

Analysis Of Instagram Virtual Tour Online Engagement Of National Parks In Indonesia

Virga Tria Ilahana¹, Arzyana Sunkar², Eva Rachmawati³

¹(Forest resource conservation and eco tourism, Graduate School/ IPB University, Indonesia) ²(Forest resource conservation and eco tourism, Graduate School/ IPB University, Indonesia) ³(Forest resource conservation and eco tourism, Graduate School/ IPB University, Indonesia)

Abstract:

Background: Virtual Tourism Is A Form Of Digital Technology Development That Is Applied To Promote A National Park. Promotion Using Instagram Will Attract The Attention Of The Audience To Visit National Parks. However, Analyzing Online Engagement Of Virtual Tourism Video Content Is Important For The Success Of National Park Online Promotional Media. This Study Aims To Determine The Level Of Engagement Rate Of National Park Instagram Followers Towards Virtual Tourism Videos.

Materials And Methods: This Research Was Conducted In June 2022 – July 2022 Online On An Active National Park Instagram Account Through Social Media Tracking With Quantitative Descriptive Analysis.

Results: It Was Found That There Are 47 National Park Instagram Accounts With Different Number Of Posted Videos. The Percentage Of Virtual Tourism Videos Is Smaller Than Videos That Are Not Virtual Tourism, Which Is Only 7.9%. The Selected Virtual Tourism Videos Have Variative Engagement Rate Of Post (ERP). The National Park With The Highest ERP Value Is Aketajawe Lolobata National Park (19.47%), While The National Park With The Lowest ERP Value Is Gunung Merbabu National Park (0.55%).

Conclusion: The Majority Of National Park Virtual Tourism Videos Are Classified As Videos That Have Moderate ERP Value Which Influenced By The Number Of Likes And Comments. To Increase Likes, Adding Music, Camera Movement Variation, Hashtags And Mention Are Needed. To Increase Comments, National Park Managers Can Package Virtual Tourist Videos Into Contested Content. Increasing ERP Value Is Important In The Promotional Content Of A Tourist Destination So That The National Park Is Better Known And Increases The Opportunity To Visit The National Park.

Key Word: National Park, Online Engagement, Virtual Tourism Video

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I. Introduction

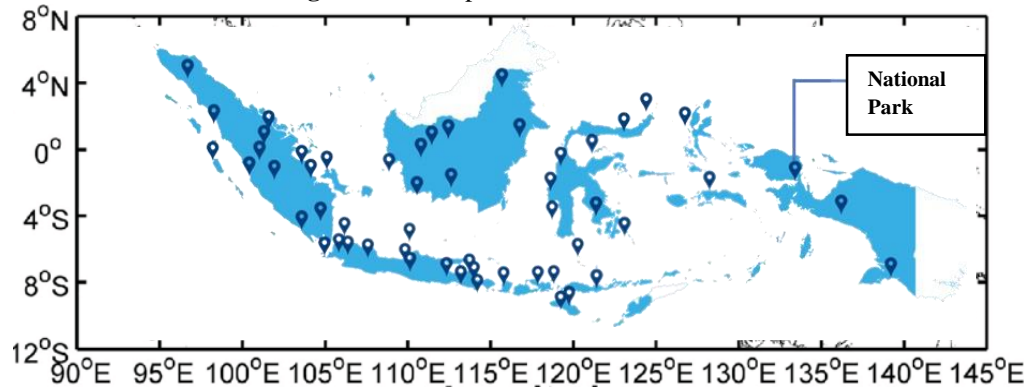
Virtual tourism is a form of digital technology development that is applied to promote tourist destinations, one of them is national park. In 2020, the Ministry of Environment and Forestry held a virtual tour in the form of a travel video to promote ecotourism in national parks and received a good response from the participants (Winarni 2021). This proves that virtual tourism has been known as a promotional medium that can provide new experiences and knowledge to tourists. Therefore, promotions using Instagram social media are carried out to reach a larger audience (Madhura and Panakaje 2022). According to Ilahana (2021), the majority of virtual tour participants prefer virtual tours in the form of travel videos. Therefore, it is hoped that virtual tourism videos uploaded to Instagram will attract the attention of the audience to visit national parks.

The success of an online promotional media is determined by audience involvement on social media or known as online engagement (State 2023; Sugandini et al. 2019). Online engagement can be measured by looking at the number of comments, likes and followers (Effendy and Keitaro 2021). The number of likes a piece of content has indicates that the content attracts attention and is liked by the audience (Pranata 2022). The more likes and comments a content has it can open up opportunities for national parks to become better known, popular and have an impact on followers loyalty (Santoso et al. 2017). Analyzing online engagement of virtual tourism video content is important for the success of national park online promotional media. Therefore, this study aims to determine the level of engagement rate of national park Instagram followers towards virtual tourism videos.

II. Material And Methods

This research was conducted in June 2022 – July 2022 online on an active national park Instagram account. A total of 54 national parks in Indonesia were tracked by the number of active Instagram accounts that periodically uploaded content.

Figure no 1: Map of research locations



Tools and materials:

The tools used in this study were handphone and laptop to process data. The instruments used were virtual tour videos that have been uploaded on national park Instagram account. **Data collection:** Collecting virtual tourism videos begins by searching for national park Instagram accounts. Account searches are done by typing the keywords “btn” or “bbtn” in the search option on Instagram. If you haven't found an official national park account, then search using the name of the relevant national park, for example "gunung_ciremai". After the search is carried out, the Instagram accounts will be grouped by bioregion. Bioregions are boundaries of areas that have different characteristics of living creatures and ecology, determined from physiology, climate, vegetation, etc. (Pert 2006). Indonesia is divided into 7 bioregions, namely Sumatra, Java Bali, Kalimantan, Sulawesi, Nusa Tenggara, Maluku and Papua. The grouping of national park Instagram accounts based on their bioregion was carried out to simplify the data collection.

Table no 1: Data collected, variable and criteria

Data Collected	Variable	Criteria
Active Instagram account of national park in Indonesia	Instagram account	Accounts that actively upload photo and video content at least once a month
Indonesia national park video	Virtual tourism video	Video that meets the general criteria for virtual tour videos: 1. There is a visualization of national park tourism activities (Perdirjen PHKA 2014) 2. There is a visualization of flora/ fauna/ landscape/ community culture in national parks (Perdirjen PHKA 2014, Alegro and Turnsek 2021) 3. There is dialogue/ voice over/ sound effect/ background music (Sikov 2010, Osman et al. 2009) 4. There is an oral/written explanation regarding the national park tourist attraction (Perdirjen PHKA 2014, Lofgren and Utterberg 2016)
Virtual tour online engagement	Likes, Comments, Followers	The number of likes, comments and followers calculated were the number that stated on 31 July 2023

Online engagement virtual tour videos that will be analyzed are the videos in the "Reels" content category, which is a special category of video content uploaded by national parks. After browsing all the videos in Reels, virtual tourism videos were selected based on general criteria for virtual tourism videos. The virtual tourism videos selected were videos uploaded from March 2020 to July 2022. This was done so the videos selected were virtual tourism videos organized as a promotional strategy for national parks during the Covid-19 pandemic. The virtual tourism videos that have been sorted are then selected based on the highest number of likes on each national park Instagram account. Therefore, for each account only one virtual tourism video is selected which will be analyzed for its online engagement.

Data analysis:

This research uses a quantitative descriptive approach. The quantitative method involves frequency analysis and calculation of content online engagement, while the research results will be explained descriptively. The more likes and comments a content has, the greater the response from the audience, and can even open up opportunities for national parks to become better known and popular (Santoso et al. 2017). A post with lots of likes can indicate that the content is interesting, increases the likelihood that someone will also like it, and leads to the spread of information from a brand to potential customers. On the other hand, a large number of comments on a post represents the level of success or impact because comments make users spend their time to express their

opinions. Likes and comments have been widely used as measurements for the impact of a publication. Therefore, determine the engagement rate is important show a good relationships with consumers and have an impact on consumer loyalty. According to Putra and Lestari (2023) research, the Engagement Rate per Post (ERP) will be calculated with this formulation:

$$ERP = \frac{\sum \text{Likes} + \sum \text{Comment}}{\sum \text{Followers}} \times 100 \%$$

ERP results will show how good the quality of the content created is in a predetermined ranking. ERP calculation using the formula of total likes and comments divided by the total number of followers of the account. Determination of the ranking of ERP results for a specified account can be seen in engagement rate interval (Katinas 2023, Geysler 2023).

Table no 2: Engagement rate interval

ERP Interval	Class
> 6%	Very high engagement rate
6% – 3.5%	High engagement rate
3.5% – 1%	Moderate engagement rate
< 1%	Low engagement rate

This analysis will obtain a national park which has the highest engagement rate on its virtual tourism video. Then we will further analyze descriptively the factors that influence the highest content online engagement compared to the other national park. The high ERP value shows that virtual tourism videos have a high impact on increasing the popularity of national parks and the loyalty of national park followers (Santoso et al 2017). One measure of the popularity of a tourist destination is the number of likes on a post about the tourist destination in question. Instagram's like feature is an expression of engagement and appreciation for a post. The number of likes on content on Instagram is motivation and/or satisfaction for users. This large number of likes also makes tourist destinations become hype/viral and makes visitors come to these tourist destinations (Handayani and Adelia 2020). On the other hand, a large number of comments on a post represents the level of success or impact because comments make users/audience take the time to express their opinions. Likes and comments have been widely used as measurements for the impact of a publication. Online engagement is important because the more online engagement achieved, the greater the possibility that a destination will be better known (Santoso et al 2017).

III. Results

National Park Instagram Accounts

Based on the search results, of the 54 national parks in Indonesia, 51 national park halls were found, because there are several national parks regional management system were combined such as Berbak National Park and Sembilang National Park. Of the 51 national park halls, 47 active Instagram accounts were found that periodically uploaded content.

Table no 3: National park Instagram accounts uploading intensity per 31 July 2023

No	National Park in Its Bioregion	Instagram Username	Intensity	Virtual Tourism Availability
	Sumatra			
1	BBTN Gunung Leuser	@bbtn_gunungleuser	Always	√
2	BBTN Kerinci Seblat	@bbtn_kerinciseblat	Often	√
3	BBTN Bukit Barisan Selatan	@bbtn_bukitbarisanselatan	Always	√
4	BTN Siberut	@btn_siberut	Often	√
5	BTN Batang Gadis	@btn_batanggadis	Always	√
6	BTN Bukit Tiga Puluh	@btn_bukittigapuluh	Always	√
7	BTN Tesso Nilo	@btn_tessonilo	Always	√
8	BTN Way Kambas	@btn_waykambas	Always	√
9	BTN Bukit Dua Belas	@btn_bukitduabelas	Always	√
10	BTN Berbak Sembilang	@btn_berbaksembilang	Often	√
11	BTN Zamrud	-	Never	
12	BTN Gunung Maras	-	Never	
	Java Bali			
13	BBTN Gunung Gede Pangrango	@bbtn_gn_gedepangrango	Always	√
14	BBTN Bromo Tengger Semeru	@bbtnbromotenggersemeru	Always	√
15	BTN Ujung Kulon	@btn_ujung_kulon	Often	√
16	BTN Kepulauan Seribu	@btn_kep_seribu	Always	√
17	BTN Gunung Halimun Salak	@btn_gn_halimunsalak	Always	√
18	BTN Gunung Ciremai	@gunung_ciremai	Always	√
19	BTN Karimun Jawa	@btn_karimunjawa	Always	√

20	BTN Gunung Merapi	@btn_gn_merapi	Always	√
21	BTN Gunung Merbabu	@btn_gn_merbabu	Always	√
22	BTN Alas Purwo	@btn_alaspurwo	Always	√
23	BTN Meru Betiri	@btn_merubetiri	Always	√
24	BTN Baluran	@btn_baluran	Sometimes	√
25	BTN Bali Barat	@btn.balibarat	Never	
Nusa Tenggara				
26	BTN Gunung Rinjani	@btn_gn_rinjani	Always	√
27	BTN Komodo	@btn_komodo	Often	√
28	BTN Kelimutu	@btn_kelimutu	Always	√
29	BTN Matalawa	@btn_matalawa	Always	√
30	BTN Gunung Tambora	@btn_tambora	Always	√
Sulawesi				
31	BBTN Lore Lindu	@bbtn_lorelindu	Always	√
32	BTN Bunaken	@btn_bunaken	Always	√
33	BTN Bogani Nani Wartabone	@btn_boganinaniwartabone	Always	√
34	BTN Kepulauan Togean	@btn_kepulauan_togean	Often	√
35	BTN Taka Bone Rate	@btn_takabonerate	Always	√
36	BTN Rawa Aopa Watumohai	@btn_rawaapawatumohai	Often	√
37	BTN Wakatobi	@btn_wakatobi	Always	√
38	BTN Bantimurung Bulusaraung	@btn_bantimurungbulusaraung	Always	√
39	BTN Gandang Dewata	-	Never	
Kalimantan				
40	BBTN Danau Sentarum Betung Kerihun	@bbtn_bentarum	Always	√
41	BTN Gunung Palung	@btn_gn_palung	Always	√
42	BTN Bukit Baka Bukit Raya	@btn_bukitbakabukitraya	Often	√
43	BTN Tanjung Puting	@btn_tanjungputing	Always	√
44	BTN Kutai	@btn_kutai	Always	√
45	BTN Kayan Mentarang	@btn_kayanmentarang	Always	√
46	BTN Sebangau	@btn_sebangau	Always	√
Maluku				
47	BTN Manusela	@btn_manusela	Always	√
48	BTN Aketajawe Lolobata	@btn_aketajawelolobata	Always	√
Papua				
49	BBTN Teluk Cenderawasih	@bbtn_telukcenderawasih	Always	√
50	BTN Lorentz	@btn_lorentz	Sometimes	√
51	BTN Wasur	@btn_wasur	Rarely	√

Information:

- Always : at least 8 times a month
- Often : at least 4 times a month
- Sometimes : at least 2 times a month
- Rarely : at least 1 times a month
- Never : is a new account or no account yet

The majority of national parks whose Instagram accounts are inactive are national parks that were only launched in 2016, such as Emerald National Park, Gunung Maras National Park and Gandang Dewata National Park. Meanwhile, West Bali National Park only created an Instagram account as of July 2022, so it has not yet recorded uploading any content. The activity of uploading posts on Instagram is very important for promotional activities, because more and more tourists are looking for travel inspiration through Instagram (Handayani and Adelvia 2020). Therefore, national park Instagram accounts that actively upload content have a greater opportunity to become known and increase the number of visits.

National Park Virtual Tourism Video

A total of 47 active national park Instagram accounts recorded the number of videos uploaded from March 2020 to July 2022. The number of national park videos on each active Instagram account was grouped based on its bioregion to simplify the data collection. According to data collection, it was found the average virtual tour video uploaded by national park Instagram is 8 videos.

Table no 4: Total national park videos from March 2020 – July 2022

Bioregion	Account		Content		
	National Park Hall	Active Instagram Accounts (n)	Video Content	Virtual Tour Video (N)	Average Virtual Tour Video (N/n)
Sumatra	12	10	1,472	153	15

Java Bali	13	12	1,188	98	8
Kalimantan	7	7	732	30	4
Sulawesi	9	8	799	56	7
Nusa Tenggara	5	5	419	32	6
Maluku	2	2	133	14	7
Papua	3	3	151	6	2
Total	51	47	4,894	389	8
Percentage	100%	92%	100%	7.9%	0.16%

The calculation results show that the total number of videos uploaded by active national park Instagram accounts is 4,894 videos and there are 389 videos that meet the general criteria for virtual tourism videos. The percentage of virtual tourism videos is smaller than videos that are not virtual tourism, which is only 7.9%. If national park managers want to optimize promotion of their areas, the percentage of virtual tourism videos that uploaded needs to be increased. Virtual tourism videos that meet the general criteria are declared suitable as promotional media, because they fulfill the audio-visual aspects of tourism activities, the tourist attractions offered and promotional messages in the content (Perdirjen PHKA 2014). Using Instagram for promotions can increase sales if the account owner optimizes the delivery of promotional content to followers and audiences (Priadana and Murdiyanto 2020). According to Ghalisthan (2023), to expand the promotional reach, account owners can increase their video uploads. Instagram redesigned its homepage to place reels content in the bottom-center of its homepage for mobile display, so that all Instagram users can more easily access reels content. The more audiences reach reels, the higher the opportunity to increase the number of followers and engagement rate. Therefore, the large number of virtual tourism video uploads can increase the chances of reaching national park promotions. However, apart from the number of posts, there are other factors that influence the level of engagement rate.

Virtual Tourism Video Online Engagement

On each active national park Instagram account, one virtual tourism video was selected which had the highest number of likes. A large number of likes on a content indicates that the content attracts attention and is liked by the audience. There are 47 virtual tourism videos that have been recorded the number of likes, comments and followers per 31 July 2023.

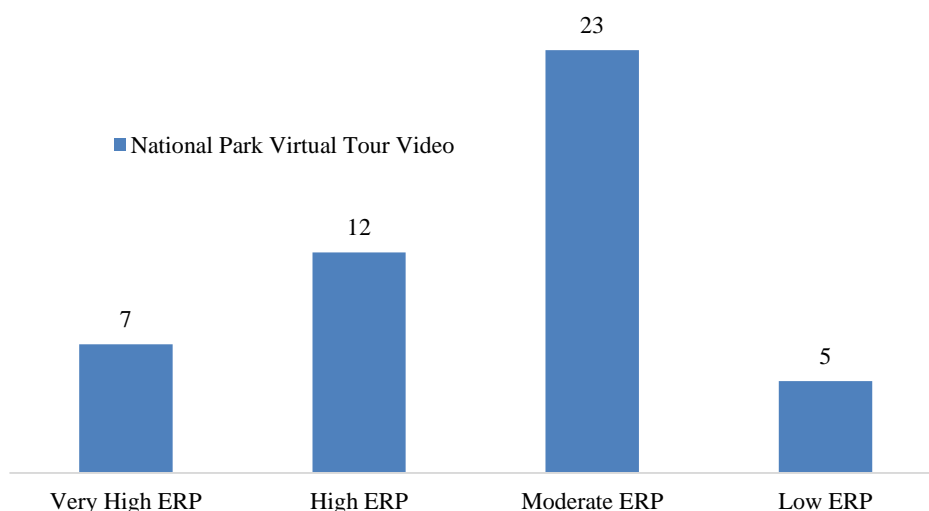
Table no 5: Online engagement national park virtual tourism video

No	National Park	Virtual Tourism Video Link	Likes	Comments	Followers	ERP (%)
Sumatra						
1	BBTN Gunung Leuser	https://www.instagram.com/reel/CKMJq_4AgIJ/	366	4	19,526	1.89
2	BBTN Kerinci Seblat	https://www.instagram.com/reel/CbeV9rwjL4J/	324	11	12,363	2.71
3	BBTN Bukit Barisan Selatan	https://www.instagram.com/reel/B_i6hiTgKtY/	193	10	6,938	2.93
4	BTN Siberut	https://www.instagram.com/reel/CZxxXAeAjzd/	47	3	1,018	4.91
5	BTN Batang Gadis	https://www.instagram.com/reel/B_XWkIlgZOL/	160	6	7,021	2.36
6	BTN Bukit Tiga Puluh	https://www.instagram.com/reel/CTloICWA6ap/	221	3	7,022	3.19
7	BTN Tesso Nilo	https://www.instagram.com/reel/CTBWeeohBWt/	334	15	3,389	10.30
8	BTN Way Kambas	https://www.instagram.com/reel/B_jCbtVAuZu/	103	7	8,568	1.28
9	BTN Bukit Dua Belas	https://www.instagram.com/p/B_be0EpArBs/	130	6	2,979	4.57
10	BTN Berbak Sembilang	https://www.instagram.com/p/CPiAOVtgLaI/	112	13	2,756	4.54
Java Bali						
1	BBTN Gunung Gede Pangrango	https://www.instagram.com/reel/CAJiuLxAR25/	1,431	34	54,146	2.71
2	BBTN Bromo Tengger Semeru	https://www.instagram.com/reel/CVb1N5mFY1b/	805	13	105,608	0.77
3	BTN Ujung Kulon	https://www.instagram.com/tv/Cd7dzl2IJj5/	51	4	616	8.93
4	BTN Kepulauan Seribu	https://www.instagram.com/reel/CGL9sEagXr1/	44	0	4,060	1.08
5	BTN Gunung Halimun Salak	https://www.instagram.com/reel/CCYHzH3gSh2/	294	20	13,387	2.34
6	BTN Gunung Ciremai	https://www.instagram.com/reel/CIdGsWXgFzJ/	495	10	84,151	0.60
7	BTN Karimun Jawa	https://www.instagram.com/reel/B_tMimMAuVQ/	212	23	2,650	8.87
8	BTN Gunung Merapi	https://www.instagram.com/reel/CH-WBMXgHV2/	908	25	24,544	3.80

9	BTN Gunung Merbabu	https://www.instagram.com/reel/CL4Ea0fDcnR/	340	12	63,449	0.55
10	BTN Alas Purwo	https://www.instagram.com/reel/CZyiXukhvxw/	334	6	6,213	5.47
11	BTN Meru Betiri	https://www.instagram.com/reel/B_0c1v1AuE-/	333	34	5,767	6.36
12	BTN Baluran	https://www.instagram.com/reel/CEA_MY7g53K/	832	53	17,171	5.15
Nusa Tenggara						
1	BTN Gunung Rinjani	https://www.instagram.com/reel/Ca7cFjKhpyM/	1,223	20	38,425	3.23
2	BTN Komodo	https://www.instagram.com/reel/CUjKZHmlRn3/	227	4	10,410	2.22
3	BTN Kelimutu	https://www.instagram.com/reel/CQXY6UMnt10/	155	20	18,346	0.95
4	BTN Matalawa	https://www.instagram.com/reel/B_8myjNgL5I/	316	16	7,706	4.41
5	BTN Gunung Tambora	https://www.instagram.com/reel/CYwBT8fluX7/	205	8	14,699	1.45
Sulawesi						
1	BBTN Lore Lindu	https://www.instagram.com/reel/CKp2JHlgVqq/	48	1	5,376	0.91
2	BTN Bunaken	https://www.instagram.com/reel/B_oo3ZPgokm/	91	4	3,240	2.93
3	BTN Bogani Nani Wartabone	https://www.instagram.com/reel/CAJwQ1Lg9Bk/	61	7	2,405	2.82
4	BTN Kepulauan Togean	https://www.instagram.com/reel/CAMD_RHgmOH/	67	7	1,905	3.88
5	BTN Taka Bone Rate	https://www.instagram.com/reel/COruTm8A4xs/	93	1	6,862	1.37
6	BTN Rawa Aopa Watumohai	https://www.instagram.com/reel/CFoQJXBaxmr/	149	3	6,304	2.41
7	BTN Wakatobi	https://www.instagram.com/reel/CAT8AJJA9T_/	169	8	3,053	5.80
8	BTN Bantimurung Bulusaraung	https://www.instagram.com/reel/COMZoLpA3L7/	107	10	5,004	2.33
Kalimantan						
1	BBTN Danau Sentarum Betung Kerihun	https://www.instagram.com/reel/CU_ljiiFyGJ/	116	0	3,844	3.01
2	BTN Gunung Palung	https://www.instagram.com/reel/CAB3OBZgSFy/	343	66	3,723	10.99
3	BTN Bukit Baka Bukit Raya	https://www.instagram.com/reel/CACBNqIAou_/	36	4	3,533	1.13
4	BTN Tanjung Puting	https://www.instagram.com/reel/CQ2q2-BCTwF/	151	14	4,582	3.60
5	BTN Kutai	https://www.instagram.com/reel/CLwB6n7FwY0/	152	12	3,638	4.51
6	BTN Kayan Mentarang	https://www.instagram.com/reel/CPZVrFnAVxO/	43	5	2,187	2.19
7	BTN Sebangau	https://www.instagram.com/reel/CAEZLyXpZdq/	184	10	6,789	2.86
Maluku						
1	BTN Manusela	https://www.instagram.com/reel/CAWav9vAV_6/	86	6	3,626	2.54
2	BTN Aketajawe Lolobata	https://www.instagram.com/reel/B_yL6JngTNf/	398	106	2,588	19.47
Papua						
1	BBTN Teluk Cenderawasih	https://www.instagram.com/reel/CEX8JB9gs2K/	66	6	2,384	3.02
2	BTN Lorentz	https://www.instagram.com/reel/CAZGhD8AloK/	265	46	3,399	9.15
3	BTN Wasur	https://www.instagram.com/reel/B_3XopxA2b1/	107	2	1,998	5.46
Average			275	15	13,178	3.99

Virtual tour videos of national parks in Indonesia have a variety of likes and comments, so we get a distribution of ERP values. The national park with the highest ERP value is Aketajawe Lolobata National Park (19.47%), while the national park with the lowest ERP value is Gunung Merbabu National Park (0.55%). This proves that Aketajawe Lolobata National Park is well known and popular with its followers. The ERP values for each national park are grouped based on engagement rate interval.

Figure no 2: Diagram of national park engagement rate interval class



The majority of national park virtual tourism videos are classified as videos with moderate ERP value, while the national park virtual tourism videos which are classified as videos with very high ERP value have the lowest number of videos. The high ERP value shows that virtual tourism videos have a high impact on increasing the popularity of national parks and the loyalty of national park followers (Santoso et al 2017). This proves that to increase the popularity and loyalty of its followers, national parks need to increase the ERP value of each uploaded content.

There are several factors that influence the ERP value, namely the number of likes, comments and followers (Katinas 2023, Geyser 2023). To increase likes for video content, the addition of music and camera movement influences the emotional stimulation of the audience (Dolan et al. 2019). Captions that are too long have a negative effect on the number of likes (De Vries et al 2012). In addition, hashtags can provide strength in content as a marketing tool to increase the visibility, accessibility and spread of published videos uploaded on Instagram. Hashtags also allow national parks to establish trending topics, thereby increasing the opportunity to achieve higher interactivity (Bruns and Stieglitz 2013). According to De Vries et al (2012), factors that influence the number of comments on content are contests/competitions, calls to action, quizzes, voting, and questions. The main motivation of consumers is to get a balance that increases their engagement with the video content. Contests and questions can increase comments, which means greater follower engagement (Cuevas-Molano et al. 2021). It can be concluded that to increase likes for video content, it is necessary to include music, camera movements and hashtags, while to increase comments, tourism promotional videos can be packaged by including contests, calls to action, quizzes, voting and questions.

Although several previous studies have examined the factors that influence likes and comments on a post, followers' tolerance for information on content is also a determinant of their involvement in a post. According to research by Wahid and Gunarto (2021), to increase likes, social media users can ask their followers to like their content. If the goal is to increase comments, social media users can also invite their followers to comment on their content. However, if social media users ask their followers to like their content, it may be difficult to get comments. This responsiveness is related to consumer tolerance for verbal information in the content. Based on research by Weiger et al. (2018), if social media users require their followers to interact excessively with content, this will reduce consumer behavioral intentions. This will then reduce consumer involvement. Therefore, it is necessary to design a promotional strategy that prioritizes follower interaction. One effort to build follower interactivity is by uploading content regularly, replying to followers' comments, and inviting them to view posts, so that national parks are always visible on every follower's homepage. This allows followers to increase awareness of national parks (Moriansyah 2015).

Table no 5: 10 National park with the highest ERP value

National Park	ERP (%)	Class
Aketajawe Lolobata	19.47	Very high engagement rate
Gunung Palung	10.99	Very high engagement rate
Tesso Nilo	10.30	Very high engagement rate
Lorentz	9.15	Very high engagement rate
Ujung Kulon	8.90	Very high engagement rate
Karimun Jawa	8.87	Very high engagement rate
Meru Betiri	6.36	Very high engagement rate
Wakatobi	5.80	High engagement rate
Alas Purwo	5.47	High engagement rate
Wasur	5.46	High engagement rate

Based on the calculation results, Aketajawe Lolobata National Park has an extremely high engagement rate of 19.47%. The Aketajawe Lolobata National Park virtual tourism video has 398 likes and 106 comments, while the average number of likes for all selected national park virtual tourism videos is 275 likes and 15 comments. This proves that virtual tourism videos with high engagement rates have total likes and comments above average. According to Dolan et al. (2019), to increase likes, video content must include music and camera movement. The virtual tourism video of Aketajawe Lolobata National Park has background music and a variety of camera movements. Apart from that, video posts also include hashtags and mentions of other related accounts. This is thought to increase the interactiveness of followers in posting virtual tourism videos. This video is also a competition video that was reposted by the national park to be contested nationally, so that participants in the video making competition will try to increase likes and comments on their video posts as an indicator of competition assessment. This also proves that competition video content can increase the ERP value of a video post.

IV. Conclusion

The majority of national park virtual tourism videos are classified as videos that have moderate ERP value. Aketajawe Lolobata National Park has the highest ERP value (19.47%). To increase the popularity and loyalty of followers, national park managers can increase the number of likes and comments in their virtual tourism video posts. There are several factors that influence ERP value, namely the number of likes, comments and followers. To increase likes, national park managers can include music in videos, apply various camera movements, hashtags and mention Instagram accounts that are relevant to virtual tourism videos. To increase comments, national park managers can package virtual tourist videos into contested content. Increasing ERP value is important in the promotional content of a tourist destination so that the national park is better known and increases the opportunity to visit the national park.

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