

ABSTRACT

Instagram social media is a digital application that is used to be able to provide information and carry out two-way communication with fellow users. In Instagram, there are features that can be used to support communication, including hashtags, geotags, follow, share, like, comments, mentions. The purpose of this study was to determine the influence of social media Instagram @wonderfulindonesia on the image of Indonesian destinations. The method used in this study is descriptive quantitative with data analysis techniques used in this study are correlation coefficient test, coefficient of determination test and simple linear regression analysis. The results of the correlation coefficient test were 0.895 so that it can be concluded that Instagram social media variables and destination image variables have a very strong relationship. In addition, it was found that the influence of social media variables Instagram @wonderfulindonesia on the image of Indonesian destinations was 80%, while 20% was influenced by other variables not discussed in this study. Simple linear regression analysis gives the result that every one-unit increase in the Instagram @wonderfulindonesia variable will have an effect of an increase of 0.611 on the image variable of Indonesia's destination. It was proven in this study that the image of an Indonesian destination created by social media Instagram @wonderfulindonesia has a strong relationship and has a positive and significant influence.

Keywords : Instagram social media, Destination image, Wonderful Indonesia