

## ABSTRACT

*Currently, technology is developing rapidly and affecting human social life. One of them is through social media, social media forms a large and unlimited social network making social media a great potential in business. Owabong is one of many companies leveraging the huge potential of social media. Owabong has used social media as a medium to market its products. However, even though the company has made quite active marketing communication efforts on social media, the number of visitors has not yet reached the target.*

*Therefore, this study aims to determine whether marketing communication activities on social media have a significant effect on the interest in visiting followers of the @Owabong Instagram account mediated by the Destination Image variable. This research is a quantitative research with the type of explanation research (explanation research). The population in this study are followers of the Instagram account @Owabong, totaling 21.8 thousand followers as of November 14, 2020. The number of samples used is 400 respondents with the sampling technique using purposive sampling. The data analysis technique used is descriptive analysis, normality test, Goodness of Fit, SEM, and hypothesis testing.*

*The results of hypothesis testing found that Marketing Communication Activities on Social Media had a positive and significant effect on Visiting Interest, Marketing Communication Activities on Social Media had a positive and significant effect on Destination Image, and Destination Image had no significant effect on Visiting Interest.*

*Based on the results of the study, the researchers gave advice to Owabong to be consistent in implementing marketing communications through Instagram social media such as having discussions with followers, actively interacting with followers, and regularly sharing various information related to Owabong.*

*Keywords : marketing communication activities, social media, destination image, visiting interest, Instagram*