

ABSTRAC

Mutia Alfadila, Communication Study Program, Faculty of Social, Political and Computer Sciences (FISIPKOM), Djuanda University Bogor, 2023, Influence of *Electronic Word of Mouth Instagram @Desawisatabatulayang* on the desire to visit *Bukit Caimandala Camp*, Advisor I: Koesworo Setiawan, S.Sos., M.IK, Advisor II: Dr.Agustina Multi Purnomo, S.P.,M.Si.

The tourism industry utilizes digital to increase tourism potential and promote it to the general public. Tourism management utilizes social media platforms such as Instagram. Caimadala Camp Hill Tour is one of them. Many travelers have visited, recommended, and posted on Instagram and other social media platforms. This study aims to determine the influence of the electronic word-of-mouth Instagram @desawisatabatulayang on the desire to visit Caimandala Camp Hill. The research methodology utilizes explanatory quantitative methods with straightforward regression analysis techniques, coefficient of determination, and the T test. $Y = 9.833 + 274$ as determined by the regression coefficient. If the value $X = 0$ and $Y = 10.107$, has a constant of 9.833, this can be interpreted as a positive effect of electronic word of mouth on visitor interest. The test results for the coefficient of determination indicate that it is 55.4%, with the remainder influenced by variables not included in the study. While the results of the T test indicated that $t_{\text{count}} = 21,399 > 1,966 = t_{\text{table}}$ and $sig = 0.000 < 0.05$, which indicates that H_a is accepted. Therefore, it can be concluded that electronic word-of-mouth has a positive and substantial effect on the desire to visit Bukit Caimandala Camp.



Keywords: Electronic word of mouth, Instagram, Visitor Interest.

ABSTRAK

Mutia Alfadila, Program Studi Sains Komunikasi, Fakultas Ilmu Sosial, Ilmu Politik dan Ilmu Komputer (FISIPKOM) , Universitas Djuanda Bogor, 2023, Pengaruh *Electronic Word of Mouth Instagram @Desawisatabatulayang* Terhadap Minat Berkunjung Ke Bukit Caimandala *Camp*, Pembimbing I: Koesworo Setiawan, S.Sos., M.IK, Pembimbing II: Dr.Agustina Multi Purnomo, S.P.,M.Si.

Sektor pariwisata memanfaatkan digital untuk mengembangkan potensi wisata dan memperkenalkannya kepada masyarakat luas. Pengelola wisata menggunakan digital seperti media sosial *Instagram*. Salah satunya, wisata Bukit Caimandala *Camp*. Banyak wisatawan yang sudah berkunjung dan merekomendasikan bahkan mem-*posting* di media sosial seperti *Instagram*. Penelitian ini bertujuan untuk mengetahui pengaruh *electronic word of mouth Instagram @desawisatabatulayang* terhadap minat berkunjung ke Bukit Caimandala *Camp*. Pendekatan penelitian menggunakan metode kuantitatif ekplanatif dengan teknik analisis regresi sederhana, koefisien determinasi, dan uji T. Berdasarkan hasil koefisien regresi diperoleh $Y = 9,833 + 274X$ Jika nilai $X = 0$ akan diperoleh $Y = 10,107$, memiliki konstansta 9,833, dapat diartikan *electronic word of mouth* berpengaruh positif terhadap minat berkunjung. Hasil uji koefisien determinasi menunjukkan, sebesar 55,4% dan sisanya dipengaruhi di luar variabel yang tidak masuk dalam penelitian. Sedangkan hasil uji T menunjukkan diperoleh $t_{hitung} = 21,399 > 1,966 = t_{tabel}$ dan $sig = 0,000 < 0,05$ yang berarti H_a diterima. Sehingga dapat disimpulkan bahwa *electronic word of mouth* berpengaruh positif dan signifikan terhadap minat berkunjung ke Bukit Caimandala *Camp*.

Keywords: *Electronic word of mouth, Instagram, Minat berkunjung.*