

## Social Media Instagram Solo Safari as an Iconic Image Tourism in Information and Entertainment Media

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### ABSTRACT

As a tourism icon in Solo, in order to maintain its image among the people, Solo Safari builds interaction relationships through social media strategies, namely Instagram. The aim of this research is to find out how the social media strategy is implemented by solo safari.id account is used to disseminate information to the audience and find out how much influence it has on the quality of communication relations with the public. This research uses a content analysis method with a qualitative approach and a critical paradigm with theoretical analysis of social media strategy in the book *The Social Media Bible: Tactics, Tools & Strategies For Business Success*, proposed by Lon Safko and David K. Brake. The results of this research show that from January 2023, the creation of the Instagram account @solosafari.id until December 14, 2023, presents various content that implements the four pillars of social media strategy. Implementation of the entertainment pillar delivered through games or challenges, implementation of the collaboration pillar delivered through collaborative activities with brands, implementation of the education pillar delivered with knowledge about animals, implementation of the information pillar delivered through tour content and activities at Solo Safari.

**Keywords:** *Social Media, Instagram contents, Social media strategy*

### INTRODUCTION

The Indonesian government has realized the significance of the tourism segment in expanding the financial development of both locales and nations. This can be clarified in Law No. 10/2009 Article 4 on national tourism improvement, which points to extending financial development, making strides in people's welfare, and overcoming people's issues such as destitution, unemployment and protecting nature, environment, and characteristic assets, development culture and raise the nation's picture. As of now, the media is one of the weapons used to represent the location of a tourist (Mustari et al., 2021). The media alluded to here is social media Instagram, a frame of social organizing that can share photographs and recordings, Instagram can moreover be utilized as a branding or special media, one of which is tourism. The picture is the impression, feeling, or picture of the open towards a company or organization, an intentionally made impression of a protest, individual, or organization. (Wulandari, 2020)

Computerized media is presently used by companies or organizations to share data. One of them is through Instagram social media, which is right now utilized by everybody. Social media is utilized not only to discover data but can moreover be utilized to discover amusement. Instagram may be a stage that encompasses a tall request since it presents sound, visual, and sound visuals that are bundled to communicate messages to the gathering of people. Based on information from social media clients distributed by [www.wearesocial.com](http://www.wearesocial.com), Indonesia has 99.15 million Instagram clients, which is higher than the number in the past year (Ramadhani et al., 2023).

The information comes about clarify that 52.3 percent of Instagram clients are ladies, whereas 47.7 percent are men. The utilize of social media and Instagram are utilized to trade and spread data. Each Instagram account, in dispersing data, does its best to draw in the consideration of the gathering of people, one of which is the Solo Safari Instagram account. Based on information collection on December 14, 2023, the @solosafari.id Instagram account has 64.1 thousand adherents. The @solosafari.id Instagram account began with transferred substances in January, and until now, each day, Solo Safari transfers substances of different sorts. Solo Safari employs the welcoming "Hello there, Creature Companions" when uploading its substance. The welcoming can be taken into consideration and characterizes Solo Safari. The substance is exceptionally vital since it decides the evaluation of the quality of the substance from the gathering of people.

Solo Safari is found within the eastern portion of Solo, close to the Karanganyar border. Solo Safari, already known to the open as Taman Satwa Taru Jurug, maybe a traveler fascination that was built in 1878. Solo Safari creates a tourism segment in which there are different species of creatures and plants. Solo Safari could be a common tourism concept in which people can walk around and see creatures that are encompassed by huge shady trees. A Solo Safari may be a zoo in which one is able to discover different sorts of animals, from herds of monkeys to numerous sorts of feathered creature species. A long time prior, in 1983, since the presence of the Sriwedari Zoo was now not in agreement with the improvement of the city within the center of Surakarta, it was moved to Jurug

Stop. Solo Safari is one of the play areas that will gotten to be the modern symbol of Solo.

The revitalization of Taman Satwa Taru Jurug (TSTJ) or Jurug Solo Zoo in Solo, Central Java, caused TSTJ to shut for 6 months until the conclusion of 2022. Solo Safari was revived in early 2023 with a diverse plan and format compared to some time ago. As of now, Solo Safari zoo looks cleaner, tidier, and well-maintained. In the past, TSTJ had experienced decay in guests since one of them was moreover the effect of the widespread presently Solo Safari could be a tourism symbol once more from guests outside the locale. The presence of social media can give data about Solo Safari to the public by pressing curious substances. This investigation alludes to a few references related to social media procedures from past inquiries within the shape of theses and diaries. The primary past investigation on social media technique is a diary entitled "Prfmnews Instagram Social Media Methodology." This inquiry was composed by (Julyanto & Ismail, 2023). This investigation centers on the brand identity and brand picture built by the @prfmnews Instagram account. This inquiry about employment clearly uses subjective investigation methods to analyze the application of social media methodologies carried out on the Instagram account. Within the moment ponder, specifically "Examination of Speedtuner's Social Media Technique (Case Study on Instagram Account @speedtuner\_indonesia), this investigation was written by (Reza Juliansah et al, 2021) This investigation centers on the @speedtuner\_indonesia Instagram account, which is one of the primary car clothing brands in Indonesia. This is about employing the meet strategy to discover more about the social media procedure on the @speedtuner\_indonesia Instagram account. This research explains how the Instagram account can be effectively associated with shoppers and how it can utilize the Instagram stage as a medium to promote its products.

This investigation centers on the substance transferred on @solosafari.id Instagram nourishes within the shape of sound, visual, and sound visual as well as with content captions, which all point to spreading data and amusement. This inquire about centers on how Solo Safari interatomic with its adherents through its substance. In more detail, this ponder recognizes and analyzes solosafari.id's social media technique in spreading data to the gathering of people and to discover how much impact it has on the quality of communication relations with the community through substance based on the

four columns of social media procedure proposed by Lon Safko and David K. Brake in his book entitled *The Social Media Bible: Tactics, Tools & Strategies For Business Success*, counting data substance, instructive substance, collaboration substance, and amusement substance.

## LITERATURE REVIEW & THEORY

### *Public Relations*

Open Relations, agreeing to Kotler (2013) in Arhan Shaleh, may be a program that points to advance and keep up the picture of company or organization data on items or passed on to the open. Concurring to Howard Bonham ((Shaleh & Furrie, 2020), it is additionally clarified that open relations is the craftsmanship of making an open understanding of a company so that it can make believe.

Concurring to Riel and Fombrun, the part of open relations in a company is in building a positive and appealing picture with partner bunches and building a solid brand notoriety as well as creating strategies and notoriety capital Susanto&Setyanto, (Indah et al., 2023). Open relations within the commerce world are an exceptionally vital part of the business. In presenting an item, trade proprietors must be able to work imaginatively and imaginatively. Public Relations, separated from having the work of carrying out exercises related to changing states of mind, recognitions, and personal behavior towards organizations or brands, is additionally mindful of setting up great relations with the open. These endeavors are to construct astuteness and pass on the organization's states of mind and activities to the open. (Theodoridis & Kraemer, n.d.)

### *Social Media*

Social media comprises of web-based applications created based on the philosophy and innovation establishments of Web 2.0. Social media empowers the creation and trade of user-generated substances (Drus & Khalid, 2019). Utilizing the Internet and web-based advances, social media changes broadcast media monologs (i.e., one-to-many) into social media exchanges (i.e., many-to-many). Social media within the book *The Social Media Book of Sacred Texts* by Safko and Brake is assembled into 15 categories, to be specific:

- a. Social Organizing

- b. Recordings
- c. Sound
- d. Livecasting
- e. Gaming
- f. Aggregators
- g. Productivity Applications
- h. Virtual Universes
- i. Microblogging
- j. Photo Sharing
- k. See
- l. Interpersonal
- m. RSS
- n. Convenient
- o. Disperse

In this case, the Instagram account @solosafari.id is included within the Social Organizing category, specifically Instagram.

#### *Instagram social media*

Albarran (2013) in (Shaleh & Furrie, 2020) said that Instagram could be a social organizing site created in 2010. Instagram is utilized to require photographs and, after that, alter them utilizing the accessible impacts, and these photographs can be shared or transferred. Agreeing with Salamoon (2012), Instagram is an application made for smartphone proprietors so that having a camera on their smartphone can be valuable and not unsuccessful since Instagram is utilized to share their photographs and recordings. In sharing photographs, Instagram too has an curiously characteristic, to be specific the photo borders in a square shape, which is comparative to Kodak Instamatic and Polaroid pictures, which contrast from the 16:9 viewpoint proportion presently ordinarily utilized on cellphone cameras. Instagram is still portion of Facebook permits us to take after companions on Instagram. (Sari & Fasa, 2023)

## METHODOLOGY

Researchers used qualitative research methods with content analysis methods and critical paradigms and grouped content types based on the four pillars of media content strategy. Researchers collect data by observing and analyzing the content of @solosafari.id's Instagram content. Researchers also make direct observations of the object of research using the content analysis method. Through content on Instagram @solosafari.id, such as video reels, and video series on IGTV, researchers use a critical paradigm by observing, analyzing, and examining the existing reality.

Researchers used data analysis techniques with the Milles and Huberman model, namely, data researchers analyzed while the research was in progress. According to Sugiyono (2014), the Miles and Huberman model describes the stages of data analysis techniques, namely:

1. Data Reduction. To facilitate researchers in selecting data and taking the next step, data reduction is needed. Data reduction obtains data that has been summarized, sorted out which includes the main data.
2. Data Presentation. Data can be presented in the form of pictures, charts, tables, and graphs. The goal is to help researchers easily organize the results of their research so that they are easy to understand.
3. Conclusion. Researchers present data and organize data clearly and in detail, and the final step is to draw conclusions from the research.

## RESULTS AND DISCUSSION

Solo Safari's Instagram social media is one of the places for companies to share videos and photos that aim to provide information related to Solo Safari zoo.



Figure1. Solo Safari Instagram

Source: Instagram @solosafari.id, captured on December 14, 2023

Table 1. Solo Safari content from January to December 14, 2023

Content Type	Amount of Content
-Entertainment Content	18 Content
-Collaboration Content	9 Content
- Educational Content	33 Content
- Information Content	89 Content

Source: Processed by Researcher

The following are the results of observations by researchers in the Solo Safari Instagram content based on the four pillars of social media strategy in the book *The Social Media Bible : Tactics, Tools & Strategies For Business Success* (2009:673) proposed by Lon Safko and David K. Brake:

#### *Solo Safari Instagram Entertainment Content Analysis*

Solo Safari Zoo's social media is a place for companies, one of which is to provide entertainment through interestingly packaged content in order to build closeness with

the audience. Being one of the tourist attractions in Solo, Solo Safari is active in managing its Instagram social media. The entertainment content presented on Solo Safari's Instagram is displayed more in the form of videos uploaded on Instagram as video reels. The videos of entertainment content presented themselves also refer to a lot of information and promotion of Solo Safari. The content is packaged into videos that are clear, interesting, exciting, and not too long in duration so as not to be boring for Solo Safari Instagram followers.

The results of research conducted by researchers from January to December 14, 2023, there were 18 entertainment contents with various themes presented. Solo Safari's jargon is Closer, More Beautiful, More Modern. Through the form of these contents, the public, especially Solo Safari followers, can be entertained. When a message conveyed can be quality entertainment material, social media will be favored, and the content is always awaited by the audience. The existence of entertainment content provides a means to get closer to the audience. (Lon Safko and David K. Brake, 2009)



Figure 2. Solo Safari Entertainment Content

Source : Instagram @solosafari.id

One of the entertainment content presented is guessing; the content is uploaded in the form of photos, which present puzzles and questions for the audience. This content is one that gets high interest from solosafari.id Instagram followers. Based on the following content uploaded on September 22, 2023, it received a response of 139 likes and 96 comments. The entertainment content presented is also one of the challenges held by Solo Safari. The existence of this content builds interaction with the audience, they can

comment on answering questions given through the photo. The entertainment content presented is also very related to Solo Safari, namely about animals. The form of response given through likes and comments is a form of successful interaction with the audience.



Figure 3. Solo Safari Entertainment Content

Source : Instagram @solosafari.id

As for the entertainment content presented through video, the content was uploaded on September 27, 2023. This entertainment content is packaged into games for Solo Safari visitors. Visitors are invited to play guessing satway with the first letter O. The 39-second upload of entertainment content received 326 likes and 16 comments. The answers to the questions about the animals are available at Solo Safari Zoo. Apart from being entertainment content, the content is also educational content. Audiences can gain insight into the animals, and the video creates a desire for audiences to visit directly to meet the animals mentioned. The video content is packaged attractively, lightly making us as audiences comfortable with the content. Edited and presented in the form of short videos that are not boring.

#### *Content Analysis of Solo Safari Collaboration*

The importance of sharing collaborative content on Instagram accounts. This can provide a positive opportunity for Solo Safari to brand the zoo. This form of collaboration is also one way to maintain the image of the zoo tourism icon in Solo, which has always existed,

namely Taman Jurug. Collaboration posts on Solo Safari's Instagram until December 14, 2023 there were 9 uploads, namely with IAPVC 2023. IAPVC 2023 is a competition for the public to display photo and video works with the theme of wild and protected animals. This activity is held in the context of education and environmental conservation and is organized by Taman Safari Indonesia. Collaboration with Bank Mandiri, Mahabodhisolo, @monikaarum\_makeup, @sekolahkreatifsdmuh18ska, MILK- IDO and others.



**Figure 4. Solo Safari Collaboration Content**

*Source : Instagram @solosafari.id*

Researchers analyzed the content of one of their collaborations as the object of research, namely "Safari Goes To School". Collaboration is an effort to plan, implement, and evaluate programs where stakeholders take collective action to achieve team goals. The Solo Safari "Safari Goes To School" program collaborates with SD Muhammadiyah 18 Surakarta Creative School, a series of events carried out such as animal introductions, animal education, playing games and taking pictures with animals. The collaboration content was uploaded on Instagram feeds on September 25, 2023. The upload included the hashtags #solosafari, #solosafarizoo, #tamansafarisolo, #liburankesolo, #wisatasolo, #wisatasoloraya, #safarihostoschool got 152 likes by Instagram users.

In addition, the collaboration content found on the @solosafari.id Instagram feed is a collaboration with MILK-IDO. The collaboration is a coloring competition event while on vacation at Solo Safari. The pillar of collaboration, according to the theory put forward

by Lon Safko and David K. Brake (Kusuma, 2019), is related to the cooperative relationship carried out by brands with certain communities or other brands. Social media refers to a new media term that uses technology to create open interaction, participation, and collaboration where each party has the same opportunity to attract public interest and attention by paying attention to the uploaded content. In the collaboration content with MILK-IDO, it got 595 likes and 38 comments from Instagram users.



Figure 5. Solo Safari Collaboration Content

Source : Instagram @solosafari.id

Collaborative content with Solo Safari Zoo is one of the efforts to enliven visitors. Through collaborative content, it is also intended to build trust with brands or startups to start collaborating with Solo Safari. The MILK-IDO x Solo Safari "Coloring Competition" collaboration activity is not the first time such an activity has been done before. Collaborative activities like this make the Instagram platform attract the attention of @solosafari.id's Instagram followers, especially children, to take part in these activities. By applying business competition strategies, interactions in the form of collaboration can be analyzed using game theory. In game theory, there are "rules" for cooperation, and these rules are best applied if each party contributes proportionally. Therefore, cooperation can be interpreted as an alternative competitive strategy and cooperation related to something positive.

According to Dan Lattimore, Otis Baskin, Suzette T. Heiman, and Elizabeth L. Toth

in (Julyanto & Ismail, 2023), the use of technology as new media is to create interaction, participation, and collaboration where each party can have the same opportunity to develop ideas, opinions and experiences. Collaborative content can create benefits and have a good impact by increasing the number of followers or viewers on the Solo Safari Instagram account. The example of MILK-IDO collaboration content is one of the content shown to children, where the zoo is a place for children and family recreation, so it can be used to invite children out there to visit Solo Safari.

### *Information Content Analysis of Solo Safari*

Informational content is content that aims to convey and share information related to the company or organization. The information content is aimed at the audience, so in its creation, information content must be interesting, light, and not wordy (Nafsyah et al., 2022). In the information content uploaded by Instagram @solosafari.id from January 2023 to December 14, 2023, there are 89 information contents which contain various things, for example, information on bundling tickets, new rides, menus, and prices, schedules of activities or activities, Solo Safari locations and so on. Researchers take examples of information content that is packaged to be interesting on Instagram @solosafari.id, namely as follows:



**Figure 6. Solo Safari Information Content**

*Source : Instagram @solosafari.id*

On Instagram @solosafari.id informs many activities such as coloring

competitions, morning yoga activities, safari art, grebeg syawalan and others. This information content aims to provide information and invite the public to participate in enlivening the activities carried out by Solo Safari. In order to preserve culture and commemorate the month of Shawwal. The information content of Grebeg Syawalan Solo Safari was uploaded on May 06, 2023. The information content is about Grebeg Syawalan activities, which will be held on May 07, 2023. The upload also clearly informs the activities. The content received 678 likes and 24 comments.



Figure 7. Solo Safari Information Content

Source : Instagram @solosafari.id

Another informational content is the All You Can Eat Buffet called "Safari Senja". The content is packaged into a video with a duration of 35 seconds. The information content shows the excitement and togetherness when enjoying the Buffet at Solo Safari. The Safari Senja content explains that Solo Safari has opened a new concept and shows how fun and beautiful it is to enjoy the All You Can Eat Buffet with a view of dusk. Through information content that is packaged to be interesting in the form of videos, this atmosphere makes Instagram users, especially Instagram followers @solosafari.id, interested and want to take part in these activities with family or partners. The information conveyed is clear, entertaining, and comprehensive when it comes to Solo Safari and eating videos. The information is also conveyed through captions that explain the validity days, prices, times, and numbers that can be contacted when making

reservations.

*Educational Content Analysis of Solo Safari*

Educational content is aimed at the audience to provide knowledge and help easily convey messages that can be useful. According to Safko and David K. Brake (2009), educational content on social media can build relationships or bonds with target audiences with the educational content created on social media that can be useful as a form of continuous knowledge-sharing process. Educational content on social media: Instagram @solosafari.id There are 33 uploads to its feeds in the form of photos and video reels are uploaded. In general, Instagram @solosafari.id uploads more educational content related to animals found at Solo Safari. Examples of educational content on Instagram @solosafari.id are uploads of Parrots and Wallabies.



**Figure 8. Solo Safari Educational Content**

*Source : Instagram @solosafari.id*

The upload provides education regarding parrots; the upload on May 31, 2023, received 249 likes and 16 comments. The educational content is written with educational and interesting captions using language that is easy for all groups to understand. Animal education content can provide knowledge to the public regarding the history of parrots; for children who learn to know animals and adapt to new environments, education like this can increase children's knowledge about the animals in Indonesia. The caption also states that the parrot is one of the endangered bird species. In addition to getting to know

animals through social media, education regarding endangered animals means that we, as an audience, can contribute to preserving endangered animals, namely by visiting Taman Safari to convey funds for visiting animal food. -animals there. According to Susan (2011) (Julyanto & Ismail, 2023), content indicators that are considered unique are those that can provide useful information through online media.



Figure 9. Solo Safari Educational Content

Source: Instagram @solosafari.id

Apart from animals, the educational content on Instagram @solosafari.id is content about national or world anniversaries. One of the educational content delivered by @solosafari.id is the commemoration of Youth Pledge Day. The post uploaded on October 28, 2023, provides knowledge regarding the anniversary of the Youth Pledge with a post uploaded by a young man and an elephant. The post's caption states that the commemoration of Youth Pledge Day inspires Indonesian youth to become the front guard in protecting animals and nature. In this case, it shows how Instagram @solosafari.id educates its followers to participate in protecting and preserving what we already have, namely animals and nature. Through this post, it can provide understanding for the audience and followers of @solosafari.id about the importance of young people in preserving animals and nature, in this case Solo Safari is a place for the community to protect animals and nature. Attracting tourists who follow Instagram @solosafari.id who want to see the animals preserved by Solo Safari directly.

## CONCLUSION

Based on the results of research and discussions carried out by previous researchers with

theories that support research regarding content analysis on the Instagram account @solosafari.id, it can be concluded that researchers use the concept of four pillars of social media strategy in analyzing Instagram content @solosafari.id. The Solo Safari Instagram account includes content that is packaged to be interesting and presented to the audience using captions that are light but easy to understand. On Instagram @solosafari.id, it was found that there are four pillars of social media strategy that are carried out as a form of interaction with the audience, namely information content, educational content, collaboration content, and entertainment content. Based on researchers' observations, of the four pillars of social media strategy, the content most frequently uploaded by the @solosafari.id Instagram account is informational content, namely 89 pieces of content. In presenting content, @solosafari.id greets the audience with the greeting "Hi Animal Friends." the greeting in the caption of each upload is something new, which is an advantage on Instagram @solosafari.id compared to other zoo Instagram accounts. This greeting is a form of communication strategy carried out by Solo Safari to brand and maintain the image of a zoo tourism icon.

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Suggestions for research so that in the future it can be better and reduce errors from what occurred before. Based on the observations that have been made, the researcher put forward suggestions including 1) Researchers can analyze Solo Safari's strategy in building interaction with the audience through in-depth interviews with the Instagram account manager @solosafari.id 2) In the future, it would be better if they could increase and expand their reach through the media digital, namely social media, not just Instagram, you can be more active in using other social media such as Facebook, Twitter, and TikTok

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