

## **EXPOSURE TO TOURISM CONTENT AND TOURIST VISIT INTERESTS OF INSTAGRAM FOLLOWERS @EXPLOREBANDUNG**

**Hasna Nabilah**

Universitas Prof. Dr. Moestopo (Beragama), Jakarta

**Enisar Sangun**

Universitas Prof. Dr. Moestopo (Beragama), Jakarta

**Novita Damayanti**

Universitas Prof. Dr. Moestopo (Beragama), Jakarta

\*Correspondence: hasnanabila2224@gmail.com

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### **ABSTRACT**

This study aims to analyze the extent to which the frequency, duration, and attention to exposure to @explorebandung's Instagram content influence tourism visit interest. Using a quantitative approach with a survey method, this study involved 150 respondents to collect data, which was then analyzed using simple regression techniques. The findings indicate that the three aspects of tourism content exposure frequency, duration, and attention significantly influence a person's interest in visiting a tourist destination. Furthermore, the results of the coefficient of determination test reveal that 34.2% of visit interest is influenced by exposure to tourism content, while the remaining 65.8% is determined by other factors not examined in this study. These findings emphasize that social media, particularly Instagram, plays an important role in shaping tourists' decision-making processes. Thus, this study reinforces that the alternative hypothesis can be accepted, proving that exposure to social media content has a significant impact on tourists' decisions. Additionally, this research successfully achieves its objectives and provides insights into how social media can be effectively utilized as a marketing strategy in the tourism industry.

### **INTRODUCTION**

The critical and selective nature in determining destinations is still inherent in Indonesian society today, including in fostering interest in tourist visits.(Alivia & Lutfi, 2022). This has been further tightened since the COVID-19 pandemic hit Indonesia. People's concerns and fears of gathering have made them limit themselves from going out of the house. This has resulted in a significant decline in public trust in tourist attractions. The Central Statistics Agency recorded a decline in the number of tourists

since 2020 in Indonesia by 173 thousand tourists in one year.

This slump in conditions took up to 4 years to recover. So in the 5th year, it slowly started to improve after the government issued a "new normal" statement where people had to start getting used to living side by side with COVID-19 in order to improve all aspects of life. So since then, all public places have started to enforce new regulations such as wearing masks, always maintaining distance, and always maintaining cleanliness.

Of course, this regulation is also used

as a basis by the public in choosing public places such as tourist attractions as the sector that is most affected by experiencing a significant decline. Such as tourist attractions that strictly maintain the quantity of visitors or guests and also cleanliness such as the availability of hand sanitizer facilities and hand washing places that are easy to find. This condition is often used as a standard in determining the attractiveness of choosing a tourist attraction by the public until now.(Alivia & Lutfi, 2022). The new normal policy is a breath of fresh air for people who want to travel after going through the COVID-19 pandemic. This condition is one of the meanings in psychology called "healing" which describes recovery and healing in general including activities carried out during the holidays to recover from the boredom and physical and mental fatigue that is being experienced(Hikmah et al., 2022).

Quoted from the online media portal detik.com, data obtained from the Bandung City Culture and Tourism Office (Disbudpar) noted that the number of tourist visits to Bandung City reached 7.7 million people throughout 2023. Of that number, around 95 percent were domestic tourists and 5 percent were foreign tourists.

This figure shows an increase in visits compared to the previous year, where in 2022 there were 6.6 million tourists, or an increase of around 17 percent in 2023.

In an effort to socialize the new normal policy, the government utilizes tourism content through social media such as Instagram or other platforms, this is the main strategy in promoting tourism. The content created not only displays the beauty of tourist destinations but also the personal experiences of other tourists, reviews, and interesting recommendations.(Adwimurti et al., 2022). Visualization and testimonials convince tourists to have great potential to influence interest. So in this case, social media plays an important role in communicating messages related to tourist satisfaction that are poured into content.

The social media studied in this study focuses on Instagram which provides an opportunity for users to take pictures and videos and upload them. The many easy

features offered by Instagram have created a new market in every industry. Users of this platform can easily share important moments that are personal, business, or other things. In addition, there is a complete advertising feature that functions to expand the distribution of photos or videos to the general public.

As explained in the research(Adhanisa et al., 2017)that Instagram only plays a role in attracting attention and fostering curiosity about tourist areas. However, to encourage actions such as visiting or buying services offered is still lacking. Of course, this is caused by several things, one of which is the dissatisfaction of other tourists as indicated by negative reviews on one aspect of the tourist area.

The many easy features offered by Instagram have created a new market in every industry. Users of this platform can easily share important moments of personal life, business, or other things. In addition, there are complete advertising features that function to expand the distribution of photos or videos to the general public. In addition to the convenience provided, the large number of users of this social media in Indonesia is another reason. Quoted from Katadata.com, as of 2023, Indonesia is the country that ranks 4th in the world with the number of Instagram users reaching 104.8 million after India, the United States, and Brazil.

If associated with this research, the idea arises that Instagram has many advantages, but not all tourism content can increase interest in tourist visits. This is explained in the research(Adhanisa et al., 2017)that Instagram only plays a role in attracting attention and fostering curiosity about tourist areas. However, to encourage actions such as visiting or buying services offered is still lacking. Of course, this is caused by several things, one of which is the dissatisfaction of other tourists as indicated by negative reviews on one aspect of the tourist area.

Some things that underlie interest in visiting according to Middleton(Middleton, 2009)in(Trirahayu & Putri, 2019)namely (1) problem recognition, which focuses on the desire to make a visit due to the need to increase satisfaction, (2) information gathering, which is an individual's awareness

of the need to increase satisfaction and seek information related to the place of interest in the context of visiting, (3) evaluation, which is a process carried out by individuals to measure and compare information obtained from previous searches so that individuals can make decisions about whether or not to visit. Related to this, this study does not entirely focus on the stages of tourists visiting tourist attractions, but only focuses on the extent to which exposure to social media content can influence interest in visiting.

Of the many tourism content accounts on Instagram, researchers chose one of the tourism accounts @explorebandung which promotes the beauty of Bandung. The @explorebandung account is one of the Instagram accounts that provides various information on tourist attractions and culinary delights that are specifically located in Bandung. This account was chosen because it has the most followers compared to other Bandung tourism accounts, which is around 943 thousand followers as of July 17, 2024.

The large number of followers of this account is the reason because the reach of those who see the content of the account will be wider. In addition, the account is active in sharing information about tourist destinations in Bandung every day. Rosengren in (Widaningsih & Nugraheni, 2020) informs that content exposure can be seen from the amount of information obtained by the audience through the media, including frequency, attention and duration.

This study was conducted with the aim of analyzing the influence of two variables, namely the dependent variable and the independent variable, which are exposure to tourism content and tourist visit interest.

## RESEARCH METHODOLOGY

This study was conducted with reference to the SOR communication theory. Relevant to this study, the SOR theory can provide a clear framework for understanding how content presented on social media can influence tourists' interest in visiting. In this case, social media content functions as a stimulus received by potential tourists. This content can be in the form of

photos, travel videos, positive reviews from other visitors, or even narrative stories about experiences at the place. Each element of this content acts as an external stimulus that has the potential to influence potential tourists.

This study on the exposure of social media content to tourists' visit intentions uses the SOR theoretical framework to identify and measure how certain elements in social media content function as effective stimuli. For example, research can explore the types of visual content that most influence positive emotions and visit intentions, or analyze how other users' narratives and reviews shape tourists' perceptions and decisions. By understanding which stimulus factors are the strongest, tourism managers can design more effective content strategies to attract tourists.

In addition, SOR theory also allows researchers to consider other things that can affect the relationship between stimulus and response. Factors such as demographics, culture, and previous experiences can moderate how individuals process information from social media. Researchers can identify which demographic groups are most responsive to certain types of content, so that strategies can be tailored to meet the preferences and needs of different market segments.

The method used in this study is a quantitative approach with a simple regression analysis technique that only emphasizes the influence between two independent variables and the dependent variable. Data collection was carried out using a survey technique to 150 respondents who were followers of the Instagram account @explorebandung so that conclusions could be drawn.

This study uses a quantitative approach to test the hypothesis that has been made, namely that exposure to tourism content in the form of information communicated through social media has a significant influence on tourist visits. This is in accordance with the research (Kurniawan, 2016) which explains that the form of research that has a structure in calculating the specified data and in the final stage of the research the data can be generalized into a clearer and more optimal form of data and can explain the various influences of the derived

variables used is a quantitative research approach.

As for research using a quantitative approach, it is explained in depth by (Triasmoko, 2014) that research with a quantitative approach will process data in the form of numbers through a tool called SPSS so that the data obtained can be processed and produce a conclusion. The focus of this research is a type of explanatory research that not only digs up data and processes it but researchers carry out the process of meaning and interpretation related to the results of the processed data, then researchers link the results of the study with previous research that is similar to the topic of study being studied.

Of course, the explanatory research conducted this time is a strategy in seeing the pattern of relationships that occur which are more focused between the relationship between tourism content exposure and the formation of tourist visit interest which is a concept of 2 main variables and there is a causal relationship on the topic. In the end, the form of the results of this study will show the results of the relationship that focuses on the dimensions of frequency, duration and attention of tourists who are followers of the Instagram account @explorebandung towards the formation of their visiting interest.

In selecting respondents, the sampling technique used is the simple non-random sampling technique. This technique was chosen because the List of Population Members of the Instagram account @explorebandung followers is difficult to obtain. However, this technique does not provide an equal opportunity for each member of the population to be selected as a sample. By using the simple non-random sampling technique, the results of this study cannot be generalized into the population. but only for conclusions from a number of selected samples.

In this study, the measurement of variables uses a Likert scale. According to Syahrudin & Salim (in Joshi et al., 2015) Likert scale provides a value scale for each response chosen by the respondent. In addition, to reduce the possibility of respondents choosing a neutral answer, the researcher chose to use only four Likert

scale answer choices. The purpose of this change is to reduce the possibility of respondents choosing an answer that is in the middle or neutral.

## RESULTS AND DISCUSSION

This study involved 150 respondents to prove that the research data conducted was valid. Respondents were also selected based on predetermined sample characteristics.

**Table 1**  
**Respondent Characteristics Based on Gender**

Category	Frequency	Percentage
Man	47	31.3%
Woman	103	68.7%
Amount	150	100%

Source: Researcher Processing, 2024

It is known from Table 1. It can be explained that the characteristics of respondents are based on gender. Respondents with male gender are 47 people. While respondents with female gender are 103 people. From this data, respondents are dominated by those who are female.

This is similar to research conducted by (Utomo & Pawito, 2017) that women are more active on social media including Instagram than men. Women tend to use Instagram not only for social interaction but also to seek lifestyle inspiration, including interesting tourist destinations. Visual content presented on Instagram such as photos of scenery, unique accommodations, and travel experiences often attract women because they are more likely to seek aesthetic and emotional experiences offered by the tourist destination.

Mukti and Asriadi (2020) states that women are more responsive to social media trends related to lifestyle and travel. They are more likely to follow accounts that offer travel inspiration such as travel influencers, travel agencies, and tourism-focused brands. These accounts often share content designed to appeal to women by highlighting elements such as natural beauty, comfortable accommodations, and unique experiences that can be had while traveling. Regular exposure to this type of content tends to influence women's travel preferences, increasing their interest in visiting the promoted destinations. (Ultimate, 2023).

Women are also often the primary decision makers or have significant influence in planning family trips. They are more likely to do in-depth research on a destination and plan the details of the trip, from accommodation to activities. This involvement makes them more susceptible to exposure to travel content on Instagram because they are looking for relevant and up-to-date information to plan a trip that suits their needs and preferences. Therefore, when they are exposed to interesting travel content on Instagram, they are more likely to consider the destination as an option.

**Table 2**  
**Respondent Characteristics Based on Age**

Category	Frequency	Percentage
22	4	2.7%
23	21	14%
24	10	6.7%
25	26	17.3%
26	19	12.7%
27	15	10%
28	15	10%
29	4	2.7%
30	10	6.7%
31	6	4%
32	3	2%
33	2	1.3%
34	7	4.7%
35	1	0.7%
36	2	1.3%
37	0	0%
38	2	1.3%
39	2	1.3%
40	1	0.7%
<b>Amount</b>	<b>150</b>	<b>100%</b>

Source: Researcher Processing, 2024

Based on Table 2. It is explained that the characteristics of respondents based on age state that the number of respondents aged 25 and 23 years is greater than other ages of respondents. While respondents aged 35 and 40 years are the smallest, one person each.

This supports research conducted by(Maharani, 2019)that at the age of 25, many women have started to become financially independent, have a steady income, and have more freedom in determining how they spend their time and money, including for traveling. In addition,

women aged 25 tend to be more active on social media, especially on platforms such as Instagram, which is often used to find travel inspiration, share personal experiences, and connect with the global community. Instagram offers interesting visual content, such as photos and videos of tourist destinations that are very eye-catching.

In addition, based on the statement by(Mansur et al., 2021)Women aged 25 are also at the ideal age to be targeted for digital marketing content, including tourism campaigns. They are often considered a responsive market segment that is easily influenced by social media trends, so they are more exposed to and influenced by tourism content promoted on Instagram. All of these factors make women aged 25 the dominant respondents in this study.

**Table 3**  
**Respondent Characteristics Based on Occupation**

Category	Frequency	Percentage
<b>Students</b>	9	6%
<b>Businessman</b>	11	7.3%
<b>Private employees</b>	112	74.7%
<b>Government employees</b>	13	8.7%
<b>Teacher</b>	5	3.3%
<b>Amount</b>	<b>150</b>	<b>100%</b>

Source: Researcher Processing, 2024

Based on Table 3. Above, it can be explained that the most types of jobs are private employees totaling 112 respondents. And the characteristics of the least respondent jobs are teaching jobs.

The results of this study are similar to the results of research conducted by(Nursyamsiah et al., 2022), that at this age many women have entered the early stages of their careers, have relatively stable incomes and are financially independent so that they allocate part of their income for recreational activities, including travel. As private employees, they are also often exposed to a work culture that encourages a balance between work and personal life so that vacations and travel become a way to relieve stress and refresh the mind.

The characteristics of work as a



private employee also play an important role in making this group more open to exposure to tourism content. In a private work environment, there is an incentive to make optimal use of available vacation time, and Instagram is often the main medium for seeking inspiration about interesting tourist destinations.(Almiatin et al., 2018). This makes women in this category more responsive to travel-related content and more easily influenced to visit promoted tourist destinations.

**Table 4**  
**Respondent Characteristics Based on Income**

Category	Frequency	Percentage
<3,000,000	7	4.7%
3,000,000 – 5,000,000	57	38%
>5,000,000	86	57.3%
Amount	150	100%

Source: Researcher Processing, 2024

From Table 4. It can be explained that the characteristics of respondents from their income in one month are more than 5 million in one month as many as 86 respondents. While the smallest income of respondents is less than 3 million as many as 7 respondents.

This supports the results of research conducted by(Sukardi et al., 2022)which states that if their income reaches more than 5 million rupiah per month, this amount is sufficient to meet daily living needs while also setting aside some funds for recreational activities and vacations.

Income of more than 5 million rupiah per month also gives them financial freedom to plan trips, both short trips and longer vacations. They can allocate funds for travel tickets, accommodation, and other tourist activities without worrying too much about the financial impact. In addition, women in this group are also more likely to be exposed to and influenced by promotional tourism content on Instagram because they have sufficient purchasing power to realize their interest in visiting destinations they see on social media.

Instagram, as a visual-based platform, is very effective in attracting women aged 25 with sufficient income because they are attracted to photos and

videos that show interesting tourist destinations, unique experiences, and lifestyles. With better economic capabilities, they tend to respond positively to travel content and travel based on inspiration obtained from Instagram.(Asrawati et al., 2024). The ability to enjoy a freer and more modern lifestyle coupled with the desire to enrich life experiences makes women in this category the most appropriate respondents in this study.

This study involved 150 respondents who answered a questionnaire containing 36 statements that measured two variables, namely the tourism content exposure variable (X) and the tourism visit interest variable (Y).

If a frequency distribution analysis is carried out on the tourism content exposure variable, the categorization criteria values are obtained as listed below.

**Table 5**  
**Distribution of Frequency of Exposure to Tourism Content**

Category	Frequency	Percentage
Tall	5	3.33%
Moderate	83	55.33%
Low	62	41.33%
Amount	150	100%

Source: Researcher Processing, 2024

The data in Table 5. Above can be explained that the frequency distribution above explains the categorization criteria of the tourism content exposure variable. The data above was obtained from the responses of 150 respondents who followed the Instagram account @explorebandung. In the high category, there are around 5 followers who have a good understanding of frequency, duration, and attention. While there are 83 followers who have a fairly good understanding of frequency, duration, and attention. And as many as 62 followers who do not have a good understanding of frequency, duration, and attention. So it can be concluded that the highest average of followers has a fairly good understanding of frequency, duration, and attention in paying attention to content on Instagram @explorebandung.

The variable of interest in tourist visits has several derived dimensions, namely problem recognition, information gathering,

and evaluation. Based on the statement items in the research questionnaire, the dependent variable has a total of 17 statements. In order to find out the tendency of the data results obtained, an analysis was carried out on the respondents' answers from each statement item. The findings from the calculation are as follows.

**Table 6**  
**Frequency Distribution of Interest in Tourist Visits**

Category	Frequency	Percentage
Tall	16	10.67%
Moderate	121	80.66%
Low	13	8.67%
Amount	150	100%

Source: Researcher Processing, 2024

The data in Table 6. Above can be explained that the categorization criteria of the variable of interest in tourist visits. The data above were obtained from the responses of 150 respondents who followed the Instagram account @explorebandung. In the high category, there are 16 followers who have a good understanding of problem recognition, information gathering, and evaluation. While 121 followers have a fairly good understanding of problem recognition, information gathering, and evaluation. And as many as 13 followers have a low understanding of problem recognition, information gathering, and evaluation. Thus it can be stated that the highest average of followers has a fairly good understanding of problem recognition, information gathering, and evaluation.

**Table 7**  
**Coefficient Test Results**

Model	R	R2 (adjusted R2)
1	0.585	0.342

Source: Researcher Processing, 2024

Based on Table 7. Above, it can be explained that the magnitude of the correlation/relationship (R) value between variables is 0.585. While the coefficient of determination (R2) or the percentage of its independent influence on its dependent variable is 0.342. This figure confirms that the influence of the tourism content exposure variable (X) on the tourist visit interest variable (Y) is 34.2%, while the remaining 65.8% is influenced by various other factors outside the independent

variable (X) which are not explained in this study.

**Table 8**  
**Simple Linear Regression Analysis Results**

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	24,979	3.180	.585
Interest in Tourist Visits	.515	.059	

Source: Researcher Processing, 2024

From the data in table 8. Above, it can be explained that the results of a simple regression analysis test with a constant value between the variables of tourism content exposure and interest in tourist visits are 24.979, while the value of interest in tourist visits is 0.515. So that the regression equation/model obtained is:  $Y = a + bX$ . Based on this equation, it is interpreted that Constant (a) has a positive value of 24.979 which confirms that there is a positive influence of the variable of tourism content exposure on tourist interest in visits. If tourism content exposure is equal to 0, then the interest in tourist visits is 24.979. It can be interpreted that if the variable of tourism content exposure (X) increases or is affected by one unit, then the interest in tourist visits will also increase. In addition, the value of the regression coefficient (b) on the variable of tourism content exposure has a constant value of 0.515. These results confirm that if tourism content exposure (X) increases by one unit, then the interest in tourist visits (Y) will increase by 0.515 or 51.5%.

Content exposure tourism on visiting interest essentially provides in-depth insights into how social media, especially Instagram, can shape tourists' intentions and decisions to visit certain destinations.(Trisna Semara & Lestari, 2021). Of course in the context

This, The concept of media exposure is the main key that refers to the extent to which a person can be exposed to content.

This is a challenge for tourism

providers regarding how they can provide more informative content and provide a complete picture of tourist destinations, including cultural aspects, culinary, local activities or other aspects that tend to be considered effective in increasing tourist visits.(Kurniawan, 2020). One of the Instagram accounts that aims to provide branding or exposure to the wider community is the @explorebandung account. This account is one of the accounts that is the main focus of tourists in finding information for tourist visits.

As one of the accounts that is of interest to many tourists, it is certainly not easy for the @explorebandung account to provide various content created to answer these problems, especially since the formation of interest in visiting is a long process from each individual. In line with what was stated by Munawwaroh(Princess, 2018)that the interest in visiting is basically an encouragement that comes from within the consumer in the form of a desire to visit a particular area or place that is interesting to that person and has gone through a process obtained from digging up information or gaining experience from other people.(Ultimate, 2023).

In the process of proving whether exposure to tourism content created by the @explorebandung account can influence visits or interest in traveling, researchers have distributed questionnaires to 150 respondents who follow the Instagram account @explorebandung. This study was conducted to measure the interest in tourist visits influenced by exposure to tourism content created by the Instagram account. The research data were analyzed using a simple linear regression statistical tool to see the influence obtained. The focus of this study is on the three dimensions of the SOR concept proposed by Hovland, which include frequency, duration, and attention. As well as the three dimensions of the tourist visit interest factor from(Middleton, 2009)

Overall, the research results obtained in this study, especially the SOR (stimulus-organism-response) theory proposed by Hovland, apply to this study. With the assumption that the theory states that if individuals are given stimulus in the form of exposure to content, it will increase

attention, understanding and comprehension of the content provided.(Muhammad et al., 2023). Ultimately it will increase interest in traveling.

So this study confirms that exposure to tourism content through the Instagram account @explorebandung has a significant influence on tourist visit interest, with frequency, duration and attention as the main influencing factors. By understanding these three factors interact and are influenced by audience characteristics, this account can develop a more effective exposure content strategy to attract tourists and encourage them to visit the promoted tourist destinations.(Wijayanti, 2021). The integration of visual, informational and emotional elements in the content is also key in forming positive perceptions and interest in visiting, which can ultimately contribute to increasing the number of tourists visiting Bandung and its surroundings.

## CONCLUSION

Referring to the research findings and discussions conducted on followers of the Instagram account @explorebandung by examining the exposure to tourism content on tourist visit interests, it is known that this study has succeeded in answering the formulated problems and achieving its research objectives, namely the variable of exposure to tourism content on the Instagram account @explorebandung has a positive effect on tourist interest in visiting tourist locations in the Bandung area. So it can be concluded that the results of this study reject the Null Hypothesis (Ho) and accept the Alternative Hypothesis (Ha) which states that the frequency, duration and attention of exposure to Instagram content @explorebandung have a positive effect on tourist visit interests. The results of this study support the Stimulus-Organism-Response (SOR Theory) communication theory which states that if individuals are given stimulus in the form of exposure to the content of a communication media, it will ultimately increase attention, understanding and comprehension of the content provided. In this study, it has finally been proven to increase interest in traveling.

Drecommend that tourism industry players, including destination managers and



travel agents, be more active in optimizing digital marketing strategies. Tourism content presented on social media should be more varied, interactive, and authentic in order to increase the interest of potential tourists. In addition, the use of attractive visuals, tourist testimonials, and detailed information about the facilities and experiences offered at tourist destinations can further strengthen the appeal of visits. Collaboration with influencers or travel bloggers can also be an effective strategy to reach a wider audience and increase the credibility of the information conveyed. Furthermore, it is important for tourism destination managers to pay attention to digital trends and adjust the content created to the preferences of target tourists, so that the information provided is not only interesting but also relevant to their needs.

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