

Pengaruh Instagram sebagai Media Promosi terhadap Minat Berkunjung Wisatawan di Kota Bogor = The Effect of Instagram as a Promotional Media on Interest in Visiting Tourists in Bogor City

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Abstrak

Perkembangan teknologi digital mendorong penggunaan media sosial sebagai sarana promosi, khususnya di sektor pariwisata. Instagram dinilai efektif menarik minat wisatawan melalui konten visual yang menarik dan interaktif. Penelitian ini bertujuan menganalisis pengaruh akun Instagram terhadap minat berkunjung wisatawan ke Kota Bogor. Menggunakan pendekatan kuantitatif dengan metode survei terhadap 100 responden pengikut aktif akun tersebut, penelitian ini menerapkan teknik analisis regresi. Indikator yang diteliti mencakup fitur Instagram seperti hashtag, geotag, like, dan komentar, serta dimensi minat berkunjung referensial dan eksploratif. Hasil menunjukkan bahwa promosi melalui akun @smilingbogorcity berpengaruh positif dan signifikan terhadap minat berkunjung referensial dan eksploratif. Disarankan agar akun tersebut meningkatkan kualitas informasi, ajakan, dan interaksi untuk memperkuat kepercayaan audiens terhadap promosi yang dilakukan.

.....The development of digital technology encourages the use of social media as a means of promotion, especially in the tourism sector. Instagram is considered effective in attracting tourists through interesting and interactive visual content. This study aims to analyze the influence of Instagram accounts on tourist interest in visiting Bogor City. Using a quantitative approach with a survey method of 100 respondents who are active followers of the account, this research applies regression analysis techniques. The indicators studied include Instagram features such as hashtags, geotags, likes, and comments, as well as referential and exploratory dimensions of visiting interest. The results show that promotion through the @smilingbogorcity account has a positive and significant effect on referential and exploratory visit interest. It is recommended that the account improve the quality of information, invitation, and interaction to strengthen audience trust in the promotions carried out.