

**CREATIVE STRATEGY ANALYSIS OF SWJ AMBASSADOR TOURISM
VILLAGE PROMOTION CONTENT (CASE STUDY OF CREATIVE
STRATEGY ANALYSIS OF TOURISM VILLAGE PROMOTION CONTENT BY
INSTAGRAM ACCOUNT @_NIKENAF)**

Rini Anisyahrini

Faculty of Social and Political Sciences, University of Pasundan, Indonesia

rini@unpas.ac.id

Winne Wardiani

Faculty of Social and Political Sciences, University of Pasundan, Indonesia

winne.wardiani@unpas.ac.id

Azizun Kurnia Illahi

Brawijaya University, Indonesia

azizun.nia@ub.ac.id

Abstract

Tourism in West Java is very diverse, ranging from massive tourist destinations and alternative tourism. One form of alternative tourism is a tourist village. The presence of a tourist village is an alternative for people who want to visit the beauty and uniqueness of a particular place. Various kinds of tourist villages in West Java have been widely exposed on social media through various kinds of creative content of ordinary social media users and content creators. The West Java Provincial Government formed a community tasked with reaching out to tourist villages and promoting them through social media, the community was named Smiling West Java Ambassador (SWJ Ambassador). The mechanism carried out by SWJ Ambassadors in carrying out promotional activities for tourist villages in West Java is by creating creative content in the form of videos or photos through each ambassador's Instagram. The conceptual framework used includes Creative Content Promotion Strategy in SOSTAC Analysis, social media, SWJ Ambassador program. This research uses a constructivist paradigm with a case study method on creative content promotion of tourist villages by the Instagram account @aqiki_. Data collection techniques used in-depth interviews with informants and observation of tourist villages that became objects in the selected content. The results found that SWJ Ambassador @_nikenaf carried out a creative content strategy with the SOSTAC model (Situation, Objective, Strategy, Tactics, Actions, Control) and with limited capabilities and the absence of a creative team, sometimes the results and consistency of making promotional content were less massive.

Keywords: Promotion strategy, Tourism village, Content creator, Creative content

Abstrak

Pariwisata di Jawa Barat sangat beragam dari mulai destinasi wisata masif dan wisata alternatif. Salah satu bentuk wisata alternatif yaitu desa wisata. Kehadiran desa wisata sebagai alternatif bagi masyarakat yang ingin mengunjungi keindahan dan keunikan suatu tempat tertentu. Berbagai macam desa wisata yang ada di Jawa Barat telah banyak terekspos di media sosial melalui berbagai macam konten kreatif pengguna media sosial biasa maupun konten kreator. Pemerintah Provinsi Jawa Barat membentuk komunitas yang bertugas untuk menjangkau desa wisata dan mempromosikannya melalui media sosial, komunitas itu diberi nama Smiling West Java Ambassador (SWJ Ambassador). Mekanisme yang dilakukan oleh SWJ Ambassador dalam melaksanakan kegiatan promosi desa wisata di Jawa Barat yaitu dengan pembuatan konten kreatif berupa video atau foto melalui instagram masing-masing ambassador. Kerangka konseptual yang digunakan diantaranya adalah Strategi Kreatif Konten Promosi dalam Analisis SOSTAC, media sosial, program SWJ Ambassador. Penelitian ini menggunakan paradigma konstruktivis dengan metode

case study (metode kasus) pada kreatif konten promosi desa wisata oleh akun Instagram @aqiki_. Teknik pengumpulan data menggunakan wawancara mendalam kepada informan dan observasi terhadap desa wisata yang menjadi objek dalam konten yang terpilih. Hasil penelitian menemukan bahwa SWJ Ambassador @_nikenaf melakukan strategi konten kreatif dengan model SOSTAC (Situation, Objective, Strategy, Tactics, Actions, Control) serta dengan terbatasnya kemampuan dan belum adanya tim kreatif, terkadang hasil dan konsistensi pembuatan konten promosi pun kurang berjalan masif.

Kata kunci: Strategi promosi, Desa wisata, Konten kreator, Konten kreatif



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INTRODUCTION

In the digital era, communication is delivered in varied ways and made easier by the use of social media. Conveying information related to a product or something offered to convince the audience's interest can be done quickly, effectively and far-reaching. Through social media, audiences can find information about something they want and learn about other people's experiences in the form of validation on social media.¹

According to data from We Are Social, media users in Indonesia continue to increase. Data for 2022 shows that the total population is 274.9 million, internet users are 202.6 million (73.7% of the total population in Indonesia) and the number of social media users is 170 million (61.8% of the total population in Indonesia). The most common types of social media used in Indonesia are: youtube, whatsapp, tiktok, instagram, twitter, and facebook.²

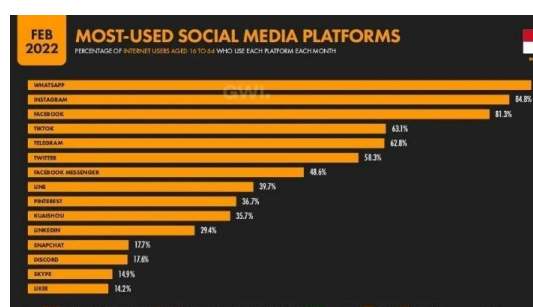


Figure 1. Social Media platforms with the most users in Indonesia in 2022

Based on the data in Figure 1, it is known that *WhatsApp* users in Indonesia are 88.7% of the population, while *Instagram* is used by 84.9% of the population, Facebook 81.3%, TikTok 63.1%. This indicates that the use of social media is more than 50% widely used by people in

¹ E Arif and E. R. Roem, "Pemanfaatan Media Sosial. Jurnal Ranah Komunikasi," 2019, <http://ranahkomunikasi.fisip.unand.ac.id/index.php/rk/article/view/15>; Dian Nurvita Sari and Abdul Basit, "Media Sosial Instagram Sebagai Media Informasi Edukasi Parenting" 3 (2020).

² Arif and Roem, "Pemanfaatan Media Sosial. Jurnal Ranah Komunikasi."

Indonesia. Social media is also one of the media that is widely used by the public in obtaining various information. Tourism in West Java is very diverse, starting from main tourism and also alternative tourism such as tourist villages. Based on the understanding of the official Jadesta website of the Ministry of Tourism and Creative Economy, a tourist village is a rural area that offers an authentic village tourism atmosphere in terms of economy, customs, and history in a rural area. The presence of tourist villages in Indonesia helps the economy of rural communities and also the regions concerned, the presence of tourist villages as an alternative for people who want to visit the beauty and uniqueness of a particular place.³

As we know, Indonesia has 75,000 villages, and around 120 of them have the potential to become tourist villages. The tourist village itself is one of Indonesia's tourism destinations with enormous potential to develop Indonesia's tourism sector and creative economy. Menparekraf RI Sandiaga Uno is optimistic that tourism villages can be the locomotive for the revival of the Indonesian tourism sector. Because tourist villages not only attract tourists but can also open up new job opportunities and business opportunities for creative economy players, as well as MSMEs in Indonesia.



Figure 2. Number and Distribution Map of Tourism Villages in Indonesia

The Indonesian government is serious in implementing the Tourism Village award in Indonesia, which is also realized by providing a platform for the Indonesian Tourism Village Network. The government utilizes the development of information and communication technology by building the Tourism Village Network (Jadesta) not only in the form of internet pages but also in social networks with the hope of gaining great expectations for the community.

³ Stella Stefany, . Nurbani, and . Badarrudin, "Literasi Digital dan Pembukaan Diri: Studi Korelasi Penggunaan Media Sosial Pada Pelajar Remaja di Kota Medan," *Sosioglobal: Jurnal Pemikiran dan Penelitian Sosiologi* 2, no. 1 (December 31, 2017): 10–31, <https://doi.org/10.24198/jsg.v2i1.15268>.

However, the presence of this tourist village needs to be accompanied by creative and massive promotion, one of which is through social media.⁴

West Java is one of the regions that actively promotes tourist villages, various kinds of tourist villages in West Java have been widely exposed on social media through various kinds of creative content of ordinary social media users and content creators. One of the breakthroughs to promote tourism in West Java, the West Java Provincial Government formed a community tasked with reaching out to tourist villages and promoting them through social media, the community was named Smilling West Java Ambassador (SWJ Ambassador). Based on data quoted from the Jadesta website of the Ministry of Tourism and Creative Economy, the number of tourist villages in West Java is 343.



Figure 3. Map and Distribution of Tourism Villages in West Java

The mechanism carried out by SWJ Ambassadors in carrying out promotional activities for tourist villages in West Java is by creating creative content in the form of videos or photos through Instagram in various ways according to the creativity of each ambassador. The SWJ Ambassadors consist of various groups who have attention and support for tourism in West Java by promoting it on their social media accounts. Although they have interest and support for West Java tourism, the ability to produce creative content related to the promotion of tourist villages from each SWJ Ambassador is different. The ability to produce content containing the promotion of tourist villages is the basic thing that each SWJ Ambassador has. Based on this background, this research focuses on "Creative Strategy Analysis of SWJ Ambassador Tourism Village Promotion Content (Case Study of Analysis of Creative Strategy for Tourism Village Promotion Content by Instagram Account @_nikenaf)".

⁴ Maria Regina, "Analisa SWOT Akun Instagram @jadesta.official Sebagai Media Promosi Desa Wisata di Indonesia" 3 (2022).

The purpose of this research is to analyze the creative strategy in planning the promotion of tourist villages carried out by the SWJ Ambassador content creator with the @_nikenafa account, as well as its implementation. And analyze the creative strategy of @_nikenaf account content in evaluating content on Instagram social media. This program is an effort by the West Java Provincial Government to carry out massive promotions and expand the network of outside audiences because it is carried out through 855 ambassadors on their respective Instagram. Tourism villages will have a major impact on the economy of a region, through tourism villages the economy of the tourism sector in Indonesia will increase. Therefore, to maximize the potential of existing tourism, effective promotion is needed and can be widely reached through social media, one of which is Instagram.

LITERATURE REVIEW

Creative Strategy for Promotional Content in SOSTAC Analysis

Creative strategy starts from the process of thinking and determining creative and fresh ideas, creative thinking requires an archetype that brings out creativity. This can help make it easier for someone to find a solution to solve a problem (Fachruddin, 2015). Creative strategy is indispensable in the execution of a promotion. Promotion in the form of advertising and creative is a way that individuals or groups use in achieving their communication goals, which are arranged and designed in such a way as to produce something interesting that will be delivered to the audience. Creative strategy according to Gilson and Berkman (in Kasali, 2007) is the heart of a promotional activity which consists of the process of describing, writing, designing, and producing promotional materials.⁵

Gilson and Berkman explain the three-stage process in formulating a creative strategy, in the context of advertising, namely: the first stage of the data collection process so that creative people can immediately get a creative strategy. The second stage is in the form of deepening the information that has been compiled and placing positioning to determine promotional objectives. This stage is quite important because if you want to get maximum results, a discussion between creative people is needed. The stage when in the form of a presentation with the client to explain

⁵ Wahyu Rahman Hadi and Berlian Primadani Satria Putri, "Analisis Strategi Komunikasi Pemasaran Digital Omme Event Melalui Media Sosial Instagram Dalam Membangun Awareness Masyarakat Di Era Pandemi," 2022; I. G. A. Wibowo, "Analisis Strategi Pemasaran Digital dengan Analisis SOSTAC pada UMKM Masama Korean Grill di Kabupaten Sukoharjo," 2023, <https://digilib.uns.ac.id/dokumen/detail/108791/>.

the creative strategy obtained to obtain an approval before the advertising design is executed and published.⁶

Promotion is a term used to describe the flow of information about a product or thing from promoters to consumers. Creative content promotion in SOSTAC analysis is a planning framework that is suitable for e-marketing and can be used to develop all types of plans, including marketing plans. The abbreviation of SOSTAC is situation, objective, strategy, tactics, and control. (Nazulfa & Santoso, 2023; Pranata & Amaranti, 2021) Kotler suggests that SOSTAC is a system as a basis for carrying out steps and creating marketing plans. The meaning of each SOSTAC abbreviation is:⁷

1. Situation: It is the initial stage to analyze the current situation in the asar and position the company at which level in the ongoing business competition, as well as analyze the changes that occur in the business world. By knowing the market and customer situation in the company's previous performance, the strengths and weaknesses of the company will be measured in terms of the surrounding environment.
2. Objectives: Usually associated with the mission and goals of the company, whether long, medium or short term. Measurement is more directed to whether the company's goals have been achieved and to what extent. Marketing communication objectives are more about the level of awareness of the customer's brand.
3. Strategy: How we can achieve these goals, usually more specifically described in the tactics of promotional activities, such as advertising, sales promotion, and public relations work. Strategy decisions must be carefully considered and adjusted to the time, cost, finance and other capabilities possessed.
4. Tactics: Tactics are a collection of details of this strategy usually contains the process of development and creativity. At this stage the artistic value of marketing communication design is required, for example innovative promotions, customer-pleasing sales or sensational exhibitions.
5. Action: The necessary step of putting the means into action. The internal activities of the company support in relation to the delivery of communications and messages to the public when linked to time.

⁶ Muhammad Atha Ramaputra and Subhan Afifi, "Analisis Strategi Kreatif Konten Promosi Usaha Foodies melalui Media Sosial Instagram," *Jurnal Ilmiah Manajemen Informasi dan Komunikasi* 5, no. 2 (December 31, 2021): 16–35, <https://doi.org/10.56873/jimik.v5i2.145>.

⁷ Zanuvar Rifai, Husni Faqih, and Dwi Meiliana, "Metode SOSTAC Untuk Penyusunan Strategi Digital Marketing pada UMKM Dalam Menghadapi Pandemi dan Pasca Pandemi" 9, no. 1 (2021).

6. Controlling: Controlling (control) to determine whether the strategy and tactics on the target are suitable between planning and operations. Monitoring and controlling the question of whether the strategy is working as intended.

Social Media

Social media engagement encompasses various aspects highlighted in the provided research contexts.⁸ Social media is a media platform that focuses on the existence of users that facilitate them in doing activities and collaborating. Social media plays an important role in facilitating social interaction, connecting people with friends and family, and expanding their personal networks with individuals who share similar interests.⁹ Therefore, social media can be seen as an online facilitator medium that strengthens the relationship between users as well as a social bond.¹⁰ One of the social media used by the object of this research is Instagram. Instagram is a social media platform owned by Meta Company. On Instagram, we know some interesting things related to the features that can be used in producing Instagram content. Content production that can be done on the Instagram platform is posting photos and videos in feeds, ig stories, Live Instagram, Reels, IG TV, like and comment, shopping, explore, Direct Message, Hastag.

SWJ Ambassador Program

SWJ Ambassador stands for Smiling West Java Ambassador is one of the community communities engaged in the digital world in focusing on introducing the tourism potential in West Java. This community was formed by the West Java Provincial Government (Pemprov) of the West Java Provincial Tourism and Culture Office under the leadership of Governor Ridwan Kamil. In 2023 SWJ Ambassador has 885 active ambassadors who are ready to help explore the potential of tourism in West Java. SWJ Ambassadors are directly involved in promoting tourist villages in West Java, they are required to carry out promotional responsibilities through creative content on social media.

According to data quoted from the West Java provincial government website Jabar.go.id SWJ Ambassador was established in late 2018 and early 2019 exactly 5 years ago which was implemented by West Java Governor Ridwan Kamil through the West Java Tourism and Culture Office, which is expected to be an individual who helps the growth of the tourism ecosystem in

⁸ Denpharanto Agung Krisprimandoyo et al., "Exploring the Relationship between Social Media Engagement, Customer Reviews, and Brand Perceptions: A Comprehensive Study in Retail Industry," *International Journal of Business, Law, and Education* 5, no. 2 (May 10, 2024): 1584–91, <https://doi.org/10.56442/ijble.v5i2.597>.

⁹ Hilda Yunita Wono et al., "Media Sosial, Literasi Digital, dan Inovasi Bisnis Trikotomi Baru dalam Manajemen Strategi," 2023.

¹⁰ Ahmad Setiadi, "Pemanfaatan Media Sosial untuk Efektivitas Komunikasi," 2015.

West Java. At the beginning, SWJ Ambassador consisted of 80 ambassadors then currently has 855+ active ambassadors who are tasked with promoting tourism in the West Java area. This program is not only for the purpose of tourism promotion but also for community empowerment to be actively involved in creating a tourism image in West Java.

Regarding the research roadmap, researchers refer to the research roadmap of Pasundan University. The research roadmap of Pasundan University is as shown below:

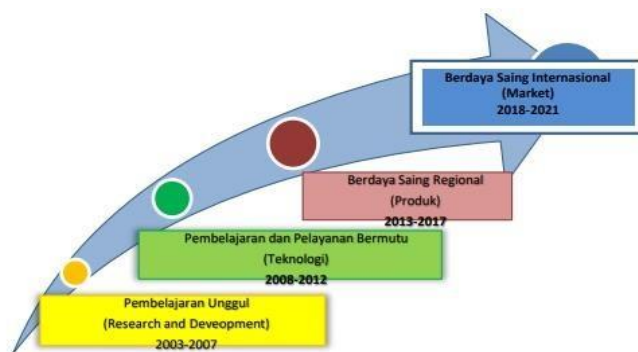


Figure 4. Roadmap of UNPAS Research Institute

RESEARCH METHODS

The research entitled "Analysis of the Creative Strategy of SWJ Ambassador Tourism Village Promotion Content" has a constructivist paradigm. The constructivist paradigm is defined when individuals try to understand the world in which they live and work.¹¹ In their lives, they develop subjective meanings from their experiences directed at a particular object or objects.

Qualitative Methodology

The research method used in this research is a qualitative approach and uses a case study method. Qualitative research is research that aims to understand a phenomenon about what the research subject experiences. Various dimensions of the life of research subjects such as behavior, motivation, action, perception, and others are studied holistically, by describing completely in the form of words and language, in a certain natural context and using scientific methods.¹²

Data Collection

This research obtained data from primary and secondary sources. Data from primary sources are collected through in-depth interviews with informants and observations of research

¹¹ J. W. Creswell, *Research Design: Pendekatan Metode Kualitatif, Kuantitatif, Dan Campuran* (Yogyakarta: Pustaka Belajar, 2014).

¹² Lexy Meoleong, *Metode Penelitian Kualitatif, Edisi Revisi* (Bandung: PT Remaja Rosdakarya, 2014).

subjects. The informant in this study is one of the SWJ Ambassador content creators who was selected and met the criteria we determined, namely @_nikenaf. Observation was carried out on one of the contents of @_nikenaf which was successfully collaborated and reposted by the @SWJAmbassador Instagram account and examined the promotional strategy of the tourist village contained in the content.

Data Analysis

Data analysis is carried out through several stages, namely: situation, objective, strategy, tactics, action, control.¹³

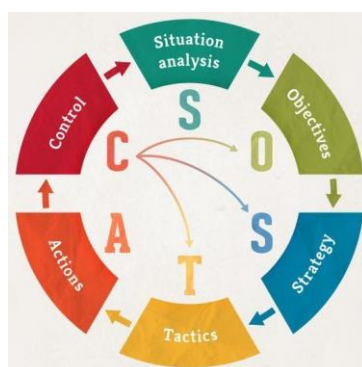


Figure 5. Method of applying the SOSTAC analysis

Based on the method of applying the picture above, the discussion of each stage in the SOSTAC analysis method is explained, namely:

1. Situation analysis

Situation analysis is used to determine the situation of tourist villages that are promoted through content uploaded by one of the selected SWJ Ambassadors, namely @_nikenaf.

2. Objective (goal)

Objective is part of the analysis to find out the desired goal or what the SWJ Ambassador wants to achieve.

3. Strategy (strategy)

Strategy or strategy is an arrangement made to achieve goals. With the right strategy, it will also be easy to achieve goals.

¹³ Jesi Irwanto, Wahyuning Murniati, and Anisatul Fauziyah, "Optimization of Digital Marketing Strategy with Implementation of SOSTAC Method," *IJEED (International Journal of Entrepreneurship and Business Development)* 4, no. 6 (November 30, 2024): 886–92, <https://doi.org/10.29138/ijebed.v4i6.1532>; Leonard Adrie Manafe et al., "Marketing Communication Strategies of Pentol Kluwung Reviewed From SOSTAC Analysis: Situation, Objective, Strategy, Tactics, Action, Controlling," *IJEED (International Journal of Entrepreneurship and Business Development)* 5, no. 1 (January 31, 2022): 164–74, <https://doi.org/10.29138/ijebed.v5i1.1706>.

4. Tactics

Tactics is a stage by taking several steps to formulate a strategy.

5. Action.

Action is taken after getting mature strategies and tactics that will be implemented.

6. Control

Control is the final stage to evaluate whether the process of action that has been carried out is running correctly and smoothly so as to obtain maximum goals.

RESULTS AND DISCUSSION

Creative Strategy for Tourism Village Promotion Planning carried out by SWJ Ambassador content creator account @_nikenaf

The creative strategy for planning the promotion of tourist villages carried out by the creative content of the SWJ Ambassador @_nikenaf account from the interviews conducted includes the Situation aspect. This relates to the conditions before and after becoming SWJ Ambassador 2023. Revealed by the informant:

"Niken joined the SWJ Ambassador list from the district office, because before entering SWJ I happened to be a tourism ambassador for Cirebon City. Maybe my content before joining SWJ Ambassador was already quite a lot about tourism in the scope of Cirebon Regency, and of course there are differences before and after joining SWJ Ambassador, if before I entered SWJ I didn't know much about the world of content so if I wanted to share any video, just share it, there was no structure for making good and correct content."

Based on the informant's explanation, the content planning carried out by the informant before becoming SWJ Ambassador did not have clear planning related to content production on Instagram. So that when he became SWJ Ambassador, the informant knew about the structure of making good and correct content. In addition, related to the role as SWJ Ambassador with an Instagram account is the aim of promoting tourist villages through the content created, and SWJ Ambassador has three Instagram accounts:

1. Personal branding needs
2. Content contains daily life
3. Portfolio in the entertainment world

The role of SWJ Ambassador 2023 is inseparable from the role of a celebrity. Celebgrams or Instagram celebrities are people who brand themselves to become celebrities on Instagram by doing personal branding. The informant himself admits to having 3 Instagram social media

accounts with various purposes and one of them is for SWJ Ambassador with promotional content for tourist villages in the Cirebon area.

The situation experienced by informants when they became SWJ Ambassadors understood the importance of planning a content related to tourist villages. Before becoming SWJ Ambassador, informants admitted that in managing content according to what needed to be posted, they would immediately post it without thinking about planning content related to the promotion of tourist villages. Ownership of several Instagram accounts eventually has various purposes according to the interests and goals of the informant to express themselves and brand themselves.

In planning the creative content of SWJ Ambassador @_nikenaf regarding goals or objectives, namely attract the attention of the audience by first recognizing the tourist village. The content owner communicates with the tour guide before shooting the video to understand the uniqueness and selling points of the village. After that, it was time to create the text for the Voice Over and collect data beforehand to ensure the accuracy of the information. This process is necessary to create accurate and engaging content.

The informant's explanation states that in planning the purpose of creating promotional content for tourist villages is to show followers about interesting things in tourist villages so that tourist villages are interesting to visit. In this goal or objective, informants need to know interesting things about tourist villages.

In planning, the purpose or objective carried out is by searching for data from various sources and one of them is also interviewing and confirming data directly to tourism actors, namely tour guides or managers in tourist villages. The @_nikenaf account states that the creation of content on Instagram as SWJ Ambassador is an effort as a medium of information about tourist villages around Cirebon. Instagram is a medium of information for its followers. The easy way to use the Instagram application makes users make Instagram as a medium of information to meet their needs.

In the creative content planning carried out by informants related to the strategy carried out, namely the involvement of village communities around the tourist village but visitors in the tourist village are still rare, but the people who live there are more.

The involvement of the community around the tourist village is one of the strategies carried out by SWJ Ambassador @nikenaf. This is to show community involvement in the management of tourist villages and they also enter into creative content produced by SWJ Ambassador @_nikenaf. They will also see the content on their Instagram social media.

The element of creativity in making Instagram content is interesting. Various efforts were made and one of them involved local residents. So that the involvement of the community itself

makes them want to know the content through the @_nikenaf Instagram account. Regarding creativity in creating content on Instagram also needs to be considered. Capture in the form of photos and videos as well as captions or writing that explains the capture is important to be able to generate persuasion from Attention, Interest, Desire, Decision to Action to be able to buy products or services.¹⁴

At the planning stage related to Tactics is a stage by taking several steps to formulate a strategy before doing photo shoots and videos. It starts with creating an interesting and unique idea or theme. Sometimes also asking the opinion of local residents to get better ideas for tourist village content.

The stages carried out to produce content usually start with an idea first. After that, data collection, one of which is asking local residents, then while taking interesting and unique videos or photos about the conditions of the tourist village that will be promoted in content production on Instagram. These interesting and unique photos and videos are one of the tactics in creative content production. Instagram focuses on its visuals, so presenting unique and creative photos and videos can make consumers interested.¹⁵

In the analysis related to planning in the Action stage, it is carried out after obtaining a mature strategy and tactics that will be implemented. In the production of creative content for tourist villages, there is no creative team available. Only rely on friends who are proficient in video making to help create interesting content. When there is free time, it will be utilized to join the Cirebon ambassador team to assist in the process of producing a content.

Creative content creation related to the promotion of tourist villages carried out by SWJ Ambassador @_nikenaf in planning after getting ideas, the purpose of creating content, strategies and tactics that have been planned in action or action for taking photos and videos is still done alone although sometimes assisted by colleagues for taking pictures or videos. In addition, it can take content together with other SWJ Ambassador Cirebon teams when traveling to the same tourist village.¹⁶

¹⁴ Rini Anisyahrini and Atwar Bajari, "Strategi Komunikasi Pemasaran Pengelola Clothing Line di Instagram," *PROfesi Humas Jurnal Ilmiah Ilmu Hubungan Masyarakat* 3, no. 2 (February 12, 2019): 237, <https://doi.org/10.24198/prh.v3i2.18920>.

¹⁵ Diana Fitri Kusuma and Mohamad Syahriar Sugandi, "Strategi Pemanfaatan Instagram Sebagai Media Komunikasi Pemasaran Digital Yang Dilakukan Oleh Dino Donuts," *Jurnal Manajemen Komunikasi* 3, no. 1 (April 18, 2019): 18, <https://doi.org/10.24198/jmk.v3i1.12963>.

¹⁶ H. A. Baskoro, "Development of a Digital Marketing Plan Using the SOSTAC Model: A Case Study Approach," 2023.

Creative strategy of tourist village promotion content implemented by @_nikenaf account

The implementation of the creative content strategy for promoting tourist villages carried out by SWJ Ambassador @_nikenaf in the SOSTAC concept includes aspects of Strategy, Tactic, and Action. In the Strategy aspect, the informant explained the flow of creating his personal version of content, namely

1. The process of creating tourist village content starts with seeing posts on social media that are interesting.
2. Searching for news about the village and contacting them through the number or Instagram account they have.
3. Send a message and ask for permission to create content about the tourist village, which usually does not require an entrance fee.
4. Creating a Voice Over script, recording a video on location, and editing it according to the script that has been created.

In addition, informant @_nikenaf said that after carrying out the stages of analyzing tourist objects, coordinating with the tourism authorities, and until the video making process was completed. After that, the content is not immediately shared on social media, but it is necessary to do research first whether the content created is in accordance with the description and data about the tourist village.

The next creative content strategy is based on the Tactics aspect. Niken as SWJ Ambassador and as an informant explained how to take pictures and adjust ideas. The informant used a personal device as a shooting tool and the informant revealed that content creation was determined through idea generation by asking local villagers, then the informant just took pictures. However, informants also sometimes prioritize shooting and then determining ideas.

Then based on one of the concepts of SOSTAC, the Action point. Informants as SWJ Ambassadors carry out the execution of ideas so that they can be converted into content on social media. Niken explained that there are several steps and factors that help in the continuity of content creation.

Niken explained that in taking pictures he did not have a creative team so from every shooting process he did personally. The informant explained that sometimes he creates content with fellow ambassadors who help in shooting in the field.

Then he explained the method to increase interaction in every content he uploads, he said that after production, fellow SWJ Ambassadors usually help each other to like, comment, and share the posts he has made and also collaborate. As an SWJ Ambassador, Niken has a wide scope as the number of members has increased from 100 in 2022 to more than 400 now. These

members support each other and share content or group links to ask for help with comments and likes. Another strategy is collaboration with large accounts, which have significant influence.

In addition, Niken explained that the features available on Instagram such as Reels, Feeds, and collaborator content tags have a significant impact on the development of Instagram accounts and posted content. Like the picture below:



Figure 6. Reels Post Example @_nikenaf

Niken explained that all features on Instagram can be utilized for her needs as an Ambassador who wants to increase the audience of the content she shares. In addition to some of the features above, Niken also mentioned that the use of the story feature is also used to share content that has been posted on Reels.

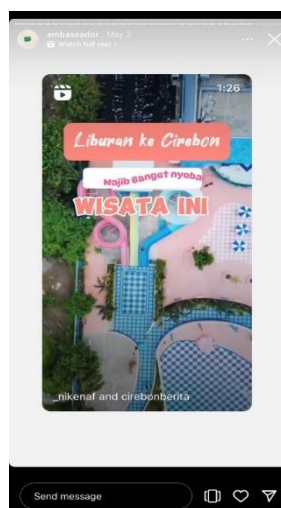


Figure 7. Highlights Story Feature on SWJ Ambassador Account @_nikenaf

Most of the time Niken doesn't create stories, but more often creates Reels and shares them to stories. Niken also explained that usually the content posted immediately becomes Featured on FYP, so many people share it on stories. Niken is also very appreciative of people who share her content on IG stories.

Creative content strategy of @_nikenaf account in evaluating instagram social media content

The creative strategy of @_nikenaf account content in evaluating Instagram social media content in the SOSTAC concept includes aspects of situation and control. In the aspect of the situation that explains the informant's account @_nikenaf after joining as one of the SWJ Ambassadors.

Niken explained that after joining as one of the SWJ Ambassadors, the informant's account was initially just a page for sharing posts, now the informant makes the Instagram account as a material to increase personal branding. In addition, the informant also explained that now the content on his Instagram account is more dominant in containing content about tourist villages. And also the informant said that by posting a lot about tourist villages, sometimes it attracts the audience to follow the informant's account.¹⁷

In the control aspect, the informant explained that the informant tested which criteria are preferred by the audience by creating several contents with different voice over characters to find out which voice character gets more viewers. And based on these trials, the informant concluded and made it an evaluation material that the voice character in the voice over is excited which is preferred by viewers because it can make viewers interested and also feel excited.

1. Voice Over

Voice over is an additional narration in the form of a human voice reading a story/narrative related to the video created.¹⁸

2. Viewers

Viewers in the context of the digital industry are audiences who interact with various forms of digital content. Viewers are at the heart of a dynamic digital ecosystem, and their behavior shapes trends, drives innovation, and ultimately determines the success of platforms, publishers, and creators.¹⁹

¹⁷ Sandra Sriwendiah, Djuni Akbar, and Fachmi Imannur Anwar, "Penerapan Strategi Pemasaran Digital Menggunakan Metode Sostac UMKM Kerudung Cicalengka Kabupaten Bandung," 2024.

¹⁸ Hidayat Yoni Wibowo, Hestiasari Rante, and Achmad Subhan Kh, "Implementasi Teknik Sound Effect dan Voice Over dalam Pembuatan Video Dokumenter Perlindungan Anak di Kawasan Dolly," 2011.

¹⁹ Nova Shafira Sunarto Putri and Rita Gani, "Makna Voice Over dalam Pemberitaan Feature di Televisi," *Jurnal Riset Jurnalistik dan Media Digital*, July 7, 2022, 13–20, <https://doi.org/10.29313/jrjmd.v2i1.600>.

Informant @_nikenaf also explained that the process of creating digital content did not escape the challenges faced. Some of the problems that have occurred when informants visit tourist villages are not in accordance with expectations, thus inhibiting informants from creating content. In addition, the informant also mentioned that another challenge is that it comes from the informant himself, where the informant feels less able to divide his time with other activities, and the informant's laziness is also sometimes a challenge in itself.

However, the informant mentioned that the thing that kept the informant motivated and excited was when creating content for SWJ Ambassador because the object of the place that was used as content was a tourist village which could be a place for informants to vacation and travel. As well as the research results achieved in this study, this paper was published as a scientific article in the journal Sinta 3.

CONCLUSION

The potential wealth of natural resources and human resources in West Java makes West Java province one of the provinces that has and maximizes tourism potential from the alternative tourism sector, one of which is a tourist village. Tourism villages in West Java are increasingly being introduced by the SWJ Ambassador group as content creators in the realm of tourism promotion. In this research, the research team wanted to find out how the process of analyzing the creative content strategy carried out by SWJ Ambassadors by conducting observations and also interviews with one of its Ambassadors, @_nikenaf.

Research on the analysis of SWJ Ambassador @_nikenaf's creative content strategy found that SWJ Ambassador @_nikenaf carried out creative content activities as a SWJ Ambassador content creator in general @_nikenaf carried out a creative content strategy with the SOSTAC model (Situation, Objective, Strategy, Tactics, Actions, Control). @_nikenaf applies strategies as a SWJ Ambassador to achieve its goals, namely the publication of creative content promotion of tourist villages with mechanisms such as situation analysis, information formulation, strategy formulation, implementation to the evaluation or control stage has been carried out according to the SOSTAC model. Although there are some shortcomings from @_nikenaf in terms of Actions and Tactics. This is due to the limited ability with no creative team, so that sometimes the actions and tactics carried out are the result of their own thoughts and carried out by themselves so that sometimes the results and consistency of making promotional content are less massive.

SUGGESTION

Based on the findings above and after drawing conclusions, the researcher would like to provide reviews and suggestions to SWJ Ambassador @_nikenaf as part of the observation and aims to contribute in building ideas and input to SWJ Ambassador in carrying out creative strategy activities. SWJ Ambassadors themselves need to be given material and socialization of new technological innovations by the West Java Tourism and Culture Office such as AI (Artificial Intelligence), provided with video editing training, and more detailed observations are needed about the tourist village places that will be used as a place to take content. In addition, there is a need for content scheduling in the form of Content Planing that must be owned by each SWJ Ambassador to maintain the consistency of promotional messages for tourist villages in West Java.

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