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Analysis of the Influence of Instagram Social Media @pelagaecopark on Tourists' Visiting Interest at Pelaga Eco Park Bali

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ABSTRACT

This research was conducted at Pelaga Eco Park Bali regarding the influence of the Instagram social network on visiting intentions. Social networks play an important role in connecting the world between one person and another, Instagram is a social network based on sharing photos and videos, many companies use Instagram as an advertising tool to share photos or videos about the beauty of destinations and tourist attractions. activities in these places. The aim according to Effendi in (Hassan, 2022) is that messages conveyed through content can influence the communicator or recipient of the message, so that it can cause changes in behavior. Therefore, researchers want to test whether social media, in this case Instagram, influences tourists' interest in visiting. The results of this research aim to test and explain the influence of the Instagram social network on the interest in visiting followers of the @pelagaecopark account. This research was conducted at the Pelaga Ecological Park tourist location with a research sample of 100 followers using saturated sampling techniques. All answer results obtained by distributing questionnaires are used and processed using a simple linear regression analysis system which also uses hypothesis testing. This research shows that (1) Testing hypothesis 1 shows the results that the social network Instagram (X1) has a significant influence on intention to visit (Y.). These results are based on the Instagram social media regression coefficient (bX) of 0.662 and TStat = 8.544 at a significance level of 0.00 ($p < 0.05$), which shows positive results so that the hypothesis can be accepted. The implication and conclusion of this test is that the better the Pelaga Eco Park Instagram social media, the more interest in visiting it will be. The influence of the social network Instagram is 39.3%. This can be seen from the FIT model above.

Keywords: *Social Media, Instagram, Visiting Decisions*

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INTRODUCTION

Social media plays a vital role in connecting people across the globe. The growing culture of social media communication has gradually led to the emergence of various social media platforms. Instagram, in particular, has become a trending platform among users aged 17–26. It is a photo and video-sharing social networking service that is widely used by young people. Today's business development is rapidly progressing, aligned with the advancement of the times, leading to increasingly fierce competition. Companies operating in the industrial and service sectors must be more creative and innovative in facing such competition. It can be concluded that technological advancement—especially in social media like Instagram—has created new forms of communication that provide opportunities for users to generate real income by engaging in online marketing activities. It is not uncommon for a place or phenomenon to become widely known through posts or promotions on Instagram, such as accommodation types like glamping.

Pelaga Eco Park, a glamping campground, officially opened to the public on December 21, 2021, and began its promotional efforts through its Instagram account @pelagaecopark. This account consistently posts pictures and videos showcasing the uniqueness and tourist attractions of Pelaga Bali Eco Park. According to Effendy in Hasan (2022), the S-O-R (Stimulus-Organism-Response) model focuses on the intention of the message being conveyed, which then stimulates a desire in the receiver. The message (communicator) aims for the recipient to be aware of it, which subsequently leads to a change in attitude and behavior. In this context, the messages delivered through @pelagaecopark's Instagram posts are expected to stimulate or maintain interest, which could potentially change the attitudes or behaviors of followers—in this case, by sparking an interest in visiting Pelaga Bali Eco Park.

METHOD

The type of data used in this study is quantitative, obtained through field research using survey instruments with a Likert scale of 1–5 to gather numerical data that is subsequently tested to draw conclusions. Quantitative data are objective in nature, often collected through questionnaires, measurements, and other tools presented in numerical form. The data were then processed using statistical formulas with the SPSS system. The quality of the research instrument was assessed through various tests. To determine whether the instrument was valid, a validity test was conducted—where "valid" means the instrument is capable of accurately measuring what it is intended to measure. Reliability testing, on the other hand, examines how stable and consistent the results are over repeated applications, ensuring the measuring instrument produces reliable and consistent results.

Several classical assumption tests were used, including the normality test, multicollinearity test, and heteroscedasticity test. According to Ghozali (2013), the normality test is conducted to determine whether the residuals in the regression model are normally distributed. This study used the non-parametric Kolmogorov–Smirnov test to check for normality. As stated by Ghozali (2012), the heteroscedasticity test aims to determine whether there is unequal variance in the residuals from one observation to

another. If the variance changes from one observation to the next, it is called heteroscedasticity; if it remains constant, it is called homoscedasticity. To test the hypotheses and analyze the formulated problems, linear regression tests and determination coefficient (R^2) analysis were used along with other statistical approaches.

RESULTS AND DISCUSSION

Based on the research conducted by distributing a survey via Google Forms to 100 eligible respondents who follow the Instagram account @pelagaecopark. In addition, after collecting the data and reaching the required number of responses, the researcher outlined the respondents' feedback data based on the questionnaire distributed, as follows:

Tabel 1.1 Respondent Characteristics

Criteria	Category	Number of Respondents
Gender	Male	46
	Female	54
Age	<20Th.	15
	21-30Th.	68
	31-40Th.	3
	41-50Th.	14
	>50th.	0
Marital Status	Married	34
	Unmarried	66
Educational Background	Elementary School	0
	Junior High School	0
	Senior High School	66
	D3	18
	S1	16
Occupation	Student	47
	Civil Servant (PNS)	9
	Private Employee	24
	Military/Police Academy	8
	Entrepreneur	6
	Influencer	6

Source: Author (2024)

Based on the questionnaire distributed to 100 respondents, it can be concluded that the interest in visiting among followers of the Instagram account @pelagaecopark is predominantly shown by female followers who are unmarried, with an average age between 21–30 years old. Most of them have a high school education level and are currently pursuing higher education. This indicates that a large number of millennials are interested in visiting the Pelaga Eco Park destination.

1. **Social Media Variable (X)**

Table 1.2 Descriptive Analysis of the Social Media Variable (X)

No	Indicator	Questionnaire Results (%)					Average	Criteria
		1	2	3	4	5		
1	X1	0	12	48	29	11	3.39	Fairly Good
2	X2	1	14	44	28	10	3.38	Fairly Good
3	X3	0	6	50	37	7	3.33	Fairly Good
4	X4	0	3	27	58	11	3.74	Good
5	X5	2	7	22	53	16	3.62	Good
Social Medial Instagram (X1)							**3,55**	Good

Source: Author (2024)

Based on the tabulated data in the table above, the average score of indicator X is 3.55. This descriptive result indicates that visitors will perceive the social media used by Pelaga Eco Park as increasingly effective if more attention is given to indicator X3, namely the delivery of information through Instagram captions, along with consideration of all responses collected from the distributed questions.

2. **Visiting Interest Variable (Y).**

Table 1.3 Descriptive Analysis of Visiting Interest Variable (Y)

No	Indicator	Respondents' Answers (%)					Average	Criteria
		1	2	3	4	5		
1	Y.1	0	0	24	48	28	4,04	Good
2	Y.2	0	7	31	49	13	3.68	Good
3	Y.3	0	1	24	49	26	4,00	Good
4	Y.4	1	2	20	31	46	4.19	Good
5	Y.5	0	7	33	45	15	3.67	Good
Visiting Interest (Y)							**3,91**	Good

Source: Author (2024)

Based on the tabulated data above, consumers demonstrate a high level of interest in visiting Pelaga Eco Park, with an average (mean) score of 3.91. Furthermore, indicator Y4 received the highest response with an average score of 4.19, while the lowest response was on indicator Y5, with an average score of 3.67. These descriptive results indicate that consumers' interest in visiting will increase if greater attention is given to indicator Y5, along with continued focus on Y1, Y2, Y3, and Y4.

Research Instrument Testing

1. **Validity Test**

The survey questions used in this study must be valid. Validity testing was conducted on each questionnaire item to determine the legitimacy of the items. The calculated r-value (r count) is compared with the r table value, which is determined from the degrees of freedom (df), calculated as the number of respondents minus 2. In this study, the number of respondents was 100, so the r table value with 100 degrees of freedom is 0.273. Items with an r-value greater than 0.273 are considered valid. The results are presented in the following table:

Tabel 1.2 Validity Test

No	Research Variable	r Count Value	r Table Value	Description
	Social Media Variable Analysis (X)			
1	X1	0.767	0,273	Valid
	X2	0.718	0,273	Valid
	X3	0.621	0,273	Valid
	X4	0.511	0,273	Valid
	X5	0.617	0,273	Valid
	Visiting Interest Variable (Y)			
2	Y1	0,800	0,273	Valid
	Y2	0,841	0,273	Valid
	Y3	0,849	0,273	Valid
	Y4	0,339	0,273	Valid
	Y5	0,848	0,273	Valid

Source: Author (2024)

Based on the above, the r-count value for each questionnaire item is valid, as it is greater than or equal to 0.273 for each variable, thus validating all 10 questionnaire items used in the study.

2. Reliability Test

The Cronbach's Alpha (α) coefficient is used to test the reliability of the research instrument. A research instrument is considered reliable or consistent if the Cronbach's Alpha value is greater than 0.60. The table below shows the results as follows:

Table 1.3 Reliability Test

Research Variables	(α)	*Cut-off*	Description
Social Media	0,808	0,60	VALID
Visiting Interest	0,821	0,60	VALID

Source: Author (2024)

This test is measured using the Cronbach's Alpha value. A research variable is considered reliable if the Cronbach's Alpha value is ≥ 0.6 (Rahmawati, 2014). The variables are considered reliable if their alpha value is greater than 0.60.

Results of Simple Regression Analysis and Testing of Regression Coefficients

1. Simple Regression Analysis

$$Y = a + bX$$

$$Y = 8{,}544 + 0{,}662X$$

a. The constant value = **8.544**, indicates the baseline level of visiting interest when there is no influence or variation from Instagram social media.

b. The regression coefficient of Instagram social media (**bX**) = **0.622**, indicates a positive or unidirectional effect of Instagram social media (X) on visiting

interest (Y). This means that as the use of Instagram social media increases, the interest in visiting may also rise.

Table 1.6 Simple Linear Regression Test

Model		*Unstandardized Coefficients.*		*Standardized Coefficients.*	*t.*	*Sig.*
		B.	***Std. Error.***	***Beta.***		
1	(Constant).	8.544	1.406		6.078	.000
	Social Media.	.622	.078	.627	7.974	.000
	R Square	.393				
	a. Dependent Variable: Visiting Interest					

Source: Author (2024)

2. Coefficient of Determination (R^2) Test

The coefficient of determination (R^2) obtained from the table is 0.393. This value indicates a weak correlation between the variables, as values ranging from 0 to 0.49 are considered to represent a weak relationship. Although the correlation is not strong, it still shows that there is an influence of the independent variable on the dependent variable. The Adjusted R-squared value of 0.393 means that Instagram social media (X1) explains 39.3% of the variation in visitors' interest (Y). This suggests that while Instagram has a measurable impact, other factors outside of social media also contribute significantly to influencing tourists' interest in visiting Pelaga Eco Park.

CONCLUSIONS

The hypothesis testing results indicate that the Instagram account @pelagaecopark has an influence on tourists' interest in visiting the Pelaga Eco Park Bali destination. The regression coefficient (bX) for Instagram social media is 0.662, with a T-count of 8.544 and a significance value of 0.000 ($p < 0.05$). This shows that Hypothesis 1 is accepted. The hypothesis test concludes that the @pelagaecopark Instagram account significantly influences tourists' interest in visiting (in this case, followers of Pelaga Eco Park Bali). The influence of Instagram social media accounts for 39.3% of the variation in visitor interest, as seen from the model's fit. The remaining percentage is affected by other external variables beyond the scope of this study.

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