

Social Media Usage Patterns by Klungkung Regional Tourism Authority During 2023 Recovery Period: A Content Analysis

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Abstract

While government authority has a vital role in tourism management and destination marketing, social media serves as an essential tool in tourism communication and promotion. The shifts in consumer digital behavior, especially in the aftermath of the pandemic, created potential and challenges for government authorities to embrace social media in driving tourism recovery. This study explores the social media usage pattern of local government in post-pandemic tourism recovery, focusing on the Klungkung Regional Tourism Authority. Using content analysis methodology, social media posts were studied from official social media accounts of the authority (Facebook, Instagram, YouTube, and TikTok) from January to April 2023. The result indicated that while the authority maintains its online presence on multiple platforms, engagement strategies remain suboptimal, marked by irregular posting patterns, low interactivity, and inconsistent hashtag usage. This study also revealed a significant gap in platform popularity and actual usage effectiveness. This study contributes to social media in tourism promotion literature, and the practical implications are discussed.

Keywords: *Social Media Usage, Marketing Communication, Government Communication, Tourism Promotion, Destination Marketing*

1. Introduction

The appearance of COVID-19 has impacted global travel and tourism. The symptom of pneumonia-like illness first emerged in the city of Wuhan, China, in December 2019, and rapidly spread across

countries. As the number of affected cases rose every month, the WHO declared the outbreak a pandemic on March 11, 2020 (CDC, 2024). Following the announcement, complete lockdowns and travel restrictions were imposed by countries around the world. Referring to Coombs' conceptualization of crises, COVID-19 is a type of public health crisis, as it threatens public health across geographical areas (Coombs, 2023).

Travel and tourism are among the most affected sectors during the pandemic (UNCTAD, 2020), particularly for countries in the Asia-Pacific region (Babii & Nadeem, 2021) (UNTourism, 2024). The tourism industry has long been recognized as one of the most vulnerable industries to crises and disasters (Biggs et al., 2012). Referring to the Economic Impact 2021 Report by World Travel & Tourism Council (WTTC), travel and tourism's global GDP declined by almost half in the 2019-2020 period, from 10,4% in 2019 to 5,5% in 2020. Before the pandemic, travel and tourism played a vital role as a socio-economic driver in many countries. This sector contributes significantly to job creation, social, economic, and cultural development and preservation, and becomes the lifeline for millions of people. However, the pandemic has disrupted the traffic flow of people worldwide, resulting in a massive fall in tourism, a growing number of unemployed workers or with less income (UNCTAD, 2020). The impact of COVID-19 started as a global health crisis, then quickly expanded to threaten global societal and economic well-being, including changes in tourist behavior (Abbas et al., 2021; Harchandani & Shome, 2021).

In times of crises, effective communication is critical as it has the potential to create negative or undesirable outcomes for public health and stakeholders. Padilla and Blanco argued that the search for information is even greater during major events, such as a sports event, a disease, or a natural disaster (González-Padilla & Tortolero-Blanco, 2020). As a result of people staying at home and working from home (WFH) during the COVID-19 pandemic, social media has emerged as a vital tool of communication. Social media is defined as: "...activities, practices and behaviors among communities of people who gather online to share information, knowledge and opinions using conversational media (Safko & Brake, 2009). The conversational media refers to a web-based application that makes it possible to create and easily transmit content in the form of words, pictures, video, and audio". Social media further defined as "a group of internet-based applications that build on the ideological and technological foundations

of Web 2.0 and that allow the creation and exchange of user-generated content” (Kaplan & Haenlein, 2010).

In the context of the pandemic, social media has served as the key platform for information dissemination and increased engagement with various stakeholders. Studies indicated that people depend on social media for several reasons, such as in response to their isolation distancing from family, friends and relatives (Severo et al., 2023) (Siddiqua et al., 2023), to seek social support from user online networks and offline closed social network (Saud et al., 2020), as well as provide marketing opportunity through online marketplace.

As a new normal era emerged in mid-2020, the use of social media remains crucial in the aftermath of the pandemic, including in the tourism industry. As people are accustomed and feel convenient to purchase online, consume content, and engage through social media, social media goes beyond just being a channel or tool of communication, but is more about conversation, community, connecting with the audience, and building relationships (Madziva et al., 2022).

The use of social media is the new era of promotional orientation known as social media marketing (Moza & Ban, 2022). Within the tourism context, social media marketing emphasizes strategic activities designed to promote destinations, attractions, and enhance tourist experiences through multiple social media channels, including Facebook, Instagram, Twitter, YouTube, TikTok, and LinkedIn. The theoretical foundation of social media marketing draws from the 4Cs framework of the social media marketing mix. It consists of four elements: 1) content (what information is shared), 2) context (how content is presented and platform-specific adaptation), 3) connection (relationship building with the audience), and 4) community (building an engaged follower network).

As the tourism industry is characterized by a high degree of information dependency (Hussain, Didarul Alam, et al., 2024), social media is believed to have improved communication between organization and their public. It allows a more participatory communication model (Capriotti, Zeler, & Oliveira, 2021) and enables organizations to engage in symmetric dialogic communication (Capriotti, Zeler, & Camilleri, 2021) where initiative can come from organization users. The dialogic communication framework on the internet entails that organizations should not only disseminate information online, but they are expected to interact and converse with individuals and other publics. Dialogic communication refers to “an

ongoing interaction between organizations and their publics by using internet tools, which enable information, comments, opinions, assessments, and experiences to be exchanged on a continuous basis (Capriotti & Kuklinski, 2012). The interaction involves three key aspects: 1) active presence (to keep a steady and stable activity that facilitates interaction), 2) interactive attitude (to manifest the will or interest toward interaction), and 3) interactive resources (to create and disseminate content encouraging interaction) (Capriotti, Zeler, & Oliveira, 2021).

Various studies have shown the positive benefits of strengthening the use of social media as the key element in promoting tourism destinations. Social media marketing (SMM) is generally acknowledged to play a considerable role in influencing consumers' perceptions towards brands (Cheung et al., 2019). Moreover, social media allow a more direct and closer connection with potential customers; increase intention to visit (Shang et al., 2021); attract user's attention, increase brand awareness (Liu, 2024), give impact for better destination image, higher travel intention; and shaping travel trends (Lama, 2024); increase customer relationships in the hospitality sector (Arif et al., 2024) and; assist travelers in their travel decision making process (Martins et al., 2025). Taking advantage of social media has been confirmed to be an effective solution in promoting a tourism destination (Putri & Sujono, 2024).

These trends in the rapid evolution of digital media, the increasing reliance on digital platforms, and the efficiency it has to improve toward more customer-focused services and communication, demand immediate action from tourism management organizations, including government tourism authorities, to enhance and prioritize social media utilization. Failure to strategically utilize social media for tourism promotion may result in a significant reduction of competitiveness, including reducing destination perceptions, travel intentions, and user engagement (Christou et al., 2025), as well as have an impact on weaker company performance in terms of revenue, strategy, and user base (Hu, 2023). It is parallel with the Institutional Pressure Theory, which states that the organization functions within a social network, and the organization's actions are impacted by its external environment, thus the organization is under pressure from this environment to adopt particular norms, beliefs, and practices and further define its behavior (Meyer & Rowan, 1977).

The digital platform shows great potential to increase company performance (Hu, 2023). The ICT-based innovations and applications

(including social media) has become major drivers to enhanced organizational performance, economic growth and social change (Yunis et al., 2018), hence the use of social media is a choice but also an obligation since the ability of a company to survive and to meet the needs and expectation of its customers depends on understanding the rules of the digital world and acting accordingly (Gvaramadze, 2022).

Challenges occur when most tourism organizations still have not seized the opportunities brought by social media platforms optimally as a core component in their marketing strategies. Research indicated that while destination marketing organizations (DMOs) have embraced social media presence, their usage often falls short of optimal effectiveness. A study revealed that the top 10 most visited countries by international tourists are not utilizing social media to their full effectiveness when it comes to the ability to interact and engage with customers (Hays et al., 2013).

Although a growing body of research has examined the role of social media in destination marketing, most existing studies highlighted destination marketing organizations at the national level (Kaplan & Haenlein, 2010) (Hays et al., 2013) (Laroche et al., 2013) (Roque & Raposo, 2016) (Uşaklı et al., 2017), limited scholarly attention to the use of social media by local government tourism authorities. Given their fundamental role as key stakeholders who control policy and resources, there remains a gap in understanding how local government can effectively leverage social media as an integrated promotional tool to enhance destination competitiveness.

This study addresses that gap by analyzing social media usage patterns, focusing on the Klungkung Regional Tourism Authority. Addressing this gap is essential and novel for informing evidence-based government social media communication and tourism promotion at the local level. The problem of how the government tourism authority used social media to support tourism recovery presents questions. What are the current social media usage patterns of Klungkung Tourism Authority across multiple channels? What are the engagement types (passive vs active) that characterize audience interactions with the government tourism authority content?

This study advances our understanding of social media use within public sector communication and tourism promotion. The focus of this study is to explore in what ways local government authorities employ social media to engage with customers and promote their destination in pandemic recovery.

2. Method

The purpose of this research is to find out how social media is used by the government, particularly the Klungkung Regional Tourism Authorities. To reach the objective, this study employed a qualitative research methodology. This approach allows researchers to explore and interpret the social media usage patterns of the Klungkung Regional Tourism Authority.

Klungkung regional tourism authority was chosen among nine other regional authorities since it reflects the high popularity as an international destination. Klungkung regency is the second smallest area of Bali Province, geographically located in the eastern part of the island, which covers an area of 313,96 km² or approximately 5,62% of the province (Badan Pusat Statistik Provinsi Bali, 2025). However, Klungkung tourism rapidly gained popularity, particularly famous for its natural/beach attractions, including King Beach, Devil Tears, and Broken Beach. Data demonstrated a significant increase in the number of visitors, with a total of approximately 650000 in 2021 to over 1050000 in 2023, or around 61,5% growth rate over three years, and it remained stable throughout 2024.

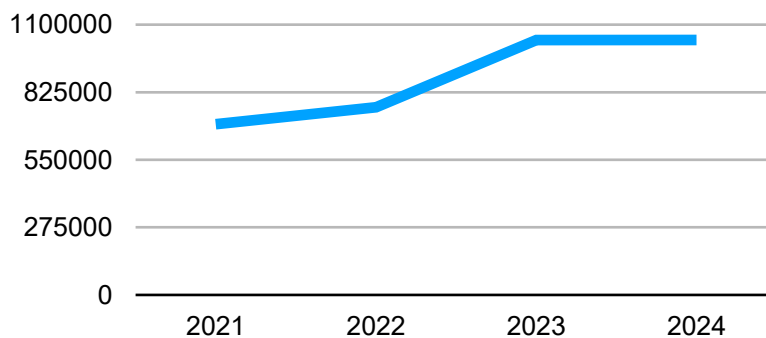


Figure 1. Number of visitors to Klungkung Tourism (2021-2024)
Source: (Badan Pusat Statistik Provinsi Bali, 2025)

Moreover, the Klungkung Regional Tourism Authority was selected based on its social media presence compared to other regional tourism authorities within Bali Province. The Klungkung Tourism Authority utilizes multiple platforms, including social networking sites (e.g., Facebook) and photo or video-sharing platforms (Instagram, YouTube, and TikTok). The platforms were active during the post-pandemic recovery period. The selection of one regency within Bali Province, however, is the limitation of this study.

This study was conducted using a qualitative content analysis approach. Content analysis was chosen as the preferred method as it enables the analysis of text materials, interprets the main ideas, and captures the essence of what is being communicated. Data were obtained with permission from the Klungkung Regency Tourism Authority. Data retrieved through observation of the online public sphere on Facebook, Instagram, YouTube, and TikTok platforms from January to April 2023. The selection of the year 2023 is based on the initial recovery phase of the tourism industry in Indonesia. A total of 148 contents that were posted publicly were collected.

This study follows a deductive reasoning design. The initial process involved creating a category system before starting the coding process (Mayring, 2014; Bengtsson, 2016). Development of coding frame was based on the following questions: 1) what is the most social media platform being used; 2) what type of content function is being posted; 3) what is the type of engagement; 4) is the post promotion related; 5) is the post interactive

Coding reliability was conducted through intra-coder agreement, a consistent manner in which a researcher codes. After the coding process, the analyst started again from the beginning without knowing the previous coding. This reflection process is known as the stability method, and it is highly recommended within qualitative content analysis (van den Hoonaard, 2008; Krippendorff, 2019). The coding process was facilitated using NVivo 14 software. NVivo features such as 'running queries' were used to identify frequently occurring words/phrases, as presented in Figure 8. The results of the analysis and interpretation are presented in the next section.

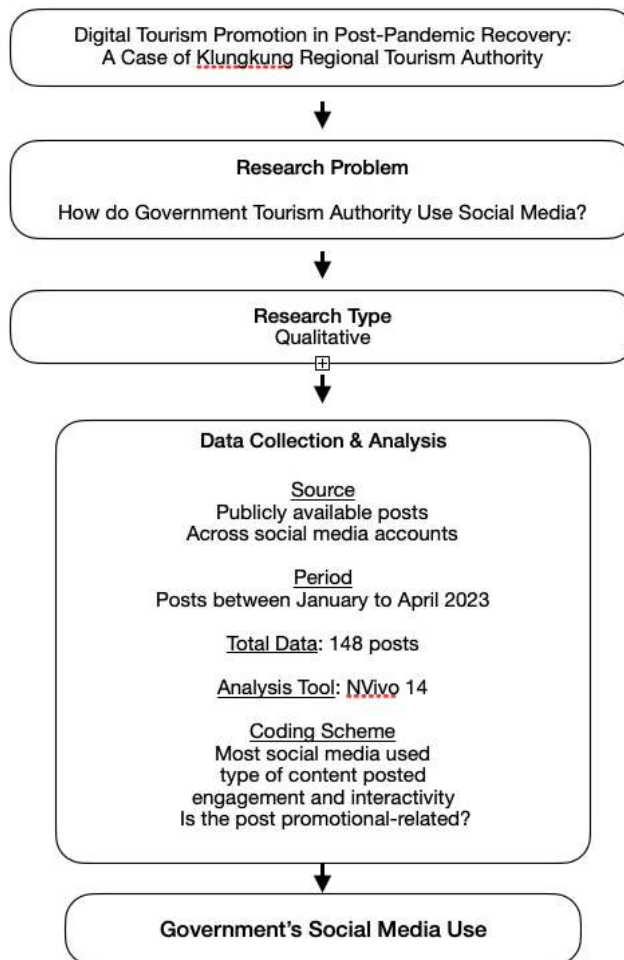


Figure 2. Research design

3. Results

3.1. Social Media's Profile

The key metrics of the Klungkung tourism authority include the number of social accounts and the number of fans. Table 1 shows that the Klungkung tourism authority has four social media platforms. Their first-time online presence began in 2017 when they joined Facebook, a social networking platform. In November 2018, they were part of a photo and video sharing platform community, such as YouTube and Instagram. Since 2021, they have also been available online on the TikTok social platform.

With 6300 followers, Facebook has the largest number of fans. Meanwhile, YouTube has the fewest number of fan subscribers. In

terms of fan numbers, in order are as follows: Facebook, Instagram, TikTok, and YouTube. Data by Hootsuite (2024) confirmed that Facebook (91%), Instagram (86%), and LinkedIn (80%), followed by X (formerly known as Twitter), YouTube, and TikTok, are among the favorite platforms to show the organizations' presence online.

Table 1. Type of Social Media Platform

Platform	Account Name	Since	Number of Followers/Subscribers (as of 10.2024)
Facebook	Klungkung Tourism	Jan-17	6300
Instagram	klungkung_tourism	Nov-18	3728
Youtube	Klungkung Tourism	Nov-18	1190
TikTok	klungkung_tourism	Feb-21	2078

3.2. Social Media Content and Interactivity

The presentation of content is mostly videos (86%) and in the form of photos (14%), and almost all include audio. The contents were mainly their own contribution. However, each content posted on Instagram was duplicated to their TikTok, Instagram, and YouTube, represented in the form of video or short-video/reels. The frequency of repeated content reached 60%, compared to 40% original information.

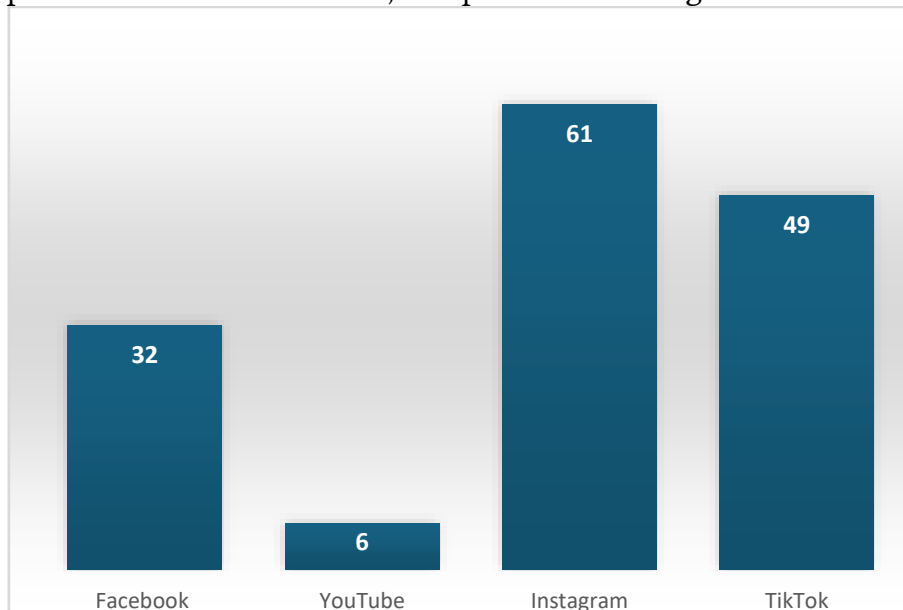


Figure 3. Active Use of Social Media (January - April 2023)

Contents were posted irregularly (several per month), which means there was no pattern of post frequency. This has resulted in less consistent usage levels for each application. Figure 3 summarizes the number of contributions to the contents within January-April 2023. Instagram and TikTok were used intensively. Instagram showed the highest number of content contributions and served as the main social site of the Klungkung Tourism Authority. The second-largest active use platform is TikTok. Conversely, contrary to their longest history of platform usage (since 2017) and the highest number of fans, Facebook was used passively, especially in March 2023, in which only two (2) contents were posted. YouTube showed the lowest contributions, with a total of six (6) contents posted within January-April 2023. A breakdown of monthly posts was presented in Figure 4.

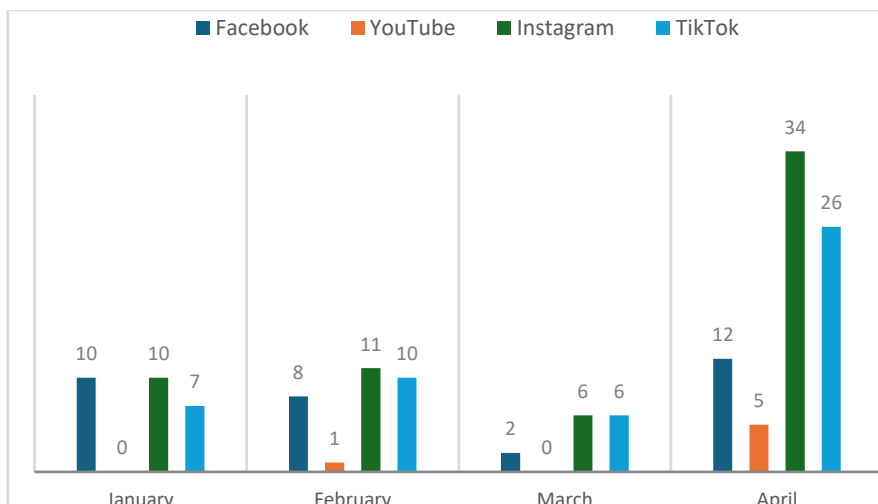


Figure 4. Number of Monthly Posts

The Klungkung Regency's presence in multiple social media platforms, however, there are significant differences in usage across platforms. This study revealed that the dominant social media platforms are Instagram and TikTok. Both platforms demonstrated a higher rate of usage compared to popular platforms like Facebook, which has the largest follower base. Meanwhile, Facebook and YouTube were used passively in making connections with their audiences. It contradicts the recent trends, stating that YouTube and Facebook are among the third-highest time spent platforms worldwide, following TikTok in the first place, based on We Are Social data in 2024.

Table 2. Contents Distribution and Total Engagement

Platforms	Total Followers	Posts		Total Engagement	Average Engagement Rate
		Total	%		
Facebook	6300	32	21,6	25	0.01%
YouTube	1190	6	4,1	6	0.08%
Instagram	3728	61	41,2	467	0.20%
TikTok	2078	49	33,1	203	0.19%

The distribution of effort revealed misalignment across platforms. Facebook, as the largest follower base, received 21,6% of post distribution but generate 0,01% of total engagement, which represents inefficiency of allocated resources to produce effect. Meanwhile, TikTok allocated with 33,1% of its content to stimulate an engagement rate just under 20%, close to Instagram, which invested with 41,2% of its content. This indicated that content design emphasizing visual-centric, short-video form content seems to resonate more effectively with target audiences. Understanding the platform selection and content optimization based on audience characteristics is a critical point that may affect engagement outcomes.

This study also revealed that posting frequency was an important factor influencing the engagement level. Figure 4 showed that March and April were critical in terms of posting patterns. March recorded a decline in post frequency with only 14 posts, then recovered in April with an increase of 77 posts. Meanwhile, Instagram posted 34 contents in April compared to only 6 contents in March. The quantity of content posted resulted in a significant increase in user interaction, as presented in Table 2. This pattern suggests that consistent content production may increase the online presence and influence audience engagement.

Interactivity in an online environment involves participation and interaction via online-mediated communication devices, which commonly appear in 'like' and 'comment' features. Data indicated that although Facebook has more followers than Instagram and TikTok, Instagram reaches 18 times more people to engage, and TikTok could stimulate 8 times more people to interact with the posts.

There is a high "likes to comment" ratio (49:1) for all platforms. The authority also failed to encourage meaningful interaction with the audience through interactive content. This study found that only 1% of the content stimulated interactivity, while the rest 99% of the content was non-interactive. The interactivity reflected through contest-related

posts, which was used to encourage audiences by directly requesting a photo and/or video of the Festival Semarang event (i.e. Lomba konten promosi Festival Semarang). This finding contradicts the social media's potential strength, which is collaborative and participatory in nature, as well as the ability to empower users to exchange information and interact in real time.

3.3. Social Media Messages

Degree of interactivity related to the message function. The messages function mostly for information-sharing (86%), opinion expression (6.8%), congratulatory (3.4%), and general topics (3.8%). The information-sharing content was published related to: 1) events, especially the Festival Semarang (e.g., event rundown, guest stars' profiles, opening ceremonies, and day-to-day performances), 2) government statements (e.g., travel retribution fee regulation and safety advisory announcement), and 3) government authority activities and ceremonials. It seems that the authority is more likely to perform its public service functions and less likely to reflect on its promotional tasks. There were no communication messages on 'health and safety information', as the key concern of travel in the post-pandemic era.

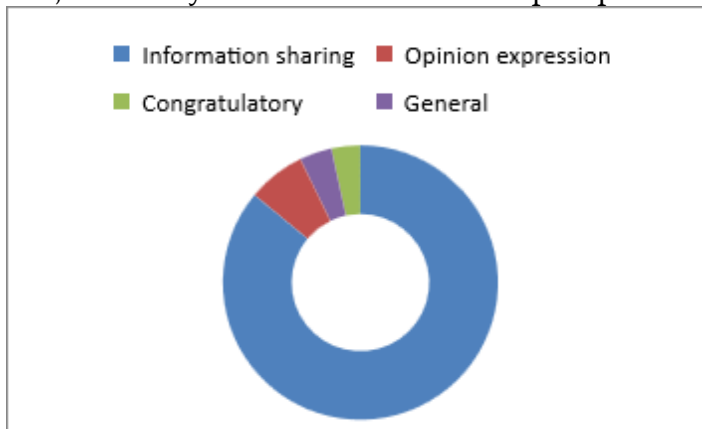


Figure 5. Communicative Functions

In social media websites and applications, the core of the message is often linked to a hashtag. This study revealed inconsistent use of hashtags. Approximately 29% of the content was not attached to hashtags or articles. Whereas, the rest 71% were content and context-based hashtags that focused on festival/event following the main KlungkungTourism hashtag. Figure 7 presents the most used hashtags of the Klungkung tourism authority.

■ with hashtag ■ without hashtag and/or article

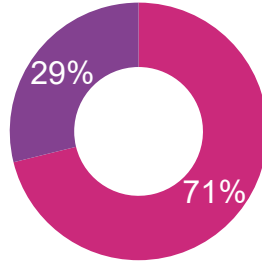


Figure 6. Message attachment

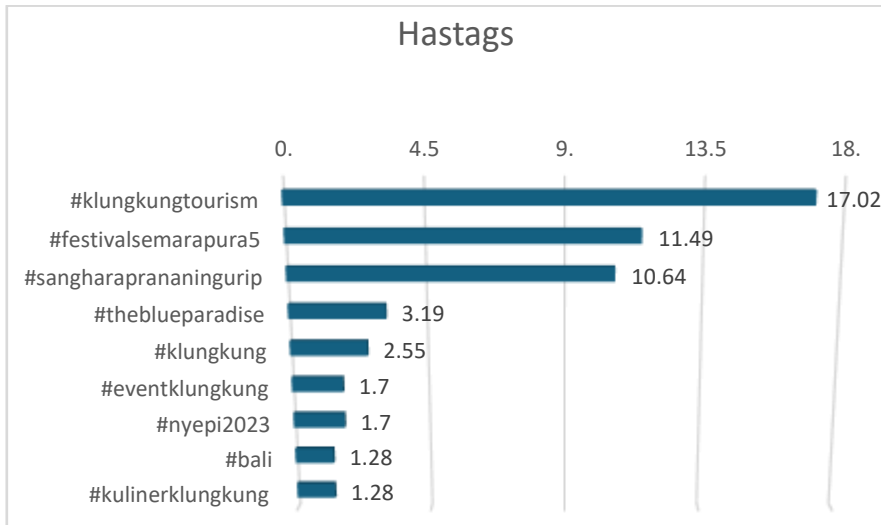


Figure 7. Frequency of hashtags used (January - April 2023)

An interesting finding is that the local authority missed the opportunities to integrate into the national tourism hashtag. Following the hashtags #WonderfulIndonesia #PesonaIndonesia, the Ministry of Tourism and Economic Creative Republic of Indonesia has launched the #DiIndonesiaAja hashtag as part of the #BanggaBerwisataDiIndonesia program (Kemenpar, 2024). The latter two hashtags aimed to target an increasing number of Indonesian citizens traveling within Indonesian territories since the new normal era in 2020, and continue to be used up to the present time. Those four national hashtags were not attached to any of the content contributed by the Klungkung tourism authority between January and April 2023.

Lack of consistency in attaching hashtags had an impact on the viability of the topic. People might be looking for information about Klungkung tourism through social media; however, this is not the case with search engines. When analyzed using Google Trends, there is a gap between hashtags used in social sites and topics searched on search engines. Figure 8 shows that information search via website and YouTube is dominated by the keyword “Nusa Penida”, which is not a common hashtag of Klungkung Tourism. Whereas, no search record for the two biggest social media hashtags, i.e., “Klungkung Tourism” and “Festival Semarapura”.

The analysis also points out that the language used in the message and hashtag was predominantly Bahasa Indonesia. Since Klungkung Tourism has been growing rapidly as an international destination, this could be an obstacle as it limits the outreach for international prospective visitors.

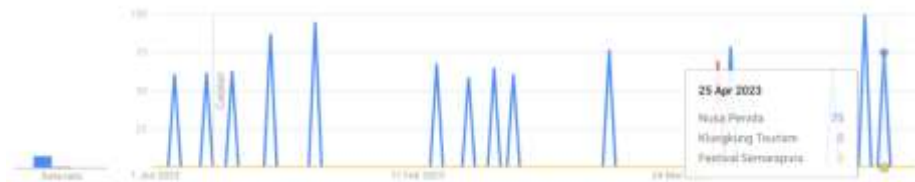


Figure 8. Trend on YouTube
Source: trends.google.co.id

4. Discussions

This study examines the social media usage of local government tourism authorities in the post-pandemic recovery period, using the Klungkung Regency Tourism Authority in Bali as a case study. The analysis revealed several key findings based on the 4Cs and the dialogic communication framework.

4.1. Online Presence

This study revealed that there is a contradiction in platform usage where the quantity disconnects with communication utilization. The result indicated a passive pattern of social media use, especially on Facebook and YouTube platforms.

These findings differ from the results reported by previous studies (Chaffey & Smith, 2023; Hussain et al., 2024; Khan, 2017; Novotová, 2018; Rieder et al., 2023). It is stated that the Facebook-Google duopoly (including YouTube) is considered a powerful platform (Chaffey & Smith, 2023). This statement is parallel with the eMarketer report in

2019, which indicated that 60% digital media was spent on Facebook and Google within the United States and the United Kingdom.

Facebook is known as the largest social network (Novotová, 2018), which aims to provide people with the power to share and make the world more open and connected. About 91% of organizations are present on Facebook, making it the biggest site used to represent organizations globally. It is argued that corporate social media accounts with many subscribers are a valuable asset, as the network can be utilized to reach out to massive potential customers and provide the opportunity to create fan pages or communities (A. Kuzmin et al., 2022). Meanwhile, YouTube could be utilized to show more destination attractiveness. YouTube is considered one of the most effective video-sharing platforms for content creation and consumption (Khan, 2017). The platform is characterized as a free, global, and popular video-sharing platform where amateur users and media companies alike can upload, watch, and download videos at their convenience. In addition, recent research on YouTube also found that it has shown to be effective in attracting visitors, as the content consumed on this platform directly relates to the number of tourists visiting a destination (Hussain, Didarul Alam, et al., 2024).

Failure to actively present on those powerful platforms would have an impact on visibility, engagement, and often the loss of competitive advantages. Referring to dialogic communication perspectives, active presence calls for maintaining continuous visibility and facilitates and promotes communication between the organization and its users on social networks (Capriotti, Zeler, & Oliveira, 2021). As people may like to use social media more often to express and share their views (Wut et al., 2021), it is believed that the more active the presence, the greater the possibility of generating conversation with users.

Moreover, establishing a strong online presence depends on the search engine optimization (SEO) strategy. This study found that 60% contents were repeatedly posted across platforms. While it might positively impact the reinforcing brand awareness and enhancing purchase intent (Wang et al., 2025), repeating the same content across platforms would negatively affect SEO performance. Since SEO serves as the main driver in increasing online visibility, it is argued that duplicate content causes clutter in ranking and indexing, as well as a fragmented user experience. Therefore, it is important to manage duplicate content properly to ensure better visibility, stronger rankings, and a more trustworthy site (Surya, 2025).

4.2. *Interactive attitudes*

The second key finding identified was deficiencies in interactive attitudes. While the theoretical condition stated that the social media platforms should not only be used to disseminate information but more importantly to initiate symmetrical dialogic exchange between the organization and its publics on a continuous basis, the findings suggest misalignment from the ideal performance.

Study revealed that the Klungkung tourism authority uses social media mainly to disseminate information on event promotion of the Klungkung Festival. The initiative for dialogue appeared once through the contest category among a total of 148 entries. A higher number of 'likes' (687) compared to the number of 'comments' (14) illustrates passive users (Trifiro & Gerson, 2019), meaning that users express interest in the information provided without the need to interact with others and participate in the conversation through writing a comment.

The Klungkung Tourism Authority had also failed to emphasize information on health and safety protocols as a concern of global society. The result of the current study did not support a study by Singh et.al., which revealed that 'health and safety information' was the most frequently mentioned message feature in post-pandemic destination marketing. Further stated that the message in post-pandemic destination marketing is about getting the balance between safe travel, a great experience, and destination readiness (Singh et al., 2022). Referring to Coombs, in the post-crisis phase, digital platforms such as social media are ideal for follow-up information in keeping stakeholders informed and helping maintain a positive relationship between the organization and its stakeholders (Coombs, 2023). It is important to create a clear, consistent, and enhanced communication with customers via the organization's channels, both digitally and physically, to rebuild visitors' trust and confidence (World Travel & Tourism Councils, 2020).

Another point to consider was the use of hashtags, as it is important to drive social media engagement. A hashtag is "a word, number, or phrase preceded by a hash sign (#). It was first used on Twitter (currently known as X application) and nowadays is spread over social media networks. Hashtags can be categorized into five (5), namely content-based, context-based, attribute, subjective, and organizational. It serves the function of linking content into a larger conversation, including brand marketing (Laucuka, 2018). The hashtag could provide benefits for both organizations and users and could be used for a variety of purposes (van den Berg, 2014). For organizations, hashtags are used to identify messages on a specific topic or track

content on social networks in order to make the brand easier to find and increase visibility and reach. Meanwhile, users use hashtags for a variety of motivations, i.e., self-promoting, searching, summarizing, and conforming (Lin, Woojin, Yunsen, 2024).

Understanding that today's tourists prefer to get information regarding available choices using social media platforms and search engines (Narangajavana Kaosiri et al., 2019), it is essential to create clear and matched content with relevant keywords to boost conversation both in social media and search engines, and monitor the reach toward sustainability. The use of hashtags would make it easier for the audience to search for topics, and in turn, can be used by the organization to increase brand visibility.

4.3. Interactive Resources

Since social media is defined as an internet-based platform that carries content, it is stated that the content presented to audiences will impact how people perceive the company (Safko & Brake, 2009). Content is considered the King in digital communication, which is used as the key to igniting customer engagement and generating (Chaffey & Smith, 2023). Good content is the foundation of all destination marketing (World Bank, 2022).

Among the three categories of social media content (Ariestya et al., 2024), including: 1) rational (content for information dissemination, mainly used for driving awareness); 2) interactional (content used for relationship building), and transactional (content on stimulating immediate action for direct sales). This study found that Klungkung tourism's content is mainly in the rational category, which features product and service information.

Hence, it is critical for the authority to evaluate the content to ensure its relevance and stimulate audience engagement. To foster social media presence and build connections with audiences, it is suggested that the authority needs to create more interactive content for active usage through dialogue and shared experiences. By active social media use means active communication and content creation on social media through posting messages or photo/video and interacting with others, in contrast with passive social media use that only consuming information by viewing other's messages of photos and scroll through social media feeds (Boer et al., 2022; Chen et al., 2022; Shaw et al., 2015).

Evaluation of contents includes assessing the quality of content, consistency, and credibility of information. Rather than duplicate

content across platforms, authorities need to develop new strategies to drive future growth and sustainability.

The strategies could be employed through platform-specific adaptation, in which each platform requires rich and tailored content approaches to each platform's functions and features. When utilizing more than one platform, the uniqueness and relevance of content to the target audience should be considered. For example, Instagram and TikTok serve as visual storytelling platforms, and Facebook provides a community-building space and detailed information sharing. Above all, short-video content has now become crucial. A study revealed that video sharing serves as a means of making travel easier (Sari, 2023). At this point, optimizing the use of YouTube is important for a number of reasons. YouTube benefits from multi-sided markets, which enable interactions between three different sides, i.e., viewers, creators, and advertisers, and the platform provides income possibilities for creators. These phenomena then rise to a new term, known as 'creator or influencer economy', which refers to an ecosystem of content creators, content users, and advertisers facilitated by content-sharing platforms like YouTube and Facebook (Rieder et al., 2023) (Hussain, Nusair, et al., 2024).

Encouraging user-generated content and the trending policy promotion via influencers could also be considered to engage with the follower network. Collaborative work with influencers is believed to have a much bigger impact than any other marketing effort (Smith & Zook, 2024). It is parallel with the report by The Influencer Marketing Hub in 2024 that around 24% of the US organizations allocated 40% of their total marketing budget to influencers. Moreover, a study discovered that nano-influencer, those influencers who have fewer than 10000 followers, has a more significant impact on sales compared to influencers who have a larger number of followers. It is believed that the authenticity of the interaction in small, intimate groups is more powerful than sponsored posts, as it can promote the product in a trustworthy way (Harvard Business Review, 2024).

The three key findings answer the question of the government's usage pattern and the type of engagement it has with the audience. The result showed suboptimal use of social media, indicated by inconsistent presence, lack of engaging content, and an interactivity pattern. Findings also suggested passive social media interaction between the audience and the authority's content. These findings supported Hays, Page, and Buhalis' notion that social media use of destination

management organizations, in this case, government authorities, was not optimally utilized to foster dialogue and engagement.

Considering the vital role of local government tourism authority in tourism management and destination marketing, the implications of these findings suggest that the authorities need to understand the centrality of social media nowadays in society and its potential impact on government and audience, and other stakeholder relations.

In today's connected world, where more than 62,3% of the global population uses social media (We Are Social, 2024), and there is still potential to grow as the number is projected to increase by 2028 (Statista, 2025), making social media plays an important role in the future.

The challenges for the Klungkung tourism authority lie in how to turn social media into a more powerful marketing communication tool. It is suggested to start developing a strategic social media plan to maximize effectiveness using multiple channels in tourism recovery. A planning framework could be initiated, which includes the situation analysis, objectives, strategies, tactics, and action plan, control, and monitoring, covering long-term purposes, channel of choice, and frequency of posts (per day/month) and measurement. It is also urgent to have better integration with national tourism campaigns.

5. Conclusion

Social media use plays a vital role in tourism destination marketing. Social media has evolved into an essential channel for informing, engaging, and managing relations with the audience, and a dominant force in shaping marketing practices. Yet, this study provides evidence that it is not optimally utilized to foster dialogue and engagement. Specifically, while the authority maintains its online presence on multiple platforms, engagement strategies remain passive and suboptimal, marked by irregular posting patterns, low-interactivity content, passive engagement, and inconsistent hashtag usage.

This research has made a significant contribution to theoretical and practical implications. From an academic perspective, this study makes contributions to government communication on social media and destination marketing. This study highlights the use of social media in the public sector in tourism promotion and the challenges of balancing promotional and public services mandates. The practical application for government tourism authorities and destination marketing organizations includes understanding social media communication characteristics. Platform selection, consistent usage

pattern across multiple platforms, interactional content optimization, the messages conveyed, and post frequencies are critical points to increase visibility and effectively influence toward a more active engagement outcome. This study raises concerns about the importance of social media planning and evaluation, which includes platform-specific strategies, a consistent posting schedule, and measuring engagement objectives.

This study's main limitation is that it highlights a single government regional authority in a specific time context; there is room to extend this study to other governments of different sizes and levels. Suggested future studies include a longitudinal study on social media for promotional use and its impact on promotional effectiveness.

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