

ABSTRACT

The development of technology, information and communication that keep increasing making the number of Internet users is also higher in the worldwide each year, including Indonesia. In addition to Facebook, Twitter, Youtube, Path, Line, and BBM, social media which is being Indonesian favorite, one of the social media that is now fast in growth is Instagram. With the number of users continue to increase, Instagram became a great opportunity for businesses to carry out promotional activities not excluding Indonesian government's Ministry of Tourism, which gives endeavour to promote Indonesia through various types of new media is no exception Instagram. This research was conducted by doing offline meeting with the marketing division of the Ministry of Tourism that has authority of @indtravel Instagram account, admin, and one of the followers. The purpose of this study was to determine how tourism promotion strategy carried out by the Ministry of Tourism through Instagram social media. This research is a qualitative study described descriptively. Based on the research results show that the Ministry of Tourism of RI has conducted tourism promotion activities to the maximum way through the Instagram to accomplish their main purpose which are to promote Indonesia's tourism and to build a mindset that Indonesia is amazing beyond expectation and estimation. Preparation of promotion strategy using social media Instagram conducted by Ministry of Tourism has several stages that make Ministry of Tourism being able in achieving its goals. The stages are creating content, the determination of the platform, program planning, program implementation, monitoring and evaluation.

Keywords: Ministry of Tourism, Tourism, Promotion Strategy, Social Media, Instagram