

## Optimization of Video Content on Facebook as a Promotional Media for Tanjung Api Beach Tourism

Azri Azani<sup>1\*</sup>, Nurchalis<sup>2</sup>, Tendi Antopani<sup>3</sup>

Politeknik Negeri Sambas

**Corresponding Author:** Azri Azani [azriazani12@gmail.com](mailto:azriazani12@gmail.com)

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### ABSTRACT

Tanjung Api Beach is a tourist destination with great potential, especially due to its unique turtle conservation efforts. However, promotion through Facebook social media has not been optimized; existing promotional content tends to be static, less engaging, and does not utilize the potential of video as a digital marketing medium. This research aims to determine the supporting and hindering factors as well as the efforts to optimize video content as a promotional medium for Tanjung Api Beach tourism. The study uses a qualitative approach with data collection methods including observation, interviews, and documentation. The results show that supporting factors include the enthusiasm of the managers, availability of equipment, and support from the government and community. Meanwhile, the main obstacles are limited internet connectivity and human resources. Optimization is carried out through an engaging video content strategy, utilization of Facebook features (such as Reels and Live Video), and enhancement of audience interaction. As a result, the video content successfully increased tourist interest and strengthened the image of Tanjung Api Beach as a leading ecotourism destination

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## **INTRODUCTION**

One of the sectors that plays an important role in the development of the country is Tourism. Tourism contributes directly to regional income at the tourist attraction. The tourism sector can be made one of the leading sectors in earning foreign exchange, creating job opportunities, and alleviating poverty (Pitana, 2009:1). One of the great potentials of the tourism sector in Sambas district is Tanjung Api Beach, which is located in Sebus Village, Paloh District, Sambas Regency, West Kalimantan Province, Indonesia. Tanjung Api Beach is a natural tourist destination with a turtle habitat atmosphere.

According to initial observations, the promotion of Tanjung Api Beach still faces several challenges such as promotional materials that tend to be traditional and not dynamic, mostly consisting of ordinary photos with simple captions without a good content plan. The management of social media accounts has not been done professionally, as seen from the lack of consistency in posting and low interaction with visitors. The potential of videos that should highlight the uniqueness of Tanjung Api Beach has not been maximally utilized.

This issue is becoming increasingly important given the tight competition in the beach tourism sector in Indonesia. According to information from the Ministry of Tourism (2023), there are more than 500 beaches professionally managed with effective digital promotion. Without proper promotion, Tanjung Api Beach could fall behind in this competition, despite its significant potential to become a premier destination. Several previous studies by Wyzowl (2024) have shown the effectiveness of video content as a promotional tool in tourism. Research by Wijaya and Sugiarto (2021) revealed that the use of video content on Facebook can increase tourist interest by 45% for natural destinations. These findings are an important basis for optimizing the promotion of Tanjung Api Beach through video content.

The change in the form of social media has led to a shift in the paradigm of promotion, particularly in the tourism industry, including tourist destinations in coastal areas. This is due to social media being considered effective in introducing tourist destinations quickly and widely, in accordance with the behavioral patterns of Indonesian society which rely heavily on internet usage in daily activities, one of which is the social media platform Facebook.

Facebook is a type of social networking site, which is the most popular in the category of social media. This is because it is a means that users can use to establish social relationships, including the consequences or effects of those social relationships, in the virtual world of social networking sites and services. Users can post comments, various photos, videos, and links to news or other interesting content on the web, shared content can be accessed publicly or can only be shared among a group of friends or family, or with one person, depending on the user's choice. By using Facebook, users can also make videos and photos appear as posts on their Facebook accounts. Facebook's ability to build communities makes promotions more engaging and easily accessible.

The development of technology, especially the internet and social media, has changed the way people seek information about tourist destinations. Travelers now rely more on online reviews, photos, and videos to decide which destinations to visit. According destinations to visit. According to data from We Are Social and Hootsuite, in 2024, more than 60% of travelers will use social media as their primary source of information when planning their trips. This shows that social media is not only a tool for communication but has also become a very effective platform for promoting tourist destinations.



Figure 1 Social Media Data That is Most Active in Indonesia in 2024

Source : <https://Andi.Link/Hootsuite-We-Are-Social-Data-Digital-Indonesia-2024/>

Based on the data above, it can be seen that of the 20 platforms, Facebook ranks third, as Facebook has a larger reach and the ability to target a wide global audience, focusing on engaging visual content and interactive features such as geotagging, hashtags, and targeted advertising. This platform allows for captivating promotions through photos, videos, and user reviews, and can enhance audience engagement directly in the concept of video.

The use of Facebook also has advantages that can be utilized by business actors, such as several features that can be used for promotion, including the existence of potential customers who can interact with various business actors and provide likes, comments, and shares on every post. Business actors can also take advantage of various features like Facebook hashtags to help consumers find the products they are looking for. With the increasing tendency of society to consume video content, video content can help enhance the appeal and beauty of Tanjung Api Beach. Video content can convey the beauty of nature, unique phenomena, and the potential of tourist activities in a more engaging, emotional, and easily shareable way by users. The tourism sector has benefited from advancements in information and communication technology. The emergence of creative video content and various social media has encouraged several creative industries and the tourism industry.

Based on initial observations in April 2025, it is known that the social media account of Tanjung Api Beach has reached 5.9 thousand followers since it

was created in 2021. Additionally, the Facebook account of Tanjung Api Beach has posted a video, which has a view count of 320, 4 comments, 25 likes, and 0 shares. However, on the other hand, it is noted that a tourist named Mahendra has also made a video post, with 21.5 thousand views, 25 comments, 170 likes, and 185 shares. From this, a comparison can be seen between the two posts.

Based on the previous presentation, this research aims to optimize and evaluate social media Facebook through Facebook video content in promoting Tanjung Api Beach, as well as to have a positive impact on the number of tourist visits to the destination. Because effective and quality promotion can make Tanjung Api Beach more widely known, and can attract more local tourists. Therefore, this research is titled 'Optimization of Facebook Social Media Through Video Content as a Promotional Medium for Tanjung Api Beach Tourism.'

## **LITERATURE REVIEW**

The theoretical framework consists of tourism, optimization of Facebook social media use, promotion, social media, utilization of social media, and video content. Tourism has become one of the sectors that has experienced rapid growth in Indonesia and around the world. In Indonesia, tourism is one of the contributors to foreign exchange earnings that support the country's economic growth. Regions or provinces almost all develop tourism programs by promoting the beauty and offering the natural beauty as well as the uniqueness of their culture and environment. Indonesia has many natural resources and cultural heritage that are attractive to both domestic and international tourists according to Pradipta (2021).

Tourism plays a very important role in the country's economy because it can stimulate the development of the country's economic sectors. According to Wahab (2003), it also highlights the importance of tourism in growth and stimulating the development of the national economic sector. This includes driving new industries related to tourism services such as transportation and accommodation (e.g., hotels, guest houses), expanding markets for goods, and supporting development in remote areas that have tourist attractions. Therefore, tourism is an important sector to pay attention to because it will have a significant impact on the Indonesian economy.

According to the Great Dictionary of the Indonesian Language (KBBI), the word optimization is derived from the word optimal which means highest or best. And optimization refers to the process, method, or action (to the highest or best). Therefore, optimization is a type of system or work, which can provide the highest or best effect. Social media optimization on Facebook is a strategic approach to enhance the visibility and interaction of content with a profound understanding of the platform's algorithm, which emphasizes three main factors: engagement level (such as likes, comments, and shares), content relevance to user interests, and content format choices, where videos are considered more effective than images or text (Kotler and Keller, 2016). In the context of destination marketing such as Tanjung Api Beach, this understanding serves as an important basis for creating content that not only captures attention but also encourages active participation from the audience in promoting.

There are several steps in creating good content to optimize the use of Facebook in promoting tourism according to Kotler & Keller (2016) which are:

1. Audience and Platform Analysis

Audience and platform analysis is an important step in designing a successful Facebook content strategy for tourism promotion. Content Strategy Planning Strategic planning for content is a deliberate step in creating a content roadmap that aligns with the digital marketing goals of a tourist destination.

2. Creative Idea Development

The development of creative concepts is a crucial stage in producing content that can attract interest, educate, and motivate potential visitors.

3. Visual Content Production

The production of visual content is a tangible step in realizing creative ideas into captivating digital resources.

4. Optimization of Support Elements

The optimization of support elements is a strategic step aimed at enhancing the performance of main content by utilizing scientifically designed complementary components.

5. Implementation and Distribution

Implementation and distribution is a critical stage in which the created material is disseminated through strategic channels to effectively reach the targeted audience.

6. Engagement and Community

Engagement and community in the context of destination marketing on Facebook are two interrelated pillars for building long-term relationships with the audience.

7. Sustainable Development

Sustainable development in the context of tourism promotion through Facebook refers to the process of gradually improving the quality of content, adjusting to algorithm changes, and continuously innovating to maintain relevance.

Promotion according to the Great Dictionary of the Indonesian Language is a communication activity aimed at increasing sales volume through advertising, exhibitions, demonstrations, and other persuasive efforts. According to Zimmerer (2012), promotion encompasses all forms of persuasive communication designed to inform customers about products or services to influence them to purchase those goods and services, including publicity, personal selling, and advertising.

According to Kaplan & Haenlein (2010), social media is an online platform that allows individuals and organizations to share content, interact, and communicate with audiences. Social media has rapidly evolved and become an important marketing tool in the digital era. Platforms like Instagram, Facebook, Twitter, and TikTok enable tourism destination managers to disseminate information quickly and reach a wider audience. By sharing engaging visual content, such as photos and videos, social media can generate public interest in Tanjung Api Beach, especially among the youth who actively use these platforms. In tourism promotion, social media allows managers to access a global

audience, increase awareness of the existence of tourist attractions, and build closer relationships with visitors through direct interaction. The purpose of this research is to explore how effectively social media can be used in the promotion of Tanjung Api Beach.

Triyono (2014) explains that digital marketing is the use of internet technology and digital platforms to market products or services, allowing companies to interact more easily with consumers and obtain more accurate data about consumer behavior. In the context of Indonesia, Triyono states that digital marketing through social media enables companies to tailor promotional messages to the increasingly segmented audience's needs. He also emphasizes the importance of a deeper understanding of online consumer behavior in Indonesia, which is becoming increasingly reliant on digital platforms for making purchasing decisions.

The use of social media in tourism promotion has become one of the very important aspects in marketing tourist destinations, especially in Indonesia, where the use of social media continues to grow rapidly. Social media allows direct interaction between tourism service providers and the audience, as well as providing space for more personal and creative promotions. Here are some opinions from experts in Indonesia regarding the use of social media in tourism promotion.

According to Umar (2015), social media enables two-way communication between service providers and consumers. Tourists can directly ask about facilities or provide feedback on their experiences. This communication allows tourism destination providers to be more responsive to tourist inquiries or complaints, as well as helps improve service quality.

Social media allows travelers to provide reviews or feedback about destinations they have visited. Sugiarto (2013) emphasizes that reviews or testimonials from tourists who have visited a tourist site can influence the decisions of others to visit that destination. Positive reviews on platforms like Google Reviews, TripAdvisor, or other social media can enhance the credibility and appeal of a tourist destination.

Promoting tourism using social media, there are several important things to consider to make the promotion effective and attract the audience, such as creating engaging visual content, storytelling, collaborating with influencers, and using hashtags and tagging when posting. The key elements are consistency, authenticity, and maximizing the use of platform features and algorithms to reach the right audience. According to Pitana (2009), one of the leading tourism experts in Indonesia, emphasizes that video content plays a significant role in attracting the attention of tourists, especially among millennials and Gen Z who prefer visual content. He explains several advantages of video content in tourism promotion, among others:

- a) Presenting a more authentic experience Video content offers direct experiences from the creators, allowing viewers to feel closer and trust the information presented. This is different from conventional travel ads which are often seen as overly fabricated and not reflecting reality.

- b) Making it easier for potential tourists to make decisions  
Nowadays, many travelers use video content as their primary source of information before deciding on a holiday destination. They can see the real conditions of a place, the available facilities, as well as tips and recommendations provided by vloggers.

- c) Utilizing digital trends for tourism marketing

With the increasing use of social media and video sharing platforms, promoting tourism through travel video content can reach potential travelers globally more effectively, without requiring large expenses. According to Azril Azahari (2021), the importance of trust built through travel video content is crucial. Videos have advantages over traditional tourism promotions because they are more personal and are considered more authentic. There are several key points regarding travel video content:

#### 1. Shaping a Positive Image of Tourist Destinations

When a vlogger shares an enjoyable experience at a location, it can influence tourists' perceptions of that destination. Popular and viral video content can enhance the attractiveness and popularity of that tourist destination.

#### 2. Travel Video Content as a Form of Digital

Word-of-Mouth  
In the tourism industry, word-of-mouth promotion is one of the most effective methods for attracting tourists' attention. Video content functions in a similar way; experiences shared by vloggers can change many people's decisions to visit a place. There are two strategies that can shape video content as a form of Digital Word-of-Mouth: Natural Viral Mechanism and Reinforcement of Storytelling Elements.

#### 3. The Credibility of Travel Video Content

Affects the Attraction of Tourism  
Tourists are more likely to trust recommendations from vloggers who have a good reputation and have built a trust relationship with their audience. Therefore, strategic cooperation between the tourism industry and influential video content can be an effective step in enhancing tourism promotion. According to Novianto Muhtadi (2022), who specializes in tourism communication studies, he explains that travel video content has significant advantages in storytelling, which is an important aspect of tourism promotion. He argues that good travel video content is capable of creating an emotional connection with its viewers.

There are several advantages of video content in tourism promotion according to Sigala (2022), namely:

1. Interesting Narration  
Tourism Video Content not only showcases beautiful scenery but also presents stories about experiences, culture, and local communities. Thus, the content becomes much more engaging compared to conventional promotional methods.
2. Increasing Engagement Through Direct Interaction  
Unlike static advertisements, videos allow for interaction between the vlogger and the audience through the comments section. This gives tourists the opportunity to ask about specific destinations and receive more personal responses.



## METHODOLOGY

This research was conducted at Tanjung Api Beach, which is located in Sebus Village, Paloh District, Sambas Regency, West Kalimantan Province, Indonesia. This research is located in Paloh District, as shown in the map that can be seen in Figure 6.

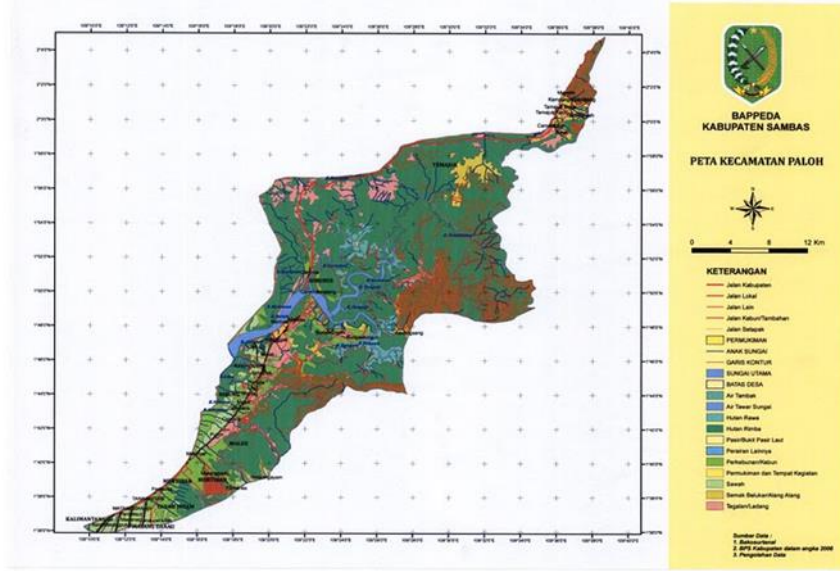


Figure 1. Map of Paloh District  
Source: Bappeda of Sambas Regency, 2011

The approach used is a qualitative approach, to explore a deeper understanding of how social media is used in the context of promoting Tanjung Api Beach Tourism. Additionally, it allows for capturing the dynamics of social interactions that occur within it as well as understanding the local context and culture that influence the use of social media for promotional purposes. Data collection is conducted through interview techniques and observations. Interviews will be conducted with various parties involved in efforts to optimize the promotion of Tanjung Api Beach tourism, including local government and other related parties such as its managers and social media administrators. Observations will be carried out to gain a deeper understanding of social interactions, the use of social media in promotional activities, and also to observe what is available at Tanjung Api Beach.

Data analysis in a qualitative approach is conducted inductively, where data is collected, analyzed, and interpreted simultaneously to identify patterns, themes, and concepts that emerge from the data without being bound by previously established conceptual frameworks.

This allows for a deeper and more contextual understanding in optimizing Facebook social media through video content as a promotional medium for Tanjung Api beach tourism. This study will use primary and secondary data. Primary data will be obtained through direct observation, surveys, and interviews related to several research topics with relevant parties, namely the managers, social media admins, and visitors of Tanjung Api Beach. Data on supporting and inhibiting factors in optimizing Facebook social media through

video content as a promotional medium for Tanjung Api Beach tourism, as well as data on efforts to optimize Facebook social media for promoting Tanjung Api Beach tourism. Meanwhile, secondary data is obtained from various sources of literature, journals, articles, and documents related to tourism promotion and the use of social media. This data is used to support and enrich the analysis by providing a theoretical basis, examples of best practices, and comparisons with relevant previous studies. In addition, secondary data also helps in understanding current trends in the use of social media for promoting tourist destinations. This research uses Purposive Sampling and Accidental Sampling techniques in determining the informants. The research informants consist of social media managers and admins as well as visitors to Tanjung Api Beach. The data analysis technique that will be used is reduction

## **RESULTS AND DISCUSSION**

The geographical conditions, population, and tourist profile of Tanjung Api Beach provide an overview of the research area focused on this study. The research was conducted at the Tanjung Api beach tourist attraction located in Dusun Cermai, Sebus Village, Paloh District. The geographical conditions of Paloh District and Sebus Village, where Paloh District is one of the districts in Sambas Regency that borders directly with Sarawak, Malaysia, are as follows: Paloh is the second largest district in Sambas Regency, after Sajingan Besar District. Administratively, Teluk Keramat is part of Paloh District. In 1963, the Teluk Keramat District was formed as Paloh District to enhance public services, government, and development. It consists of ten villages: Sebus, Nibung, Mentibar, Tanah Hitam, Danau Peradah, Matang Danau, Matang Putus, Kalimantan, and Temajuk.

Tanjung Api Beach, located in Sebus Village, Paloh District, Sambas Regency, West Kalimantan, is a turtle conservation tourist spot. The coastal area of Paloh District is 100 km away from Borneo Island. Tanjung Api is the center for turtle nesting in Paloh District. Sebus Village, which has a 2 km long beach, is one of the beaches where turtles nest naturally. The decision of the Minister of Marine Affairs and Fisheries Number 93/2020 established this location as a coastal and small island conservation area (KKP3K). H. Subhan Nur and members of the West Kalimantan Provincial House of Representatives inaugurated Tanjung Api Beach on December 11, 2021.

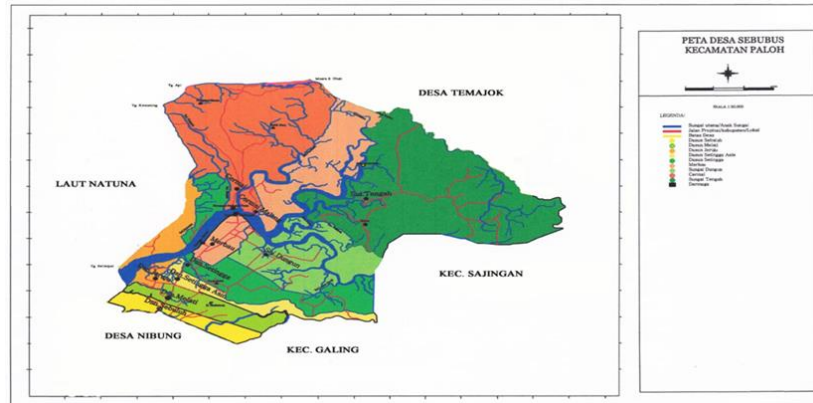


Figure 2. Map of Sebus Village  
Source: Sebus Village Office, 2025

The potential of Tanjung Api Beach tourism objects based on the 3A analysis approach (attraction, accessibility, and amenities). Attraction refers to all the appealing factors of a destination, whether natural, man-made, cultural, or the richness of its flora and fauna, such as turtles, the release of baby turtles, wide sandy beaches, and so on.



Figure 9. Green Turtle and the release of hatchlings at Tanjung Api Beach  
Source: Researcher Documentation, 2025

**Accessibility** The route of travel, road conditions, and types of transportation used to reach the tourist destination of Tanjung Api Beach. The first route from the city district to Tanjung Harapan River, the second route to Galing Village, and the third route to Bening River, which takes about 2.5 to 3.5 hours. **Amenities** One of the important elements in the tourism industry closely related to the facilities available at Tanjung Api Beach such as villas, prayer rooms, parking areas, restrooms/toilets, and washing places.

Based on the research results conducted on the Pokdarwis of Tanjung Api Beach, several factors have been identified as supporting and hindering the optimization of Facebook social media through video content as a promotional medium for Tanjung Api Beach tourism. The supporting factors include the ethos and enthusiasm of the managers, support from the Disparpora government in the development program of leading tourist destinations in Sambas Regency. This support serves as the primary foundation for their digital promotion changes, enabling Tanjung Api Beach to compete at the regional level in a

professional manner while still adhering to official local policies. The support from the local community and the Pokdarwis (Tourism Awareness Group) of Tanjung Api collaborates to introduce the beauty of this beach to many people through videos that showcase the beauty of Tanjung Api Beach, including charming views, available tourist activities, and local culture that enhance the holiday experience. This support expands the reach on Facebook and builds a shared awareness of the importance of the tourism sector for the local economy. Through the utilization of social media focused on video content and active community engagement, Tanjung Api Beach is becoming increasingly recognized as a prominent tourist destination, encouraging an increase in tourist visits and driving the local economy. However, there are hindering factors in optimizing Facebook's social media through video content as promotional media for Tanjung Api Beach, including limited connectivity in accessing media that can hinder social media operators from uploading the videos they have created, resulting in slow interaction on social media with the audience. There is also a limitation in human resources to manage video content on Facebook. Additionally, there are limitations in the technology used.

Based on this, the Facebook account of Tanjung Api Beach can provide information about available facilities, activities that can be done, the beauty of the beach, events or occasions held. The admin of Tanjung Api Beach can also interact with users, answer questions, provide faster responses, and create a good relationship with visitors. The Tanjung Api Beach Facebook social media account also takes advantage of the features available on the platform to enhance tourism promotion and interact with its followers. Optimization analysis to optimize the Tanjung Api Beach Facebook platform, particularly video content, can be carried out with the following steps:

#### 1. Content Strategy Planning

The promotional content planning for Tanjung Api Beach on Facebook needs to be improved. Currently, the creation of video and photo content is often done without a clear concept preparation or thorough planning. This results in suboptimal content output in supporting tourism promotion goals. The management of Tanjung Api Beach must optimize content more intensively by posting at least daily to expand audience reach. This high posting frequency will keep the Facebook account active and always appear in users' feeds, thus significantly increasing the visibility of the tourist destination. There are several elements in video content creation to optimize planning in the content strategy through:

a) Pre-Production: Start with in-depth research on the uniqueness of the location, create a clear video concept, technical planning, shot list, form a minimal yet efficient team, and prepare emergency equipment. With thorough pre-production, time and costs during filming will be saved, ensuring structured and engaging content while reducing the risk of technical errors. With detailed preparation, the video will be more professional and capable of attracting viewers' attention.

b) Production: Initial preparations at the filming location such as 1) Equipment Check, 2) Location Review, 3) Coordination. Shoot establishing shots with a

drone. Capture wide and medium shots for tourism context. Close-ups and slow motion. Variations of angles and camera movement for dynamic visuals such as shooting methods: 1) Low Angle 2) High Angle 3) Tracking shot. Then recording natural sounds. Followed by interviews with visitors and creating additional narration.

c) Post-Production: The shooting results are processed through an editing process that includes cutting less interesting scenes, adding smooth transitions, and color grading to emphasize the beauty of the beach. Informative text and upbeat background music (without copyright infringement, original sounds like nature and waves can be recorded) will enhance the message. After that, the video content will be complemented with engaging captions and hashtags. A hashtag is the pound sign (#) followed by a word or phrase (without spaces) used to categorize content on social media, making it easier to search for related topics. To increase engagement, create quizzes or giveaways (Comment your favorite spot, get a free stay voucher at the beach using a tent!). Follow-up steps include drafting a content calendar, implementing A/B testing, and periodic monitoring through Facebook Insights to ensure the effectiveness of strategies and make necessary adjustments to promote Tanjung Api Beach as a destination.

2. Tourism Video Content in the form of Digital Word-Of-Mouth The traditional word-of-mouth marketing concept has now transformed into Digital Word-Of-Mouth marketing through videos shared on social media. Facebook, with its autoplay feature, ease of sharing, and comment-driven algorithms, has become the perfect platform for experiences shared by vloggers on social media. Facebook can also influence many people's decisions to visit Tanjung Api Beach. Optimizing video content as digital word-of-mouth can be done through two main methods: Natural Viral Mechanism Referring to the process of content (video, photos, or information) dissemination organically without paid advertising or artificial boosts through spontaneous user interaction on digital platforms and reinforcing storytelling elements.

The Credibility of Travel Video Content Affects the Appeal of Tourism The credibility of content in travel videos has a significant impact on how audiences perceive the appeal of a destination. Based on observations, the management of Tanjung Api Beach actually has a good concept for building trust through video content, but its implementation is still not optimal in several aspects: visual authenticity that is lacking, credibility that is still in question, uncontrolled testimonials, and superficial transparency.

1. Increasing Engagement Through Direct Interaction

2. The management of Tanjung Api Beach has increased engagement through direct interaction on social media, but its implementation is still far from optimal. It remains basic and has not yet reached its full potential.

3. Utilizing Short Video Trends for Tourism Promotion

Tren Short videos like reels on Facebook are a powerful method to attract viewer interest because they are easier to go viral, have high engagement rates, and are ideal for mobile users. In an effort to promote tourist destinations, Tanjung Api Beach leverages the trend of short videos as a digital marketing strategy. However, initial observations show that the generated video content is not yet

optimal, especially concerning consistency in duration and uniformity in video size. This inconsistency could potentially reduce visual appeal and the effectiveness of promotional messages, given that digital platform algorithms tend to prioritize content that meets their technical standards. The management of Tanjung Api Beach is still using videos with inconsistent durations, and the video formats they employ are also not yet structured.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of the research and discussion, it can be concluded that:

1. The supporting factors in optimizing Facebook social media through video content as a promotion media for Tanjung Api Beach are the strong determination of the management in creating video content and uploading it on Facebook, and the support from the government in the tourism, youth, and sports department of Sambas Regency. The obstructing factors for Tanjung Api Beach are limited internet connectivity at the tourist location which hinders content uploads, budget constraints for more professional content production, and a lack of skilled human resources (HR) to manage video content.
2. The optimization of Facebook social media through video content at Tanjung Api Beach is carried out by applying strategies that include: thorough content planning from pre-production, production, to post-production. The content is then consistently distributed at times with high engagement. Video content leverages autoplay and Facebook's algorithm to enhance organic reach, credibility is increased through visual authenticity, fact-based narratives, and collaboration with conservation experts, the content uses a three-stage storytelling arc (problem, solution, result) with an emotional touch through music and close-up expressions of visitors, direct interaction with the audience through personal comment replies, polls, and Facebook Live sessions, and 15-30 second videos are uploaded on Facebook Reels in a mobile-friendly format (9:16) and text for viewers without sound.

The suggestion that the use of other social media platforms such as Instagram and TikTok is recommended for content synergy across platforms in order to reach a wider audience. This structure and result show the importance of integrating digital strategies in promoting tourism through creative and effective video social media.

## **FURTHER STUDY**

This research still has limitations so that further research is needed on the topic of Optimization of Video Content on Facebook as a Promotional Media for Tanjung Api Beach Tourism in order to perfect this research and increase insight for readers and writers.

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