

The Implication of Instagram Visual Content on Interest in Visiting Santirah River Tubing, Tulisari Village, Pangandaran Regency

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Abstract

This research aims to analyze the implications of Instagram visual content on interest in visiting the Santirah River Tubing tourist destination, Raburi Village, Parigi District, Pangandaran Regency. The method used in this research is a quantitative method which uses descriptive analysis. The information collection technique used was distributing questionnaires randomly via Google Form. Observation and documentation methods are also used to obtain relevant information. The data processing technique is carried out through testing the validity and reliability of the questionnaire that has been distributed. After the data is valid and reliable as a whole and per statement item, a normality test is carried out. From the results of data processing, it was concluded that Instagram visual content (X) had a significant effect on visiting interest (Y) at Santirah River Tubing (SRT) by 78.4%. In another sense, hypothesis H1 is accepted, meaning that there is a significant influence between the Instagram visual content variable (X) on visiting interest (Y) at SRT, Selalari Village, Parigi District, Pangandaran Regency.

Keywords; Visual content, Instagram, Interest in visiting, Santirah River Tubing.

INTRODUCTION

The development of technology today is very rapid. This development has penetrated almost everything, one of which is the development of technology as a communication medium. Currently, many social media applications have emerged which are used by humanity as a medium for exchanging information, promotional media and learning media. By using smartphones, computers and other communication tools connected to the internet network, someone can easily access various types of social media. These various conveniences enable everyone to easily and quickly obtain various information from various sources, disseminate information, and connect and interact virtually with family, friends and colleagues. (Tahta & Nusantara, 2022). Even today, social media is also used as a promotional medium for goods and services in various fields, one of which is promoting tourist destinations.

Hootsuite "we are social", which is a software company, conducted research in January 2020, it was discovered that Indonesia was in the third position in the country with the

most internet users in the world in the last year. That is as many as 17% of users. From these figures it can be concluded that the number of new users in a year reaches 25.3 million users. Data places Indonesia below India and China. Hootsuite also stated that the average internet usage in Indonesia in a day is 7 hours, 59 minutes. In that time span, 3 hours 26 minutes were spent accessing social media (Hootsuite, 2022). Furthermore, sources from Hootsuite said that one of the media with the largest number of users is Instagram, with 63 million Instagram users coming from Indonesia. Research from Mark Plus also concluded that Instagram is a popular social media with rapid development. (Hootsuite, 2022).

Instagram social media allows its users to comment, like and share posts with other people. The more content is shared/liked/commented on, the wider the post will reach internet citizens (netizens/netizens). In this way, Instagram can be used as a means of promotion (marketing) regarding products and services to netizens. Jalilvand & Samiei (2012) refer to this as *Electronic Word of Mouth* (Jalilvand & Samiei, 2012).

Nasrullah (2015) stated that each social media has its own advantages and disadvantages. Instagram is a social media (social media) that is oriented towards photos and videos (Nasrullah, 2015). Instagram was released in 2010 by Kevin Systrom, as a medium for sharing videos and photos for users. With its complete features and the number of users increasing every day, Instagram has become a place to express and share many things with the public. Such as sharing experiences, exchanging information, and even as a place for promotion or marketing of a business. In fact, quite a few Instagram users use Instagram as a medium for sharing information and promotions about tourist destinations. Of course, this is one of the strengths in attracting tourists to follow the account or even increasing tourists' interest in visiting the tourist destinations being promoted.

The Santirah River Tubing tourist destination is a leading tourist destination in the Panggangi Tourism Village, Pangandaran Regency. The main attraction offered is river tubing. Apart from these terms, there are also other terms such as canyon, canyoning, and canyoneering. Based on initial observations made on the Santirah River Tubing Instagram social media account (@santirahpangandaran), it is known that the number of followers as of March 2024 is 14.6K with a total of 1,086 posts (photos/videos). With this large number of followers, it makes research interesting to carry out with the aim of analyzing the implications of Instagram visual content on tourists' interest in visiting the SRT tourist destination, Tulisari Village, Parigi District, Pangandaran Regency.

LITERATURE REVIEW

Visual content

Visual content is information that has a visual or design component. Such as images included in articles and blogs which will become a form of visual content. Other examples are infographics and Instagram feeds in the form of microblogs. Good visual content is content that is able to describe information in a visual form that is good, correct and attractive to users. In creating visual content, it is also necessary to pay attention to design concepts which according to David A. Laurer (2007) are as follows: (1) Unity which emphasizes the existence of a unitary concept, the arranged design elements can support each other and be seen as a complete design; (2) Balance which consists of two approaches to the principle of balance, namely symmetrical and asymmetrical balance; (3) Rhythm which emphasizes the principle of repetition of design elements; (4)

Emphasis which refers to a more prominent form of design with the aim of directing the eye to what is to be conveyed; (5) Proportion, namely in the form of a comparison between one element and another or with the overall elements.

Nafisah and Widyawati (2018), in Sanjaya (2020), stated that to optimize the benefits obtained from using Instagram, the use of social media must be effective and efficient by referring to existing provisions or concepts. Further explained by Nafisah & Widyayanti (2018), that Instagram content should refer to the 4C concept which is explained as follows: 1) Context, which is part of the content of the message to be conveyed. The context must be able to be packaged in an interesting way; 2) Communication, focuses on interaction between each user and follower; 3) Collaboration, emphasizing participation in liking or sharing posted content; 4) Connection, emphasizing maintaining good relationships with followers (Sanjaya, 2020).

Thus, the use of Instagram social media as part of marketing efforts for the Santirah River Tubing tourist destination is expected to be able to reach wider market interest and provide a positive trend towards increasing the number of visits to this tourist destination.

Interest in Tourist Visits

Rakhmat, 2005 defines interest as a tendency to enjoy and pay attention to several activities constantly. Interest is also defined as an attitude that can make someone feel like a certain object, situation or idea, which is usually followed by a tendency to find out about that object. A person's interests are a fundamental internal factor in influencing a person's attention. (R a k h m a t , 2 0 0 5) .

Meanwhile, Kotler et al. (2021), explained that consumers in making purchases can be compared with tourists' interest in visiting. This can be seen and measured with the same indicators. Indicators related to interest in visiting are as follows: 1. Interest, namely the response that arises to a stimulus received from the product that is seen. This then gives rise to interest in trying the product until finally interest arises; 2. Preference, there is a preferred choice for a product or service being consumed. Preferences also determine the order of importance of a product or product attributes; 3. Information Search, in the process of choosing and determining a destination, there are aspects to determine what the place to be visited is like.

Schiffman said that interest can be determined from several components, namely: 1). Interested in getting information about the product; 2). Considerations in purchasing; 3). Interested in trying; 4). Want to know the product; 5). Want to get a sale (Schiffman & Kanuk, 2007).

METHODS

The method used in this research is a quantitative method with a descriptive approach. The data in this research was obtained from distributing questionnaires conducted online via Google Form. The measurement scale used is a Likert scale of 1-5 which states strongly disagree to strongly agree. The sampling technique is by using the convenience sampling method. According to Now, (2006), This can be used as a form of information from members of a large population which is easy to obtain and can provide the information needed, so it is hoped that it can answer research problems. The population

size in this study is not known for certain, therefore the number of respondents used was 150 respondents (minimum 100 respondents), to represent a large population, so as to minimize research errors.(Supramono & Haryanto & Oktavian, 2005). Each potential respondent in the research received an online form and was required to visit and view the visual content on the Santirah River Tubing Instagram account @santirahpangandaran. After seeing the visual content of the @santirahpangandaran Instagram account, respondents then filled in honestly according to their experience of exploring the @santirahpangandaran Instagram account.

The data analysis in this research is descriptive statistical analysis and multiple regression analysis. Descriptive statistics to describe the data, multiple regression is used to measure the influence of the independent variable on the dependent variable(Sugiyono, 2019). The testing steps in this research begin with the Validity and Reliability Test, the Classic Assumption Test which includes the Normality Test, Multicollinearity Test and Heteroscedasticity Test, as well as the Autocorrelation Test, after which multiple linear regression tests and t tests are carried out.

According toGozhali (2013), Validity and Reliability tests can be seen from the corrected item-total correlation value or r-calculated value. If all calculated r-values per item are greater than 0.30 (>0.3) then the data can be said to be valid and the Cronbach's Alpha value > 0.6 indicates the reliability of each variable. Then, the Classical Assumption Test is carried out including the Normality Test, Multicollinearity Test and Heteroscedasticity Test, as well as the Autocorrelation Test (Deny, 2008). After that, multiple linear regression testing was carried out by looking at the F statistical test if the value was sig. < 0.05 , then the research model is considered feasible and it can be concluded that there is a simultaneous influence of all independent variables on the dependent variable. Meanwhile, in the t test if the sig value. each independent variable <0.05 , it can be concluded that partially the independent variable has an influence on the dependent variable(Gozhali, 2013).

RESULTS AND DISCUSSION

Santirah River Tubing (SRT)

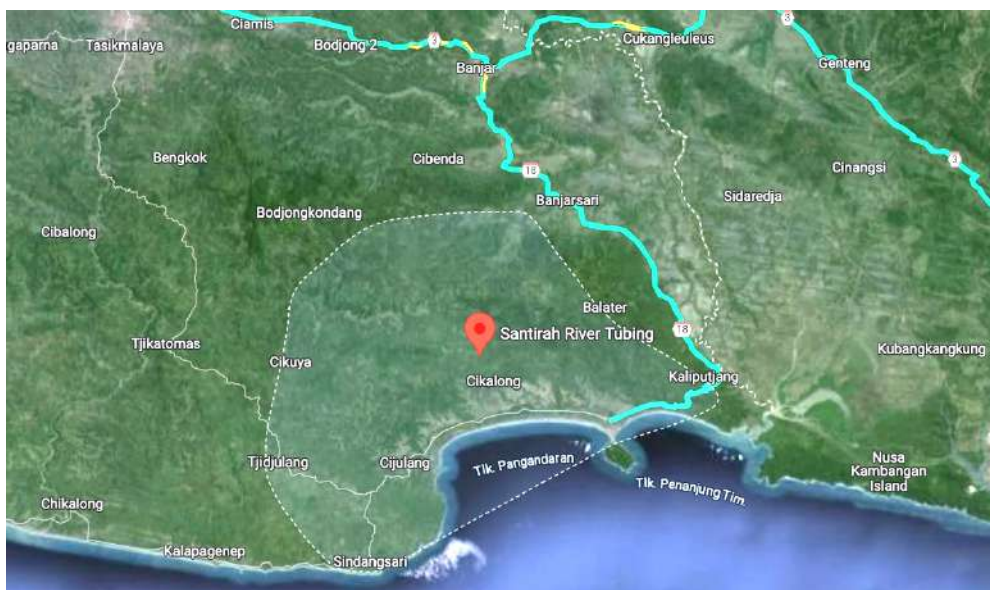


Figure 1. SRT Location Map

Source: Google Maps, 2023

SRT is one of the superior destinations owned by Selamatari Tourism Village, Parigi District, Pangandaran Regency. Administratively, Tulisari Village has eight hamlets with each hamlet having its own tourist attraction. The main attraction offered by SRT to tourists is the river crossing tourist attraction.

The river walk is one of the adventure tourist attractions that passes through The beauty of the Santirah River is armed with inner tubes equipped with safety equipment as shown in Figure 1. Santirah River Tubing offers views of karst rocks, waterfalls on the right and left sides of the river, and has 4 cave tubing with varying cave lengths. The length of the Santirah River Tubing rafting route or path is 1,500 meters.

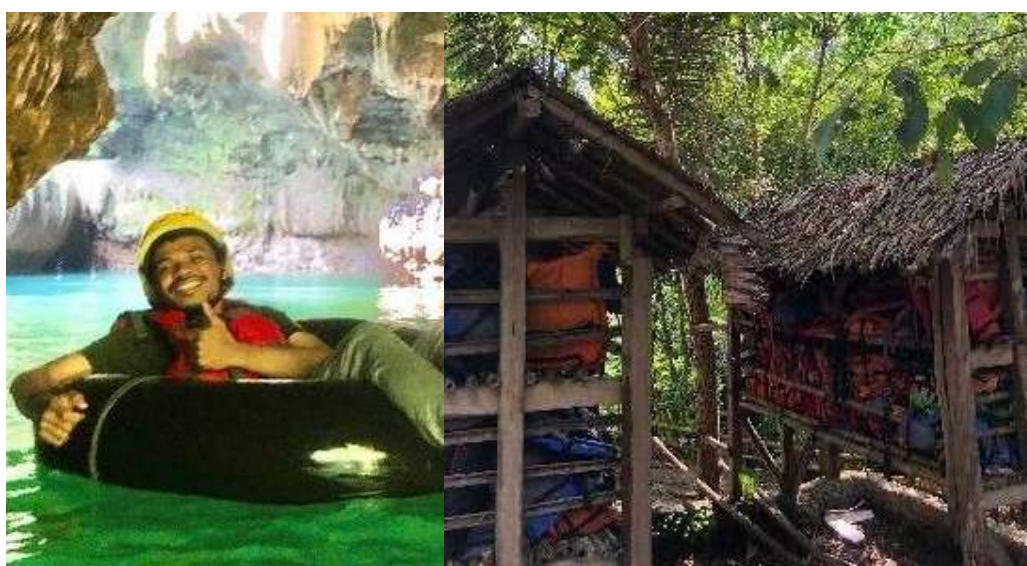


Figure 2. Tourist Attractions and Safety Support Facilities

Source: Researcher documentation, 2023

Validity test

The use of this test is carried out as one of the conditions for measuring whether or not the questionnaire used is valid. The validity test in the research used the Pearson Bivariate Correlation formula with the SPSS 16.0 program. Questionnaire items in the validity test are said to be valid if the $r_{count} > r_{table}$ value with a significance value of 5% and vice versa. A summary of this test can be seen in tables 1 and 2 below:

Table 1. Validity Test of Variable X (Instagram visual content)

Items	r_{xy}	r_{table}	Information
X items 1	0.662	0.197	Valid
X item 2	0.793	0.197	Valid
X item 3	0.859	0.197	Valid
X item 4	0.796	0.197	Valid
X item 5	0.815	0.197	Valid
X item 6	0.812	0.197	Valid
X item 7	0.861	0.197	Valid
X item 8	0.881	0.197	Valid
X item 9	0.885	0.197	Valid
Information	All items are valid		

Source: Primary Research Data Processing, 2023

Table 2. Validity Test of Variable Y (Intention to Visit)

Items	r_{xy}	r_{table}	Information
Y item 1	0.408	0.197	Valid
Y item 2	0.734	0.197	Valid
Y item 3	0.701	0.197	Valid
Y item 4	0.787	0.197	Valid
Y item 5	0.828	0.197	Valid
Y item 6	0.796	0.197	Valid
Y item 7	0.806	0.197	Valid
Y item 8	0.767	0.197	Valid
Information	Allvalid items		

Source: Primary Research Data Processing, 2023

From tables 1 and 2, the results of the validity test of statement items on variables In this study, n is the number of samples, namely 100 respondents. Then, $Df = n - 2 = 100 - 2 = 98$ ($0.197 - r_{table}$ value).

Data from validity analysis in tables 1 and 2 show that the value of $r_{count} > r_{table}$. In this way, it can be stated that all instrument items on variables X and Y are valid, and can then be used in this research.

Test Reliability

After carrying out a validity test on each item in the questionnaire, this test is then used to see the level of confidence in the measuring instrument used and determine the level of consistency of a questionnaire used in research. Like validity testing, reliability testing also uses the SPSS 16.0 program. Reliability testing was carried out using the alpha formula. Significance test at level $\alpha = 0.05$. The instrument can be said to be reliable if the alpha value is greater than r_{table} 0.197. The following reliability data is presented in table 3:

Table 3. Reliability Test for Variable X (Instagram visual content)

Reliability Statistics	
Cronbach's Alpha	N of Items
.932	9

Source: Primary Research Data Processing, 2023

From table 3 of the reliability test for variable x (Instagram visual content) above, it can be concluded that the reliable coefficient value is: 0.932. Based on these value coefficients, all questionnaires or questionnaires "Implications of Instagram visual content on interest in visiting the Santirah tourist destination, Tulisari Village, Parigi District, Pangandaran Regency" were declared reliable or reliable in this research. Therefore, it can be used as a research instrument.

Table 4. Reliability Test for Variable Y (Intention to Visit)

Reliability Statistics	
Cronbach's Alpha	N of Items
.856	8

Source: Primary Research Data Processing, 2023

From table 4 of the reliability test on variable Y (Interest in Visiting) above, it can be concluded that the reliable coefficient value = 0.856. Based on these value coefficients, therefore all questionnaires in this study are reliable or consistent. So, it can be used as a research instrument.

Classic assumption test

Normality test. The data normality test is used to determine whether the data obtained is normally distributed or not. A good regression model is normally distributed. If the significance value of the Kolmogorov-Smirnov test results is > 0.05 , therefore the assumption of normality is met. The results of this test are explained in table 5 below:

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		100
Normal Parameters	<u>Mean</u>	<u>.0000000</u>
	Std. Deviation	2.44196959
	<hr/>	
Most Extreme Differences	<u>Absolute</u>	<u>.116</u>
	<u>Positive</u>	<u>.116</u>
	negative	-.043
Kolmogorov-Smirnov Z		1,159
Asymp. Sig. (2-tailed)		.136
<u>a. Test distribution is Normal.</u>		

Source: Primary Research Data Processing, 2023

Based on the results of the Normality Test in table 5, it is known that the significance value is $0.136 > 0.05$. So based on the basis for decision making in the Kolmogorov-Smirnov normality test above, it can be concluded that the data is normally distributed. Thus, the normality assumptions or requirements in the regression model have been met.

Simple Regression Analysis

This simple regression analysis was carried out using the Statistical Product and Services Solutions (SPSS 16) program. Multiple regression analysis is used to determine the dominant variable that contributes to the dependent variable and to determine the influence between two or more variables, namely the independent variable and the dependent variable.

Table 6. Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784a	.614	.610	2,454
<u>a. Predictors: (Constant), Instagram visual content</u>				

Source: Primary Research Data Processing, 2023

Based on table 6 of the Model Summary above, it is known that the coefficient of determination or R square is 0.784. The coefficient of determination (R square) is 0.784 or equal to 78.4%. These results mean that the Instagram visual content variable (X) linearly influences the visiting interest variable (Y) by 78.4%. Meanwhile, 21.6% was influenced by other variables outside the variables that were not studied.

Table 7. Results of Simple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6,402	1,523		4,204	,000
	Instagram visual content	,642	,051	,784	12,494	,000

a. Dependent Variable: Interest in Visiting

Source: Primary Research Data Processing, 2023

From table 7 of the results of simple linear regression analysis, it can be seen whether or not the Instagram visual content variable (X) has an influence on the visiting decision variable (Y). The regression equation formula in analysis or research is as follows:

$$Y = \alpha + bX$$

Information:

Y = Ending Decision

α = Constant

X = Instagram visual content

B = Regression coefficient

Based on table 8, it can be seen that the Constant (a) value is 6.402, the X1 value (b1/regression coefficient) is 0.502 and the X2 value (b5/regression coefficient) is 0.642. So the regression equation can be written as follows:

$$Y = 4.402 + 0.642X$$

This equation can be described as follows: A constant of 4.402 means that if the coefficient x value is 0 or does not change, then the y value is a constant value of 1. The regression coefficient.

Meanwhile, the constant value 4.402 means that if there is no Instagram visual content (X) then (Sig.) > probability 0.05 then there is no significant influence of the independent variable or Instagram visual content (X) on the dependent variable or Visiting Interest (Y) or the hypothesis H0 is accepted.

Based on the comparison of the calculated t value with the t table, if the calculated t value > t table then there is an influence of the independent variable or Instagram visual content (X) on the dependent variable or Visiting Interest (Y) or the hypothesis is accepted. Meanwhile, if the calculated t value < t table then there is no significant influence of the independent variable or Instagram visual content (X) on the dependent variable or Visiting Interest (Y) or the hypothesis is rejected.

Hypothesis Test Based on Significance Value (Sig) with 0.05

Based on table 7 of Multiple Linear Regression Analysis Results, the Significance value (Sig) is known. The Instagram visual content variable (X) is 0.000. Because the Sig value. $0.000 < \text{probability } 0.05$, then it can be concluded that hypothesis H0 is rejected and hypothesis H1 is accepted. This means that there is a significant influence from the Instagram visual content variable (X) on Requests to Visit (Y) at Santirah River Tubing, Panggangi Village, Pangandaran Regency.

Hypothesis Testing Based on a comparison of t-count values with t-table

Based on table 7 of the Multiple Linear Regression Analysis Results, it is known that the calculated t value of the Instagram visual content variable (X) is 12,494. Because the calculated t value is already known, the next step is to search the t table value. The t table value is obtained as follows:

$$\begin{aligned} T \text{ Table} &= (\alpha/2 ; 100-2) \\ &= (0.05/2 ; 98) \\ &= (0.025; 98) \\ &= 1.987 \text{ (in t table)} \end{aligned}$$

Based on the decision making requirements, it can be concluded that the calculated t value is $12,494 > t \text{ table } 1,987$, so it can be concluded that H0 or the first hypothesis is rejected and H1 is accepted. This means that there is a significant influence of the Instagram visual content variable (X) on interest in visiting (Y) at Santirah River Tubing, Tulisari Village. Pangandaran Regency.

Discussion of Research Results

From the results of the research above, it is concluded that the Instagram visual content variable has a significant effect on interest in visiting Santirah River Tubing, Tulisari Village. Pangandaran Regency. This can be interpreted that every increase in product variables of Instagram visual content will cause an increase or increase in tourist interest as well. Based on the results of this research, the hypothesis H0 is rejected and Ha is accepted.

Referring to the discussion above, it is concluded that the Instagram visual content variable (X) has a significant effect on the visit interest variable (Y) with a total influence of 78.4%. This influence means that the more interesting the Instagram visual content posted, the more interest tourists will visit. Interesting Instagram content certainly refers to the AIDA indicators (Action, Interest, Desire and Action). Several similar studies have also been carried out, the value of the tourist interest coefficient (Y) is 4,402.

Hypothesis Test Analysis

Hypothesis testing in this research was carried out with the aim of finding out whether the independent variable or Instagram visual content (X) had an effect on the dependent variable or Visiting Interest (Y). Furthermore, it can be seen in table 9; Results of Simple Linear Regression Analysis. The hypotheses proposed in this research are:

H0: Instagram visual content has no significant effect on tourist interest in visiting Santirah River Tubing

Ha: Instagram visual content has a significant influence on tourist interest in visiting

Santirah River Tubing.

There are 2 basics for determining whether the regression coefficient has a significant effect or not. Hypothesis testing can be done in 2 ways, namely; the first is to look at the significance value (Sig), and the second is to compare the calculated t value with the t table.

Based on the Significance value (Sig). $<$ probability 0.05 then there is an influence of the independent variable or Instagram visual content (X) on the dependent variable or Interest in Visiting (Y). In other words, hypothesis H1 is accepted. Meanwhile, if the Significance value other researchers such as; by Research conducted by Musdalifah et al., (2021), proves that the influence produced by social media on interest in visiting is 61.2%, these results indicate that social media has a strong positive influence in attracting interest in visiting a tourist destination. This is also reinforced by research results Wayan Nandaryani & Adhi Santosa, (2022), who explained that designing Instagram content as a promotional tool to increase tourist visits to Tenganan Dauh Tukad Village was very necessary.

CONCLUSION

Based on the results of this research, it can be concluded that Instagram content has a significant influence on interest in visiting Santirah River Tubing, Tulisari Village, Pangandaran Regency. This is proven by looking at the significance value (Sig) and comparing the calculated t value with the t table. Instagram content posted by the account admin @santirahpangandaran has a very important role in efforts to increase tourist interest in visiting this destination. With this research, it is hoped that the management of the Santirah River Tubing Tourism Destination, Tulisari Village will continue to strive to maintain and improve a good and orderly management system in every content posted on Instagram social media. As an effort towards better conditions, it is recommended to the admin of the Instagram account @santirahpangandaran that it is necessary to manage Instagram content by paying attention to the AIDA indicators (Action, Interest, Desire and Action). With high interest in visits and good content management, it is hoped that it will be able to increase the number of tourist visits at Santirah River Tubing, Tulisari Village, Pangandaran Regency.

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