Content Analysis of Brand Awareness Rural Tourism through Instagram Reviews

Diah Fitalina Syani[1], Ujang Sumarwan[2], Arif Imam Suroso[3]

[1,3]School of Business, IPB University, Jl. Raya Padjadjaran Bogor, Indonesia
[2]Department of Family and Consumer Sciences Faculty of Human Ecology IPB University

Corresponding Author: Diah Fitalina Syani

ABSTRACT

Tourism trends have shifted. The Covid-19 pandemic has caused a change from mass tourism towards alternative tourism that prioritizes nature and authentic culture, one of which is rural tourism. This research aims to determine the form of content, content characteristics, message effectiveness, and level of brand awareness of Pujon Kidul Rural tourism contained in tourist uploads on Instagram social media. This research design is exploratory with qualitative and quantitative content analysis methods. Data was obtained from the Instagram accounts of tourists who reviewed Pujon Kidul Rural tourism. The sample selection technique used in this research was purposive sampling of 200 posts. Quantitative data was processed using SPSS 25.0 and qualitative data was processed using Nvivo 12. The results showed that the most common form of content is images, personal Instagram accounts are more dominant in conducting reviews and use non-standard language, Instagram review messages are interesting, have the potential to raise awareness for holidays, and increase brand awareness of rural tourism. Tourist reviews are at the brand recognition level. Rural tourism managers must create product differentiation and make maximum use of social media platforms so that Pujon Kidul rural tourism is at the top-of-mind level.

Keywords: brand awareness, content analysis, Instagram, rural tourism, social marketing

INTRODUCTION

Tourism is an important sector for the regional development of a country. In 2019 the tourism sector contributed 4.8 % to Indonesia's Gross Domestic Product. The Covid-19 pandemic has disrupted all lines of activity, including tourism. There is a change in the trend of mass tourism towards alternative tourism. Tourists tend to go on holiday to tourist attractions that have beautiful natural views and authentic culture, one of which is rural tourism. This is marked by an increase in the number of rural tourism, in 2021 there will be 1,831 villages, in 2022 there will be 3,419 and in 2023 there will be 4,713 villages spread from the island of Sumatra to Papua with East Java as the largest location.

Aaker (1991), states that brand awareness is the ability of tourists to identify a brand, which can have an impact on tourists' decision making to visit. The higher the brand awareness, the more dominant it will be in the market (San Marti et al 2013). Tourists whose awareness has been formed will direct other tourists to visit or suggest certain destinations to friends and relatives (Konecnik and Gartner 2011; Zhang et al. 2020).

Social media platforms are the main information channels currently used by prospective tourists, and have become one of the main sources of online travel information (Kang 2018; Usaklı et al. 2017; Xiang and Gret 2010). Based on data from

We Are Social and Hootsuite 2023, the number of active social media users in Indonesia has reached 167 million (60% of the total population in Indonesia) with the time spent a day accessing social media of 3 hours 18 minutes. This data illustrates the high level of internet and social media adoption as well as the large opportunities for people to obtain and disseminate various information that can be accessed anytime and anywhere. Therefore, this research tries to map the level of brand awareness of rural tourism using Instagram content reviews and formulate appropriate policies for rural tourism managers.

Tourist destination review content via social media can be produced by companies or consumers (tourists). Although review content from companies has an influence on consumers, content created by consumers is a better determinant of attitudes and behavior, as individuals perceive it as more sincere and more reliable (Brown and Hayes 2008; Chen et al. 2013). The content of reviews from consumers can indirectly influence tourists' opinions of tourist destinations (Stoeckl et al. 2007; Urista et al. 2009). Consumers can be influenced by social media content, especially when comparing destination brands and making their final travel purchasing decisions (Kim and Chae 2018; Morosan and Bowen 2018; O'Connor 2008). The existence of interesting content reviews will make the public feel called to receive the message (reach). When a post has been delivered, it will stick to the target's memory about a brand, which becomes consumer awareness of a brand depending on the content of the message conveyed, which is known as brand awareness (Pranata and Pramudana, 2018). This brand awareness will be a follow-up in the future regarding consumer purchasing decisions.

The Covid-19 pandemic has caused a change in tourist behavior from mass tourism to alternative tourism with natural and cultural nuances, one of which is rural tourism. The number of rural tourism in Indonesia has increased over the past three years. In 2023, the number of rural tourism will be 4,713 villages spread from Sumatra to Papua. The province that has the largest number of rural tourism in Indonesia is East Java. Malang Regency is one of the districts in East Java that is very focused on developing the rural tourism sector. The growth of rural tourism in Malang Regency is very fast. Based on data from the Malang Regency Tourism and Culture Office, in 2018 the number of rural tourism in Malang Regency was 18 villages, in 2020 there were 20 villages, in 2021 it increased to 22 villages until in 2023 the number of rural tourism increased to 83 This is due to the One Village One Product, One Village One Destination program.

As the number of rural tourism increases, it is important for rural tourism managers to increase brand awareness, especially on social media, in creating a strong foundation in a competitive market. Research related to content form, account characteristics, message effectiveness, and level of brand awareness is important in helping rural tourism managers formulate competitive strategies with other competitors. Based on the description above, there are four problem formulations in this research, namely as follows:

1. What form and characteristics of Instagram content are used to increase brand awareness of Pujon Kidul rural tourism?
2. How effective is the Instagram content review message for Pujon Kidul rural tourism?
3. What is the level of brand awareness of Pujon Kidul rural tourism on Instagram social media?
4. What is the formulation of managerial implications that can be applied by rural tourism managers in increasing brand awareness?

LITERATURE REVIEW
Rural Tourism
A rural tourism is defined as a form of residential environment that has special characteristics, both natural and cultural,

where tourists can enjoy, get to know, appreciate and learn about the uniqueness of the village and all its attractions (Putri 2018). Based on the definition from (Kemenparekraf 2019), a rural tourism is defined as a village administrative area that has the potential and uniqueness of a unique tourist attraction, namely experiencing the unique life and traditions of rural communities with all their potential. Handayani et al. (2019) categorizes rural tourism into three categories, namely growing/startup rural tourism, developing rural tourism and developed rural tourism. In the current digital era, marketing rural tourism through social media is absolutely necessary (Hamzah 2013).

Brand Awareness
Surachman (2008) said that brand awareness is a consumer's ability to buy or remember that a brand is part of a certain category. Seo and Lim (2015) define awareness as the extent to which a particular brand can be differentiated among many other brands. An important aspect of brand awareness is placing the form of information in memory in the first position. According to Aaker (2013), to raise brand awareness among consumers, things are needed that can stimulate brand awareness. Aaker (1991) stated that from the brand awareness pyramid, there are 3 levels that describe the level of awareness of a customer, namely brand recognition, brand recall, and the highest is top of mind. Brand awareness of a tourist destination is also defined as the ability of tourists to remember a particular tourist destination among various locations, and differentiate it from others (Song 2013; Trembath et al. 2011).

Social Media
Nasrullah (2015) defines the word social media as a form of convergence bond between personal communication and public space media to share with anyone without any individual specificity. Therefore, social media can be said to be a collection of software that allows individuals and communities to play, gather, share and communicate. Social media is very important for the tourism industry. The existence of social media allows tourists to collect various information about the destinations they want (Hu and Wei 2013). Tourists make decisions about their final destination based on information collected from social media (Browning and Sparks 2013). This is confirmed by research by Cox et al. (2009) almost 80% of tourists rely on social media information to plan travel. Every day social media users are presented with tourist destination content shared by their friends (photos, videos, blogs, comments, etc.) and have a significant impact on brand awareness (Hutter et al. 2013, Halkias 2015).

Instagram
Instagram is a social media platform that allows users to exchange information through photo and video sharing features (Atmoko 2012). Instagram allows its users to interact globally through the features presented in it, such as liking photos or videos of other users, commenting, exchanging messages, and even for companies it can be used to get direct feedback from the audience in order to improve the company's marketing performance more quickly. . The important point that makes Instagram attractive for company marketing is because Instagram uses a visual based strategy which can help companies promote the goods or services offered through photos or videos (Huey and Yazdanifard 2014). Based on data released by Statista (2023), as many as 80% of companies around the world use Instagram as a marketing channel, both to sell products directly and to increase brand awareness.

Content Analysis
The content analysis method is a systemic technique for analyzing messages and processing messages, or as a tool for observing and analyzing the content of open communication behavior from selected

sources (Bungin 2011). According to Krippendorff (2019), the basic pattern of content analysis is used to look at media bias and effects, institutional constraints, implications of new technology, audience perceptions, public opinion, and how certain values, cultural depictions, and constructions of reality are distributed in society by relying on media messages. the masses as the cause of society's reciprocal reactions.

Online Consumer Reviews

Online consumer reviews are a form of word of mouth communication in online sales (Filieri 2015) where potential buyers receive information about products from consumers who have experienced the benefits of the product. Leveraging online word of mouth has the potential to reduce the uncertainty and ambiguity that consumers often face when evaluating products and services (Tao and Kim 2022). Online reviews, which can shape both positive and negative tourist perceptions and behavior, are not without their drawbacks. These weaknesses include issues such as limited information and context, which has the potential to lead to misinterpretation (Sotiriadis and Van 2013), a large amount of repetitive information in reviews which can

pose decision-making challenges for consumers (Wang et al. 2022) and the potential to influence crowding excessive in popular destinations (Xu et al. 2021).

Marketing Mix

According to Kotler and Armstrong (2014), the marketing mix is a set of tactical marketing tools that a company combines to obtain the desired response from its target market. Alma (2014) states that the marketing mix is a strategy for combining marketing activities to find the greatest combination to achieve satisfactory results. There is a difference between the marketing mix for service products and goods products, which lies in the additional elements of the marketing mix itself.

Conceptual Framework

This research uses an exploratory design carried out using the content analysis method. The data source comes from reviews of Instagram content related to Pujon Kidul rural tourism. The first analysis is the form of content, then the characteristics of the content, followed by message effectiveness, level of brand awareness, and managerial implications. The conceptual framework for this research is as follows:
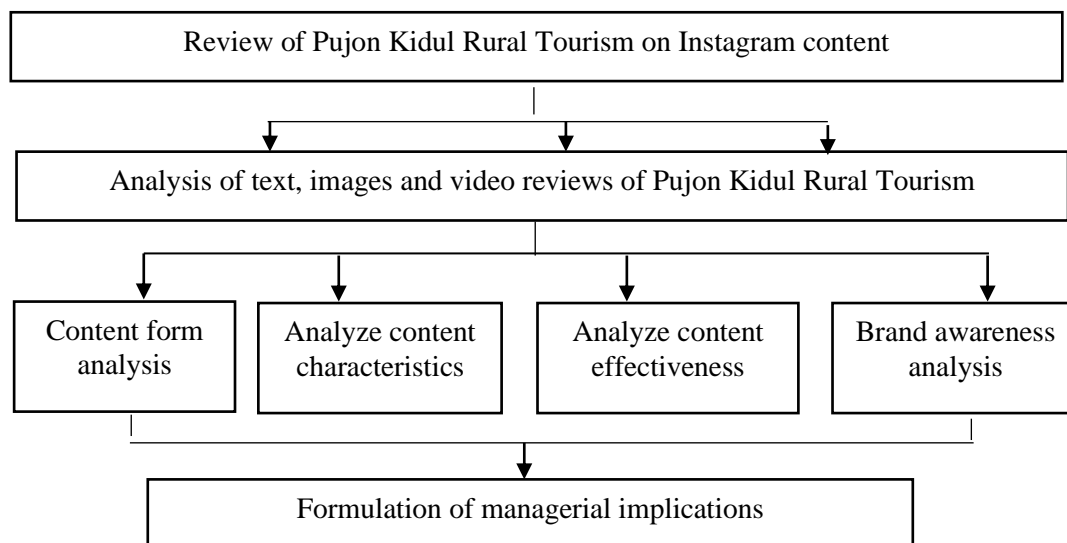

Figure 1. Conceptual framework

METHODS

This research uses qualitative and quantitative approaches. This research uses primary and secondary data types. Primary data was obtained from search results and observations of Instagram content review uploads related to Pujon Kidul rural tourism, while secondary data was obtained through books, journals and other literature relevant to the research topic. Review data is taken from reviews of Instagram content related to rural tourism on Instagram social media. Review data was collected using non-probability sampling using purposive sampling technique. Consumer review data is collected using data scraping techniques. Data was obtained by using the search by hashtag feature #desawisatapujonkidul and using the location feature of Pujon Kidul rural tourism on Instagram social media. Sampling of 200 favorite uploads on #pujonkidul village tourism and features of the location of Pujon Kidul rural tourism.

The techniques used in this research are descriptive analysis techniques and content analysis techniques. Descriptive analysis is used to provide product descriptions, identify keywords that frequently appear in reviews, while content analysis examines phenomena based on documents and draws conclusions. The data found was processed through data pre-processing, data coding, and data entry via Microsoft Excel 2013 then analyzed descriptively by frequency and cross tabulation using IBM SPSS Statistic 25.0. Apart from that, data in the form of Instagram uploads related to Pujon Kidul rural tourism was carried out. Qualitative data analysis was carried out using NVivo 12 to determine the distribution of words that were often used in reviews of Pujon Kidul rural tourism.

RESULT AND DISCUSSION

Content Form

Broadly speaking, Instagram content is divided into two, namely images and videos. From the research results, information was obtained that the percentage of forms of content most frequently found in reviews related to Pujon Kidul rural tourism is a form of image content (61.5%) and a form of video content (38.5%). Based on the results of observations made, researchers found two forms of image content, namely photos and posters. The image content used in conducting reviews regarding Pujon Kidul rural tourism is dominated by photos (60%) and posters (1.5 %) of the total form of content. Meanwhile, the form of video content chosen in conducting reviews regarding Pujon Kidul rural tourism is dominated by news (19.5 %) and vloggers (19%) of the total content.

Content Characteristics

Accounts that upload Pujon Kidul rural tourism on Instagram are divided into four categories, namely personal accounts, communities, agencies and companies. Based on data that has been analyzed, it is known that the review content of Pujon Kidul rural tourism is dominated by personal accounts with more than half (76%) of the total number of accounts. Accounts that upload content from Pujon Kidul rural tourism in order to increase *brand awareness* are dominated by (40%) user accounts that have followers between 1001-6000.

The majority of Instagram posts related to Pujon Kidul rural tourism were posted in 2023 (35.5%). From the research results, information was obtained that in 2023 Pujon Kidul rural tourism will slowly begin to revive, this is shown by the large number of tourists who provide reviews on Instagram. In second place, the highest number of publications was in the 2016-2019 period before the Covid-19 pandemic. Meanwhile, in 2020 the number of publications was the lowest, this was because during the Covid-19 pandemic there were travel restrictions, quarantine, closing of international arrival doors, and various other regulations to prevent the spread of the corona virus.

In this study, the number of *likes* was divided into four categories. Based on the data that has been analyzed, Instagram posts from Pujon Kidul rural tourism (30.5%)

received less than 20 *likes.* The number of comments on the research was divided into three categories, namely less than ten comments, more than ten comments, and no comments. This categorization is considered from all analyzed Instagram posts that do not have too many comments. Most of the Instagram posts related to Pujon Kidul rural tourism received no comments at all, then a third of Instagram posts (39.5%) had less than or equal to ten comments, and in last place (15%) Instagram posts had more than 10 comments.

Data in the form of content and number of likes were analyzed using cross tabulation. The forms of content are categorized into photos, posters, news and vloggers. If described, there are forms of content such as tourist selfies, photos of natural landscapes, posters of rural tourism activities, travel videos, news videos and vlog videos. Table 1 shows that the percentage of content in the form of photos (60%) has the highest number of likes in the category of number of likes ≤ 20. Meanwhile, the percentage of news content forms (20%) has the highest number of likes in the number of likes category in the 21-60 range. Then, the percentage of vlogger content (19%) has a number of likes in the number of likes category > 200. Meanwhile, the percentage of poster content (2%) has the lowest value. Based on the results of the chi-square test, the p-value was 0.02, where the p-value was $\leq\alpha$ (0.05). This shows that there is a significant positive relationship between the form of content and the number of likes.

Table 1 Cross-tabulation test results between content form and number of likes

Content Form	Number of likes				Total	%
	≤ 20	21-60	61-200	>200		
Photo	42	32	27	19	120	60%
Poster	2	1	0	0	3	2%
News	11	12	10	6	39	20%
Vloggers	6	8	7	17	38	19%
Total	61	53	44	42	200	100%
Pearson Chi-Square	0.020					

Data on the number of likes and number of comments were analyzed using cross tabulation. Table 2 shows that the highest percentage of correlation between the number of likes and the number of comments is in the category of number of likes ≤ 20 and there is no number of comments with a total percentage value of 31%. The number of likes in the 21-60 category with no comments has a total percentage value of 27%. The number of likes in the category ranges from 61-200 with a number of comments ≤ 10 has a total percentage value of 22%. Meanwhile, the number of likes in the category ranges > 200 with the number of comments > 10 has a total percentage value of 21%. Based on the results of the chi-square test , the p-value was 0.000, where the p-value $\leq\alpha$ (0.05) so that there was a significant positive relationship between the number of likes and the number of comments on reviews of Pujon Kidul rural tourism.

Table 2 Cross-tabulation test results between the number of likes and the number of comments

Number of likes	Number of comments			Total	%
	≤ 10	> 10	There isn't any		
≤ 20	15	0	46	61	31%
21-60	24	0	29	53	27%
61-200	27	3	14	44	22%
> 200	13	27	2	42	21%
Total	79	30	91	200	100%
Pearson Chi-Square	0,000				

This research also examines the relationship between the number of followers and the number of likes which is analyzed using cross tabulation. Table 3 shows that the

highest percentage of correlation between the number of followers and the number of likes is in the number of followers category range 1001-6000 and the number of likes range 61-200 has a total percentage value of 40%. The number of followers in the category ≤ 1000 with a number of likes ≤ 20 has a total percentage value of 33%. Number of followers in category > 16000 with number of likes > 200 has a total percentage value of 22%. Meanwhile, the number of followers in the category ranges from 6001-16000 with a number of likes of 61-200 has a total percentage value of 6%. Based on the results The chi-square test obtained a p-value of 0.000 where the p-value $\leq\alpha$ (0.05) so that there was a significant positive relationship between the number of Instagram account followers who provided reviews regarding Pujon Kidul rural tourism and the number of likes for posts from reviews.

Table 3 Cross-tabulation test results between the number of followers and the number of likes

Number of Followers	Number of likes				Total	%
	≤ 20	21-60	61-200	> 200		
≤ 1000	38	19	7	1	65	33%
1001-6000	21	23	25	11	80	40%
6001-16000	2	3	4	3	12	6%
> 16000	0	8	8	27	43	22%
Total	61	53	44	42	200	100%
Pearson Chi-Square	0,000					

Table 4 shows data on the number of followers and the number of comments analyzed using cross tabulation. The highest percentage of correlation between the number of followers and the number of comments is in the number of followers category range 1001-6000 and number of comments ≤ 10 has a total percentage value of 40%. The number of followers in the category ≤ 1000 with no number of comments has a total percentage value of 33%. Number of followers in category >16000 with number of comments > 10 has a total percentage value of 22%. Meanwhile, the number of followers in the category ranges from 6001-16000 with a number of comments ≤ 10 has a total percentage value of 6%. Based on the results chi-square test obtained a p-value of 0.000 where the p-value $\leq\alpha$ (0.05) so that there is a significant positive relationship between number of followers and number of comments.

Table 4 Cross-tabulation test results between number of followers and number of comments

Number of Followers	Number of comments			Total	%
	≤ 10	> 10	There isn't any		
≤ 1000	20	0	45	65	33%
1001-6000	39	8	33	80	40%
6001-16000	5	3	4	12	6%
> 16000	15	19	9	43	22%
Total	79	30	91	200	100%
Pearson Chi-Square	0,000				

In this study, the use of hashtags was divided into three categories, namely ≤ 10 hashtags, 11-20 hashtags, and > 20 hashtags. From the research results, it was found that the number of hashtags ≤ 10 had the highest percentage of 67%. The number of hashtags ranges from 11-20 with a value of 21.5% and the number of hashtags >20 has a percentage of 11.5%.

Based on the data obtained, there were 316 different hashtags from all Instagram upload reviews of Pujon Kidul rural tourism. In this study, NVivo 12 software was used to see the words that appeared most frequently. The processed results can be in the form of word frequency and word cloud. There is the word "length" which means the length of the number of words, the word "count" is the number of letters in the word, and "percentage" describes the percentage of word occurrences out of all words. Table 5 shows the results of the hashtags selected from the top five. The word most used in hashtags is #desawisatapujonkidul 115

times, followed by #pujonkidul 60 times, #malang 57 times, #exploremalang 44 times, and finally #cafesawah 40 times.

Table 5 Word Frequency of Hashtags in Reviews of Pujon Kidul rural tourism on Instagram social media

Word	Length	Count	Weighted Percentage (%)
#pujonkidulruraltourism	21	115	3.89
#pujonkidul	11	60	2.03
#malang	7	57	1.93
#exploremalang	14	44	1.49
#cafesawah	10	40	1.35

Based on data obtained from Instagram content review captions, Pujon Kidul rural tourism selected words from the top five values. The words most frequently used in captions were pujon at 2.11%, followed by kidul at 1.77%, wisata at 1.73%, Malang at 1.42%, and sawah at 1.29%.

Table 6 Word Frequency of Reviews of Pujon Kidul Rural tourism on Instagram Social Media

Word	Length	Count	Weighted Percentage (%)
wisata	6	144	2.34
malang	6	114	1.85
sawah	5	86	1.4
jalan	5	45	0.73
lokasi	6	32	0.52

Evaluate Content Messages

Evaluation of Instagram upload content messages related to Pujon Kidul rural tourism refers to Durianto et al. (2004). *Direct Rating Method* (DRM) as a direct ranking method, this variable was studied independently by researchers with reference to several factors, namely attention, readthroughness, cognitive, affections, and behavior.

Based on the results of the analysis of the attention aspect, it is known that 75% of the Instagram review content of Pujon Kidul rural tourism is considered interesting and 25% is considered uninteresting. In evaluating the readthroughness aspect, 71.5% of Instagram content related to reviews of Pujon Kidul rural tourism used non-standard language, while the use of standard language was 14.5% and mixed language in Instagram reviews was 14%. In evaluating the cognitive aspect of Instagram review content, it is known that the majority of content includes more than one piece of information, namely 34.5% in the form of advice and solutions, advice (27%), complete (12%), solution (11.50%), warning and solutions (5.5%) and warnings and advisories at 4.5%. From these results it can be concluded that Instagram content reviews related to rural tourism are dominated by appeals or invitations to visit rural tourism and provide holiday solutions to Pujon Kidul rural tourism. In evaluating the affective aspect, the analysis results show that the majority of Instagram content (75.5%) raises awareness about going on holiday, creates feelings of happiness (24%), and causes fear/worry (0.5%). The results of the analysis of the behavioral aspect evaluation show that the majority of Instagram review content is related to rural tourism, 80% of which has the potential to increase awareness of Pujon Kidul rural tourism. Meanwhile, 20% of Instagram review content has little potential in increasing awareness of Pujon Kidul Rural tourism.

Effectiveness of Brand Awareness

The measurement of the brand awareness level of Pujon Kidul Rural tourism was analyzed using a brand awareness pyramid. Measuring the level of brand awareness starts from awareness of brand, brand recognition, brand recall, to the final stage, namely top of mind.

a. **Unware of Brand.** The research results showed that 75% were aware of the existence of rural tourism. Apart from

that, 173 Instagram posts or around 86.5 % also knew about the existence of Pujon Kidul rural tourism. This is shown by tourists writing hashtags related to rural tourism or Pujon Kidul rural tourism in Instagram post reviews.

b. **Brand Recognition.** At the logo and symbol awareness stage, 64.5 % were aware of the logo and symbols that characterize Pujon Kidul rural tourism, while 35.50% did not know the logo and symbols. From the research results, 56% of tourists showed the natural beauty in Pujon Kidul Malang Rural tourism. Meanwhile, 43.5 % did not know specifically that Pujon Kidul rural tourism has beautiful natural attractions. Based on the research results, only 2% are aware of or recognize cultural tourism in Pujon Kidul rural tourism, while 98% do not recognize cultural tourism. As many as 59% discussed artificial tourist destinations and were dominated by reviews regarding rice field cafes. Meanwhile, 41% did not discuss the artificial tourist destinations owned by Pujon Kidul Rural tourism. Based on the research results, only 2.5% discussed accommodation facilities in Pujon Kidul rural tourism. This can mean that the majority of tourists who come to Pujon Kidul rural tourism do not last more than one day. There were 97.5 % who did not discuss or comment on accommodation in Pujon Kidul Rural tourism.

c. **Brand Recall.** From the research results, it is shown that the percentage of Instagram posts that can state the superiority of Pujon Kidul rural tourism compared to similar competitors is only 3.5%. Meanwhile, 96.5% of other Instagram posts did not mention advantages compared to other rural tourism. This shows that tourists tend not to be able to state the advantages of Pujon Kidul Rural tourism compared to similar competitors. This can be an opportunity for the management of Pujon Kidul rural tourism to continue to improve the uniqueness of its products and services so that potential tourists are able to define the superiority of Pujon Kidul rural tourism compared to others. The research also tested the extent to which tourists include Pujon Kidul rural tourism as a reference for planning their next holiday. The research results showed that only 13.5% of Instagram posts planned or included a visit to Pujon Kidul rural tourism in planning their next holiday. Meanwhile, 86.5 % did not use Pujon Kidul Rural tourism as a reference in planning their holidays.

d. **Top of Mind**. In this research, to find out the top of mind, Pujon Kidul rural tourism is divided into two, namely the emergence of the brand in the minds of tourists, and repeat visits. Based on the results of the analysis, it shows that the percentage of Instagram uploads is 9% which raises the brand (Pujon Kidul rural tourism) in the minds of tourists. Meanwhile, 91% did not include it. This shows that Pujon Kidul rural tourism is not the only tourist destination that appears first in tourists' minds. From the research results, information was obtained that 3.5 % made repeat visits to Pujon Kidul rural tourism. Meanwhile, 96.5 % did not make repeat visits. This shows that the majority of tourists who come to Pujon Kidul rural tourism tend to only come once and have not used it as a reference for repeated vacations.

Managerial Implications
Based on the results obtained from research processing and analysis, several strategies can be formulated that can be useful in increasing *brand awareness of rural tourism using the marketing mix* method. The application of the 7Ps can influence purchasing decisions as in the research of Ulfah *et al.* (2016).

Products. The dominant products from Pujon Kidul rural tourism that are known to tourists are natural tourism products and artificial tourism. The product attributes offered in Pujon Kidul rural tourism tend to

be the same as other rural tourism or similar tourism. There needs to be additional unique destination products that differentiate and become a characteristic of Pujon Kidul rural tourism.

Price. Pricing must be competitive and must generate profits. Transparency of prices and information about a tourist destination needs to be displayed on social media to make it easier for potential tourists to consider a tourist trip.

Place. In the Instagram review content of Pujon Kidul rural tourism, the average tourist said that the destination was categorized as good but access to Pujon Kidul rural tourism tended to be small and narrow. This can be used as input for managers to pay attention to travel access to Pujon Kidul rural tourism.

Promotions. Pujon Kidul rural tourism is advised to increase the intensity of posting promotions or discounts on the official Instagram account of Pujon Kidul rural tourism, especially at certain times such as school holidays and holiday holidays. In the fairly tight competition for rural tourism in Malang Regency, promotion needs to be one of the factors that must be maximized. This can maximize the social media accounts you have such as (*Facebook, Instagram, TikTok and Twitter*). It is recommended that promotions use videos which can provide a more dynamic and interactive tourist experience compared to static images. Tourists are more likely to be interested in interacting with content that moves and has audio-visual elements.

People. There is a need for human resource training related to understanding rural tourism products and services. Involving local communities in the marketing and development process of rural tourism can increase their sense of ownership and participation. This can create a spirit of togetherness and strong support to build and promote destinations effectively.

Process. The services provided by Pujon Kidul rural tourism are in the good category. Providing unique and quality services can help rural tourism differentiate themselves

from other tourist destinations. Apart from that, there needs to be a good and fast response to tourist complaints both directly and on social media. Good service and response create a positive experience for visitors.

Physical Evidence. Pujon Kidul rural tourism has ample parking space and adequate public facilities. However, maintenance of these public facilities is still limited, giving the impression of uncleanness in the minds of tourists. Apart from cleanliness, clear signs and directions around the rural tourism can help visitors to explore the area easily. Designing attractive and informative signs can help convey messages about the attractiveness of rural tourism, usually in the form of maps of rural tourism. Distributing maps of rural tourism can be done in the form of posters on social media so that if potential tourists want to visit, they don't experience confusion while traveling in rural tourism.

CONCLUSION

Based on the results of research and analysis, it was found that the form of content most often used in reviewing Pujon Kidul rural tourism was in the form of photos. Photos taken by tourists play an important role in memories of a destination which are integrated into the narrative, thereby helping increase brand awareness. This research also examines the characteristics of Instagram review content. Personal accounts are the type of account ownership that most often uploads reviews regarding Pujon Kidul rural tourism with an average follower of between one thousand one to six thousand followers and the most publication time was in the year two thousand two three. Based on research results, the information most often included in review content is advice and suggestions. The form of content in the form of videos produces more likes and has the potential to increase brand awareness because it is able to communicate messages quickly and clearly. Apart from that, the higher the number of likes for Instagram content, the

greater the number of comments. The more followers there are then the number of comments and likes will increase, this makes Instagram content potentially more memorable for users.

From the research results, information was obtained regarding the effectiveness of the Instagram review content of Pujon Kidul rural tourism as follows: most of the review content is attractive with the use of striking colors and clear Instagram captions. The language used in delivering reviews is non-standard language that is easy to understand and close to potential tourist targets. The knowledge conveyed in this review of Pujon Kidul rural tourism consists of two pieces of information in the form of advice and suggestions which are related to each other so as to form a strong memory for the reader in accordance with consumer perceptions. Most of the review content creates a sense of awareness about making tourist visits and has the potential to change behavior, namely visiting rural tourism.

The level of brand awareness of Pujon Kidul rural tourism is at brand recognition. The average tourist Instagram review content posted on Instagram social media is only able to recognize the rural tourism, logo and symbols and products offered by Pujon Kidul rural tourism. Meanwhile, the brand recall stage of mentioning advantages and including references in holiday planning is still weak. Apart from that, Pujon Kidul rural tourism is still far from achieving top of mind rural tourism in Malang Regency. This is because the product attributes offered by Pujon Kidul rural tourism tend to be the same as other rural tourism so that there is no unique differentiation and it does not appear in the minds of tourists the first time they hear the word rural tourism.

The formulation of managerial implications that can be applied by tourism village managers in increasing brand awareness can use the 7P marketing mix method, namely product, price, place, promotion, people, process, and physical (evidence). Pujon Kidul rural tourism products must have characteristics and be differentiated from other rural tourism. Determining affordable prices for all groups of tourists and the need for information packages on rural tourism products on Instagram social media. Tourist attractions that are clean, safe, comfortable and easy to reach by public transportation. Pujon Kidul rural tourism is advised to increase the intensity of posting promotions or discounts on the official Instagram account of Pujon Kidul rural tourism, especially at certain times such as school holidays and holiday holidays. Posts with videos have more potential to attract users' attention because they can convey messages quickly and clearly and have the potential to increase awareness of the rural tourism brand. Human resource training also needs to be improved. If employees have a good understanding of the potential and attractiveness of a rural tourism, they can play a role in creating a positive impression on visitors. A unique form of service is also needed to increase brand awareness by wearing clothing typical of rural East Java and there needs to be a quick response to tourist complaints both directly and via social media. Finally, there are adequate facilities and infrastructure such as parking, toilets and rest areas, so as to provide comfort for visitors when touring. Tourists who are satisfied will tend to give good reviews and have the potential to invite other people to visit the rural tourism.

REFERENCES

1. [Kemenparekraf] Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia. 2019. *Buku Pedoman Desa Wisata Edisi Ke-1*. Jakarta. Kemenparekraf.
2. Aaker AD. 2013. *Manajemen Pemasaran Strategis*. Jakarta: Salemba Empat.
3. Aaker DA. 1991. *Managing Brand Equity*. New York, NY, USA: Free Press.
4. Alma B. 2014. *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta

5. Atmoko BD. 2012. *Instagram Handbook.* Jakarta: Media Kita.

6. Brown D, Hayes N. 2008. *Influencer Marketing: Who Really Influences your Customers.* New York: Routledge.

7. Browning V S K, Sparks B.A. 2013. The influence of online reviews on consumers attributions of service quality and control for service standards in hotels. *J. Travel Tour Mark.* 30(1/2):23–40. doi:10.1080/10548408.2013.750971.

8. Bungin, Burhan (Ed). 2011. *Metodologi Penelitian Kualitatif: Aktualisasi Metodologis ke Arah Ragam Varian Kontemporer.* Jakarta: Rajawali Pers.

9. Chen CY, Chen TH, Chen YH. 2013. The spatio-temporal distribution of different types of messages and personality. doi:10.1007/s11069-012-0468-y.

10. Cox C, Burgess S, Sellitto C, Buultjens J. 2009. The role of user-generated content in tourists' travel planning behavior. *J. Hosp Mark Manag.* 18(8):743–764. doi:10.1080/19368620903235753.

11. Durianto D, Sugiarto, Budiman L J. 2004. *Brand Equity Ten*: *Strategi Memimpin Pasar*. Jakarta: PT Gramedia Pustaka Utama.

12. Filieri R. 2015. What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of Business Research.* 68(6):1261-1270. doi:10.1016/j.jbusres.2014.11.006.

13. Gartner WC, Ruzzier, M K. 2011. Tourism Destination Brand Equity Dimensions: Renewal versus Repeat Market. *Journal of Travel Research.* 50(5):471–481. doi:10.1177/0047287510379157.

14. Halkias G. 2015. Mental representation of brands: a schema-based approach to consumers organization of market knowledge. *Journal of Product dan Brand Management.* 24(5):438-448. doi:10.1108/JPBM-02-2015-0818.

15. Hamzah,Y. I. 2013. Potensi Media Sosial Sebagai Sarana Promosi Interaktif Bagi Pariwisata Indonesia. *Jurnal Kepariwisataan Indonesia.* 8(3):1-9.

16. Handayani S, Jamhari, Waluyati LR, Mulyo JH. 2019. Kontribusi Pendapatan Agrowisata Padi Sawah Terhadap Pendapatan Rumah Tangga Pada Berbagai Kategori Desa Wisata. *Journal of Agribusiness and Rural Development Research.* 5(1):32-41.

17. Hu F.Wei G. 2013. The impact of the knowledge sharing in social media on consumer behaviour. *Thirteen Int Conf. Electron. Bus.* 1(1):71–102. https://www.semanticscholar.org/paper/THE-IMPACT-OF-THE-KNOWLEDGE-SHARING-IN-SOCIAL-MEDIA-Hu Wei/4872632aa590f1aea9a812731fbc574c7f370737

18. Huey LS, Yazdanifard R. 2014. *How Instagram Can Be Used As A Tool In Social Network Marketing.* Kuala Lumpur: College of Art and Technology-(SNHU) Program HELP.

19. Hutter K, Hautz J, Dennhardt S, Füller J. 2013. The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. *Journal of Product dan Brand Management.* 22(5/6):342-350. doi:10.1108/JPBM-05-2013-0299.

20. Kang J. 2018. Effective marketing outcomes of hotel Facebook pages: the role of active participation and satisfaction. *Journal of Hospitality and Tourism Insights.* 1(2):106–120. doi:10.1108/JHTI-10-2017-0003.

21. Konecnik, M., *dan* Gartner, W. C. 2007. Customer-based brand equity for a destination. *Annals of Tourism Research.* 34(2):400–421. doi:10.1016/j.annals.2006.10.005

22. Kotler P, Armstrong G. 2014. *Manajemen Pemasaran Edisi ke-15.* Jakarta: Erlangga.

23. Krippendorff, K. 2019. *Content Analysis: An Introduction to Its Methodology (Ed. 4).* Los Angeles: SAGE Publications.

24. Nasrullah, Rulli. 2015. *Media Sosial: Persfektif Komunikasi, Budaya, dan Sosioteknologi.* Bandung: Simbiosa Rekatama Media.

25. Pranata, I. W., & Pramudana, K. A. 2018. Peran Kesadaran Merek (Brand awareness) Dalam Memediasi Hubungan Iklan Oppo dengan Niat Beli Konsumen. *E-Jurnal Manajemen Unud*, 7 (10), 5230-5257.

26. Seo, Y.G, Lim, S.H. 2005. Research on retail brand value elements and the relationship with the customer preference, satisfaction, and repurchase intention. *Distrib. Study.* 11:71–96. doi:10.3390/su10020431.

27. Song Z, Su X, Li L.2013. The indirect effects of destination image on destination loyalty intention through tourist satisfaction and perceived value: The boot strap approach. *J. Travel Tour. Mark*. 30:386–409.

28. Sotiriadis, M.D, Van Zyl C. 2013. Electronic word-of-mouth and online reviews in tourism services: The use of twitter by tourists. Electron. *Commer Res*.13: 103–124. doi:10.1007/s10660-013-9108-1

29. Statista. 2019. Reach Rate Of Brand Instagram Stories And Posts Worldwide In 2019 By Account Size. [diakses 2023 Jul 29]. https://www.statista.com/statistics/1180332/instagram-stories-reach-rateworldwide accountsize/#:~:text=In%202019%2C%20brands%20with%20over,reach%20rate%20of%208.4%20percent.

30. Surachman. 2008. *Dasar-dasar Manajemen Merek*. Malang: Bayumedia Publishing.

31. Tao S, Kim H.S. 2022. Online customer reviews: Insights from the coffee shops industry and the moderating effect of business types. *Tour. Rev*. 77:1349–1364. doi:10.1108/TR-12-2021-0539.

32. Trembath R, Romaniuk, J., Lockshin, L. 2011. Building the destination brand: An empirical comparison of two approaches. *J. Travel Tour. Mark*.28:804–816.

33. Ulfah I., Sumarwan U., & Nurrochmat D. R. (2016). Marketing mix factors that influence the desire to purchase fruit beverages in the city of Bogor. *Indonesian Journal of Business and Entrepreneurship (IJBE)*

34. Usaklı A, Koç B, So¨nmez S. 2017. How "social" are destinations? Examining European DMO social media usage. *Journal of Destination Marketing and Management*. 6(2):136–149. doi: 10.1016/j.jdmm.2017.02.001.

35. Wang C, Liu S, Zhu S, Hou Z. 2022. Exploring the effect of the knowledge redundancy of online reviews on tourism consumer purchase behaviour: Based on the knowledge network perspective. *Curr. Issues Tour*. 26:3595–3610. doi:10.1080/13683500.2022.2142097.

36. Xiang Z, Gretzel U.2010. Role of social media in online travel information search. *Tourism Management*. 31(2):179–188. doi: 10.1016/j.tourman.2009.02.016.

37. Xu H, Lovett J, Cheung LT, Duan X, Pei Q, Liang D. 2021. Adapting to social media: The influence of online reviews on tourist behaviour at a world heritage site in China. Asia Pac. *J. Tour*. 26:1125–1138. doi:10.1080/10941665.2021.1952460.

38. Zhang, Y., Li, J., Liu, C.-H., Shen, Y., *dan* Li, G. 2020. The effect of novelty on travel intention: the mediating effect of brand equity and travel motivation. *Management Decision*. 59(6):1271-1290. doi:10.1108/MD-09-2018-1055.

******