

ABSTRACT

Apsari Ghinan Pawitri. 2023. *The Influence of Social Media Marketing Strategy on Interest in Visiting Tourists in Antapura De Djati. Skripsi. Telecommunications and Informatics Business Management Department. Faculty of Business Economics. Telkom University.*

This research is motivated by the high number of social media usage that has made many companies in Indonesia use social media as a digital tool to support their marketing needs. However, many companies have difficulty assessing the effectiveness of the influence of social media marketing strategies on selling their products. For this reason, the purpose of this study is to determine and explain the simultaneous and significant effect of the variable social media marketing (X) on the variable Interest in Visiting (Y) in Antapura De Djati Tourists.

This research uses explanatory research with a quantitative approach. The variables used in this study are Social Media Marketing (X) which consists of Context (X1), Communication (X2), Collaboration (X3), and Connection (X4) and Interest in Visiting (Y). Data collection was obtained by distributing questionnaires online (e-questionnaire) and distributing questionnaires directly to respondents who had been determined using a non-probability sampling technique from Antapura De Djati's Instagram followers with a total of 400 respondents.

The results showed that the variables Context (X1), Communication (X2), Collaboration (X3), and Connection (X4) had a significant positive effect simultaneously or together on the Interest in Visiting variable (Y). And the variables Context (X1), Communication (X2), Collaboration (X3), and Connection (X4) have a partial positive significant effect on the variable Interest in Visiting (Y).

Keywords: social media marketing, interest on visit.