

THE IMPACT OF SOCIAL MEDIA INSTAGRAM ON DOMESTIC TOURISM' INTEREST IN VISITING TAMAN IMPIAN JAYA ANCOL

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Abstract: The goal of this observe is to analyze how Instagram social media advertising affects home tourists' choice to go to Taman Impian Jaya Ancol. The unbiased variable (X) is social media advertising and consists of traits including entertainment, interaction, fashion popularity, personalization, and phrase of mouth. The choice to go to serves because the based variable. The observe used quantitative techniques thru easy regression evaluation to survey a hundred respondents. The consequences display that Taman Impian Jaya Ancol's social media advertising is notably powerful and fashion popularity is the maximum essential aspect. Purchase quantity has a widespread effect at the choice to go to. The observe discovered that there's a good sized and widespread dating between social media advertising on Instagram and the choice to go to Taman Impian Jaya Ancol.

Keywords: *Social media marketing, Instagram, Visit decision, Taman Impian Jaya Ancol*

INTRODUCTION

Rapid advances in information and communication technologies have changed the way people search for information and perform everyday activities such as deciding to visit a tourist destination. Social media, especially Instagram, has become a popular platform for sharing tourism related information and experiences. Due to its ability to present visually appealing content, Instagram is a powerful tool for promoting tourist attractions and influencing tourists' willingness to visit. In the digital age, social media plays a key role in shaping travel decisions and preferences. Instagram has become a powerful marketing channel for tourism businesses and destinations. Its highly visual and interactive features allow for exciting storytelling and immersive experiences, making it an ideal medium to showcase travel products and inspire wanderlust. Taman Impian Jaya Ancol, Jakarta's leading tourist destination, has adopted Instagram as a strategic marketing tool to attract domestic tourists. By regularly publishing visually appealing and exciting content, Taman Impian Jaya Ancol aims to raise awareness, generate interest, and ultimately influence local tourists' visit decisions. Despite the widespread use of Instagram for tourism promotion, it is unclear to what extent these social media marketing strategies affect domestic tourists' interest in visiting Taman Impian Jaya Ancol. This has a look at pursuits to fill this hole through very well investigating the effect of social media advertising on Instagram on home tourists' hobby in

travelling Ancol Dreamland. By identifying and understanding the specific factors that influence visitors' interests, Taman Impian Jaya Ancol can develop a more targeted and effective marketing strategy through Instagram, leveraging the platform's unique strengths.

LITERATURE REVIEW

A. Social Media and Tourism Industry

Damanik et al. (2020) highlights the significant potential of social media in influencing travellers' decisions in Indonesia, where four out of ten residents actively use social media. This underscores the importance of research on leveraging social media to boost interest in visiting domestic tourist destinations.

B. Tourist Behavior and Social Media

Sundjaja (2018) notes that most social media users visiting museums in the digital era reside in Java and possess at least a bachelor's degree. This potential tourist profile could also be relevant to Taman Impian Jaya Ancol.

C. Contribution of Social Media in Tourism Promotion

Venkatesh and Suresh (2016) emphasize that consumer engagement in social networks for tours and sharing travel experiences is a crucial factor influencing the success of tourism promotion. As a visually based social platform, Instagram can effectively showcase the beauty and attractions of Taman Impian Jaya Ancol and encourage visitors to share their experiences.

D. The Role of Social Media in Travel Component Choices

Liu et al. (2019) show that social media significantly influences travelers' choices regarding various travel components. By identifying the role of social media as a 'Need Generator,' 'Supporter,' 'Guider,' and 'Approver,' this study can explore how Instagram contributes to these components in the context of domestic tourism to Taman Impian Jaya Ancol.

E. Integration of Technology in Tourism and Travel

Shen et al. (2020) discuss the integration of social media into various aspects of tourism management. They argue that social networking sites influence the sustainable and responsible behavior of 'smart tourists' at all stages of adopting such behavior, with the greatest influence in the initial stages. In the context of Taman Impian Jaya Ancol, Instagram can be considered a tool that supports the growth of smart tourists by raising their awareness of sustainable practices when visiting tourist destinations.

F. The Effect of Visual Content on Social Media on Tourist Interest

The study by Molinillo et al. (2018) revealed that attractive visual content on social media, especially Instagram, has a significant influence on tourists' interest and intention to visit a tourist destination. Photos and videos featuring natural beauty, cultural attractions, and interesting experiences can attract potential tourists.

G. Social Media as a Source of Tourist Information

Research by Leung et al. (2013) shows that today's tourists increasingly rely on social media as the main source of information in planning travel. Social media is considered more reliable and relevant than traditional sources such as brochures or travel agents.

H. The Role of Social Media in Travel Decisions

According to Zeng and Gerritsen (2014), social media performs an essential position within the complete tour decision-making process, from preliminary statistics search, opportunity evaluation, to very last decisionmaking. Interesting and informative social media content material can affect travelers' perceptions and preferences.

I. Effectiveness of Instagram in Tourism Marketing

A study by Hays et al. (2013) revealed that Instagram is very effective for tourism marketing due to its visual and interactive nature. Travelers tend to be more influenced by images and videos than text, making Instagram an ideal platform for promoting tourist destinations.

J. Social Media and Tourism Destination Image Building

Research by Shevchenko and Zhan (2013) shows that social media plays an important role in shaping the image of tourist destinations in the minds of potential tourists. Attractive visual and narrative content can create positive perceptions and increase interest in visiting a destination.

K. The Impact of Social Media on the Tourism Experience

According to Munar and Jacobsen (2014), social media not only influences the pre-visit stage, but also the entire tourism experience. Through social media, tourists can share their experiences during their visit and influence the perceptions and decisions of other tourists.

L. Effective Social Media Marketing Strategies in Tourism

The study by Hays et al. (2013) revealed some effective social media marketing strategies in the tourism industry, such as creating attractive visual content, utilizing influencers, and interacting with audiences in an active and engaged manner.

M. The role of social media in promoting sustainable tourism

The study by Cabrera-Núñez et al. (2020) explored the potential of social media in promoting sustainable tourism. Through the right content and storytelling, social media can educate travelers about the importance of ecofriendly practices and encourage responsible travel.

N. The influence of social media on tourist loyalty

The study by Harrigan et al. (2017) found that tourists' participation in a travel destination's social media can increase their loyalty to the destination. Engaging content and positive engagement can encourage repeat visits and recommendations to others.

O. social media as a Community-Based Tourism Marketing Tool

According to Munar (2012), social media can be utilized as a communitybased tourism marketing tool. Local communities can be involved in creating and sharing content that promotes local attractions and culture, providing a unique and authentic perspective for tourists.

METHOD

This has a look at used quantitative technique with easy regression evaluation to research the effect of Instagram social media advertising on home travellers' hobby in touring Ancol Dreamland. The impartial variable (X) on this has a look at is Instagram social media advertising, which incorporates components which include entertainment, interaction, trends, personalization, and phrase of mouth. The established variable (Y) is a hobby in touring. The individuals on this have a look at are home travelers who use Instagram and put-up visible content material approximately Ancol Dreamland on Instagram. The sampling technique used changed into a random pattern with a purposive sampling technique along with 2 hundred respondents. Data changed into amassed the use of a questionnaire primarily based totally on Likert scale. The amassed information changed into analyzed the use of statistical software program which include SPSS and Minitab to behavior descriptive evaluation and easy regression assessment to assess the effect of Instagram social media advertising on home travelers' hobby in touring Ancol Dreamland.

FINDINGS AND DISCUSSION

The effects confirmed that social media advertising utilization may be very excessive in Taman Impian Jaya Ancol, with trending elements being the best and phrase of mouth being the lowest. The choice to go to Taman Impian Jaya Ancol is especially excessive value, with the acquisition quantity rising because of the maximum influential factor. The observation additionally determined that there may be a robust correlation among Instagram social media advertising and the choice to go to Taman Impian Jaya Ancol.

Table I. Instagram survey results the influence of social networks on interest in Ancol Dreamland Park tours

Question	Agree	Strongly Agree	Disagree	Not Sure
I often look for tourist destination information on Instagram	73,3%	6,7%	20%	-
The visual content on Ancol's Instagram interests me	60%	20%	13,3%	6,7%
I am affected by trends/popularity on Instagram Ancol	60%	-	13,3%	20%

Interaction and response from the manager of Instagram Ancol is good	53,3%	-	6,7%	33,3%
The personalization feature on Instagram Ancol is interesting	60%	-	6,7%	20%
Friends/family recommendations on Instagram have no effect	-	26,7%	46,7%	13,3%
Entertainment content on Ancol's Instagram makes me want to visit	60%	14%	-	20%

[Source: personal research]

Table 2. Score represents the percentage of respondents who agree or strongly agree that each dimension influences their decision to visit Ancol Dreamland.

Dimension	Score
Entertainment	60%
Interaction	53,3%
Trendiness	60%
Customization	60%
Word of Mouth	20%
Purchase Amount	60%

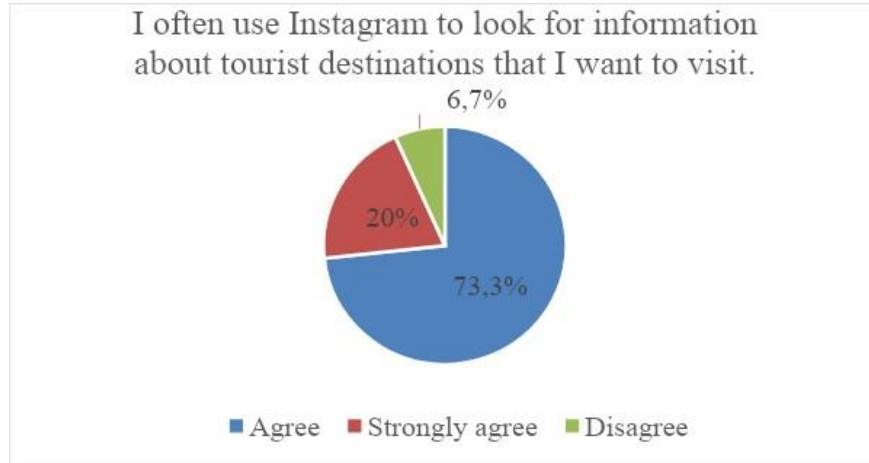


Figure 1. Introduction to Taman Impian Jaya Ancol and its use of Instagram for marketing

The proof from this pie chart indicates that maximum respondents agree that they regularly use the Instagram software to look for traveller locations they need to go to with some respondents even strongly agree, because of this that they regularly or continually use Instagram to look for statistics about traveller locations with a percent of 20%. and the relaxation response disagrees, because of this that they use different packages or social media to search for statistics about the traveller vacation spot they'll go to.

[Source: personal research]



Figure 2. The trends featured on Taman Impian Jaya Ancol's Instagram inspire visitors to follow suit.

This figure illustrates the frequency and patterns of Instagram usage among the respondents. Leung et al. (2013) highlight the extensive Use of social media in the tourism and hospitality industry, which is relevant here as it showcases the high engagement of tourists with Instagram, influencing their travel decisions

[Source: @ancoltamanimpian]



Figure 3. An example of interesting visual content on Taman Impian Jaya Ancol's Instagram.

The figure displays the levels of engagement with various types of Instagram content related to Taman Impian Jaya Ancol. Harrigan et al. (2017) emphasize the importance of factors such as familiarity, trust, and functional value in driving customer engagement with tourism brands on social media. This aligns with the observed engagement patterns in the figure

[Source: @ancoltamanimpian instagram]

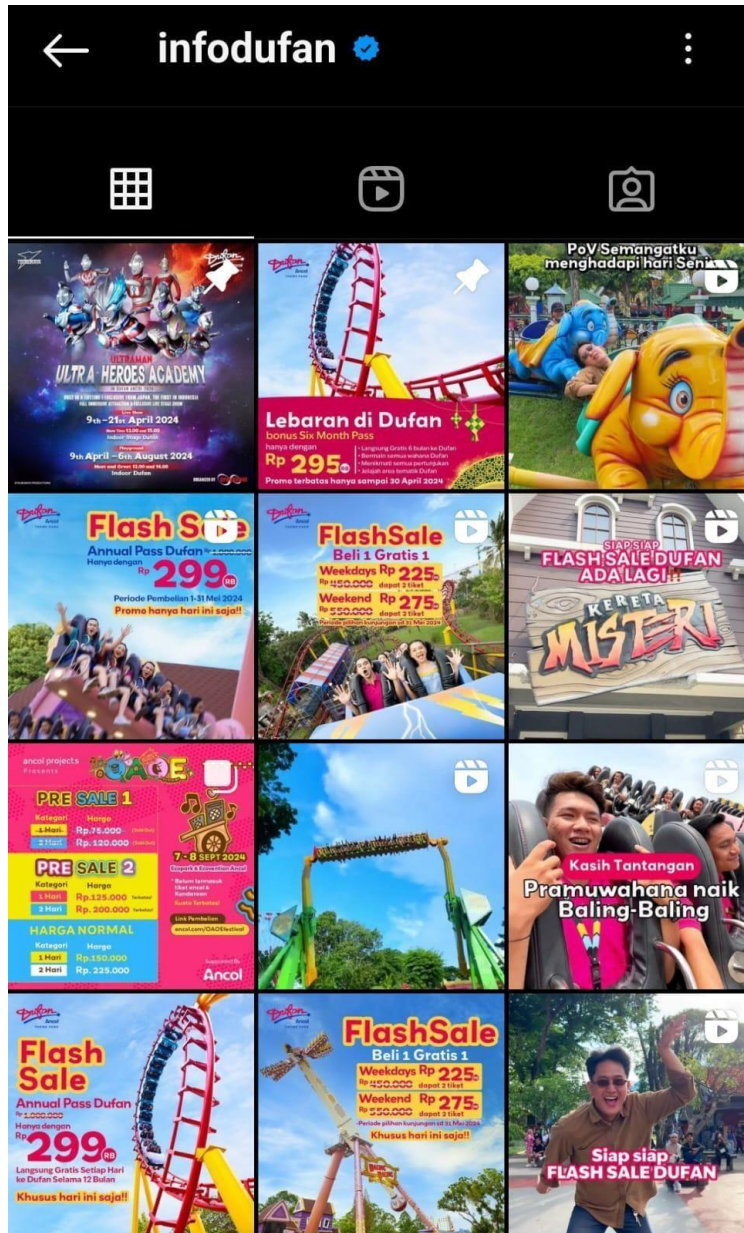


Figure 4. trends or popularity that exist on Instagram Taman Impian Jaya Ancol.

This graph shows the impact of entertaining content on Instagram on tourists' decision to visit Taman Impian Jaya Ancol. As Zeng & Gerritsen (2014) pointed out, capturing tourists' attention through entertaining social media content can have a significant impact on tourists' behavior and interest in a destination.

[Source: @infodufan]



Figure 5. Implementing Instagram social media advertising and marketing in Taman Impian Jaya Ancol.

This figure highlights how interactive content on Instagram influences the visiting decision. Leung et al. (2013) point out the benefits of social media for customer relationship management, which includes interactive elements that can enhance tourists' interest and engagement

[Source: @ancoltamanimpian]

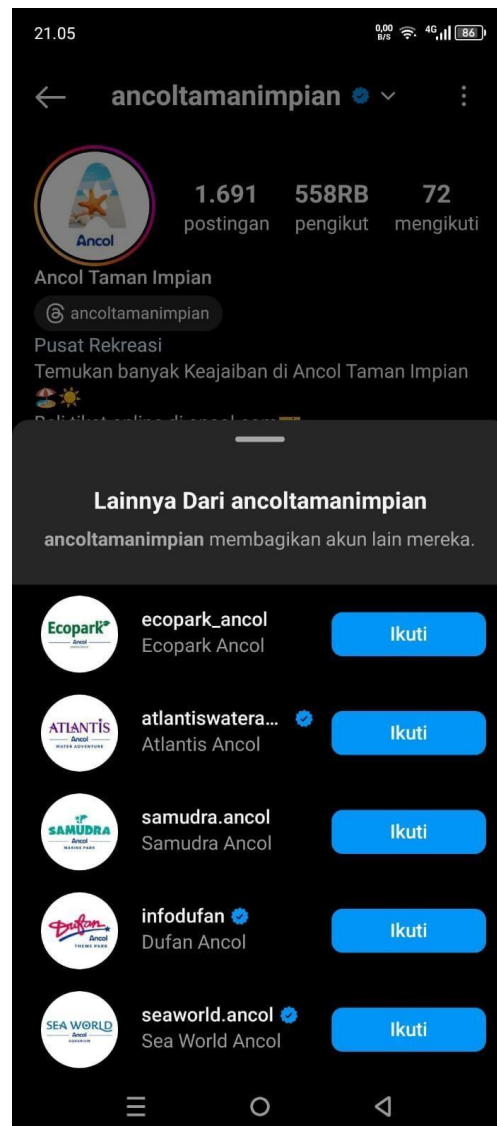


Figure 6. The impact of Instagram social media advertising on Ancol Dreamland Park visit decision

This graph shows the impact of trending content on Instagram on tourists' park visit decisions. Hayes et al. (2013) discuss the use of social media as a marketing tool by national tourism organizations, focusing on the importance of trendiness and newest attractions in attracting tourists.

[Source: instagram @ancoltamanimpian]



Figure 7. The cutting-edge advertising idea of Instagram social media advertising and its impact on journeying choices to Taman Impian Jaya Ancol

This figure shows the relationship between personalized content on Instagram and tourists' visiting decisions. Customization can enhance the relevance and appeal of content, as discussed by Leung et al. (2013), who cover the applications of social media for tailored marketing strategies in tourism

[Source: instagram @ancoltamanimpian]

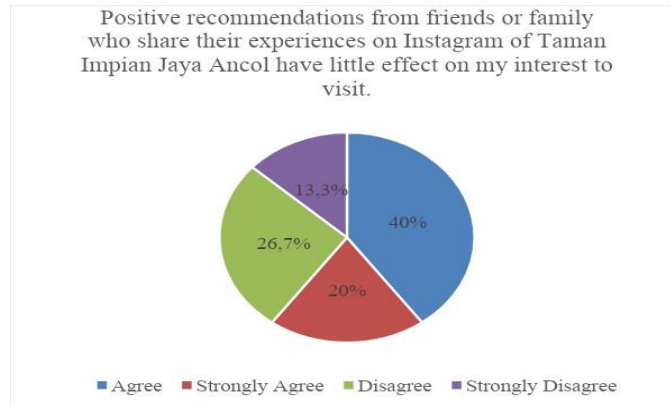


Figure 8. The word-of-mouth size of Instagram social media advertising and it's had an impact on at the selection to go to Taman Impian Jaya Ancol

This chart highlights the influential role of viral content on Instagram tourists' visiting decisions. According to Hays et al. (2013), social media platforms like Instagram can effectively harness word-of-mouth marketing to promote destinations

[Source: personal research]

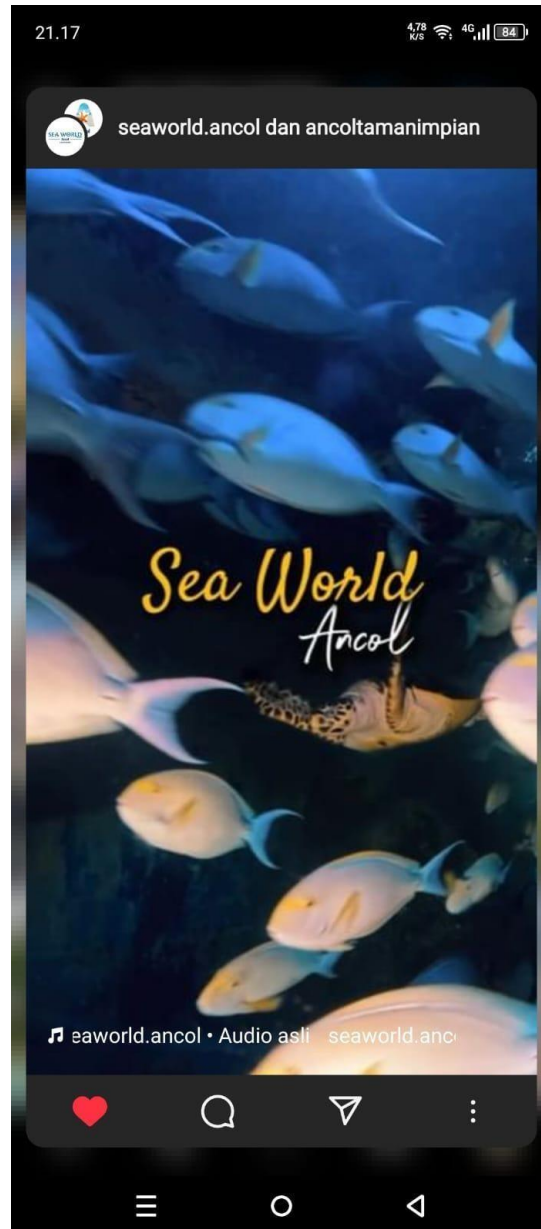


Figure 9. Interaction components of Instagram social media advertising and its impact at the choice to go to Taman Impiang Jaya Ancol.

This figure measures respondents' overall satisfaction with the Instagram marketing efforts by Taman Impian Jaya Ancol. Harrigan et al. (2017) emphasize that engagement with social media content can significantly affect customer satisfaction and their perception of the brand

[Source: instagram @seaworld.ancol]

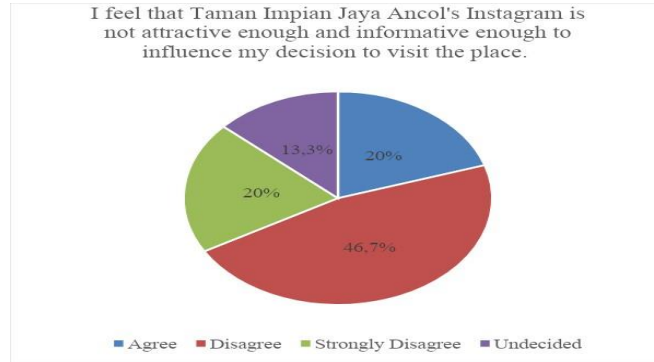


Figure 10. The personalisation aspect of Instagram social media marketing and its impact on the decision to visit Taman Impian Jaya Ancol

Final figure summarizes the key findings of the study, showing the significant impact of various Instagram marketing dimensions on the visiting decision. The insights from Zeng & Gerritsen (2014), Leung et al. (2013), and other referenced studies support the conclusion that effective social media marketing on platforms like Instagram can strongly influence tourists' interests and behaviors

[Source: research personal]

Conclusions

The results of this study demonstrate that Instagram social media marketing significantly influences domestic tourists' interest in visiting Taman Impian Jaya Ancol. This suggests that tourism businesses and destinations can leverage Instagram's unique features to develop more targeted and effective marketing strategies. Additionally, the study highlights the importance of identifying specific factors that influence visitor interest to create more impactful marketing approaches.

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