

**INCREASING ENGAGEMENT RATE IN LIBRARY  
MARKETING AS EDUCATIONAL TOURISM : A  
CASE STUDY FROM BANDUNG CITY LIBRARY**

**RESEARCH PROPOSAL**

Submitted as one the conditions for completing the Diploma Program in  
Tourism Destination Study Program



Arranged by:

**DEA LATUL INAYAH AGUSTIN**

**201923162**

**TOURISM DESTINATION STUDY PROGRAM**

**DEPARTMENT OF TOURISM**

**NHI BANDUNG TOURISM POLYTECHNIC**



## VALIDATION SHEET

INCREASING ENGAGEMENT RATE IN LIBRARY MARKETING AS  
EDUCATIONAL TOURISM : A CASE STUDY  
FROM BANDUNG CITY LIBRARY


NAME : DEA LATUL INAYAH AGUSTIN  
NIM : 201923162  
STUDY PROGRAM : TOURISM DESTINATION  
DEPARTMENT : TOURISM

Primary Supervisor,

Vice Supervisor,



**Nurdin Hidayah, S.ST.Par., M.M.**  
NIP 19810102 200912 1 004



**Raden Wisnu Rahtomo, S.Sos., M.M**  
NIP 19660813 199103 1 001

Bandung, August 18 2023

Acknowledging,  
Head of Academic, Administration and Student Affairs, and Cooperation  
Of Bandung NHI Polytechnic of Tourism,



**Ni Gusti Made Kertajanti, S.Sos., MM.Par CHE.**  
NIP. 19710316 199603 2 001

## VERIFICATION SHEET

INCREASING ENGAGEMENT RATE IN LIBRARY MARKETING AS  
EDUCATIONAL TOURISM : A CASE STUDY  
FROM BANDUNG CITY LIBRARY

NAME : DEA LATUL INAYAH AGUSTIN  
NIM : 201923162  
STUDY PROGRAM : TOURISM DESTINATION  
DEPARTMENT : TOURISM

Primary Supervisor,



**Nurdin Hidayah, S.ST.Par., M.M.**  
NIP. 19810102 200912 1 004

Vice Supervisor,



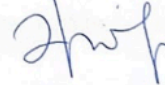
**Raden Wisnu Rahtomo, S.Sos., M.M**  
NIP. 19660813 199103 1 001

Advisor I,



**Dr. Mohamad Liga Suryadana, M.Si**  
NIP. 19600504 198503 1 001

Advisor II,



**Dra. Zulhefa, M.Hum.**  
NIP. 19640724 199403 2 001

Bandung, August 18 2023

Acknowledging,

Head of Academic, Administration and Student  
Affairs, and Cooperation

Approving,

Director Bandung NHI Polytechnic of Tourism



**Ni Gusti Made Kerti Utami, BA., MM.Par., CHE.**  
NIP. 19710316 199603 2 001

**Andar Danova L. Goeltom, S.Sos., M.Sc., CHE**  
NIP. 19710506 199803 1 001

**MOTTO**

*Grow through what you go through*

Tyrese Gibson

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## SURAT PERNYATAAN

Yang bertanda tangan di bawah ini, saya :

Nama : Dea Latul Inayah Agustin  
Tempat/Tanggal Lahir : Belitang, 15 Januari 2023  
NIM : 201923162  
Program Studi : Destinasi Pariwisata  
Jurusan : Kepariwisataan

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4. Demikian Surat Pernyataan ini saya buat dengan sebenar-benarnya untuk dapat dipergunakan sebagaimana mestinya.

Bandung, 24 Juni 2023



Dea Latul Inayah Agustin

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## ABSTRACT

This study examines the potential of libraries as tourism destinations and the role of social media marketing, specifically Instagram, in promoting library services. The case study focuses on the Bandung Library with named Instagram account @Disarpuskotabdg in Bandung City, West Java, Indonesia. The research aims to analyze the current situation of Instagram management, identify goals to increase engagement rate. The theoretical background encompasses the concept of libraries as tourist attractions, the definition of social media marketing and Instagram, and the importance of engagement rate. The study proposes using a model based on maintaining consistent branding, understanding the audience, posting regularly, creating better captions, engaging with followers, creating mixed content, using call-to-actions, and tracking statistics to increase engagement rate. The research objectives is understanding library functions, social media marketing and importance of increasing the engagement rate on Instagram. The limitations of the research are focused on Instagram as the social media platform of interest. The research holds academic significance by providing a reference for future research and enriching social media marketing knowledge in the field of tourism destinations. Furthermore, it has practical significance for the Bandung City Archives and Library Official, other libraries in Indonesia, and researchers in enhancing social media marketing strategies and problem-solving abilities.

**Keywords: Library, tourism destination, attraction, social media marketing, Instagram, increasing engagement rate, Bandung City Library**

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