



The Role of Instagram Social Media on the @tahuradjuanda.official account (Descriptive Study of Tourism Promotion & Environmental Preservation in the Ir.H. Grand Forest Park Area)

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Abstract

In everyday life, the presence of technology is inseparable. The development of technology for now has a huge impact. Social media is one of the technological developments that has a role to provide convenience for humans to communicate. Social media is one of the best ways to promote a tourist spot, one of the social media that many people have recently loved is Instagram. Instagram has become one of the most popular social media platforms in the world, with millions of users actively sharing photos and videos. One of the tourist attractions in Bandung is the Ir. H. Djuanda Grand Forest Park. Through Instagram, the management of the Botanical Forest Park can introduce various natural attractions, such as protected forests, trekking trails, and diversity of flora and fauna by utilizing existing features on Instagram, such as stories, reels, and hashtags, managers and users can jointly build a positive image of the Ir. H. Djuanda Botanical Forest Park area as an environmentally friendly tourist destination. Through this approach, it is hoped that public awareness of the importance of maintaining the natural beauty and ecosystems in the area will increase, supporting sustainable conservation efforts.

Keywords: Social media, Promotion, Preservation, tahuradjuanda.official

1. Introduction

The rapid advancement of information and communication technology continues to assert its relevance in daily human life. Technological progress today exerts significant influence, especially in sectors such as the economy, tourism, and interpersonal communication, which has become increasingly effortless ([Kuzman et al., 2024](#)). This technological growth has contributed to noticeable shifts in societal behavior. Long-held values and routines are beginning to evolve in tandem with the emergence of new digital tools. The transformation brought about by this kind of technology has effectively ushered the world into a new era. Furthermore, the process of interpersonal communication has become highly dependent on

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these technological changes. When properly harnessed, information technology—particularly through social media—plays a crucial role in social sustainability and economic dynamics, as much of human activity now revolves around digital platforms. Notably, social media use transcends temporal and spatial limitations, allowing individuals to connect anytime, anywhere, and through any device ([Fibrianto & Yuniar, 2019](#)).

Social media is a type of technological development used in everyday life, including by entrepreneurs in business. nalkan its efforts ([Clayton & Macdonald, 2013](#)). The use of social media is very helpful in the daily life of the community including in the management of a business. The use of social media for a business changes the way it communicates with the public or customers. Social media is a result of the rapid development of technology in this era. At the beginning of the 21st century, technology played a role in creating a variety of new things to make it easier to do a job in Society. Internet technology has played a major role in the development of communication in society with the creation of social media providing various facilities for. helps manage the business, process data, and distribute information. In this digital era that is constantly undergoing changes, social media has become a powerful platform for promoting various products and services ([Kumar & Smriti, 2024](#)).

With the ever-increasing development of technology, it should be utilized properly as well as in promoting the tourism potentials that exist in all regions of Indonesia because Indonesia is very rich in tourist destinations. tourist destinations, social media has a significant influence in increasing the attraction of foreign and domestic tourists in accordance with previous research on communication strategy analysis ([Tawaqal et al., 2024b](#)). Nowadays, conventional promotion is almost unreliable. Online social media, however, has become very important and easy to do as a support for regional tourism promotion. Tourism management must be supported using informative and re.pre.se.ntative means of promotion. It is good that the promotion of the region's tourism potential is of high quality, not just existing, it should be updated regularly, so that it becomes the main reference for tourists, both foreign and domestic, before finally choosing a tourist destination. Social media will provide word-of-mouth and be a helpful factor for the success of a promotion In promoting a tourist destination, it is unfortunate if promotion is not carried out by the parties managing the destination. Because in general in this e.ra era many young people want to explore new places as much as possible and that can be one of the strategic market targets. Social me.dia is one of the best ways to promote a tourist destination, one of the social me.dia that is currently loved by many people is Instagram ([Taufiq et al., 2024a](#)).

The wealth of destinations in Indonesia should be disseminated, and in this era it is easy to introduce it through social media, one of the tourist attractions in the Cikapundung River Basin Sub-Region and Citarum Watershed which stretches from Curug Dago, Dago Pakar to Curug Maribaya which is part of the Gunung Pulosari forest group. And in Bandung City there is a forest known as a conservation area, with the concept of a city forest, namely the Ir. H. Djuanda Forest Park, Instagram plays an important role in promoting tourism and environmental preservation. This park, which is known for its natural beauty and rich biodiversity, has become a strategic location to attract the attention of tourists through attractive visual content. Through Instagram, the Grand Forest Park can introduce various natural attractions, such as protected forests, hiking trails, and a variety of flora and fauna. The content generated by visitors also contributes to increasing the visibility of this park. Apart from that, this platform can be used to increase public awareness about the importance of environmental conservation, through



campaigns. who educates and inspires. Currently, Instagram is not only used for entertainment, besides being a popular social media, Instagram has also become a social media that has an important role in the promotional process in a business ([Tawaqal et al., 2024a](#)). By utilizing the features available on Instagram, such as stories, reels, and hashtags, managers and users can work together to build a positive image that can be applied to the Ir. H. Djuanda Forest Park area as an environmentally friendly tourist destination. Through this shortening, it is hoped that public awareness of the importance of maintaining natural beauty and ecosystems in the area will increasingly increase, supporting continued conservation efforts.

In this regard, it is important to explore how Instagram not only functions as a promotional tool, but also as a means to encourage active community participation in protecting the environment and making use of natural resources in a responsible way, the management of a tourism asset requires support and maturity as well as the seriousness of instructions from the government. rutama for in the field of tourism, to the extent that it will encourage new business in the tourism sector ([Tawaqal et al., 2025](#)). An important effort to support the development of the new tourism sector is the improvement of road access, the provision of facilities for tourism promotion management. new, infrastructure with several transportation options that are easy to use to reach tourist locations with the participation of investors and most importantly the development and support The dissemination of information through social media is actively and routinely carried out by management supported by the government ([Wiryany et al., 2023](#)).

2. Literature Review

In this study, the literature review presents a range of references, including books, journals, theses, academic papers, and other relevant sources that serve as the foundation for supporting information related to the research topic. A literature review is essentially a compilation of theoretical frameworks and references that underpin a research project. Its function is to provide a theoretical explanation in response to the core issues being examined. The main objective of conducting a literature review is to convey insights from previous studies that are relevant to the research being undertaken.

2.1 New Media Theory

New media theory, as proposed by ([Levy, 2013](#)), explores the evolution and transformation of media in the digital age. This theoretical framework presents two main perspectives, one of which is the social interaction perspective, which classifies media based on how closely it resembles direct, face-to-face communication. Pierre Levy interprets the World Wide Web (WWW) as an open, adaptive, and continuously evolving informational space that enables individuals to cultivate new ways of acquiring and constructing knowledge.

2.2 Model SMCR

[Berlo, \(1977\)](#) introduced a distinct communication model known as the SMCR model, which stands for Source, Message, Channel, and Receiver. This framework, also referred to as the content-oriented model of communication, focuses on identifying the core components involved in the communication process. It serves as a valuable tool for understanding the specific factors that influence communication, particularly in experimental contexts.

1. Source

The source refers to the originator of the message, commonly known as the communicator. While often representing an individual, a source can also include groups, organizations, or

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institutions. It plays the role of the encoder—the one who formulates and delivers the message.

2. Message

The message represents the content being conveyed, which holds meaning and purpose. It may serve to entertain, inform, educate, persuade, or even propagate certain views. Messages can be delivered verbally or nonverbally, either in face-to-face settings or through various forms of media. Other terms for message include content or information.

3. Channel

The channel is the medium through which the message is transmitted. In the digital age, the internet offers multiple forms of communication. Visiting a website represents mass communication; chatting through platforms like Yahoo! Messenger is interpersonal; while writing blogs or diaries exemplifies intrapersonal communication

4. Receiver

The receiver is the individual or audience who obtains the message sent by the communicator. This component is vital, as it represents the target of the communication process. Without the receiver, the act of communication would be incomplete.

2.3 Media Sosial and Instagram

According to ([Nasrullah, 2015](#)) social media refers to internet-based platforms that enable individuals to express themselves, interact, collaborate, exchange information, and engage in communication with others, ultimately forming virtual communities and social connections. In the field of promotion, social media functions as a powerful communication medium to disseminate information about tourist destinations to a broader public.

In today's digital landscape, social media has undeniably transformed how people communicate, significantly altering social behavior and interaction patterns. Its presence has reshaped traditional communication methods, offering new and more dynamic ways for communities to connect.

Instagram, as one of the leading social networking platforms, emphasizes visual storytelling to engage users. Through the sharing of images and videos, Instagram becomes an effective tool for marketing travel destinations, attracting potential tourists, and even promoting messages of environmental awareness and sustainability.

Previous research

Table 1. Previous research

No.	Author	Title	Research Results	Similarity	Difference
1	Yanti et al., 2024	social media deep promote right tourism in Bukit Lawang plantation village	social media in promote tourism , required HR training regarding skills and knowledge in develop marketing strategy digitalespecially with using social media according to the	Use of Qualitative Methods	Research Place

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			strategy that has been recommended		
2	Jayanti & Prawiro, 2024	Analysis of the Role of Social Media To Tourism in Agrotourism Mount Mas Bogor	effective social media strategy can increase Power pull Mount Mas as objective tourism , while also suggesting investigation more carry on about effect term social media length on loyalty tourists and influence demographics on social media usage in context tourist .	Use of Qualitative Methods	Research Place
3	Prasetyo et al., 2023	Utilization of Social Media as a Marketing Tool Village Tour	The right social media management strategy expected capable increase visit , boost economy local , and introduce potential village tourism . Manager must ensure interesting , informative and useful content capacity skills For optimizing social media in marketing village tour .	Use of Qualitative Methods	Research Place
4	Tawaqal et al., 2024b	Analysis of West Java Public Relations Communication Strategy In Delivery Information In The Digital Age	Adaptive and responsive communication strategies are essential in build image positive as well as increase transparency information among community . Findings study This expected can give recommendation for other institutions in developing communication	Use of Qualitative Methods	Research Place



			strategies in the digital era.		
5	Herlinawati et al., 2024	Tourism Cadre Digital Based in Village Blue East Subdistrict Cileunyi Bandung Regency Province West Java	Training and mentoring programs to cadre tour Village Blue Wetan which synergizes with BUMDES has increase knowledge and skills partner in manage the village website Tour Blue East , thing This seen from pretest and posttest results	Use of Qualitative Methods	Research Place

3. Research Method

3.1 Research Methods

This study adopts a descriptive qualitative research method, which aims to explain the role of Instagram as a platform for disseminating information—particularly in promoting tourist attractions. The research utilizes a qualitative approach, which focuses on observing natural phenomena as they occur. Since the study is conducted in a real-world setting without laboratory intervention, it falls under what is often referred to as naturalistic inquiry or field research.

As stated by ([Sugiyono, 2019](#)) the descriptive qualitative method is grounded in post-positivist philosophy and is used to examine natural conditions rather than experimental scenarios. In this approach, the researcher serves as the primary instrument of data collection. Triangulation techniques are employed to gather data from multiple sources, and the analysis process is inductive, focusing on qualitative interpretation. Rather than aiming for generalizability, this method emphasizes the depth of meaning in the findings.

The qualitative approach was selected for its ability to provide deep insights into both the internal mechanisms and external influences surrounding the use of Instagram. It also helps explain how these elements work together to optimize Instagram as an effective tool for promoting tourism destinations.

The study's findings are expected to present a strategic framework for utilizing Instagram to attract tourists through a qualitative descriptive lens.

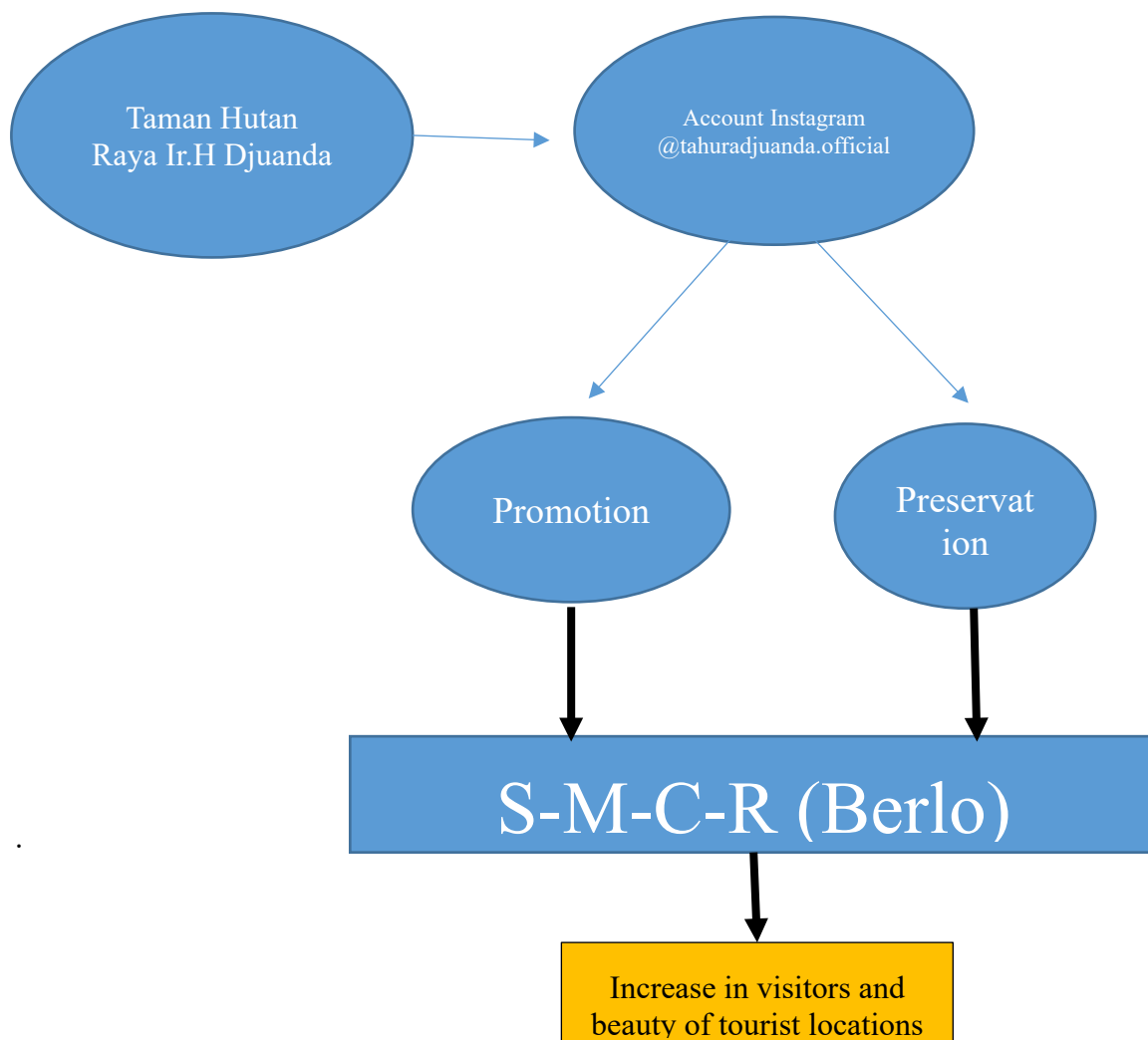
3.2 Thinking Framework

Explanation of the Framework of Thought according to ([Sugiyono, 2019](#)) means a conceptualization of the relationship between theories and factors identified from the problems experienced by the Company. The framework was created to form a common perception between researchers and readers of thoughts so that the resulting hypothesis contains logical research. The framework is obtained after the researcher determines the research concept, research object, research title, and the researcher examines the problems that occur.

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Furthermore, data collection uses interview, observation, and documentation methods. The main framework, which is used by researchers in the Ir. H Djuanda Grand Forest Park is the Instagram social media account on the @tahuradjuanda.official account.

From intagram social media produces a formulation studied by researchers, namely visitors / tourists can get clear and interesting information to visit and preservation that must be applied to visitors in order to maintain a tourist location that is comfortable for new visitors or by visitors who have visited the tourist spot and the theory used is SMCR (Berlo, 1977) to take a different approach to constructing, the SMRC theory model can be used to analyze how communication is carried out by the Instagram account to promote and preserve the Ir.H Djuanda Grand Forest Park area. This theory helps to see how the communication process between the source (Instagram account) and the receiver (followers or the general public) plays a role, as well as how the messages conveyed can be received properly through the social media channels used.



Picture 1. Thinking Framework

4. Findings and Discussions

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The results of the research show that the Instagram account @tahuradjuanda.official has a very large role in promoting tourism in the Tahura Juanda area. By using social media platforms, one of which is Instagram, this account has successfully attracted the attention of a wider audience, both from within and outside the country. The photos and videos posted show the natural beauty, tourist facilities, and activities that visitors can do in Tahura Juanda, such as hiking, cycling, and enjoying the natural scenery. In addition, the use of relevant hashtags such as #PariwisataTahuraJuanda. The high level of interaction, such as likes, comments, and shares, shows that the audience is very interested in the content that is shared. Many visitors express their experiences through comments and tags, which shows the positive influence of social media in building relationships with visitors and increasing their loyalty to this tourist destination. In addition to promoting tourism, the @tahuradjuanda.official account also uses social media to educate the public about the importance of environmental conservation. The content posted on forest conservation efforts, greening programs, and calls to keep tourist destinations clean received positive responses from the audience. Several campaigns, such as #CleanTahura and #ProtectTahuraNature, have succeeded in making visitors aware of the need to participate in preserving nature in the area. The social media account @tahuradjuanda.official has been proven to have a positive impact on increasing the number of visitors. Based on the results of social media monitoring, there has been a surge in the number of visitors to Tahura Juanda after the tourism promotion and environmental conservation campaign was launched. The visitors who came stated that they were more interested in visiting this location, but after seeing the information and pictures shared through social media. Social media plays a very important role in tourism promotion, especially in today's digital era. With a social media account like @tahuradjuanda.official, information about tourism can be shared more quickly and widely. Platforms like Instagram enable the visualization of natural beauty and tourist attractions in a very interesting way. The results of the research show that the use of social media to promote tourism is beneficial because the audience can interact directly, give feedback, and share their experiences. This creates a closer relationship between the tourist site manager and the visitor. User interaction on social media found in this research shows that social media not only functions as a one-way communication channel, but also as a tool that allows the audience to be actively involved. By sharing personal experiences, social media users can be seen as "influencers" who help introduce Tahura Juanda to a wider audience.

Seen with the reels collaboration feature, which is on the Instagram social media account @tahuradjuanda.official, the manager maximizes the Reels content collaboration feature well in order to promote tourism and environmental preservation in the Ir. H. Djuanda Grand Forest Park area, it has a big role with a mini documentary that introduces visitors to the natural beauty of the Grand Forest Park, while highlighting the conservation efforts carried out.



Picture 2. Instagram social media @tahuradjuanda.official

Seen by showing activities that can be done at tourist sites such as in one of the contents, such as painting in the Ir. H Djuanda Grand Forest Park, tree planting, animal monitoring, and the most popular for visitors is a leisurely walk on all tracks in the tourist sites. The @tahuradjuanda.official account manager utilizes the existing Reels feature because visitors can create content and produce an experience that can be shared and viewed on the official @tahuradjuanda.official account with the use of collaboration features in reels, in attracting other visitors and audiences are not only interested they can feel indirectly the same experience through the shared content. It also has an impact in raising awareness about the importance of preserving the environment while promoting the Ir. H. Djuanda Grand Forest Park as a responsible and sustainable tourist destination.

This phenomenon supports the theory that social media can increase awareness and accelerate the spread of information about new tourist destinations, especially among the younger generation who are very active on social media platforms, one of which is Instagram. The @tahuradjuanda.official account also uses social media to educate audiences about the importance of maintaining environmental sustainability. Therefore, social media managers must continue to add other strategies to the use of social media that is already underway, such as updating content regularly, creating attractive campaigns, and collaborating with influencers or communities who care about environmental conservation. In addition, it is important to specialize the account manager's role in spreading information through Instagram social media because, according to a source from one of the social media account managers, in an interview with the researcher, one of the obstacles is the lack of human resources in account management, so it is felt that if more attention is paid to the account, more results will be obtained.

5. Conclusion

Based on the results of the research conducted, it can be concluded that social media, especially the Instagram account @Tahuradjuanda.official, plays a very important role in promoting tourism and environmental preservation in the Tahura Juanda area. This account has succeeded in utilizing the social media platform to disseminate interesting information about the beauty of nature, tourist facilities, and activities that can be done by visitors, which in turn increases



the number of tourist visits. In addition, the @tahuradjuanda.official account is also effective in educating audiences about the importance of environmental preservation. Through campaigns, which focuses on environmental awareness, such as maintaining cleanliness and carrying out greening, social media has become an effective means for conveying conservation messages. High audience participation in various campaigns, shows that social media can function as a tool to encourage positive behavior related to nature conservation.

Overall, social media is not only a channel for tourism promotion, but also a powerful educational tool in conveying environmental conservation messages. The @tahuradjuanda.official account proves that with the right strategy, social media can increase public awareness of environmental sustainability and at the same time introduce tourist destinations to a wider audience.

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