

ABSTRACT

Today's technology is growing so rapidly seen from the ability of devices to provide easy access to the internet for users, especially browsing social media. Over time the role of the internet began to shift to developing tourist destinations where social media became a means to market the tourism industry. Bali Zoo is a tourist destination that uses social media to market its products. Bali Zoo has been working on marketing communications that are quite active on social media, especially Instagram, but Bali Zoo from year to year has a lower number of visitors than its competitors, namely Bali Safari and Marine Park.

Therefore, this study aims to explore the effect of social media marketing on the intention to visit followers of the Bali Zoo Instagram account (@balizoo) mediated by the destination image variable, and to find out whether there is an influence on the social media marketing variable on the intention to visit Bali variable. Zoo, the influence of social media marketing variables on the destination image variable at the Bali Zoo, and the effect of the destination image variable on the variable of intention to visit Bali Zoo.

This research is a quantitative research and the type of research used is explanatory research. The population in this study were followers of the Instagram account Bali Zoo (@balizoo) totaling 84,700 followers as of November 13, 2021. The sample used in this study was 400 respondents using purposive sampling as a sampling technique. The data analysis techniques used are classical assumption test, path analysis, coefficient of determination test, Sobel test, and hypothesis testing.

The results of this study indicate that social media marketing has a positive and significant influence on intention to visit, social media marketing has a positive and significant influence on destination image, destination image has a positive and significant influence on intention to visit, destination image has a positive effect and a significant mediating role between social media marketing and intention to visit the Bali Zoo.

Based on the conclusions from the results of the research that has been carried out, Bali Zoo should improve the quality of information shared on Instagram accounts, improve good and memorable service to tourists ranging from tourists visiting Bali Zoo to providing feedback, be more active in conducting marketing communication activities, actively interacting with social media followers, and offer promos on certain days.

Keywords : *Social Media Marketing, Destination Image, Instagram*