamwispurbayan so that it can compete with other tourist destinations.

The data collection technique used is observation, which involves recording the conditions and behaviour of the target object (Hasibuan et al., 2023). Indirect observation was done by looking at the social media Instagram of Purbayan Tourism Village, and direct observation in the form of interviews with related parties, namely the management of Purbayan Tourism Village Yogyakarta. In addition, photo documentation is a complement, and literature studies are used to support previous research. The data collected by the researcher was analyzed using the selected theory, categorized, and then correlated to the indicators in the theory.

The validity technique used is the data triangulation technique. Processing data by involving qualitative methods and SOSTAC theory used in this study, as well as data sources obtained from interviews, indirect observations, documentation, and previous literature studies, to be re-examined and inform the results.

3. Result and Discussion

In facing the competition of tourist destinations in Indonesia, especially in one of the areas famous for its many tourist attractions, namely the Special Region of Yogyakarta, there needs to be an effort to continue to develop the existing tourism potential. In addition to the educational environment, tourism in this area is also quite well-known by the community. The area's potential, which continues to be explored, will open up new tourism business opportunities. Not only from local people but also foreign citizens visit this area. Tourism has various types, ranging from nature tourism, adventure tourism, business tourism, religious tourism, and cultural tourism (LSPR News, 2023). One of the famous cultural tours in Yogyakarta is the existence of tourist villages and tourist villages.

Cultural village tourism is the development of a village through a combination of accommodation, attractions, and supporting facilities in the form of community life structures. Cultural villages are areas that offer an authentic village atmosphere, starting from village spatial planning, heritage building architecture, art performances, customs, and UMKM in the area (Nugraha et al., 2023). One of the quite famous tourist villages in Yogyakarta is the Purbayan

Yogyakarta Tourist Village. Purbayan Tourism Village continues to strive to brand its tourism through social media, one of the most active of which is Instagram. The Purbayan Tourism Village management manages the @kamwispurbayan account. The @kamwispurbayan Instagram account period August 27, 2024 has 1,949 followers, 309 posts, and 1,754 followers back. This is undoubtedly a collaboration from various parties and full support for Purbayan Tourism Village. One way to do this is by branding in the form of activity content. Purbayan Tourism Village often gets visits from various parties, so they have a plan for content to introduce Purbayan Tourism Village to the public.



Fig. 2. Instagram Account of Purbayan Tourism Village Yogyakarta

Source: Instagram Account @kamwispurbayan (2024)

Purbayan Tourism Village

Purbayan Tourism Village is one of the villages in Kota Gede Yogyakarta, located at Jalan Canteng No. 29, RT 37/RW 09, Purbayan, Kota Gede District, Yogyakarta City, Special Region of Yogyakarta. This village used to be an ordinary village, which has a distinctive feature, namely the existence of the remains of the Ancient Mataram Kingdom building and is famous for its silver-making crafts in Kota Gede Yogyakarta; gradually, this village became a tourist village in 2010. The existence of a program from the Minister of Tourism and Creative Economy / Head of Tourism and Creative Economy regarding the Indonesian Tourism Village Award allowed this village to participate in the program. In 2021-2022, the Purbayan Tourism Village logo was launched, and a tourism awareness group (POKDARWIS) was formed, as well as a tagline, namely "Heritage Village and Guardian of Tradition."



Fig. 3. Logo of Purbayan Tourism Village Yogyakarta

Source: Purbayan Tourism Village Management (2024)

With the program from the Minister of Tourism and Creative Economy / Head of Tourism and Creative Economy Agency, this village won the 2023 ADWI 2023 award for developing tourist villages for hard work and cooperation with the community and related parties. Gradually, the community learned about the existence of the Purbayan tourist village so that it could increase its attraction and the number of visitors.



Fig. 4. Evidence of 2nd Place ADWI 2023 by Purbayan Tourism Village

Source: Youtube Purbayan Tourism Village (2024)

Digital Marketing Dimension SOSTAC

Building a promotion is certainly not easy; the competition seen from a trending tour on social media will cause the impact to be crowded with visitors. Conversely, if the tour is not attractive to visitors, it becomes a challenge to maintain visitors' arrival consistently. By using existing social

media, it is expected to be able to market the tourist village more widely with unlimited reach. Digital marketing is part of the marketing strategy owned by the company based on the Internet. The information available can help collect, analyze, and process data so that it helps develop a more effective digital marketing plan (Esty Purwanti & Lupiana, 2023).

Online marketing or digital marketing is an innovative way to use databases to reach consumers individually, which is cost-effective and more efficient. Digital marketing has advantages compared to traditional marketing. The advantages can make achieving a broader target market easier but require affordable costs and two-way communication with the audience. So that online marketing can increase product sales results because people tend to see references online and buy products online (Purnomo, 2021).

So, by using digital marketing, Purbayan Tourism Village can compete with other tourism and maintain its existence with the value it has. This is so that not only visitors who are interested in culture and history can visit, but the general public can also enjoy the tour accompanied by the existing tour guide. In online promotion, Purbayan Tourism Village uses several social media, namely YouTube, with 369 subscribers and 29 videos; TikTok, with 26 followers with 21 posts; Facebook, with 141 followers and 117 likes; and Instagram, with 1,949 followers and 309 posts. However, the most actively used social media is Instagram, and it is analyzed using the SOSTAC dimension (situation analysis, objectives, strategy, tactics, actions, and control).

1. Situation Analysis

This indicator shows the current situation in Purbayan Tourism Village. The results of the analysis will be used as material for marketing strategies. This analysis can be done by mapping SWOT (Strengths, Weaknesses, Opportunities, and Threats). According to the Big Indonesian Dictionary, the word analysis is the process of solving problems or issues that begin with an assumption of the truth or as a study of an event to find out the actual situation. It is also said that SWOT analysis is a process of seeing opportunities between the internal and external environments of the company. At the same time, taking into account the weaknesses of the company and threats from outside (Suriono, 2022).

Purbayan Tourism Village has advantages or Strengths, namely the characteristics that exist in this Village, including heritage buildings, such as between two gates, Bedahan Raden Ronggo Site, Mataram Grand Mosque, silver craft making, and the presence of UMKM, one of which is the traditional food "kembang waru" bread, of course, offered to visitors to enjoy and get the experience of the vibes "back to the past." However, the weaknesses are not using social media optimally, as evidenced by using social media, including Facebook, YouTube, Instagram, and

TikTok. Still, the only active one is Instagram social media. Second, the number of young men and women is increasingly minimal because everyone has different intentions and goals, and many have worked outside. Hence, it takes hard work to reactivate social media other than Instagram as a medium for online promotion.

Judging from the opportunities for consumers or visitors, most of those who visit are interested in culture, so many foreign countries, agencies and village administrators from other areas want to cooperate and seek knowledge about managing tourist villages. Then, the cooperation with the hotel also helps open the door for visitors to the Purbayan Tourism Village. Cooperation with surrounding villages opens up opportunities to introduce one area to another so that it becomes an opportunity to brand it better and teach it to the public.



Fig. 5. Visit Post from Balang Gantung Village, East Belitung to Purbayan Tourism Village, Yogyakarta.

Source: Instagram Account @kamwispurbayan (2024)

The image shows a group of people standing in front of a large building with high ceilings, likely inside a hall. The caption mentions a visit from Desa Lalang Gantung, Belitung Timur, to Kampung Wisata Purbayan. The event took place at the Kelurahan Purbayan office, where discussions and exchanges about tourism potential and government policies were held. The post reflects the warmth of the meeting and the positive engagement between the participants.

The picture above shows a visit from outside the region, namely from Ilalang Gantung Village, East Belitung, to Purbayan Tourism Village. The meeting resulted in a discussion related to each village's potential problems. Then, the emergence of creative ideas can be the basis for planning and development in the future. Of course, this meeting adds a new perspective and valuable experience that can be applied in each village. This visit becomes an opportunity, especially for

Purbayan Tourism Village, to introduce the town and market the existing value, knowledge, product goods, and service products.

Suppose threats usually come from external things beyond the control of the Purbayan Tourism Village, such as doing something noisy or not obeying the rules. In that case, the Purbayan Tourism Village gets a warning. Then, the existence of viral tourism on social media becomes a challenge for village-based tourism objects or tourism villages in promoting tourism so that they can compete with other tourism.



Fig. 6. SWOT Analysis of Purbayan Tourism Village Yogyakarta.

Source: Researcher's Results (2024)

After being analyzed in the "situation" section, a map is formed using the SWOT method, which can be seen in the image above. In one map, it has its scope. Consisting of weaknesses, strengths, opportunities, and threats. The map makes it easier to analyze the existing situation. Both internally and externally. So it becomes a reminder that each tour has advantages that are its characteristics and strengths, especially the Purbayan Tourism Village in branding itself as a "heritage village that guards tradition."

2. Objectives

At this stage, the company's objectives are determined to carry out the targets to be achieved. The objectives of marketing communications concern the level of awareness of the customer's brand (Bukhori & Pithaloka, 2023), this can be achieved with the 5S performance objectives: Sell,

Serve, Sizzle, Speak, and Save. Selling is one of the uses of e-marketing to increase sales and reach the wider community. Serve as an added value to improve the quality of service and feedback. Sizzle's goal is to increase brand awareness and recognition. Speak is the embodiment of a two-way communicative medium. While Save, in promotional costs, utilizes e-marketing, which can reduce these costs (Wahyu & Berlian, 2022).

In the Sell concept, Purbayan Tourism Village increased sales and reached the broader community by utilizing social media e-marketing, such as Instagram. Tour packages include Mataram trail, lodging, and silver craftsman tour packages. In addition, local UMKM can help the community by selling products in the form of food or goods and collaborating with various parties; indirectly, they sell the value of knowledge that can be shared with the public.

The quality of service provided by the Purbayan Tourism Village management is good in the Serve concept, as seen from the many collaborations that have been carried out. Its Instagram social media is quite informative. There is a contact person and a link tree on the Instagram bio that can be contacted to make it easier for the public to ask about Purbayan Tourism Village.

In the Sizzle concept, to increase brand awareness, they strengthen their identity with a tagline and awards that have been achieved, which are listed in the bio of their Instagram social media account. In addition, they create content at least once a day to generate interaction with the audience. Collaboration with various parties can increase Purbayan Tourism Village's reputation, which is an example of a developing tourism village. As well as participation in cultural events as a contribution of Purbayan Tourism Village in introducing the town to the public.



Fig. 7. Post of Purbayan Tourism Village Participation in the 2024 Tourism Village Festival.
Source: Instagram Account @kamwispurbayan (2024)

In the Speak concept, communication is built on Instagram social media to introduce the village's identity. The content of tour packages, collaborations, and additional information in the bio is clear. When communicating with the public, they are quite responsive and open, and it can be via direct message (DM) or WhatsApp (WA).

In the Save concept, the promotional costs reach approximately Rp.1,000,000; this must be supported by utilizing existing social media, cooperation from various parties, and participation in related events. Purbayan Tourism Village has done it well by consistently creating content on the @kamwispurbayan Instagram account. Accepting collaboration with multiple parties and being active in existing cultural events. To minimize the enormous promotional costs but still be able to run well.

3. Strategy

A strategy in communication is a plan designed to achieve specific communication objectives with a targeted audience. This strategy involves determining the message to be conveyed, the way it is conveyed, and the media or channels to be used. In a business context, communication strategies aim to build strong relationships with consumers, increase brand awareness, and influence audience perceptions and actions. An effective communication strategy must be able to deliver messages that match the needs and expectations of the audience, and use the right channels to ensure that the message is well received.

To achieve a planned goal, a strategy needs to be built. If we look further, the strategy can enter the realm of 4P, namely product, price, place, and promotion. (1) Product is a competitive means of differentiating one's product from competitors. (2) Price: Price refers to several values consumers exchange when using a product whose value has been set. (3) Place (Distribution) is a marketing intermediary in selling a product, which allows a product to be available to consumers. (4) Promotion is a valuable way to disseminate information to the market regarding products or services from related companies (Khayrani, 2022).

In Purbayan Tourism Village, the products offered to visitors are in the form of services and goods. The service products offered are in the form of tour packages in which a tour guide will guide the tour in Purbayan Tourism Village. At the same time, the goods are in the form of a silver workshop that produces silver crafts and batik. In addition, there is a traditional food, "kembang waru" bread. In the concept of Price, Purbayan Tourism Village tends to set affordable prices with characteristics as its advantages.



Fig. 8. Overview of tour packages in Purbayan Tourism Village

Source: Purbayan Tourist Village manager (2024)

In the place or marketing place, as well as in the promotion of Purbayan Tourism Village product sales, it is utilized online and offline. Online, namely utilizing online spaces such as social media websites, Instagram, TikTok, Facebook, WhatsApp, and YouTube, as a place to provide information. Offline by collaborating with various parties to make agreements, exchanging information, and participating in relevant events. Instagram is an affordable media marketing product that provides services through videos and images. This application has many features, such as live Instagram, Instagram story, Instagram Reels, Instagram Ads, and Instagram TV, making it easier for the public to see the available products (Aryani & Murtiariyati, 2022).

4. Tactics

Tactics are the stages that will be carried out to implement a strategy to achieve a goal (Maulid, 2022). The concept of tactics combining several variables is known as the Marketing Mix. Agencies use this concept in marketing to produce responses in the target market (Arifka, 2021). In this tactical concept, focusing on Instagram social media, as an active and interactive social media, Purbayan Tourism Village uses the tools available on Instagram social media.

a. Use of pins in the Instagram feed

The use of the pin itself indicates something important in the Instagram account. People who are curious about Purbayan Tourism Village's Instagram account can immediately see the existing tour packages. Installing pins in posts makes it easier to introduce Purbayan Tourism Village.

b. The existence of video posts

The use of video complements the posts on Instagram @kawispurbayan. Only some people like posts containing images and text, so video is a variation of the posts.



Fig. 9. Posting video reels on Instagram
Source: Instagram account @kamwispurbayan (2024)

c. Use if templates in Instagram posts

When there is something interesting, you will be curious about the existing posts. Likewise, the Instagram post template tends to raise the branding theme, which is located in the logo colour, namely blue, white, and orange, so the template is made with these colour nuances.



Fig. 10. Purbayan Tourism Village Posts on Instagram social media
Sumber: Instagram account @kamwispurbayan (2024)

d. Use of captions stories

The caption is a collection of several sentences that support and complement videos or images in social media. The presence of a caption can describe the meaning of the video or photo (Ayu & Muhammad, 2022). There is a variety of languages that can be used in social media. By mixing

Indonesian, foreign languages, and regional languages, the meaning will grow. Each word or sentence has its meaning. Especially the use of captions that can attract the public to visit Purbayan Tourism Village (Kholifah & Sabardila, 2020).

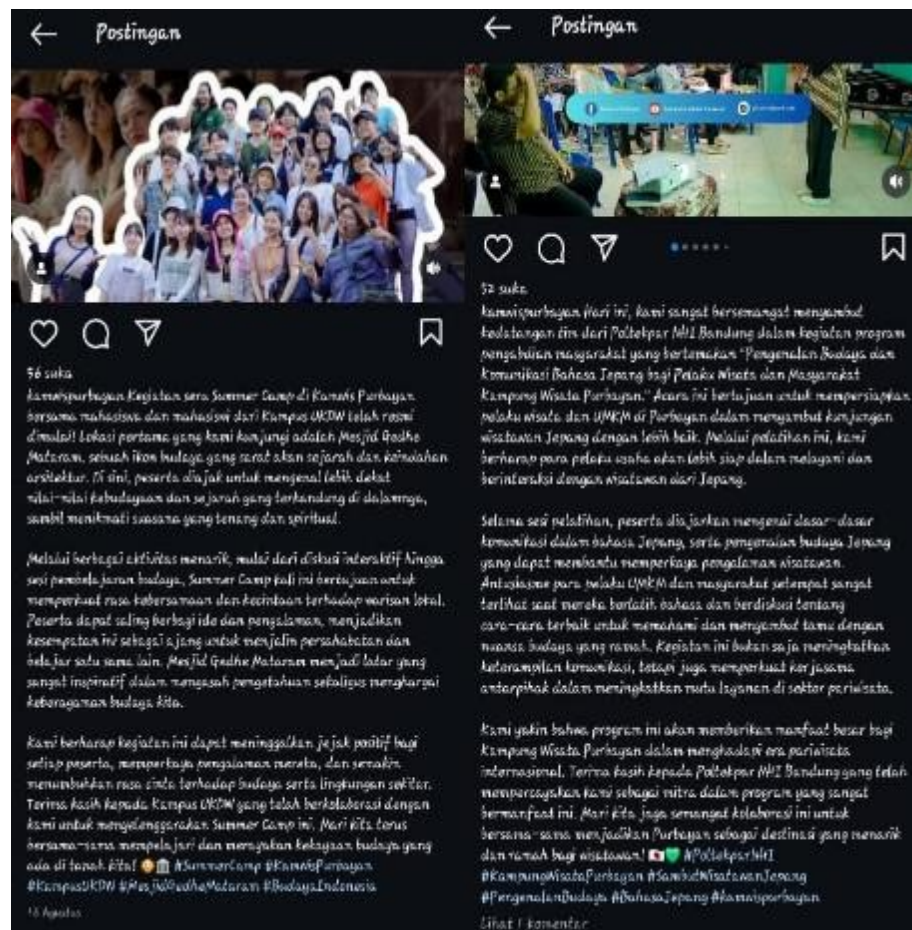


Fig. 11. Posts with Captions on Instagram social media
Source: Instagram account @kamwisurbayan (2024)

Kampung Wisata Purbayan uses informative captions in posts on its Instagram account. It starts with greetings to followers and then introduces activities that have been carried out, whether to promote a product or a work visit from outside. This makes readers understand and is part of the online promotion carried out by Kampung Wisata Purbayan.

e. Instagram Feed

Feed in Instagram is a display of photos on the Instagram user profile, which the public can see first when visiting the user's Instagram account. The more images uploaded, the more feeds the user has (Arta & Surya, 2022). Features in the feed that can be used on Instagram include photos and videos with comments, likes, hashtags and captions (Al Haq & Surya, 2022).



Fig. 12. Feed Posts on Instagram social media

Soucer: Instagram account @kamwispurbayan (2024)

One of the Instagram feed posts shows the distinctive characteristics of the heritage building owned by Purbayan Tourism Village. In addition to providing information, this post is an education to care for and maintain buildings that have long stood as cultural heritage and a promotional media in attracting visitors to come to village-based tourist villages.

5. Actions

Actions are a description or practical step of the tactics created in the previous stage (Sugianto et al., 2023). At this stage, it becomes the implementation stage of the marketing plan that has been designed and involves concrete steps taken for the marketing (Sriwendiah et al., 2024). For Purbayan Tourism Village, this stage is essential in turning a plan into real action to increase visitors and involvement in developing villages and tourism villages. The steps that can be taken are as follows:

a. Interaction with visitors administrators, and local residents

Social interaction is a reciprocal relationship that can influence, change or improve behaviour between humans or groups of humans (Liedfray et al., 2022). Tourism Villages need to interact with visitors through available communication channels. This includes answering questions and comments from visitors on social media, responding to messages via direct message on Instagram or WhatsApp, and holding events or participating in cultural events involving many people. Fellow administrators must back up information, be responsible for the tasks entrusted, and carry out

open communication with each other. The interaction carried out by the Purbayan Tourism Village administrators with residents has been carried out in building Purbayan Tourism Village to be even better and to support local products. Likewise, interaction with outside parties has been carried out with cooperation by various parties, especially with fellow tourism villages. However, interaction with followers on Instagram is still lacking; there needs to be more interaction or an invitation to followers to get to know a tourism village.

b. Creating content

Creating exciting content is one of the essential points in marketing so that it has a profitable return for the business. That in carrying out content marketing, media is needed that can reach a broad audience (Kartika, 2023). Purbayan Tourism Village is quite consistent with at least uploading content once a day on Instagram social media. Creating interesting and relevant content while introducing Purbayan Tourism Village to the public. In addition, the Instagram account @kamwispurbayan reposts content via Instagram stories if someone tags the account. However, it is unfortunate that the content creation that has been done has not been maximized, because it only relies on active Instagram social media, and other social media owned such as TikTok, YouTube, Facebook have not been maximized in use to carry out online promotions. In content creation, there is prior planning.

c. Patnership (Kerja Sama)

Cooperation or partnership is essential in management, especially in managing tourist destinations. Inseparable supporting elements can determine a destination's quality and competitiveness in attracting visitors (Suteja et al., 2021). Purbayan Tourism Village is open to cooperation from various parties. Their Instagram account posts and visitor recaps show that Purbayan Tourism Village is cooperating and opening up opportunities to promote this tourism village to visitors.

6. Control

At this stage, it is expected to be able to know whether the strategy and tactics are in accordance with the planning and operation. So that it can be checked or evaluated periodically against what has been done not optimally or has been successful (Butar et al., 2022). Purbayan Tourism has conducted a data recap by entering data on the number of visitors to see the visitors who come. However, there is no specific period for monitoring and evaluation. Tracking on Instagram has been done with diagram data so that it can be seen. However, for deeper monitoring related to followers, views, and likes, it is still lacking.

Table 1. RECAP OF VISITOR DATA IN 2023 AND 2024 (JANUARY 5 – MAY 23, 2024)

No	Annual Visitor Data	Total	Description
1	February 24 – December 30, 2023	1.909	Consisting of study visits, tour packages, research, KKN, meetings
2	January 5 – May 23, 2024	553	Consisting of visits, comparative studies, tour packages, interviews, observations

SOURCE: RESEARCHER DATA (2024)

The number of Instagram followers of Purbayan Tourism Village has reached 1949 period August 27, 2024, an increase that can be seen from the addition of followers and views in the video shows made by Purbayan Tourism Village. One of the video reels on instagram has reached 18 thousand viewers. There is one post with 582 likes. However, this is rare; most likes get a number below 200 and need to be increased.

4. Conclusion

Based on the data and information that has been collected, analyzed, and interpreted by researchers related to digital marketing of Purbayan Tourism Village Yogyakarta through Instagram @kamwispubayan in facing competition in tourist destinations, Purbayan Tourism Village can see internal opportunities starting from the advantages of the village, both its tourist attractions, existing UMKM, support from its community, to seeing external opportunities to collaborate with various external parties and participate in the ADWI (Indonesian Tourism Village Award) program organized by the Minister of Tourism and Creative Economy/Head of Tourism and Creative Economy Agency of Indonesia. These opportunities provide a way to increase visits to tourist villages.

The strategies and tactics used in promoting through Instagram have used Instagram tools well, from pins, feed templates, video reel posts, images, and Instagram stories. As for action, several activities have been carried out, from creating content on Instagram to interacting with visitors, fellow administrators, and residents to support local UMKM so that the public knows that the Purbayan Tourism Village is active. However, there needs to be more interactive digital marketing, not only information but also an invitation to the public to visit tourism with a cultural theme. For example, it can be done through an online campaign, "Come on, let's go on a trip to the cultural village", or a video-making competition for the Purbayan Tourism Village. An exhibition that carries a cultural theme can be created, and live Instagram can be utilized to interact in the form of

greetings by informing the public about the Purbayan Tourism Village so that cultural tourism will be equal to the existence of currently viral or contemporary tourism.

An evaluation should also be carried out by monitoring social media Instagram more deeply with a planned period related to visits to the account or increasing the number of followers so that you can better understand what is interesting. It is necessary to maximize the use of social media, active on one social media and more interactive social media, such as Facebook, TikTok, and YouTube. There needs to be increased marketing, especially in the field of social media, Kampung Wisata Purbayan, to maximize the use of social media created.

Suggestions for further research can use a different method than the SOSTAC method, adding variations to other digital marketing methods. In addition, what is analyzed is not only one social media but all social media that support the marketing of Purbayan Tourism Village to the public so that they can complement each other from imperfect research.

Acknowledgment

First, the researcher would like to express his gratitude so that he could complete this research. Second, the researcher would like to thank the Purbayan Tourism Village for providing space and time and the Communication Science Study Program for providing a place for students to work on their research.

References

- Al Haq, S., & Surya Patria, A. (2022). Instagram Feed Template Design as Promotion Media for Ulala Cafe (Unesa Learning Laboratory) Surabaya. *Jurnal Barik*, 3(2), 30–45. <https://ejournal.unesa.ac.id/index.php/JDKV/>
- Antasari, C., & Pratiwi, R. D. (2022). Utilization of Instagram Features as a Means of Marketing Communication for Babakkeroyokan Shop in Palu City. *Kinesik*, 9(2), 176–182. <https://doi.org/10.22487/ejk.v9i2.327>
- Ardiansyah, Risnita, & Jailani, M. S. (2023). Data Collection Techniques and Scientific Research Instruments in Education Using Qualitative and Quantitative Approaches. *Jurnal IHSAN : Jurnal Pendidikan Islam*, 1(2), 1–9. <https://doi.org/10.61104/ihsan.v1i2.57>
- Arifka, N. (2021). Implementation of 7P Marketing Mix Strategy in Increasing Sales (Case Study on Sambal Layah Arcawinangun). *Tesis, IAIN Purwokerto*, 1–129.
- Arta Mevia Setiyana Putri, A., & Surya Patria, A. (2022). Designing Thrifting Style References Through Instagram Feed. *Jurnal Barik*, 3(2), 125–137. <https://ejournal.unesa.ac.id/index.php/JDKV/>
- Aryani, I. D., & Murtiariyati, D. (2022). Instagram as a Promotional Media to Increase Sales at a.D.a Souvenir Project. *Jurnal Riset Akuntansi dan Bisnis Indonesia*, 2(2), 466–477. <https://doi.org/10.32477/jrabi.v2i2.479>
- Ayu Rochmatulloh Ramdani, & Muhammad Fauzi Arif. (2022). Descriptive Study of Instagram Social Media Management through Quiz Time on Instastory Account X. *Jurnal Riset Komunikasi Penyiaran Islam*, 1(2), 106–113. <https://doi.org/10.29313/jrkpi.v1i2.572>
- Bukhori, M., & Pithaloka, D. (2023). Implementation of Digital Marketing Instagram

- @Vieraoleholeh.id in an Effort to Increase Brand Awareness. *Prosiding Seminar Nasional*, 522–532.
- Butar, M. B., Cangara, H., & Wahid, U. (2022). *Communication Strategy Using Instagram In Culinary Promotion Activities @ Polkadotkitchen food and beverages are growing increasingly to fulfill human life needs. Things and drinks are in great demand by penetrating online media. The development of technology*. VII(1), 17–33.
- Erviana, V. Y., Bambang Robiin, Iis Suwartini, & Arif Ardy Wibowo. (2021). Virtual Performance Training of Purbayan Village Arts and Culture during the Covid-19 Pandemic. *Jurnal SOLMA*, 10(3), 510–517. <https://doi.org/10.22236/solma.v10i3.7904>
- Esty Purwanti, A., & Lupiana, F. (2023). The Role of Marketing Information Systems in Managing Marketing Processes Through Digital Marketing. *Jurnal Ilmiah Manajemen, Ekonomi dan Bisnis*, 2(2), 88–102. <https://doi.org/10.51903/jimeb.v2i2.607>
- Hasibuan, P., Azmi, R., Arjuna, D. B., & Rahayu, S. U. (2023). A Analysis of Air Temperature Measurements Using the Observational Method. *ABDIMAS: Jurnal Garuda Pengabdian Kepada Masyarakat*, 1(1), 8–15. <http://creativecommons.org/licenses/by-sa/4.0/>
- Indonesia, K. B. R. (2023). *4 Important Pillars in Marketing Tourism Villages in Indonesia*. Kemenparekraf/ Baparekraf Republik Indonesia. <https://kemenparekraf.go.id/hasil-pencarian/4-pilar-penting-dalam-pemasaran-desa-wisata-di-indonesia>
- Kartika, A. S. (2023). A Content Marketing Strategy Analysis in Culinary Business (Case Study on Instagram Account @initempeid). *Eqien - Jurnal Ekonomi dan Bisnis*, 12(02), 242–250. <https://doi.org/10.34308/eqien.v12i02.1427>
- Khayrani. (2022). Digital Marketing Strategy Analysis Using the SOSTAC Method on Pollenzo Shoes. *JIMFE (Jurnal Ilmiah Manajemen Fakultas Ekonomi)*, 9(1).
- Kholifah, U., & Sabardila, A. (2020). Analysis of Language Style Errors on Instagram Social Media in Captions and Comments. *Nusa: Jurnal Ilmu Bahasa dan Sastra*, 15(3), 352–364. <https://doi.org/10.14710/nusa.15.3.352-364>
- Liedfray, T., Waani, F. J., & Lasut, J. J. (2022). The Role of Social Media in Strengthening Interaction Between Families in Esandom Village, East Tombatu District, East Tombatu Regency, Southeast Minasa Regency. *Jurnal Ilmiah Society*, 2(1), 2.
- LSPR News. (2023). *Let's Explore the Types of Tourism*. LSPR Institute. <https://www.lspr.ac.id/jenis-jenis-pariwisata/>
- Mahanani, Y. P., & Hananik, L. W. (2021). Community-Based Tourism Development to Develop Local Community Economy. *Ekonomi*, 1(2013), 181–188.
- Maulid, R. (2022). *Example of SOSTAC Data Analysis Technique in Digital Marketing*. dqlab. <https://dqlab.id/contoh-teknik-analisis-data-sostac-dalam-digital-marketing>
- Nazwa Salsabila Lubis, & Muhammad Irwan Padli Nasution. (2023). The Development of Information Technology and Its Impact on Society. *Jurnal Multidisiplin Saintek*, 01(12), 21–30.
- Nugraha, N. R., Kurniawan, A., Wardani, D. C., Dermawan, F. R., & Butar-Butar, S. M. (2023). Domestic Tourists to Cultural Villages After the Covid-19 Pandemic. *Jurnal Ilmiah Wahana Pendidikan, Mei, 2023*(9), 414.
- Prihartono, D., & Tuti, R. W. (2023). Implementation of E-Governance Based Public Services in the Industrial Revolution 4.0 Era. *Kebijakan: Jurnal Ilmu Administrasi*, 14(2), 192–201. <https://doi.org/10.23969/kebijakan.v14i2.5179>
- Purnomo, N. (2021). Human Resource Development Through Digital Marketing Training and Mentoring. *Jurnal Karya Abdi Masyarakat*, 4(3), 376–381. <https://doi.org/10.22437/jkam.v4i3.11307>
- Smith, D. C. and P. (2017). *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing* (Edisi Keli). Routledge.

- Sriwendiah, S., Akbar, D., Imannur Anwar, F., & Perdana Mandiri, S. (2024). Implementation of Digital Marketing Strategy Using the Sostac Method for Cicalengka Veil UMKM, Bandung Regency. *Management Studies and Entrepreneurship Journal (MSEJ)*, 5(2), 5042–5056. <https://yripku.com/journal/index.php/msej/article/view/4849>
- Sugianto, V. A., Mahardika, W. K., & Wijayanti, Y. (2023). Digital Marketing Strategy on Sunmor Grilled Chicken using the SOSTAC Model. *CONSTELLATION: Convergence of Technology and Information Systems*, 3(1), 197–207. <https://doi.org/10.24002/konstelasi.v3i1.7219>
- Sugiyono, P. D. (2019). *Quantitative Research Methods* (Second Edition). Alfabeta, cv.
- Suriono, Z. (2022). SWOT Analysis in Identifying Educational Quality. *ALACRITY: Journal of Education*, 1(20), 94–103. <https://doi.org/10.52121/alacrity.v1i3.50>
- Suryadinatha Gorda, A. A. N. O., Widya Hadi Saputra, W. H. S., & Yunita Anggreswari, N. P. (2020). Digital-Based Tourism Marketing Communication (Study in Sambangan Village, Buleleng Regency). *Ganaya: Jurnal Ilmu Sosial dan Humaniora*, 3(1), 1–11. <https://doi.org/10.37329/ganaya.v3i1.418>
- Suteja, I. W., Wahyuningsih, S., Rosida, L., W, N. L. S., & M, B. J. (2021). Partnership Collaboration in the Management of Ecological Tourism Villages in the Kotaraja Geopark Area, East Lombok Regency. *Jurnal Ilmiah Hospitality*, 10(1), 9–20. <https://doi.org/10.47492/jih.v10i1.663>
- Syifa, S. F., Nur Istirohmah, A., Lestari, P., & Nur Azizah, M. (2023). The Impact of Social Media Use on Student Learning Achievement. *Jurnal BELAINDIKA (Pembelajaran dan Inovasi Pendidikan)*, 5(1), 21–27. <https://doi.org/10.52005/belaindika.v5i1.100>
- Umar, I. (2023). *Purbayan Tourism Village Successfully Wins 2nd Place in ADWI 2023 Developing Tourism Village*. <https://www.pojokmalioboro.com/pariwisata/1229959855/kampung-wisata-purbayan-berhasil-raih-juara-2-desa-wisata-berkembang-adwi-2023>
- Wahyu Rahman Hadi, & Berlian Primadani Satria Putri. (2022). Analysis of Omme Event's Digital Marketing Communication Strategy Through Instagram Social Media in Building Public Awareness in the Pandemic Era. *e-Proceeding of Management*, 9(4), 2407.