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THE INFLUENCE OF PROMOTION THROUGH INSTAGRAM SOCIAL MEDIA ON THE DECISION TO VISIT THE RUMAH ULIN ARYA TOURISM OBJECT (STUDY OF INSTAGRAM FOLLOWERS @RUMAHULINARYA)

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Abstract. Rumah Ulin Arya is one of the family tourist destinations in Samarinda city that offers a variety of activities, attractions, and complete facilities. To enhance and maintain public interest in visiting the destination as a place of cultural and historical education, as well as entertainment, a strategy is needed, particularly in publicizing all activities related to the tourist destination through promotion on Instagram social media.This study aims to determine the influence of promotion through Instagram social media on the decision to visit Rumah Ulin Arya. This research uses a quantitative method with a survey approach. Data collection methods in this study involve distributing questionnaires via Google Forms to 100 people who follow the Instagram account @rumahulin.arya. The concepts used in this study are social media promotion and the decision to visit. The results of this study indicate that there is an influence of promotion through Instagram social media on the decision to visit by 44.1%, with the remaining 55.9% influenced by other factors not examined in this study. The strength of the relationship between the variables tends to be positive, with a figure of 0.664.

Keywords: promotion; instagram; decision to visit; Rumah Ulin Arya

I. INTRODUCTION

Samarinda is the capital of East Kalimantan province. In 2017, the City of Samarinda formulated a Smart City Master Plan with assistance from the Ministry of Communication and Information. The Smart Branding concept was adopted as a strategy to improve the image of a city by developing an integrated tourism ecosystem, improving public infrastructure and improving hospitality services. One of the missions of the Samarinda City Government is to create a city economy that is increasingly advanced, independent, democratic and just. One sector that can improve the economy of the city of Samarinda, apart from the mining sector, is the tourism sector. According to the model proposed by Leiper, tourism consists of three main elements, namely tourists, geographical elements and the tourism industry (Isa Wahyudi, 2022). East Kalimantan Province is a province that offers various destinations with various types of offers and often attracts the attention of the public. Reporting from the Satu Data East Kalimantan website, recorded from 2016-2021, the data on the number of tourist attractions in East Kalimantan has had several changes and is very diverse. This data can be seen in the following image: Based on data on the number of tourist attractions, it is known that in 2022 East Kalimantan will have 260 East Kalimantan destinations in 2016-2022, natural tourist park destinations, 60 cultural events, 150 artificial tourist destinations, 165 historical and ancient heritage destinations, 4 museum destinations, 76 art gallery destinations, 2 cultural park destinations, 14 traditional craft village destinations, 4 national park destinations, 7 grand forest park destinations, 7 hunting park destinations, 64 marine tourism park destinations, and 19 mangrove destinations (Kaltimprov).

In Samarinda City itself there are various tourist destinations, there are Tanah Merah Waterfall, Crocodile Farm, Pampang Cultural Village, Mahakam River Bank, Shalmasofa Park, Lempake Dam, Serayu Baths, Ndesa Garden Swimming Pool, and many more. The development of the times has given rise to changes in lifestyle from all aspects of people's lives. This change is also quite noticeable in the lack of public interest in visiting tourist destinations. This is because some tourist destinations only focus on one tourism sector, for example the crocodile breeding tourist destination only offers animal tourism activities, the Tanah Merah Waterfall tourist destination only offers marine activities, and so on. Ethnic and cultural diversity must be maintained so that it does not disappear along with technological developments and exposure to modern culture and foreign cultures. Realizing this, currently there are many tourist destinations which offer various types of activities that can entertain the public. Rumah Ulin Arya is an example of a tourist destination that offers various types of tourist activities, ranging from cultural activities, sports, commercial tourism,

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industrial tourism, marine tourism, to nature reserve tourism. This shows that Rumah Ulin Arya is not only focused on one type of tourism, but rather provides a variety of interesting and varied tourist experiences for its visitors.

Rumah Ulin Arya is a family tourist destination filled with various interesting rides and facilities. In this place, people can tour the nature reserve by enjoying various plants, fruit trees, ironwood trees and other unique plants. Apart from that, there is also a mini zoo tour. There are also spots to take photos while relaxing, namely the Rumah Ulin Arya, greenhouse and cottage. Not only entertainment for adults, children can also enjoy the various facilities offered such as a kids playground, swimming pool. And there is also a café as a culinary tour provided for visitors. Rumah Ulin Arya is a complete tourist destination to enjoy (Rumah Ulin Arya, 2022).

To increase and maintain public interest in visiting tourist destinations as places of cultural education, history and entertainment facilities, strategies are needed, especially in publicizing all activities related to these tourist destinations. Promotion is an example of a strategy that can be used. Promotion is considered an important factor in the success of a marketing program. Promotion aims to influence the public to become familiar with the products offered by the company and feel interested in buying them (Gitusudarmo, 2000).

Technological developments create various kinds of facilities and features that can make activities easier for people. Mass media is the result of current technological developments. Mass media plays a very important role in influencing humans because media has a significant impact on everyday life.

Some examples of social media are Facebook, Twitter, YouTube and Instagram. In this promotional strategy we will use Instagram. In an article published in one of the online portals, namely kompas.com, it is stated that currently Instagram users are generally aged around 15 - 55 years and have reached 1 billion active users as of June 2018 (Fatimah Kartini Bohang, 2018).

Instagram is an application that makes it easy for people to upload photos or videos to user accounts, with various features that have been provided, especially the touch of existing filters, which will make the images more beautiful and interesting to look at. Apart from the filter feature, Instagram also has various main features such as Instagram Story and Instagram Live.

According to maxmanroe.com, there are 7 unique facts that Instagram has, namely: big brands on Instagram, the use of mentions and hashtags which are apparently effective, brands which include location, hashtags or hash tags also influence engagement, and the use of short captions which apparently are not very bad. Companies that will use Instagram social media must make observations first.

Recently a tourist destination has emerged with a different concept compared to previous tourist destinations in Samarinda. This tourist destination uses Instagram as a promotional medium. The following is the profile of Rumah Ulin Arya on Instagram.

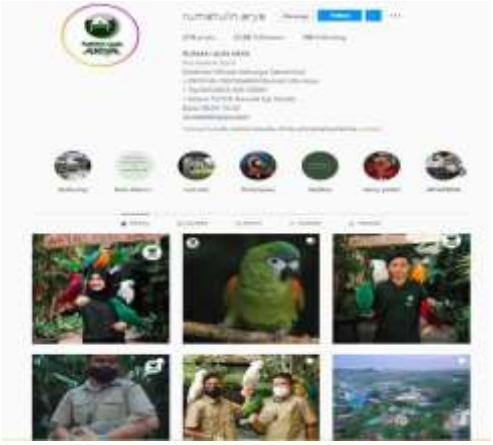


Figure 1. Instagram Profile @rumahulinarya



Figure 2. Promotional activities on Instagram @rumahulinarya

Apart from that, the Rumah Ulin Arya is also a tourist destination with the aim of participating in providing education about art activities that are packaged in an interesting way.



Figure 3. Educational Activities

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Figure 4. Providing Information Via Instagram

Rumah Ulin Arya's use of Instagram was recorded on June 9 2018, Rumah Ulin Arya's Instagram, which has the username @rumahulinarya, has 21,600 followers. With Instagram, Rumah Ulin Arya regularly shares various kinds of photos that attract attention from various groups. The Rumah Ulin Arya team often provides information about various activities through this platform, as well as uploading certain interesting angles as photo spots for visitors. Apart from that, Instagram is also used to provide information about ongoing promotions at Rumah Ulin Arya. This helps attract visitor interest and expands the reach of information regarding the various activities and offers at Rumah Ulin Arya.

The very high existence of Instagram is increasingly supporting Rumah Ulin Arya to use Instagram as a tool for implementing marketing public relations strategy activities to make offers via Instagram so that it can increase public interest in visiting.

Based on the background above, the aim of this research is to determine the significance of the influence of promotion via Instagram social media on the decision to visit the Rumah Ulin Arya tourist attraction.

II. RESEARCH METHOD

In this research, the author uses a quantitative approach. Quantitative methods allow researchers to describe phenomena based on existing theories, where the proposed theory is used as a standard for assessing the suitability of the observed phenomena (Muhammad Idrus, 2009). In this context, the use of quantitative methods in research was chosen because the research focuses on the concept of social media marketing which carries out promotions via social media, especially Instagram, and wants to explore the relationship between visiting decision theory and the effectiveness of promotions on this platform. Quantitative methods allow researchers to collect and analyze data statistically to find out whether there is a significant relationship between the two variables. In this research, the survey method was used to investigate individual behavior related to the influence of promotions via social media Instagram @rumahulinarya on tourists' visiting decisions. The survey method is a quantitative research approach in which structured or systematic questions are asked to a number of respondents, and the answers from these respondents are then recorded, processed and analyzed by the researcher.

In this research, the survey method was used to investigate respondents' behavior regarding @rumahullinarya promotional activities on social media (Instagram), which could influence respondents' interest in visiting. Surveys provide a structured framework for collecting data from respondents on a larger scale, allowing researchers to identify patterns and trends related to the relationship between social media promotion and visiting interest.

The population in this research is people who use Instagram social media and follow or follow Instagram @rumahulinarya. Where the total followers they have are 39,200, it can be said that the population in this study is 39,200 people who follow the Instagram account @rumahulinarya.

In the context of research, a sample is a small portion of the population selected using certain procedures so that it can represent the population as a whole. Through representative samples, researchers can generalize to the population more efficiently and effectively. To determine the sample size in this research, researchers used the formula (Burhan Bungin, 2006, p. 102). Based on these calculations, the researchers decided to round up the number of respondents to 100 people who follow or follow the Instagram account @rumahulinarya.

The sampling technique explains the approach that will be used in the research, whether it is probability sampling or non-probability sampling. The sampling technique used in this research is purposive sampling, which is part of non-probability sampling. This technique is used in research that places greater emphasis on research objectives rather than population representation in determining the research sample.

After determining the characteristics of the sample, the researcher then distributed the questionnaire via Google Form by sending a link to followers of the Instagram social media account @rumahulinarya via direct message.

In this research, the data collection method was carried out through a survey by distributing questionnaires using Google Form. Questionnaires were chosen because they are considered an efficient way to collect data when the variables to be measured have been determined and researchers have clear expectations from the respondents (Sugiyono, 2010). The questionnaire in this research was prepared using Google Form and distributed by sending the questionnaire link to respondents via direct message on Instagram. The scale used in this research is the Likert scale. In this study, the researcher decided to use only 4 measurement scales, namely strongly agree (4), agree (3), disagree (2), and strongly disagree (1).

Secondary data is obtained through pre-existing sources and has been previously processed, which can then be reused for new analysis or research (Mudjarat Kuncoro, 2011). In this research, secondary data was mainly taken from literature and websites related to the topic of promotion via Instagram social media and visiting decisions.

In this study, researchers applied simple linear regression analysis methods and Pearson correlation coefficients. This is because the researcher wants to know whether there is an

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influence between variables x and y, namely promotion via social media Instagram and the decision to visit.

Validity and Reliability Test

Validity tests are carried out to assess the extent to which the questionnaire prepared can measure the construct or variable in question. One method of testing validity is to test the correlation between the score of each individual question and the total score of the questionnaire. To determine whether the correlation value for each question is significant, it is generally done by referring to the product moment value table or using statistical software such as SPSS to test the significance of the correlation (Juliansyah Noor, 2011, p. 132). To test validity, users can use SPSS 20 software. Validity is measured by comparing the correlation value (calculated r) with the correlation value in the distribution table. If the probability is > 0.05, then the measuring instrument is called valid (Duwi Priyanto, 2010, p. 70).

Meanwhile, one way to find out whether the measurement used is effective or not is to test its reliability. The criterion for testing reliability using Cronbach's alpha is if the alpha value exceeds 0.60 ($\alpha > 0.60$), then the conclusion is that the measuring instrument used has an acceptable level of reliability.

Simple Linear Regression Analysis Test

Simple Linear Regression is a useful statistical way to understand how one thing (called the predictor variable) relates to another thing (the predicted variable, also known as the response variable). This research chooses simple linear regression because it only involves one variable as a predictor and one variable as a response. This Simple Linear Regression Formula uses Siregar (2013, p.284-285).

Pearson Correlation Coefficient Test

The Correlation Test is carried out to determine the degree of strength of the relationship without seeing whether a variable depends on other variables. According to Thoifah (2015), this statistical test aims to determine whether there is a relationship between two variables, determine the direction of the relationship, and measure the strength of the relationship. The Pearson Correlation Coefficient test formula used is based on Thoifah (2015, p.86).

III. RESULTS AND DISCUSSION

Respondent Characteristics

Based on data that has been distributed to 100 respondents who follow the Instagram account @rumahulin.arya, it is known that the characteristics found consist of gender, age, occupation as well as introductory questions related to responses that know and follow the Instagram account @rumahulin.arya . The results found are as follows.

Table 1. Respondents Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	50	50.0	50.0	50.0
	Female	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

Based on the results that have been found and analyzed using SPSS, it is known that the number of male and female respondents in this study is the same, namely with a percentage of 50% for each category.

Table 2. Respondents Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19 years	1	1.0	1.0	1.0
	20 years	1	1.0	1.0	2.0
	21 years	4	4.0	4.0	6.0
	22 years	4	4.0	4.0	10.0
	23 years	18	18.0	18.0	28.0
	24 years	22	22.0	22.0	50.0
	25 years	20	20.0	20.0	70.0
	26 years	10	10.0	10.0	80.0
	27 years	6	6.0	6.0	86.0
	28 years	5	5.0	5.0	91.0
	29 years	3	3.0	3.0	94.0
	30 years	3	3.0	3.0	97.0
	34 years	1	1.0	1.0	98.0
	36 years	1	1.0	1.0	99.0
	43 years	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Based on this table, if you look at the age segmentation, it is quite varied. Respondents aged 24 years dominate the most, namely with a percentage of 22%, aged 25 years at 20%, aged 23 years at 18%, aged 26 years at 10%, aged 27 years at 6%, aged 28 years at 5% . With each getting a percentage figure of 3%, namely aged 29 and 30 years, also at the age of 21 years and 22 years with the same percentage figure obtained, namely 4%. Meanwhile, the rest with gains of 1% each were aged 19 years, 20 years, 34 years, 36 years and 43 years.

Table 3. Respondents Job

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government employees	3	3.0	3.0	3.0
	Private employees	57	57.0	57.0	60.0
	Businessman	15	15.0	15.0	75.0
	Housewife	6	6.0	6.0	81.0
	Student	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Based on this table, it is known that the respondents in this study came from a variety of different work backgrounds. Starting from private employees who have the highest percentage, namely 57%, then followed by respondents with student or student status with the second largest percentage in this research, namely 19%. With figures that are not much different, namely 15% coming from respondents who work as entrepreneurs. Not only workers, women with housewife status were also respondents in this study with a percentage of 6%, while the rest with a percentage figure that was not large was filled by respondents who worked as civil servants, namely 3%.

Based on the three categories, it is known that visitors to the Rumah Ulin Arya tourist attraction come from various circles and are not specific to gender, age and certain backgrounds. This is evident from the data that has been obtained that potential visitors to the Rumah Ulin Arya tourist attraction are very varied and come from different economic circles. This also shows that the Rumah Ulin Arya tourism can be enjoyed by various groups of all ages and backgrounds. economy.

To obtain accurate data regarding the influence of promotions via social media Instagram on the decision to visit the Rumah Ulin Arya tourist attraction, the researcher confirmed this by submitting an introductory statement regarding respondents who know about the Rumah Ulin Arya tourist attraction and follow the Instagram account @rumahulin.arya. Those who answered "No" or other than "Yes" will not have their data taken to become research respondents, because they are considered not part of the research sample.

Table 4. Do You Know The Tourist Attraction Rumah Ulin Arya?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	100	100.0	100.0	100.0

Table 4a. Do You Follow The Official Instagram Account @rumahulin.arya

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	100	100.0	100.0	100.0

Test the Validity of Variables X and Y
Test the Validity of Promotion Variables via Instagram Social Media (X)

Table 5. Promotion Validity Test Via Instagram Social Media (X)

Instrument	R Count	R Table (0,05)	Validity
1	0,547	0,195	Valid
2	0,666	0,195	Valid
3	0,553	0,195	Valid
4	0,634	0,195	Valid
5	0,724	0,195	Valid
6	0,640	0,195	Valid
7	0,649	0,195	Valid
8	0,602	0,195	Valid
9	0,731	0,195	Valid
10	0,610	0,195	Valid
11	0,666	0,195	Valid
12	0,765	0,195	Valid
13	0,660	0,195	Valid
14	0,624	0,195	Valid
15	0,602	0,195	Valid
16	0,609	0,195	Valid
17	0,634	0,195	Valid
18	0,547	0,195	Valid
19	0,724	0,195	Valid
20	0,610	0,195	Valid

From this table, it is known that the R Table in this study is 0.195. This is because the number of respondents in this research was 100 people. From this data it is also known that the calculated R for each question unit in the Promotion via Instagram Social Media variable is above the R Table number (0.195 which indicates that all question units are said to be valid.

Test the Validity of the Visiting Decision Variable (Y)

Table 6. Visiting Decision Validity Test (Y)

Instrument	R Count	R Table (0,05)	Validity
1	0,691	0,195	Valid
2	0,709	0,195	Valid
3	0,688	0,195	Valid
4	0,547	0,195	Valid
5	0,660	0,195	Valid
6	0,577	0,195	Valid
7	0,610	0,195	Valid
8	0,435	0,195	Valid
9	0,593	0,195	Valid
10	0,592	0,195	Valid
11	0,444	0,195	Valid
12	0,518	0,195	Valid
13	0,524	0,195	Valid
14	0,528	0,195	Valid
15	0,495	0,195	Valid
16	0,679	0,195	Valid
17	0,618	0,195	Valid
18	0,567	0,195	Valid

Based on the table above, it is known that the calculated r value is greater than the table r value. So it can be said that all question units in variable Y (decision to visit) are declared valid.

Reliability Test for Variables X and Y
Reliability Test of Promotion Variables via Instagram Social Media (X)

Table 7. Promotion Reliability Test Via Instagram Social Media (X)

Cronbach's Alpha	N of Items
.920	20

Based on this table, it is known that the Cronbach alpha value is 0.920 or greater than 0.60. This indicates that the question on the promotion variable via social media Instagram as variable X which was asked to research respondents via a questionnaire, is said to be reliable.

Reliability Test of the Visiting Decision Variable (Y)

Table 8. Visiting Decision Reliability Test (Y)

Cronbach's Alpha	N of Items
.743	18

Based on this table, it is known that the Cronbach alpha value is 0.743 or more than 0.60. Thus, it can be said that the statement on the visiting decision variable as variable Y in this research and submitted to respondents via a questionnaire is said to be reliable.

Bivariate Correlation Statistical Test - Pearson Correlation

Table 9. Correlations

		Total X	Total Y
X	Pearson Correlation	1	.664**
	Sig. (2-tailed)		<.001
	N	100	100
Y	Pearson Correlation	.664**	1
	Sig. (2-tailed)	<.001	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Based on this table, it is known that there is a significant relationship between variables X and Y, namely the promotion variable via Instagram social media and the decision to visit. It is said that because the strength of the relationship between the two variables, when viewed from the correlation value, is 0.664, which indicates that the strength of the relationship tends to be positive. This is stated this way because it is in accordance with what researchers use, namely correlation (r) ranging from 1 to -1, indicating that the relationship between the two variables is getting stronger, and conversely, if the value is close to 0, the relationship between the two variables is getting weaker.

Regression Statistical Test

Table 10. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.664[a]	.441	.435	5.219

a. Predictors: (Constant), Total X

In table, it is known that the correlation or relationship (R) value between the two variables is 0.664. Apart from that, it is known that variable Meanwhile, the remaining 55.9% was influenced by other variables not examined in this research.

Table 11. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2102.744	1	2102.744	77.198	<.001[b]
	Residual	2669.366	98	27.238		
	Total	4772.110	99			

a. Dependent Variable: Visiting Decision

b. Predictors: (Constant), Promotion

In this regression test it is said to be significant because table above shows that the significance value is 0.01 < 0.05. So Ha is accepted or in other words, there is an influence of promotion via Instagram social media on the decision to visit Rumah Ulin Arya

Table 12. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.431	4.383		4.661	<.001
	X	.802	.091	.664	8.786	<.001

a. Dependent Variable: Y

In the coefficient table, it is known that the regression equation model obtained is with variable constant coefficients in the unstandardized coefficients column B. So it can be said that the promotion variable via Instagram social media influences the decision to visit with a constant coefficient value of 20.431 and a regression coefficient of 0.802. If entered into the regression equation formula Y= α + bX, then the regression equation model is Y = 20,431 + 0.802

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IV. CONCLUSIONS

Based on the research results and interpretation of the data obtained from this research, the following conclusions can be drawn Based on the results of the regression test, it is known that the influence of promotion via Instagram social media on the decision to visit Rumah Ulin Arya is 44.1%. From the results of the correlation test, the data obtained in this research is that from this influence there is a relationship that tends to be positive and strong between the promotion variable via social media Instagram (X) and the visiting decision variable (Y). This can be proven from the figure of 0.664 which is close to 1. The results of the hypothesis test state that Ha is accepted and Ho is rejected. It is said that because the significance value is 0.01 < 0.05, which means there is a relationship between promotion via social media Instagam (X) and the decision to visit (Y) to Rumah Ulin Arya From this research, according to the conceptual definition, promotional activities carried out by the management of Rumah Ulin Arya through social media Instagram can have an impact on the public's decision to visit Rumah Ulin Arya.

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