



The Effect of Intensity of Access to @Explorebandung Instagram Content on the Decisions to Visit Tourist Destinations

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ABSTRACT

The study aimed to determine the effect of Instagram content access intensity on the visiting decisions of @explorebandung account followers. Variable X (Instagram Content Access Intensity) is measured through Frequency and Duration, while variable Y (Visiting Decisions) includes Attention, Interest, Desire, and Action. The quantitative survey method was used with a population of 904,395 thousand and a sample of 100 respondents through the Random Sampling technique. Data was collected through Internet Searching, Literature Study, interviews, questionnaires, and field documentation. Results showed a strong influence of frequency (34%) and Duration (15.6%) on Visiting Decision and significance on other Visiting Decision indicators. Conclusion: Instagram Content Access Intensity has a significant effect on Visiting Decisions. Suggestions for @explorebandung are to pay attention to content that strengthens information and follower trust and to update information accurately. Future research is recommended to consider other variables and refer to relevant literature.

Keywords: Content Access Intensity, Visiting Decision, @explorebandung.

1. INTRODUCTION

The phenomenon of tourism plays a major role in the economy of the tourism industry. Tourism objects and realities are not only a magnet for visitors but also play a crucial role in supporting the government's efforts to preserve traditional and cultural wealth as a resource that can be promoted to tourists. In the context of tourism business management, the decision of a tourist to visit a destination becomes the main focus because it is closely

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related to the profitability and sustainability aspects of the uniqueness of the tourist attractions. Destination image, which reflects the perception and reputation of a place, is also a very influential factor in influencing the decision of tourists to explore a location. Thus, tourism uniqueness is not only a determinant of the success of the tourism industry but also reflects a commitment to preserving a region's cultural and traditional heritage.

A city with a good reputation has a great chance of becoming a major tourist destination and supporting the growth of the tourism industry. A positive reputation creates its uniqueness for visitors looking for a positive and memorable experience. In addition to aspects of destination image that include natural beauty, culture, and services, the level of accessibility is also a determining factor in influencing the decision of tourists to visit a city.

Good access, such as accessible transportation and supportive infrastructure, provides comfort and convenience for visitors. This factor can expand the uniqueness of a city as a desirable tourist destination. Thus, optimizing the destination image and increasing accessibility can be an effective strategy in attracting the attention and interest of tourists and supporting sustainable tourism development.

According to Widiastuti (2020), visiting decisions are the determination of tourists in determining a tourist spot to achieve satisfaction according to the needs and desires of tourists. The decision to visit tourists to a tourist spot is closely related to tourist behavior. Tourist behavior is an important element in tourism marketing activities that tourism objects need to know. According to Putra (2021), a visiting decision is a decision taken by someone before visiting a destination or region with many factors considered.

In tourism, people generally conduct searches before starting tourism activities, looking for recommendations for tourist destinations from various sources such as suggestions from friends or family, or using the Internet to find recommendations for tourist attractions and culinary. Many people utilize social media, such as Instagram, Twitter, TikTok, and other platforms, as a source of reference to find exciting tourist attractions. Budiargo, D. (2015) As one of the most popular social media platforms today, Instagram is often used to find recommendations for tourist attractions.

Social media is a superior type of media for its users today, for example, Instagram, TikTok, Facebook, and Twitter for personal use and business accounts. Apart from displaying user content, social media can also be used as a means of interaction between its users. Social media has several facilities, and users can utilize features to interact with these facilities.

According to the Indonesian Internet Service Providers Association, in Indonesia, the percentage of people using the Internet in 2019-2020 reached 73.7%, up 8.9% compared to last year. It is calculated that the number of internet users in Indonesia is 196.7 million out of a total Indonesian population of around 267.9 million. With the increasing use of social media, there is a trend where many individuals compete to become content creators, especially those specializing in tourism. Their job is to review and promote various tourist attractions, intending for the public to know these destinations more widely. The impact is enormous for tourism agencies in a city and contributes positively to the local economy and surrounding communities.

In "Mass Communication Theory" book, Dennis McQuail (2011) explains that New Media is a collection of different communication technologies, has the latest features, and is created digitally. This media is widely available for individuals to use as a communication tool. McQuail details that the Internet is one of the media included in New Media. In the

era of globalization that we face today, technological advances continue to take place very quickly. Sophisticated technological breakthroughs continue to emerge, making the media the primary means of disseminating information. Various media types can now convey information at an incredible speed, and new media, such as the Internet, is part of a significant media revolution. Although the distance between regions can be great, the Internet allows interaction between individuals living in different locations.

This phenomenon has made many people prefer to communicate through online platforms. In the past, people relied on television as a news source and information, often gathering in the living room to watch together. However, everyone has access to the Internet in the current era, and the difference between mass media, such as television, and the Internet is increasingly invisible as traditional mass media, television, and radio are now integrated into one gadget capable of accessing the Internet.

Based on the discussion above, the researcher formulates the problem regarding "How far is the influence of the intensity of access to Instagram content @explorebandung on the decision to visit tourist destinations in the Greater Bandung Region among its followers".

This study aimed to determine the Frequency and duration of Instagram Content @explorebandung on the Decision to visit Tourism Destinations in the Bandung Region among its Followers. Furthermore, to find out the intensity of access to Instagram content @explorebandung on attention, interest, Desire, and action for tourism destinations in the Greater Bandung Region among its followers.

The usefulness of this research includes theoretical and practical aspects. Theoretically, this research contributes to the theoretical realm, becomes a constructive contribution of knowledge, and has the potential to become knowledge that supports the development of science. It can generally be helpful for Communication Science, especially for the account manager @explorebandung. While practically, this research can provide insight for researchers, academics, @explorebandung, and society.

2. LITERATURE REVIEW

In M. Anang Firmansyah's thinking, the two concepts are combined and explained in more detail in his book. "Marketing Communication" namely: "Marketing communication is a means by which a company tries to inform, persuade, and remind consumers directly or indirectly about the goods or services being sold. Marketing communication represents the 'voice' of the Company and is a means of the Company because it can create dialog and build relationships with consumers" (Firmansyah, 2020).

The development of the tourism communication field involves the integration of several disciplines in one study that combines aspects of communication and tourism, according to the description of Burhan Bungin (2017). The linkage of tourism communication studies is naturally formed from the unification between communication and tourism. In the scope of communication studies, various theories, such as persuasive communication, mass communication, interpersonal communication, and group communication, contribute. Meanwhile, in the tourism scope, the contribution includes the analysis of tourism marketing, tourism destinations, accessibility to destinations, human resources, and tourism institutions.

In his work "Mass Communication Theory," Dennis McQuail (2015) states that New Media is a group of communication technologies that are distinct, current, and digitally produced. This media is widely available to individuals as a means of communication.

Ennis McQuail (2015) explains that the Internet is one form of media included in New Media. The utilization of the Internet as a medium aims to provide entertainment and information that quickly spreads globally, allowing individuals from all over the world to communicate and interact socially without being constrained by time and location restrictions. With the spread of media and rapid technological advances at this time, it is expected that New Media will continue to influence the lifestyle of teenagers in Indonesia.

Social media, such as Instagram, TikTok, Facebook, and Twitter, are popular among users today for personal and business purposes. In addition to presenting content from users, social media also serves as a platform for user interaction. Various facilities are provided in social media, allowing users to utilize features that support interaction activities. Social media is a new form that connects individuals through applications such as Instagram, Facebook, TikTok, Twitter, and others. By providing social networking services, social media allows users to share various types of digital content, such as images, text, videos, and illustrations. Through social networks, products can also be discovered and shared.

Instagram is a platform that allows users to share visual content online, including photos and videos, and provides social networking services to interact with friends (Budiargo, 2015). Based on information from the Instagram website, this application was founded by Kevin Systrom and Mike Krieger in October 2010. As a platform, Instagram allows users to share photos or images with fellow Instagram users. The images uploaded to Instagram can serve as memories that can be reaccessed in the future, allowing the expression of ongoing moments. The existence of Instagram makes it one of the most popular social media in Indonesia. Society is represented by the same product or a new product in terms of type and function Hapsara, O., & Ahmadi, A. (2022).

According to Hapsara, O., & Ahmadi, A. (2022), recycling is one of the solid waste management methods consisting of several steps, such as separation, collection, processing, distribution, and manufacturing of used products or materials, and is a core element in modern waste management. The waste recycling process involves a series of actions such as collection, separation, and processing to return the waste to society in the form of the same product or a new product, both in terms of type and function Hapsara & Ahmadi, (2022). The intensity in the psychological dictionary refers to the high physical energy in the behavior shown. In relation, Wardani & Fitriani, (2020). talk about intensity, which refers to the strength of behavior at the energy level.

According to the Big Indonesian Dictionary (KBBI), intensity can be explained as a condition for measuring strength. In addition, the word "guna" is defined as a process or activity that enables the use of something (Depdiknas, 2011). With this approach, strength of use refers to the amount of behavioral capability based on a certain level of use.

Research on tourists' visit decisions is focused on analyzing their behaviors and considering various aspects during the decision-making process. According to Daulay et al. (2022). tourist behavior can be defined as a series of actions tourists take to select, purchase, use, evaluate products, services, ideas, and experiences to meet their needs and wants. Daulay et al. (2022). further explains that the study of tourist behavior focuses on how tourists make decisions regarding the use of their resources and the consumption of products and services related to tourism activities. Tourist behavior involves obtaining and organizing information to guide purchasing, using, and evaluating products and services.

3. METHODOLOGY

This quantitative study uses the Survey Method with descriptive analysis techniques. Quantitative research refers to research methods based on the philosophy of positivism. This method is used to investigate specific populations or samples, collect data using research instruments, and analyze data quantitatively / statistically; this aims to test the hypothesis that has been formulated (Sugiyono, 2022). Quantitative research methods include survey research.

A questionnaire was used as one of the research tools to study large and small populations among the followers of Instagram in Bandung Raya. However, the data studied is from samples taken from these populations. So, relative incidence, distribution, and relationships between variables, sociological and psychological, are found.

Next, the survey method uses a questionnaire, where data from the population, both large and small in scope, is taken from the sample. Researchers distributed questionnaires to 100 respondents from selected @explorebandung Instagram followers. To determine the sample, they used the Probability and Simple Random Sampling Technique and the Taro Yamane formula at the 10% level. Survey research is referred to as practical research that aims to make improvements to something. Meanwhile, descriptive refers to research that aims to understand the existence of independent variables, be it one or more variables (variables that stand-alone). In this type of research, there is no direct comparison between variables or analysis of relationships with other variables (Sugiyono, 2022).

The data collection techniques used are literature studies to find references related to research problems to support research, including books, scientific papers, and international journals as a source of knowledge. In addition, an online literature search was also carried out because it was considered more efficient in obtaining the data needed for research. Questionnaires are some closed questions given to research respondents. Researchers also conducted structured and semi-structured interviews to strengthen the research results. Documentation was also conducted to support the research. Data analysis was used using the Master Table, Coding book, Single table, and static tests using the computerized SPSS 22 program.

4. DISCUSSION

The results of the study detail the impact of Instagram Content Access Intensity on Visiting Decisions in the Greater Bandung Area concerning the theoretical framework and previous studies. The Effect of Instagram Content **Frequency** on the Decision to Visit Tourist Destinations in the Greater Bandung Region among its Followers.

Based on the analysis results, it is concluded that the test conducted by researchers on the frequency indicator (X1) on the visiting decision variable (Y) shows an impact of 34%. In comparison, the influence of other factors or variables reaches 66%. The t count value is $7.105 > t$ table of 1.985. Therefore, it can be concluded that the alternative hypothesis (H_a) is accepted, while the null hypothesis (H_0) is rejected. It is signaling a positive and significant influence. From the results of the tests that have been carried out, it can be concluded that there is a positive and significant influence between Frequency on Visiting Decisions, with an influence level of 34%. In comparison, other factors influence the remaining 66%.

The Effect of Instagram Content **Duration** on the Decision to Visit Tourism Destinations in the Greater Bandung Area among its Followers. Based on the results of the analysis that has been compiled, it can be concluded that the test of the influence between Duration (X2) on the Visiting Decision variable (Y) results in an R2 of 15.6%, with 84.4% of the influence coming from other factors. The t count value of 4.252, > t table of 1.985, indicates that the alternative hypothesis (Ha) is accepted, while the null hypothesis (H0) is rejected. Thus, it can be interpreted that there is a positive and significant influence between the Duration of Instagram Content and the Decision to Visit Tourism Destinations in the Greater Bandung Area among its followers. The results of hypothesis testing show that Duration has a significant influence. This can be confirmed by @explorebandung's ability to present engaging content, which their Instagram followers and non-followers can see. Therefore, the interaction duration of @explorebandung followers in accessing its Instagram content gradually increases.

The Effect of Instagram Content Access Intensity on **Attention** to Tourism Destinations in the Greater Bandung Area among Its Followers. From the results of the data analysis that has been carried out, it is revealed that the test between the Instagram Content Access Intensity variable (X) on the Attention indicator (Y1) shows an influence of 18.6%, with other factors amounting to 81.4%. The t count of 4.375, > t table (1.985), indicates that Ha is accepted. It is signaling a positive and significant influence between Instagram Content Access Intensity on Attention to Tourism Destinations in the Greater Bandung Area among its followers. Testing the previous hypothesis confirms that Visiting Decisions has a vital role in attracting the attention of followers of the @explorebandung Instagram account, encouraging them to access content on the platform.

The Effect of Instagram Content Access Intensity on **Interest** in Tourism Destinations in the Greater Bandung Area among its Followers.

Based on the data analysis that has been presented, it can be concluded that the test between the Instagram Content Access Intensity variable (X) on the Interest indicator (Y2) produces an effect of 19.1%. In comparison, other factors amount to 80.9%. The t count value is 4.805, > t table (1.985), so it can be stated that Ha is accepted. It indicates a positive and significant influence between Instagram Content Access Intensity and Interest in Tourism Destinations in the Greater Bandung Area among its followers. The findings from the previous hypothesis test provide evidence that Visiting Decisions play a role in influencing followers' Interest in Tourism Destinations in the Greater Bandung Region. In other words, the content accessed by followers of the @explorebandung Instagram account can arouse their interest in visiting after exploring the content.

The Effect of Instagram Content Access Intensity on **Desire** to Tourism Destinations in the Greater Bandung Area among its Followers.

From the results of the data analysis that was carried out, it was found that the test between the Instagram Content Access Intensity variable (X) and the Desire indicator (Y3) showed an influence of 27.3%. In comparison, other factors amount to 72.7%. The t count value is 6.069, > t table (1.985), so it can be concluded that Ha is accepted. It indicates a positive and significant influence among followers of Instagram Content Access Intensity and Desire to Tourism Destinations in the Greater Bandung Area. The results of the previous hypothesis testing confirmed that the Visiting Decision, especially in the context of Desire, was caused by @explorebandung's Instagram content. Followers of the account show a desire to visit after accessing the content presented. With a magnitude of influence

of 72.7% from other factors, referring to product or destination offerings designed to foster consumer desire or Desire to visit.

The Effect of Instagram Content Access Intensity on **Action** to Tourism Destinations in the Greater Bandung Area among Its Followers.

Based on the results of the data analysis that has been carried out, it can be concluded that the test between the Instagram Content Access Intensity variable (X) and the Action indicator (Y4) shows an influence of 26.9%, with other influences amounting to 73.1%. The t count value is $6.000 > t \text{ table } 1.986$, so it can be concluded that H_a is accepted and H_0 is rejected. This indicates a positive and significant influence of Instagram Content Access Intensity on Action (Action) to visit Tourism Destinations in the Greater Bandung Area among its followers. The results of the previous hypothesis test prove that Visiting Decisions, especially in the context of Action, are influenced by the content presented by the @explorebandung Instagram account. Followers of the account are recognized as having provided the desired content, encouraging followers, both those who have and those who have not followed, to take concrete action in the form of visits to tourist destinations.

The Effect of **Instagram Content Access Intensity** on the **Decision to Visit** Tourist Destinations in the Greater Bandung Area among its Followers.

Based on the data analysis that has been carried out, it can be concluded that the test between the Instagram Content Access Intensity variable (X) and the Visiting Decision variable (Y) produces an effect of 31.9%. In comparison, other factors amount to 68.1%. The t count value is $15.701 > t \text{ table } (1.985)$, so H_a can be accepted. It is concluded that the Instagram Content Access Intensity of the @explorebandung account has a positive and significant influence on the Decision to Visit Tourist Destinations in the Greater Bandung Area among its followers.

Thus, the research findings highlight the important role of Instagram content access intensity in shaping the behavior and visiting decisions of @explorebandung account followers, strengthening the concept that intensive interaction with social media content can contribute to consumer decisions in tourism. The use of Instagram social media in the current era is very influential in making it easier for people to find out about products and buy them.

5. CONCLUSION AND RECOMMENDATION

Based on the above results, the researcher concludes as follows:

1. The effect of Frequency on Visiting Decisions obtained strong results, valid and significant research H_a accepted H_0 rejected. The results show that the frequency of access to the @explorebandung account and the frequency of visits after viewing its content have statistically solid support.
2. The effect of Duration on Visiting Decisions obtained strong results; the research is valid, significant H_a is accepted, while H_0 is rejected. The analysis shows that the time spent opening the account and the distance to visit Bandung have solid statistical support.
3. The effect of Instagram Content Access Intensity on Attention obtained strong results; the research is valid, and significant H_a is accepted, while H_0 is rejected.

Analysis of the results shows that elements such as viewing content, listening to content, and feeling content significantly contribute to the level of attention.

4. The effect of Instagram Content Access Intensity on Interest obtained strong results; the research is valid, significant H_a is accepted, and H_0 is rejected. The analysis shows that aspects such as interest in visiting and interest in seeing directly contribute significantly to the level of interest.
5. The effect of Instagram Content Access Intensity on Desire obtained strong results, valid and significant research H_a accepted H_0 rejected. The analysis shows that factors such as the Desire to find out more, obtain information, and trust tourists significantly impact the level of Desire.
6. The effect of Instagram Content Access Intensity on Action is strong, the research is valid, and significant H_a is accepted, while H_0 is rejected. The analysis results show that elements such as the tendency to visit, confidence to visit, account recommendations to others, and recommendations for places to visit have a significant contribution.
7. The effect of Instagram Content Access Intensity on Visiting Decisions obtained strong results, valid and significant research H_a accepted H_0 rejected. The analysis results show that the intensity of access to Instagram content significantly contributes to visiting decisions, where after accessing @explorebandung content, followers show significant interest in visiting the Greater Bandung area.

Based on the results of the research and the discussion that has been described, the researcher provides suggestions that benefit all parties related to this research. The research suggestions are as follows:

1. For @explorebandung: 1) To increase follower engagement and reliability in accessing posted content, @explorebandung is advised to present exciting and diverse content. 2) We recommend that @explorebandung pay special attention to content that can strengthen followers' information and trust.

2. For Further Researchers

For researchers interested in exploring similar aspects, it is recommended to consider research with different variables. Future research should deepen understanding of the problem to be investigated, involve broader research, and detail concepts by referring to literature from books and relevant previous research.

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