



## INSTAGRAM CONTENT MARKETING ANALYSIS IN INCREASING UMRAH INTEREST (STUDY ON JANNAH TRAVEL ACCOUNT)

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**Abstract:** One marketing strategy adopted by umrah travel companies is using content on the Instagram platform. This is in response to the increasing business competition in the umrah industry, where the growing number of umrah agencies adds complexity to the market. The success of companies in winning this competition heavily relies on their ability to reach and influence the public widely through effective information dissemination. The theory used in this research is the theory of the 4 Pillars of Social Media Strategy. Data collection techniques through observation and documentation studies involve systematic and planned recording of events or phenomena. The type of observation applied in this research is non-participatory observation, and data collection techniques through documentation studies. The conclusion drawn is that the information and education content posted by the Instagram account @JannahTravel perform well, marked by a large number of likes. This practically implies as an evaluation tool and advice in creating content plans, by increasing the proportion of information and education content to enhance the interest of potential umrah pilgrims who are the audience.

**Keywords:** 4 Pillar Strategy; Intention; Umrah

**Abstrak:** Salah satu strategi pemasaran yang diadopsi oleh perusahaan-perusahaan wisata perjalanan umroh adalah menggunakan konten-konten di platform Instagram. Hal ini merupakan respons terhadap meningkatnya persaingan bisnis di industri umroh, di mana semakin banyaknya biro-biro umroh menambah kompleksitas pasar. Keberhasilan perusahaan dalam memenangkan persaingan ini sangat bergantung pada kemampuannya dalam menjangkau dan mempengaruhi masyarakat secara luas melalui penyebaran informasi yang efektif. Teori yang digunakan dalam penelitian ini adalah teori tentang 4 Pilar Strategi Media Sosial. Teknik pengumpulan data melalui observasi dan studi dokumentasi melibatkan pencatatan peristiwa atau fenomena secara sistematis dan direncanakan. Jenis observasi yang diterapkan dalam penelitian ini adalah observasi non-partisipatif dan teknik pengumpulan data melalui studi dokumentasi. Kesimpulan yang dapat diambil adalah konten informasi dan edukasi yang diposting oleh akun Instagram @JannahTravel memiliki performa yang baik, ditandai dengan jumlah likes yang besar. Hal ini berimplikasi praktis sebagai sarana evaluasi dan saran dalam membuat rencana konten, dengan memperbesar proporsi konten informasi dan edukasi untuk meningkatkan minat calon jamaah umrah yang merupakan audiens.

**Kata Kunci:** 4 Pilar Strategi; Minat; Umrah

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## Introduction

The rapid development of technology has encouraged digitalization in various aspects of life, including in the field of communication and marketing. The emergence of social media as one of the results of this digitalization has changed the way we interact and share information<sup>1</sup>. One of the most prominent social media platforms today is Instagram. Instagram has been on the first order of usefulness as a promotional channel. Although Instagram does not emphasize on textual descriptions and emphasizes on the use of image media that has differentiated from other social media platforms<sup>2</sup>. One of the most popular social media according to We are Social data in 2024 is Instagram and in the top position is Whatsapp social media, out of a total of 139 million social media users in Indonesia, 85.3% are Instagram social media users. This large number of users can be utilized by business people as a communication medium as well as a marketing medium.

The form of communication displayed on the Instagram social media platform, whether in the form of images or videos, is the primary focus in conveying information. According to Lon Safko and David K. Brake, in their book titled "The Social Media Bible: Tactics, Tools & Strategies For Business Success," they mention the concept of four pillars of social media strategy which include entertainment content, collaboration content, educational content, and informational content. Therefore, content becomes the determinant of whether information can be effectively communicated. However, if Instagram social media is not utilized optimally, it will hinder the opportunity for individuals or groups to effectively convey information. Thus, it is important for specific groups or organizations using Instagram as a marketing medium to pay attention to the content they upload in order to attract consumers.

According to the opinions of experts such as Jan H. Kietzman, Kritopher Hermkens, and Ian P. McCarthy in Laura's research<sup>3</sup>, the functions of social media can be described as follows:

- a. Information. Social media serves as one of the important sources of information, as well as a means for adaptation, innovation, and technological development.
- b. Sharing. Social media allows users to exchange ideas with other users through text, images, and videos.
- c. Relationships. Social media depicts users' ability to connect or interact with other users.
- d. Groups. Social media users can form or join communities or small groups with similar backgrounds and interests.

The implementation of Hajj and Umrah activities involves two aspects that need to be carefully considered. Firstly, during the preparation stage in the home country, many important aspects need attention, such as payment procedures to the bank, processing

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<sup>1</sup> Naura Firdaus Haidar and Martadi, "Analisis Konten Visual Post Instagram Riliv Dalam Membentuk Customer Engagement," *Jurnal Barik* 2, no. 2 (2021): 121–34, <https://ejournal.unesa.ac.id/index.php/JDKV/>.

<sup>2</sup> Filip Šikić, "Using Instagram as a Communication Channel in Green Marketing Digital Mix: A Case Study of Bio&Bio Organic Food Chain in Croatia," 2021, 221–36, <https://doi.org/10.1108/S2043-905920210000015013>.

<sup>3</sup> Filip Šikić, "Using Instagram as a Communication Channel in Green Marketing Digital Mix: A Case Study of Bio&Bio Organic Food Chain in Croatia," 2021, 221–36, <https://doi.org/10.1108/S2043-905920210000015013>.

Umrah documents, health checks for prospective pilgrims, and the organization of guidance on pilgrimage rituals, including content, methods, and schedules of guidance, as well as the provision of equipment and religious consultations. Meanwhile, during the execution stage of Hajj and Umrah in the holy land, service standards include accommodation, transportation, provision of meals, and healthcare services. Umrah travel agencies are increasingly competitive in offering diverse management, services, and facility advantages to attract pilgrims' attention. As a result, many Umrah travel agencies offer below-standard prices in the form of travel discounts, enticing many prospective pilgrims to take advantage of these offers, paying cheaper prices and departing for the Holy Land. However, in reality, this will cause problems later because these agencies cannot meet the minimum standards set by the Ministry of Religious Affairs.

One application of marketing through Instagram content is done by Umrah travel companies to address the business competition caused by the increasing number of Umrah agencies, which also heavily rely on spreading information to the public. Jannah Travel is one of the Umrah departure service providers in Indonesia that has social media verified by Instagram. The contents on the Instagram account @jannahtravel have presented interesting content related to Umrah rituals, with various types of content being showcased, each with unique informational communication values to attract Jannah Travel's consumers' attention. The uniqueness of the content on Instagram @jannahtravel in this study will be analyzed further using the four pillars of social media strategy. Therefore, this research aims to understand the form of communication content used to convey messages to the public posted by the Instagram account @jannahtravel.

In a previous research article written by Afifah Subnah Nafsyah titled "Analysis of Instagram Social Media Content By.U as Information & Communication Dissemination Media," the concept of the four pillars of social media strategy was used. The study found that the collaboration pillar was the largest component in the posted content. Instagram By.U also used the hashtag #SemuanyaSemaunya to attract audiences and disseminate information more widely. Another study by Michael and Farid Rusdi on the content of the Instagram account Narasi.tv also showed that to attract Generation Z, interesting content formats, concise explanations, attractive visuals using videos, and informal language are used to make communication more familiar.

The object of this research is the Instagram account JannahTravel, which is a Hajj and Umrah travel service that provides the best services and professional service, with the company's focus being to ensure that customers can experience spiritual beauty in the Holy Land with optimal comfort and ease. The JannahTravel Instagram account is utilized as a communication medium using content marketing between the company's management and potential customers, with the expected output being the interest of prospective pilgrims in performing Umrah. The aim of this research is to present the characteristics of content marketing and the strategy of conveying content marketing on Instagram to followers in increasing Umrah interest (Study on the JannahTravel account). The benefits of this research are divided into two categories: theoretical and practical benefits. The theoretical benefit of this research is to contribute to knowledge enrichment by enriching literature related to marketing management in the field of strategic efforts that can increase Umrah

interest from the perspective of digitalization. The practical benefit of this research is to identify to what extent content marketing delivery can increase Umrah interest.

## **Theoretical Approach**

### **Social Media Instagram**

Instagram, a social media platform that focuses on sharing photos and videos, has evolved into an effective business communication tool that can be used to attract target markets<sup>4</sup>. Instagram has now become a promotional tool used by various business entities around the world. The platform serves up inspiration covering a wide range of aspects, including fashion, food, travel, art, and Umrah. Users have the opportunity to follow celebrities, public figures, and industry icons to gain an in-depth understanding of their activities and interact with them. The advantages of Instagram compared to other social media platforms make it an attractive choice for promotional media<sup>5</sup>. One of the main advantages is its ability to introduce and update products quickly through a wide range, thus attracting consumers efficiently<sup>6</sup>.

### **Social Media Strategy Pillars**

In their book<sup>7</sup> “The Social Media Bible: Tactics, Tools, & Strategies For Business Success” (John Wiley & Sons, 2009), Lon Safko dan David K. Brake puts forward the concept of the four pillars of social media strategy, which include:

- a. Information. Social media facilitates an interactive dialog between the brand and the audience or market within the scope of a wide range of product information and offerings related to umrah needed by the audience and offered by JannahTravel as a service provider thus creating a different dynamic from traditional communication.
- b. Collaboration. Social media offers the potential to facilitate collaboration with various parties. For example, Wikipedia provides a platform for its readers to contribute to the creation and editing of content.
- c. Education. Social media can serve as an educational tool for audiences. The process of sharing knowledge and skills on social media can support the customer engagement that is being built.
- d. Entertainment. Entertainment content is an important component of a social media strategy.

Thus, an effective social media strategy requires the integration of these four pillars to achieve the desired business goals.

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<sup>4</sup> Reni Ria Armayani, “Analisis Peran Media Sosial Instagram Dalam Meningkatkan Penjualan Online,” *Jurnal Pendidikan Tambusai* 5, no. 3 (2021).

<sup>5</sup> Rindang Putri Kharisma Mukti and Ainur Rochmaniah, “Instagram Analysis @Cashaofficial As Bean Bag Promotion Media,” *Indonesian Journal of Innovation Studies* 21 (November 28, 2022), <https://doi.org/10.21070/ijins.v21i.828>.

<sup>6</sup> Pulkit Trivedi and Ruma Pal, “A Research Paper On Strategies That Businesses Use To Survive Through Social Media Marketing With Reference To Instagram,” *Towards Excellence*, June 30, 2022, 1718–28, <https://doi.org/10.37867/TE1402141>.

<sup>7</sup> Lon Safko and David K Brake, *The Social Media Bible: Tactics Tools, And Srtategies For Business Suces* (New Jersey: John Wiley & Sons, 2009).

## Content Marketing

Content marketing is an effective marketing strategy that focuses on the creation and distribution of relevant and valuable content. Its main objective is to attract and retain audiences with the ultimate goal of driving profitable customer action. This strategy allows brands to build long-term relationships. In this study, researchers used qualitative methods with content analysis methods and critical paradigms and grouped content based on the four pillars of social media content strategy. The qualitative approach in this study is used to obtain in-depth data where researchers analyze and collect data that has been obtained, namely by analyzing and observing the contents of @jannahtravel Instagram content. Researchers also made direct observations of the object of research, namely the @jannahtravel Instagram account and used the content analysis method. This research uses a critical paradigm because researchers will observe, analyze content in a broad context, and examine the existing reality by examining the content of the content on @jannahtravel Instagram feeds that utilize features such as Instagram posts, Instagram stories, and video reels.

## Umrah Interest

In general, interest can be defined as a form of attention that involves emotional elements and serves as a driver or aspiration within an individual towards a particular object. Interest is an affective tendency that involves the feelings or emotions of a person to engage in activities, such as sports, tourism, or worship<sup>8</sup>. One of the worship activities commonly practiced by Muslims is Umrah. Umrah is one of the religious rituals frequently performed by Muslims worldwide. This is because Umrah can be performed at any time throughout the year. The term Umrah itself means pilgrimage or visiting a place. Umrah is an Islamic ritual with significant values, rewards, and spirituality, performed by millions of Muslims every year<sup>9</sup>. Umrah is performed by Muslims for religious obligation, spiritual enhancement, and following the teachings of the Prophet Muhammad<sup>10</sup>. The interest or desire to perform Umrah is a noble spiritual aspiration of every individual. This aspiration signifies an intense desire to draw closer to God and strengthen spiritual connection. The implementation of Umrah is an expression of faith and piety, as well as dedication to practicing the teachings of Islam. It also reflects an individual's readiness to allocate their time, energy, and resources to this spiritual journey. Additionally, Umrah can serve as a medium for introspection and achieving inner peace, as well as renewing life goals and intentions. Therefore, the desire for Umrah not only reflects obedience to religious teachings but also aspirations for personal growth and transformation.

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<sup>8</sup> Fitriani Nur Alifah, "Pengembangan Strategi Pembelajaran Afektif," *Tadrib* 5, no. 1 (July 1, 2019): 68–86, <https://doi.org/10.19109/tadrib.v5i1.2587>.

<sup>9</sup> Sinoka Ansari et al., "Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision," *Journal of Public Value and Administrative Insight* 2, no. 2 (July 30, 2019): 5–10, <https://doi.org/10.31580/jpvai.v2i2.896>.

<sup>10</sup> Haamid Bashir et al., "Experience of Umrah Trip to Saudi Arabia from Kashmir India: Model Study on Management and Facilities to Pilgrims by Custodian of Holy Mosques Kingdom of Saudi Arabia," *Journal of Tourism & Hospitality* 06, no. 06 (2017), <https://doi.org/10.4172/2167-0269.1000328>.

## Research Methods

This research approach is qualitative which is a research approach based on the philosophy of postpositivism, used to study natural object conditions, different from experiments. In this method, the researcher acts as the main instrument<sup>11</sup>. Data analysis is inductive or qualitative, and the results of qualitative research emphasize meaning rather than generalization. Data collection techniques in observation and documentation studies. Observation is the process of recording events or phenomena in a structured and planned manner<sup>12</sup>. The type of observation used in this study is non-participatory observation, namely the type of observation without direct involvement (non-participatory) while the data collection technique using documentation is carried out by collecting written information, especially including archives that include opinions and theories relevant to the issues discussed in this study<sup>13</sup>. The qualitative data analysis technique is carried out through the following stages<sup>14</sup>:

- a. Data Collection: The collected data is then organized into narratives, forming a series of meaningful and relevant information related to the research problem.
- b. Data Reduction: The process of categorizing and reducing data involves gathering important information relevant to the research problem, then grouping the data according to the topic.
- c. Data Display: This involves interpreting the data, which means understanding what the informants have conveyed regarding the research issue.
- d. Conclusion Drawing/Verification: Conclusions are drawn based on the narratives compiled in the previous stage, providing answers to the research problem. These four stages of data analysis are interconnected and support each other.

## Results and Discussion

The concept of the four pillars of social media strategy is an approach that recognizes four key aspects that are important in efforts to develop and manage the success of social media. By using these four pillars on Instagram, @Jannahtravel can improve the quality and interest of social media content, as well as strengthen user engagement so that it leads to the company's goal from the beginning, which is to increase the potential interest of pilgrims in performing the Umrah pilgrimage. With the understanding and use of the concept, social media strategy planners can create more significant experiences and establish closer relationships with their audiences.

The researcher refers to the concept of four pillars of social media strategy proposed by Lon Safko and David K. Brake where this concept explains that there are four pillars that are important for developing social media, especially in designing a content creation strategy to look attractive. So that it can explain the characteristics of marketing content owned by Jannah Travel. The time for research and data collection is limited from May 2023

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<sup>11</sup> Zuchri, *Metode Penelitian Kualitatif* (Jakarta: CV. Syakir Media Press, 2022).

<sup>12</sup> Reni Ria Armayani, "Analisis Peran Media Sosial Instagram Dalam Meningkatkan Penjualan Online."

<sup>13</sup> Ansori, *Metode Penelitian Kuantitatif Edisi 2* (Surabaya: Airlangga University Press, 2022).

<sup>14</sup> Anton Bahtiar Rifa'i, "Strategi Komunikasi Dalam Penyelenggaraan Ibadah Haji Untuk Menangkal Disinformasi Dan Hoaks," *Multazam : Jurnal Manajemen Haji Dan Umrah* 4, no. 1 (2024).

to April 2024. Based on the results of the researcher's observation of JannahTravel's Instagram content, the following is an overview of the implementation of the four pillars of the social media strategy as followed.

**Content Information**

On Instagram social media, @jannahtravel share various types of informative content with their followers. The content covers a variety of topics, such as promotional quotas, quizzes with prizes, and more. In the period from April 2023 to April 2024, jannahtravel has posted 18 informative content covering various topics, such as the jannahtravel application, explanations about jannahtravel, jannahtravel Discover, and others. One example of interesting content is the promotion of a new program held by jannahtravel, which is shown in Figure 1.



**Figure 1.** Cashback Promo Information Content Rp. 1 Million

In this promotion, jannahtravel provides Cashback offers to prospective pilgrims who register before April 30, 2024. The information in this content is conveyed clearly and completely, making it easier for @jannahtravel Instagram followers to understand it. The use of bold text on the phrase "Rp.1 Million Cashback Promo" attracts the attention of followers and encourages them to register for Umrah through Jannah Travel. This content was posted on April 24, 2024 and has 57 likes. Based on observations, the informative content posted by @jannahtravel has an interesting concept and clear information, making it easier for @jannahtravel Instagram followers to understand the content. Followers feel fulfilled with the informative content provided, allowing them to understand the content clearly. There was a previous study that discussed Instagram content analysis, including a discussion of informative content, by Jori Adrian Natama with the title "Lippo Plaza Ekalokasari Bogor Instagram Content Analysis". However, this study differs from the current study because the previous study described seven elements in content analysis or content marketing, whereas this study will explain based on the four pillars of social media content.

**Collaborative Content**

The implementation of collaborative content on the social media platform Instagram offers a lucrative opportunity for jannahtravel to brand their products. On March 23 and 24,

2024, at Balai Kartini, Jakarta, jannahtravel posted collaborative content entitled "*Hijrahfest RAMADAN Journey to The End of Time*". In this collaboration, jannahtravel set up a booth with the aim of attracting the attention of JTravelers and prospective Umrah participants, by opening registration and providing consultations. This collaboration is a planned effort to design, implement, and evaluate programs that involve joint actions from various parties to achieve common goals. An example of collaborative content presented by jannahtravel shown in Figure 2.



**Figure 2.** Jannah Ttravel Collaboration Content

Collaborative content on Instagram @jannahtravel only managed to attract limited interest from its followers, with only 30 likes. From observations, it appears that interest in collaborative content on Instagram is still @jannahtravel low. An effective collaboration is ideally able to present interesting content for prospective Umrah pilgrims, so the right strategy is needed to overcome this challenge. In the context of competitive business strategies, interactions in the form of collaboration can be analyzed using game theory. Game Theory has "rules" for cooperation, where the rules will reach their optimum if each party contributes proportionally. Therefore, it can be interpreted that collaboration is an alternative to competition strategies and is a form of cooperation that refers to something positive.

### **Educational Content**

An interesting and unique presentation on the Instagram account @jannahtravel related to this educational content is the upload of JannahTravel's Instagram educational content with the theme of religiosity which is packaged into information with visualization of both videos and images in an interesting way. Providing education and information that can be received by Muslims both from young to old. Education related to Umrah is of course the main theme on this JannahTravel account and in its delivery can use different formats, both photos and short videos or reels. Educational content as well as collaboration with ustad is a unique innovation. Content related to asking the ustad in the form of short video reels related to the sunnah on Friday, in the caption of the content begins with gratitude "Alhamdulillah, it's friday!" then an invitation to read surah Al-Kahfi and increase the prayer



"Don't forget to read Surah Al-Kahfi and increase prayers, Jtravelers" and finally a call to action in the form of a question that will be answered by watching the video until the end of "What are the sunnahs on Friday? The answer is in this video. Don't forget to practice. Barakallahu fiikum", this educational concept is in the form of video reels as shown in Figure 3.

In addition to video reels, educational content on Instagram @jannahtravel also in the form of carousel images where several images are uploaded in one post. This Umrah-themed content discusses the "Pillars of Umrah" with pastel brown theme colors and white font colors plus a combination of images in the form of complete characters explaining the Umrah rukum and on the last slide, do not forget education related to the prohibition for male and female Umrah pilgrims, do not forget the marketing insert is displayed on the back image slide to communicate related to the products they offer. The form of educational content related to Umrah has proven to have great engagement, this is marked by 109 likes and aims to provide useful information for prospective pilgrims and encourage interest in doing Umrah with Jannah Travel as shown in Figure 4.

Other educational content in the form of video reels discusses places that have historical value for Muslims or important Islamic historical events in the past and discusses unique places in the Arabian Peninsula, content like this adds insights that may not have been discussed much, with identical appearances, starting from the same color concept, the same layout design, This content looks different if we look at the appearance of @jannahtravel Instagram account, so it becomes *an eye catching* as shown in Figure 5.



Figure 3. Jannah Travel Educational Content Asks Ustadz

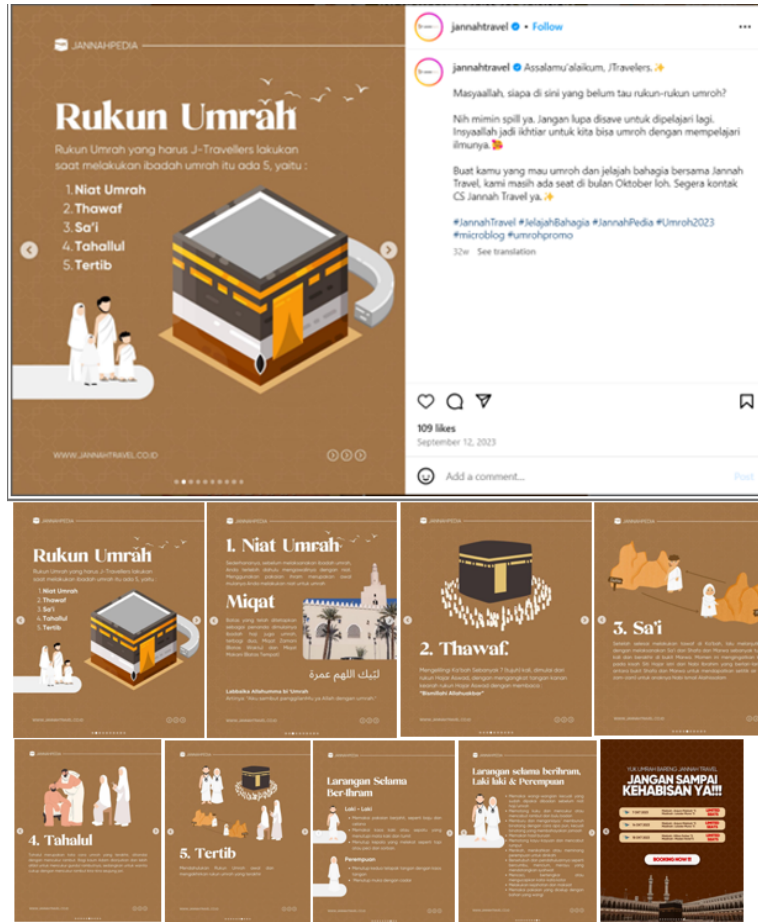


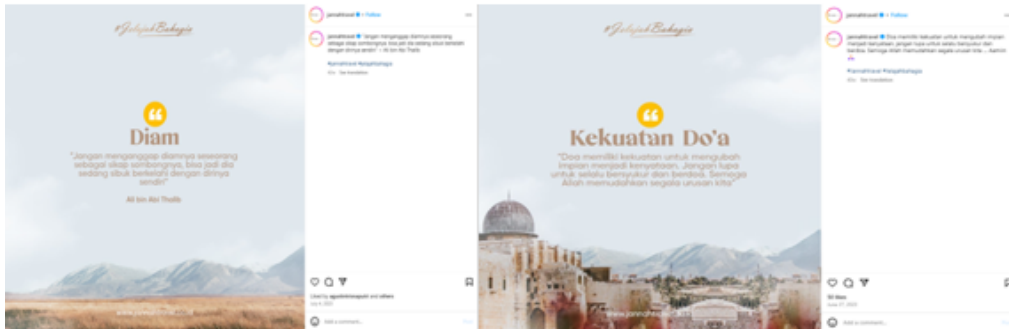
Figure 4. Educational Content of Jannah Travel Rukun Umrah



Figure 5. Jannah Travel's Educational Content Behind the Change in Qibla Direction

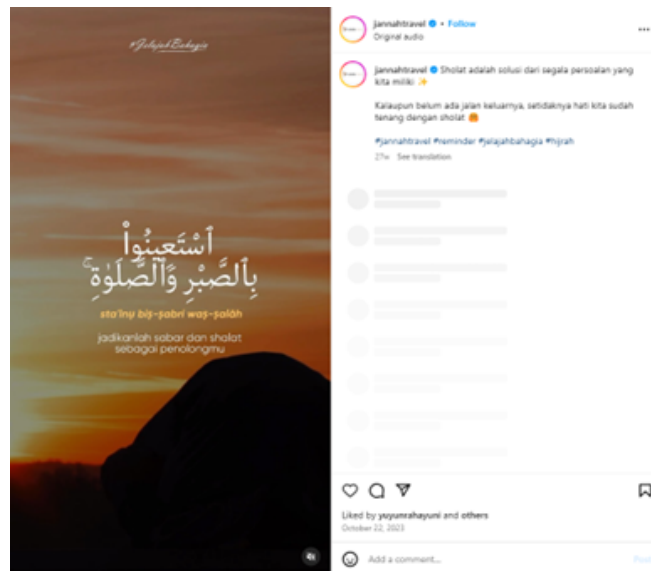
**Entertainment Content**

In general, entertainment content is content that prioritizes humor with the aim of entertaining *followers* through messages <sup>15</sup>. The type of content provides refreshment that can be a relief from fatigue in the information provided. Jannahtravel's Instagram account provides unique entertainment content, not humor that can make us laugh but the entertainment conveyed is in the form of Islamic "*quotes*" that provide coolness and enlightenment so that readers can feel relieved and more excited after reading *the quotes*. This can be seen in Figure 6.

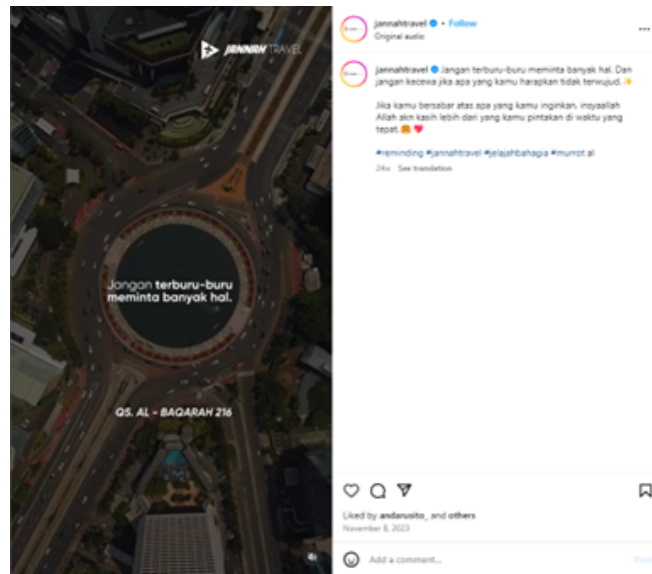


**Figure 6.** Entertainment Content of Jannah Travel Silence and the Power of Prayer

In addition, other Islamic entertainment content in the form of video reels is also displayed to provide a soothing feeling. Communicated with a piece of the holy verse of the Qur'an complete with its meaning in Indonesian, then this video provides an interpretation as shown in Figure 7. Generally, the things discussed are related to the anxiety that we often encounter in living life in the world.



<sup>15</sup> Michael and Rusdi, "Komunikasi Instagram Narasi.Tv Dengan Generasi Z Melalui Empat Pilar Media Sosial."



**Figure 7.** Entertainment Content of Jannah Travel Silence and the Power of Prayer

**Table 1.** Marketing Content Analysis May 2023 – April 2024

| Content Type  | Number of Likes | Number of Comments |
|---------------|-----------------|--------------------|
| Entertainment | 14.316          | 2.340              |
| Collaboration | 10.628          | 103                |
| Education     | 3.122           | 114                |
| Information   | 6.447           | 455                |

**Source:** Data processed 2024

### **Strategies for Delivering *Instagram Content Marketing* to Followers in Increasing Interest in Umrah (Study on *Jannahtravel* Account)**

Basically, Instagram does not have its own *measure of engagement*, but this can be seen from the interest and interaction displayed on the upload. Engagement is the number of interactions that users have with content that is generally in the form of *likes* or *comments*. Based on the table above, it can be concluded that the strategy carried out by the JannahTravel Instagram account produces *winning content* in the type of entertainment and collaboration content. From Table 1, entertainment content has the highest number of *likes*, namely 14,316 and the number of comments, 2,340. This indicates that in creating marketing content, the first step taken by JannahTravel is to recognize their audience, while the audience they want to target is those who are Muslim and have a preference for performing Umrah. The entertainment content presented is related to the verses of the Quran and presents a prominent Ustadz to give a lecture. Furthermore, the collaboration content has the second highest number of likes, namely 10,628 with 103 comments, which means that in creating the second marketing content that needs to be done by JannahTravel

is to give confidence to prospective Umrah pilgrims that the Umrah travel services provided by JannahTravel can be trusted. This can be proven by most of JannahTravel's collaborative content uploads with pilgrims who have used its services.

## Conclusion

Based on the results of observations, researchers have concluded that in the analysis of JannahTravel's Instagram social media content, there is a concept of four pillars of social media strategy that play an important role. Using this concept, researchers can identify informational, collaboration, educational and entertainment content that are key elements in the strategy of creating engaging content on the platform. Information content has *hard selling* characteristics related to the Umrah products offered, collaboration content has the characteristics of real testimonials of users who have used Jannah Travel, educational content has content characteristics related to the Umrah procession and entertainment content has characteristics in the form of soul-soothing content needed by Muslims.

The study also found that measuring interest in social media is used by looking at *the engagement* of each content. There are two types of content with the highest number of engagements measured by *likes* and *comments* on each upload during this research period, namely entertainment content and collaboration content. Therefore, the results of this study contribute practically as a means of evaluation and advice in making *a content plan* by increasing the proportion of posts with types of entertainment and collaborative content so that it can increase the interest of prospective Umrah pilgrims who are Jannah Travel's Instagram audience. The recommendations for further research:

1. The researcher recommends using a qualitative approach with more in-depth data collection techniques such as structured interviews with Instagram @JannahTravel social media managers, to understand what content marketing strategies are implemented in order to increase Umrah interest in prospective pilgrims or audiences.
2. In addition, researchers can then change the research methodology using quantitative methods to fill research gaps.

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