

ABSTRACT

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The Influence of Instagram Social Media Account Promotion on the @mountnesia Account on Followers' Interest in Mountain Climbing.

Keywords: Promotion, Instagram, @mountnesia, Interest, Followers.

(xii+72+Appendices)

This research aims to determine whether there is an influence of promotion of the Instagram social media account @mountnsia on interest in mountain climbing among followers. This research uses a quantitative approach and a positivistic paradigm. The theory used in this research is the Stimulus Organism Response Theory. In collecting data, a questionnaire was used as a data collection instrument. The population in this study were Followers of the Instagram account @mountnesia. The sampling technique used purposive sampling technique with a sample size of 100 respondents obtained from calculation results using the Slovin formula. The results of this research show that the influence of promotion of the Instagram social media account @mountnsia on interest in mountain climbing among followers is 24.3% and the rest is influenced by other factors outside this research. The correlation level is 49.3% which shows a fairly strong level of relationship, and the relationship between variables has a positive direction.

Bibliography (2003 – 2022).