

VIRTUAL ETHNOGRAPHY OF @DAILYHOTELS.ID ACCOUNT AS A HOTEL PROMOTION MEDIA IN INDONESIA

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Abstract— *Content management is the process of planning and managing content uploaded on social media and can support promotional activities. This study aims to understand content management strategies to help promotional activities by the @dailyhotels.id account. This study uses a qualitative method with a virtual ethnographic approach. Data collection in this study used virtual searches and interviews with six informants, namely one account owner @dailyhotels.id, one admin @dailyhotels.id, and four followers @dailyhotels.id. The results of the study show that the content management strategy can help the process of promotional activities for hotels in Indonesia by @dailyhotels.id so as to have an impact on promotional activities and create purchasing decisions for potential customers. Furthermore, @dailyhotels.id conducts content management to support promotional activities by interacting with @dailyhotels.id followers. In this study it can be concluded that the content management strategy can help the promotion process be effective and can convey information about hotels that are not widely known by the public.*

Keywords— *Instagram social media, content management, hotel promotion, virtual ethnography*

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I. INTRODUCTION

Instagram is a reliable social media for promoting products or services. Instagram can be used to share photos and video [1]. Many people use Instagram to carry out various kinds of activities, one of which is business activity. The current development of Instagram is useful as a promotional medium to increase business engagement by providing information related to products or services to Instagram users.

Business people are slowly starting to understand and understand the importance of Instagram presence. Hotel business people are also not left behind by using Instagram as a means of online business development [2]. Instagram has an advantage in achieving specific target user segments. This makes it easier for product and service owners to convey information to the intended segment. It is this convenience that attracts business people to promote their products or services via Instagram. The reason is simple, because Instagram users or followers generally have the same interest in a segment. This can be seen from the activity of using likes, views, hashtags, and reposts by users [3].

Promotion plays an important role in facing the hospitality business competition. Hotel promotion is a strategy to attract consumer interest [4]. Promotion of the hotel business which is published regularly through Instagram social media is very helpful in increasing public awareness of hotel services [5]. The goal is that consumers feel satisfied and want to recommend the hotel to others [6]. Several hotel business accounts use Instagram to get the attention of their users, such as the account @mitrahotelpku [7]. The account uses Instagram as a hotel promotional medium by uploading photos and videos. The goal is to attract consumers' interest in visiting the promoted hotel. Now an account @dailyhotels.id has appeared which helps promote hotels in Indonesia by utilizing the Instagram feature which always provides information related to hotel.

Before the existence of an Instagram account, dailyhotels used the website as a media for hotel promotion. @dailyhotels.id uses the website for promotional media by uploading articles and press releases. The existence of a website owned by @dailyhotels.id is quite helpful in hotel promotion activities. Meanwhile, now the development of Instagram among the public is increasing, which has prompted @dailyhotels.id to allocate promotional media. This can be seen through the insights dailyhotels gets through each Instagram post so that the @dailyhotels.id account is used by various hotels as a platform for branding and promotion.

Products posted by @dailyhotels.id are made to meet hotel marketing needs, so that they can help increase direct hotel booking sales. @dailyhotels.id also functions as an intermediary between potential guests and hotel admins to be able to communicate directly, that way guests will get more services compared to using an online travel agent. The @dailyhotels.id account is useful for spreading promotions in the form of soft selling in the form of articles and social media promotion on Instagram through feeds, reels and stories. The emergence of @dailyhotels.id can also indirectly help the tourism sector to be able to restore consumer confidence in hotel services and customer interest in staying at hotels during the transition from the COVID-19 pandemic to the post-pandemic period.

Instagram is effective for promoting hotels because it has a variety of features [8]. The story feature is used by the @dailyhotels.id account to share photos and videos of various hotel activities which are temporary and will disappear within 24 hours [9]. The Feeds feature is used by the Instagram account @dailyhotels.id to upload information in the form of videos or photos with interesting captions [10]. The reels feature contains short video content related to hotel facilities with a duration of 60 seconds which is complemented by audio, effects and other interesting tools [11].

This study aims to gain an understanding of how content management is carried out by the Instagram account @dailyhotels.id as a media for hotel promotion and branding. Utilization of Instagram content as a media promotion can be reviewed through the process of creating content and activities that occur on the Instagram account @dailyhotels.id. Furthermore, @dailyhotels.id content management browsing activities are carried out through the feeds, reels and story features as well as interactions with users by the admin @dailyhotels.id. Researchers also identified the activities of @dailyhotels.id followers in receiving information and providing responses to @dailyhotels.id content.

Based on the research subject, virtual ethnography is an appropriate approach to obtain sufficient data. Virtual ethnography has the ability to provide descriptions and explore all subject interactions in the virtual world [12]. Virtual ethnography is able to answer the main problems in research related to how to use Instagram from two perspectives, namely account managers and followers of the @dailyhotels.id account.

II. METHOD

This research is a type of qualitative research. The data in this study were obtained using a virtual ethnographic method. Virtual ethnography is a virtual ethnographic research

method that explains and explores the phenomena and activities of social media users in depth. The virtual ethnographic method is able to critically explore and analyze the virtual culture of social media users [13]. This research intends to be able to provide an in-depth description and explanation related to the problems raised, namely about Instagram as a hotel promotion media (virtual ethnographic study on the @dailyhotels.id account).

There are five steps to the virtual ethnographic research procedure according to, including: (1) conducting a virtual search through the researcher's Instagram social media account @aliyyasausan to gain access to the virtual community. The researcher contacted the @dailyhotels.id account owner to ask permission to conduct research on the @dailyhotels.id account, (2) the researcher asked the availability of informants in the interview and explained the role of the researcher, research topic, research objectives and benefits to the @Dailyhotels account owner and followers. id who will be an informant in this study, (3) researchers make contact and join virtual communities and become part of the community by carrying out activities on the @Dailyhotels.id account such as giving likes, comments, and sharing posts, (4) conducting

In-depth interviews conducted by researchers to make it easier to understand a meaning, (5) researchers return the results and research analysis to the community. Implementation and data collection through virtual observation and interviews with informants took place from December 2022 to March 2023. While the implementation of in-depth interviews took place on March 17-21 2023. Informants in this study included: 1. The owner of @Dailyhotels.id account, @sammdaily or <https://instagram.com/sammdaily?igshid=YmMyMTA2M2Y=>; 2. The admin of @Dailyhotels.id account @thalia_putri_lestari or https://instagram.com/thalia_putri_lestari?igshid=YmMyMTA2M2Y=; 3. @elfiraprasanti or <https://instagram.com/elfiraprasanti?igshid=YmMyMTA2M2Y=> as visitor; 4. @jessica.bep or <https://instagram.com/jessica.bep?igshid=YmMyMTA2M2Y=> as follower; 5. @diraputri or <https://instagram.com/diraputri?igshid=YmMyMTA2M2Y=> as user; 6. @shevinaalana or <https://instagram.com/shevinaalana?igshid=YmMyMTA2M2Y=> as client.

The unit of analysis in this study is multimodal text in the form of images, photos, videos, news, and virtual text on social media Instagram. Multimodal text integrates visual text and verbal text. This unit of analysis uses visual text via uploaded content from the @dailyhotels.id account to find out the results of the content management process and promotional activities on Instagram. Researchers analyzed content management and

promotional activities and interactions generated by uploading content from the @dailyhotels.id account in the form of hashtags, reels and feeds to obtain information related to photos, videos and images. Furthermore, researchers also used verbal texts in the form of written and spoken through the results of in-depth interviews with research informants.

III. RESULT AND DISCUSSION

Content Management Strategy as Promotional Media Through Visual Content

Responding to the existence of the COVID-19 virus that existed in 2020, motivated several bloggers to create accounts such as providing information on recommendations and reviews about various hotels with various facilities presented to help hotels experiencing a declining economy due to COVID-19. Instagram @dailyhotels.id is an account that uses Instagram as a promotional medium by implementing content management. Starting from someone who was first invited by hotel parties, the owner of the @dailyhotels.id account Syamsul Qomar (informant 1) came up with the idea to create an account @dailyhotels.id. The hotel's unrest became Syamsul Qomar's motivation to create and manage an @dailyhotels.id account. The concern that the hotel has is that of the many media that were invited, only 10% of the media broadcast their hotel promotions.

Furthermore, the motivation of informant 1 to create the @dailyhotels.id account was because it wanted to become a portal for the community so that it would be easier for them to search for hotel profiles so that it would create engagement for users. The existence of this Instagram account also provides the latest information about hotels by packaging content that follows today's trends. The goal is that followers can enjoy content that is packaged in an attractive way.

"The motivation is that I want Instagram to become a portal for the public to make it easier to find hotel profiles so that they are more engaged with users and the latest information on Instagram with attractive packaging. So that dailyhotels followers can be interested in the content that we present." (Syamsul Qomar, 9 March 2023)

The content presented by @dailyhotels.id certainly requires content management. This is useful for maximizing @dailyhotel.id account promotion activities. The content management process in a promotional activity requires many special ways that must be considered when doing it such as creating content planners, detailed research, creative

content, copywriters who are able to create interactions with followers, and also have to be updated regarding the latest news or trends.

Furthermore, the account name or username @dailyhotels.id was chosen because informant 1 wanted that the content posted daily would be about hotels, be it facilities, dinner promos, and hotel voucher giveaways. In addition, the username @dailyhotels.id had never been used by another account before, therefore informant 1 used that username for the name of the account he would manage. The use of the name dailyhotels is used as a reference that every day the account must post related to hotels in Indonesia (Figure 1).

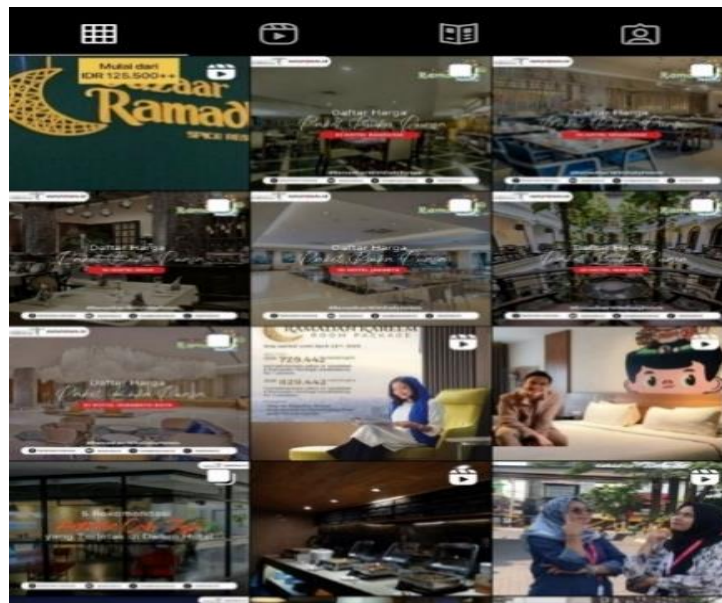


Figure 1: Account Post @dailyhotels.id

(Source: <https://instagram.com/dailyhotels.id?igshid=YmMyMTA2M2Y>)

Based on the results of an interview with Thalia Putri Lestari as the @dailyhotels.id account admin (informant 2) that recommendations and reviews regarding hotels in Indonesia through the @dailyhotels.id account have a good impact on promotional activities. This is because the @dailyhotels.id account has made it easy for followers and other account users to get information about hotels through visual content. Promotional activities can be carried out by informing related products to consumers and potential customers.

Information submitted by @dailyhotels.id about the hotel regarding facilities, prices and location. While the picture given through visual content is presented in the form of videos and photos by providing more real information that is produced directly by dailyhotels content creators. This can be used as a consideration, influence and encouragement for followers or other account users [14] to determine which hotel to visit. Of course, the

selection will be adjusted to the needs of each consumer, such as finding hotels that are kids friendly and hotels that are suitable for gatherings. The existence of supporting content will be easily noticed by followers so that there will be follower activity such as sharing posts with other users, liking, and filling in interactive comment fields.

The descriptions and information provided by @dailyhotels.id in the visual content are not obtained arbitrarily, but through several sources and planning [15]. The collection of facts related to the main information is obtained through collaboration with the hotel team. While an overview of the visual content can be obtained through research conducted at these hotels. furthermore, informant 2 also received information regarding the hotel assisted by the marketing communication team @dailyhotels.id.

"For information from this hotel, we cooperate with these hotels. So the Markom team will definitely receive an email from the hotel to provide information on what events will be held, what promotions will be available, what new facilities will be sent via the press release they have made. From there the Markom team gave the information, then I created the content. Apart from the Markom team, I also do research on what is currently being discussed more about hotels, both on TikTok and on Instagram." (Thalia Putri Lestari, 20 March 2023)

Content management for the @dailyhotels.id account in promotional activities by presenting information through the distribution of visual content on Instagram. Utilization of content management on Instagram can occur through the presence of visual content (Setyaningsih et al., 2019) presented by @dailyhotels.id. By posting visual content @dailyhotels.id by implementing content management that produces interesting and consistent posts, it can help hotels improve their economic sector due to the COVID-19 pandemic. The existence of such content can affect society widely. Informant 2 as an admin often carries out several strategies in disseminating information and promoting the @dailyhotels.id account to make it more well-known.

The strategy carried out by @dailyhotels.id is to collaborate with the marketing communications team to hold interactions with followers such as giveaways. Then also collaborate with several media and distribute content through Instagram ads. The main thing is the strategy at @dailyhotels.id by uploading interesting content and following trends so that people will like and be more interested in the content presented by @dailyhotels.id.

Form Utilization Feeds

Feeds are a collection of photos and videos that are displayed and posted on the Instagram profile page so that followers and other users can see these posts. Instagram feeds

@dailyhotels.id posts can be in the form of a collection of photos related to hotel recommendations, dinner at hotels, and Instagramable cafes. Post feeds in the form of photos or images uploaded with various kinds of packaging such as one image in a post and some that consist of several slides [16]. The existence of posts consisting of several slides is intended so that followers can find out more information and details through one post (figure 2).

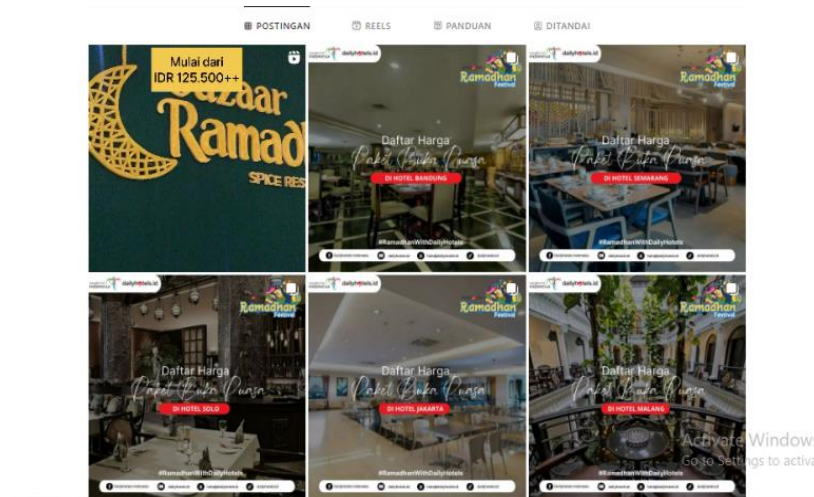


Figure 2: Display of Feeds @dailyhotels.id

(Source: <https://instagram.com/dailyhotels.id?igshid=YmMyMTA2M2Y>)

Every @dailyhotels.id post always features important information related to hotels such as prices and facilities. Post from one of Instagram's feeds @dailyhotels.id which is the photo on the third slide out of a total of 5 slides in that one post. Content posted by @dailyhotels.id always contains interactions with its followers, such as the presence of a solicitation sentence in the content.

Not only that, @dailyhotels.id also provides recommendations and reviews regarding dinner packages at hotels, which are accompanied by address information. Dinner package is one of the facilities available at the hotel that can be used without having to stay at the hotel. The display of several dinner packages in the hotel is translated into posting feeds which are packaged attractively and given a clear caption in the photo. Complete information is also presented in the caption so that it can increase public interest in visiting the @dailyhotels.id account as a reference.

Caption is a brief explanation that describes something in the image [17]. The captions that are presented on each @dailyhotels.id post contain complementary information to explain about the hotel. Furthermore, the information contained in the dinner package caption begins

with an explanation of the ongoing event, explaining the facilities provided by the hotel, then what you get from purchasing the dinner package. The caption presented in the @dailyhotels.id post is written in an interesting way so that it can influence followers or potential customers to visit the hotel (figure 3).

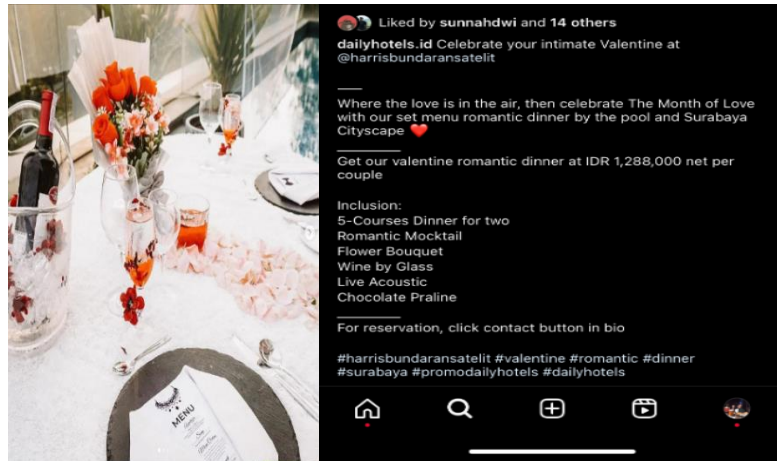


Figure 3: Display Captions in Feeds

(Source: <https://instagram.com/dailyhotels.id?igshid=YmMyMTA2M2Y>)

Apart from using captions that support promotional activities, every @dailyhotels.id feed post always includes a hashtag. The purpose of using hashtags in this post is so that every @dailyhotels.id upload can be easily found and known when other account users are looking for references using hashtags. Having hashtags can make it easier for @dailyhotels.id to get hotel consumers (figure 4).



Figure 4: Use of Hashtags in Feeds

(Source: <https://instagram.com/dailyhotels.id?igshid=YmMyMTA2M2Y>)

Forms of Instastory Utilization

Instastories on Instagram can be used to upload photos and videos with a duration of 60 seconds and will automatically disappear within 24 hours [18]. The @dailyhotels.id instastory post is used to post some additional information in landscape form. Post feeds are mostly square and not much editing, such as adding text to photos. Not only that, instastory @dailyhotels.id is also used to provide real views related to recommended places.

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Gambar 5: Instastory Review View

(Source: <https://instagram.com/dailyhotels.id?igshid=YmMyMTA2M2Y>)

The @dailyhotels.id instastory post also contains some information about events being held by certain hotels, hotel promos such as dinner, breakfast, gym promos and others. Then, the instastory is also a place for announcing the giveaway and the winner of the giveaway. The hotel often holds promo dinners, but not widely known by Instagram users, so through @dailyhotels.id promo information will be assisted to be distributed to followers of the @dailyhotels.id account. In addition, @dailyhotels.id instastory posts also consist of reposting feeds @dailyhotels.id posts with the aim that followers will notice more posts that there are new uploads on feeds @dailyhotels.id.

Forms of Utilization of Reels

Through reels, users can freely edit several videos accompanied by music and effects with a video duration of approximately 30 seconds. There are 279 posts on the @dailyhotels.id account with a total of around 10,000 views and a maximum of 14.5 million views. The posts on the reels contain a lot of information through a series of videos that are packaged in an interesting way. In posting reels, followers will find it easier to see recommendations, information, and reviews clearly (figure 7).

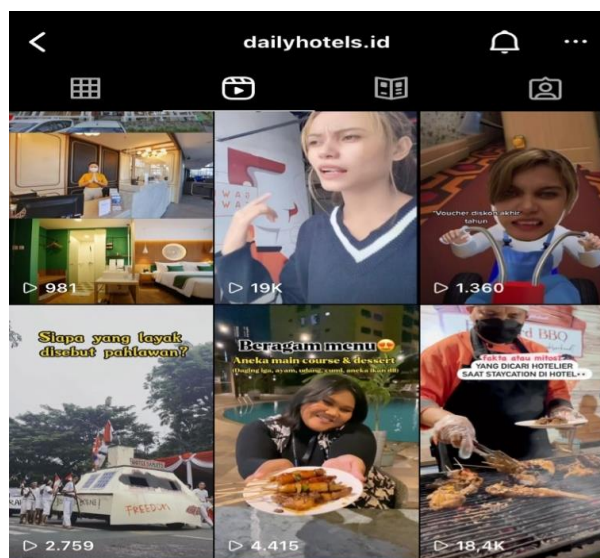


Figure 7: Reel view

(Source : <https://instagram.com/dailyhotels.id?igshid=YmMyMTA2M2Y>)

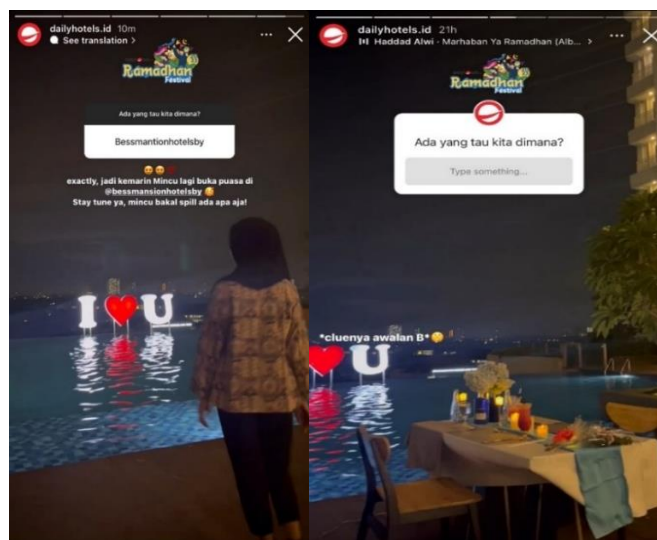
Increasing Public Interest

The @dailyhotels.id account implements content management in every post. In assisting the content management process, informant 2 interacted in his promotional activities. Interaction with followers is very necessary in building the credibility of information [19]. The interaction carried out by informant 2 as the @dailyhotels.id admin with his followers is by building interaction in the comments column and also through instastories. In the comments column, the admin provides responses and responses regarding comments submitted by followers on @dailyhotels.id posts.

The responses and responses given by the admin can be in the form of invitational sentences such as "gaskun" which means let's go and also "let's go". The @dailyhotels.id admin also responds to followers' comments by tagging the hotel promoted in the post. The aim is that followers can directly visit the hotel profile page. @dailyhotels.id admin also responded to some of his followers' comments with casual sentences as a joke to build the interactiveness

of @dailyhotels.id followers. The sentences used by informant 2 in responding to followers' comments were very friendly and also used everyday language to make it more relaxed. The existence of these interactions indirectly can also increase engagement and build a good image for @dailyhotels.id.

Based on the results of interviews with informant 2 as admin @dailyhotels.id, not only through the comments column but interaction is also built through instastory posts. The @dailyhotels.id admin also makes use of the existing tools on Instastory. The tools used include question boxes, polls, links, and quizzes to interact with their followers. Through several tools provided by Instagram, @dailyhotels.id uses it to interact with followers. As shown in figure 8, informant 2 made an instastory question box for his followers. The existence of the question box is used to ask questions or answer questions that are available. Informant 2 responded to several incoming questions from followers and on average these questions were about hotels. As a source of content management, informant 2 also creates attraction through interaction with followers.



Gambar 8: Post Instastory with Tool Question Box

(Sumber: <https://instagram.com/dailyhotels.id?igshid=YmMyMTA2M2Y=>)

Furthermore, the interactions that occur are not only between @dailyhotels.id and followers but also followers and other users in viewing the content management that has been implemented by @dailyhotels.id to support its activities. The content management process will certainly involve @dailyhotels.id followers to support its activities. The involvement of followers is by providing responses or responses and interactions through various activities such as giving away.

Based on the results of interviews with four informant followers @dailyhotels.id, the motivation of followers to follow the @dailyhotels.id account is because they want to know the latest facility information, recommendations and reviews. This was conveyed by the four informants of this study. Informant 3 added that the motivation to follow @dailyhotels.id was not only to find information about facilities but also to find information related to the promos provided by the hotel (Jessica Barbara E.P, March 21, 2023).

Apart from motivation, @dailyhotels.id followers also expressed their opinion regarding the @dailyhotels.id account as an account that provides recommendations and reviews regarding hotels in Indonesia. Informant 4 said that @dailyhotels.id is very useful for people both domestically and abroad in finding lodging references while on vacation or when having certain events. The public can more easily determine their accommodation through the @dailyhotels.id account. Furthermore, informant 3 added that through the @dailyhotels.id account, he doesn't need to bother looking for reviews on Google. According to informant 3, @dailyhotels.id is very updated about hotels and is also always included with the hotel reviews he recommends.

Furthermore, informant 5 expressed his opinion regarding the existence of the @dailyhotels.id account, according to him this is one of the informative hotel recommendation accounts. In addition, the @dailyhotels.id account can take the opportunity to develop by collaborating with hotels that can provide income for dailyhotels themselves. According to informant 5, @dailyhotels.id is also able to provide information regarding things that are needed by the community at this time, such as providing information on iftar package prices during the month of Ramadan.

"I think it's quite helpful, because dailyhotels also often holds giveaways and provides information about hotel promos and also information that is currently needed by the community, for example if during Ramadan the @dailyhotels.id account is always updated regarding iftar package prices at hotels". (Dara Shabira Putri, 17 March 2023)

The @dailyhotels.id account is used as a source of hotel information in Indonesia by its followers. Of course, in its implementation there are some advantages and disadvantages related to @dailyhotels.id which were conveyed by the four informants. Informant 3 conveyed the advantages of @dailyhotels.id namely by providing complete information related to hotels in Indonesia. According to informant 3, @dailyhotels.id not only provided information regarding room facilities but also provided information regarding breakfast, lunch and dinner promos. Informant 4 also stated that the advantage of @dailyhotels.id is

providing highlights on their Instagram profile. The highlights or highlights contain ongoing hotel events in collaboration with @dailyhotels.id.

Furthermore, informant 6 conveyed the advantages of @dailyhotels.id namely the caption provided by @dailyhotels.id also contains interactions with followers such as invitation sentences and also questions attached at the end of the caption. Furthermore, according to informant 5, @dailyhotels.id is an interesting social media because this account promotes hotels that are rarely promoted by social media in general and can help people find holiday references. According to informant 5 @dailyhotels.id is also very consistent in uploading feeds, stories and also reels and content displayed by @dailyhotels.id by providing reviews about hotels so that @dailyhotels.id followers can find out more clearly. Indirectly this can influence @dailyhotels.id followers to visit the recommended hotels.

The advantages conveyed by research informants refer to the consistency of posts and content presented by @dailyhotels.id. Consistency in this case has a very strong influence on a social media to show the activeness of its account. Apart from consistency, visual content can also have a good impact as a means of conveying messages related to information, recommendations and reviews about hotels. Not only the advantages of the @dailyhotels.id account, several research informants also expressed their opinions regarding the shortcomings of @dailyhotels.id.

Informants 3 and 5 conveyed the shortcomings of @dailyhotels.id, namely in posts that are always about information, recommendations and reviews about hotels. According to informant 5, entertainment content is also needed in a post so that @dailyhotels.id followers and other account users who see it don't feel bored with the content presented. Furthermore, according to informant 4, in terms of posts, dailyhotels should really prioritize the instastory section, which is often noticed by followers. According to informant 4, on average people are more dominant in viewing instastories than in the Instagram feeds that appear, so that @dailyhotels.id being more active on instastories will support interactions with followers.

"I think it's lacking in terms of posts. Maybe in a day you can add more content posted mainly on Instagram stories because the average person prefers to open stories rather than open Instagram feeds. With so many stories being uploaded, more people have also given input to their followers regarding these hotels. because sometimes I also see that only 1 story is uploaded a day." (Elfira Prasanti, 18 March 2023).

Followers @dailyhotels.id as recipients of information regarding a brand and product can help the decision-making process in buying. Not only as information recipients,

@dailyhotels.id followers also provide their responses in the comments column as a form of interaction with the @dailyhotels.id account. These interactions can take place widely and help the content management process that has been created.

Based on the results of the interview with informant 3, he explained that he had commented on @dailyhotels.id and mentioned his friend as a holiday reference. The response given by informant 4's friends regarding the recommendations given by informant 4 was that they were very enthusiastic and immediately had plans for a vacation. Because before giving comments in the comments column @dailyhotels.id, informant 2 first sorted and chose hotels in the city where he was vacationing (figure 9).



Figure 9: Informant 2 activity in the comment column
(Source: Personal documents of informant 2)

While informant 5 stated that he often told friends and relatives about the hotel he was going to visit. Informant 5 interacted by sharing or sharing @dailyhotels.id posts via DM (Direct Message). Furthermore, according to informant 5, sharing posts via DM can further clarify the content you want to see because it goes directly to the content needed (figure 10).



Figure 10: One form of informant sharing 3
(Source: Personal documents of informant 3)

After sharing with his friends, informant 5 also exchanged information and had discussions with his friends directly. Informant 5 stated that he often discussed recommendations and reviews about hotels with his friends while on vacation. Informant 5 and his friends both opened @dailyhotels.id accounts if they wanted to find recommendations regarding hotel accommodation.

A content management process that focuses on content and interaction through the @dailyhotels.id account by sharing one of the posts as well carried out by informant 3. Informant 3 stated that he often shared several posts @dailyhotels.id. Apart from that, informant 3 also held ongoing discussions directly to find common references via @dailyhotels.id posts. *"As for recommendations, I often send them to my sister for lodging references during the holidays via @dailyhotels.id posts."* (Jessica Barbara E.P, March 21, 2023)

The four informants chose to stick with Instagram as a medium for disseminating recommendations and re-sharing information obtained through the @dailyhotels.id account. Informants 3 and 5 are different from informants 4 and 6 who also interact through Instagram. Informants 3 and 5 were more active in spreading information by re-sharing several @dailyhotels.id posts. Furthermore, informants 4 and 6 were more active in interacting and disseminating information via the @dailyhotels.id comment column, but informant 3 had also interacted through the comments column and made mentions or tagging.

Apart from sharing content and comments, research informants followers @dailyhotels.id also respond to visual content @dailyhotels.id by giving likes. The interactions that have been carried out by @dailyhotels.id followers will form opinions. Existing opinions will encourage informants and other users to make several considerations and purchase decisions [20].

"My brother responded very well and was interested in the recommendations presented by dailyhotels and even wanted to try to come to the hotel that had been recommended." (Jessica Barbara E.P, March 21, 2023)

The interactions carried out by @dailyhotels.id followers can help the content management process and make information and recommendations about hotels widely disseminated [21]. Other users who were not previously aware of the information and the @dailyhotels.id account knows. Likewise with @dailyhotels.id followers, who previously did not know the recommendations and information related to hotels will become aware because

they saw the @dailyhotels.id account. @dailyhotels.id followers can find out information and recommendations through the content posted by @dailyhotels.id.

The involvement of @dailyhotels.id followers who are included in the content management process is encouraged because research informants believe that any information content, recommendations and reviews presented by @dailyhotels.id are credible and informative. According to informants 3,4,5 and 6, they said that by uploading informative content @dailyhotels.id they believed the recommendations provided by @dailyhotels.id. The four informants also acknowledged that the existence of @dailyhotels.id could also influence the community in making a purchasing decision and help determine the accommodation to be visited.

"Yes, of course information about hotel recommendations and also hotel promos. what makes me believe in dailyhotels' recommendations, one of which is from consistent posts and also Instagram story posts which show that he also works with hotel parties." (Jessica Barbara E.P, March 21, 2023)

Reliable information and sources are felt by each recipient of the information with various responses [22]. Followers can feel the content management that has been implemented starting from posting consistency, interesting content and good interactions through captions and instastories with @dailyhotels followers. Interactions built by optimizing features on Instagram can be considered effective in building engagement [23].

IV. CONCLUSION

The content management strategy for promoting hotels in Indonesia is carried out by @dailyhotels.id by presenting informative and objective content. Content posts containing information, recommendations and reviews about hotels aimed at @dailyhotels.id followers and other users. Content management by @dailyhotels.id fulfills the basic content management strategy, namely 1) developing a content management strategy before uploading content to be presented, 2) ensuring content creators can develop and publish content appropriately, 3) considering every content to be posted on the media Instagram social media and build interactions with followers, 4) empower content by utilizing Instagram's features, 5) provide good marketing channels to be able to change the preferences of potential customers and former consumers through Instagram social media.

Content management by @dailyhotels.id does not only provide visual content, but also creates relationships and interactions that are built between @dailyhotels.id and followers and other users. Interactions that are built through conversations that occur in the comments and instastory columns

Furthermore, relationships are built through @dailyhotels.id followers who share content by tagging or mentioning and sharing content posts with fellow followers or other Instagram users. The information that is shared will certainly invite various responses and responses and can encourage potential consumers to make purchasing decisions. Responses and responses to the visual content presented by @dailyhotels.id show that the @dailyhotels.id account has been used as a reference in choosing lodging and helping hotels to restore people's interest in staying at hotels after the COVID-19 pandemic.

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