The influence of Instagram social media promotion @Explore_Kebumen on tourist visit interest in Kebumen

Hafshah Afifah Dwi Karnatin[1*], Muhammad Najih Farihanto[2]

[1,2] Ilmu Komunikasi, Universitas Ahmad Dahlan, 55166, Indonesia
*Corresponding author's email: hfshahafifah@gmail.com[1], muhammad.farihanto@comm.uad.ac.id[2]

ABSTRACT

Keywords

Influence
Social Media
Instagram
Interested in Visiting

Instagram is one of the social media that is often used as a promotional media now. Social Media itself is a container to promote, introduce, and grow consumer interest in the product being promoted. Instagram account @*explore_kebumen* itself was created to introduce the beauty of nature and culture that still exists and developed in Kebumen. Therefore, this study ini aims to determine the effect of Instagram social media promotion the @*explore_kebumen account* on followers ' interest in visiting tourist attractions in Kebumen. In this study, the methode used by researchers is quantitative with the type of research chosen is descriptive and causal. Pengambilan Sampling was conducted using metode non probability sampling method, simple random sampling, with 100 respondents. This study uses analysis techniques deskriptif, uji analisis, simple classical and linear analysis tests, uji coefficient of determination tests and hypothesis tests. From the results of the hypothesis that has been done, the results Instagram account @*explorekebumen* influential in determining the interest of visiting followers to Kebumen. This result is evidenced by the table tcount (10,114) > t table (1.944). So that the coefficient of determination obtained that the Instagram account @*explore kebumen has an*_kebumen effect of 51.1% on the interest of followers to visit Kebumen.

1. Introduction

The development of technology at this time is growing more rapidly. In the development of technology affects several things in the field of communication. One of them is multimedia. Multimedia digunakan secara is widely used to help people deliver messages secara more creatively, interestingly and effectively, combining antara text, audio, images and video (Hutabri, 2022). Multimedia is used in all fields. Generally komunikasi yang used multimedia communication can encourage the effectiveness of the results. itu kiniMultimedia is now dapat digunakan widely used luas.

Salah One of the impacts that affect the world of communication is social media. Kotler and Keller interpret that" social media is a means for consumers to share text, images, audio and information, video, satu with each other and with Companies" (2016: 642). One of the social media that matches the opinion of Kolter and Keller is InstagrInstagr am.

Instagram has become one sosialof the most popular social media saat today.Wrapping the appearance sosial of instagram social media that is considered attractive with various features in it such as instagram TV, sharing stories, live broadcasts and sharing photos menciptwill create interactions that seem real even disangka thought to exist on social media. People use instagram instagram as a place to share stories and experiences, a place to express themselves and call for kindness.

Some people use Instagram to share information and promotions. One of them is about tourism and is faktor a supporting factor in attracting tourists to follow accounts and visit. Kebumen city has banyak a lot potensi of tourism potential that can be used as objeka tourist objectwisata. The abundance of Culture, hasil Natural Products and rocks and tempat wisata other tourist attractions make Kebumen a tempat yang recommended place to visit.

Fig.1. Visit data on tourist visits in Kebumen

Source: https://kebumenkab.bps.go.id/(accessed on October 23Oktober, 2023 at 15.30 wib)

Based on the data in the table above, it can be seen that kunjungan tourist visits to Kabupaten Kebumen Regency have increased significantly from year to year. The increasing number of tourists is one of the influences on the use of social media Instagram. One akunof the Instagram accounts that affect tourism in Kebumen is @*explore_kebumen_*kebumen AkunInstagram account @*explore_kebumen_*kebumen is an account that provides information to the public about the beauty wisata kabupaten of Kebumen Regency tourism by providing informasidetailed and informative information.

From the explanation above, the author is interested untuk in conducting penelitian further research lanjut to mefind out how much influence akunthe @explore_kebumen Instagram account*has on_*kebumen the interest of tourists to visit. To thatend, the authors took the title of the study "the influence Promosi Media of Social Media Promotion Instagram @*exPlore_kebumen_*kebumen terhadap interest Kunjungan in tourist visits in Kebumen".

2. Theoretical Framework

2.1. Promotion

Promotion is aliran informasi a one-way flow of information or persuasion arah yang designed to influence a person or organization to take actions that create exchange in marketing. Promotion is an effort to create or build awareness, inform, persuade and influence consumers to take actions such as buying or visiting. According to Michael Ray, promotion is defined as "coordination of all upaya yang diprakarsai seller-initiated efforts to set up channels of information and persuasion to sell goods and services or promote an idea" which means coordination of all upaya yang diprakarsai seller-initiated efforts to sell goods and services or introduce an idea. Although communication between companies and consumers secara implicitly takes place in every element or part of bauran the marketing mix. (Morisan, 2010:16) the purpose promosi of the promotion itself is to disseminate information and get attention, create and foster desire, as well as develop the desire of consumers to buy the products offered. The purpose of promotion generates the desire of consumers to buy the product or service offered. In hal this case, of course, the purpose of the promotion tersebut is to persuade and attract the attention of tourists, which leads to the decision to visit (action).

2.2. Interest

Attraction is aspek a psychological aspect that cukup berpengaruh has a considerable influence on behavior and attraction is also a source of motivation that will lead a person to do what he wants. Interest is a condition in which a person has attention to something and is accompanied by a desire to know, learn or prove lebih more. continued Bimo Walgito (1981: 38).

Indicator:

1. Attention to get the attention of followers, akunthe @explore_kebumen account uses advertising as a medium for distributing information. This method is considered able to attract attention and increase the curiosity of pengguna akunInstagram account users. Attention can be achieved by taking advantage of timing and publications, such as when waktu yang is the right time to post on Instagram and how often the ad is posted.

2. The interest with the number of posts and the intensity of the closeness that is built, maka will succeed in attracting the interest penggunaof Instagram users itu themselves.

3. The desire of the follower should be made more than just to feel attracted and captivated, they should be encouraged to take tindakan further action lanjut, thus creating a desire to visit lokasithe advertised location.4. The act of achieving this ad ini is penggunathat Instagram users and tourists decide to visit lokasi the tourist sites posted by akunthe @*explore_kebumen account*_kebumen.

2.3. Social Media

Media Social is one of the impacts of the development of the digital world. Media *socSocial media* is an application that makes it easy semuafor everyone to be able to communicate, participate, and saling share secara *with each other online*, so dapat that they can spread konten their own content and can be produced and viewed directly by millions orang of people directly, Zarella (2010;2-3). Social Media in today 's era can kita be found secara easily in teknologithe technology wekita use sehari every day. *Twitter, Facebook, WhatsAap, Instagram, Line, YouTube* merupakan sebagian media social yang sering kita jumpai. With the existence *of social media* jangkauan our reach will be the scope ruang yang of the existing space becomes tidak unrestricted and access to the information you want to know will be very easy to get.

2.4. Instagram

Instagram is a social media for sharing information in the form of photos and videos that can apply digital filters. Social media Instagram is not much different dengan media sosial from other social media such as Facebook, Twitter and other sites. Instagram. According Rose to book Communicating Net Generation (Budiargo, 2015: 60). Instagram application can be used through HP and perangkat berbasisAndroid-based devices with speed 2.2 or more through Google Play. Almost the same denganas Facebook, which essentially requires permission to join (follow) or respond by cara clicking "like" so that we can see and comment on the photo tersebut. Bambang Dwi Atmoko in his book "Instagram Handbook" (2012) describes the characteristics sosialof Instagram social media according to Bambang (2012: 52-67), namely:

1. Text

Text is written to reinforce the character or message ingin ayou want to convey in photos and videos with panjang karakter yang an unspecified character length ditentukan. However, it is recommended that the words in the caption be made short so lebih that they are more pleasing to the eye by pengguna other users

2. Hashtag

Instagram started using hashtags in January 2011. A Hashtag is a label (tag) in the form of a word that begins with a symbol marked hashtag (#). Internet activists in Indonesia then translated the hashtag into a hashtag which stands for"hashtag". This feature serves to search for photos and videos scattered on Instagram with a certain classification, making it easier to search. Hashtag placement is usually listed in the caption or comment box.

3. Geotag

Geotag or location serves to provide location information where the photo was taken or uploaded using GPS through the smartphone used when accessing Instagram.

4. Follow

this follow feature works to make friends or enteruti the activity akunof other accounts that we find interesting to follow, so that the timeline on Instagram is not empty. By seeing good photos and videos baguson halamanthe timeline page, biasanya it will usually inspire us and become.challenged to produce better photos.

5. Share

The share feature here is intended for sharing on other social media that serves to share photos or videos uploaded on Instagram to other social media such as Facebook and Twitter. The way it works is that before pressing the 'Done' button, we can directly share it on jejaring sosialother social networks simply by checking the selected service.

6. Likes

Like has the function of liking a photo or video that we like by pressing the" love " button located at the bottom of the photo, precisely under the caption next tombol to the comment button or double tap on the photo or video.

7. Comments

The comments feature is part of the interaction but more lively and personal. Because through comments, users express their thoughts through words. We are free to give komentar any comments on the photos tersebut, be it suggestions, praise or criticism.

8. Feature Mentions

Mentions that allow you to call other users. Likewise with Instagram, we can call other users to greeteach other. Mentions can be applied both in the text and in comments. By adding the @ sign and then typing the name of the other user's account.

3. Method

3.1. Types of research

According to Sugiyono (2018: 15) in metode penelitian this research method the author uses metode penelitian quantitative research methods. Metode Quantitative methods are defined as metode research methods based on the philosophy of positivism, used to examine certain populations or samples tertentu, the use of data dengan using instrumen research instruments, analisis data bersifat quantitative/statistical data analysisng that aims to describe and test hypotheses that have been established. In his research, the author uses the type penelitian of clausus relationship research. The clausal relationship has the meaning relation to of a causal relationship kausal, so that there variabel are independent variables (variables that affect) and variabel dependent variables (those that are affected) (Sugiyono, 2018: 52). In paradigma this research paradigm ini, a symptom can beita classified, and the relationship between the symptoms that appear is causal, that is, cause and effect. Positivism pays perhatian great attention to precision in the formation of theories and in paradigma quantitative paradigms a theory must be testable in real terms or based on data.

3.2. Population and Sample

Population is a generalization of the region, consisting of objects or subjects that have a certain quality and characteristics tertentu yang determined by the researcher who selanjutnya will then draw a conclusion, Sujarweni and Endrayanto, (2012). A population is a collection of individuals with kualitas dan karakteristikpredetermined qualities and characteristicstelah ditentukan sebelumnya. These qualities and characteristics are called variables. A population with jumlah individu a certain number of individuals is called populasi a finite population, while the number of individuals in a group is not fixed or its number is not infinite is called populasi tak an infinite population. The population is not only humans, but benda-benda other natural objects lainnyathat can be used as subjects / objects of research. The population is also not just the number of subjects/objects of study, but includes all the characteristics/traits possessed by the subject/object of study. (Hikmat, 2014: 60)

In this study, the population to be studied is Instagram followers @*explore_kebumen_*kebumen with a total of 130 thousand on September 20, 2023.

The sample is part of the number and characteristics of the population. If the population is large, and peneliti it is not possible for the researcher to study everything adain the population, due to the limitations of various things, such as funds, Labor and time, then the researcher can use samples taken from that population itu. What is learned from that sample itu, the conclusions of which will be applicable to the population. The itu sample taken from the population must be representative. Sugiyono (2014:149)

There is also a formula that can gunakan be used in determining the number of samples, the rumus Slovin formula. Slovin used to take samples that have been known in number, Rahmat Kriyanto (2009). To determine the number of samples of a populasi yang known population digunakan rumus , the Slovin formula is used, as follows:

$$n = \frac{N}{1 + Ne^2}$$

Description :

n: sample size

N: number of people

E: *error tolerance* (batas toleransi error tolerance limit), dengan using standar penelitian yang existing research standards ada, in use the calculation tingkat *of the error rate* of 10%.

The value of n produced by using rumus the slovin formula

above, namely:

$$n = \frac{130.000}{1 + 13.000 \,(0,1)^2}$$

$$= \frac{130.000}{1301}$$

$$= 99.92 = 100 \text{ (rounded)}$$

So the number of samples taken is 100 people.

4. Result and Discussion

4.1. Media SosialInstagram Social Media (X)

The total assessment of respondents to 8 sub variables in variabel akunthe Instagram account variable

is processed in the formof K percentages as follows:

NO	Subvariabel	Skor Total	%
1	Ikuti	1410	88,12%
2	Hastag	704	88%
3	Bagikan	701	87,82%
4	Caption	1034	86,16%
5	Suka	1030	85,83%
6	Sebutan	1015	84,33%
7	Komentar	996	83%
8	Geotag	646	80,75%
	Total Skor Total	7536	
	Skor Ideal	8800	
	Presentase	85,63%	

Tabel 1. Recapitulation of respondents' responses regarding Instagram accounts (X)

Sumber : Processed by researchers (2023)

Based on the data shown in Table 1, the results obtained recapitulation tanggapan of respondents ' responses akun to instagram accounts based on the results of processing in Table 4.1. From the table it can be seen that the total score for akun instagram accounts is 7536 or 85.63%.

4.2. interest in visiting *Followers* (Y)

The total assessment of respondents to 3 subvariables in the Variabel akunariabel Instagram account is processed in the form of percentages as follows:

No	Dimension	Skor Total Score	%
1	Introduction To The Problem	1955	81.45 %
2	Collection Of Information	652	81.5 %
3	Evaluation	692	86.5%
	Total Total Score	3299	
	Total Ideal Score	4000	
	Percentage	82.47 %	

Tabel 2. Recapitulation of Respondents' Responses Regarding Interest in Visiting (Y)

Source: Processed by researchers (2023)

Based on the data shown in Table 4.2.2 didapatkan , the results obtained recapitulation tanggapan of respondents to akun instagram account based on the results of processing in Table 4.2.2. From the table it can be seen that the total score for akun instagram accounts is 3299 or 82.47%.

4.3. Analisis Regresi Simple Regression Analysis

The use analisisof data analysis in research aims to simplify the data so that data is easier to interpret. In analisis this analysis mengusing teknik analisis simple regression analysis techniques sederhana to discuss and process the collected data. Selain In addition, the use of this technique inialso aims to test the hypothesis to be proposed by the researcher. Metode teknik analisisregression data analysis technique regresi was chosen because by using this method ini can produce kesimpulan direct conclusions about variabel the dependent variable (Y) and variabel the independent variable (X).

In pengujian hypothesis testing, analisis regresisimple linear regression analysis sederhana is hubungan lina linear relationship between variabel the independent variable (X) and variabel the dependent variable (Y). Analisis regresiSimple linear regression analysis sederhana was used to determine the influence variabel of the independent variable (akunInstagram account) on variabel the dependent variable (interest in visiting). The author uses a simple regression test linier line sederhana dengan using sebagai the following model:

$Y = a + b.X$

Description :

Y : subject / value in variabel dependenthe predicted dependent variablediprediksi

X : subject to variabel an independent variable that has nilai a certain value

a: price Y when X = 0 (harga constant price)

B : Direction number atauorfisien regressioncoefficient, which indicates the amount of increase or decrease variabel in the dependent variable based on variabel the independent variable. If b (+) then it goes up, and if (-) then it goes down.

Table 3. Analysis Regresi Simple Regression Analysis Of Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Eror	Beta		
(Constanta) Total_X	7.188	2.562		2.806	.006
	.345	.034	.715	10.114	.006

Source: SPSS sports results, 2023

Based keluaranon SPSS software output in Table 4.3, model the equation model can be formulated regresi simple regression as follows: $Y = 7.188 + 0.345\ X$

Based on the above data, it can be described as follows: 1) the constant (③) = 7.188. This Data ini shows nilai yang a constant value, that is, if variabel akunthe Instagram account variable (X) = 0, the interest on visits (Y) will remain at 7,188.2) coefficient (b) = 0.345. Coefficient Data (b) shows that variabel akunInstagram account variable (X) berpengaruh has a positive effect on visiting interest (Y), meaning that if variabel media the Instagram social media variable is increased by one unit, the visiting interest will increase by 0.345. So it can be concluded that variabel akunthe Instagram account variable (X) berpengaruh has a positive effect on visiting interest (Y). Instagram has efek a unidirectional effect on the interest in visits. If akunyour Instagram account bisadded, interest untuk in visiting will also increase.

4.4. Coefficient of determination:

There is a significant influence between akunInstagram accounts on the interest kunjunganof followers, shown by the coefficient of determination as follows:

Table 4. Table Koefisien PEcoefficient determining the influence Akunof Instagram account on Visitor Interestfollowing the summary Model

Model	R	R Square	R Customized R Square R	Std. Kesalahan Estimated error
1	715a	.511	.506	3.71523

a. Prediktor: (Konstanta), Total_X

b. Variabel Dependent variable: Total_Y

source: PercobaanSPSS experiment results, 2023

b. The value of R in Table 4.4 shows the number 0.715 and the square of R (R2) is 0.511. This figure is used as a basis for how much influence akunInstagram accounts terhadap minat have on followers ' interest untuk in visiting. How to calculate the square of R is as follows:

$$KD = r2 \times 100\%$$
$$= (0.715)2 \times 100\%$$
$$= 51.1\%$$

From the total calculation, this figure ini shows a coefficient of determination of 51.1% or 0.511. Which shows that the influence variabel bebas of the independent variable akun Instagram is Instagram accountap variabel on the dependent variable ap yaitu interest in visiting followers by 51.1%, while the remaining 48.9% is influenced by faktorother factors not studied in this study.

4.5. Create A Discussion

After analyzing and calculating the data, this study ini produced the answer bahwa media that social media Instagram @explore_kebumen affect the decision minat of tourist interest in visiting ke Kebumen. To strengthen the evidence of correlation or influence between the two things tersebut, researchers conducted a hypothesis-t test.In in penelitian hipotethis hipote sis study ini, it was found that nilaithe calculated valueof t is greater than the table t, meaning that H0 is a rejection so that H1 is accepted, meaning variable), then it can be seen that the number T is greater than the table t. To determine the correlation between variable Xan variabeland variable Y, the researchers used a correlation test.Based on the correlation test conducted by the researchers, the koefisien correlation coefficient (r) sebesaris 0.688. This figure can be interpreted and included in the category korelasi of moderate correlation because the value of 0.60-0.799 (Sugiyono, 2014:228). It can be said hal that this shows that social media Instagram @explore_kebumen has pengaruh yang tinggi a high influence on the increasing interest in visiting ke Kebumen. To determine the extent to which the variable X berpengaruh significant effect terhadap variable Y proved based on the coefficient of determination test. The results pengolahanof data processing on the coefficient of determination of the researchers produced a value of 51.1%, which means that social media Instagram provides a value of 51.1% on the interest in visiting, whilethe remaining sebesar58.9% is influenced by faktor other factors.Researchers used regresia simple linear regression test sederhana to determine how much influence akunthe Instagram account (X) on the interest of followers (Y) visiting tourist attractions in Kebumen. The value of the constant ③ means that when akunthe Instagram account is zero or the interest of followers to visit is not influenced by akun Instagram the Instagram account, then nilaithe average value of the interest in visiting followers is 7,188. While koefisien the regression coefficient B means that if the variable X increases by one unit, then theariabel variable Y will increase by 0.345.

This coefficient is positive, meaning that the higher akunthe Instagram accountmaka , the greater the interest of followers to visit tourist attractions in Kebumen.

5. Conclusion

Based on the data obtained by researchers in this study, it can be concluded that exposure to the social media Instagram @explore_kebumen has a high influence in influencing tourists' interest in visiting tourist attractions in Kebumen. This can be proven by calculating a coefficient of determination value of 51.1%. From the results of these calculations, it can be seen that Instagram has an influence of 51.1% on tourist interest in visiting, while the remaining 48.9% is influenced by other factors.

6. References

Atmoko, B. D. (2012). Instagram handbook. *Jakarta: Media Kita*, *21*.

Bugiardo, D. (2015). *Berkomunikasi ala Net-Generation*. Elex Media Komputindo.

Hutabri, E. (2022). Validitas Media Pembelajaran Multimedia Pada Mata Pelajaran Simulasi dan Komunikasi Digital. *Snistek*, 296–301.

Kotler, P., & Armstrong, G. (2016). Prinsip-Prinsip Pemasaran. Jilid 1 dan Edisi ke-12. *Erlangga. Jakarta*.

Morissan, A. M. (2010). Periklanan Komunikasi Pemasaran Terpadu, Jakarta. *Penerbit Kencana*.

Rachmat, K. (2009). Teknik Praktis Riset Komunikasi dengan Kata Pengantar oleh Burhan Bungin. *Cet. IV*.

Sujarweni, V. W., & Endrayanto, P. (2012). Statistika untuk penelitian. *Yogyakarta: Graha Ilmu*, *14*, 17.

Trirahayu, A. A., & Putri, B. P. S. (2019). Pengaruh Media Sosial Instagram @Amazingtasikmalaya terhadap minat Berkunjung Followers Ke Objek Wisata Tasikmalaya. *E-Proceeding of Management*, *6*(2), 4997–5006.

Walgito, B. (1981). *Pengantar Psikologi Umum, diterbitkan oleh Yayasan Penerbitan Fakultas Psikologi UGM*. Yogyakarta.

Zarella, D. (2010). The Social Media Marketing Book. Sebastopol, Kanada. *O'Reilly. Zyl, AS,(2009),"The Impact of Social Networking*, *2*, 906–918.

Kotler P, B. J. (2006). *Pemasaran untuk perhotelan dan pariwisata. Jersey baru: NJ: Pendidikan Pearson.*

Kotler, HLM. (2009). Manajemen Pemaaran. Jakarta: Erlangga.Middleton, V. F. (2009). Pemasaran dalam perjalanan dan Pariwisata. Inggris Raya: Elsevier.

Sugiyono. (2014). Metode Penelitian Manajemen. Bandung: Alfabeta.

Hikmat, Mahi M., 2014. Metode Penelitian Dalam Perspektif Ilmu Komunikasi Dan

Sastra.Graha Ilmu, yogyakarta.

Sugiyono. (2014). Statistika Untuk Penelitian. Bandung: Alfabeta.

Sugiyono. (2018). Metode Penelitian Kuantitatif. Bandung: Alfabeta.