ABSTRACT

WIDYA RATNA SARI. 17816642

The Influence of Media Exposure on Instagram Account @visitbogor the Interest of Tourism Visit to Bogor City (Studies of Followers Instagram Account @visitbogor)

Keyword : Media Exposure, Instagram @visitbogor, Interest Visit, Uses and Gratifications Theory

The purpose of this research is to find out the influence of media exposure @visitbogor Instagram account the interest in tourism visit to Bogor City. The method used by researcher is quantitative research, the researcher spreading questionnaires to 100 sample respondents. The researcher used technique sample probability sampling. Data analysis method in this research is validity, reliability, simple linear regression analysis, correlation coefficient of determination, and T test. Hypothesis test result in this research indicate Ho rejected and Ha accepted. Then, the hypothesis in this research indicate that a upload @visitbogor Instagram account influence significantly of interest in tourism visit to Bogor City. The result coefficient of determination in this research is the relationship between @visitbogor Instagram account the interest in tourism visit to Bogor City tightly categorized.

Bibliography (2003-2013)