

DESIGN AND DELIVERY OF MESSAGES BY THE TOURISM OFFICE AS AN EFFORT TO PROMOTE KARANGANYAR REGENCY THROUGH INSTAGRAM

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Abstract. The development of social media has encouraged the tourism sector to adopt more creative and interactive promotional strategies. Instagram is one of the platforms utilized by the Tourism and Culture Office of Karanganyar Regency to promote local tourist destinations. This study aims to analyze the design and delivery of tourism promotional messages through Instagram. The research employed a qualitative approach with a case study design. Data were collected through in-depth interviews, observation and documentation and analyzed using thematic analysis supported by NVivo software. The results indicate that message design tends to apply rhetorical logic by emphasizing visual content and persuasive narratives. However, message delivery has not been optimal due to inconsistent content and limited audience interaction. Therefore, optimizing digital communication strategies is necessary to increase tourists' interest and visitation.

Keywords: *Tourism promotion, marketing communication, Instagram, message design logic.*

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1. Introduction

The development of information and communication technology has brought significant changes to promotional strategies across various sectors, including tourism. Digital transformation has driven a shift in communication patterns from conventional media to more interactive and personalized digital media. Social media has become one of the primary tools for disseminating information and building destination images, as it enables wide, rapid and real-time audience reach. In the context of tourism, social media not only functions as an information dissemination tool but also serves as a space for interaction between destination managers and potential tourists.

Instagram is one of the most widely used social media platforms in tourism promotion due to its emphasis on visual strength and persuasive short narratives. Through photos, videos and interactive features, Instagram is able to present tourist destinations in a more engaging and emotional manner. Well-curated visual content can build positive perceptions, increase interest and encourage tourists' decisions to visit. Therefore, the use of Instagram as a promotional medium requires strategic and creative message design that aligns with audience characteristics.

Karanganyar Regency is one of the regions in Central Java with significant natural and cultural tourism potential. The beauty of mountainous landscapes, waterfalls, plantation areas and cultural tourism attractions serves as the main appeal of the region. Furthermore, Karanganyar Regency has received recognition in the thematic economic

category at the National Tourism Village Competition. However, this potential has not been fully matched by an increase in tourist visits. Data from the Central Statistics Agency indicate that in 2023 there was a significant decline in the number of tourists compared to the previous year. This condition suggests the existence of problems in the promotional strategies implemented.

The Tourism and Culture Office of Karanganyar Regency has utilized Instagram as one of its primary promotional channels. However, the effectiveness of promotional message delivery through this medium remains a concern. The content presented has not been fully consistent, audience interaction remains limited and the utilization of Instagram features has not yet been optimized. In addition, the promotional messages conveyed have not been entirely successful in building sustained audience engagement and trust.

In the context of communication, message design plays a crucial role in determining promotional success. Message Design Logic theory explains that message construction can be carried out through expressive, conventional and rhetorical logics. The use of rhetorical logic enables the delivery of more persuasive messages that are adaptive to the audience. Therefore, examining the design and delivery of tourism promotional messages is essential to understanding how digital communication strategies are implemented by government institutions.

Based on this background, this study aims to analyze the design and delivery of messages by the Tourism and Culture Office of Karanganyar Regency through Instagram as an effort to promote tourism. The findings of this study are expected to contribute academically to the development of tourism marketing communication studies, as well as to serve as evaluative material and practical recommendations for related institutions in improving the effectiveness of destination promotion.

2. Research method

This study employs a qualitative approach with a case study design to gain an in-depth understanding of the design and delivery of tourism promotional messages carried out by the Tourism and Culture Office of Karanganyar Regency through Instagram. The qualitative approach is chosen because the study focuses on processes, meanings and communication contexts that cannot be measured quantitatively, but instead require an interpretative understanding of the phenomena under investigation.

The research is conducted in Karanganyar Regency, with a focus on promotional activities managed by the Tourism and Culture Office of Karanganyar Regency. The research subjects consist of key informants, supporting informants and expert informants. The key informant is the Head of the Tourism and Culture Office of Karanganyar Regency, who plays a strategic role in tourism promotion planning and policy decision-making. Supporting informants include tourists who have visited Karanganyar Regency and have been exposed to promotional content via Instagram. In addition, expert informants are academics with expertise in marketing communication and social media.

Data collection techniques include in-depth interviews, observation and documentation. In-depth interviews are used to explore information related to message design strategies, promotional objectives and evaluations of message delivery effectiveness conducted by the Tourism and Culture Office. Observation is carried out by directly examining promotional content uploaded on the official Instagram account of the Tourism and Culture Office of Karanganyar Regency, including content types, posting

frequency and interactions between account managers and audiences. Documentation involves collecting digital archives, activity reports, screenshots of Instagram content and other supporting data relevant to the study.

Data analysis in this study was conducted using thematic analysis techniques. The analysis process began with the transcription of interview results, followed by data coding to identify key themes related to the design and delivery of promotional messages. To support the qualitative data analysis process, this study utilized NVivo software, which functions to organize, categorize and systematically visualize data. The coding results were then analyzed by linking empirical findings with Message Design Logic theory to identify the dominant tendencies in message construction logic employed.

Data trustworthiness was ensured through source triangulation and methodological triangulation. Source triangulation was conducted by comparing information obtained from key informants, supporting informants and expert informants. Meanwhile, methodological triangulation involved comparing data from interviews, observations and documentation. These steps were taken to enhance the credibility and validity of the research findings. Through this research method, the study is expected to provide a comprehensive overview of the strategies used in designing and delivering tourism promotional messages for Karanganyar Regency through Instagram, as well as to offer theoretical and practical contributions to the development of social media-based tourism marketing communication.

3. Results and discussion

The results of this study were obtained through a series of data collection processes involving in-depth interviews with key informants, supporting informants and expert informants, as well as observations of tourism promotional activities conducted by the Tourism and Culture Office of Karanganyar Regency through Instagram. In-depth interviews were conducted to gain a comprehensive understanding of promotional message design, intended communication objectives and evaluations of the effectiveness of the implemented message delivery. Key informants provided insights into promotional policies and strategies, while supporting and expert informants offered additional perspectives on audience responses and the relevance of the communication strategies employed.

In addition to interviews, observations were carried out by directly examining promotional content uploaded on the official Instagram account of the Tourism and Culture Office of Karanganyar Regency. These observations included content types, posting frequency and forms of interaction between account managers and audiences. All collected data were then analyzed using thematic analysis techniques with the assistance of NVivo software. The analysis process involved transcription, coding and data categorization to identify patterns and key themes related to the design and delivery of tourism promotional messages. This approach enabled the researcher to present the findings in a systematic and in-depth manner.

3.1. Design of tourism promotional messages

The analysis results indicate that the promotional message design implemented by the Tourism and Culture Office of Karanganyar Regency tends to adopt a rhetorical logic approach. Promotional messages are not merely constructed as a means of delivering information about tourist destinations but are also designed to build emotional appeal and

influence audience perceptions. This approach is reflected in the selection of visual content in the form of photographs and videos that showcase natural beauty, local cultural uniqueness and various tourism activities available to visitors. These visuals are presented aesthetically to create an engaging impression and stimulate audience interest.

In addition to visual elements, message design is further strengthened through the use of persuasive narratives. The narratives emphasize enjoyable tourism experiences, the uniqueness of the destinations and the atmosphere offered by Karanganyar Regency. These messages are constructed using light and communicative language, making them easily understood by social media users. As a result, the promotional messages are not only informative but also capable of building emotional engagement with the audience. The use of rhetorical logic in message design indicates an effort to tailor messages to the characteristics of Instagram audiences, who tend to favor visual content and concise narratives. Nevertheless, message design still needs to be developed more strategically so that the messages delivered are not only visually appealing but also capable of fostering long-term relationships with audiences and strengthening the destination image of Karanganyar Regency.

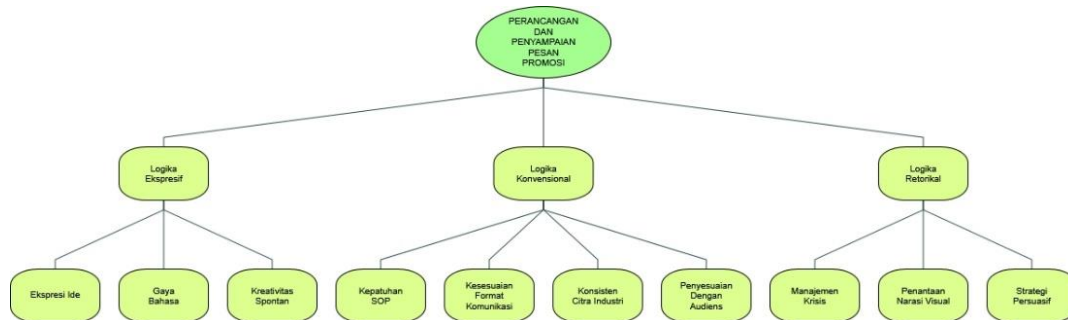
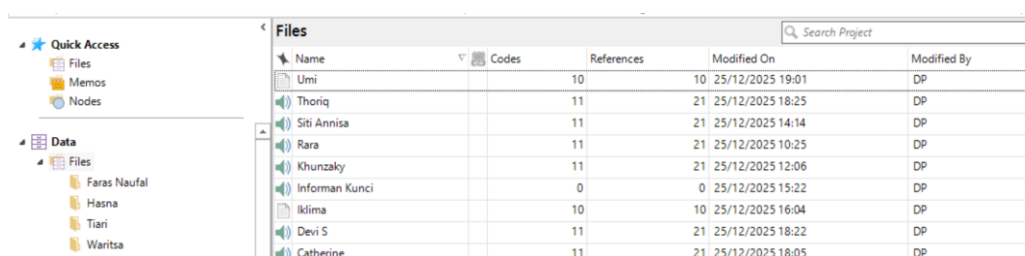


Figure 1. Display of codes and subcodes

In terms of message delivery, Instagram is utilized as the primary medium for tourism promotion due to its strong visual characteristics and broad audience reach. The Tourism Office of Karanganyar Regency makes use of photo and video posting features as a means of conveying promotional messages to the public. Through this medium, information about tourist destinations can be disseminated quickly and easily accessed by various segments of society.

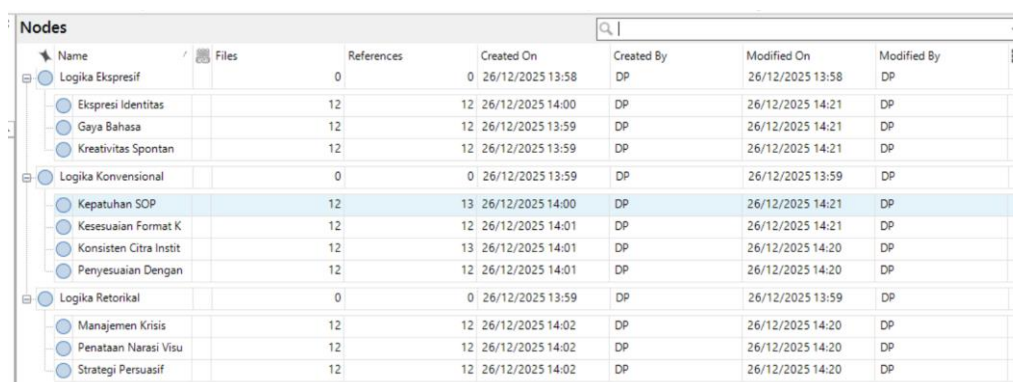
However, observational findings indicate that the delivery of promotional messages through Instagram has not been carried out consistently. The frequency of content uploads remains irregular, resulting in promotional messages that have not been able to build sustained exposure in the minds of the audience. In addition, the utilization of Instagram's interactive features, such as comment sections, stories and reels, has not yet been optimized. In fact, these features have significant potential to enhance audience engagement and create two-way communication.

The lack of interaction between account managers and audiences has an impact on the low level of user participation in responding to promotional content. Audiences tend to act as passive message recipients rather than active participants in marketing communication. This condition indicates that the delivery of promotional messages has not fully leveraged the interactive nature of social media. Therefore, more consistent and participatory message delivery strategies are required to ensure that tourism promotion through Instagram can be carried out more effectively.



Name	Codes	References	Modified On	Modified By
Umi		10	25/12/2025 19:01	DP
Thoriq		11	25/12/2025 18:25	DP
Siti Annisa		11	25/12/2025 14:14	DP
Rara		11	25/12/2025 10:25	DP
Khunzaky		11	25/12/2025 12:06	DP
Informan Kunci		0	25/12/2025 15:22	DP
Iklima		10	25/12/2025 16:04	DP
Devi S		11	25/12/2025 18:22	DP
Catherine		11	25/12/2025 18:05	DP

Figure 2. Interview transcript input in NVivo 12 Pro application



Name	Files	References	Created On	Created By	Modified On	Modified By
Logika Ekspresif		0	26/12/2025 13:58	DP	26/12/2025 13:58	DP
Eksprei Identitas		12	26/12/2025 14:00	DP	26/12/2025 14:21	DP
Gaya Bahasa		12	26/12/2025 13:59	DP	26/12/2025 14:21	DP
Kreativitas Spontan		12	26/12/2025 13:59	DP	26/12/2025 14:21	DP
Logika Konvensional		0	26/12/2025 13:59	DP	26/12/2025 13:59	DP
Kepatuhan SOP		12	26/12/2025 14:00	DP	26/12/2025 14:21	DP
Kesesuaian Format K		12	26/12/2025 14:01	DP	26/12/2025 14:21	DP
Konsisten Citra Instit		12	26/12/2025 14:01	DP	26/12/2025 14:20	DP
Penyesuaian Dengan		12	26/12/2025 14:01	DP	26/12/2025 14:20	DP
Logika Retorikal		0	26/12/2025 13:59	DP	26/12/2025 13:59	DP
Manajemen Krisis		12	26/12/2025 14:02	DP	26/12/2025 14:20	DP
Penataan Narasi Visu		12	26/12/2025 14:02	DP	26/12/2025 14:20	DP
Strategi Persuasif		12	26/12/2025 14:02	DP	26/12/2025 14:20	DP

Figure 3. Coding node process in NVivo 12 Pro application

3.2. Message delivery through Instagram as a social media platform

The observational findings indicate that Instagram is used as the primary medium for delivering tourism promotional messages for Karanganyar Regency. The selection of Instagram is based on the platform's characteristics, which emphasize strong visual elements and offer extensive audience reach. Promotional message delivery is carried out through photo and video uploads of tourist destinations that showcase natural beauty, cultural uniqueness and various tourism activities available to visitors. These visual contents are designed to attract audience attention and to build interest in the promoted tourist destinations.

Nevertheless, the observations also reveal several constraints in the delivery of promotional messages. One of the main challenges is the lack of consistency in the frequency of promotional content uploads. Irregular message delivery causes promotional information to be conveyed discontinuously to the audience, thereby limiting potential exposure and message reinforcement. In addition, two-way interaction between account managers and audiences remains relatively low. Comment sections, direct messages and Instagram's interactive features have not been optimally utilized to foster participatory communication.

These limitations in interaction have resulted in a low level of audience engagement in responding to the promotional content delivered. Audiences tend to function as passive message recipients rather than active participants in ongoing dialogue. This condition indicates that promotional message delivery remains largely one-way and has not fully leveraged the potential of social media as an interactive communication space. Therefore, efforts are needed to improve posting consistency and optimize Instagram's interactive features so that tourism promotional message delivery can be more effective and enhance audience engagement.

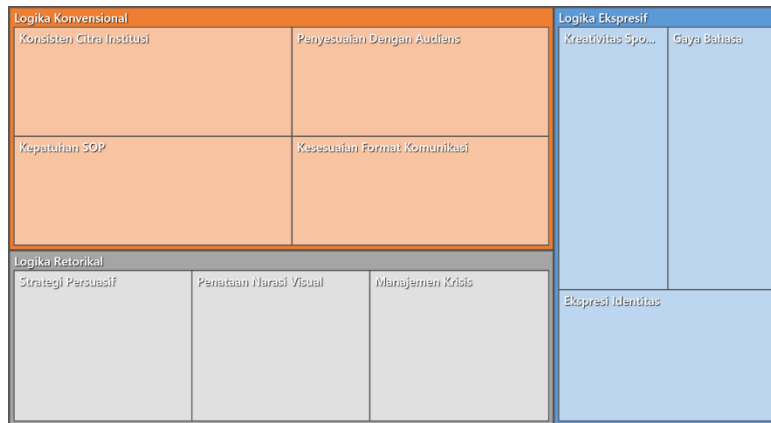


Figure 4. Hierarchy chart

3.3. Visualization of research findings

Further analysis results indicate that the theme of visual appeal emerges as the most dominant aspect in the tourism promotion strategy of Karanganyar Regency. The dominance of this theme is reflected in the visualization of data analysis results in the form of a word cloud, which displays words with the highest frequency of occurrence in the interview data. The prominently appearing words are related to natural beauty, tourist destinations and travel experiences, indicating that promotional messages are focused on building the visual and emotional appeal of the audience. This finding suggests that visualization serves as a key element in the design of tourism promotional messages through Instagram as a social media platform.



Figure 4. Word cloud visualization

The use of visual content that highlights natural landscapes, destination uniqueness and tourism activities in Karanganyar Regency plays an important role in shaping positive audience perceptions. These visuals function not only as informational support but also as a means of creating an imaginative experience for potential tourists. By viewing appealing visual content, audiences are able to imagine the atmosphere and travel experiences being offered, thereby encouraging interest in visiting. Therefore, the

dominance of the visual appeal theme in the analysis results confirms that the tourism promotion strategy of Karanganyar Regency has been directed toward strengthening destination image through a persuasive visual approach that aligns with the characteristics of social media.

4. Discussion

The findings of this study are consistent with Message Design Logic theory, which emphasizes that the use of rhetorical logic in message construction can produce communication that is more adaptive, flexible and persuasive. Rhetorical logic allows messages to be tailored to the communication context, audience characteristics and intended objectives. In the context of tourism promotion for Karanganyar Regency through Instagram, the application of rhetorical logic is reflected in the selection of visually appealing content, the use of persuasive narratives and the emphasis on the uniqueness and attractiveness of tourist destinations. This strategy plays an important role in shaping positive audience perceptions of the promoted destinations.

Nevertheless, the findings also indicate that the success of message design has not been fully matched by the effectiveness of message delivery. One of the main factors influencing this condition is the lack of consistency in the frequency and pattern of promotional content uploads. Irregular message delivery has the potential to reduce audience engagement and hinder the formation of sustained relationships between account managers and social media followers. In addition, Instagram's interactive features, such as comment sections, stories, reels and polling, have not been optimally utilized to encourage two-way communication.

Audience interaction is a crucial element in digital marketing communication, particularly on participatory social media platforms. Minimal responses to audience comments or messages can reduce levels of trust and emotional closeness with the promoted tourist destinations. Therefore, the delivery of tourism promotional messages depends not only on content quality but also on the ability of account managers to actively build dialogue and audience engagement.

The design and delivery of tourism promotional messages for Karanganyar Regency through Instagram require a more integrated and sustainable digital communication strategy. Integration between content planning, consistency in message delivery and optimization of audience interaction is expected to enhance promotional effectiveness. A well-planned strategy has the potential not only to increase audience engagement but also to strengthen destination image and encourage greater interest and visitation to Karanganyar Regency.

5. Conclusion

The design and delivery of tourism promotional messages for Karanganyar Regency through Instagram demonstrate a tendency toward persuasive and audience-oriented communication strategies. This is reflected in the application of rhetorical logic in promotional message construction, which emphasizes aligning messages with the characteristics of social media users. The use of visual content in the form of photographs and videos of tourist destinations, combined with persuasive narratives, serves as a major strength in enhancing the appeal of promotional messages. This strategy enables promotional messages to function not only as a means of information dissemination but

also as a tool for building emotional attraction and imaginative experiences for the audience regarding the promoted tourist destinations.

Despite the appropriate approach in message design, the findings indicate that the effectiveness of tourism promotion remains suboptimal. The lack of consistency in content presentation is one of the factors hindering sustained communication with audiences. In addition, Instagram features such as stories, reels and comment sections have not been fully utilized to encourage two-way interaction. These limitations in interaction result in audiences tending to remain passive and less engaged in responding to the promotional messages delivered.

Therefore, a more planned, innovative and sustainable digital marketing communication strategy is required. The integration of persuasive message design, consistent content delivery and optimization of audience interaction is expected to enhance social media user engagement. With an appropriate strategy, tourism promotion for Karanganyar Regency through Instagram has the potential to more effectively increase tourist interest and visitation.

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