

## ABSTRAC

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### **The Effect of Exposure to the Instagram Account @visitbogor on Interest in Tourist Visits in Bogor**

**Keywords:** Exposed Instagram Account, Tourist Visit Interest, Uses Theory and Gratification.

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This study aims to determine the effect of exposure to the Instagram account @visitbogor on interest in tourist visits in Bogor. This research method uses google form with technical data collection through questionnaires. The sample of this study was 100 respondents who were obtained through calculations based on the Lemeshow formula. Samples were taken using a purposive sampling technique including people who were screened based on the criteria determined by the researcher. In this study, the theory used is Uses and Gratification. The data analysis in this study uses simple linear regression analysis and hypothesis testing using the t test with the help of SPSS version 25. The results show that there is a positive influence between exposure to the Instagram account @visitbogor on interest in tourist visits. This means that the higher the exposure, the higher the demand for visits. The regression coefficient value obtained  $Y = 12.793 + 0.302X$  based on the correlation coefficient value of the relationship level is said to be quite strong with a range of 0.4 – 0.59 that is equal to 0.465 with a percentage of 46.5% and a coefficient of determination value of 0.216 which means 21.6% interest in tourist visits affected by the @visitbogor Instagram Account Exposure. With  $H_a$  accepted based on the results of  $t_{count} (5.203) > t_{table} (1.987)$  at  $\alpha = 5\%$  with a value of  $\text{sig } 0.000 < 0.005$ . The results of the study showed that there was a significant influence between the variable exposure to the Instagram account @visitbogor on the interest in tourist visits in Bogor.