

Journal of Comprehensive Science
p-ISSN: 2962-4738 e-ISSN: 2962-4584
Vol. 3. No. 9, September 2024

The Influence of Instagram Social Media Promotion on Domestic Tourists' Decision to Visit Pandawa Beach Tourist Attraction

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Abstract

At Present, Instagram significantly influences someone's interest in traveling to a place or tourist attraction. For example, many things can influence someone or tourists to visit, such as interesting content created by the managers of a tourist attraction. Currently, many tourist attraction accounts promote their tourism products through content on Instagram, such as videos or photos showcasing their products. There are also many Bali Tourism Instagram accounts that are popular among Indonesian tourists, especially millennials, making it easier for tourists to visit. One of the attractions in Bali, the aim of this study is to identify the Influence of Social Media Promotion on Instagram Towards the Decision of Domestic Tourists to Visit Pandawa Beach Tourist Attraction.

Keywords: Instagram; Indonesian Tourists; Visit Decision

INTRODUCTION

Indonesia has great tourism potential. This can be seen in the Indonesian tourism industry which continues to progress and develop very rapidly. In fact, the very rapid development of the tourism industry is increasingly visible with the many achievements of Indonesia that are recognized worldwide, according to (Kemenparekraf, 2023). Tourism plays a vital role in bolstering a nation's foreign currency reserves. In the previous year, Indonesia's tourism sector made a noteworthy contribution of approximately \$10 billion to the nation's foreign currency reserves, securing its position as the fourth-largest contributor after petroleum, coal, and palm oil. The wealth of Indonesia's tourism offerings is widely acknowledged, boasting a plethora of rich and varied attractions. However, a tourist site cannot be deemed a destination unless it possesses the essential 3As: attraction, amenities, and accessibility. (Kementrian Komunikasi dan Informatika, 2023)

The island of Bali is one of the famous tourist destinations in Indonesia, both for domestic and foreign tourists, according to Yustiani (2021). The island of Bali is famous for having tourist destinations that offer many interesting tourist attractions for tourist visitors such as cultural tourism, natural tourism and culinary tourism. Not only that, Bali is also famous for its friendly people and customs. Therefore, the island of Bali is visited by many tourists, according to (Helwig et al., 2010). Bali is famous for its exotic beaches and has its own charm, one of which is Pandawa Beach. Pandawa Beach is located in Kutuh Village, South Kuta District, Badung Regency, this beach has a unique beauty with a path to the beach through limestone cliffs and clear blue sea water (Kompas, 2022).

Pandawa Beach has several unique features that make tourist feel enjoy on this beach for a long time ago. Beautiful cliffs, the beauty of Pandawa Beach, reflexology massage facilities, Paun Pandawa, paragliding attractions, canoes or many other unique things that attract tourists

to visit this beach (Kumparan, 2023). There are several factors that influence the decision to visit. There are 4 factors that influence consumer decisions, these factors are marketing mix, social culture, psychology and situation. According to (Belk, 1975). The decision to visit is a tourist's behavioral decision in determining a tourist destination in order to achieve satisfaction according to the tourist's needs and desires. A tourist's decision to visit a tourist destination is basically closely related to tourist behavior (Yosandri & Eviana, 2022).

Kotler & Keller, (2016) promotion is not only limited to text and images, but can also be maximized through multimedia content such as video, live streaming and interactive content. Features such as paid advertising, targeted promotions, and statistical analysis using social media. Social media is an online communication media that operates using web-based technology, bringing changes in terms of communication which previously could only be one-way and has become two-way or can be called interactive dialogue. Social media is a place, service, and tool that allows people to connect so they can express themselves and share with others over the internet.

Social media comprises three key components: then technological infrastructure and tools utilized for generating and disseminating media content, the range of content itself which spans Personal communications, news updates, concepts, and cultural creations in digital forms, and finally, the diverse array of individuals, organizations, and industries who both create and consume this digital media content (Howard, 2012). In the depiction provided in Figure 1.1 concerning the prevalence of social media platforms, particularly highlighting Instagram's dominance with approximately 84.8% of users in 2023, the allure of Instagram lies in its features like digital filters, Instagram stories, IG TV, and its seamless networking capabilities, endearing it to its user base. Researchers have undertaken initiatives to scrutinize and survey tourists visiting the Pandawa Beach tourist destination, assessing their engagement with Instagram and gauging the current impact of this social media platform on domestic tourists' decisions to visit the Pandawa Beach tourist site.

The aim is for the promotional endeavors conducted through Instagram to further boost the impact on visits from domestic tourists to the Pandawa Beach tourist spot, consequently fostering visitor satisfaction post-experience. Building upon the background outlined, the researcher intends to investigate the correlation between promotional activities and tourists' decisions to visit, as articulated in the research titled " The Influence Of Instagram Social Media Promotion On Domestic Tourists' Decision To Visit Pandawa Beach Tourist Attraction".

RESEARCH METHODS

This study employs a quantitative research approach using a survey method to identify the influence of Instagram social media promotion on domestic tourists' decision to visit Pandawa Beach. The study is designed as a descriptive correlational study, which aims to explore the relationship between the promotional activities on Instagram and tourists' decisions to visit a specific tourist destination. The survey approach will allow for the collection of data regarding Instagram usage, engagement with tourism-related content, and decision-making processes of domestic tourists.

Population and Sample

The population for this study includes all domestic tourists who have visited Pandawa Beach, Bali. Since the population size is large, a random sampling technique will be used to select participants who are active users of Instagram and have visited Pandawa Beach within the past 12 months. The sample size will be determined based on the formula for determining a representative sample in a large population, with a targeted minimum of 200 respondents to ensure sufficient data for statistical analysis.

Data Collection Method

Data will be collected using a structured questionnaire distributed to respondents through both online and offline platforms. The questionnaire will consist of two main parts:

Demographics and Instagram Usage: Questions that gather basic demographic information (age, gender, etc.) and Instagram usage habits (frequency of use, engagement with travel-related content, etc.).

Tourism Decision Factors: Questions that measure respondents' perceptions of Instagram promotions related to Pandawa Beach, their level of engagement with such promotions, and how it influenced their decision to visit the destination. This section will be based on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Variables

Independent Variable: Instagram social media promotion, which includes factors such as the frequency and type of content seen by users, the quality of visuals, interaction with posts, and the influence of targeted ads.

Dependent Variable: The decision of domestic tourists to visit Pandawa Beach, which is measured by the respondent's self-reported likelihood to visit and actual visits made after engaging with Instagram content.

Data Analysis Technique

The data collected will be analyzed using descriptive statistics to present the demographic characteristics of respondents and their Instagram usage habits. Additionally, correlation and regression analysis will be conducted to assess the relationship between Instagram promotions and the decision to visit Pandawa Beach. This analysis will determine the extent to which Instagram influences tourist decisions and will identify which promotional elements are most impactful.

Validity and Reliability

The questionnaire will be pre-tested on a smaller group of respondents to ensure validity and reliability. A Cronbach's Alpha test will be used to measure the internal consistency of the scales, with a value of 0.7 or higher considered acceptable for reliability.

Ethical Considerations

Participants will be informed about the purpose of the study, and their participation will be voluntary. Informed consent will be obtained before respondents complete the survey. Additionally, the privacy and confidentiality of all participants will be maintained, and data will only be used for academic research purposes.

RESULT AND DISCUSSION

In this study, several tests were carried out, such as a: Bivariate, b: Multivariate, c: 2 Log Likelihood, d: Coefficient of Determination, f: hypothesis test.

Bivariate

Correlation is utilized to gauge the degree of linear connection between two variables. This relationship can either be positive or negative. In this research, Spearman correlation is chosen due to the ordinal categorical nature of the data. Testing was conducted at a significance level (α value) of 0.05.

Hypotheses

H0: There is no significant correlation observed between the independent and dependent variables.

H1: There exists a notable association between the independent and dependent variables.

Basis for Decision Making:

1. If the p-value (two-tailed) is below 0.05, H0 is rejected in favor of H1.
2. If the p-value (two-tailed) is 0.05 or higher, H0 is accepted while H1 is rejected.

Furthermore, correlation analysis also takes into account the correlation coefficient value. This The coefficient assesses the level of covariance or connection between two variables, ranging ranging from -1 to +1. A positive coefficient signifies a direct relationship between the variables, while a negative coefficient indicates an inverse relationship. The subsequent guidelines aid in interpreting the correlation coefficient value.

Table 1. Interpreting the Correlation Coefficient

| | | Tourist | | Total |
|----------|---|----------|----------|-------|
| | | Visiting | Decision | |
| | | High | Low | |
| High | N | 115 | 2 | 117 |
| | % | 98,3% | 1,7% | 100% |
| Low | N | 2 | 1 | 3 |
| | % | 66,7% | 33,3% | 100% |
| complete | N | 117 | 3 | 120 |
| | % | 97,5% | 2,5% | 100% |

Table 2. Cross Tabulation Findings between Instagram Social Media Promotion and Tourist Visiting Decisions

| Correlation Coefficient | Decision |
|-------------------------|-------------------|
| 00,0 – 0,20 | Extremely minimal |
| 0.20 – 0.40 | Low |
| 0.40 – 070 | Moderate |
| 0.70 – 0.90 | High |
| 0.90 – 1 | Very High |

Based on the table above, information is obtained that when Instagram social media promotion was high there were 117 people with details of 115 people (98.3%) having a high decision to visit and 2 people (1.7%) having a low decision to visit. Meanwhile, when Instagram social media promotion was low, there were 3 people with details of 2 people (66.7%) having a high decision to visit and 1 person (3.3%) having a low decision to visit.

Table 3. Results of the Relationship between Instagram Social Media Promotion and Tourists' Visiting Decisions

| Variable | Sig | Person Correlation |
|--|-------|--------------------|
| The Relationship between Instagram Social Media Promotion and Tourists' Visiting Decisions | 0.000 | 0.316 |

The table indicates that in the relationship between advertising on the social network Instagram and tourists' decision to visit, a significant value of 0.000 is obtained. As this value falls below 0.05, H₀ is refuted, and H₁ is accepted, indicating a relationship between Instagram social media advertising and tourists' decision to visit. The correlation coefficient data is 0.316, indicating that the level of closeness of the relationship (correlation) between the Instagram Social Media Promotion variable and Tourist Visitation Decisions is 0.316, falling within the low criteria.

MultiVariat

In multivariate testing employing logistic regression analysis, this method serves to assess is particularly suited for categorical data. Below is This examination involves determining if the independent variable can predict the probability of occurrence of the dependent variable. an explanation of logistic regression.

Likelihood

Model fit testing is conducted to assess how well the model fits the data, both before and after introducing the independent variables. This evaluation involves evaluating the initial -2 log likelihood (-2LL) value (Block Number = 0) compared to the final -2 log likelihood (-2LL) value (Block Number = 1). If there is a decrease in value from the initial -2LL to the final -2LL , it suggests that the proposed model aligns with the dataset. A reduction within the Log Likelihood value suggests an improvement in the regression model.

Table 4. 2 Log Likelihood

| Step | Log Likelihood | Cox & Snell R Square | Nagelkerke R Square |
|------|---------------------|----------------------|---------------------|
| 1 | 24.061 ^a | .33 | .157 |

Information was obtained that within the results of block number = 0, the -2LL value was 28,058, while in the findings of block number = 1, then -2LL value was 24,061. Thus, it can be decided that the value at -2LL remains the same and does not increase, Therefore, it is possible inferred It's plausible that the second regression model exhibits superior performance.

Determination Coefficient

The coefficient of determination measures how much of the variance in the dependent variable is explained by the model. It ranges from 0 to 1, with values closer to 1 indicating a stronger impact of the independent variable on the dependent variable. are displayed in the Nagelkerke R Square column in the table below.

Table 5. Determinatin Coefficient

| Result | 2 Log Likelihood | Decision |
|------------------|------------------|-----------|
| Block Number = 0 | 28.058 | Model Fit |
| Block Number =1 | 24.061 | |

According to the determination coefficient test results above, the Nagelkerke R Square score of the regression model is utilized to assess the explanatory capability of then independent variable for the dependent variable. From the table, it's evident that the Nagelkerke

R Square value is 1, indicating that 15.7% of the variation in the dependent variable can be accounted for by the variation in the independent variable. Consequently, the remaining portion (100% - 15.7% = 84.3%) is influenced by other variables

Hypothesis Testing

Hypothesis testing is employed to evaluate if the predictor partially affects the outcome variable. The hypotheses to be evaluated are as follows:

H0: There is no significant influence The influence of the predictor's effect on the outcome.

H1: There is a significant influence of the The predictor on the outcome.

The decision-making criterion at this stage is as follows: If the p-value < 0.05, then reject H0.

$$Y = -7.410 + 3.359$$

From the aforementioned model, it can be inferred that Instagram Social Media Promotion possesses a coefficient value of 3.359. This suggests that for each incremental point in Instagram Social Media Promotion, there is an associated increase of 3.359 in tourists' visiting decisions. Furthermore, it was observed that the p-value is 0.018, indicating significance as it is <0.05. This implies that Instagram social media promotion exerts a positive and statistically significant influence on tourists' visiting decisions.

CONCLUSION

Tourism is one of the important assets in contributing to Indonesia's foreign exchange, especially from the island of Bali. Bali is famous for its exotic beaches and has its own charm. Pandawa Beach is also known as "Hidden Beach" or "Secret Beach" because of its relatively hidden location in behind rocky mountains, as quoted from Love Bali which is managed by the Bali government. This is a special attraction for tourists and also offers exotic views that will always be remembered forever. Pandawa Beach boasts several distinctive features that captivate tourists and encourage them to prolong their stay. Its stunning cliffs, the picturesque beauty of Pandawa Beach itself, facilities for reflexology massages, the iconic Paun Pandawa statue, exhilarating paragliding activities, canoeing opportunities, and numerous other unique attractions entice tourists to explore this beach. Based on the findings of research investigating Analyzing the impact of Instagram the promotion on social media the decisions of the domestic tourists to visit the Pandawa Beach tourist destination through binary logistic regression, it's evident that the hypothesis test results indicate a meaningful and positive impact of the Instagram social media variable on the decision to visit.

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