ABSTRACT

This study aims to determine how much influence the promotion through *Social Media Instagram* and *Facebook* on the decision to visit tourists at the Mount Papandayan Nature Tourism Park. Due to the rapid development of technology, of course, making the world of tourism in line with developments in tenology. Where tourists tend to often search and share information related to destinations and attractions that will be visited from *Social Media*. The research method used in this study is a quantitative method with a causal descriptive approach, using simple linear regression analysis techniques using IBM SPSS 25 software. The number of samples used by researchers is as many as 100 people. Based on the results of data processing in this study, the regression coefficient values of *Social Media Instagram* and *Facebook* (X) have a significant and positive effect on the Tourist Visit Decision (Y). Obtained tcount of 4.066> t table of 1.984 or sig value less than 0.05 (0.000 <0.05), it can be concluded that H1 is accepted. Meanwhile, the magnitude of the influence of the *Social Media Instagram* and *Facebook* variables on the variable amounted to 14.4% and the remaining 85.6% (100% - 14.4%) which is influenced by the variable Tourist Visit Decisions outside of this study. Through these results, it can be concluded that *Instagram* and *Facebook Social Media* is one of the main factors for consumers to make a decision to visit the Papandayan Nature Park in 2020.

Keyword: Social Media, Visit Decision