

ABSTRAK

**PERAN MEDIA SOSIAL UNTUK PROMOSI PARIWISATA DI BINAHAL
INDAH RESORT KABUPATEN SIMALUNGUN**

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Penelitian ini bertujuan untuk mendeskripsikan peran media sosial dalam mempromosikan pariwisata di Binahal Indah Resort, Kabupaten Simalungun, serta menganalisis pemanfaatan promosi dan faktor pendukung maupun penghambat dalam proses tersebut. Menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data berupa wawancara, observasi, dan studi dokumen, penelitian ini melibatkan lima informan utama: pemilik resort, admin media sosial, seorang influencer, serta dua orang pengunjung. Hasil penelitian menunjukkan bahwa media sosial, khususnya Instagram berperan signifikan dalam meningkatkan jangkauan (reach), interaksi (engagement), dan viralitas konten pariwisata. Konten visual berupa foto, reels, dan video pendek menjadi bentuk promosi yang paling efektif dalam menarik minat pengunjung. Pemanfaatan promosi juga berjalan optimal melalui frekuensi unggahan yang konsisten, kualitas konten yang kreatif, serta ketepatan sasaran promosi. Namun demikian, terdapat hambatan berupa keterbatasan sumber daya dalam pengelolaan konten dan tantangan menjaga konsistensi informasi. Secara keseluruhan, media sosial terbukti menjadi sarana strategis dalam memperkuat citra, meningkatkan kunjungan, dan memperluas eksposur pariwisata Binahal Indah Resort.

Kata kunci: media sosial, promosi pariwisata, Binahal Indah Resort, strategi digital, konten visual.

ABSTRACT

**THE ROLE OF SOCIAL MEDIA FOR TOURISM PROMOTION AT BINAHAL
INDAH RESORT, SIMALUNGUN REGENCY**

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This study aims to describe the role of social media in promoting tourism at Binahal Indah Resort, Simalungun Regency, and to analyze the utilization of promotional strategies as well as the supporting and inhibiting factors involved. Using a qualitative descriptive method with data collected through interviews, observations, and document studies, the research involved five key informants: the resort owner, a social media administrator, one influencer, and two visitors. The findings indicate that social media, particularly Instagram plays a significant role in increasing reach, engagement, and content virality. Visual content such as photos, reels, and short videos serves as the most effective promotional medium for attracting potential visitors. Promotional effectiveness is further supported by consistent posting frequency, creative content quality, and accurate audience targeting. However, challenges remain, including limited resources for content management and difficulties in maintaining information consistency. Overall, social media has proven to be a strategic tool in strengthening destination branding, increasing visitor interest, and expanding the tourism exposure of Binahal Indah Resort.

Keywords: social media, tourism promotion, Binahal Indah Resort, digital strategy, visual content.