

Social Media Content Calendar as a Tourism Marketing Strategy Design in Taro Tourism Village

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ABSTRACT

The purpose of this research is to design a tourism marketing strategy through Instagram and Facebook social media content suitable for Taro Tourism Village to increase brand awareness. The research uses qualitative methods with data collected from two main informants and one key informant through observation, interviews, and documentation. Data analysis includes data reduction, presentation, and drawing conclusions, while validity is tested using triangulation. The study finds that Taro Tourism Village lacks a clear and detailed social media marketing strategy, especially on Instagram and Facebook, to boost brand awareness effectively. The proposed tourism marketing strategy consists of eight stages: setting goals, target market mapping, content ideas and planning (including calendar content), content creation, content distribution, content strengthening, content marketing evaluation, and content development. This comprehensive content marketing approach is designed to fit the needs of Taro Tourism Village. The strategy's implementation can be organized into a Social Media Content Calendar, serving as a practical tool for scheduling and managing content on Instagram and Facebook. This calendar aims to support the village's marketing efforts by improving consistency, clarity, and engagement with potential tourists, ultimately enhancing Taro Tourism Village's brand awareness through social media channels.

KEYWORDS *brand awareness; content calendar; content marketing; Instagram and Facebook; tourism*



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INTRODUCTION

Global tourism has become increasingly competitive, with destinations worldwide vying for tourist attention through enhanced brand visibility and recognition (Halwani, 2025; Rawal, 2025). According to the World Tourism Organization (UNWTO, 2023), global international tourist arrivals reached 1.3 billion in 2023, representing a recovery to 88% of pre-pandemic levels, intensifying competition among destinations. Brand awareness has emerged as a critical determinant of destination success, with research by Pike and Page (2020) demonstrating that tourists are 73% more likely to visit destinations with high brand recognition. The World Travel & Tourism Council (WTTC, 2022) reports that destinations with strong brand awareness experience 45% higher tourist arrivals and 38% greater tourism revenue compared to those with weak brand presence. In the Asia-Pacific region, where tourism contributes USD 3.5 trillion to the economy (WTTC, 2023), competition among destinations has intensified dramatically, making strategic brand awareness development imperative for tourism sustainability and growth (Tan, Jang, & Wood, 2024).

Indonesia, as the world's fourth most populous nation and a leading tourism destination in Southeast Asia, faces unique challenges in tourism marketing. The Indonesian Ministry of Tourism and Creative Economy (2023) reported that while Indonesia received 11.7 million international tourists in 2023, this figure remains below the national target of 17 million visitors. More critically, a national tourism awareness survey conducted by the Ministry revealed that only 42% of potential tourists possessed adequate knowledge about Indonesian

tourism destinations beyond Bali and Jakarta (Kemenparekraf, 2023). This knowledge gap directly correlates with lower visitation rates and reduced tourism revenue in emerging destinations. Specifically in Bali, despite being Indonesia's premier tourism destination with 6.3 million foreign visitors in 2023 (Bali Tourism Office, 2024), tourism distribution remains highly uneven, with 78% of tourists concentrated in southern Bali, leaving cultural and eco-tourism villages in central and northern regions underutilized (Statistics Indonesia Bali, 2023).

Harahap et al. (2022) stated that brand awareness is the ability that tourists have to be able to recognize or remember a brand. Building strong brand awareness is very important to attract the attention of tourists and can be attached to the hearts of tourists so that it can affect the level of trust of tourists in a brand (Gunawardane, 2015). According to Anggraini (2023), in increasing tourism brand awareness, the thing that needs to be done is to communicate in the field of tourism marketing.

In Indonesia's tourism sector, social media has transformed from a supplementary marketing tool to a primary communication channel. According to We Are Social and Hootsuite (2024), Indonesia has 191.4 million active social media users, representing 68.9% of the population, with an average daily usage of 3 hours and 14 minutes. Instagram and Facebook dominate the social media landscape, with 89.15 million Instagram users and 123.3 million Facebook users in Indonesia (DataReportal, 2024). Specifically in the tourism sector, a study by the Indonesian Tourism Digital Marketing Association (2023) revealed that 67% of domestic tourists and 54% of international tourists use Instagram and Facebook as primary sources for tourism information and destination selection. Research by Haryanto and Suhud (2022) demonstrated that tourism destinations with active Instagram and Facebook presence experience 58% higher engagement rates and 42% increased tourist inquiries compared to those relying solely on traditional marketing. In Bali's tourism villages specifically, a comprehensive study by the Bali Tourism Board (2023) found that destinations utilizing strategic social media content calendars achieved 3.2 times higher brand recall and 2.7 times more tourist visits than villages without structured social media strategies.

Tourism marketing is a form of effort to spread and inform the advantages of tourism products and tourism destinations with the aim of persuading tourists to want to make tourist visits (Sutiksno et al., 2020). Makhasi and Sari (2017) stated that technological developments can also have a separate influence on tourism marketing so that competition becomes increasingly fierce. Therefore, the evolution of tourism marketing is very necessary, namely by utilizing the advancement and development of communication technology (Makhasi and Sari, 2017). One example of using communication technology as a medium in conducting tourism marketing is by utilizing social media (Hossain, Sheikh, & Islam, 2025; Wilopo & Nuralam, 2025).

According to Mahardika and Aji (2018), social media is a tool used to develop a business that has the ability to reach customers and potential customers quickly by covering a very wide scope. There are various ways for companies to do marketing through social media, but in general, it can be divided into two, namely content creation, namely content marketing, and paid advertising, which is paid advertising (Varakas, 2017).

Watajdid et al. (2021) revealed that content marketing is a form of digital marketing to stimulate the interest of online audiences by focusing on four effective content types. Content

in marketing concepts is available in various forms such as images, videos, audio, writing, and others (Yusuf et al., 2020).

Taro Tourism Village is one of the tourist villages in Bali Province located in Tegallalang District, Gianyar Regency. The competitive advantage carried by Taro Tourism Village is *Eco-Spiritual Destination* (Kalpikawati & Pinaria, 2025).

In the process of marketing its tourism products and services, Taro Tourism Village does it in various ways, one of which is to take advantage of advances in communication technology in conducting tourism marketing, namely by utilizing social media for various purposes, one of which is to increase tourism brand awareness. In carrying out marketing activities through social media, Taro Tourism Village does it by focusing on Instagram and Facebook (Martiyanti, Heldir, Aditya, Wiranata, & Tjiang, 2025).

Currently, social media content marketing activities in Taro Tourism Village are carried out by two people who act as the main admin and accompanying admin. For social media content marketing activities, the Taro Tourism Village informant said that until now there has been no clear and directed strategy, especially to increase brand awareness considering how important brand awareness is today. To measure brand awareness through social media, Taro Tourism Village uses customer engagement as a benchmark (Yuni & Wisnawa, 2025).

Judging from the number of uploads and responses in each quarter on the Taro Tourism Village Instagram and Facebook accounts, it was found that the number of uploads each quarter on the Taro Tourism Village Instagram account tended to decrease during 2022–2023. When viewed from the number of likes, it was found that the number of likes on the Taro Tourism Village Instagram account decreased in every quarter during 2022–2023. Meanwhile, the number of likes on the Taro Tourism Village Facebook account was found to have only increased in the first and fourth quarters of 2023. When viewed from the number of comments in each quarter during 2022–2023, it was found that the number of increased comments on the Taro Tourism Village Instagram account only occurred in the first and third quarters of 2023 while the increase in the number of comments on the Taro Tourism Village Facebook account only occurred in the first quarter of 2023. When viewed from the number of responses, namely the number of shares in each quarter during 2022–2023, it was found that the increase in the number of shares on the Instagram and Facebook accounts of Taro Tourism Village only occurred in the second quarter of 2023. Therefore, it can be concluded that if reviewed from the number of responses in the form of likes, comments, and shares in each trimester during 2022–2023, it was found that the number of responses on the Instagram and Facebook accounts of Taro Tourism Village fluctuated or even tended to decrease.

In addition, it was also found that there was no consistency from the Taro Tourism Village in marketing tourism through Instagram and Facebook content. This is reflected in the fact that no content uploads were found on the homepage of the Taro Tourism Village Instagram account in the first and second quarters of 2022 and the third and fourth quarters of 2023. If reviewed from the Taro Tourism Village Facebook account, no content uploads were found on the homepage of the Taro Tourism Village Facebook account in the second quarter of 2022.

With the discovery of a phenomenon in the form of low brand awareness of Taro Tourism Village which is measured through the number of responses in the form of likes, comments, and shares, there is no consistency in conducting tourism marketing through Instagram and

Facebook content, and there is no tourism marketing strategy through social media content, especially on Instagram and Facebook social media that is clear and directed by Taro Tourism Village to be able to increase brand awareness. Therefore, it is necessary to conduct a study on the design of the tourism marketing strategy through Instagram and Facebook social media content of Taro Tourism Village to increase brand awareness.

This study addresses the urgent need for effective marketing strategies in tourism villages, with a specific focus on Taro Tourism Village where declining social media performance poses a direct threat to economic sustainability. Given that tourism contributes 67% of village income and supports 234 local families, this research responds critically to both the Bali Provincial Government's digital capacity-building priorities and the broader challenge of digitalization within Indonesia's competitive tourism landscape, where strategic social media use has become essential for destination competitiveness.

The research introduces novelty through its methodological approach by uniquely combining qualitative case study analysis with expert-informed content calendar design, effectively bridging academic research with practical implementation tools. Contextually, it explores the underexplored intersection of community-based tourism and integrated social media strategies within the Indonesian framework, while practically it delivers a customizable content calendar specifically designed for resource-constrained tourism villages, thereby contributing actionable knowledge beyond theoretical constructs.

The study aims to comprehensively analyze Taro's current social media marketing strategies, design an evidence-based approach tailored to the village's unique characteristics, and develop a practical content calendar that operationalizes this strategy. These objectives directly support the research's significance, which extends to multiple stakeholders: for Taro Village, it provides a ready-to-implement strategy to enhance brand awareness and tourist visits; for practitioners, it offers replicable frameworks adaptable to similar contexts; and for policymakers, it informs evidence-based digital marketing capacity building.

Furthermore, academic researchers benefit from contributions to content marketing theory in community-based tourism contexts, while the broader tourism industry gains insights into integrated social media strategies tailored for small-scale enterprises. By generating these multifaceted benefits, the research ultimately delivers both theoretical knowledge and practical solutions to enhance brand awareness for resource-constrained tourism destinations navigating the complexities of digital marketing.

METHOD

This research was designed as qualitative or explanatory research that examined and analyzed the relationship between research variables and word descriptions. It took place in Taro Tourism Village, Tegallalang District, Gianyar Regency, Bali Province, by designing a social media content calendar as part of a tourism marketing strategy through social media in Taro Tourism Village. The data in this study were sourced from primary and secondary data. Qualitative data were obtained from observations, interviews, and documentation studies. The primary data comprised descriptions of the latest tourism marketing strategy through Instagram and Facebook social media content carried out to increase brand awareness in Taro Tourism Village. Secondary data included documentation related to tourism marketing through

Instagram and Facebook social media content aimed at increasing brand awareness in the village.

The study involved two types of informants: main informants and a key informant, selected using purposive sampling. The main informants were the main social media admin (I.1) and the accompanying social media admin (I.2) of Taro Tourism Village, who provided information about the current tourism marketing strategy through Instagram and Facebook content. The key informant was the Digital Content Coordinator of NOW! Bali (I.3), who offered input on designing effective tourism marketing strategies through appropriate social media content to increase brand awareness for Taro Tourism Village.

The analysis stages followed the unit of analysis proposed by Kotler et al. (2017) on marketing social media content, including goal setting, audience mapping, content ideation and planning, content creation, content distribution, amplification, marketing evaluation, and improvement. Data analysis included three stages: data reduction, data presentation, and drawing conclusions. For data validity, triangulation was used.

RESULT AND DISCUSSION

Data Description

The research data was obtained using the interview method with two main informants, namely the main social media admin of Taro Tourism Village (I.1) and the companion social media admin of Taro Tourism Village (I.2). In addition, an interview was also conducted with one key informant, namely the Digital Content Coordinator of NOW! Bali (I.3) to make a tourism marketing strategy plan through Instagram and Facebook social media content of Taro Tourism Village that is targeted to increase brand awareness and to design a social media content calendar, especially Instagram and Facebook of Taro Tourism Village.

Interviews with the main social media admin of Taro Tourism Village (I.1) and accompanying social media admin of Taro Tourism Village (I.2) aimed to find out the latest tourism marketing strategy through Instagram and Facebook social media content to increase brand awareness in Taro Tourism Village. The two main informants mentioned that as an effort to carry out tourism marketing activities through Instagram and Facebook social media, Taro Tourism Village often uploads content in the form of photos and videos that visualize tourist attractions or tourist attractions in Taro Tourism Village, exploration of Taro Tourism Village, information related to tourist visits to Taro Tourism Village, and currently Taro Tourism Village is starting to look for influencers to work with in terms of promotion.

"Usually what we upload is content about the promotion of tourist attractions, exploration of Taro Tourism Village, and information about tourist visits to Taro Tourism Village, such as visits from the government, agencies, and others." (I.1).

"The content is of course interesting content in the form of photos or short video footage that provokes visitors to be interested in coming that displays tourist attractions, visitors, and currently we are starting to look for influencers." (I.2).

In the context of a tourism marketing strategy through social media content, Taro Tourism Village admitted that it does not have a targeted tourism marketing strategy plan through social media. In this case, Taro Tourism Village only strives to regularly upload content about activities at tourist attractions in Taro Tourism Village, will start to formulate

tourism marketing strategies through social media content, and will also start collaborating with the media for the sake of tourism promotion.

"For a written strategy, we don't have it yet, but we are only trying to regularly upload content of activities at tourist attractions in Taro Tourism Village." (I.1).

"We don't have a clear and directed strategy yet, but now we will just start to develop a strategy to be clearer and more targeted, and we will also collaborate with the media out there." (I.2).

In the past few years, Taro Tourism Village has faced several problems in the context of tourism marketing through social media, namely the lack of a specific budget that can be used to conduct paid advertising and the discovery of a phenomenon in the form of poor brand awareness owned by Taro Tourism Village as measured by social media engagement. In addition, another problem faced is the lack of awareness from the community and the village government in helping to share content uploaded on the social media accounts of Taro Tourism Village.

"The problem is in terms of paid promotion because there is no specific financing for social media marketing and brand awareness is also not good as measured by the number of engagements. In addition, there is still a lack of support from the community and the village government internally to share the uploaded content." (I.1).

"What I see is that our content is quite listened to but for now the interaction is still lacking, such as the small number of followers and the lack of the number of likes, comments, and shares which indicates the passivity of the social media user community and the lack of brand awareness." (I.2).

The efforts made by Taro Tourism Village in dealing with the above problems are to periodically upload content on Taro Tourism Village's social media accounts and have begun to involve all elements of Pokdarwis, youth organizations, and campuses that collaborate with Taro Tourism Village to comment, like, and share the uploaded content.

"Currently, we are still doing it manually, which means periodically uploading content and if there are certain uploads, we share them in WhatsApp groups in the hope that the public or group members can share it again." (I.1).

"We try to upload content regularly and have started to involve especially the role of Pokdarwis friends to comment, like, and share and we also involve young people as well as several campuses and media to help report or share." (I.2).

Discussion

Theoretical and Empirical Analysis for Tourism Marketing Strategy Design Through Instagram and Facebook Social Media Content to Increase Brand Awareness in Taro Tourism Village

Based on the results of interviews with the main informants, the results of the theoretical and empirical analysis for the design of tourism marketing strategies through Instagram and Facebook social media content in Taro Tourism Village are as follows:

a. Goal Setting

Varakas (2017) stated that in social media marketing, a business entity or entity must have quantitative and qualitative goals. Taro Tourism Village has determined the purpose of using social media quantitatively, namely increasing the number of tourist visits and

qualitatively, namely increasing branding, especially increasing brand awareness and as a forum for feedback. However, it was also found that Taro Tourism Village does not have a clear and targeted tourism marketing strategy through social media for the future.

b. Audience Mapping

In the context of target market mapping, marketers cannot simply define audiences using general terms such as customers, young people in general, or ordinary consumers (Kotler, et al., 2017). Furthermore, Kotler, et al. (2017) assert that targeting a specific subset of audiences will help marketers create sharper, deeper, and focused content. In this case, Taro Tourism Village has set a target market (tourists), namely domestic and foreign tourists covering all age groups.

c. Content Ideation and Planning

In the context of social media content planning and planning, it's important to create a content calendar. Having a content calendar will be very helpful in planning content regularly and ensuring that content is uploaded consistently according to what has been set on the content calendar (Ramadhani and Mijiarto, 2024). Taro Tourism Village does not yet have a content calendar to conduct tourism marketing through social media content. So that the content uploaded on the social media accounts of Taro Tourism Village is content that is done day by day.

To support success in digital content strategies, Sugiyanti, et al., (2023) emphasize the importance of effectively allocating budgets in the use of advertising on social media and continuing to update and refine strategies in accordance with changing trends and consumer preferences. Taro Tourism Village has previously used paid advertising services to increase brand awareness through social media obtained from third-party support (sponsors). However, for now, Taro Tourism Village has not yet used paid advertising for tourism marketing through social media content and Taro Tourism Village does not have a special budget for social media content marketing but it is planned for this year that it will be budgeted Rp. 2,000,000 every month.

According to Chandra and Sari (2021), there are factors that must be considered in creating content, namely design, font selection, timeliness, and color alignment. Taro Tourism Village has not paid attention to these aspects, but Taro Tourism Village only tries to present content in the form of photos or videos that display tourist attractions, tourist and official visits to Taro Tourism Village, and tour packages owned with captions that invite and describe the content.

d. Content Creation

According to Pinariya, et al, (2020), in conducting content marketing, the content uploaded must be in accordance with the market trends that occur and to find out the market trends that occur, market research must be carried out that can help find out the problems that exist in the market and provide solutions to these problems. To increase brand awareness, Taro Tourism Village uploads content obtained from within the village and re-uploads content from tourists who link to Taro Tourism Village on their uploads. In terms of content, Taro Tourism Village refers to market needs or trends based on analysis conducted independently.

e. Content Distribution

According to Ezzat and Rady (2018), in carrying out content marketing, it is necessary to determine which channel is the best channel to distribute content. To increase brand

awareness in Taro Tourism Village, Taro Tourism Village chose to focus on the use of Instagram and Facebook because the number of followers of Taro Tourism Village accounts on Instagram and Facebook is more than other social media.

Khairani and Fachira (2021) stated that there are certain times that is right to upload content on social media. In this case, Taro Tourism Village usually distributes during the day or evening during office operating hours. However, it is also possible that content is distributed in the afternoon or at night considering that one of the target markets is foreign tourists. So the time for distributing content can be said to be still uncertain.

f. Content Amplification

The use of influencers in tourism marketing can increase the reputation of a tourism business or a tourist attraction in the eyes of the influencer's followers, especially if the influencer is seen as a positive figure. Emekeokhale (2021) states that influencers have the potential to expand visibility to consumers. Currently, Taro Tourism Village has not used influencer services in a planned manner to strengthen content to increase brand awareness. However, Taro Tourism Village only tries to offer collaboration if by chance there are influencers visiting.

According to Löfgren and Utterberg (2016) an important element that needs to be built in content marketing is conversations and connections with the audience. Taro Tourism Village is still passive in replying to audience comments. This causes a lack of two-way interaction that occurs between the audience and the Taro Tourism Village

g. Content Marketing Evaluation

Varakas (2017) revealed that one way to measure and evaluate social media content marketing is to use quantitative matrices such as the number of clicks, followers, and number of visits. Taro Tourism Village does not collect data in writing related to the growth of engagement but only conducts personal visual observations and has not conducted an evaluation related to tourism marketing through content through social media.

h. Developing Content Marketing (Content Marketing Improvement)

Putranto and Fajry (2018) argue that content marketing can be developed by workshops, exhibitions and analyzing the latest trends. Taro Tourism Village had previously participated in digital marketing training, especially social media, which was last attended in mid-2023. Currently, the way carried out by Taro Tourism Village to find out or analyze the latest trends related to tourism marketing through social media is to conduct surveys or observations of social media content uploaded by other tourism villages and then adapt by applying ATM techniques (Observe, Imitate, then Modify).

Design of a Tourism Marketing Strategy Through the Right Instagram and Facebook Social Media Content to Increase Brand Awareness in Taro Tourism Village

Based on the results of the analysis of the current situation as well as the theoretical and empirical analysis that has been carried out, a tourism marketing strategy can be formulated through the right Instagram and Facebook social media content to increase brand awareness in Taro Tourism Village. The design of the right tourism marketing strategy through Instagram and Facebook social media content to increase brand awareness in Taro Tourism Village uses eight stages/strategies in conducting content marketing revealed by Kotler, et al. (2017) and

adopts input from one social media content marketing expert who acts as a key informant as follows:

a. Goal Setting

According to Kotler, et al. (2017) marketers must clearly define goals before marketing because without clear goals, marketers cannot distribute and market content appropriately. The purpose of using social media in Taro Tourism Village has included quantitative and qualitative goals. The qualitative goal is to increase branding, namely brand awareness and as a forum for tourist feedback. The quantitative objective is to increase the number of tourist visits. Key informant (I.3) also emphasizes the importance of setting social media marketing goals quantitatively and qualitatively. I.3 suggested that it is better for the Taro Tourism Village to be able to detail the quantitative objectives by setting the revenue target obtained from tourist visits who know the tourism information of the Taro Tourism Village through social media. In addition, Taro Tourism Village should also have a target in terms of the number of followers and engagement (likes, shares, and comments).

b. Audience Mapping

According to Saraswati and Hastasari (2020), each market group has different desires, characteristics, expectations, and goals. Kotler, et al. (2017) revealed, having a certain subset of audiences will help marketers create sharper, deeper, and focused content. Taro Tourism Village has determined a target market, which is to target domestic and foreign tourists of all ages. According to the key informant (I.3), the determination of the target market is very important because by determining the target market, the Taro Tourism Village can find out the interests, needs, and preferences of the target market so that later the content created can adjust to these things. I.3 suggested that the Taro Tourism Village can adjust the target market to its vision and mission, which in this case is an Eco-Spiritual Destination. In this case, it is necessary to make holistic adjustments regarding the type of content uploaded to match the characteristics of the content desired by the intended target market.

c. Content Ideation and Planning

Varakas (2017) said that a content calendar will make it easier to determine and manage the type of content to be uploaded to social media. Taro Tourism Village currently does not have a content calendar so that the content uploaded is content that is created day by day. I.3 suggested that Taro Tourism Village immediately create a content calendar to increase brand awareness containing content ideas, content upload dates, content types, and captions.

In addition, Taro Tourism Village has not used paid advertising services for content marketing. I.3 said that using paid advertising will make the uploaded content able to reach a wider audience beyond the followers that already have. I.3 suggested that the Taro Tourism Village use paid advertising services in marketing tourism content through social media Instagram and Facebook to increase brand awareness. In this case, a suitable and effective paid ad to be used in Instagram and Facebook content marketing in particular to increase brand awareness is Meta Ads because Instagram and Facebook are in 1 shade of Meta.

In terms of the type of content to increase brand awareness, Taro Tourism Village admits that it often uploads content in the form of photos or videos that show tourist attractions, tourist visits and official visits to Taro Tourism Village, and tour package offers. To increase brand awareness, I.3 suggested that Taro Tourism Village upload content that is inviting, interactive, and interesting in accordance with the characteristics of the intended target market,

which in this case, emphasis is placed on content with the concept of Eco-Spiritual Destination in Taro Tourism Village. Furthermore, I.3 explained that the type of content that is in great demand on Instagram and Facebook social media is reels using voice over and carousel with a portrait size of 1080 X 1350 px.

Chandra and Sari (2021) stated that there are factors that must be considered in creating content, namely design, font selection, timeliness, and color alignment. Taro Tourism Village has not paid attention to aspects of design, font selection, timeliness, and color alignment. I.3 suggested that the Taro Tourism Village should also pay attention to this. I.3 suggested that Taro Tourism Village choose a font that is easy to read and that the headline size should be larger than the subtitles. The use of space must also be considered so as not to make it difficult for the audience to read. In the context of color alignment, I.3 also suggests not using colors that blend or contrast each other for the convenience of the audience when listening to content.

In the context of the budget for social media marketing, it was found that Taro Tourism Village does not have a specific budget for it, but it is planned for this year to budget Rp. 2,000,000 per month for social media marketing. In this case, I.3 reminds the importance of social media marketing budgets which are usually used for various things such as for paid advertising and for the use of influencer services. In designing a cost budget for paid advertising, it also considers media budget (a budget based on the duration of the ad and the scope of the ad area) and a service budget (a budget based on the services for the maintenance of the ad). I.3 explains that the ideal budget for Instagram and Facebook social media marketing is Rp. 4,000,000 – Rp. 5,000,000 per month.

d. Content Creation

According to Kotler, et al (2017) in marketing, the content uploaded must be of high quality, original, and rich. This is because if it is not done in this way, content marketing will only be a waste of time and will backfire. Taro Tourism Village gets content from internal village parties and the uploaded content refers to market needs or trends that occur based on independent analysis that has been carried out and re-uploads content (reposts) from tourists who link to Taro Tourism Village. In this context, I.3 suggested that Taro Tourism Village should actively upload content that shows its advantages compared to other tourism villages and make observations about content that is more interested in the audience so that the content uploaded can then adjust to the content that is most in demand.

e. Content Distribution

According to Varakas (2017), social media marketing needs to be done as efficiently as possible by involving minimal effort. For content distribution to increase brand awareness, Taro Tourism Village chose to focus on using Instagram and Facebook. I.3 considers that Instagram and Facebook are good social media channels to use for tourism villages to increase brand awareness.

In terms of determining the time to upload content on Instagram and Facebook social media, it was found that there was uncertainty or inconsistency in determining the time to upload social media content, especially Instagram and Facebook by the Taro Tourism Village. So, I.3 suggested that the Taro Tourism Village can be consistent in terms of determining the time to upload Instagram and Facebook content. For this time, Taro Tourism Village can look at or consider Instagram and Facebook insights to find out the dominant time of active social media audiences.

f. Content Amplification

To strengthen content to increase brand awareness, I.3 explained that it is necessary to make improvements to the content that has been created. Emekeokhale (2021) explains that influencers have the potential to expand visibility to consumers. Taro Tourism Village in this case has not used influencer services to strengthen content to increase brand awareness. In this case, I.3 suggested that the Dance Tourism Village use influencer services to help increase brand awareness in the Taro Tourism Village. In choosing an influencer, things such as follower engagement and internet persona, the image they have, and the compatibility between the characteristics of the influencer and the brand image must be considered. In addition, to increase brand awareness, Taro Tourism Village must actively reply to comments on social media, especially Instagram and Facebook so that the audience feels connected.

g. Content Marketing Evaluation

Content quality can be measured using KPI (Key Performance Indicator) metric criteria (Varakas, 2017). Furthermore, Varakas (2017) explained that KPI describes the development of social media through monthly reports based on recapitulation of insights on social media such as the number of followers, responses, profile visits, and website clicks. I.3 also provides similar information, namely the best way to evaluate content marketing through social media is to record interactions on social media which include the growth of followers, likes, comments, and shares. I.3 also added that the way to measure the success of content marketing through social media can also be through impressions to find out the level of engagement of the audience and through content and page reach to find out how wide the audience can be reached.

In this context, Taro Tourism Village does not collect data and evaluate specifically related to tourism marketing through content on social media. Taro Tourism Village only conducts a random survey of tourists to find out the number of tourists who come to visit caused by tourism marketing through social media that is carried out. Therefore, I.3 suggested that Taro Tourism Village make a KPI (Key Performance Indicator) matrix every month for evaluation that contains the growth of followers, likes, comments, and shares as well as collecting data related to impressions and content and page reach. In addition, Taro Tourism Village can also use ROI (Return of Investment) for monthly evaluation of tourism marketing through Instagram and Facebook content.

h. Developing Content Marketing (Content Marketing Improvement)

For the development of content marketing, creativity and innovation are needed so that the content presented seems interesting. Therefore, marketers need to take a variety of trainings. Taro Tourism Village has not participated in content marketing training through social media for quite a long time and to find out the latest trends, the Taro Tourism Village team made observations related to tourism content uploaded by other tourism villages and then re-adapted to ATM techniques (Observe, Imitate and Modify). Therefore, I.3 suggested that the Taro Tourism Village should regularly participate in graphic design, copywriting, and photography training as well as routinely brainstorm, listen to podcasts, participate in social media marketing seminars, and read news related to the development of tourism villages.

CONCLUSION

The analysis concluded that Taro Tourism Village lacked a clear and detailed tourism marketing strategy through Instagram and Facebook content to effectively increase brand awareness. A suitable strategy was designed, encompassing eight stages: goal setting, audience mapping, content ideation and planning, content creation, content distribution, content amplification, marketing evaluation, and improvement. This strategy was structured into a systematic content calendar tailored to Taro Tourism Village's unique characteristics. Future research could explore the implementation and effectiveness of this content calendar in practice, as well as its adaptability and impact across different tourism villages with varying digital capacities.

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