Jurnal Industri Pariwisata **e-ISSN : 2620-9322**
Vol 7, No. 2, 2025

THE INFLUENCE OF SOCIAL MEDIA INTERACTION ON VISITING DECISION IN INDONESIA (CASE STUDY: SURVEY TO ACTIVE FOLLOWERS OF FOLK INDONESIA INSTAGRAM ACCOUNT)

Fitra Ananta Sujawoto[1], Wishnu Hartanto[2], Ahmad Irvan Fernanda[3], Salsadilla Aisyah Nur[4], Salsabila Mutiara Suhada[5]

NHI Bandung Tourism Polytechnic
Jl. Dr. Setiabudi No.186, Hegarmanah, Kec. Cidadap, Kota Bandung, Jawa Barat
Email Correspondence: fitra.s@poltekpar-nhi.ac.id

ABSTRACT

This study was prepared with the aim of knowing how much influence Instagram social media interactions have on the visiting decisions of followers of the Indonesian Folk account (@folkindonesia) in Indonesian tourist destinations. The approach used is a quantitative approach with a purposive sampling data collection method, which was conducted by distributing questionnaires to 144 active followers of Folk Indonesia accounts who meet the criteria. Data analysis was conducted using simple linear regression analysis. The results showed that Social Media Interaction (X) that occurs on Folk Indonesia accounts has an influence on Visiting Decision (Y) of 62.2%. Thus, the results show that the most common reason for following Folk Indonesia is because they like the uploads, which is shown through the quality of the visual content (photos and videos) uploaded. This in turn plays a role in influencing the visiting decision made by its followers.

Keywords: *Followers; Instagram; Social Media Interaction; Visiting Decision; Upload*

ABSTRAK

Penelitian ini disusun dengan tujuan untuk mengetahui seberapa besar pengaruh interaksi media sosial Instagram terhadap keputusan berkunjung pengikut akun Folk Indonesia (@folkindonesia) di destinasi wisata Indonesia. Pendekatan yang digunakan adalah pendekatan kuantitatif dengan metode pengumpulan data *purposive sampling* yang dilakukan melalui penyebaran kuesioner kepada 144 orang pengikut aktif akun Folk Indonesia yang memenuhi kriteria. Analisis data dilakukan dengan menggunakan analisis regresi linier sederhana. Hasil penelitian menunjukkan bahwa Interaksi Media Sosial (X) yang terjadi pada akun Folk Indonesia berpegaruh terhadap Keputusan Berkunjung (Y) sebesar 62,2%. Dengan demikian, hasil penelitian menunjukkan bahwa alasan paling umum mengikuti Folk Indonesia adalah karena menyukai unggahan yang dimuat, yang ditunjukkan melalui kualitas konten visual (foto dan video) yang diunggah. Hal ini kemudian berperan dalam mempengaruhi keputusan berkunjung yang dibuat oleh pengikutnya.

Kata Kunci: Pengikut; Instagram; Interaksi Sosial Media; Keputusan Berpergian; Unggahan

INTRODUCTION

Social media is an example used as a means of online social interaction on the Internet today (Pariser, 2012; Cahyono, 2016). By using social media, users can communicate, interact, share, network, and do various activities (Redondo, 2015; Miranda, 2017). Current technological advances not only affect daily life and behaviour but also affect the development of the tourism industry (Guo et al, 2023). The emergence of the internet and social media provides many ways to disseminate information, and plan a trip and travel (Fotis et al, 2012). Moreover, technological developments in the field of internet-based social media have made it possible for travellers to share their travel stories (Neuhofer et al, 2012; Nezakati, et al., 2015). Based on We Are Social's research report in early 2023, Indonesia became the country with the 4th largest number of Instagram users in the world (Katadata.co.id, 2023).

Social Media Interaction

The choice of Instagram as a medium of communication certainly cannot be separated from the advanced features available in it, along with the forms of interaction offered. According to Jaakonmaki et al. (2017), interaction in social media is influenced by three aspects, i.e. Creator-Related Features, Contextual Features, and Content Features. These three aspects will be used in this study in managing social media interactions (variable X). The role of social media, Instagram as one of the most popular social media platforms in Indonesia can influence tourists' decisions when travelling a tourist destination (Alviona et al., 2023; Zakiyah & Romadi, 2022).

Visiting Decision

The decision to visit a tourist destination is a decision made by consumers to determine their intention to purchase the most preferred product so that consumers make a purchase. (Kotler and Armstrong, 2012). The decision-making process of a tourist is very important, according to Mathieson and Wall (in Pitana and Gayatri, 2005) including the need or desire to travel, information search and assessment, decision to travel, travel preparation and travel experience, and evaluation of travel satisfaction. These five processes are the background for the formation of Visiting Decision (variable Y), which will then be used as the dependent variable.

One example of an Instagram account that specifically provides information on tourist destinations in Indonesia is Folk Indonesia. Researchers are interested in analyzing the influence of interactions on Folk Indonesia's Instagram social media account on travelling decisions in Indonesia. The selection of Folk Indonesia as the object of our research is because Folk Indonesia is an active social media in sharing information related to the beauty of tourist destinations in Indonesia.

The hypothesis used in this study, are:

1. H_0: Social Media Interaction (X) has no influence on Visiting Decision (Y).
2. H_1: Social Media Interaction (X) has a positive influence on Visiting Decision (Y).

METHOD

This research uses quantitative methods, with the type of approach is a type of quantitative description analysis approach and explanatory research (Kuncoro, 2007). The object of this research is the Folk Indonesia Instagram account which is in the form of a nature photography community and is located in Bandung.

The population in this study was 526,000 total followers (as of September 2023). While the minimum sample size used based on the Slovin calculation formula is 99.98 people, which is rounded up to 100 people.

The sampling technique used is probability sampling, where each member of the population (in this case Folk Indonesia followers) has the same opportunity to become a sample member (Sugiyono, 2018). There are two sources of data acquisition, with details for primary data obtained through distributing questionnaires in the form of Google Forms through Folk Indonesia's Instagram account to their followers and secondary data in the form of unstructured interviews in the form of small talk with the initial founders of Folk Indonesia's Instagram account. The questionnaire distributed was arranged on a Likert scale and had five levels of answers.

The data analysis techniques used in this study are:

1. Instrument Requirements Testing
    a. Validity Test, is a measure that shows the levels of validity or validity of an instrument (Suharsimi, 2010).
    b. Reliability Test, is a tool to determine the consistency of the questionnaire used (Bahri, 2018).
2. Analysis Requirements Testing
    a. Normality Test is a tool used to test the normal distribution caused by confounding variables in the regression model. (Ghozali, 2017).
    b. Linearity Test is a tool used to see whether or not the model specifications used in a study are correct (Ghozali, 2018).
    c. Heteroscedasticity Test is a tool to test the occurrence of inequality of variance from residuals or other observations in the regression model.
3. Hypothesis Test
    a. Test t (Partial) test, is used to determine whether partially the independent variable (X) has a significant influence on the dependent variable (Y) (Sugiyono, 2018).
    b. Test f (Simultaneous), is used to determine the influence of independent variables (X) simultaneously (Sugiyono, 2014).
    c. Determination Coefficient Test is used to measure how much the ability of independent variables can explain related variables.
    d. Simple Linear Regression Test, to predict or estimate the value of the independent variable (X) with the dependent variable (Y).

RESULTS AND DISCUSSION

The following table are the researcher's findings related to the respondent data of the Indonesian Folk questionnaire.

Table 1. Respondents' Profile Data

	Question	Total	Percentage
Sex	Male	103	72%
	Female	41	28%
Age	18 – 26 Years (Gen Z)	59	41%
	27 – 42 Years (Milenial)	84	58%
	43 – 58 Years (Gen X)	1	1%

Source: Researcher Processed Data (2023)

Based on the 144 respondent profiles obtained, it is known that the gender of the respondents is dominated by men as many as 103 respondents (72%) and the rest are women as many as 41 respondents (28%). Meanwhile, the age of respondents is dominated by ages between 27 years and 42 years as many as 84 respondents (58%) are in the millennial generation.

Table 2. Recapitulation of Respondents' Responses to Social Media Interaction Variable (X)

No.	Dimensions	Total Score	Average Percentage
1	Creator-Related Features	1,477	68.38%
2	Contextual Features	1,699	78.66%
3	Content Features	1,274	88.47%
	Total	4,450	78.51%

Source: Researcher Processed Data (2023)

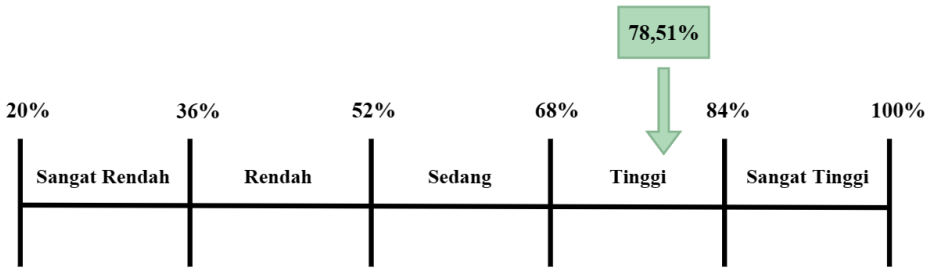


Figure 1. Continuum Line of Social Media Interaction Variable (X)
Source: Researcher Processed Data (2023)

In Table 2, it can be found that the dimension that gets the highest average percentage is content features represented by 88.47%, while the dimension with the lowest average percentage is creator-related features represented by 68.38%. Based on Figure 1, shows that the level of social media interaction that occurs on the Folk Indonesia Instagram account is in the high category, with the achievement of the average percentage of the total score against the ideal score of 78.51%.

Table 3. Recapitulation of Respondents' Responses to the Visiting Decision Variable (Y)

No.	Dimensions	Total Score	Average Percentage
1	Desire to Travel	621	86.25%
2	Information Search and Assessment	1,209	83.96%
3	Travel Decision	543	75.42%
4	Travel Preparation	611	84.86%
5	Travel Experience Satisfaction Evaluation	581	80.69%
	Total	3,565	82.52%

Source: Researcher Processed Data (2023)

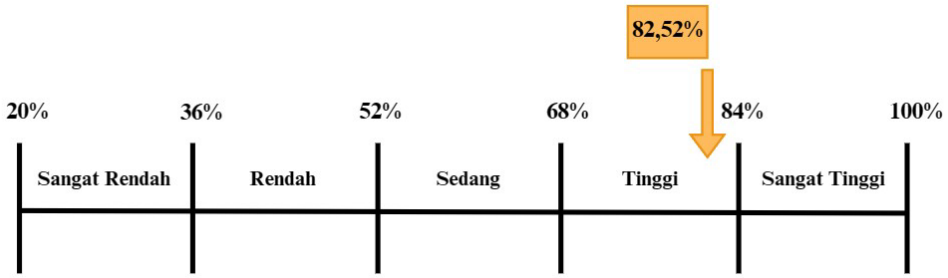


Figure 2. Continuum Line of Visiting Decision Variable (Y)
Source: Researcher Processed Data (2023)

In Table 3, it can be found that the dimension that gets the highest average percentage is the desire to travel represented by 86.25%, while the dimension with the lowest average percentage is the decision to travel represented by 75.42%. Looking at Figure 2 shows that the level of visiting decision that occur in followers of the Folk Indonesia Instagram account is included in the high category, with the achievement of the average percentage of the total score against the ideal score of 82.52%.

The data analysis techniques used in this study are:

1. Instrument Requirements Testing
   a. Validity Test

Table 4. Social Media Interaction Variable Validity Test Results (X)

Social Media Interaction (X)	Pearson Correlation	.417**	.546**	.644**	.685**	.738**	.728**	.649**	.702**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	144	144	144	144	144	144	144	144	144

Source: Researcher Processed Data (2023)

Table 5. Results of the Visiting Decision Variable Validity Test (Y)

Visiting Decision (Y)	Pearson Correlation	.782**	.823**	.806**	.799**	.760**	.833**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	144	144	144	144	144	144	144

Source: Researcher Processed Data (2023)

Based on the results of the validity test of the Social Media Interaction variable (X) and the Social Media Interaction variable (Y) seen based on each Pearson Correlation value of the two variables, it was found that all Pearson Correlation values of the Social Media Interaction variable (X) and the Social Media Interaction variable (Y)> r table (0.137) and all statement items were declared valid.

b. Reliability Test

Table 6. Reliability Test Results

Variable	Cronbach's Alpha
Social Media Interaction (X)	0.789
Visiting Decision (Y)	0.88

Source: Researcher Processed Data (2023)

Looking at Table 6 above, we can see that the social media interaction variable (X) and the visit decision variable (Y) have a Cronbach's alpha value ≥ 0.60. Thus, all statement items are declared reliable to be used as measurement instruments.

2. Analysis Requirements Testing
   a. Normality Test

Table 7. Normality Test Results

		Unstandardized Residual
N		144
Normal Parameters [a, b]	Mean	.0000000
	Std. Deviation	2.67647233
Most Extreme Differences	Absolute	.085
	Positive	-.051
	Negative	.085
Test Statistic		.014[c]
Asymp. Sig. (2-tailed)		

Source: Researcher Processed Data (2023)

Table 7 above explains that the significance result obtained is 0.014. So, this research data is normally distributed because the significance value> 0.05.

b. Linearity Test

Table 8. Linearity Test Results

			Sum of Squares	df	Mean Square	F	Sig.
Visiting Decision Social Media Interaction	Between Groups	(Combined)	2626.234	127	20.769	3.863	.002
		Linearity	1687.492	1	1687.492	315.274	.000
		Deviation from Linearity	938.742	126	7.450	1.392	.229
	Within Groups		85.639	16	5.352		
	Total		2711.873	143			

Source: Researcher Processed Data (2023)

Based on table 3, the value of F count (1.392) < F table (2.34). It can be concluded that there is a significant linear relationship between the independent variable, Visiting Decisions (Y) and the dependent variable, Social Media Interaction (X).

c. Heteroscedasticity Test

In this study, the Glejser heteroscedasticity test was used.

Table 9. Heteroscedasticity Test Results (Glejser)

	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	3.071	.775		3.963	.000
Social Media Interaction	-.039	.030	-.107	-1.286	.200

Source: Researcher Processed Data (2023)

The table above explains that the significance value (0.200) > 0.05. It can be concluded that there are no symptoms of heteroscedasticity in the regression model.

3. Hypothesis Test

a. Test t (Partial)

Table 10. Calculation Results of t Test (Partial)

	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	1.246	1.255		.993	.322
Social Media Interaction	.752	.049	.789	15.294	.000

Source: Researcher Processed Data (2023)

The table above states that the t value is 15.294> t table of 1.65566, so there is an influence of the Social Media Interaction variable (X) on the Visiting Decision variable (Y) or the hypothesis is accepted. So it can be concluded that H1 is accepted and H0 is rejected, where there is an influence of Social Media Interaction (X) on Visiting Decision (Y).

b. Test f (Simultaneous)

Table 11. Calculation Results of Test f (Simultaneous)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1687.492	1	1687.492	233.921	.000[b]
	Residual	1024.381	142	7.214	315.274	.000
	Total	2711.873	143	7.450	1.392	.229

Source: Researcher Processed Data (2023)

The table above states that f count of 233.921> f table of 4.20 where f count> 2.74 and sig value. (0.00) < 0,05. So, it can be concluded that H1 is accepted and H0 is rejected, where there is an influence of Social Media Interaction (X) on Visiting Decision (Y).

c. Determination Coefficient Test

Table 12. Calculation Results of the Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789[a]	.622	.620	2.68588

Source: Researcher Processed Data (2023)

The table above explains that the value of R Square is 0.622. This means that the influence of the Social Media Interaction variable (X) on the Visiting Decision variable (Y) is 62.2%. While the remaining value of 37.8% is influenced by other variables outside of this regression equation or variables not examined.

d. Simple Linear Regression Test

Table 13. Simple Linear Regression Test Calculation Result

	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	1.246	1.255		.993	.322
Social Media Interaction	.752	.049	.789	15.294	.000

Source: Researcher Processed Data (2023)

The table above shows that the constant a of 1.246 means that the consistent value of the Visiting Decision variable (Y) is 1.246. Then, the regression coefficient X of 0.752 states that for every 1% increase in the value of Social Media Interaction (X), the value of Visiting Decision (Y) increases by 0.752. The regression coefficient is positive so it can be said that the direction of the influence of variable X on Y is positive. The results of this test can be formulated through the following formula:

$$Y = a+bX$$
$$Y = 1{,}246 + 0{,}752$$

Based on the significance value of the coefficient table, the significance value is 0.000 <0.05 so it can be concluded that the Social Media Interaction variable (X) influence the Visiting Decision variable (Y). Based on the test output that has been carried out, it can be concluded that H_0 is rejected and H_1 is accepted, which means that there is an influence of the Social Media Interaction Variable (X) on the Visiting Decision variable (Y).

Descriptive analysis shows high Social Media Interaction on Folk Indonesia's Instagram account, with an average of 78.51%. However, the number of followers does not significantly impact user interaction. Visual content related to tourist destinations is the strongest determining factor. This shows that high-quality photos and videos, particularly those depicting nature and adventure, are highly effective in attracting interest.

The analysis of the visting destination variable yielded similar results, with an average of 82.52%. The results of the analysis indicate that three factors significantly influence the decision to visit: (1) the desire to travel after seeing content that interacts with Folk Indonesia, (2) the ease of finding information related to tourist destinations, and (3) motivation arising from the experiences of fellow followers who share tourist content, encouraging other followers to visit similar destinations. These findings suggest that social interaction, easy access to information, and other user experiences shared on social media play a pivotal role in the decision-making process.

The coefficient of determination tested the impact of Social Media Interaction on the Visiting Decision. It demonstrated a significant impact, accounting for 62.2% of the variance. The regression analysis also demonstrated a positive correlation between Social Media Interaction (X) and the Visiting Decision (Y), indicating that as the intensity of interaction increases, so does the desire to visit. Engaging visual content encourages inspirational travel ideas, while quality text and narratives foster a sense of connection with the destination and facilitate information retrieval.

CONCLUSIONS

The following are the conclusions obtained through this research:

1. Social Media Interactions that occur on Folk Indonesia's Instagram account show a high category, amounting to 78.51%. Folk Indonesia's Instagram account builds itself to relate more closely with its followers by consistently uploading a variety of visual content (photos, videos, and informative captions). This is also supported by the large number of likes, comments, saves, and reposts obtained by each upload because it is proportional to the quality of the content presented.

2. Visiting Decision that occur in followers of Folk Indonesia's Instagram account show a high category, amounting to 82.52%. Many followers feel helped in finding information about a tourist destination and planning their trip through what has been uploaded by Folk Indonesia. This is what then develops the interest in travelling and visiting owned by followers, turning into a decision to visit, either shortly or another time.
3. The influence of Social Media Interaction in the Folk Indonesia Instagram account on the Visiting Decision of the followers of the Folk Indonesia Instagram account, found a significant influence of 62.2% with the remaining 37.8% influenced by other variables outside this study. Followers feel inspired to travel and visit after viewing social media content and actively interacting with fellow followers. The interactions that occur not only generate the desire to travel but also make a real contribution to facilitating the search for information. The existence of inspirational travel ideas found from @folkindonesia uploaded content motivates and strengthens followers' desire to visit similar destinations. The higher (intense) the level of interaction that occurs on the @folkindonesia account, the greater the visiting decision made by the followers of the account.

Based on the conclusions that have been explained by the researcher, the recommendations that can be given by researchers in writing this journal are:

1. Researchers expect that the Folk Indonesia Instagram account can further improve and utilize Instagram features more optimally to be able to attract more audiences, especially the uploaded posts can be more attractive. Some methods that can be done are using the Question & Answer feature, and community chat, to create an Instagram filter frame feature, where every content belonging to followers who tag @folkindonesia can be directly reposted with the filter frame that has been created.
2. Researchers expect that future researchers can expand the theory and concept of social media interaction and discuss it more deeply using other research methods and different criteria and variables to get more in-depth answers or results.

ACKNOWLEDGMENTS (if any)

As this publication has been released, we would like to take this opportunity to conve our appreciation for your efforts and expertise as resource persons. The effort you make is highly appreciated. This acknowledgment was conveyed to Folk Indonesia team, including:

1. Bapak Romansah, as founder Folk Indonesia
2. Bapak Sandi Miftah, as founder Folk Indonesia

REFERENCES

Aldy, Purnomo. (2017). *Analisis Statistik Ekonomi dan Bisnis Dengan SPSS*. Wade Group.

Alviona, A., Salim, M. A., & Priyono, A. A. (2023). Pengaruh Sosial Media (Instagram), Celebrity Endorse, dan Harga terhadap Keputusan. *Jurnal Manajemen Perhotelan dan Pariwisata*, *6*(2), 361–369. https://doi.org/10.23887/jmpp.v6i2.60942

Annur, C. M. (2023, April). *Jumlah Pengguna Instagram Indonesia Terbanyak ke-4 di Dunia*. [Online] (diupdate 25 Maret 2023) Tersedia di: https://databoks.katadata.co.id/datapublish/2023/05/04/jumlah-penggunainstagram-indonesia-terbanyak-ke-4-di-dunia. [Diakses pada tanggal 5 April 2023].

Arikunto, Suharsimi. (2008). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: PT. Rineka Karya.

Arikunto, Suharsimi. (2010). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: PT. Rineka Cipta.

Arikunto, Suharsimi. (2013). *Prosedur Penelitian Suatu Pendekatan Praktik.* Edisi Revisi. Jakarta: PT. Rineka Cipta.

Aryani, I. D., & Murtiariyati, D. (2022). Instagram Sebagai Media Promosi Dalam Meningkatkan Jumlah Penjualan Pada A.D.A Souvenir Project. *Jurnal Riset Akuntansi Dan Bisnis Indonesia*, *2*(2), 466–477. https://doi.org/10.32477/jrabi.v2i2.479

Azwar, Saifuddin (2014). *Metode Penelitian*. Yogyakarta: Pustaka Pelajar.

Azwar, Saifuddin (2014). *Sikap Manusia dan Teori Pengukurannya*. Edisi 2 .Jakarta: Pustaka Pelajar.

Bahri, S. (2018). *Metodologi Penelitian Bisnis Lengkap dengan teknik Pengolahan Data SPSS*. Yogyakarta: CV Andi Offset.

Banerjee, A., & Chaudhury, S. (2010). Statistics Without Tears: Populations and Samples. *Industrial Psychiatry Journal*, *19*(1), 60–65. https://doi.org/10.4103/0972-6748.77642

Bungi, Burhan. (2013). *Metodologi Penelitian Sosial dan Ekonomi*. Jakarta: Kencana Prenada Media Group.

Cahyono, A. S. (2016). Pengaruh Media Sosial terhadap Perubahan Sosial Masyarakat di Indonesia. *Jurnal Ilmu Sosial & Ilmu Politik*, *9*(1), 140–157. https://doi.org/10.36563/publiciana.v9i1.79

Caton, S., Hall, M., & Weinhardt, C. (2015). How do Politicians Use Facebook? An Applied Social Observatory. *Big Data & Society*, *2*(2), 1–18. https://doi.org/10.1177/2053951715612822

Chung, N., & Koo, C. (2015). The use of social media in travel information search. *Telematics and Informatics*, *32*(2), 215–229. https://doi.org/10.1016/j.tele.2014.08.005

Di Gangi, P. M., & Wasko, M. M. (2016). Social Media Engagement Theory: Exploring the Influence of User Engagement on Social Media Usage. *Journal of Organizational and End User Computing (JOEUC)*, *28*(2), 53–73. 10.4018/JOEUC.2016040104

Effendy, Onong Uchjana. (2008). Ilmu Komunikasi Teori dan Praktek. Bandung: PT Remaja Rosdakarya.

Flotzinger, Rudolf & Fastl, Christian (2023). Art. "Neuhofer, Family", in: *Oesterreichisches Musiklexikon online*. https://doi.org/10.1553/0x0001db1a)

Fotis, J., Buhalis, D., & Rossides, N. (2012). *Social Media Impact On Holiday Travel Planning: The Case of the Russian and the FSU Markets*. In *Transdisciplinary Marketing Concepts and Emergent Methods for Virtual Environments*, *1*(4), 230–249. IGI Global. http://dx.doi.org/10.4018/978-1-4666-1861-9.ch016

Ghozali, Imam (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, Imam. (2017). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, Imam. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.

Guilford, J.P. (1956). *Fundamental Statistic in Psychology and Education*. 3rd Ed. New York: McGraw-Hill Book Company, Inc.

Guo, Z., Yang, W., Qiuxia, C., & Huang, X. (2023). The contribution and interactive relationship of tourism industry development and technological innovation to the informatization level: based on the context of low-carbon development. *Frontiers in Environmental Science*, *11*. https://doi.org/10.3389/fenvs.2023.999675

Hartanto, Dicki dan Yuliani, Sri. (2019). *Statistik Riset Pendidikan Dilengkapi Analisis SPSS*. Pekanbaru: Cahaya Firdaus.

Hendryadi, Tricahyadinata, I., & Zannati, R. (2019). *Metode Penelitian: Pedoman Penelitian Bisnis dan Akademik*. Jakarta: Lembaga Pengembagan Manajemen dan Publikasi Imperium (LPMP Imperium).

Herni, S. (2022). Pengaruh Unggahan Foto Wisata Alam Curug Malela Pada Media Sosial Instagram Terhadap Minat Berkunjung Generasi Z. *Medialog: Jurnal Ilmu Komunikasi*, *5*(1), 219–226. https://doi.org/10.35326/medialog.v5i1.1284

Jaakonmäki, R., Oliver M., & Jan vom B. 2017. The Impact of Content, Context, and Creator on User Engagement in Social Media Marketing. *Proceedings of the 50th Hawaii International Conference on System Sciences*. https://doi.org/10.24251/HICSS.2017.136

Keith, Roberto. (2003). *How-To Hydroponics*. 4th edition. New York: The Futurgarden Press.

Kemp, Simon. (2023, Februari). Digital 2023: Indonesia. [Online] (diupdate 09 Februari 2023) Tersedia di: https://datareportal.com/reports/digital-2023-indonesia. [Diakses pada tanggal 5 April 2023].

Kotler, Philip and Keller. (2009). *Manajemen Pemasaran*. Edisi 13 Jilid 1. Jakarta: Erlangga.

Kotler, Philip dan Gary Armstrong. (2012). *Prinsip-prinsip Pemasaran*. Edisi 13. Jilid 1. Jakarta: Erlangga.

Kuncoro, Mudrajad. (2007). *Metode Kuantitatif: Teori dan Aplikasi Untuk Bisnis dan Ekonomi*. Yogyakarta: UPP STIM YKPN.

Lusch, R. F., & Vargo, S. L. (2014). *The service-dominant logic of marketing*. Routledge, 449. http://dx.doi.org/10.4324/9781315699035

Miranda, S. (2017). Pengaruh Instagram Sebagai Media Online Shopping Fashion Terhadap Perilaku Konsumtif Mahasiswi Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Riau. JOM FISIP. 4(1): 1-15.

Nursanti, S. et al. (2021). Pelatihan Komunikasi Efektif Berbasis Media Sosial Bersama PPNI Komisariat RSUD Karawang. *Jurnal Komunikasi Profesional, 5*(5), 481–490. http://dx.doi.org/10.25139/jkp.v5i5.4192

Nalendra, Aloysius Rangga Aditya, (2021). *Statistika Seri Dasar Dengan SPSS.* Bandung*:* Media Sains Indonesia.

Nezakati, H., Yen, C. P., & Akhoundi, M. (2013). Antecedents Impact on Brand Loyalty in Cosmetics Industry. *Journal of Applied Sciences, 13*(1), 126–132. http://dx.doi.org/10.3923/jas.2013.126.132

Pitana, I Gede & Gayatri, Putu G. (2005). *Sosiologi Pariwisata*. Yogyakarta: CV Andi Offset.

Priyatno. (2017). *Panduan Praktis Olah Data Menggunakan SPSS*. Edisi I. Yogyakarta: CV. ANDI.Pariser, E. (2012). The filter bubble: How the new personalized Web is changing what we read and how we think. *Choice Reviews Online*, *50*(2). https://doi.org/10.5860/choice.50-0926

Redondo, T. (2015). The digital economy: social interaction technologies – an overview. *International Journal of Interactive Multimedia and Artificial Intelligence*, *3*(2), 17. https://doi.org/10.9781/ijimai.2015.322

Scheaffer, R.L., Mendenhall, W., Ott., L. (2006). *Elementary Survey Sampling.* Belmont: Thomson.

Setyawan, Achmad, Nur, A. A., Kuswati, R., Imronudin, & Kussudyarsana (2021). *Modul Praktikum Workshop Statistik Milenial*. Sukoharjo: Jasmine.

Silaban, P., Chen, W., Nababan, T., Eunike, I., & Silalahi, A. (2022). How travel vlogs on youtube influence consumer behavior: a use and gratification perspective and customer engagement. *Human Behavior and Emerging Technologies*, 2022, 1–16. https://doi.org/10.1155/2022/4432977

Silaen dan Widiono. (2013). *Metodelogi Penelitian Sosial Untuk Penulisan Skripsi dan Tesis*, In Media.

Sudjana, Nana & Ibrahim. (2004). *Penelitian dan penilaian pendidikan*. Bandung: Sinar Baru Algensindo.

Sugiyono. (2013). *Metodelogi Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.

Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Sugiyono, (2016). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Sugiyono. (2019). *Metodologi Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Sujarweni, V. Wiratna. (2022). *Metodologi Penelitian*. Yogyakarta: PT. PUSTAKA BARU

Supranto, J. (2000). *Teknik Sampling untuk Survei dan Eksperimen*. Jakarta: Penerbit PT Rineka Cipta.

Supranto, J. (2000). *Statistik (Teori dan Aplikasi)*. Edisi 6. Jakarta: Erlangga.

Supriyanti, Sani dan Maharani, Vivin. (2013). *Metodologi Penelitian Manajemen Sumber Daya Manusia. Malang*: UIN-Maliki Press.

Tikno. (2017). Measuring performance of facebook advertising based on media used: a case study on online shops in indonesia. Procedia Computer Science, 111, 105–112. http://dx.doi.org/10.1016/j.procs.2017.06.016

Wahidar, T. I. (2019). Efektivitas instagram terhadap keputusan berkunjung ke desa wisata Buluhcina (Studi deskriptif kuantitatif terhadap akun instagram @desabuluhcina). *Jurnal Ilmu Komunikasi*, *9*(2), 186–200.

Widiyanto, Joko. (2010). *SPSS for Windows Untuk Analisis Data Statistik dan Penelitian*. Surakarta: BP-FKIP UMS.

Wu, J., Chen, J., & Yan, L. (2019). Analysis on the development level and dynamic factors of the integration of culture and tourism industry. *Frontiers in Management Research*, *3*(3). https://doi.org/10.22606/fmr.2019.33005

Yuliara, I. M. (2016). *Regresi Linier Sederhana*. Bali: Fakultas Matematika dan Ilmu Pengetahuan Alam Universitas Udayana.

Yusuf, O. (2019, Januari). *Pengguna Harian Instagram Stories Tembus Angka 500 Juta*. [Online] (diupdate 31 Januari 2019) Tersedia di: https://tekno.kompas.com/read/2019/01/31/15320087/pengguna-harian-instagram-stories-tembus-angka-500-juta. [Diakses pada tanggal 5 April 2023].