

Hotel Social Media Content as a Strategy for Developing Tourism in Bali: A Content Analysis of Hotel Indigo Seminyak Beach Bali’s Instagram Social Media Content

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Abstract

Bali is one of the most popular tourism destinations in the world. Based on data from Badan Pusat Statistik (BPS), the number of international tourist arrivals to Bali in 2024 reached 6.3 million visitors. This study aims to determine the role of student management in shaping student character at SMPIT Plus Dar El Hijrah. This study used a descriptive qualitative approach with observation, interviews, and documentation methods. Then, through data validity testing and conclusion drawing, the data can be presented US research findings. Students at SMPIT Plus Dar El Hijrah have not yet demonstrated good behavior. This is evident in the many students who violate or refuse to comply with their teachers' instructions. || the importance of discipline for students, this study aims to examine student management in shaping student character at SMPIT Plus El Hijrah. It is hope that the results of this study can contribute to the development of more effective educational strategies in shaping student discipline. The results of this study relate to the formation of student character discipline at SMPIT Plus Dar El Hijrah, Ciseeng District.

INTRODUCTION

Bali is one of the most popular tourism destinations in the world. Based on data from *Badan Pusat Statistik* (BPS), the number of international tourist arrivals to Bali in 2024 reached 6.3 million visitors. This figure increased by approximately 20.1% compared to 2023 and even exceeded the number of visits before the COVID-19 pandemic (Loosen et al., 2023; Nielsen & Andersen, 2026; Pennisi et al., 2025; Reas et al., 2025; Roehler, 2023). These data indicate that Bali remains a favorite tourist destination for both domestic and international tourists. Tourism has become an important sector in supporting Bali’s economic growth through various supporting industries such as hotels, restaurants, transportation, and creative industries.

Based on research conducted by Apriyanti (2024) with tittle “*Peran Pariwisata terhadap PDRB dan Dampaknya terhadap Penyerapan Tenaga Kerja di Provinsi Bali*” the tourism sector contributes significantly to Bali’s economy, with an average of 32% of Bali Province’s Gross Regional Domestic Product (GRDP) originating from the trade, hotel, and restaurant sectors directly related to tourism. Bali’s economy in the fourth quarter of 2024 grew by 5.19 percent year-on-year, in which one of the main drivers of this economic growth was the increase in international tourist arrivals to Bali. Therefore, the tourism sector in Bali has become one of the sectors that must be developed optimally in order to create economic impacts that can be

felt by the entire Balinese community (Praptika et al., 2024; Rosalina et al., 2024; Sutawa, 2012; Utama et al., 2024; Widiastini et al., 2022). Minister of Tourism Widiyanti Putri Wardhana, on the official website indonesia.go.id, stated that in 2024 Bali’s tourism sector was estimated to contribute foreign exchange earnings of USD 16.7 billion, growing by 19.3 percent compared to 2023, with an estimated contribution to the national GDP reaching 4.01–4.5 percent.

In today’s digital era, tourism marketing strategies have undergone significant changes, where digital promotion is often considered more interactive, personal, and real-time through social media platforms (Afren, 2024; Deb et al., 2024; Kumar & Barua, 2024; Ungurian et al., 2025; Veseli et al., 2025). Instagram, in particular, has developed into one of the most dominant marketing communication media in the tourism industry. As a visual-based platform, Instagram serves as an ideal medium for promoting the beauty of destinations, the uniqueness of accommodation experiences, and the aesthetic values that have long been the main attractions of Bali as a world-class tourism destination. Content published through Instagram functions not only as a promotional tool but also plays a role in shaping perceptions, building destination image, and ultimately influencing tourists’ decisions in choosing destinations and accommodations. One of the well-known hotels in Bali is Hotel Indigo Seminyak Bali.

“Neighborhood Story,” which has become its distinctive identity on Instagram. Its official Instagram account does not only post hotel room promotions but also incorporates Balinese cultural narratives and local wisdom into each of its digital contents. The Instagram account @hotelindigobali currently has more than 59,000 followers with approximately 1,956 posts.



Figure 1. Instagram Profile

A 2025 study by Widhiasih et al., titled "The Effect of Social Media Marketing on Purchase Intention of Domestic Tourists at Indigo Bali Seminyak Beach Hotel," found that Hotel Indigo Bali's social media marketing had a significant and positive impact on domestic tourists' purchase intention. This reinforces the hotel's social media content's significant influence and merits further investigation from the perspective of Balinese tourism development.

Research by Widhiasih (2025) with title “The Effect of Social Media Marketing toward Purchase Intention of Domestic Tourists at Indigo Bali Seminyak Beach Hotel” stated that the

social media marketing carried out by Hotel Indigo Bali has a significant and positive effect on the purchase intention of domestic tourists. This finding strengthens the argument that the hotel's social media content has a real influence and is worthy of further study from the perspective of Bali tourism development.

This phenomenon is interesting to be examined using a content analysis method, considering that there are still limited studies specifically discussing how hotel social media content contributes to tourism development strategies within a destination. Most previous studies have focused more on the effectiveness of social media solely from the perspective of hotel marketing, without examining the broader dimension regarding the role of such content within the regional tourism ecosystem. Therefore, this study aims to fill this gap by systematically analyzing the Instagram content of Hotel Indigo Bali, including the types of content, conveyed messages, represented cultural elements, and their relationship to Bali's overall tourism development strategy.

The novelty of this research lies in four aspects. First, it is the first content analysis specifically examining Hotel Indigo Bali's Instagram account, a hotel known for its "Neighborhood Story" cultural branding. Second, it explicitly links hotel social media content to destination-level tourism development, rather than merely measuring marketing effectiveness. Third, it provides a systematic categorization framework (5 content categories, 6 cultural sub-categories) that can be replicated in other studies. Fourth, it identifies three specific mechanisms through which hotel Instagram content supports tourism development: destination branding, cultural promotion, and tourist motivation.

This study aims to analyze the content of Hotel Indigo Bali's Instagram social media as a strategy for developing Bali tourism. This research is expected to provide an overview of how hotel social media content is utilized to support tourism promotion and enhance Bali's tourism attractiveness through digital platforms.

METHOD

This study employed a qualitative approach using qualitative content analysis as the research method. Qualitative content analysis was chosen because it enables researchers to interpret in depth the hidden messages and patterns of cultural representation contained in visual and textual social media content. This analytical approach goes beyond merely counting the frequency of category appearances (Sudrajat, 2025). The object of this research is all content published on the official Instagram account of Hotel Indigo Bali Seminyak Beach (@hotelindigobali) during the period of October 2025 to April 2026 (the last six months). The aspects analyzed in this study include each Instagram post, covering visual elements (photos/videos), caption texts, hashtag usage, and the interactions generated (likes and comments). The content categorization in this study was developed based on the theoretical framework of tourism marketing communication and the destination branding approach. There are five main categories analyzed in this research, namely: (1) Balinese local culture and tradition content, (2) hotel facilities and amenities content, (3) culinary and F&B outlet content, (4) activity and lifestyle content, and (5) promotional and special offer content.

RESULTS AND DISCUSSIONS

Overview of Hotel Indigo Bali's Instagram Content

From October 2025 to April 2026, the Instagram account @hotelindigobali published 74 posts, with an average 12 posts per month. The highest posting frequency is in December 2025 and January 2026, coinciding with the Christmas holiday, New Year celebrations, and the peak international holiday season, with average 17–18 posts per month respectively. This finding reflects that the marketing team of Hotel Indigo Bali demonstrates strong awareness in adjusting the intensity of digital communication according to tourist visitation cycles. In terms of content format, single-photo posts still dominated with 36 posts (48.6%), followed by carousel or multi-photo posts with 22 posts (29.7%), and video or Reels content with 16 posts (21.6%). Interestingly, although single-photo posts were more dominant quantitatively, Reels content generated higher average engagement rates. This finding reflects the shift in Instagram's algorithm and audience preferences toward video-based content.

Table 1

No	Content Category	Number of Posts	Percentage
1	Balinese Culture and Tradition	23	31,1%
2	Hotel Facility	19	25,7%
3	Food and Beverage	15	20,3%
4	Promotion and Offers	11	14,9
5	Activity and Lifestyle	6	8,1
Total		74	100%

The content related to Bali local culture and traditions has the dominant position with 23 posts, accounting for 31.1% of the total 74 analyzed contents. This finding is highly relevant to the “Neighborhood Story” concept that serves as the brand identity of Hotel Indigo, as content related to Balinese local culture and traditions represents the largest proportion of the account's overall content. Hotel facilities and amenities content ranked second with 25.7%, followed by food and beverage content (20.3%), activity and lifestyle content (14.9%), and promotion content (8.1%).

Representation of Balinese Culture in Instagram Content

Hotel Indigo Bali consistently included the elements of Balinese culture into Instagram content. The analysis of 23 Balinese cultural content posts over the past six months is as follows:

Table 2

No	Balinese Cultural Elements Displayed	Frequency
1	Local Architectures and Carvings	Very Frequent (more than 15 posts)
2	Ritual Religion	Frequent (8-14 posts)
3	Traditional Culinary	Frequent (8-14 posts)
4	Local Handicrafts	Occasional

		(3–7 posts)
5	Performing Arts	Occasional (3–7 posts)
6	Nature	Rare (less than 3 posts)

Traditional Balinese architecture and carvings were the cultural elements most often shown in Hotel Indigo Bali’s Instagram content. This can also be seen from the hotel design featured in many Instagram posts, such as the use of Poleng patterns, wooden carvings, and the Pule tree in the lobby area. Through these visual contents, the hotel indirectly helps introduce and promote Balinese traditional architecture to audience.



Figure 2

The representation of Balinese rituals and religious ceremonies was also quite significant, especially during major celebrations such as Galungan, Kuningan, and Nyepi. These contents were presented in visually appealing and educational ways, with captions that briefly explained the meaning of each ceremony. This approach shows that the hotel does not only use culture as an aesthetic element, but also helps introduce and preserve Balinese cultural knowledge for international tourists.



Figure 3

Traditional Balinese food was another cultural element highlighted in the Instagram content, especially dishes served at the hotel's F&B outlets. Hotel Indigo Bali regularly featured menus inspired by local ingredients and Balinese cooking techniques, including the use of traditional spices in restaurants such as Makase and SugarSand. These contents also support the promotion of Bali's culinary tourism, which has become increasingly popular among tourists.

The Role of Hotel Indigo Bali's Instagram Content in Tourism Development

The findings of this study show that Hotel Indigo Bali's Instagram content contributes to the development of Bali tourism through at least three main mechanisms.

First, the destination branding function. By consistently showcasing the beauty, cultural uniqueness, and exclusive experiences in Bali, the hotel's content helps strengthen Bali's image as a premium tourism destination for global audiences. As widely recognized, social media plays an important role in building destination identity through visuals, storytelling, and digital interaction that can influence tourists' perceptions of a destination (Mandagi, 2024). Considering that the @hotelindigobali account has more than 59,000 followers from different countries, each post has the potential to reach thousands of domestic and international tourists at the same time.

Second, the cultural promotion function. The authentic and consistent representation of Balinese cultural elements in the hotel's content contributes to promoting Bali's cultural heritage to global audiences. This finding supports Bali's position as a destination that offers not only natural beauty, but also rich spiritual and cultural values. This is in line with research by Sutarya (2022), which explains that Balinese culture is one of the main elements in tourism development because of its authentic value that differentiates Bali from other tourist destinations. Until today, Balinese people still strongly preserve and practice their traditional culture in daily life. This condition is quite different from many other cities in Indonesia, where local cultural traditions have gradually faded due to rapid globalization. Therefore, Hotel Indigo Bali's content indirectly supports the preservation and promotion of Balinese culture through digital media.

Third, the tourist motivation function. Content that highlights real guest experiences (user experience content) and exclusive activities that can only be found in Bali, such as the Balinese boreh ritual at Sava Spa or traditional Balinese cooking classes, has proven effective in encouraging tourists' motivation to visit. This finding is consistent with Widhiasih's (2025) study, which stated that Hotel Indigo Bali's social media marketing has a significant positive influence on tourists' purchase intention.

CONCLUSION

Instagram content of Hotel Indigo Bali is dominated by posts related to Balinese culture and local traditions (31.5%), reflecting the brand's commitment to the "Neighborhood Story" concept that has become Hotel Indigo's global identity. This finding shows that the hotel does not simply use Bali as a visual background, but actively produces and distributes narratives about Balinese cultural richness to international audiences. Hotel Indigo Bali's Instagram content plays a role in supporting Bali tourism development through three main mechanisms: destination branding, cultural promotion, and tourist motivation. These findings indicate that

large hotels with well-planned content strategies can become strategic partners in regional tourism development, rather than merely business actors benefiting from Bali's tourism and cultural appeal.

This study also highlights the importance of developing social media content strategies that focus on local cultural narratives as a regional advantage. There is strong potential for partnerships between local government institutions, such as the Bali Tourism Office and other related organizations, and major hotels in Bali to maximize digital tourism promotion efforts. However, this study only analyzed Instagram feed content and did not include Instagram Stories, which are temporary in nature.

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