

THE ELEMENTS OF THE PROJECTED IMAGE BY BRAZILIAN RESORTS

A Study on Photographs Perception on the Instagram

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The aim of this article was to analyze the main elements of the projected image of brazilian resorts on Instagram, as a way to identify the most significant aspects of promotional actions. This research adopted the quantitative approach, with exploratory and descriptive objectives, having as procedures, the literature review and the documentary analysis based on the replication of the studies of Donaire and Galí (2011). To analyze the photographs, an iconographic description with an iconological interpretation of Kossoy (2014) was used. The results showed thematic and aesthetic standards for the elements necessary for the communication of the resorts in social media, indicating, for example, that the aesthetic sense can be as relevant as the tourist equipment itself, in this sense, the meaning that the users attribute to the resorts is constructed collectively in different ways. This study has chosen the context of the brazilian resorts for the theoretical debate due to the deepening of the forms by which they are represented on the Instagram platform, inferring the users' point of view through the level of engagement of the photographs, thus, their elements and specificities were described and their social use were identified within platform as a way to provide new contours to the literature. Implications include the deepening the concepts and complementary perspectives for future research.

KEY WORDS: *Photography, projected image, Brazilian resorts, Instagram.*