



Sustainable Tourism: Analysis of the AISAS Model Through Instagram Social Media @TRAVELXISM During Voluntrip Activities

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A B S T R A C T

Instagram account @Travelxism focuses on travel and exploration of tourist destinations, aims to integrate a social media management approach that focuses on sustainable tourism through Voluntrip activity content, this Instagram account aims to make its followers more aware of sustainable tourism and encourage actions that support the principles of sustainable tourism. The purpose of this study is to analyze the extent to which the use of the Travelxism Instagram account in Voluntrip Activities and the strategies used in developing sustainable tourism. This research is qualitative using secondary data through a review of the literature review of the general description of marketing communication strategies through the Instagram account "TRAVELXISM". By using the AISAS theory model analysis, an effective approach can be taken to the target audience by considering behavioral changes that occur on various digital platforms, such as social media using the VOSViewer tool to view and map several themes in this data analysis and also using NVivo 12 plus, which maps the problems studied by previous studies based on the overall manuscript problem. The conclusion that is the reference of researchers to the theory put forward by Heillbronn, namely environmentally sustainable, economically sustainable, and socio-culturally sustainable, it can be concluded that the @travelxism account carries out digital activism through Voluntrip activities by taking several strategic steps. The first step is to build a social media account that focuses on eco-friendly travel. The second step is to implement the concept of sustainability through news and visual actions, as well as introducing culture, local crafts, and art exhibitions. The third step is to optimize actions that are seen as the right actions.

PENDAHULUAN

The growth of the tourism sector continues to increase, giving birth to various types of new tourism offered by the tourism industry, especially with the birth of unique interest tourism products that are developing. According to Read Hall & Weiler (1992), special interest tourism is a trip for people who go to a place because they have a particular interest. Unique interest tourism products include religious tourism, ecotourism, medical tourism, educational tourism, creative tourism, and adrenaline tourism, while what is currently trending and growing rapidly is Voluntourism.

Voluntourism is in demand by tourists who want to experience a different and memorable experience according to the offers provided by the organizers, starting with the basis of sharing or in the form of volunteer activities, which are a way of traveling that has a direct impact on the area visited by tourists and emphasizes the meaning of quality or quality tourism which emphasizes sustainable tourism (Berybe et al., 2021).

The Indonesian tourism sector, which continues to grow, is now an important part of the country's foreign exchange earnings (Ummah, 2019). The importance of the tourism sector in supporting the country's economic growth and potential development (Pattaray, 2024). Over the past few decades, tourism has emerged as one of the growing sectors that generate sustainable economic growth, which can be directly felt by every government. This is because tourism has a significant multiplier effect on economic activities (Sulistyanto et al., 2022).

In 2022, Indonesia received 4.58 million foreign tourists and 633 million domestic tourists, boosting the economy, but uncontrolled tourism development can cause permanent environmental damage to tourist attractions (Alim et al., 2023). Tourism has developed into a significant development concept in the current era, and tourism has an impact on the economy, environment, and society. Tourism in Indonesia has developed and advanced so far. Promotion has been carried out intensively both domestically and abroad. Both offline and digital (Heliany, 2019). This concept is supported by research Adnyana (2020), which emphasizes that protecting nature and the environment is essential for economic development and sustainability, not just pursuing economic profit.

In this case, the development of tourism activities can have positive impacts such as job creation, improving the quality of life of the community, preserving cultural heritage, developing business networks, and improving the public image of the region. On the other hand, the negative impacts of the development of tourism activities include the density of public spaces and facilities, disruption of local residents' lifestyles, environmental damage, increased waste production, and intensive use of resources (Martínez et al., 2019). To maintain the sustainability of tourist destinations, it is necessary to consider environmental, social, and economic perspectives.

The research of Firdausi & Muktaf (2023), focuses on digital activities on environmental issues and ecological issues in the scope of tourism through the Instagram social media

Travelxism, while the research of [Nieamah & Purwoko \(2021\)](#), research talks about new ways to develop sustainable tourism that allows diversity, one of which is to involve local community participation with the aim of increasing strong cultural values to attract tourists such as in the research of [Widiati & Permatasari \(2022\)](#), to increase economic growth but also preserve nature and the environment through education. As previously explained, sustainable tourism only focuses on environmental, social, and economic issues, but this researcher discusses the extent to which the strategies used can influence the perceptions of followers through ecological education within the scope of sustainable tourism—currently, exploitation and the role of education through internet platforms.

Suryono (2010), said that sustainability is defined as a development that meets the needs of the current generation without harming the needs of future generations. Law No. 32 of 2009 concerning Environmental Protection and Management defines sustainable development as a conscious and planned effort that combines environmental, social, and economic aspects into a development strategy to ensure the integrity of the environment, as well as the safety, ability, welfare, and quality of life of the current and future generations ([Lestari & Firdausi, 2017](#)).

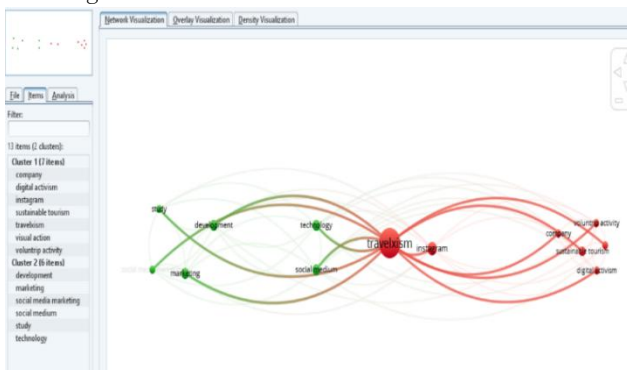
There are three indicators that must be met in sustainable tourism development, according to Heilbronn, namely environmentally sustainable, economically sustainable, and socio-culturally sustainable ([Qodriyatun, 2019](#)). On the environmental side, it is achieved by maximizing the utilization of environmental resources, maintaining ecological processes, and preserving the existence of natural heritage and biodiversity in tourist attractions. On the economic side, it is achieved by reducing poverty, encouraging economic growth, and creating jobs. However, socio-culturally, it is done by maintaining the socio-cultural identity of the local community with agreed rules and regulations, preserving local values and customs, and increasing tolerance and understanding between cultures.

as the main issues revolve around cultural heritage, nature conservation, sustainability, and development. Based on the explanation above, the focus of the study will be on the digital activism efforts carried out by the Instagram account @travelxism through Voluntrip activities. Researchers will learn more about how the social media management strategy of the @travelxism account can influence the perceptions and involvement of its followers in supporting sustainable tourism ([Firdausi & Muktaf, 2023](#)). The Implementing development that prioritizes sustainable tourism ([Pattaray, 2024](#)). The use of social media, one of which is Instagram is one of the social media platforms that can be used to promote products or services ([Oktapiana & Soelistyowati, 2024](#)).

The Instagram account @Travelxism focuses on travel and exploration of tourist destinations and aims to integrate a social media management approach that focuses on sustainable tourism. Through Voluntrip activity content, this Instagram account seeks to make its followers more aware of sustainable tourism and encourage actions that support the principles of sustainable tourism ([Firdausi & Muktaf, 2023](#)). An efficient and targeted evaluation method is needed to assess the content of volunteer activities on the Instagram account @travelxism ([Sulistyanto et al., 2022](#)). By using the AISAS theory model analysis, a practical approach can be taken to the target audience by considering behavioral changes that occur on various digital platforms, such as social media ([Ningrum, 2023](#)).

Sugiyama dan Andree (2011), said that AISAS is a model designed to take a practical approach to the intended target by considering behavioral changes that occur, especially those related to advances in internet technology. Dentsu developed this model in 2004 because they believed that the development of information technology could influence consumer behavior ([Issa, 2019](#)). AISAS stands for Attention, Interest, Search, Action, and Share. This model shows the significant influence of the internet on human life today. Attention and Interest activities are the process when customers pay attention to products and services and generate interest, while Search and Share activities are transparent elements, seeking information such as customer experience, service levels, and satisfaction ([Iskandar et al., 2020](#)). The purpose of this study was to analyze the extent to which the Travelxism Instagram account is used in Voluntrip Activities and the strategies used in developing sustainable tourism.

Figure 1. Recent article search about TRAVELXISM



Source: Researcher Processing Using (VosViewer)

Articles accessed through Google Scholar published from 2021-2024 in Figure 1 show research through scientific articles over the past five years using the VosViewer application, two clusters emerged. The first cluster displays actions taken on social issues, sustainable tourism, and community-based tourism; the second cluster focuses on research on nature conservation and minimizing the use of natural resources, the development of sustainable tourism concepts in the last decade, and there are around 16 articles related to travel. This shows that the issue of sustainable tourism still needs further research,

METODE

This research is qualitative, using secondary data through a literature review of the general description of marketing communication strategies through the Instagram account "TRAVELXISM," which is produced through related books, journals, mass media, the internet, and previous related research ([Iskandar et al., 2020](#)). To obtain in-depth knowledge ([Firdausi & Muktaf, 2023](#)). The main focus of this study is on the literature on in-depth exploration of the Instagram account "TRAVELXISM" related to the implications of social media in the field of marketing ([Alalwan et al., 2017](#)). With the help of social media data ([Kurniawan, 2023](#)). In the data collection method, a collaboration mechanism is used to gain a broader perspective through literature research, data collection, data condensation, data presentation, and drawing conclusions or verification ([Fatharani & Wirasari, 2024](#)). Data collection was carried out by viewing the Instagram content @Travelxism. Data

condensation is the process of simplifying, selecting, and focusing the collected data to make it easier to analyze. After that, the data is presented in the form of stories, tables, or diagrams to make it easier to understand and interpret. We used the VOSViewer tool to view and map several themes in this data analysis.

We also used NVivo 12 plus, which maps the problems studied by previous studies based on the overall manuscript issues (Hasanah et al., 2023), and assisted by the Publish or Perish, Mendeley, VOSviewer, and Nvivo 12 Plus applications. Publish or Perish is used by researchers to search for articles through predetermined keywords from both the Scopus and Google Scholar databases. Mendeley is used to organize references and convert articles to RIS format before being mapped in VOSviewer and NVIVO 12 Plus. VOSviewer is used to determine the visualization of networks between themes in articles based on RIS files from Mendeley. Meanwhile, NVIVO 12 Plus is used to analyze data based on PDF files and RIS formats obtained through Mendeley (Wijayanti & Ibda, 2023).

HASIL DAN PEMBAHASAN

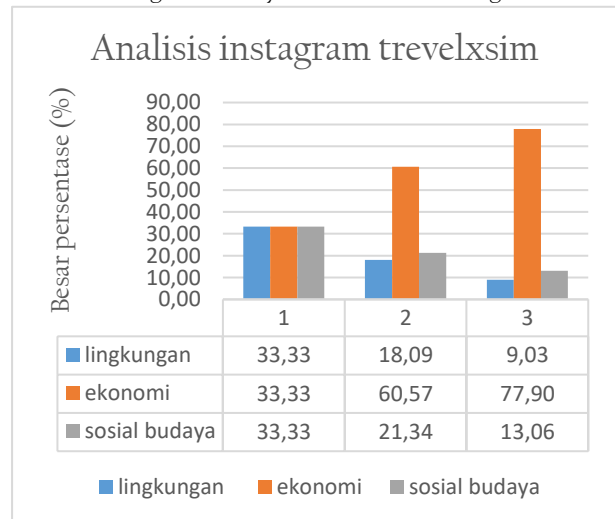
The Instagram account @travelxism aims to address environmental problems arising from tourism, such as waste, environmental degradation, and carbon offsets, with the "Voluntrip" activity as the focus of the online environmental campaign through the Instagram account @travelxism, which advocates environmental issues and promotes tourism, which is responsible for 8% of global emissions and 49% of transportation services (Firdausi & Muktaf, 2023). Voluntrip covers various activities that focus on sustainable and environmentally conscious tourism. The primary purpose of Voluntrip is to offset carbon emissions. Another purpose of Voluntrip is to encourage sustainable tourism practices through content posted on the Instagram account @travelxism. This Instagram account has 14.5 thousand followers and 28 feeds, and reel posts have 1,654 likes (Melandi et al., 2023). To analyze the content on @travelxism that advocates environmental issues revolves around the "Voluntrip" activity. can be analyzed based on the AISAS theory (Attention, Interest, Search, Action, Share) in the following five stages: Instagram Content Analysis @travelxism Based on AISAS Theory.

Table 1. Analysis Based on AISAS

Content	Strategy Stages	Goals
Attention	Using high-quality and relevant content is an important factor.	Attracting the audience's attention to the beauty and tourist attractions
Interest	Uploading stories and short videos about unique experiences such as cultural activities.	Generating the audience's interest in finding out more about the tourist destination.
Search	Selecting appropriate keywords and using effective meta tags should be integrated with the overall content and	Making it easier for the audience to find more information about Voluntrip Activities.

	marketing strategy.	
Action	These accounts often include calls to action or events, and provide contact information and relevant links in their profile bios, encouraging users to share content using specific hashtags.	Driving real action from Content on @travelxism
	These accounts often include calls to action or events, and provide contact information and relevant links in their profile bios, encouraging users to share content using specific hashtags.	Expanding reach through user participation in sharing content.

Figure 2. Analysis of travelxism Instagram



Source: processed data from Instagram travelxism 2024

Figure 2 shows that the more productive economic indicators have a large percentage of likes of 60% and shares of 80%, while the socio-cultural indicators like 21%, share 13%, and the environmental indicators like 18%, share 9% of the content uploaded on the travels Instagram account. This shows that Travel has taken real action, including the theory of sustainable tourism, according to Heillbronn, which is environmentally, economically, and socio-culturally sustainable (Qodriyatun, 2019). The use of social media can attract the attention of tourists using Travel by sharing experiences through content on Instagram, which is one of the marketing strategies for developing tourism. Figure 3. Frequency of Words from Certain Terms in Sustainable Tourism Through Social Media Instagram travels

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