

ABSTRACT

This study aims to find out and analyze how much influence Instagram social media has on increasing tourist interest. The tourism industry in Indonesia is growing rapidly along with the increasing interest of Indonesian people to travel. Several businesses related to the tourism business have also changed, including websites and social media that contain references to tourist destinations and travel experiences. In addition to getting references to tourist destinations from people closest to you or relatives, tourist references can also be obtained from social media. One of the tourist destinations in Indonesia is Taman Safari Indonesia which is located in Bogor. Taman Safari Indonesia is one of the favorite tourist destinations. However, the number of tourists at Taman Safari Bogor is still relatively low when compared to 470 other tourist attractions in Indonesia. One of the causes is the lack of promotion of tourist attractions in West Java Province. This can be improved by marketing through Social Media Marketing. The solution to increase the number of tourists at Taman Safari Indonesia is by advertising in the form of photos & videos through Instagram social media. In this study, the method used was quantitative. The population in this study was 400 respondents who were followers of Taman Safari Bogor Instagram. The results of this study indicate that the influence of Instagram social media has a significant effect on increasing the interest of tourists visiting Taman Safari Indonesia. Proven by $27,898 t_{count} > 1,649 t_{table}$ and a significance value of $0.000 < 0.05$ in hypothesis testing. Through the determination coefficient value of 66.2%, it shows that Instagram social media has an effect on increasing the interest of tourists visiting Taman Safari Indonesia.

Keywords : Social Media, Interest In Visiting