



ABSTRAK

STRATEGI KOMUNIKASI WISATA TAMAN TEBING BREKSI DALAM MEMPROMOSIKAN WISATA ALAM DAN BUDAYA MELALUI MEDIA SOSIAL INSTAGRAM @tebingbreksi.yogyakarta

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Penelitian ini dilakukan bertujuan untuk mendeskripsikan strategi komunikasi dalam pengelolaan akun media sosial Instagram @tebingbreksi.yogyakarta melalui tahap *Share*, *Optimize*, *Manage*, dan *Engage* dalam mempromosikan obyek wisata. Penelitian ini menggunakan Teori *The Circular Model of SoMe* oleh Regina Luttrell, dengan metode kualitatif pendekatan deskriptif. Teknik pengumpulan data yang dilakukan meliputi observasi, wawancara, dan dokumentasi. Hasil penelitian ini menunjukkan, tahap *Share* membagikan konten berupa informasi mengenai Wisata Taman Tebing Breksi yaitu dengan pemilihan media sosial Instagram, tahap *Optimize*, pengelola memantau *insight* audiens dan menyesuaikan konten dengan minat publik, terutama melalui reels dan kolaborasi. Tahap *Manage* terlihat dari praktik monitoring performa media sosial dan respons cepat terhadap pesan, meskipun interaksi *real-time* belum sepenuhnya dioptimalkan. Pada tahap *Engage*, pengelola telah berupaya menjangkau audiens melalui kolaborasi dengan akun media sosial Instagram institusi pariwisata dan konten partisipatif, namun pemanfaatan elemen *Influencer Relations* masih terbatas dan belum optimal.

Kata Kunci: Strategi Komunikasi, Media Sosial, Instagram, *The Circular Model of SoMe*

ABSTRACT

COMMUNICATION STRATEGY OF TAMAN TEBING BREKSI IN PROMOTING NATURAL AND CULTURAL TOURISM THROUGH THE INSTAGRAM ACCOUNT @tebingbreksi.yogyakarta

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This study aims to describe the communication strategy in managing the Instagram social media account @tebingbreksi.yogyakarta through the stages of Share, Optimize, Manage, and Engage in promoting the tourism destination. The research applies The Circular Model of SoMe theory by Regina Luttrell and employs a qualitative descriptive method. Data were collected through observation, interviews, and documentation. The findings show that in the Share stage, content was distributed in the form of information related to Taman Tebing Breksi by utilizing Instagram as the primary platform. In the Optimize stage, the management monitored audience insights and adjusted content based on public interest, particularly through the use of reels and collaborations. The Manage stage was reflected in consistent performance monitoring and quick responses to messages, although real-time interaction had not been fully optimized. In the Engage stage, efforts were made to reach audiences through collaborations with institutional tourism-related Instagram accounts and participatory content. However, the utilization of the Influencer Relations element remained limited and has not been fully optimized.

Keywords: *Communication Strategy, Social Media, Instagram, The Circular Model of SoMe*