Analysis of Pracima Tuin's Tourism Promotion via Instagram (Virtual Ethnographic at @pracima.mn)

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Abstract. Puro Mangkunegaran as a cultural heritage that implements the Renewable Energy Certificate (REC), has a leading tourist destination, namely Pracima Tuin, which has been revitalized. Pracima Tuin's tourism promotion is implemented via Instagram @pracima.mn. Visual ethnography is used to describe the phenomenon of digital society, by making participatory observations on Instagram @pracima.mn. The results of digital observations up to 13 July 2023 show that the visual content that Instagram followers @pracima.mn are interested in is visual content about workshop activities at Pracima Tuin, both in the form of digital posters and short videos. Apart from that, interest in visiting Pracima Tuin was also visible through the comments of followers. Instagram @pracima.mn also carried out a repost story strategy from other Instagram users to increase engagement. Suggestions for Instagram managers @pracima.mn can take advantage of the geo tag feature to maximize tourism promotion.

1 Introduction

Cultural tourism is a special attraction for tourists because cultural tourism not only displays the beautiful scenery of tourist destinations, but also presents historical stories. According to (Reisinger, 1994), cultural tourism can be defined as “special interest travel in which the culture of the host country is an important factor in attracting tourists” [1] Surakarta City as a cultural city is known to have a number of attractive cultural tourist destinations. One of them is the Puro Mangkunegaran Palace, which was founded in 1757. In terms of its history, the Salatiga Agreement marked the establishment of Puro Mangkunegaran by Raden Mas Said, who had the title Kanjeng Gusti Pangeran Adipati Arya Mangkunegara I [2]

Puro Mangkunegaran is not only the residence of the king and his family, but is also full of history and Javanese cultural values which contain symbols and meanings. [3] Another interesting fact from Puro Mangkunegaran is that the palace has been designated as the first

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cultural heritage to apply the Renewable Energy Certificate (REC) from PT. PLN (Persero). [4] This step is a form of commitment and real support from the palace in using clean energy sources to reduce carbon emissions [5].

Referring to the official website, the architecture of Puro Mangkunegaran has several main parts, including pamedan, pendaeng ageng, pringgitan, ndalem ageng, and keputren. In addition to the main parts of the palace, Puro Mangkunegaran has a garden in the northwestern part of the palace called Pracima Tuin. The garden in the Puro Mangkunegaran palace complex has existed since the Mangkuenagoro VI era and perfected by Mangkuenagoro VII. In the past, Pracima Tuin was used as a royal garden. Now, Mangkuenagoro X together with the Surakarta City Government, the Ministry of State Owned Enterprises and the Central Java Cultural Heritage Preservation Center oversee the process of revitalizing the palace garden, after conducting in-depth studies of cultural heritage. According to the Mayor of Surakarta, Gibran Rakabuming Raka, the revitalization of Pracima Tuin is aimed at encouraging this heritage tourism destination to become a center for sustainable cultural development and preservation. Pracima Tuin's revitalization received positive exposure from various media. After the revitalization of Pracima Tuin was completed, on January 21, 2023 the Puro Mangkunegaran palace garden was inaugurated and is ready to welcome tourists. Pracima Tuin is now present as a green open space that can be enjoyed by the public. The architectural beauty of Puro Mangkunegaran along with its historical and cultural stories, has become a magnet for domestic and foreign tourists.

In the current digital era, tourism promotion is intensively carried out with the support of social media. Instagram is seen as a strategic social media platform in promoting the tourism sector. According to (Atiko, Hasnah Sudrajat, & Nasionalita, 2016), the use of Instagram is able to create tourist awareness as a target market for cultural diversity and natural beauty [6]. In addition, the use of Instagram to promote tourist destinations is supported by the fact that there is a trend of increasing the number of Instagram users globally. Based on a report released by We Are Social, the number of Instagram users worldwide in January 2023 reached 1.32 billion users, an increase of 10.8% compared to the beginning of last year. Another interesting fact is that in early 2023 Indonesia is the country with the fourth largest number of Instagram users in the world, with a total of 89.15 million users [7]. This number presents a separate market opportunity for the tourism sector, to attract domestic and foreign tourists.

Tourism promotion via Instagram is also implemented to promote Pracima Tuin. Based on pre-research, the palace's official Instagram @puromangkunegaran has posted information about the revitalization of Pracima Tuin since November 12, 2022. This initial information was made by reposting short video content about the revitalization process published by the Mayor of Surakarta through his Instagram account @gibran_rakabuming. The re-post of the content received 2,072 likes and 20 positive comments from their followers. From November 2022 to July 4 2023, there have been five content publications about Pracima Tuin published via Instagram @puromangkunegaran.

Pracima Tuin's cultural tourism promotion was also carried out via Instagram @pracima.mn, which posted its first content on January 18, 2023. This study aims to analyze Pracima Tuin's promotion strategy as a cultural tourism destination via Instagram @pracima.mn.

2 Literature Review

The topic of this study is closely related to the discussion of tourism marketing. According to (Pomeroy et al, 2011) argues, tourism marketing is an activity carried out by tourism agencies to design, communicate, deliver and disseminate offers that have added value for customers, partners and communities without stopping. The tourism marketing mix
originally included four main elements, namely product/service, price, place and promotion to suit the needs and wants of tourists. [8]

2.1 Tourism Promotion

Tourism promotion is one element of the tourism marketing mix. As stated (Dolan, 2002), tourism promotion is achieved through effective communication by utilizing various media to convey an overview of a country's tourism, highlighting the advantages of tourist destinations, so that it is expected to be able to attract the attention of tourists to visit the country and buy these tourism products. Promotion Tourism relies on its main objective to provide information, as well as to persuade tourists to enjoy tourism programs provided by tourist destination managers. [9]

Meanwhile, Suryadana and Vanny (2015) argue that tourism promotion is generally a one-way flow of information with the aim of encouraging potential tourists or tourism business institutions to take actions that are able to create exchanges (buying and selling) in the marketing of tourism products. Promotional messages are conveyed by tourist destination managers to potential tourists through various media. Promotional messages are not only informative, but also designed persuasively so that potential tourists are interested in visiting tourist destinations. [10]

2.2 Instagram as Tourism Promotion Media

Instagram is one of the leading social media platforms to support tourism promotion. This is supported by the "visual power" that Instagram has. Instagram provides features that allow users to create interesting photos and short videos before uploading, with several features such as filters, visual effects, and other features. Instagram users can capture the experience of visiting a tourist destination through photos or videos, then modify it with the help of features such as filters, and post it. Through these posts, potential tourists can search for and respond to photo or video posts of other Instagram users who share their travel experiences. [11] The presence of these features supports tourism promotion because photos or videos about the beauty of tourist destinations can be shared with followers or other Instagram users. Instagram is seen as a social media platform that contributes effectively to tourism promotion because many tourists visit tourist destinations after seeing attractive photos from a tourist destination, uploaded by other Instagram users. [12] This is in line with the opinion of Jenkins (2003) that visual images are a powerful tool that can be used by tourism management organizations to implement all forms of tourism promotion. [13] This means that visual content about tourist destinations uploaded on Instagram can be one of the factors that influence tourists' decisions to visit tourist destinations.

3 Research Methods

This research is a qualitative research. According to Denzin & Lincoln (1994), qualitative research intends to interpret a social phenomenon that is researched and carried out by involving various existing methods, then describing it narratively. [14] According to Nasrullah (2014), the visual ethnographic method seeks to describe the phenomena of digital society, which focuses on the culture of digital society. [15] In this study, the visual ethnographic method was carried out using participatory observation digitally on the Instagram account @pracima.mn, as a medium for promoting Pracima Tuin.
4 Discussion

Based on digital observations until July 13, 2023, Instagram @pracima.mn is followed by 32,300 followers and has posted 56 contents. It is also known that Instagram @pracima.mn only follows two Instagram accounts, namely the official Instagram of Puro Mangkunegaran (@puromangkunegaran) and Mangkoe Nagoro X (@bhresudjiwo). The Instagram bio @pracima.mn displays information about the bio link tools that are connected to the reservation contact and location map. Instagram @pracima.mn posted its first content on January 18, 2023 featuring a photo of a fountain as one of the architectural attractions in the Pracima Tuin. The first content post received 604 likes and five comments.

4.1 Photo

Based on digital observations until 13 July, 2023, the majority of tourism promotion content posted on Instagram feed @pracima.mn is in the form of graphic content, especially photos. From the total 56 contents posted, 38 of the contents are photos, while the other 5 contents are digital posters. The single photo contents displayed in feed are dominated by architectural photos of the Pracima Tuin area, totalling 14 photos. The architectural photos include photos of the fountain which is the icon of Pracima Tuin, Bale Sisworini, Pracimawisik, gazebos and garden areas. The total likes of the 14 single photos of this architecture are 11,522 likes, with an average of 886 likes.

From the 14 single photos with architectural themes, 3 of the photos received the highest number of likes. The architectural photo that followers are most interested in (2,211 likes) is a photo of the front of the Pracima Tuin building and its fountain. The photo was posted on January 23, 2023, two days after the inauguration of Pracima Tuin, after the revitalization process was complete. This photo also received likes from Mangkoe Nagoro X Instagram account (@bhresudjiwo). This photo gets the most comments, among other content posted on feed. There were 45 comments on the photo, most of the comments asking questions about the conditions of the Pracima Tuin reservation.

![image](image_url)

Fig. 1. The architectural photo of Pracima Tuin which gets the most likes on the Instagram feed
Other architectural photos that received a large number of likes were Bale Sisworini's photo (1,232 likes), which was originally named Sisworini School as the first women's school in Puro Mangkunegaran, and Pracimawisik photo as a place for Mangkoeanagoro VII's body care and haircut.

Apart from architectural photos, other types of photos displayed on Instagram feed @pracima.mn are culinary photos of the royal family served at Puro Mangkunegaran. There are three single photos that introduce Puro Mangkunegaran's special culinary delights, one of which is Mangkoeanagoro VII's favorite culinary dish called *brubu* (618 likes), chicken steak with opor seasoning (372 likes), and *huzarensla*—a type of salad (245 likes). Not only posting interesting visual content, photos about Puro Mangkunegaran's special culinary are also supported by captions that explain the food composition, historical stories to the meaning behind the dish. The three single photos about the culinary delights of Puro Mangkunegaran received an average of 412 likes. Meanwhile, there are 7 special culinary photos of Puro Mangkunegaran displayed in carousel or multiple slide formats. Carousel special culinary photos get an average of 452 likes. This shows that Instagram followers @pracima.mn prefer visual content about Puro Mangkunegaran's culinary specials which are displayed in a carousel format. Carousel format content is also believed to be able to increase follower engagement on Instagram, when compared to single format content. Generally, carousel content presents more informative messages, so it can educate Instagram followers.

Other forms of single photos posted on Instagram @pracima.mn are photos of the beauty of the flora that grows in Pracima Tuin and their graphics, including Wijaya Kusuma flowers and frangipani flowers. The contents are posted along with a caption about the meaning of the flora when viewed from a Javanese cultural perspective. Based on digital observations, some comments were made by followers on graphic content or posted photos, generally show followers' wishes to visit Pracima Tuin, questions about history from architectural photos, to suggestions that reservation staff should be more responsive to answer potential tourists' question via comment.

Apart from displaying photos, Instagram @pracima.mn also posts graphic content in the form of digital posters. There are 5 digital posters posted on the Instagram feed with a total of 7524 likes and an average of 2508 likes with an average of 12 comments. The digital poster displays information about workshop activities at Pracima Tuin and special events at Puro Mangkunegaran.

The digital poster that got the most likes posted about an event titled "Mangkunegaran Soiree", which is an activity where visitors can enjoy the evening while drinking tea, herbs, or Puro Mangkunegaran's favorite snacks, while watching the Beksan Ballet performance—a blend of Western and Javanese cultures. The content was posted on July 4, 2023 and received 4638 likes with 45 comments. Most of the comments were in the form of followers' wish to immediately visit Pracima Tuin and take part in the "Mangkunegaran Soiree" event.

**Table 1.** The most popular category of graphic content on Instagram feed @pracima.mn (until July 13, 2023)

<table>
<thead>
<tr>
<th>No</th>
<th>Content Category</th>
<th>Total of content</th>
<th>Total of likes</th>
<th>Average likes</th>
<th>Average comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pracima Tuin workshop activities photo (carousel)</td>
<td>8</td>
<td>11294</td>
<td>1412</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Digital poster about workshop activities at Pracima Tuin</td>
<td>5</td>
<td>7524</td>
<td>2508</td>
<td>12</td>
</tr>
</tbody>
</table>
In addition to graphic content, Instagram @pracima.mn posts audio-visual content, in the form of short videos and photo collage clips. There are 5 short videos posted on Instagram feed @pracima.mn featuring several thematic workshop activities at Pracima Tuin, such as dried flower arrangement collage crafts workshops, Javanese calligraphy and script, postcard painting workshops for holiday greetings, to testimonials video from workshop participants. From a total of 5 short videos of the workshop, a total of 6237 likes were obtained, with an average of 1,247 likes. The interesting thing is that one of the short videos about workshop activities which was posted on April 28, 2023 received the most likes among the other short videos, totally 5,152 likes with 12 comments. The short video received likes from Mangkoenagoro X through his Instagram account. Almost all of the short videos about workshop activities show footage of the beauty of Pracima Tuin, cultural works (such as the process of painting batik motifs, writing calligraphy with Javanese script, and the art of gamelan music that accompanies workshop activities), expressions of joy from workshop participants learning with instructors, to the work of the participants who took part in the workshop. Short videos are edited with transition effects and supported with supporting music instruments.

In addition, there are three photo collage clips featuring a collection of photos from Pracima Tuin's activities that have been edited into one clip. The average likes of the 3 photo collage clips is 598 likes, with 3 comments. Thus, the audio-visual type of content that followers are more interested in is content in the form of short videos showing workshop activities and visits to Pracima Tuin.

**Tabel 2.** The most popular category of audio visual content on Instagram feed @pracima.mn (until July 13, 2023)

<table>
<thead>
<tr>
<th>No</th>
<th>Content Category</th>
<th>Total of content</th>
<th>Total of likes</th>
<th>Average likes</th>
<th>Average comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pracima Tuin workshop activity videos</td>
<td>5</td>
<td>6237</td>
<td>1247</td>
<td>4</td>
</tr>
</tbody>
</table>
4.3 Highlight

Pracima Tuin utilizes the highlight feature on Instagram to collect several stories that have been previously uploaded, so they don’t disappear within 24 hours and can be seen by followers. Based on digital observations, there are 3 categories of highlights on the @pracima.mn Instagram feed, namely announcements, events and manners. The announcement highlight featured a digital poster in the form of Pracima Tuin’s operational hours on holidays, which was posted on June 30, 2023. Meanwhile, the event highlight included a collection of 23 stories in the form of short videos or digital posters about workshop activities at Pracima Tuin and special events at Puro Mangkunegaran. The highlight of the event also reposted several stories uploaded by the workshop participants. In addition, the etiquette highlight shows a digital poster containing the dress requirements when visiting Puro Mangkunegaran.

4.4 Story

The story feature on Instagram @pracima.mn is mostly used to repost stories from visitors to Pracima Tuin or Puro Mangkunegaran in general. The majority of these stories post aesthetic photos of visitors walking around the palace gardens or share their experiences eating special culinary of Puro Mangkunegaran. The strategy of reposting visitor stories that visited Pracima Tuin can increase engagement on Instagram.

Apart from reposting, another thing that is implemented to support Pracima Tuin’s tourism promotion through Instagram is to include relevant hashtags to make it easier for other Instagram users to search, especially potential tourists. Almost all posted content, Instagram @pracima.mn includes hashtags. Some of the hashtags included in feed posts include #PracimaTuin, #PracimaMN, #PuroMangkunegaran. Even so, Instagram @pracima.mn has not utilized the geo-tagging feature to support Pracima Tuin’s tourism promotion.

5 Conclusion

Instagram @pracima.mn as a promotional medium for Pracima Tuin after being revitalized implements several promotional strategies by utilizing "visual power" through Instagram features. Based on the type of content posted, followers of Instagram @pracima.mn are interested in informative visual content that presents various workshop activities at Pracima Tuin. The visual content can be in the form of attractively digital posters or short videos about the experiences of workshop participants visiting Pracima Tuin. Some visual contents get a lot of likes, when the content is tagged or liked by Mangkoenagoro X through his Instagram account. Some of the comments submitted by followers show their enthusiasm for visiting Pracima Tuin, some even mentioning their friends or family to invite them to visit Pracima Tuin. This fact further strengthens the evidence that Instagram an effective social media platform for promoting tourist destinations. However, in this case, Instagram @pracima.mn has not utilized geo-tagging to optimize its tourism promotion. This can be a suggestion for the management of Instagram @pracima.mn so that in the future it can be maximized in supporting its tourism promotion.
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