

ABSTRACT

This study aims to analyze Moslem Tour marketing content on Instagram social media. In the current digital era, social media has become an important platform for the tourism industry, especially in promoting tourism products such as the Moslem Tour aimed at Muslim tourists. Content marketing analysis is crucial for understanding the effectiveness of marketing campaigns and user response to published content by Moslem Tour.

The research method used is content analysis, which involves collecting Moslem Tour content data on relevant Instagram accounts. The data collected includes content type, post type, keywords used, hashtag usage, user engagement (such as likes, comments, and shares), as well as other metrics such as number of followers and follower growth.

The results of this study are expected to provide insight into the types of content that are most effective in attracting Instagram users' interest in Moslem Tour. The analysis will identify user trends, patterns, and preferences in terms of visual content, narrative, topics, and other related elements. In addition, this study also aims to study the factors that influence the level of user engagement and their impact on the success of the Moslem Tour marketing campaign.

By understanding the results of this content marketing analysis, tourism and marketing industry players can optimize their strategy in promoting Moslem Tour on Instagram. This research can also provide a better understanding of the preferences and needs of the Muslim tourist market, thereby enhancing their travel experience and making a positive contribution to the growth of the tourism industry in Indonesia.

Keywords: Content marketing analysis, Moslem Tour, Instagram social media, user influence, marketing strategy, tourism industry.