

## ABSTRACT

*Rapid technological developments make it easier for humans to get information; With the presence of new media, the internet, all access can be used easily, quickly and more effectively; The internet plays an active role in increasing tourism in Indonesia, tourists seek information, order, and pay for trips, both tickets and residences online; The Kuningan Regency Sports and Tourism Agency (Disporapar) uses online media to provide information to tourists through social media; One of the social media used is the @pariwisatakuningan instagram; The official Disporapar @ pariwisatakuningan account managed by Generasi Pesona Indonesia (Genpi) Kuningan Regency to make it easier for tourists to find information about tourism in Kuningan District*

*This research is a descriptive analysis research and causal relationship using quantitative research methods. The data collecting progress is done by distributing online questionnaires through google form to a sample of 100 respondents @pariwisatakuningan Instagram followers with 29 statement. Data collecting techniques are carried out by descriptive analysis, classic assumption test and hypothesis test.*

*The results showed that the influence of @pariwisatakuningan instagram social media on the increase in tourist attraction of Kuningan Regency based on the results of the coefficient of determination analysis resulted in 41.1% which explained the existence of a moderate or sufficient relationship between Instagram Social Media (X) on Tourist Attraction (Y);*

**Keywords** : *New Media, Social Media, Instagram, Tourist Attraction*