

ABSTRACT

The utilization of Instagram social media as a promotional tool for Keraton Kasepuhan Cirebon, a cultural tourism object with high historical value. This research was conducted as part of a two-semester internship program at the Center of Excellence Smart Tourism & Hospitality, which focuses on the digitalization of the tourism sector. The Kedaireka 2024 program serves as the main foundation, aiming to enhance the attractiveness of Keraton Kasepuhan through effective digital marketing strategies. This research identifies problems related to the lack of digital promotion of Keraton Kasepuhan and formulates solutions through the optimization of Instagram usage. The proposed strategies include the development of engaging content, publication scheduling, and periodic evaluations to maintain interaction with the audience. The results of this internship are expected to increase the visibility of Keraton Kasepuhan, attract more tourists, and contribute to the development of cultural tourism in Cirebon. Keywords: Instagram, digital promotion, Keraton Kasepuhan Cirebon, cultural tourism, Center of Excellence Smart Tourism & Hospitality, Kedaireka.

Keywords: (keraton kasepuhan, Digital Promotion, Instagram, Digital Marketing)