Optimizing Tourism Promotion Strategies Through Social Media: A Case Study on Superlative Gallery

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Abstract This study analyzes the promotional strategy of Superlative Gallery through social media, focusing on Instagram, X, and TikTok. Superlative Gallery is the first NFT art gallery in Indonesia and Southeast Asia, utilizing social media as its primary promotional tool. While Instagram and X have been optimized, TikTok remains underutilized, with only 21 followers compared to over 8000 followers on other platforms. Using a descriptive qualitative method, data were collected through observation, documentation, and unstructured interviews. Data analysis was conducted using the SOSTAC and SWOT approaches, as well as social media analysis tools like Instagram Insights. The research findings produced 8 strategies, 9 tactics, and 10 action plans to enhance Superlative Gallery's presence on social media, particularly in optimizing the use of TikTok as the main promotional platform. This study provides a guide to improving the effectiveness of Superlative Gallery's digital promotion in the future.

Keywords: Superlative Gallery, Digital Promotion, SOSTAC

I. INTRODUCTION

Cultural tourism is considered a heterogeneous market with tourists attracted to the cultural appeal and potential of a place (Stylianou-Lambert, 2011). One common aspect identified in this type of tourism is the orientation of tourists visiting certain places with the aim of learning about cultural attractions or utilizing the cultural potential of the destination (Nasution et al., 2019). Museums, as stated in Government Regulation No. 66 of 2015, play a significant role in protecting, developing, and disseminating cultural knowledge to the public.

In recent years, the interest of Generation Z in art museums has increased, along with the trend of self-healing, museum dates, and creating aesthetic content on social media (Kumparan.com, 2022). This demand for social media indicates that, in the digital era, tourism trends can be influenced by the internet. Social media, especially Instagram, TikTok, and X, now influence tourists' decisions, enabling more effective tourism promotion (Narottama & Moniaga, 2022).

By optimizing the available social media platforms, tourism operators can present their attractions according to their desired perception or image. In this context, Superlative Gallery is one art gallery that prioritizes digital promotion through social media to reach tourists. This art gallery serves as tangible evidence of how art and technology can collaborate through digital platforms.

Superlative Gallery is the first NFT art gallery in Indonesia and Southeast Asia, combining art and NFT digital technology while serving as an intermediary for local artists to showcase their works globally. The number of NFT galleries worldwide is only in the dozens (Atourin.com, 2022), making this gallery in Bali a unique tourist attraction

with no competitors in Indonesia and the potential to attract foreign tourists.

Superlative Gallery utilizes social media as a promotional tool to reach tourists, including platforms like X, Instagram, and TikTok. However, preliminary research indicates that Superlative Gallery only actively focuses on Instagram and X, while its TikTok account remains underutilized. This is supported by data showing that the Superlative Gallery TikTok account only has 21 followers, a stark contrast to its other social media platforms, which have more than 8,000 followers. According to a report by WeAreSocial.com (2024), the number of TikTok users in Indonesia has reached 126.83 million. This figure demonstrates that TikTok has great potential as a promotional tool for Superlative Gallery, yet it has not been optimized.

This research aims to analyze the promotional strategy of Superlative Gallery on social media, identify the strengths and weaknesses of each platform, and evaluate their effectiveness to optimize future promotions.

II. LITERATURE REVIEW

Digital Promotion

Putri (2021) argues that digital promotion is an activity in the field of promotion that leverages internet platforms to reach target consumers. Digital promotion can also be defined as the promotion of products or services through the internet. Business players use digital promotion, leading to an increased application of internet media in the market. According to Hermawan (2012), there are two benefits of digital promotion:

1. Relatively Low Cost
   Digital promotion is much cheaper and more effective in reaching potential consumers widely compared to conventional advertising. The nature of digital promotion allows consumers to conveniently check and compare products.
2. High Information Capacity
   Digital promotion provides a vast amount of information compared to conventional media such as print, radio, and television. It also allows companies to store data accurately.

SOSTAC Model

SOSTAC (Situation Analysis, Objectives, Strategy, Tactics, Action, and Control) is a strategic planning framework that is easy to follow and capable of identifying key actions needed for marketing analysis and business planning to achieve goals (Chaffey, 2013; Chaffey & Smith, 2017; Barker et al., 2008).

Chaffey & Smith (2017) state that the SOSTAC model can be used for social media marketing strategic planning with the following details:

1. Situation Analysis

This component is used to set up a situation analysis that describes an organization or company, what it does, and how it engages in online interactions and marketing by addressing internal and external factors that could affect the business. Situation analysis should include a comprehensive assessment of:

a. Audience: Organizations or destinations must know their customers better than the customers know themselves. Tools like Buzzsumo, Crowdbooster, Followerwonk, Google Analytics, and Get Satisfaction can help analyze customers.
b. Partners: Situation analysis should also include an analysis of destination partners to identify which ones deliver the best results and help reach a broader market.
c. Media: Media can be defined as intermediaries or channels for communication from the sender to the receiver. In this context, media serves as a medium to make a destination known to a wider audience, including social media, websites, influencers, online travel agents, travel aggregators, etc.
d. Competency Analysis: Competency analysis shows some of the internal strengths and weaknesses of the destination. It is beneficial to understand these factors before allocating the budget.
e. Performance: At this stage, the destination assesses its performance against the specific objectives that have been set. Similar to competency analysis, performance analysis reveals where the destination stands, its strengths, and its weaknesses.
f. Market Trends: Digital marketing is filled with constant new opportunities and threats. This section involves continuous monitoring of the destination's market, known as environmental scanning, which includes routine checks of statistics, websites, customer surveys, Google Trends, and other information.

2. Objectives

Situation analysis explains "Where is the destination's current social media performance?" while objectives explain "Where will the social media marketing be directed?" or "Where does the social media marketing want to go?" At the end of this section, the destination will know its realistic goals in its social media marketing plan.

3. Strategy

This stage involves formulating a social media strategy tailored to the conditions or situations and objectives analyzed and set in the previous stages. Several approaches can be used to develop or plan a strategy, such as SWOT analysis (Hill & Westbrook, 1997; Ying, 2010). SWOT analysis helps organizations or companies gain better insights into their internal and external environments to make strategic plans and decisions. By identifying factors in these four aspects, organizations can recognize their core competencies for decision-making, planning, and development strategies.

The following are nine components that can be used in

building a social media marketing strategy (Chaffey & Smith, 2017):

a. Target Markets: Identifying the target markets.
b. Objectives: Comprising the vision and mission of social media marketing.
c. Positioning: How the destination wants to be positioned (or perceived) in the minds of the target market.
d. Process: The processes used to achieve objectives, such as new approaches, new processes, systems, new ways of thinking, marketing automation, etc.
e. Partnerships: Identifying the right partners to collaborate with.
f. Sequence or Stages: Chaffey (2013) identifies four stages in this context: Reach (increase awareness and encourage visits); Act (initial interaction); Convert (conversion to sales); Engage (post-sale engagement designed to create long-term loyalty and advocacy).
g. Integration: Integrating online and offline customer data.
h. Tactical Tools/Channels: Tactic tools (or channels) to use in social media marketing campaigns.
i. Engagement: Encouraging customers to engage and interact.

4. Tactics

Tactics are the details of a strategy that tend to be short-term and flexible and can only be developed after the strategy is established. While strategies have a longer timeframe, several tactical tools like advertising, public relations, and sponsorship are great for raising awareness. There are nine criteria to assess whether the tactics developed effectively reach prospects:

a. Reach (How many audiences can be reached)
b. Speed (How quickly can the audience be reached)
c. Time (How long does it take to create and deliver the tactics)
d. Message Volume (How much message can be conveyed)
e. Targeting (How precise the targeting is)
f. Personalization (Can the tool reflect the message)
g. Cost (Whether affordable based on cost per thousand)
h. Control (Can the message be controlled with this tactic)
i. Credibility (some tactics have greater credibility)

5. Action

After determining strategies and tactics, a structured work plan needs to be developed. Action, or action plan, is the stage to identify whether the plan is implemented correctly, ensuring the steps taken can be further followed up. An action plan can be structured as a campaign plan, and Horowitz (2015) suggests several components in designing a campaign plan:

a. Campaign Name: The name of the program to be executed.
b. Campaign Objectives: Defining the main objectives of each program to be executed.
c. Campaign Duration: Determining the duration of each program.
d. Campaign Components: Determining the types of programs to be executed.
e. Target Audience: Identifying the target audience for each program.
f. Key Message: Establishing the core message for each program to be delivered to the audience.
g. Campaign Goals: Setting more detailed goals for each program.
h. Campaign Budget: Determining the budget for each program.
i. Expected Campaign/ROI: Calculating the expected profit or benefit from the cost/effort expended for each program.

6. Control

Control refers to the procedures for monitoring and measuring performance based on the objectives set. This stage is crucial for digital marketing; without it, digital marketing would rely on guesswork and luck. Through control, we can measure and determine whether the steps taken align with the set indicators.

III. RESEARCH METHODS

This study uses a descriptive qualitative research method aimed at providing an in-depth understanding of the promotional strategy of Superlative Gallery through the social media platform Instagram. The data collected includes primary data obtained directly through observations and interviews with the gallery management, as well as secondary data from related documents. The data collection techniques used include non-participant observation, documentation, and unstructured interviews with informants selected purposively.

The data obtained were analyzed using a descriptive qualitative approach, utilizing the SOSTAC and SWOT analysis tools, as well as social media analysis tools like Instagram Insights. The data analysis was conducted interactively through three main stages: data reduction, data presentation, and drawing conclusions that were verified to ensure the validity of the findings.

IV. RESULTS AND DISCUSSION

Superlative Gallery Strategy Optimization

1. **Situation Analysis**

Audience

The target audience for Superlative Gallery's social media varies across different platforms, tailored to the specific characteristics of each platform's users. On Instagram, the target audience is visitors to the Superlative Gallery. On X (formerly Twitter), the primary audience consists of artists participating in exhibitions. For Discord, the target audience is the exclusive members of the Superlative Secret Society NFT community. However, for TikTok, Superlative Gallery has not yet defined a specific audience for this platform.

Partner

Based on the analysis of partners conducted on the social media accounts of Superlative Gallery, the following information was obtained:

TABLE I
SUPERLATIVE GALLERY PARTNERS

Instagram	X
There are several partners were identified based on the Instagram following of Superlative Gallery, who have collaborated in providing information about the activities at the gallery and have previously worked together in organizing events at the gallery, including: @baliartsupplies_ @collectivesolution @id.nft @galeryzen1 @baliartguide @karmakandarabali @thewestin	There are several partners were identified based on the accounts followed by the Superlative Gallery's Twitter account, which include artists who have previously exhibited at the Superlative Gallery, including: @DesLucrese @dhado_wacky @sarah_script @heyyjudd @AriefWitjaksana

Source: Researcher Processed Data, 2024

From the table, it can be observed that each social media platform of Superlative Gallery serves a different function. On Instagram, the partners reached out to are parties that have collaborated in various events hosted by Superlative Gallery. On the other hand, on the social media platform X, the partners being reached out to are artists who regularly exhibit at the gallery. For TikTok, the researcher was unable to analyze the platform as the gallery has not been actively operating it. Additionally, Discord was excluded from this analysis as it is exclusively used by members only.

Media

In the marketing strategy implemented by Superlative Gallery, the role of media has a significant impact. One of the approaches taken is leveraging the presence of Key Opinion Leaders (KOLs) based in Jakarta and Bali to enhance the credibility and appeal of the events held.

In addition to collaborating with KOLs, Superlative Gallery also allocates a budget for paid media through X Ads and Instagram Ads. This paid media strategy enables Superlative Gallery to reach a broader and more targeted audience. With this approach, the gallery aims to effectively communicate promotional messages about its exhibitions to potential visitors.

Competencies Analysis

Superlative Gallery has a professional human resource team managing its social media accounts for marketing purposes. This is because, from the beginning, Superlative Gallery has recruited employees with relevant backgrounds for each position, ensuring that every member performs their job responsibilities effectively. The gallery's social media management is now handled by a dedicated social media

team that also collaborates with the creative team to produce content. Therefore, the competence of Superlative Gallery's social media management can be considered quite good.

However, there remains a minor shortcoming regarding the TikTok platform, which has not been fully reached. Kak Casa, the head of the social media team at Superlative Gallery, explained that analyzing the TikTok platform requires more time, while the social media team currently lacks sufficient time to manage this platform effectively.

Performance

Based on an interview conducted by the author with Superlative Gallery's social media admin, Tiara, the following performance data for each of Superlative Gallery's social media platforms was obtained:

TABLE II
PPERFORMANCE SUPERLATIVE GALLERY

Instagram	Twitter	TikTok
Account Reached: 10,906 (13.2% Followers and 82.8% Non-Followers) Engagement Rate: 4.9% Impressions: 24.649 Post: 10.8K Stories: 2.433	Post Impression: 59,9K Followers: 8,803	Engagement Rate: 11,33% Average Post : 2

Source: Researcher Processed Data, 2024

Market Trends

Superlative Gallery exhibits a tendency to not fully align with prevailing market trends. This is attributed to Superlative's internal-focused approach, resulting in produced and uploaded content that may not always resonate with current trends. Casa, the Social Media Team Lead at Superlative, explained that there is no fixed posting schedule as content is created based on ongoing events or activities. Consequently, Superlative's social media does not actively utilize insights gained from each post to guide their content strategy. Instead, Superlative seems more inclined towards evaluating the success of exhibitions based on total visitor attendance, rather than analyzing data and insights obtainable from their social media performance. This indicates a potential to enhance their approach in utilizing social media platforms as strategic tools to expand reach and strengthen audience engagement. By adopting a more targeted and responsive approach to market trends, coupled with regular monitoring and analysis of social media data, Superlative Gallery can more effectively leverage the power of digital platforms to achieve their communication and marketing goals.

Analysis SWOT

According to Gurel & Tat (2017), a SWOT analysis evaluates and compares external factors of opportunities and threats with internal factors of strengths and weaknesses to identify current and future opportunities and threats. The information obtained from a SWOT analysis can be used to

plan objectives. The goal of a SWOT analysis is to help discover the desired objectives.

Based on a triangulated source interview, the following is a SWOT analysis for Superlative Gallery:

Strength
1. Has a significant number of followers on Instagram and Twitter.
2. Possesses a unique characteristic not found in other galleries.
3. Creates unique and engaging content with the exploration of new digital art.
4. Has high-quality design standards, strengthening the gallery's visual appeal.

Weakness
1. Vulnerable to changes in social media algorithms.
2. Difficulty in reaching local audiences in the gallery's vicinity.
3. Has not optimized promotions on several platforms, such as TikTok.

Opportunity
1. Global market expansion, with the potential to reach international audiences.
2. Potential to build a large community.
3. Social media algorithms can potentially promote artwork to the right audience.

Threats
1. Negative reviews on social media from visitors can affect Superlative Gallery's brand reputation.
2. The risk of scams and fraud against the Superlative platform.
3. Different netizen behaviors on each platform.
4. High risks of privacy and security in social media

Matrix SWOT

TABLE III
SUPERLATIVE GALLERY SWOT ANALYSIS RESULTS

Eksternal / Internal	*Strength*	*Weakness*
	1. Has a significant number of followers on Instagram and Twitter. 2. Possesses unique characteristics that other galleries do not have. 3. Creates unique and engaging content through the	1. Susceptibility to changes in social media algorithms. 2. Difficulty in reaching the local audience around the gallery area. 3. Failure to optimize promotion on certain platforms, such as TikTok.

	exploration of new digital art. 4. Maintains high standards of quality in design, thereby enhancing the gallery's visual appeal.	
Opportunities	**Strategy S-O**	**Strategy W-O**
1. Global market expansion presents an opportunity to reach an international audience. 2. It has the potential to build a broad community. The algorithm systems on social media have the potential to promote works to the right audience.	1. Creating content to reach the international market 2. Utilizing paid advertising features to promote the gallery to a wide audience 3. Leveraging TikTok's algorithm to popularize the gallery and its exhibitions Building a broad community of art enthusiasts	1. Upgrading new styles without losing the identity or distinctive characteristics of Superlative Gallery. 2. Organizing NFT art workshops on university campuses to increase awareness of NFTs and the gallery's presence. Forming a dedicated team to manage TikTok.
Threats	**Strategy S-T**	**Strategy W-T**
1. Negative reviews on social media from visitors can affect the brand reputation of Superlative Gallery. 2. There is a risk of scams and fraud involving the Superlative platform. 3. User behavior varies across different social media platforms.	1. Always be responsive to visitor complaints. 2. Provide rewards to visitors who are willing to review their experience at the gallery. Tailor content to the needs of each platform.	1. Recruit an IT team for managing NFT-related needs. 2. Avoid using personal data when creating social media accounts for Superlative Gallery. Continuously innovate in both events and social media content.

There are high risks related to privacy and security when using social media.		

Source: Researcher Processed Data, 2024

2. Objectives
- Providing a comfortable space for artists to exhibit their work
- Offering a satisfying experience for visitors
- Increasing brand awareness related to digital NFT art
- Building a strong community, creating a space for collaboration and interaction among artists, collectors, and enthusiasts

3. Strategy
Based on the analysis conducted through interviews with the social media team, Superlative Gallery has revealed that it is currently actively managing two social media platforms: Instagram and X. By targeting different audiences on each platform, Superlative creates content tailored to the specific goals of each platform. This strategy aligns with the findings of Nurdin et al. (2021), which emphasize the importance of optimizing social media performance through a strategic approach.

Following this approach, Superlative Gallery can enhance the effectiveness of its social media management by:
- Adding experts and allocating tasks according to specific needs: This step will improve the ability to manage new platforms, such as TikTok, ensuring that each social media platform is managed optimally.
- Maximizing the use of TikTok: By expanding reach to younger audiences and leveraging digital trends, this platform can be utilized for more effective promotions.

To maximize audience engagement, Superlative Gallery needs to improve consistency in content uploads. This includes creating a structured content plan, as suggested by Atiko (2016), who identifies content creation and program planning as integral parts of a promotional strategy. Superlative Gallery can improve the effectiveness of its content management by:
- Enhancing consistency and monitoring of content uploads: A structured content schedule will ensure professionalism and better audience engagement.
- Increasing content that directly involves followers: Activities such as Q&As, quizzes, games, and tags will foster direct interaction with followers and build stronger community engagement.

The use of promotional campaigns through paid advertisements is also an essential strategy. The research by Khayrani (2022) shows that paid advertisements, such as those on Shopee, have significantly increased sales and brand awareness. Therefore, Superlative Gallery can maximize its promotional campaigns by:
- Utilizing both organic and paid advertising campaigns: For example, using Facebook Ads and Instagram Ads regularly can increase audience awareness of ongoing exhibition events.

Regarding the management of Superlative Gallery's social media accounts, where there is a need for monitoring social media activities, performance measurement, and account security, the following strategies can be applied:
- Implementing data collection tools and regularly monitoring follower activity: This enables a deeper understanding of audience behavior and can be used to optimize interactions and marketing strategies.
- Conducting evaluations of templates, content, and performance: Regular evaluations will help improve the effectiveness and efficiency of digital marketing strategies on an ongoing basis.
- Optimizing social media features for account security: This measure is crucial for detecting and preventing potential threats and misuse of managed social media accounts.

4. Tactics
Based on the formulated strategy, here are several recommended digital promotion tactics for Superlative Gallery:
1. Recruiting experienced professionals in digital marketing to manage TikTok.
2. Implementing a structured content schedule aligned with the prime time of each social media platform.
3. Collaborating with influencers through photos or videos to enhance promotion.
4. Hosting question-and-answer sessions on art or NFT-related topics.
5. Organizing challenges to increase awareness of Superlative Gallery.
6. Allocating a specific budget for data collection tools to assist the Data and Information Team in gathering content materials for social media.
7. Enhancing security measures for Superlative Gallery's social media accounts.
8. Regularly monitoring follower activity using an Instagram account monitoring app.
9. Conducting regular team evaluations.

5. Action
TABLE IV
SUPERLATIVE GALLERY ACTION PLAN

Action Name	Duration	Component/Initiative	Target Audience	Key Messages	Target
Recruitment of experts	2 months	Posting job vacansies in LinkedIn	An expert or someone with	Recruitment	Addition of 2 experts

		, Jobstreet, Instagra,/ Twitter, and recruiting part time/fulltime staff	experiences in digital marketing		
Division of staff duties	After recruitment	Divide roles into research teams and content creators for the TikTok application	Superlative Gallery Social Media Team	Division of tasks	Division of HR tasks into a research team and a content creation team for TikTok content
Content scheduling	Once a month	Create a content plan for the next month related to posts and events that will be organized	Superlative Gallery Social Media Team	Content scheduling	Organized schedule for future content uploads to ensure regular posting
Promotion with influencer	Once every 6 months	Influencers such as celebgrams, tiktokers. Or youtubers	Entire Instagram and TikTok audience	Intoducing Superlative Gallery Tours	Achieving 1,000 profile visits to the Superlative Gallery Instagram and TikTok accounts
Use of management tool	Once a month	Automatic scheduling and uploading, campaign performance	The entire audience	Management tools	10% increase in the number of views, likes, engagement, and
		tracking. Content management through gallery, account monetization			analytics across all social media platforms
Monthly giveaway	Once a month	Provide quiz questions about Superlative Galeery to increase followers, engagement, and audience awareness of the gallery	The entire audience	Giceaway	Achieving 250 new followers from a single giveaway
#ArtTalk with Superlative	Once a month	Upload an Instastory sharing about art or creating an open discussion from Superlative Galleery's Twitter account	The entire audience	Sharing session	Increasing interaction by 30 audience/follower accounts during sharing sessions
Social media account security	Once a month	Instagram, TikTok, Discord, and Twitter settings	Social media team	Data security	No hacking incidents of social media accounts
Content evaluation using the Instagram	6 month once, process for approximat	Instagram story (QnA Box)	All audience	Content evaluation	No negative feedback, achieving 500 likes per post, a

QnA feature	ely 2 weeks				5-6% engagement rate, and an additional 1,000 followers per year
Regular internal evaluation	1x a month	Offline meeting, briefing, online meeting	Social media and creative team	Team performance evaluation	Improved performance of the social media and creative team resources

Source: Processed by Researcher, 2024

6. Control

After implementing the planned strategies and tactics, the next step is to carry out control measures. This stage is intended to monitor and evaluate performance against the objectives to determine whether the planning and strategies have been successfully executed and are effective

TABLE V
CONTROL

No	Action	Target Outcome	Monitoring	Implementer
1.	Recruiting experts	Addition of 2 experts	Start of the program implementation period	HR and Head of Superlative Gallery Social Media Team
2	Staff task allocation	Division of HR tasks into a research team and a content-making team for TikTok content	After recruitment	Head of Superlative Gallery Social Media Team
3	Content scheduling	Organized schedule for future content uploads to ensure regular posting	Every 6 months	Social Media Team
4	Prom otion with influe ncers	Achieving 1,000 profile visits to the Superlative Gallery Instagram and TikTok accounts	Monthly	Social Media Team, Marketing Division
5	Use of management tools	10% increase in views, likes, engagement, and analytics across each social media platform	Once a month	Social Media Team
6	Monthly Giveaway	Achieving 250 new followers from a single giveaway	Once a month	Social Media Team
7	#Art Talk with Superlative	Increasing interaction by 30 audience/follower accounts during sharing sessions	Every 6 months, a process of approximately 2 weeks	Admin
8	Social Media Account Security	No hacking incidents of social media accounts	Once a month	Admin
9	Content Evaluation Using Instagram Q&A Feature	No negative feedback, achieving 500 likes per post, a 5-6% engagement rate, and an additional 1,000 followers per year	Start of the program implementation period	HR and Head of Superlative Gallery Social Media Team

Source: Processed by Researcher, 2024

Superlative Gallery Digital Promotion Strategy Model

The tourism strategy for Superlative Gallery can be adapted based on the concept proposed by Alastair M. Morrison (2012). This strategy involves the effective use of digital platforms to enhance the visibility and attractiveness of the tourism destination. In its implementation, this strategy encompasses all stages of the SOSTAC model that have been previously analyzed. Each stage has specific objectives designed to support the growth and sustainability of tourism promotion. The digital tourism promotion strategy model for Superlative Gallery is as follows:
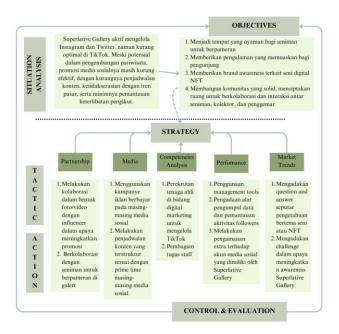
Fig 1. Tourism Digital Promotion Model through Social
Media at Superlative Gallery
Source: Researcher processd data, 2024

V.   CONCLUSION

The promotional strategy employed by Superlative Gallery on social media aims to build brand awareness for Indonesia's first NFT art gallery. The gallery has made significant efforts on Instagram and X, employing a segmented approach where each platform is used according to its audience characteristics. Instagram focuses on visual content to attract visitors, while X is used for direct and rapid communication with art enthusiasts. However, there are gaps in optimizing TikTok and in creating content that aligns with current trends.

To enhance its digital promotion strategy, Superlative Gallery should consider several key actions. Expanding promotions to the local areas of Kuta and Legian through events at schools or universities could increase brand awareness among the local community. Additionally, broadening its digital presence by maximizing other social media platforms like TikTok and YouTube could open new opportunities for reaching a wider and more diverse audience. Staying updated with social media trends is crucial for remaining competitive in the market.

This research also acknowledges limitations, such as focusing on specific social media platforms, the short timeframe for long-term observation, and reliance on existing data collection and analysis technology. Future research should broaden the scope of analyzed platforms, utilize more advanced analytical tools, and include comparative studies with other institutions for a more comprehensive understanding. Further studies should also aim to address time constraints and conduct in-depth observations to better understand the long-term dynamics of digital promotion strategies.

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