

THE IMPORTANCE OF MEDIA CONTENT PUBLICATION BY KUDUS CULTURE AND PARTY OFFICE IN PROMOTING TOURISM DESTINATIONS IN KUDUS REGENCY

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Received : 21 March 2025

Revised : 28 March 2025

Accepted : 14 April 2025

Published : 23 May 2025

DOI : <https://doi.org/10.54443/morfai.v5i3.2894>

Publish Link : <https://radjapublika.com/index.php/MORFAI/article/view/2894>

Abstract

This study aims to determine the importance of media content publication by the Kudus Culture and Tourism Office in promoting tourist destinations in Kudus Regency. This study uses a qualitative research method with a descriptive approach that uses two data sources, namely primary and secondary. Primary data is data obtained from observation and interviews, while secondary data is data obtained through literature studies in the form of journal books, articles and scientific journals related to the importance of media content publication in promoting tourist destinations. In helping to increase public awareness of tourist destinations in Kudus. Through various media platforms, the Culture and Tourism Office can introduce tourist attractions that may not be widely known to the public. Increased visibility has the potential to attract more tourists, both domestic and foreign. Dissemination of accurate information, the Culture and Tourism Office can provide the latest information about tourist destinations, history, traditions, arts and cultural events, nature, creative economy and available facilities. Media content that is packaged creatively and informatively can improve integrated marketing strategies, assist in crisis management, and encourage innovation in tourism promotion and attract potential tourists to visit Kudus. In addition, consistent publication also plays a role in forming a positive image of Kudus as an attractive tourist destination. By utilizing Youtube, Instagram, Facebook and other media, Kudus Culture and Tourism Office can reach a wider and more diverse target audience. This has the potential to increase the number of tourist visits which will ultimately have a positive impact on the regional economy.

Keywords: *Social Media, DISBUDPAR Kudus, Tourism Destination Promotion*

INTRODUCTION

Currently, technological advances have been widely felt by people from various levels, it has an impact on aspects of life, especially in social interaction. People use technology and information as a means of support in finding data and information, even finding solutions to a problem. Williams and Sawyer said that information technology is a technology that combines computing (computers) with high-speed communication lines that carry data, voice, and video. (Zulham, 2017) In general, information technology has the purpose of describing technology that helps produce, manipulate, store, send or distribute information. However, according to Turban, information systems collect, process, store, analyze, and distribute information for a specific purpose. (Agustika et al., 2023) It can be said that information technology is a technology that combines computing with communication channels with the aim of producing, sending or distributing information.

Social media is one of the information media that has experienced growth in recent years. Mulawarman said that social media consists of two words, namely media and social, which is an action or interaction from a person to the community around him. (Budi et al., 2019) It can be said that social media is a media platform that focuses on the existence of users that facilitates users in activities or collaboration. Instagram, Facebook, Youtube and Twitter are very popular social media communication tools that can access various information in the form of photos and videos with a very wide reach.

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Social media has several characteristics that are not much different from cyber media which is one of the platforms of cyber media, including: 1) Network (Network) Network is an infrastructure used to connect two or more computers. In this case, because of its online nature, the network used is the internet network; 2) Information (Information) Information is the main and important thing in social media because social media users create their identities, produce content, and interact based on the information they have; 3) Archive (Archive) For social media users, archives are a character that explains that information has been stored and can be accessed at any time and through any device; 4) Interaction (Interactivity) Social media forms a network between users that does not just expand friendships or followers, but must be built with interaction between users; 5) Social Simulation (simulation of society) Social media has a character as a medium for society to take place in the virtual world; 6) Social media has uniqueness and patterns that in many cases are different and not found in real society. ; 7) User-generated content On social media, content is entirely owned and based on the contributions of users or account owners; 8) UGC is a symbiotic relationship in new media culture that provides users with the opportunity and freedom to participate.; 9) This is different from old (traditional) media such as print media where the audience is merely a passive object or target in message distribution.(Budi et al., 2019)

Tourism is a growing medium, in this context it is important for us to understand and dig deeper into how social media can be an effective tool to promote tourist destinations, especially at the local level. Van Dijk stated that social media is *platform media* that focuses on the existence of users who facilitate them in their activities and collaboration.(Setiadi, 2022)It can be concluded that the existence of effective social media can increase the visibility of tourist destinations which attracts tourists to visit these tourist destinations. Kudus is a small city located in Central Java Province. Kudus City has many tourism potentials, including history, tradition, art, culture, nature, and creative economy. Tourist destinations that located in Kudus is not free from social media as a means of promoting tourism. However, efforts to promote tourism through social media have not been fully optimized for use by the community, due to the lack of community ability in using digital media.

Department of Culture and Tourism (Disbudpar) is an institution located in Kudus Regency. Disbudpar is a tourism destination forum that collaborates with the community in various aspects, from cultural preservation to tourism development. In developing tourism, the culture and tourism office uses social media to introduce and attract tourists to visit tourist destinations in the city of Kudus. Based on the background above, it is an attraction for the author to conduct research entitled "The Importance of Media Content Publication by the Kudus Culture and Tourism Office in Promoting Tourist Destinations in Kudus Regency"

RESEARCH METHODOLOGY

Type The research used in this study is a qualitative approach method. Bog and Taylor said that qualitative research is a type of research that produces descriptive data in the form of words. Qualitative research has a fundamental or natural nature so that it cannot be done in a laboratory but in the field.(Zuchri, 2021)The location of the research is the Kudus Disbudpar Office during the implementation of PPL. In conducting the research, the researcher used 2 sources of approach, namely primary and secondary. Primary data is data obtained through observation and interviews while secondary data is data obtained through literature studies in the form of books, articles, and scientific journals related to the importance of media content publication in promoting tourist destinations. The research subjects who are the sources of information in this study are information technology from the Kudus Disbudpar and domestic tourists. In conducting data analysis, the researcher classified several analyzes including; Classifying the types of content shared on social media related to Kudus city tourist destinations, analyzing popularity and interaction (likes, shares, comments and subscribers) to measure the level of user involvement, conducting analysis to understand positive responses regarding the influence of media publications in promoting tourist destinations.

RESULTS AND DISCUSSION

A. The Role of Media in Tourism Promotion

Print, electronic, or digital media have an important role in influencing tourists' decisions to visit a dynasty. Social media, websites, and video-based platforms such as Instagram, YouTube, and TikTok mini are very relevant media in promoting various tourist attractions. Kudus is a small city located in Central Java province. Kudus City is one of the cities with a religious background because it has many tourist attractions related to religion. Kudus City holds a tourist charm that is no less interesting than the big cities around it, including religious tourism consisting of

the Kudus Tower and Al-Aqsa Mosque, the Tomb of Sunan Kudus, the Tomb of Sunan Muria, the Bubar Mosque, the Langgar Dalem Mosque. Historical and Cultural Tourism consisting of the Kretek Museum, Kudus Traditional House, Hok Hien Bio Temple. Natural Tourism consisting of Monthel Waterfall, Tanjung Ria Park, Rahtawu, Mount Muria, Soto Kudus, Jenang Kudus. Based on the description above, it can be concluded that the city of Kudus has a diversity of tourism and culture that has its own story and history, but due to the lack of information media, many of these tourist attractions are not yet known by tourists and some other local residents.

B. Media Content Strategy by Kudus Culture and Tourism Office

Kudus Regency Culture and Tourism Office (Disbudpar) is an element of regional apparatus as a supporting component of the implementation of regional government led by the head of the agency who is responsible to the regent as the government affairs in the field of Culture and Tourism. In publishing tourist destinations in the city of Kudus, Disbudpar uses social media to publicize these tourist destinations, this was expressed by one of the IT teams of Disbudpar Kota Kudus.

Social media is a medium on the internet that allows users to present themselves and interact, collaborate, share, and communicate with other users. (Widada, 2018) Social media is also a form of social networking information such as YouTube, Instagram, Facebook and so on which is created by a person, individual, company and organization. (Ibrahim & Irawan, 2021) Widada said that social media is an online media, where users can easily use it to meet their communication and information needs. (Yusuf et al., 2023) In the context of social media content, YouTube is a source of social media information that plays a role in creating a strong influence on how tourists find out information, especially on tourist destination content.

In relation to social media, the Kudus Culture and Tourism Office uses several strategies in creating media content, including:

1. **Attractive visual presentation**
The use of photos and videos that depict the beauty of nature, the uniqueness of culture, and various activities that can be done at tourist destinations is very important. Creative and visual content that can attract and increase the appeal and motivate tourists to visit the city of Kudus.
2. **Local cultural stories and narratives**
In this case, Disbudpar Kudus compiled a narrative that describes local history and culture, such as the history of the city of Kudus, the process of making kretek, or religious traditions in the city of Kudus. The creation of storytelling-based content can provide a deep dimension to tourists regarding the cultural values in the city.
3. **Collaboration with influencers**
To widen the reach of the audience, Disbudpar Kudus collaborates with various influencers or content creators who have a large audience and relevance to the tourism and culture sector. Collaboration with these influencers can increase visibility and promote tourist destinations more effectively.
4. **Hashtag campaign in media**
In this case, Disbudpar Kudus uses relevant hashtags, such as ExploreKudus, WisataKudus, and CulturalKudus, which can help increase popularity and make it easier for tourists to find content related to Kudus City. This promotion can encourage tourists to share their experiences while visiting Kudus.
5. **Educational and informational content**
In this case, Kudus Disbudpar also needs to ensure that the media content shared is not only interesting, but also provides practical information such as operating hours of tourist destinations, ticket prices, travel routes, and available facilities. Educational content in preserving culture can also increase tourist awareness of preserving tourist attractions.

Based on the results of observations and interviews, the publication of media content in promoting tourist destinations is very influential in attracting local and non-local tourists. This can be proven by the existence of several video content uploads on social media accounts such as the website, Instagram, and YouTube of Disbudpar Kudus which are increasing in subscribers, likes and viewers so that tourists increase to visit every tourist attraction in the city of Kudus.

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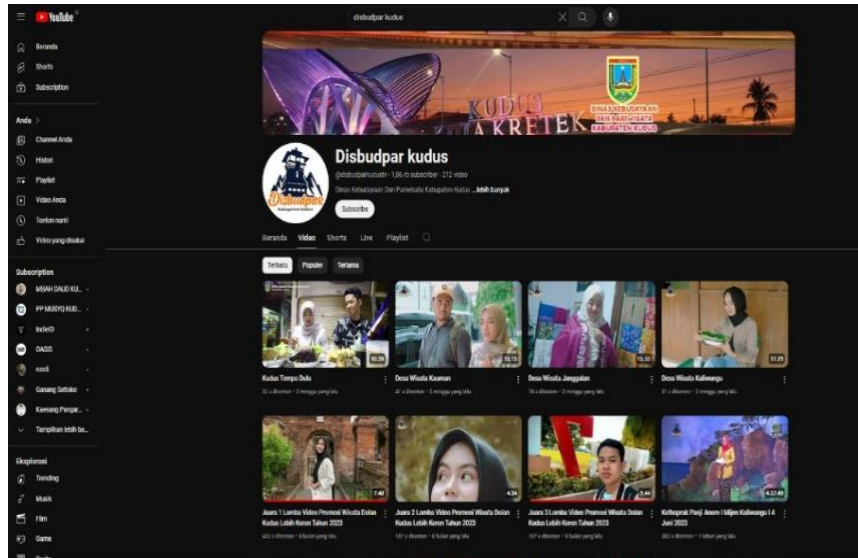


Figure II Social media account of the Kudus DISBUDPAR Youtube

The information in image II can be seen clearly, in addition to the many good content uploads and the increasing number of subscribers, which is 1.86 thousand, in addition to the increasing subscribers and likes, each video upload of Disbudpar Kudus content also gets positive comments from each viewer. Disbudpar also collaborates with other tourism promotion media accounts, this was revealed by the IT team of Disbudpar Kudus.

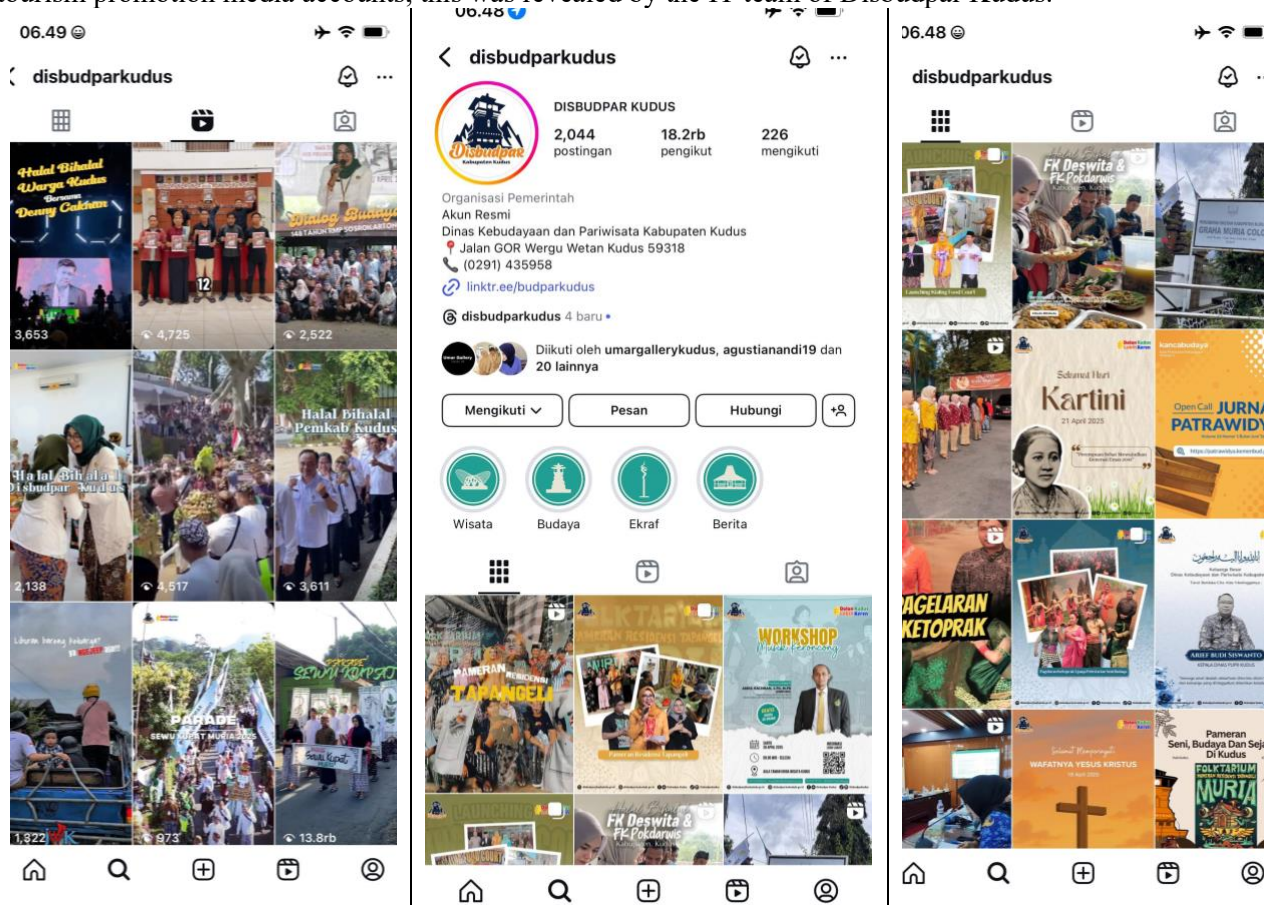


Figure I.2. DISBUDPAR Kudus social media account

Figure I.2 can be seen clearly, in addition to promoting tourist destinations and several traditional foods typical of Kudus, Disbudpar also uploads several activities, events and cultural traditions in the city of Kudus via Instagram social media.



Figure I.3. DISBUDPAR Kudus website account

It can be clearly seen in Figure I.3 that the Kudus Culture and Tourism Office uses website media as a tool to convey information, promote Kudus city tourist destinations and interact with tourists.

From several results of observations and interviews above, it can be proven that the Kudus City Culture and Tourism Office has used social media to promote various tourist destinations, culinary delights, and traditions in the city of Kudus.

C. The Importance of Media Content by Kudus Culture and Tourism Office in Increasing Tourism Attractiveness

In promoting tourism, social media has a very important role, with social media tourist destinations can easily reach their target audience in promoting tourist destinations in a more interactive and interesting way. In addition, social media can also allow tourist destinations to interact directly with tourists and provide accurate and up-to-date information. In relation to media content, Ulrike Gretzel stated that social media plays an important role in shaping tourists' perceptions and decision-making in increasing tourism appeal.(Yanti et al., 2024)Social media provides an opportunity for tourist destinations to reach a wider market, establish stronger relationships with tourists, build an image to compete with other tourist destinations can influence tourists' decisions to choose where they vacation. Here are strategies that can be done to improve marketing through social media.

Media content managed by the Department of Culture, Tourism, Youth, and Sports (Disbudpar) of Kudus Regency has a strategic role in advancing the tourism sector and increasing tourist attractions. The use of media, both in digital and traditional forms, is increasingly important to introduce or promote the tourism potential in Kudus to tourists. The following is an explanation of the importance of media content in increasing tourist attractions in Kudus:

1. Effective promotion of tourist destinations
Media content is the main tool for promoting tourist destinations widely and efficiently. By using various digital platforms such as social media (Instagram, Facebook, Twitter, TikTok), travel blogs, and official websites, the Kudus Culture and Tourism Office can introduce various tourist attractions in Kudus. For example, religious tourism destinations such as the Tomb of Sunan Kudus, natural tourism such as pine forests, and typical culinary tourism such as Soto Kudus, can be promoted through interesting content in the form of photos, videos, and articles. In this case, the content created describes the beauty, uniqueness, and comfort of the tourist destination, as well as providing practical information such as how to get to the location, available facilities, and activities that can be done there. The use of attractive visual content and strong storytelling will help attract the attention of potential tourists.
2. Increasing brand awareness and regional identity
In this case, one of the main objectives of media content is to create brand awareness, namely to increase public awareness of the identity and tourism potential of an area. Kudus Culture and Tourism Office can create a

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narrative and identity that is unique to Kudus Regency through content that focuses on culture, history, and local uniqueness. For example, through stories about the history of Sunan Kudus and his influence on the development of Islamic culture in Java, or introducing typical Kudus culinary that has certain characteristics, such as Soto Kudus and Nasi Gandul.

Content that tells the traditions and uniqueness of Kudus culture will not only attract tourists, but also help introduce Kudus as a tourist destination that has rich historical and cultural values. This will create a positive image and increase tourist appeal, both for domestic and international tourists.

3. Increase interaction and engagement with the audience

In this case, social media provides an opportunity for the Kudus Culture and Tourism Office to interact directly with the audience. Through interesting media content, the Culture and Tourism Office can invite the audience to participate, share experiences, or provide comments on tourist attractions in Kudus. For example, the audience can be asked to share photos or stories of their experiences when visiting Kudus, which can later be shared again by the Culture and Tourism Office as a form of further promotion.

High engagement on social media can also expand the reach of content, because an engaged audience will also share content with their friends or followers. This creates a viral effect that can introduce Kudus to a wider audience without a large cost.

4. Education about Local Tourism and Culture

Education is the ability to provide very broad knowledge to humans to develop their personalities to be better. (Wulandari, 2023) In providing education, media content also plays an important role. Kudus Culture and Tourism Office uses media to educate the public, both local and tourists, about the cultural and historical riches of Kudus. For example, content in the form of articles or videos explaining local traditions, traditional ceremonies, or Kudus's handicrafts to become a special attraction for tourists who are interested in local culture. In addition, educational content containing information about cleanliness, safety, and ethics of visiting tourist destinations is one of the things that will help tourists to appreciate local culture and traditions more. With this education, tourists not only enjoy physical tourism, but also gain an in-depth experience of Kudus' social and cultural life.

5. Increasing Tourist Visits

Interesting media content can influence tourists' decisions to visit an area. Through appetizing content and providing clear and useful information, Kudus Culture and Tourism Office can encourage people to plan their trip to Kudus. For example, travel videos or vlogs that show exciting experiences visiting Kudus, such as trying typical culinary delights or enjoying the natural beauty around Kudus, can attract tourists to visit.

Testimonials from tourists who have visited Kudus, either in written or video form, can also increase the credibility of the tourist destination. This is very effective because tourists tend to trust the experiences of others who have visited the place.

6. Enhancing Cooperation and Investment

Media content not only serves as a promotional tool for tourists, but can also attract the interest of investors or other parties interested in collaborating in tourism development. (Vedrian et al., 2022) With content that describes existing tourism potential, Disbudpar can attract the attention of investors who want to open tourism businesses, such as hotels, restaurants, or new tourist attractions.

In addition, Disbudpar Kudus can work together with travel agents, influencers, and mass media to expand the reach of tourism promotion. Collaborative content between Disbudpar Kudus and related parties can help increase the number of tourists visiting Kudus.

7. Encourage Tourists to Visit Events or Festivals

In addition to tourist destinations, Kudus also often holds various events or festivals that can be a special attraction. Through media content, Disbudpar can promote these events, such as cultural festivals, traditional competitions, or music concerts. By displaying interesting content about the event, either through digital posters, videos, or related information, it can increase the number of visitors who come to watch or participate in the event.

8. Real-Time Information Dissemination

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Real-time information distribution is the process of sending data directly and continuously to users. (Ari Wibowo & Tomi, 2020) In a fast-paced digital world, timely and relevant information is essential. Media content allows Disbudpar to immediately provide up-to-date information on weather, tourist attraction operating hours, accessibility updates, or other emergency information that tourists need. This helps create a more comfortable and satisfying experience for visitors.

Based on the description above, the influence of social media to promote tourism destinations is also emphasized by the results of research on the Role of Social Media in Promoting Tourism in the Bukit Lawang Plantation Village. Researchers say that social media plays a role in the process of tourism promotion goals. (Yanti et al., 2024) Not only promotion, social media also has a role in helping tourists to decide on alternative choices of destinations and experiences and decisions to buy products during the tourism process. Not only that, the importance of social media to promote tourist destinations is also emphasized by the research of Regal Vedriana et al. entitled Utilization of Media in Tourism Promotion as an Effort to Increase Local Original Income of Selayar Islands Regency. The results of this study indicate that the tourism and culture office of Selayar Islands Regency in promoting tourism uses 4 promotional tools, namely advertising, sales promotion, personal selling and public relations.

From the results of observations and interviews as well as the literature study above, it can be concluded that the publication of media content is very influential in promoting tourist destinations and helping tourists in carrying out the tourism process.

CONCLUSION

Through this research, the publication of media content by the Kudus Culture and Tourism Office (Disbudpar) plays a vital role in promoting tourist destinations in the digital era. Through various media platforms, Kudus Disbudpar can effectively increase visibility. its tourist destinations, reach a wider audience, and build awareness of the uniqueness and appeal of Kudus. Social media has a very positive impact on the local economy and community empowerment that strengthens promotion and communication with consumers. The interactivity of social media allows the Kudus Culture and Tourism Office to engage directly with potential tourists in answering questions, and building more personal relationships. Publication of media content by the Kudus Culture and Tourism Office can support integrated marketing strategies, assist in crisis management, and encourage innovation in tourism promotion. The ability to segment audiences and personalize messages allows for more effective and targeted communication. Finally, data obtained from media publication activities can provide valuable insights for decision making and strategic planning in the future. By utilizing Youtube, Instagram, Facebook and other media, it greatly helps the Kudus Culture and Tourism Office in publishing media content optimally, increasing the appeal and visits of tourists to destinations in Kudus, encouraging the growth of the tourism sector, and contributing to the overall economic development of the region

THANK-YOU NOTE

The author would like to express his gratitude to the presence and grace of Allah SWT, for His grace and gifts so that the author was able to complete the research entitled "The Importance of Media Content Publication by the Kudus Disbudpar in Promoting Tourist Destinations in Kudus City". During the research process, the researcher realized that there were difficulties that the author faced, but with the help, attention and input from various parties the author was able to complete this research. Therefore, the author would like to thank the Disbudbar Kudus IT team who helped complete this research process. The author realizes that the results of this study are still far from perfect, both from the author, language structure and scientific perception. Therefore, the author expects suggestions and criticisms as an evaluation for the author. The researcher also hopes that the results of this study can provide benefits for researchers, readers, and parties who need it.

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