

ABSTRAK

Wisata berbasis desa merupakan pendekatan strategis untuk meningkatkan potensi ekonomi lokal, salah satunya melalui pengembangan destinasi Wisata Arenan Kalikesek yang terletak di Kabupaten Kendal. Dengan kemajuan teknologi digital, media sosial seperti *Instagram* telah menjadi alat promosi yang efektif, terutama melalui fitur *Reels*. Tugas akhir ini berfokus pada implementasi strategi content marketing berbasis konsep 3A (Atraksi, Amenitas, Aksesibilitas) untuk meningkatkan interaksi audiens di *Instagram @arenankalikesek*. *Project* Tugas Akhir menghasilkan tujuh konten video Instagram Reels berdurasi 1–2 menit yang diproduksi melalui tahapan pra-produksi, produksi, dan pasca-produksi, serta dipublikasikan dengan strategi organik, kolaborasi, dan iklan (ads). Setiap video dirancang menggunakan pendekatan *storytelling* dan *call to action* untuk membangun keterikatan emosional audiens. Hasil evaluasi menunjukkan bahwa strategi ads memberikan kontribusi interaksi tertinggi (67%), diikuti kolaborasi (25%) dan organik (7%). Secara keseluruhan, konten berhasil meningkatkan jumlah tayangan, suka, komentar, dan bagikan dibandingkan sebelum penerapan strategi ini. Hasil ini menegaskan bahwa penerapan konsep 3A yang dipadukan dengan strategi publikasi terintegrasi mampu memperkuat citra destinasi, memperluas jangkauan audiens, dan mendorong interaksi aktif di media sosial.

Kata Kunci: Arenan Kalikesek, konsep 3A, content marketing, interaksi audiens, strategi publikasi

ABSTRACT

Village-based tourism is a strategic approach to enhancing local economic potential, one example being the development of Arenan Kalikesek Tourism Village in Kendal Regency. With the advancement of digital technology, social media platforms such as Instagram have become effective promotional tools, particularly through the Reels feature. This final project focuses on the implementation of a content marketing strategy based on the 3A concept (Attraction, Amenity, Accessibility) to increase audience engagement on Instagram @arenankalikesek. The project produced seven Instagram Reels videos, each with a duration of 1–2 minutes, created through the stages of pre-production, production, and post-production, and published using organic, collaborative, and paid advertising strategies. Each video was designed with a storytelling approach and call to action to foster audience emotional engagement. The evaluation results indicate that paid advertising contributed the highest level of engagement (67%), followed by collaboration (25%) and organic strategies (7%). Overall, the content successfully increased views, likes, comments, and shares compared to before the implementation of this strategy. These findings confirm that applying the 3A concept in conjunction with an integrated publication strategy can strengthen destination branding, broaden audience reach, and encourage active engagement on social media.

Keywords: Arenan Kalikesek, 3A concept, content marketing, audience engagement, publication strategy