CONTENT ANALYSIS OF META ADS IN THE UMROH HOLIDAY CAMPAIGN OF ADHIYA TRAVEL

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Article Info	ABSTRACT
Keywords: Content Analysis, Digital Campaign, Meta Ads, Umrah Travels Marketing	This study examines the construction of digital campaign messages through Meta Ads content in the Umroh Holiday campaign by Adhiya Travel amid increasing competition in the digital marketing of umrah services. The study aims to analyze how content formats, message themes, visual aesthetics, and digital performance. Using a qualitative approach, this research applies content analysis to selected Meta Ads contents (UH-1 to UH-15), complemented by digital performance data (reach, impressions, engagement, and click-through rate) and interviews with expert informants and coders for triangulation. The findings reveal that content emphasizing pilgrims' experiences and guest star testimonials constitutes the core narrative of the campaign and achieves the highest performance in terms of engagement and visibility. Carousel and reels formats are particularly effective as they support sequential visual storytelling and emotional narratives. Visually, the campaign is characterized by bright color tones, modern typography, and the prominent presence of pilgrims and influencers, reinforcing a warm, family-oriented spiritual travel image. The study concludes that the effectiveness of Meta Ads campaigns is determined not merely by advertising exposure but by the ability of content to foster emotional connection and audience trust. These findings offer practical implications for digital umrah marketing strategies and contribute theoretically to digital marketing communication studies grounded in experiential content.

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1. INTRODUCTION

The Umrah travel industry in Indonesia has undergone a significant transformation alongside the increasing use of digital media as a marketing platform. Competition among Umrah travel agencies is no longer based solely on price and facilities, but also on the ability to construct perceptions, trust, and emotional proximity with audiences. Within the context of digital marketing communication, social media has become a strategic channel as it enables the delivery of visual, interactive, and highly segmented messages (Kotler & Keller, 2016). Meta platforms, particularly Instagram and Facebook, offer key advantages, including broad reach, data-driven audience targeting systems, and real-time advertisement performance measurement through Meta Ads.

The utilization of Meta Ads aligns with the concept of Integrated Marketing Communication (IMC), which emphasizes message consistency across multiple channels to build a sustainable brand image (Belch & Belch, 2018). Within the IMC framework, digital advertising functions not merely as a promotional tool, but also as a medium for constructing meaning and fostering relationships between brands and audiences. This role is

particularly critical in-service industries, including Umrah travel, where trust and perceived service quality are central determinants of consumer decision-making.

Digital Umrah campaigns exhibit unique characteristics, as they simultaneously integrate religious, emotional, and commercial values. Umrah is understood primarily as a spiritual act of worship; however, within contemporary marketing communication practices, it is also positioned as an emotionally meaningful and family-oriented travel experience. Consequently, digital Umrah campaign strategies cannot rely solely on the dissemination of rational information, but must also deliver symbolic experiences and narratives capable of fostering emotional engagement. This approach is consistent with Schmitt's (1999) experiential marketing perspective, which emphasizes experience as a primary source of meaning-making and consumer loyalty.

With the increasing consumption of social media in Indonesia, prospective Umrah pilgrims have become more proactive in seeking information and references through digital content prior to making travel decisions. User data from Facebook and Instagram in Indonesia indicate that these platforms serve as primary spaces for visual content consumption and digital advertising (DataReportal, 2024). This condition encourages Umrah travel agencies to design campaigns that are not only informative, but also persuasive and emotionally resonant.

This study is grounded in the question of how digital Umrah campaign content is constructed through Meta Ads to build audience engagement. Specifically, the research examines how content formats, message substance, visual aesthetics, and digital performance metrics are employed in the Umrah Holiday campaign of Adhiya Travel. The focus of the study is directed toward interpreting message and visual strategies that contribute to the effectiveness of digital campaigns.

From an academic perspective, this study contributes to the field of digital marketing communication by extending the understanding of experience-based campaigns within a religious context. It addresses a research gap in the limited empirical analysis of Meta Ads content in the Umrah industry, particularly through a qualitative content analysis approach enriched with digital performance data. Furthermore, this study is relevant to the development of the hyperpersonal relationship concept in digital marketing communication, in which emotional closeness between audiences and brands is constructed through experiential representations and personal narratives in digital media (Ali & Rafdinal, 2025).

2. RESEARCH METHODS

This study employs a qualitative approach using content analysis as the primary method. The object of the study consists of Meta Ads content from the Umrah Holiday campaign of Adhiya Travel disseminated through the Instagram platform. The research sample was selected purposively, comprising 15 initial content items (UH-1 to UH-15) that represent variations in content formats and campaign performance. Data were collected through documentation of Meta Ads content, coding sheets based on a structured codebook, digital performance data (reach, impressions, engagement, and click-through rate [CTR]), as well as interviews with expert informants and coders. The coding process was conducted by multiple independent coders to enhance analytical consistency.

Data analysis was carried out by thematically interpreting the results of content coding, digital performance findings, and interview data. To ensure consistency in category interpretation, intercoder reliability was assessed using percentage agreement as a quality control measure for the coding instrument. The data were analyzed interpretatively to understand the meaning construction of digital campaign messages. This study adopts a qualitative approach with content analysis as the main method to examine the construction of digital campaign messages. Digital performance metrics such as reach, impressions, engagement, and click-through rate (CTR) were not subjected to inferential statistical analysis; instead, they were used as contextual indicators to enrich the qualitative interpretation of message effectiveness and content formats. Accordingly, the primary focus of the study remains on message meaning and communication strategies rather than on testing quantitative causal relationships.

3. RESULT AND ANALYSIS

In communication campaign theory and digital marketing, content format is understood as an integral part of persuasive strategy rather than merely a technical choice in message delivery. Rice and Atkin (2013) emphasize that effective campaigns must be strategically designed by aligning message form, media, and audience characteristics at each stage of communication. Within the digital media context, variations in content formats enable brands to convey different messages according to specific communication objectives, ranging from building awareness and facilitating consideration to encouraging audience engagement. Therefore, analyzing content formats is essential for understanding how campaign messages are strategically constructed and distributed within digital spaces.

Message Construction and Campaign Content Formats

The Umrah Holiday digital campaign of Adhiya Travel demonstrates the use of diverse content formats as part of a planned digital marketing communication strategy. These format variations function not merely as technical differences in message presentation, but also as representations of distinct communication stages within the audience persuasion process. In line with Gregory's perspective (as cited in Agustin, 2020), effective campaign strategies should combine multiple message forms to engage audiences at both cognitive and emotional levels. Based on the results of the content analysis of the examined Meta Ads, it was found that feed/flyer, carousel, and reels formats were employed complementarily to achieve different campaign objectives. Feed/flyer formats were generally used to deliver direct and rational information, such as package prices, departure schedules, promotional offers, and seat availability updates.

Figure 1. Feed/Flyer Content UH-1

Figure 1. presents feed/flyer content conveying the main message of seat availability updates and promotional information for Umrah Holiday departures. This content emphasizes urgency through the use of prominent headlines, limited quota figures, and concise presentations of pricing and departure schedules. Visually, the image composition is dominated by textual elements arranged in a dense layout, indicating that the primary function of this content is to deliver rational information quickly to the audience.

Within the context of digital campaigns, this type of content operates at the awareness to early consideration stage by providing an initial informational foundation for prospective pilgrims before they engage with experience-based content. However, the dominance of text and the minimal use of emotionally driven visual narratives indicate the limitations of feed/flyer content in fostering affective audience attachment. This finding aligns with the study's results, which suggest that informative content such as UH-1 is more effective in triggering awareness and a sense of urgency, but less optimal in generating high engagement compared to experience- and testimonial-based content.

This type of content frequently appears in the early stages of the campaign and functions primarily as an awareness trigger. Visually, feed/flyer formats tend to display more dominant textual elements than imagery, with dense compositions that prioritize informational clarity. From a communication campaign perspective, such message forms align with an informative function aimed at providing a rational basis for audience decision-making (Rice & Atkin, 2013). Nevertheless, this approach has limitations in building emotional engagement, as audiences tend to process the message quickly without deep affective involvement.
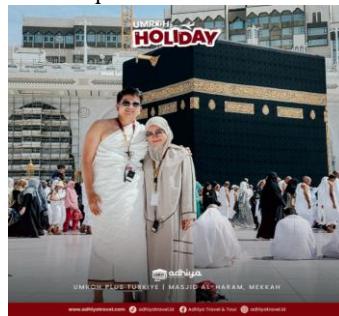

Figure 2. Carousel Photo UH-7

Figure 2 presents a carousel photo format content item (UH-7) that highlights pilgrims' experiences at key spiritual locations. This content features visuals of pilgrims set against the backdrop of places of worship with strong symbolic value, thereby constructing messages that are not only informative but also emotional and representative of authentic worship experiences. The use of the carousel format allows for a gradual presentation

of a visual narrative, enabling audiences to follow a sequence of pilgrims' journey moments from one slide to the next.

Visually, the image composition in this content is relatively balanced, with primary emphasis on the pilgrims and the worship locations, without excessive textual dominance. This provides space for audiences to interpret the depicted experiences in a more personal manner. Within the context of digital Umrah campaigns, carousel content such as UH-7 functions at the consideration stage, as it offers a tangible representation of the experiences prospective pilgrims may obtain. The findings indicate that this format generates repeated impressions and stable engagement, suggesting that audiences tend to spend more time interacting with experience-based content than with text-heavy informational content.

In contrast to feed/flyer formats, carousel content is employed to present a sequential visual representation of pilgrims' experiences. The carousel format enables longer and more structured visual storytelling, allowing audiences to "follow the journey" of pilgrims from one slide to the next. This characteristic aligns with the logic of visual digital communication, which positions storytelling as a strategy to sustain audience attention within a highly competitive social media environment. This pattern is clearly observed in contents UH-2, UH-7, UH-13, and UH-14, which depict moments of worship at key spiritual locations, pilgrim interactions, and personal travel atmospheres. This format consistently demonstrates repeated impressions and stable engagement, indicating that audiences are more likely to devote extended attention to content that delivers visual and emotional experiences.

Figure 3. Screenshot of Testimonial Reels Excerpt

Figure 3 presents an excerpt of reels content featuring guest star testimonials in UH-6. This content showcases a public figure directly sharing their Umrah experience with Adhiya Travel through a short-form video format. The use of moving visuals, personal expressions, and verbal narration renders the conveyed message more vivid and authentic compared to static content. These elements strengthen the emotional dimension of the message and encourage audiences to develop a sense of closeness to the portrayed experience.

Within the context of digital campaigns, the reels format functions as a strong trigger for emotional engagement, as it integrates audio, visuals, and storytelling within a short duration. Content UH-6 demonstrated the highest performance in the campaign, both in terms of reach and engagement, indicating the effectiveness of public-figure-based testimonials in attracting broad audience attention. These findings suggest that the presence of guest stars not only enhances content visibility but also reinforces the credibility of the campaign message.

From a theoretical perspective, this content can be understood through the concept of hyperpersonal relationships, in which audiences develop perceptions of emotional closeness with a brand through representations of trusted individuals' personal experiences. Testimonial reels such as UH-6 enable audiences to process messages more intensively and affectively, thereby contributing significantly to the formation of trust and audience engagement within the Umrah Holiday campaign.

Meanwhile, the reels format—particularly those featuring guest star testimonials exhibited the highest performance across the campaign. Reels combine moving visuals, audio, and personal narratives within a short duration, allowing emotional messages to be conveyed with high intensity. Content UH-6 stands out as the most prominent example, achieving reach and engagement levels that far exceeded those of other content types. In the context of Meta Ads, short-form video formats offer algorithmic advantages due to their ease of distribution across audiences. However, the findings of this study indicate that the effectiveness of reels is driven not solely by technical platform factors, but by the strength of experiential narratives and the credibility of the featured figures. This aligns with the concept of hyperpersonal relationships, wherein messages delivered through trusted figures are able to foster more intense emotional connections between audiences and brands (Ali & Rafdinal, 2025).

Overall, these findings indicate that the construction of messages in the Umrah Holiday campaign does not rely on a single format, but rather on a combination of formats tailored to specific communication functions. Feed/flyer content serves to convey rational information, carousel formats function as media for sequential visual experiences, and reels act as strong triggers of emotional engagement. This pattern reflects strategic awareness in leveraging the characteristics of each format to build a layered audience persuasion process, as emphasized in communication campaign and digital marketing theories.

Beyond content format, the construction of digital campaign messages is also shaped by the message content delivered to audiences. In marketing communication studies, message content is understood as the core element that shapes meaning and directs campaign persuasion. Gregory (as cited in Agustin, 2020) emphasizes that campaign messages should be designed in accordance with communication objectives and audience characteristics in order to generate the intended responses. Therefore, analyzing message content is essential to understanding how the Umrah Holiday campaign constructs narratives and meanings behind the Meta Ads content presented.

Message Content and Pilgrims' Experiences as the Core Campaign Narrative

The analysis reveals that the most dominant messages in the Umrah Holiday campaign are testimonials and pilgrims' experiences. These messages function not only as information delivery, but also as forms of social proof that demonstrate actual user experiences. In digital marketing communication, experience-based messages are considered to have higher credibility because they are derived from real experiences rather than unilateral brand claims.

The dominance of pilgrims' experience messages reflects the brand's effort to build legitimacy and audience trust in the Umrah services offered. Audiences are not only presented with facilities or departure schedules, but are also invited to understand how the worship and travel experiences are emotionally lived. This approach aligns with the Social Information Processing framework, in which audiences construct perceptions and relational closeness through the processing of digital messages that are personal and meaningful.

Furthermore, Ali and Rafdinal (2025) explain that digital content that consistently presents personal experiences has the potential to develop hyperpersonal relationships between audiences and brands. The findings of this study indicate that pilgrims' experiences visualized through photos and videos allow audiences to project themselves into those experiences. This process helps explain why experience-based content tends to generate more stable engagement compared to purely informational content.

Table 1. Main Message Content Categories

Message Content Category	Message Focus
Promotion / Seat Updates	Quota urgency, promotions, pricing, and departure schedules to encourage rapid decision-making
Pilgrims' Testimonials & Experiences	Evidence of worship and travel experiences (social proof) to build trust
Umrah Program / Itinerary	Information on Umrah programs and travel itineraries to support audience consideration
Guest Star Announcements	The appeal of public figures as awareness triggers and credibility enhancers

Table 1 presents a summary of the main message content categories employed in the Umrah Holiday digital campaign through Meta Ads. This categorization indicates that the messaging strategy is not singular in nature, but rather layered according to different communication objectives. Promotional messages and seat availability updates function to encourage rapid decision-making by emphasizing price, quota, and schedule urgency.

Meanwhile, testimonial and pilgrims' experience messages constitute the core campaign narrative, as they serve as social proof that builds audience trust. Messages related to Umrah programs or itineraries address audiences' rational informational needs at the consideration stage, while guest star announcements function to enhance awareness and credibility through public figures. Overall, the table demonstrates that the construction of campaign messages combines rational and emotional dimensions to strengthen the effectiveness of digital marketing communication.

In addition to pilgrims' experiences, promotional and seat update messages continue to appear as part of the campaign strategy. These messages act as triggers for rational decision-making, particularly for audiences who are already in the consideration stage. However, the performance of promotional content tends to be lower when visuals are overly dense and lack emotional elements. This finding suggests that rational messages must be packaged visually and narratively to maintain appeal within experience-oriented social media environments.

Beyond content format and message substance, visual aesthetics represent a critical element in digital campaigns because they shape audiences' initial impressions of messages. In visual content analysis, aesthetics is understood as a first-layer meaning that influences how messages are perceived before being cognitively processed. Color, typography, and visual figures function as symbols that implicitly communicate brand values and positioning (Neuendorf, 2017).

Visual Aesthetics of Campaign Content

The findings indicate that the Umrah Holiday campaign is dominated by bright color tones, modern typography, and the use of pilgrim and influencer figures. Bright colors function to create impressions of warmth, cheerfulness, and familial closeness, distinguishing this campaign from conventional Umrah imagery, which tends to be more formal. Color is not merely a decorative element, but operates as a branding device that reinforces the positioning of Umrah as an enjoyable and meaningful spiritual journey.

Table 2. Distribution of Visual Aesthetic Units and Intercoder Reliability

Aesthetic Unit	Category	Percentage Agreement
Color Tone	Colourful	100%
Typography	Modern	93,3%
Image Composition	Balanced & Dense	53,3%
Featured Figures	Pilgrims & Guest Stars	100%

Table 2 illustrates the visual aesthetic tendencies employed in the Umrah Holiday digital campaign as well as the level of agreement among coders during the coding process. Colorful tone and featured figures demonstrate the highest levels of agreement, indicating that these units possess clearly defined categories and are visually easy to identify. Modern typography also shows a high level of reliability, with relatively minor perceptual differences among coders.

In contrast, the image composition unit records the lowest percentage agreement, indicating that assessments of visual density and balance are more subjective in nature. This finding suggests that although most aesthetic units are reliable, interpretations of visual composition require greater caution in analysis.

The use of modern typography reinforces a brand image that is relevant to digital audiences, particularly young families. Meanwhile, visual composition varies between balanced and dense depending on the message function. Informational content tends to exhibit dense compositions due to text-heavy layouts, whereas pilgrims' experience content appears more balanced, with greater emphasis on primary visual elements.

Intercoder reliability testing reveals high levels of agreement for color tone and featured figure categories, indicating that these aesthetic elements are relatively easy to interpret consistently. Conversely, the image composition category shows lower agreement levels, reflecting the subjective nature of evaluating visual density. This finding constitutes an important methodological consideration in visual content analysis of digital campaigns.

Evaluation of digital campaigns cannot be separated from content performance analysis. In digital marketing, metrics such as reach, impressions, engagement, and click-through rate (CTR) are used to assess the extent to which campaign messages successfully reach and engage audiences. However, performance metrics should not be interpreted merely as numerical values, but rather as indicators of the effectiveness of message strategies and content formats employed.

Performance of the Umrah Holiday Campaign Content

The performance analysis of the Umrah Holiday campaign content was conducted by referring to digital metrics available in Meta Business Suite, namely reach, impressions, engagement, and click-through rate (CTR) for content deployed as paid advertisements. This approach enables the researcher to understand not only the reach of the content, but also the extent to which audiences are engaged and motivated to take follow-up actions
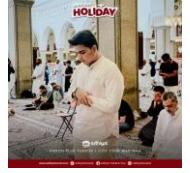

Figure 4. High-Performing Reels Content Featuring

The findings indicate that the guest star testimonial video content (UH-6) achieved the highest performance within the campaign. Content UH-6 (Guest Star Testimonial Video) recorded a reach of 2,454,090, impressions of 4,050,142, and engagement totaling 62,528. The click-through rate (CTR) for UH-6 was recorded at 0.75%, significantly outperforming other content. The high performance of UH-6 underscores that the combination of

public figures, personal narratives, and short-form video formats possesses strong appeal within the Meta Ads ecosystem.

Notes from Coder 1 (Lutfi) emphasize that CTRs for testimonial content tend to be higher because audiences do not merely stop at the viewing stage, but are motivated to click as an expression of further interest. According to Lutfi, the presence of a guest star generates a sense of security and trust, making audiences more confident to proceed to subsequent stages such as information seeking or registration. These findings reinforce the position of testimonial content as conversion-oriented material within digital campaigns. In addition to the highest-performing content, carousel-based pilgrims' experience content demonstrates relatively stable performance within the mid-range category.

Table 3. Peforma Content Carousel Experience

Konten	Perform
	Reach : 3.783 Impressions : 5.991 Engagement : 77
	Reach : 2.598 Impressions : 3.989 Engagement : 65
	Reach : 1.820 Impressions : 3.170 Engagement : 50
	Reach : 1.875 Impressions : 3.314 Engagement : 41

These contents do not have click-through rate (CTR) data because they were not deployed as paid advertisements; therefore, their performance reflects organic audience responses. Nevertheless, repeated impressions and consistent engagement indicate that carousel-based experience content functions as "safe content" within the Umrah campaign. Coder 1 noted that audiences tend to spend more time engaging with carousel content because the format enables gradual visual exploration, even though it does not always generate the highest interaction spikes.

Table 4. Flyer Content Performance

Content	Performance
	Reach : 1.823 Impressions : 3.010 Engagement : 22
	Reach : 2.294 Impressions : 4.011 Engagement : 38

In contrast, informative feed/flyer content such as the example above, while effective in conveying information related to pricing, schedules, and promotions, tends to generate lower audience retention for interaction due to dense textual layouts and the limited presence of emotional elements. Coder 1 (Lutfi) noted that click-through rates (CTR) for informative content are more dependent on the urgency of the message rather than on visual strength. When urgency is insufficient or visuals are overly dense, audiences tend to stop at the viewing stage without proceeding to click.

Overall, these findings indicate that the effectiveness of the Umrah Holiday Meta Ads campaign is more strongly determined by the content's ability to build emotional experiences and audience trust than by the mere delivery of rational information. Guest star testimonial videos function as the strongest triggers of attention and trust, carousel-based pilgrims' experience content maintains consistent audience engagement, while informative content serves as a support for rational decision-making. This pattern confirms that effective digital Umrah campaign strategies must integrate emotion, experience, and information in a balanced, multi-layered persuasion process.

From an academic perspective, this study contributes to the field of digital marketing communication by extending the understanding of experience-based campaign message construction within the Umrah industry context. The findings demonstrate that the effectiveness of religious digital campaigns is not solely determined by advertising exposure intensity, but by the content's capacity to foster emotional closeness and audience trust through pilgrims' experiences and public figure testimonials. Furthermore, this study contributes to the development of the hyperpersonal relationship concept by applying it to Meta Ads as a paid advertising medium, and by enriching qualitative content analysis approaches through the use of digital performance data as interpretative context rather than as the primary tool of quantitative analysis

4. CONCLUSION

This study concludes that the effectiveness of the Umrah Holiday Meta Ads campaign by Adhiya Travel lies in the content's ability to construct emotional experiences and build audience trust. Carousel and reels formats based on pilgrims' experiences and guest star testimonials were found to be key elements in enhancing engagement and overall campaign performance. These findings address the research objectives by demonstrating that experience-based message construction and visual storytelling are more effective than purely informational messages in the context of digital Umrah campaigns. Based on these findings, this study recommends that Umrah marketing practitioners prioritize content centered on pilgrims' experiences, authentic testimonials, and consistent visual narratives to foster emotional closeness and audience trust. Informational content such as program details and itineraries remains necessary; however, it should be presented with concise and easily comprehensible visuals to avoid diminishing engagement. Theoretically, this study extends the application of the hyperpersonal relationship concept within the context of religious digital campaigns, particularly through Meta Ads. The limitations of this study lie in the relatively limited number of content samples and campaign duration. Therefore, future research is encouraged to expand the scope of analysis, compare multiple Umrah brands, and combine qualitative approaches with explanatory quantitative analyses to more deeply examine the relationships between message elements and advertising performance.

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