

ABSTRACT

The increasing tourism sector in Indonesia, which has uniqueness such as nature tourism, cultural tourism, culinary tourism, shopping tourism, and creative tourism. One of the provinces in Indonesia whose tourism sector continues to grow is the province of West Java, especially in the city of Bandung and one of the family's natural attractions is Dago Dream Park - Fun The Nature which is located in the Dago Giri region. Dago Dream Park has an area of \pm 13 hectares with a cool natural atmosphere decorated with pine trees with photo spots and a playground for children and adults with the concept of Fun in Nature specifically designed as a tourist attraction for families and relatives.

This research is used to measure the effect of Electronic Word Of Mouth on the interest of visiting with destination image as an intervening variable on active users of Instagram in West Java. The research method used is a quantitative method and data collection used a questionnaire with a Likert scale of 100 respondents Instagram users. By using the path analysis method with SPSS.v.25 calculations to be able to find out the magnitude of the influence of each variable.

The results of this study concluded that the influence of Electronic Word Of Mouth on the interest of visiting Dago Dream Park was 8.6%. While the influence of Electronic Word of Mouth on interest in visiting through destination images as an intervening variable was 64.7%, the remaining 35.3% was influenced by other variables.

Keywords: Destination Image, Electronic Word Of Mouth, Visiting Interest