



The Influence of Social Media Instagram on Visitors' Decisions to Wisata Setigi

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ABSTRACT

Social media Instagram is one of the online platforms used to upload photos and videos when traveling. Instagram offers users various advanced features to take photos and videos, apply digital filters and upload them to Instagram or other social media accounts. Instagram also forms interaction and collaboration between users so there are two-way communication. This phenomenon is used by several tourism stakeholders, especially WisataSetigi to introduce and promote tourism products and interact with potential visitors and tourists. The purpose of this study is to analyze the influence of social media Instagram on visitors' decisions to WisataSetigi.

This study uses a quantitative approach with quantitative data collection methods and techniques supported by qualitative data collection methods and techniques. The data analysis technique of this research uses a questionnaire test which includes validity and reliability test, simple linear regression analysis and hypothesis testing with t-test calculated with the IBM SPSS Statistics 23 and descriptive analysis of the test results. The data is collected by observation, questionnaires, interviews and documentation. The primary data in this study were obtained from a questionnaire containing 20 questions and distributed to 100 representative respondents and conducted interviews with 7 informants who were considered capable of answering the problem formulation. Based on the results of the analysis, it can be concluded that Instagram has positive effect on visitors' decision to WisataSetigi with correlation value is 0,395 and the contribution value of Instagram's influence on visiting decisions is 15,6%.

Keywords: social media Instagram and visitors' decision

1. Introduction

The development of social media continues to increase since it is supported by the existence of the internet and technology. Based on research conducted by We are soul and Hootsuite, data on the number of active social media users in Indonesia in January 2021 was 170 million users. This number has increased by 6.3 percent or around 10 million users when compared to January 2020. The survey also states that social media users in Indonesia are aged 16 to 64 years by spending an average of 3 hours 14 minutes per day and accessing social media through mobile devices such as smartphones. (Haryanto, 2021). The data shows how much attention and dependence the Indonesian people have on social media.

Social media brings changes in new communication strategies with unlimited distance, time and space and can be accessed by all circles of society. Hunter (2002 in Natalia 2016) coined the term "world without secrets", which means that the presence of social media makes information more open and easy to find. At first, social media was used as a means of communication to connect with friends and family. But now social media has developed into a forum for disseminating information because currently the sources of information do not only come from official sources, even not a few sources of information come from personal accounts that can provide information and are trusted by many users on social media.

Social media is also used as a platform to share photos and videos taken while traveling. One of them is social media Instagram. Instagram is an online application that offers users to share photos and videos that support users to take photos, apply digital filters and can be shared with various other social networking services, including Instagram itself. One example of an Instagram account that often uploads activities while traveling is the Instagram account @Trinitytraveller who often tells about his experiences when traveling, both at home and abroad. Other social media users as readers also responded by giving like buttons or comments on stories uploaded by the @TrinityTraveller Instagram account so as to create two-way communication interactions between account owners and readers. Sahin and Sengun (2015) argue that the majority of the younger generation are influenced by reviews

and comments on social media and most of them participate in sharing their travel experiences through photos and videos. Often the stories that have been packaged are uploaded through social media such as Facebook, YouTube, Instagram and other social media.

The emergence of the above phenomenon that allows one user or one social media account to communicate with thousands to millions of other users can open up opportunities for stakeholders, especially in the tourism sector to introduce and promote the advantages of their respective tourist attractions and interact with potential visitors and tourists. One of the tourism stakeholders who participate in using social media is the Sekapuk Village Government. Sekapuk Village is one of the villages located in Ujungpangkah District, Gresik Regency, East Java Province which manages Setigi Tourism, which is a natural tourist attraction for limestone mountains ex-mining and also developed artificial attractions in it such as photo spots to swimming pools.

In order to promote and attract potential tourist visits, the Sekapuk Village government formed a team tasked with creating and managing Setigi Tourism's official social media accounts. Setigi Tourism already has several social media, such as a facebook page that has been liked by 1,732 users, an Instagram account with 6,100 followers, a twitter account with 17 followers and a Sekapuk TV village youtube account with 601 subscribers (data recorded on February 25, 2022). Based on this data, it is known that Setigi's Instagram account, namely @wisatasetigi, is followed by many users and is used as a reference medium in digging up information about Setigi's tourist attractions. In the process of marketing Setigi Tourism, it is not an easy thing, especially Setigi Tourism is still classified as a new tourist attraction.

Most potential visitors will search for information either directly or indirectly before deciding to make a tourist visit. Indirectly what is meant is through social media such as Instagram because in the era of digitalization there is a very rapid increase in the use of technology and the internet. The existence of content and reviews from visitors who have visited a tourist destination on social media that can build a good destination image will attract the desire of social media users to make tourist visits. Therefore, the use of social media must be done optimally in order to get maximum feedback.

There are several previous studies that discuss the influence of social media (Purwidiyanto, Kristanto and Hadi, 2016; Indika and Jovita, 2017 and Rathonyi, 2013) as well as research related to visiting decisions (Santoso, Shintawati and Affilianto, 2020; Widyanto, Sunarti and Pangestuti, 2017 ; Imam, Sudiartha and Furkan, 2021 and Javed, Tuckova and Jibril, 2020). However, in this previous study, no one has focused on research in analyzing the influence of Instagram social media on visiting decisions. Therefore, this research is very important to do in order to find out how big and effective the influence of using Instagram social media is on the decision to visit visitors, especially in Setigi Tourism, Sekapuk Village, Ujungpangkah District, Gresik Regency.

2. Methodology

Data analysis is an activity after data from all respondents has been collected, namely grouping data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data for each variable studied, performing calculations to answer the problem formulation and performing calculations to test hypotheses that have been developed. submitted (Sugiyono, 2019). This study uses several stages of data processing by distributing questionnaires or questionnaires to representative respondents, namely visitors who are visiting Setigi Tourism and using Instagram social media. Then data from all respondents will be processed based on the list of questions in the questionnaire and analyzed in order to draw conclusions. The analysis technique uses three stages, namely research instrument testing, regression analysis and hypothesis testing carried out using the IBM SPSS Statistic 23 application, but in this study it is necessary to include the following manual formula:

Research Instrument Test

Validity and reliability are two important criteria that must be met by the instrument or questionnaire data collection tool before being used in research. A valid instrument means that the instrument can be used to measure what it is supposed to measure. While a reliable instrument means that if the instrument is used several times to measure the same object, it will produce the same data. The number of sample members used in this validity and reliability test is 30 people (Sugiyono, 2019). If the questionnaire has been declared valid and reliable, then the questionnaire can be given to the real representative respondents. The calculation of the validity and reliability of this research is as follows:

Validity test

Validity or validity is showing the extent to which a measuring instrument is able to measure what it wants to measure (a valid measure if it successfully measures the phenomenon) (Siregar, 2013). Testing the validity of each item in the questionnaire used item analysis, which correlates the score of each item with the total score which is the sum of each item's score. Masrun (1979 in Sugiyono 2019) states that items that have a positive correlation with the criteria (total score) and high correlation indicate that the item has high validity as well. Usually the minimum requirement to be considered eligible is $r = 0.3$. If the correlation between items with a total score of less than 0.3 then the items in the questionnaire are declared invalid.

Reliability Test

The reliability test is used to determine the extent to which the measurement results remain consistent, if two or more measurements are made of the same symptoms using the same measuring instrument (Siregar, 2013). The technique used to measure the reliability of this research instrument is the Alpha Cronbach technique. The research instrument criteria can be said to be reliable when using this technique if the reliability coefficient (r_{11}) > 0.6 .

Regression Analysis

Regression analysis conducted in this study is a simple linear regression analysis. According to Siregar (2013), simple linear regression is a tool that can be used to determine the effect of one independent variable on a dependent variable. The purpose of applying this simple linear regression analysis is to predict or predict the value of the dependent variable which is influenced by the independent variable.

Hypothesis testing

The hypothesis test in this study aims to analyze whether or not the influence of Instagram social media on the decision to visit Setigi Tourism visitors. In order to test the hypothesis, this research uses the partial test or better known as the t test. Partial test is used to determine the effect of each independent variable on the dependent variable (Ghozali, 2005).

3. Result

The tourist attraction of SeloGiriTirto or better known as Setigi Tourism is a new tourism business managed by the Sekapuk Village Owned Enterprise, Ujungpangkah District, Gresik Regency, East Java Province. This new tourist destination, named SETIGI, stands for SeloTirtoGiri, which means selo (cave), tirto (water) and giri (hill). The name was taken based on the background of the tourist location which in ancient times there were lakes and buildings around the location surrounded by limestone hills. The name was initiated by the current Sekapuk Village Head.

At first there was a confrontation between the community and the village government because the Setigi Tourism attraction development project was considered to have opened up the disgrace of the village where this area was once a dirty and smelly garbage dump. The head of Sekapuk Village, Mr. Abdul Halim, has the determination to transform and manage limestone hills which were originally a landfill into a tourist attraction visited by visitors and tourists with the following objectives:

"First, this tour has saved nature from being damaged, we plant it. Second, this place is not used as a trash can, it can be used for a family trip later. Yes, simple communication patterns, those who want to come on, those who want to do nothing, don't force them. At first, not everyone wanted it, even when it was finished, not everyone wanted it." (Results of the Sekapuk Village Head Interview, 2022).

In 2017, Sekapuk Village was included in the category of underdeveloped village. The existence of Setigi also contributed positively to the improvement of the status of Sekapuk Village from a disadvantaged village to an independent village in a relatively short period of time. Since it was officially opened on Wednesday, January 1, 2020, Setigi Tourism has been built on a limestone hill area of 5 (five) hectares that has been visited by domestic and foreign tourists.

Setigi Tourism offers natural attractions in the form of beautiful limestone hills ex-mining with several artificial attractions that are deliberately built to meet the needs and desires of visitors while in Setigi Tourism. These artificial attractions include the Nusantara Mask Temple, a barrel pool intended for children and adults, the hijabers bath which is a swimming pool for women, the Ki Begawan statue, the Madina prayer room, the happy tunnel, stone stage, karst stone jorongan, Wetanan temple, a bridge in the middle of the lake, water rides such as a duck water bike, feeding fish, ladder steps, traditional houses, nogogiripancoran, Asmat mask statues, floating houses and ghost and gupala statues.

This study discusses the influence of Instagram social media on the decision to visit Setigi Tourism visitors. Instagram was chosen as research material because it is one of the most widely used social media by social media users so that researchers are able to identify whether there is an influence from Instagram social media on the decision of a person or group of people to make a visit, especially at Setigi Tourism. Setigi Tourism has several social media accounts managed by information staff including Instagram, Whatsapp, Tiktok, Youtube, Twitter and Facebook social media. The use of social media by Setigi Tourism aims to introduce and promote Setigi Tourism to all social media users. This is because social media is not limited by distance, space and time, making it easier for Setigi Tourism to attract potential tourists and visitors to travel to Setigi Tourism.

Instagram social media @wisatasetigi has been followed by 6,373 users with a total of 475 posts (Recorded on June 24, 2022). Sales and Marketing staff who manage the Setigi Tourism account take advantage of the use of social media to provide various information related to Setigi Tourism to other Instagram users. Based on an interview with the Sales and Marketing Field Coordinator, he explained the following:

"I have Instagram, Facebook, Tiktok accounts. For Tiktok and YouTube, they are not very active because they rarely post because we are looking for busy ones. Quite a lot of people who do DMs (via Instagram) usually ask for photoshoots and so on. Someone asked for an interview yesterday, promoting it all via WhatsApp. Anyway, on Facebook and Instagram, we already have a WhatsApp number listed because usually direct messages (Instagram) get filtered too." (Results of Sales and Marketing Coordinator interview, 2022).

Although the Setigi Tourism Instagram account has been followed by many users, there are still few visitor posts that upload photos and videos on Instagram by marking the Setigi Tourism account. The Sales and Marketing Coordinator is of the opinion as follows:

"Maybe because Instagram is as high as not yet known. Many people upload, many who post on Instagram have never tagged a Setigi travel account. Rarely pol. Tag the location, otherwise Sekapuk or limestone hills. From the words of Setigi, there are no limestone hills, not Setigi Limestone Hill Tourism. Sometimes I look for why no one has tagged it, even though there are many people here. It turns out that many don't know, they are tagged only as Setigi or Sekapuk or limestone hills or Gresik" (Interview with Sales and Marketing Coordinator, 2022).

Based on the results of the questionnaire which was distributed to 100 respondents, it was found that there were 61 female respondents and 39 male respondents. This significant difference between the number of female and male respondents is caused by the small number of male respondents who are active and use Instagram social media to upload photos and videos when traveling to Setigi Tourism. From the results of interviews with several male respondents, it was found that the reason why they did not upload photos or videos to Instagram was because they were forgetful, lazy, complicated or the photos or videos taken were not aesthetic because many visitors were the background in their photos and videos.

the majority of respondents have an age of about 20 to 29 years with a percentage of 76% of all respondents. From the interview results, it is known that some respondents aged 20-29 years visited Setigi Tourism on the grounds of a campus event being held at Setigi Tourism or just wanting to have fun and get away from everyday life. Meanwhile, respondents aged 40-49 years explained that he uses Instagram as a social media platform to capture photos or videos of his family's daily activities and when on vacation to a tourist destination.

The majority of Setigi Tourism visitors who have Instagram social media come from areas close to Setigi Tourism such as Gresik, Lamongan, Surabaya, Sidoarjo and several areas in East Java Province. From the results of interviews that have been carried out, data shows that the majority of visitors come from the Lamongan area, East Java, making tourist visits to Setigi on the grounds that the tourist attraction is interesting to visit, the location is not far from the area of origin and can be a means of leisure and recreation on weekends. . Meanwhile, visitors from Yogyakarta stated that he was visiting family in the East Java area and decided to take a vacation to several tourist destinations around the area according to the advice of his relatives.

education level data of each visitor. In this study, the majority of respondents had a high school/equivalent education level of 61% of all respondents who had filled out the questionnaire. Meanwhile, respondents who have a Diploma level of education are in the last rank with 8 respondents.

respondents decided to visit Setigi Tourism on the weekend. From the results of the interview, it is known that the weekend was chosen as a visit time with the reason to get tired of the daily routine and enjoy a day off at a new tourist spot.

1. Participation Indicator

Indicators of participation in this study consisted of two questions asked in the questionnaire. The participation indicator aims to identify the level of frequency of Setigi Tourism visitors who use Instagram social media in opening their personal Instagram social media accounts and providing likes or likes buttons on other user uploads.

The participation indicator is in the "Good" category with a percentage of 75.4%. The table also shows that the frequency of respondents in opening Instagram social media accounts is quite high, which is around 77.8% and also quite often participates in giving a like button of 73%. The results of an interview with one of the respondents who opened his personal Instagram social media account are as follows:

"In my activity, the average usage (Instagram) is 1 hour 15 minutes. In the past week, the maximum usage was 2 hours 41 minutes, namely on Thursday. Usually I just look at my friends' activities through IG stories or just randomly look at the Explore column." (Results of the Instagram account @ekahestyrd, 2022).

From the results of interviews with these respondents also stated that giving likes or like buttons is usually done when you find an uploaded photo or video that attracts attention or something you like.

"For likes, I usually only give them for uploads that I really like, which one day may not exist at all. Likewise with comments, maybe once every few months, only when needed. I've been looking for (Setigi Tourism content on Instagram) before I went there, but maybe not for likes and comments. I was just looking around." (Results of the Instagram account @ekahestyrd, 2022).

This well categorized participation indicator can be one of the indicators to influence the decision to visit a person or group of people to a tourist destination. The high level of frequency of opening Instagram social media accounts and the frequency of giving likes to uploads related to Setigi Tourism are able to cause these uploads to go viral and are often displayed on the explore tab. The explore tab is an Instagram feature that contains uploads of photos and videos that are widely liked and popular among Instagram users. This will cause many users to see Setigi Tourism uploads that are included in their explore tab, so that many Instagram users are looking for information related to Setigi Tourism and are thought to be able to encourage someone's desire to visit.

2. Openness Indicator

The openness indicator in this study contains three questions that have been asked in the questionnaire. The openness indicator is intended to determine the level of frequency of Setigi Tourism visitors who use Instagram social media in sharing information via Instagram, sending photos and videos to other Instagram users and uploading photos and videos on Instagram.

The openness indicator is categorized as quite good with a percentage of 64.9%. In this openness indicator, it analyzes the level of openness of respondents in sharing information via Instagram of 62.4%, the level of frequency in sending uploads of photos and videos to other Instagram users occupies the lowest percentage at 59% and the level of openness in uploading photos and videos is 73.4%. From the results of observations, it can be seen that the majority of respondents who often upload photos and videos are female respondents. Meanwhile, based on the results of interviews related to the lack of intensity of respondents in uploading photos and videos during their visit to Setigi Tourism, one of the male respondents stated as follows:

"I really don't like documenting an event that goes through or publishing it, yes, and also when it's crowded too. When I document it and upload it later, the results will not be good. So it's just a crowd and it doesn't look like it's a tourist spot" (Results of the interview with the Instagram account @fitrawibawa12, 2022).

One of the female respondents who did not upload photos or videos taken during a visit to Setigi Tourism explained the following:

"When you go to Setigi, you don't take too many photos, only a few. And I happen to not want to upload, just as a personal collection only." (Results of the Instagram account @ekahestyrd, 2022).

The indicator of openness in this study is categorized as quite good. This openness in the use of Instagram social media can be an indicator that influences the decision to visit a person or group of people. The high level of openness in sharing information related to Setigi Tourism, the frequency of sending uploads related to Setigi Tourism to other Instagram users and uploading photos and videos taken while at Setigi Tourism through Instagram social media accounts causes Setigi Tourism to be widely known by other Instagram users, and allegedly able to influence these users to make tourist visits.

3. Conversation Indicator

The conversation indicator in this study consisted of 4 (four) questions asked in the questionnaire and distributed to representative respondents. The questions in this conversation indicator aim to identify the level of frequency of Setigi Tourism visitors who use Instagram social media in providing comments or responding to other users' comments, mentioning (@), exchanging voices with other users on Instagram and sending and replying to messages via Instagram social media.

The responses of all respondents can be seen that the conversation indicator score is 62.4% which can be categorized as "Good Enough". In the level of frequency of respondents giving comments with a percentage of 66.4% which indicates that there has been two-way communication between Instagram users is quite good. In addition, the frequency of respondents in sending and replying to messages via direct messages via Instagram was at the highest rank with a percentage of 78.8%. However, the frequency of mentioning (@) or mentioning other users in an upload is still low. One respondent thought that if an upload on Instagram was interesting or in line with what they were interested in, they usually tended to invite friends or other Instagram users to view the upload. Meanwhile, the level of frequency in exchanging voices through Instagram has the smallest percentage, which is 46%. Based on the results of interviews with several respondents explained as follows:

"For voice calls I hardly ever use Instagram. Usually friends turn off voice call notifications, it's useless if I call from Instagram so they don't get notifications so there's no response from the one I called." (Results of the Instagram account @fitrawibawa12, 2022).

"Voice calls via Ig (Instagram) require a strong connection and eat up a hefty internet quota. So I prefer to use another application for voice calls, for example WhatsApp." (Results of the Instagram account @ekahestyrd, 2022).

The conversation indicators in this study are categorized as quite good. Conversations in the use of Instagram social media can be one indicator that influences the decision to visit a person or group of people. The high level of conversation in giving and responding to other users' comments, mentioning (@), exchanging voices and the frequency of replying to messages related to Setigi Tourism via Instagram are thought to be able to influence these users to make tourist visits.

4. Community Indicator

The community indicators in this study contained 3 (three) questions that were asked in the questionnaire. Based on the results of the questionnaire that has been distributed to 100 respondents who meet the criteria, namely Setigi Tourism visitors who use Instagram social media. This community indicator aims to analyze the level of frequency of sharing the latest information through groups on Instagram, following the development of creative activities through the Instagram community and the level of participation in fashion and lifestyle developments through the community Instagram accounts that are followed.

This community dimension ranks the lowest when compared to other social media indicators, which is 56% in the "Good Enough" category. This is due to the lack of respondents' participation in interactions within a group or community. From the results of respondents' responses that have been processed, the percentage score of the frequency of respondents in sharing information through groups is 52%, the frequency of following creative developments through community Instagram is 58.8% and the percentage of participation rate in following fashion and lifestyle developments through Instagram is 57,4%.

Community indicators in this study are categorized as quite good. The community in the use of Instagram social media is able to be one indicator that influences the decision to visit a person or group of people. The high level of frequent sharing of information related to Setigi Tourism through groups on Instagram, the level of participation in the development of creative activities through the Instagram community and the level of participation in the development of fashion and lifestyle through community Instagram accounts are thought to be able to influence these users to make tourist visits.

5. Connectivity Indicators

The connectedness indicator in this study consists of three questions that aim to determine the level of frequency in sharing photos and videos uploaded via Instagram to other social media, the ease of accessing sites and sources of information and the ease of finding information.

The percentage of respondents' conversation indicators in this study was 73.6% and could be categorized as "Good". In contrast to the previous indicator, the connectedness indicator has the smallest percentage. In this study, the results of the respondents' responses stated that the level of their conversation could be said to be good where the frequency of sharing photo and video uploads on Instagram to other social media was 65.6% and the level of ease of accessing sites and information on Instagram was 81.6%. Based on these data, it can be concluded that respondents agree about Instagram conversations in the ease of providing and sharing information. From the results of an interview with one of the respondents explained as follows:

"Sometimes I open (Instagram). Usually when you open ig, you look for locations that people usually visit, like the beach or something like that." (Results of interview with Instagram account @adiska.28, 2022).

The opinions of respondents who visited Setigi Tourism after seeing content or uploads of photos and videos related to Setigi Tourism on Instagram explained as follows:

"I immediately went to Setigi Tourism after seeing content about Setigi Tourism on Instagram. Although there are differences at some point when compared to content on Instagram. In general, the same. Maybe there have been changes or something (in the development of Setigi Tourism)." (Results of interview with Instagram account @ekahestyrd, 2022)

However, there are also respondents who do not collect or use Instagram social media as a source of reference for information related to Setigi Tourism or other tourist destinations, explaining the following:

"Rarely search on Instagram, often search on Google. If there is a street view/360 view, it's cool again and read the reviews if there are, especially those with 2-4 stars." (Results of the Instagram account @ageradatu, 2022).

Based on the results of respondents' responses to the five social media indicators described above, it can be seen that the participation indicator occupies the highest percentage, which is 75.4% when compared to other social media indicators, so it can be concluded that the level of participation of respondents in the use of social media is quite high .

the response score of the visiting decision variable (Y), it can be seen that the decision to visit Setigi Tourism visitors is included in the "Good" category with a percentage of 75.8%. The table above also shows the level of desire or need for visitors to travel to Setigi Tourism after viewing content related to Setigi Tourism on Instagram of 77.2%. From the results of interviews submitted to several visitors at Setigi Tourism stated the following:

"Initially, I found out from a friend at a glance, so I tried to check on their ig (Instagram) and see people's posts." (Results of @pdayinta_d Instagram account interview, 2022).

"Before I visit a tourist spot, I look at reviews or Instagram user content to see what's in that tourist spot, making it easier for me to visit anywhere I'm going to visit, as in Setigi there are several tourist spots." (Results of the Instagram account @fitrawibawa12, 2022).

"In my opinion, Setigi Tourism's content on his Instagram account is mostly reposted by people and is not very interesting because the promotional content is monotonous. It should use creative content like this or that, polls are like that, so the interaction is two-way." (Results of the @sailasuhudiyah Instagram account interview, 2022).

"For me, the content (Setigi Tourism) on Instagram has not succeeded in attracting my attention because I am afraid that it is good, just because of the effects etc. Because I have experienced that the photos are good, but the originals are normal. It's better to upload photos from the camera and without filters." (Results of the Instagram account @ekahestyrd, 2022).

Table 4.18 above also shows the behavior of visitors who collect information related to Setigi Tourism on Instagram before making a visit by 77%. From the results of interviews submitted to several visitors at Setigi Tourism stated the following:

"For the price of the entrance ticket, I just went straight to it, if there was anything (attraction) I saw from other Instagram users." (Results of the Instagram account @fitrawibawa12, 2022).

"I knew Setigi was originally from media reports, was covered on CNN and so on, then I looked for the Setigi Tourism Instagram account because I wanted to find ticket price info and take a look at the facilities, it's funny, so I followed it." (Results of the @sailasuhudiyah Instagram account interview, 2022).

"From his Instagram (the official Instagram account of WisataSetigi) it's also pretty good to describe the view of the place. As for the information on Instagram, I think it's quite complete because information such as parking fees and opening times or ticket prices have been informed there." (Results of @pdayinta_d Instagram account interview, 2022).

"Setigi Tourism's content on Instagram has too many edits, frames, etc., and even covers the tourist pictures." (Results of the Instagram account @ekahestyrd, 2022).

Table 4.18 above also shows the behavior of visitors in making decisions to visit Setigi Tourism compared to other tourist destinations of 75.8%, the rate of exchanging information about trips to Setigi Tourism with friends and other users on Instagram is 64.4%, the rate of sharing photos or videos taken when visitors travel at Setigi Tourism via Instagram are 83% and the level of satisfaction and desire to visit Setigi Tourism is 77%.

Based on the calculations using the SPSS application above, it can be seen that all the questions in the questionnaire were declared valid and reliable after being tested on 30 trial respondents. Therefore, the questionnaire in this study can be distributed to 100 representative respondents in order to collect research data. From the results of the respondents' responses, the primary data will be analyzed using a simple linear regression test and hypothesis testing using the t test.

In the results of simple linear regression analysis, it can be seen that there is a positive relationship obtained from the correlation value or relationship (R) of 0.395 so it can be said that the more frequent the level of use of Instagram social media, the greater the level of decision to visit Setigi Tourism visitors and the contribution value obtained. the influence of social media Instagram on the decision to visit visitors by 15.6%. Based on the results of hypothesis testing using the t-test, it was found that H₀ was rejected because t-count is greater than t-table. Thus, there is a partially significant influence between Instagram social media on the decision to visit Setigi Tourism visitors.

From the results of the analysis, it is known that this study supports several previous studies researched by Indika and Jovita (2017), Widyanto, Sunarti and Pangestuti (2017), Imam, Sudirtha and Furkan (2021) and Javed, Tuckova and Jibril (2020) which have The similarity of results is the influence of social media on the decision to visit a person or group of people. In addition, this study also contradicts the results of previous studies examined by Rathonyi (2013) where the results of Rathonyi's (2013) research stated that social media offers an opportunity for tourists to express themselves, share opinions, reviews and experiences that might be used as a reference. planning their trip. Although the findings in this study reveal that most respondents use social media on a daily basis, they do not use this platform during the travel planning process. They trust destination websites, travel agents and travel guide books more than information on travel experiences provided by other travelers on social media.

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