

COMMUNICATION STRATEGY THROUGH @indonesiajuaratrip INSTAGRAM SOCIAL MEDIA ACCOUNT

ABSTRACT

Indonesia has many tourist destinations that must be visited by tourists. Various information media have also been used to make it easier for tourists to visit existing tourist attractions. From the beginning, the use of media was useful in disseminating information. But along with the times, new media have been created where this new media also functions as a media campaign that is more effective when compared to conventional media. One of them is social media. This study discusses communication strategies through Instagram @indonesiajuaratrip social media accounts. This study uses a qualitative method with a descriptive study approach with interview techniques. The result of the study suggest that the communication strategy carried out by the @indonesiajuaratrip Instagram account uses the five-step communication model by Cangara which includes research, plan, execute, measure, and report.

Keywords: Instagram, Social Media, Communication Strategy