

ABSTRACT

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The Effect of the Instagram Account @dolan.malang and Destination Image on Visiting Interest of Followers Instagram Account @dolan.malang

Keywords : Instagram, @dolan.malang, communication, S-O-R Theory

(xiii + 80 + Appendices)

The Instagram account @dolan.malang is an account with the theme of tourist destinations in Malang. Destination Image is the visitor's different meaning of a destination or place (Lertputtarak, 2012). Meanwhile, interest in visiting is a behavior where consumers have a desire to buy or choose a product based on experience in selecting, using, and consuming or even wanting a product. This research was conducted to measure how much influence the Instagram account @dolan.malang and Destination Image have on Followers' Visiting Interests. This study uses the theory of S-O-R (Stimulus - Organism - Response). The approach used in this research is quantitative with primary data by distributing questionnaires via Google Forms. With questionnaire data that has been filled in by 100 respondents, this study shows that, based on the results obtained by conducting the T-test, the @dolan.malang Instagram account has an influence on Followers' Visiting Interests, and Destination Image has an influence on Followers' Visiting Interests. Through F-Test it can be concluded that the Instagram account @dolan.malang and Destination Image together have an influence on the interest in visiting. And Through the Determination Test, Instagram Account @dolan.malang and Destination Image have an Influence on Visiting Interests Followers with a value of 50, 3%.

Bibliography (2010-2022)