"Sapa Aruh" the New Communication Strategy of Yogyakarta Provincial Government in Digital Media Management (@humasjogja)

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Abstract: *provincialDigital media is widely used by various groups and has a great influence. This phenomenon encourages the government to adapt and normalize the use of digital media. The problem of information amid the pandemic shows the importance of the government's official social media, both central and regional, as a source of information as well as media that shows the "presence" of the government amid the pandemic. This study aims to determine the communication strategy of the Provincial Government of Yogyakarta in managing Instagram @humasjogja. This is because the people of Yogyakarta always share posts uploaded by Humas Jogja. This study uses a qualitative method. Based on the results of the research, the authors find that the DIY Provincial Government is utilizing the official Instagram to appeal to the people of Yogyakarta, especially during the pandemic, through new content and strategies, namely "Sapa Aruh" which is a direct appeal from the Governor of DIY.*

Keywords: *digital media, information, management, @humasjogja*

INTRODUCTION

During the Covid-19 pandemic, there was a lot of disinformation in Indonesia due to the abundant pandemic information from various parties. The government is expected to be able to provide reliable information and a sense of security to the public. One of the government's duties is to conduct public communication. Management of public communication is one way to fulfill the right of the community (citizens) to information. Ministries, institutions, and local governments need to manage public communication to create a "well-informed society" (Priyatna et al., 2020). The management of public communication by the government is regulated in Presidential Instruction Number 9 of 2015 concerning the Implementation of Public Communication. This Presidential Instruction is a means of socializing people's aspirations and accelerating the information dissemination on government's policies and programs (Ramadani, 2019).

According to Irwansyah (2018), the media plays an important role in providing information and provoking public discussion. This will promote better governance and assist residents to hold the government accountable for managing their communities (Ramadhani et al., 2020). This fact changes people's behavior in seeking information, they switch from print media to online media, such as websites. However, currently, most of the information is on social media, such as Instagram or Facebook.

Almost everyone in Indonesia has access to social media (Mutiah et al., 2019). Social media, which is part of the

era of technological progress, enables someone to be part of an information society (network society) that creates an information culture. Laksmi (2016) says that information culture is a way of life for people who make information the center of their daily activities (Rachman, 2019). From this explanation, it was found that internet users in Indonesia in 2020 reached 15% or around 38,191,873 users out of a total population of 251,160,124 with an average time spent of around 2 hours 30 minutes each day (Untari et al., 2020).

During the Covid-19 pandemic, social media played an important role because of its ability to reduce the number of transmissions (Nur, 2021). To carry out the government's role in continuously disseminating information to the public, government's social media accounts are used to facilitate the delivery and dissemination of public information and as a medium of communication between the government and the public. (Anggreani et al., 2020). During the Covid-19 pandemic, the government used various strategies to share information through social media. Fancourt (2020) explains that the government must be transparent and act quickly in terms of providing information, especially during a health emergency (Hyland-Wood et al., 2021).

The social media used by the public and government agencies in disseminating various information is Instagram, which is generally used for taking pictures, applying filters, and distributing them to the public both in the application and other social media (Palapa, 2020). The Special Region of Yogyakarta (DIY) is one area that uses the Instagram application for information dissemination. The DIY Government deserves to be a model for other regions in managing information, especially during the pandemic. This can be seen from a large number of followers

of several official DIY government accounts on social media, for example, the @humasjogja account with 226 thousand followers (Fig. 1). This number is quite a lot compared to other official provincial social media accounts, such as @humas.jateng (33 thousand) and @humas_jabar (183 thousand). In addition, during the pandemic, many Yogyakarta residents' social media accounts posted statuses containing information from the official accounts of the provincial government. provincial.
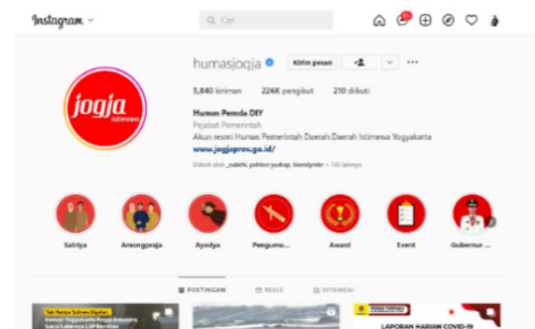

FIGURE 1. Instagram profile view @humasjogja Source:https://www. instagram.com/humasjogja/

FIGURE 2. Display of the Covid-19 Daily Report program (right) on Instagram @humasjogja. Source:https:// www.instagram.com/humasjogja/

Instagram @humasjogja regularly presents a compilation of daily reports of Covid-19 sourced from the District/ City Health Office and the Covid-19 Referral Hospital (Fig. 2). In addition, there is the content "Greet Aruh" which is one of the publication programs from Governor Sri Sultan Hamengkubuwono X which specifically greets the people of

Yogyakarta accompanied by directives related to Covid-19 mixed with Javanese philosophy. This was done by the DIY Government as an effort to open up information which is a manifestation of the government's commitment to implementing the principles of good governance and government democratization.

The government's official social media is used as the main reference in each region. This condition has prompted several researchers to study digital media related to government agencies. For instance, several previous studies related to media management include Bestian Lombu in 2019 (Lombu, 2019), Alma Fikhasari and Gilang Gusti Aji in 2019 (Alma Fikhasari, 2019), and Rizky Pratama Hajati, Susie Perbawasari, and Hanny Hafiar in 2018 (Hajati et al., 2018). In addition to the research on digital media management, the authors also found previous research on the performance of government public relations. The research includes Oktri Permata Lani and Benni Handayani in 2021(Lani & Handayani, 2021), Evawani Elysa Lubis in 2012 (Lubis, 2012), and Danisa Maharani Saleh and Sutirman in 2018 (Danisa Maharani Saleh, 2018).

Various studies on digital media have not discussed local values, such as "Sapa Aruh" in the digital media management strategy of government agencies. Therefore, this study offers novelty and complements previous studies. The way Yogyakarta Public Relations manages Instagram digital media is indeed interesting. Digital media management is very important in processing social media accounts, especially official social media accounts, to produce content that is structured and has clear goals. Media management is a reflective social process in which people use digital media platforms and network media to communicate with each other to create and maintain social reality. Lingren (2017) also explains that the media has become a tool, channel, platform, and strategy for obtaining, producing, and sharing various information about anything through communication and interaction (Horst et al., 2020).

This study aims to understand how the Yogyakarta Public Relations team manages Instagram @humasjogja. This research focuses on Instagram @humasjogja's new communication management strategy during the Covid-19 pandemic so that it remains the main source of information for the people of Yogyakarta. This is happening in a situation where digital media is currently developing so that people can find out the latest information, especially on government performance. The government's digital media management is under the management of the public relations of the respective regional governments. The function of public relations is to optimize public services, especially in disseminating information and improving institutions' performance and public trust (Prastowo, 2020).

METHOD

This study uses a qualitative method. The data collection period in this study took two months which is divided into several stages. The first stage is an observation that was carried out from early to mid-June. Observations were conducted on @humasjogja to get data on the implementation of digital media management at Public Relation (PR) Jogja during the Covid-19 pandemic. For this research to discuss more related topics, researchers used data collection methods with archival studies and in-depth interviews. Data collection was carried out through in-depth interviews with the Head of the PR of the DIY Provincial Government, Mr. Ditya Nanaryo Aji, S.H., M. Ec on June 27,

2022, and the DIY PR Internship Team, Luthfi on June 30, 2022, when managing official government social media during the pandemic. Other data were obtained by studying the archives of various posts on the official social media accounts of the DIY Provincial Government which were then collected and processed by the researchers for use in this article.

This research was started with the library data collection, mainly focused on research results published in journals and books on digital journalism, disasters, and digital media in Indonesia. Data collection through the literature study was then complemented by observing DIY Provincial Government's social media content during the pandemic. In collecting data, the authors carried out various techniques, namely by in-depth interviews with the Head of Public Relations of the DIY Provincial Government and the DIY Public Relations Internship Team (@ humasjogja) who carried out social media processing activities during the Covid-19. Other data collection techniques were implemented by observing and studying documents or archives.

Interviews in this study were conducted through in-depth interviews, which are flexible and open, do not have a strict structure, are not in a formal setting, and can be repeated with informants (Lani & Handayani, 2021). The selection of informants used purposive sampling or criterion-based selection, namely the Head of Public Relations of the DIY Provincial Government and the DIY Public Relations Media Team (@ humasjogja). Observation data is in the form of observations of the editorial room of the social media team which is recorded during field notes. Data reduction in this study is a part of selecting, focusing, simplifying, and abstracting data from in-depth interview transcripts and field notes. The data presentation is an assembly of information organization and description in the form of a narrative that allows research conclusions to be made. Meanwhile, conclusions need to be verified so that they are mature enough and can be accounted for. Therefore, it is necessary to carry out iterative activities to strengthen and retrieve data quickly (Ariprahara, 2012).

RESULTS AND DISCUSSIONS

In the current era of the Industrial Revolution 4.0, the role of social media as a communication medium continues to escalate. This is a new chapter in the practice of Public Relations. Joo and Teng (2016) assert that social media makes the PR profession face new challenges and opportunities. The existence of media that can instantly spread messages to a wide audience forces Public Relations to move fast and think further and faster than before. Social media also shifts the power of "word of mouth" to "word of mouse" (Iriantara, 2019).

Given the increasingly advanced and digital development of information and communication technology, Public Relations of the Yogyakarta City Government also takes advantage of social media to disseminate various kinds of information and communicate to the public, especially the people of Yogyakarta. One of the most popular social media today is Instagram. In addition to being a means to express oneself, Instagram's general purpose is a medium for disseminating information. Situmeang (2020) explains that the government also uses Instagram in social campaigns to prevent Covid-19. Content on Instagram is nicely designed to attract users' attention and can be accessed easily (Tulung et al., 2021).

The management of the Yogyakarta PR media management, seeing from the results of the interviews, was conducted through several content production processes—starting from Pre Production,

Production, Post Production. Andi Fachruddin (2012) also emphasizes the three content production processes. First, Pre-Production is the initial stage where all kinds of planning related to content production are carried out. At this stage, what must be considered are ideas, research, target audience, content themes, and writing outlines. Second, the production stage, namely the implementation of the plan. All aspects of the content must be considered so that the resulting content is designed and desired. At this stage, the drafting and presentation format of the content must be considered. Third, post-production or evaluation can be done in two stages. The first stage is the evaluation before the results of the content are disseminated to the public. The second stage is the evaluation after seeing the percentage of the audiences' response to the content (Patra, 2020).

The explanation below shows the steps taken by Humas Jogja in preparing Digital Media Management. The Public Relations Strategy section, which is providing information to the Community, is the Pre-Production, and Jogja Public Relations' steps in compiling content on Instagram @humasjogja, is a part of the Production. Meanwhile, monitoring the dissemination of Jogja Public Relations information is included into the Post-Production.

Jogja Public Relations Strategy in providing Information to the Community (Pre-Production)

During the pandemic, social media plays an important role and is needed by the public to gain information. (Agrawal & Kaur, 2015). The @humasjogja social media management strategy follows the Standard Operating Procedure (SOP) from the Regional Government Public Relations. According to Hadiwiyono and Panjaitan (2013), SOP can be useful in referring to documents for completing a task. This is also strengthened by Setiawan (2012) who argues that one solution to reduce problems in a company or agency and increase continuous improvement is to implement SOPs. (Winata, 2016).

"The strategy is no different from any other big social media account. So, we apply assignments according to their respective portions. This means we have admins and content creators. Then, we already have an SOP agreement to upload news or content on Instagram @humasjogja. The roles of content creators have also been differentiated. Some are devoted to making graphic designs, illustrations, videos, or project plans. It is hoped that the SOP created can maximize the uploaded content." (Interview with Ditya, Head of Public Relations of DIY Provincial Government, 27 June 2022).

In addition to SOPs, @humasjogja also has a special strategy for conveying information so that the people of Yogyakarta become more aware of the information provided. Apart from utilizing official social media accounts, @humasjogja also penetrates conventional platforms, such as print and electronic media by networking with journalists, especially local media in Yogyakarta. Robert Dahl (as referred to by Oetama, 2001:76) mentions the role of free media as "the availability of alternative and independent sources of information". This central role is closely aligned with the principles of good local governance, such as participation, transparency, and accountability at the local level. (Yusuf, 2011).

Prior to determining the strategy for producing content and information to be disseminated to the public, Yogyakarta Public Relations also went through the pre-production stage. This stage was

carried out flexibly according to the schedule and directions from Government Officials, one of whom was the Governor of DIY. This cannot be avoided because even though the PR team has prepared various Project Plans, conditions can change. In addition, there are always unscheduled events.

"For our Pre-Production process, we follow the schedule from our superiors. The Project Plan already exists, but sometimes it does not go according to plan because several activities are carried out suddenly." (Interview with Luthfi, DIY Provincial Government Public Relations Internship Team, 30 June 2022).

The network carried out by the Public Relations of the DIY Provincial Government with local media also spreads the course of democratic governance to the community. McQuail (2005: 58) also states that the media operates in public primarily to produce and distribute symbolic content, and the participation has to be professional, directed, and free of interest values (Susanto, 2017). This is also closely related to the rules of media literacy, namely the main tasks and functions of disseminating information, educating, providing entertainment, and monitoring the community (to inform, educate, entertain, and as social control) (Sihabudin, 2013).

"Public Relations Jogja has online media and social media. For online media, we have an official website that can be accessed at jogjaprov.go.id (Fig. 3) and also social media. We manage four platforms, namely Instagram, Twitter, Facebook, and YouTube. Each platform has its own segment. On the official website, the news we upload uses a formal narrative, from its grammar to visual display, because we are a

government institution. In social media, we make adjustments to suit the segment. Even though it is not an official website, we ensure the news we publish can be used as a reference by other accounts or media." (Interview with Ditya, Head of Public Relations of DIY Provincial Government, 27 June 2022).

FIGURE 3. The website of the DIY Provincial Government. Source:https://jogjaprov.go.id/

The main strategy carried out by @humasjogja is the launching of the "Sapa Aruh" content (Fig. 4). The content "Greet Aruh" is one of the new strategies of the DIY Provincial Government which contains an appeal to the people of Yogyakarta, especially during the pandemic, and was delivered directly by the Governor of DIY. This strategy differentiates it from other Provincial Government social media which do not have specific content in the form of direct public appeals from their heads of government.

FIGURE 4. Display of the Sapa Aruh program on Instagram @humasjogja. Source:https://www.instagram.com/humasjogja/

"The content program "Sapa Aruh" is one of the publication programs from the Governor which specifically greets the people of Yogyakarta by conveying appeals and directives related to Covid-19 mixed with Javanese philosophy." (Interview with Ditya, Head of Public Relations of DIY Provincial Government, 27 June 2022).

Several surveys also state that government communication can be received effectively, one of which is when delivered directly by the Governor. Sri Sultan Hamengku Buwono X who is also the Governor of DIY uses a sociocultural approach to deal with the pandemic. This approach was chosen considering the background condition of the people of Yogyakarta, especially those who still adhere to noble cultural values. Sapa Aruh reflects the presence of a leader who provides a sense of peace and tranquility for the community. (Priambodo, 2021).

The "Sapa Aruh" Program is not just an ordinary content name. There is a Javanese philosophical meaning in it. "Sapa Aruh" (or tegur sapa: greetings) is interpreted according to the Javanese personality that is known as grapyak and semana. "Sapa Aruh" shows that Javanese people have great concern for the people they know (Sutarsih, 2010). In addition, the ideal influence known as charisma has traditionally been possessed by Sri Sultan Hamengku Buwono X. The local community considers Sinuwun as a king who is expected to protect the welfare of the area in which he governs. (Aziz, 2016). That is the reason @humasjogja has made "Greet Aruh" content as their main strategy.

Another strategy of @humasjogja is to rely on data sources. This is done considering that the people of Yogyakarta believe in @humasjogja as the Yogyakarta Provincial Government account that can provide detailed information. As a presentation, the government is present in society through social media (Fig. 5). The data obtained comes from authoritative sources. The validity of the data to be submitted is properly traced. To get in-depth data, sources that have sufficient knowledge are selected. (Said et al., 2020).

"Activities that will be updated on social media are also based on data. We'll look at the source. If the data is related to numbers, graphics must refer to the BPS (Central Statistics Agency) or if it is related to leadership policies, it can be directly sourced from sources. For example, if we are taking a quote from the Governor, we must have a video or recording of the quote. It's a different story if we can't take it directly from sources due to limited access, such as taking quotes or policies from the central government. We have to find other sources, but they have to be official. For example, we have to get press releases from the central government, etc." (Interview with Ditya, Head of Public Relations of DIY Provincial Government, 27 June 2022).

Figure 5. Examples of Content on Instagram @humasjogja. Source:https://www.instagram.com/humasjogja/

The determination of the DIY Government in presenting data authenticity is also an effort to fight hoaxes

and prevent their negative impacts. The government also has adequate laws. As in Article 28, paragraph 1 and paragraph 2 of Law Number 11 of 2008 concerning ITE, Articles 14 and 15 of Law Number 1 of 1946, Articles 311 and 378 of the Criminal Code, and Law Number 40 of 2008 concerning the Elimination of Racial Discrimination and Ethnicity are several legal products that can be applied to combat the spread of hoaxes (Fardiah et al., 2020).

Jogja Public Relations Steps in Compiling Content on Instagram @ humasjogja (Production)

In addition to strategies and ways to maintain public loyalty to information released by the DIY Government, there is a manufacturing process behind every content that appears on the @humasjogja Instagram page. These processes go through several processes, from pre-production to post-production. It must be passed and done to get results from the news or sufficient information. Pre-Production usually starts from searching and forming ideas or content ideas to which design you want to use. Production (Implementation) is carried out when the concept and idea have been completed and can proceed to execution. Then, the last is Post-Production, namely the stage of completion or refinement of production. This stage includes editing both photos and videos, making special effects in the form of agency templates, and so on, to publishing content (Stafford, 2022).

Additionally, Ditya, the DIY Provincial Government's Head of Public Relations, stated that the process for creating content at @humasjogja had been written down in the SOP. The Public Relations team that participated in the Governor's activities had their roles, from taking photos to editing them, so they were ready for publication. Then, there is the reporter, whose job is to write news

releases. Releases for media also include the raw, unedited version for them to use for their own publication needs.

"During pre-production, the apprentice team is usually contacted at least one day, so there will be a visit. So, from us, we will divide anyone who takes photos or helps record and record some important things to make news on social media @humasjogja." (Interview with Luthfi, DIY Provincial Government Public Relations Internship Team, 30 June 2022).

Several aspects managed by @humasjogja in managing digital media management also certainly build brand awareness from the DIY Government to the public, who always posts every activity carried out by the government as well as other important information, such as related to Covid-19. As explained by Pearce and Robison (1989: 550), government communication is not only a means for the government to convey or receive information about a public policy but also a means for channeling social input into social systems and a means of modifying behavior, influencing change, producing information, to achieve goals and assist the implementation and integration of management functions (Silalahi, 2004).

Monitoring the Dissemination of Jogja Public Relations Information (Post-Production)

The information provided by PR Jogja is indeed sourced from the first source so that the data's authenticity can be ascertained. To process this data into attractive media, Public Relations Jogja reprocesses it in an attractive graphic design so that the public can easily understand it. Thus, templates for official accounts post are also needed. Besides, the template is also one of the

characteristics of an agency so that it is easy to be recognized by the public. This is called branding. Branding on social media also still needs to be done by government social media accounts as it can be an alternative communication medium in building public relations and efforts to form a strong positioning in the minds of the public so that districts/cities can be widely known (Nugraha et al., 2020).

"We make our branding templates or designs. In fact, @humasjogja has red, white, and black brand guidelines. So why do we take the three colors? The red color is taken from the color of the Jogja Istimewa logo. Then, in terms of Communication Science and the design of the red color derivative with black and white, we always apply the Guideline Brand in every content we release. Therefore, when people see the feeds, they immediately know that the content belongs to @humasjogja, and do not forget to include the local government logo. DIY and the @humasjogja logo. So, the logo also functions as a watermark so that the photos or content we release when republished is easier to trace. So, overall, we @humasjogja place ourselves so that the content we publish must be a source of news for other media." (Interview with Ditya, Head of Public Relations of DIY Provincial Government, 27 June 2022).

The choice of font type, color, and design composition must also be carefully considered to get good results. The chosen design will become the identity of the company or agency and make it easier for the public to recognize it. Branding also needs to be impressive, meaningful, fun, and protected. This was also explained by Wibowo (2012), that identity is made

from the interpretation of a company or agency into a symbol in the form of color or typeface as an identification (Yusantiar & Soewardikoen, 2018). Carrying out the branding process through digital media means consistently showing a brand's identity to the audience. Wheeler (2009) says that the consistency of a brand itself can be built by creating an identity from the brand, which is referred to as the brand identity. The components in it are called brand identity elements. Brand identity elements include the logo and the look and feel of a brand (Hananto, 2019). Brand identity has a very important role. Apart from being a brand identity, it also serves as a template for the overall strategic program of a company or agency, as the foundation of an operational system, and as a pillar of the network (Yuri Rahmadhani, 2017).

"Because Public Relations of Yogyakarta already has its template, in making the design, you must follow the template colors applied. Because this has also been included in the SOP and as a sign that the news or information issued via Instagram @humasjogja is indeed officially issued by the Yogyakarta Government." (Interview with Luthfi, DIY Provincial Government Public Relations Media Team, 30 June 2022).

Disseminating information to the public is the obligation of government agencies, thus perseverance is needed in building community loyalty. As was done by the DIY Government, the way to do this is to continue to improve in managing the dissemination of information, especially when Covid-19 hit, which was started in 2019. People took turns asking what they should do and how many people were affected by the virus. In this condition, the Government was obliged to calm the public through relevant and educative information and

prevent panic. The DIY government also always updates Covid-19 information in collaboration with the Provincial Health Office. ProvincialWoodie (2020) said that conveying information related to Covid-19 could be conducted using social media channels. It could be done by equalizing or "flattening" the curve at provincial (local) and national levels (Fig. 6). To support this model, data becomes a very important source, including providing information related to collective survival strategies from the government to the community in fighting the Covid-19 virus (Valerisha & Putra, 2020).

FIGURE 6. The content of @humasjogja in delivering information related to Covid-19 with the "flattening the curve" model. Source:https://www.instagram.com/humasjogja/

Any information that the DIY Government provides through the @humasjogja Instagram account to the public is certainly expected to disseminate successfully. From social media, the measure of success is mostly seen from engagement. However, this does not guarantee 100% whether the information is received by the public or not. The @humasjogja team realizes that there are many ways to measure this success. However, the most efficient is when the information provided is directly applied by the community (especially during a pandemic) without fuss.

> *"From social media, it must be seen from engagement. Actually,*

when viewed from the engagement in the comment column, it does not necessarily represent success. There are other factors that determine the success of the @humasjogja team in disseminating information, we consider that when we publish something, the benchmark is 5-10% of the total followers is already good. However, we can see from Instagram pooling through stories whether the community agrees or not related to Yogyakarta government programs. Our benchmark is that the activities carried out by the government went well, and in the end, the public knows that the government issues the activities, programs, or policies. The final goal is that the community supports the policy." (Interview with Ditya, Head of Public Relations of DIY Provincial Government, 27 June 2022).*

In the "Sapa Aruh" content, the audience can see program activities or policies from the government; This content also received support from the people of Yogyakarta as seen from the large number of Yogyakarta people who re-uploaded it. Then, approximately 500+ posts appeared outside of Instagram @humasjogja which took part in spreading the "Sapa Aruh" content (Fig. 7). This is interesting because it proves the magnitude of the influence of "Sapa Aruh" among the people of Yogyakarta.

The results of the research above illustrate that currently, the DIY Provincial Government has a strategy with local values that is quite interesting and unique compared to other official government accounts, namely the content "Sapa Aruh" issued directly by the Governor of DIY. This content is a new strategy in managing Instagram @humasjogja in providing information, especially concerning the Covid-19 pandemic, so

that the people of Yogyakarta become more aware and obedient to what is conveyed by the Government, especially the Governor— considering the people of Yogyakarta highly respect the words of the Sultan (the governor).

FIGURE 7. Search results for content #sapaaruh Source:https://www. instagram.com/

CONCLUSION

Based on the results of the analysis described earlier, it can be concluded that the management of the Instagram account @humasjogja by Humas Yogyakarta is going quite well. This can be seen from the management efforts that had initially prepared a project plan, but still tried to run it even though some content had to be done flexibly according to the direction and schedule of the Governor. The method used by the @humasjogja team in

maintaining public loyalty to the content issued is also quite different from other local government social media accounts. In fact, @humasjogja creates special content containing quotes or orders issued by the Governor of DIY packed with the content "Sapa Aruh". This is also because, basically, the people of Yogyakarta are very obedient to the king's orders, as the Governor of Yogyakarta is also the sultan of the realm of Yogyakarta. Furthermore, the program is also used to build relationships and brings the government closer to the audience.

Based on the research results, there are several suggestions for @humasjogja. First, the creation of the main content ideas still relies on programs that will and are being carried out by the Government, thus it is better if the content creation is also interspersed with educational content, such as information about Jogja tourism and Jogja cultures. This would make various displays. Information about Covid-19 should not only be in the form of daily data, but it would also be nice to have content that packs information related to Covid-19, such as comic stories with episodes. Of course, these innovations must also maintain the branding that the Yogyakarta Government has made. Innovation and non-monotonous content will broaden the audience. The content that initially only reaches an audience looking for information related to activities in Yogyakarta could also reach an audience that might want to have a vacation in Yogyakarta (looking at educational and informational content about culture and tourism in Yogyakarta) or other content.

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