

The Effectiveness of Using Instagram Social Media on Increasing Harapan Island Tourist Visits Thousand Islands

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Research Article

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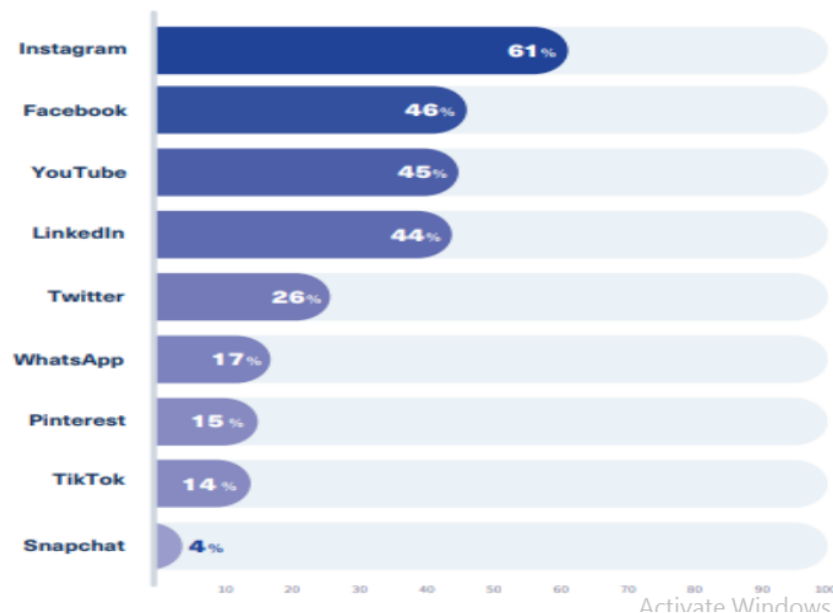
Abstract: Social media has a major influence on the tourism sector, this is because the tourism sector is considered a profitable sector and has great potential to be developed as an asset that is used as a source of income for an area. Harapan Island is one of the tourist attractions that visitors are interested in, therefore social media is needed to become a marketing medium. This study aims to determine the effectiveness of using Instagram social media to increase tourist visit to Harapan Island, the Thousand Islands. The population in this study are the owners of Harapan Island travel tours. The research sample was taken using the total sampling method. A total sample of 54 owners of Harapan Island travel tours was obtained. The research methodology in this study used an experimental method with a quantitative approach. The data analysis technique used is simple linear regression using JASP (Jaffrey's Amazing Statistics Program) software. The result of this study indicate that Harapan Island tourism is influenced by Instagram social media and can explain the variation in the Harapan Island tourism variable by 51.4%. The magnitude of the coefficient of determination (R^2) is 0.0265 or 26.5%. Meaning that the variation of Harapan Island tourism variable is 26.5%. While the rest influenced by other variable that are not include in this research's simple linear regression equation.

Keywords: social media instagram; promotion; tourism.

1. Introduction

The development of tourism is one of the economic activities that is said to be able to generate multiple effect which is able to move the industry and provide a stimulus for investors to invest in general which involves tourism business actors (Fauziah Eddyono, 2019:20). Because the tourism economy for a country is reflected in income, economic growth, balance of payments and foreign currency (Millenia et al., 2021). Tourist visits are often influenced by many aspects of tourism, including tourists, accessibility, services, and transportation. This component is an important determinant of tourist satisfaction to make a return visit to the tour. The Thousand Islands, one of the sub-districts in the Administrative City of North Jakarta, has natural resources that make Indonesia have abundant nature-based tourism potential if managed and utilized properly, the wealth of natural resources has its own interest for tourists (Oktaviani & Fatchiya, 2019). Harapan Island is a populated island which is used as a tourist attraction development area (Pariwisata & Sukaesih, 2020). The Harapan Island tourist attraction wants to be widely known by the people of Indonesia in the midst of intense

business competition in the tourism sector, one of which is to overcome this business competition by utilizing digital platforms, namely social media. This is in line with the statement of Silaban et al., (2023) Social media is also used as a means of online social activity that makes it easier for users to communicate, interact, share, and many other activities. The



social media that is currently in the spotlight is Instagram.

source: Hootsuite's social Trends

Figure 1. Social Media Investment Garfik

Based on the picture above, it explains that Instagram is the social media that occupies the highest score of 61%. This shows that Instagram social media is a useful tool for global communication and promotion. For all parties, the use of social media is a more comfortable and useful communication tool for traveling because the use of social media seems more comfortable and practical and has a very wide reach. In addition, it can be said that the use of social media is of the best value for disseminating a lot of information about tourist attractions or areas for further development. These things make social media increasingly attractive to its users.

With the increasing number of social media users, especially Instagram, it is generally accepted that it is a tool that can provide good opportunities for business people to exercise more. Apart from that, Instagram has many features that can help grow your business even further. At first Instagram was only used to upload photos, then a new feature appeared which is often called insta Story with a 24-hour window to view user upload activity. As Instagram features evolve, users can easily improve the look and feel of their Instagram accounts, making them more unique and informative (Lontoh et al., 2020).

However, there is a gap in this study (*gap research*) lies in the urgency that will attempt to manage *agent travel* tourism in making the effectiveness of the use of Instagram social media successful in increasing tourist visits to Pulau Harapan Seribu Islands. Instagram social media is considered capable of increasing the volume of tourist visitors. However, the public's knowledge about this is not enough about the management of Instagram social media so that it is considered as one of the causes of a lack of tourist information. Based on the tourism phenomenon that exists on Harapan Island, several tour travel owners have not utilized Instagram social media for marketing media as well as informative media. Based on the

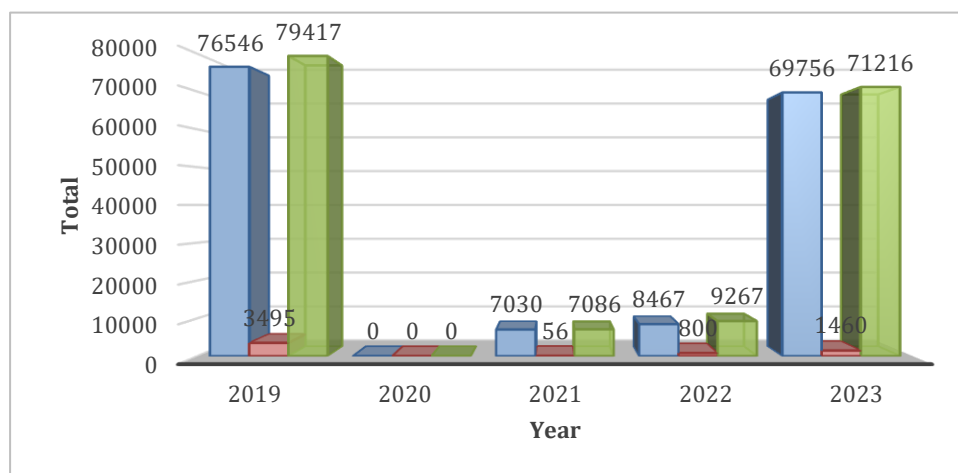
experience of researchers after conducting interviews with several travel owners, many visitors know and are interested in Harapan Island tourism through the website. Besides, this kind of research has never been done by previous researchers. The previous research entitled increasing the owner's financial literacy *homestay* Harapan Island which discusses financial literacy education for owner *shomestay* in increasing understanding of financial services and financial management *homestay*. Therefore, researchers are interested in conducting research on the effectiveness of using Instagram social media on increasing tourist visits to Harapan Island, the Thousand Islands.

2. Literature Review

The definition of tourism according to I Gusti Bagus (2015:22) Efforts must be made to use natural resources for tourism and to achieve economic goals from the selected environment as a product and attraction. When traveling, definitely need *travel guide* or commonly known *astour guide*. According to Yustisia et al (2018: 2) defines a tour guide or tour guide as a person authorized to organize tours or care for culture, land or tourism, who holds a qualification certificate or professional exam issued by the tourism agency. Harapan Island tourists need digital marketing services to reach the global market, social media plays an important role in advertising to tourists, and through social media can understand the development of tourists. The use of social media in the functioning of the tourism industry has grown rapidly in recent times. This is due to the ability of social media to provide tourism businesses a relatively more cost-effective and efficient means to reach existing and new customer bases and market their products and services (Sarkar & George, 2018).

2.1. Hope Island Tourism

As a marine tourism destination, Harapan Island has the ability to visualize and package it into a tour package and give it to tourists during their trip. There are many potentials and advantages that can be used as tourist attractions, such as marine tourism and tourism products (Ratnasari, 2020). In addition, the beauty of the beach which is decorated with mangrove trees has an enchanting marine tourism attraction in this area that tourists can satisfy themselves with *snorkeling*, *diving*, swimming, fishing and along the beach (Miswan, 2019).



Source: Data from the Tourism and Creative Economy Office of the Thousand Islands Administrative District

Figure 2. Number of Harapan Island Tourists

Pulau Harapan is a subdivision of the North Thousand Islands with an area of 48 hectares. This area is a destination for local transmigration and relocation of residents from Jakarta to Harapan Island, therefore Harapan Island is the best spot for marine tourism which has tourist destinations including turtle breeding, snorkeling and *diving, water sports*. The tourist attraction and infrastructure on Harapan Island and its surroundings have resulted in more tourists visiting Harapan Island compared to the other two sub-districts in the North Thousand Islands District (Paranita, Levyda, & Giyatmi, 2020).

The number of tourist visits to the Thousand Islands increased but fluctuated from 2019 to 2023. Based on the results of the pre-survey interview regarding the number of tourist visitors to Harapan Island. Based on figure 2 above, tourists visiting Harapan Island have increased and decreased, in 2019 tourists who visited numbered 79417, in 2020 the decline in tourists visiting Harapan Island was due to conditions that were experiencing a covid-19 outbreak which caused all sectors to be temporarily closed one of them is the tourism sector, but in the *eraneu normal* this shows an increase in tourists in 2021 as many as 7086 and in 2022 as many as 8467, this trend continues to increase in 2023 totaling 71216 increasing the rate of tourists visiting Harapan Island due to growing tourist objects and increasing economic income as according to Ida Bagus (2018: 2) the positive impacts of tourism from the economic sector such as: (1) bringing in foreign exchange into the country through the exchange of tourist currency, (2) having the ability to trade goods and services in the local community, (3) increasing people's income from tourism services, (4) expanding employment, (5) source of local currency arrives, (6) promotes creativity of artists, small items for visitors. So that many local residents open travel services.

2.1.1. Harapan Island Tourism Indicator

According to Afralia & Alfian (2020) tourism indicators consist of

- a. Accessibility
Ease of reaching locations by means of transportation, easy for consumers to see because of its strategic location, close proximity to the main road, so that the location is easy for consumers to reach.
- b. Facility
Facilities are an important aspect in a tourist attraction because supporting facilities and infrastructure are in the form of buildings to support services for tourists.
- c. Price
The price must be for some product or service or a combination of both. Prices are determined by demand and supply.

Miswan (2019) mentions tourism indicators including the following:

- a. Tourist attraction
- b. Facility
- c. Accessibility and transportation.

The indicators above are in line with the statement I made (2019:4) tourist destinations has four components, namely attraction easy to reach (*access*), various facilities are available (*amenities*).

2.2. Instagram Social Media Effectiveness

2.2.1. Effectiveness

In general, effectiveness refers to the extent to which goals are achieved. This is in line with

Hidayat's concept of validity in Mimi (2020) explaining that effectiveness is a measure of how well objectives (quantity, quality and time) are met. Effectiveness is a measure of success in realizing strategic plans by comparing the goals set with the results achieved. The level of effectiveness can also be measured by analyzing the results of respondents' responses to the questionnaire (Ayu Lestari, Putu Eka Mahadewi, & Gede Leli Kusuma Dewi, 2021). Effectiveness involves achieving goals by using information, space and time according to plans and needs (Rahmawati & Suryadi, 2019).

2.2.2. Definition of Social Media

Social media is a platform where users can interact with other users and see what they have. Social media is also a place where events or activities are shared online (Ma'aruf & Putra, 2019). Social media used as business media is also the most used option in this day and age. Social media management is one of digital marketing that is considered quite useful for improving marketing in the business world (Najamuddin, 2022). The use of social media for communication is very beneficial because it can create, collaborate, and encourage participants in the community (Weber & Grauer, 2019).

Social media according to Lontoh et al., (2020) Tools that can be used to enable sharing, collaboration and collaboration outside an organization or organizations. Here are the benefits of social media:

- Relationship building* (relationship building) The main benefit of social media marketing is its ability to build relationships with engaged customers.
- Brand building* (brand building) Social media communication is the best first step in building *brand awareness* and can improve *brand awareness*.
- Publicity* (publicity) social media *marketing* provide a place for companies to share various information with customers.
- Promtions* (promotion) With marketing advertising, advertising can be in the form of an event where a company or product offers special discounts to customers, helping business people increase their sales.
- Market research* (market research) can be used to study the behavior, needs, and wants of various customers and to understand the actions of their competitors.



Figure 3. Social Media Sharing

Social media networks created in social media are the same as social networks, but they have different usability roles. Social media is now the platform that is easiest to use and preferred by many entrepreneurs as a marketing channel because it is one of the cheapest ways to do business and has a wide reach. Advertising also sees diversity in product promotion (Irfan & Anastasya 2021:4). Social media has seven functions described by Eriyanto (2021:68) as figure 3.

2.2.3. *Definition of Instagram*

Instagram is one of the most used social media platforms, Instagram is known as social media. Instagram social media allows users to share videos, photos and audio. Instagram social media attracts the attention of many users because of its ease in posting with captions or better known as captions (Destyana & Oktavianti, 2021). Currently Instagram is a strategic place for entrepreneurs to do business because Instagram itself has the advantages of easy, efficient and effective access, as well as very complete services. Not limited by place and time, this can be done by using Instagram for business. Popular Brands, massive increase in sales of business scale and business accuracy (Wijayanti, 2021).

In addition, Instagram social media users provide many advantages and benefits for the community to develop their business potential. Some of these advantages are being able to easily share travel information and get likes from other users, and this is further supported by using Instagram features (Maulana & Ri'aeni, 2020).

2.2.4. *Instagram Social Media Indicator*

According to Sibtiyah, Latief, (2023) the indicators in Instagram Social Media consist of :

- a. Reliability of Instagram Features
It is a product attribute that consumers think is important and is often used as a basis for purchasing decisions. Instagram in particular, the reliability of its features can be seen in the tags, news feed, installed, Ig-tv and Ig-live etc. All of these features will be included in the formulation of research questions.
- b. Cheap cost
This is to think that it affects when traders use the resources they need to make a profit. The source in question is actually the Instagram app. Indicators of the low cost of visiting Instagram include low advertising costs and free content (sharing free content between followers).
- c. Target Consumers
Specifically, the target customers for the Instagram application can come from different strata of the population, so that social media customers are suitable for all walks of life. Survey Research Various factors (eg age, occupation, region) are included in the target customer measurement model.

2.3. *SWOT Analysis*

SWOT analysis is a form of business analysis developed by Albert Humphrey at Stanford University in the 1960s and 1970s, SWOT analysis stands for its main components: Strengths, Weaknesses, Opportunities, and Threats (Kallioras, Pliakas, Diamantis, & Kallergis, 2010). SWOT analysis can also identify many factors to make a strategy made by a company, the reason for this analysis is to increase strengths and capabilities while reducing weaknesses and threats. If used correctly, this simple concept can have a significant impact on the development of successful strategies and analysis of the business environment, providing the

necessary information to identify the opportunities and threats that exist in the company (Astuti & Ratnawati, 2020). SWOT analysis according to Tamara, (2016) Set realistic business goals that meet the criteria so that potential customers are more likely to succeed. Besides that, it can be said that SWOT analysis is a strategic planning for business analysis, this type of analysis includes determining business goals. This will make it important for businesses to run their business efficiently and effectively in business life (Luntungan et al., 2019). SWOT analysis includes efforts to identify strengths and weaknesses, opportunities and threats that affect the company's operations. External factors include opportunities and risks from various sources, such as customers, suppliers and other company partners when associated with the use of company management, such as company information and company activities. This section covers all types of management such as marketing, finance, human resources and company development (Jurnal & Mea, 2022). SWOT analysis is divided into four strategies that can make it easier for businesses to grow or plan: (1) SO Strategy (*power-time*), namely strategies that use internal strengths to take advantage of other opportunities, (2) WO (*weak - time*) good time), namely the right strategy that uses external time to heal internal weaknesses, (3) ST (*power-threat*), strategies that use internal strengths to prevent or mitigate impacts. (4) WT (weak threat), focus on defensive or countermeasures strategies to reduce negativity and avoid external threats (Kurniawati & Marlana, 2021).

Table 1. SWOT analysis

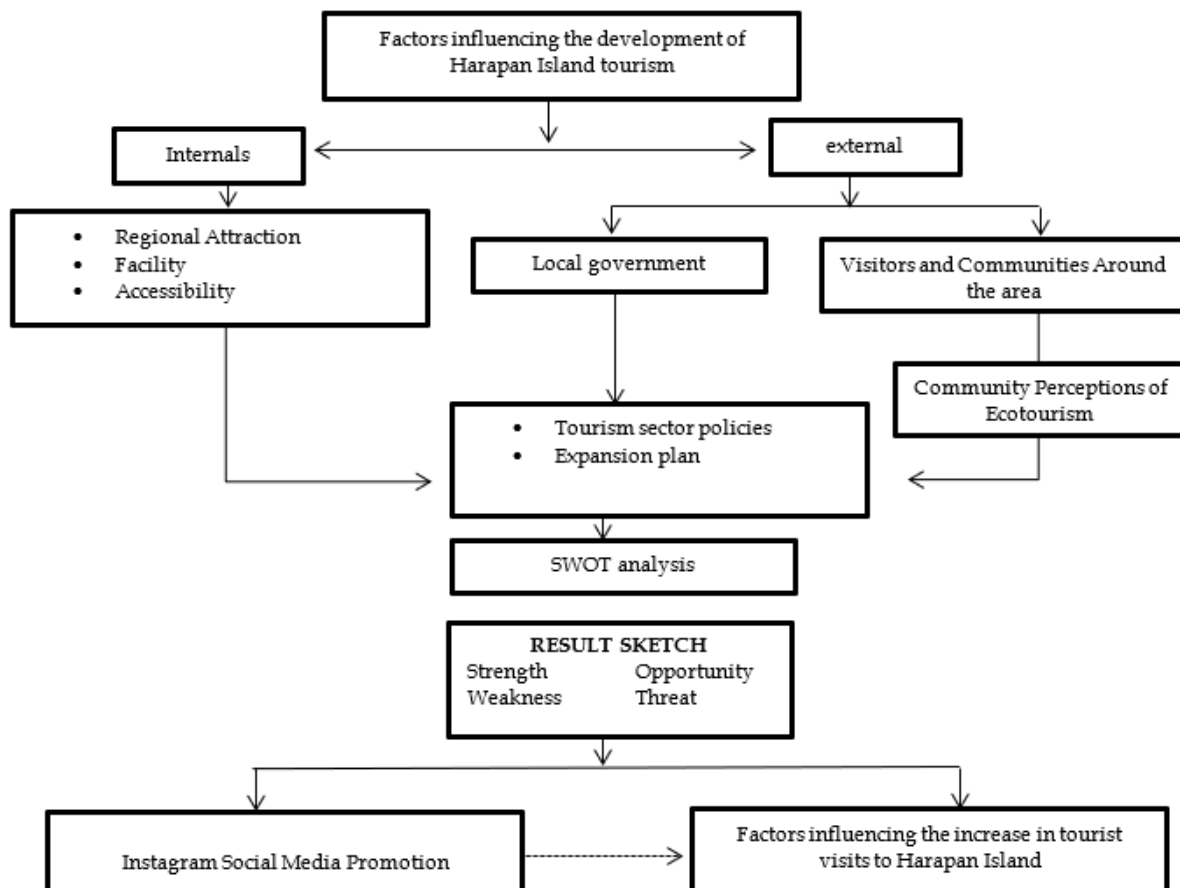
SW OT	STRENGTHS	WEAKNESS
	Define 5-10 factors of internal strength factors	Determine 5-10 factors of internal weakness
OPPORTUNITIES Define 5-10 external opportunity factors.	SO strategy Using strengths to take advantage of opportunities.	WO strategy Devise a strategy that minimizes weaknesses to take advantage of opportunities.
THIRD Define 5-10 external threat factors.	ST Strategy Create strategies that use strengths to overcome threats.	WT Strategy Create strategies that minimize weaknesses and avoid threats.

2.4. Framework of thinking

To plan research, a framework of thinking is needed that aims to facilitate the process of research objectives. In the framework of thinking based on the theories used. The following is a framework for the effectiveness of using Instagram social media to increase tourist visits to Pulau Harapan Seribu Islands.

Based on the research framework chart (figure 4), it can be explained that to develop tourism, what must be considered is the problem of the factors that influence tourism development itself. Factors influencing tourism development consist of two factors, namely Internal Factors and External Factors. Problems with internal factors include the physical condition of the area, the biological condition of the area, the attractiveness of the area and

accessibility. Meanwhile, problems with external factors include local government and communities around the area. Factors that become problems in local government, namely from tourism sector policies, forestry sector policies, and development plans. while the factors that become problems in the community around the area, namely the public's perception of tourism. From the existing problems of these two factors, a study was conducted using SWOT analysis. By analyzing internal factors in terms of strengths and weaknesses as well as external factors in terms of opportunities and threats from the data obtained that influence social media promotion to the factors influencing the increase in Harapan Island tourist visits.



Source: Rizki Hadiwinata, Mulyadi at and Abdul Rahman Rusli, 2014

Figure 4. Chart of Theoretical Thinking Framework

3. Research Methods

3.1. Types of Research

The research method used is quantitative. The goal is to prove that Instagram is effective in increasing the number of tourists coming to Harapan Island. The data used in this study is raw data from direct respondents to the survey provided by the researcher. The primary data set is the result of the answers of respondents who have answered the questions obtained from the owners of Harapan Island travel tours.

3.2. Population and Sample

The population in this study are the owners of Harapan Island travel tours. The number of samples taken was based on Sugiyono (2018) "if it is less than 100 it is better to take all of them". Samples taken with the sample selection technique in research conducted with the method *total sampling*. Based on the population in this study, the total number of Pulau Harapan travel owners was 54 people. So according to the statement above, if the number is <100 then the population will be used as the research sample.

3.3. Instrument Validity and Reliability Testing

Testing the validity of the instrument using Pearson correlation with the assumption that valid items are $r\text{-count} > r\text{-table}$. Reliability testing uses the Cronbach Alpha formula with the assumption that a reliable instrument is > 0.6 (Arikunto, 2010). The results of testing the validity and reliability of the instrument can be seen in the following table:

Table 3. Reliable Validity of Instagram Social Media Test (X)

Item	r-count	r-table	validity	Cronbach Alpha-Test	
1	0.783838	0.273	Valid	K	= 20
2	0.774329	0.273	Valid	$\Sigma \sigma_t^2$	= 15.639
3	0.760619	0.273	Valid	σ_t^2	= 128.293
4	0.788237	0.273	Valid	$r_{and} = \left(\frac{k}{k-1}\right)\left(\frac{\Sigma \sigma_t^2}{\sigma_t^2}\right)$	
5	0.733784	0.273	Valid		
6	0.48825	0.273	Valid		
7	0.78937	0.273	Valid		
8	0.793375	0.273	Valid	$r_{and} = \left(\frac{20}{20-1}\right)\left(\frac{15.639}{128.293}\right)$	
9	0.780659	0.273	Valid		
10	0.721895	0.273	Valid		
11	0.766259	0.273	Valid		
12	0.739225	0.273	Valid	$r_{and} = 0.924$	
13	0.731923	0.273	Valid		
14	0.613824	0.273	Valid		
15	0.677449	0.273	Valid		
16	0.643848	0.273	Valid	$0.924 > 0.6$ (Reliable)	
17	0.760331	0.273	Valid		
18	0.631259	0.273	Valid		
19	0.580702	0.273	Valid		
20	0.77344	0.273	Valid		

Table 4. Reliable Validity of Harapan Island Tourism Test (Y)

Item	r-count	r-table	validity	Cronbach Alpha-Test	
1	0.23663	0.273	Invalid	K	= 20
2	0.538316	0.273	Valid	$\Sigma \sigma_t^2$	= 13.469
3	0.719401	0.273	Valid	σ_t^2	= 87.640
4	0.710035	0.273	Valid		

Item	r-count	r-table	validity	Cronbach Alpha-Test
5	0.701556	0.273	Valid	$r_{and} = \left(\frac{k}{k-1} \right) \left(\frac{\Sigma \sigma_t^2}{\sigma_t^2} \right)$
6	0.727731	0.273	Valid	
7	0.725785	0.273	Valid	
8	0.805793	0.273	Valid	
9	0.688674	0.273	Valid	$r_{and} = \left(\frac{20}{20-1} \right) \left(\frac{13.469}{87.640} \right)$
10	0.716168	0.273	Valid	
11	0.184702	0.273	Valid	
12	0.829705	0.273	Valid	
13	0.727741	0.273	Valid	$r_{and} = 0.890$
14	0.686422	0.273	Valid	
15	0.761469	0.273	Valid	
16	0.752148	0.273	Valid	
17	0.804006	0.273	Valid	$0.924 > 0.6 \text{ (Reliable)}$
18	0.716779	0.273	Valid	
19	0.518101	0.273	Valid	
20	0.755499	0.273	Valid	

3.4. Data Analysis Techniques

The research data analysis technique uses simple linear regression analysis which is used to process data according to Darmawan (2020) regression analysis is basically a study of the dependence of one dependent (tied) variable with one or more independent (free) variables as follows.

- 1) Description of the data used for the description of the research
- 2) Test the Classical Assumptions using normality test calculations and linearity tests
- 3) Hypothesis Testing
 - a. The t test is used to partially determine the independent variable to the dependent variable.
 - b. The f test is used to determine the simultaneous effect of the independent variable and the dependent variable.

4. Results and Discussion

4.1. Description of Variable Y Data (Harapan Island Tourism)

Data from research conducted on Harapan Island with a specified number of samples, namely as many as 54 samples of travel owners adjusted to the respondents who filled out a questionnaire regarding Harapan Island tourism. The data that will be analyzed is data obtained from the results of distributing questionnaires to the owners of Harapan Island travel tours. In the following, data on Harapan Island tourism variables will be presented.

Table 5. Normality Testing Results

Descriptive Statistics		
	Hope Island Tourism	Instagram Social Media
Valid	39	39
Missing	0	0

Descriptive Statistics

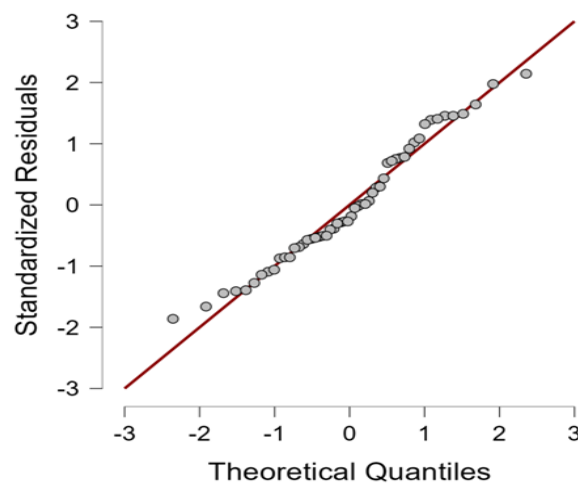
	Hope Island Tourism	Instagram Social Media
Mean	88.026	96.103
Std. Error of Mean	0.193	0.103
Std. Deviation	1.203	0.641
Variance	1.447	0.410
Shapiro-Wilk	0.747	0.150
P-value of Shapiro-Wilk	< .001	< .001
Minimum	87.000	96.000
Maximum	91.000	100.000

4.2. Results of the Bound Variable Questionnaire

Based on the results of the analysis in the table above, it can be concluded that the dependent variable (Harapan Island Tour) consists of 54 observation samples with a description of the minimum value of 75, the maximum value of 91, the mean of 83, the standard deviation of 4,093, and the variance of 16,755.

4.3. Independent Variable Questionnaire Results

Based on the results of the analysis in the table above, it can be concluded that the dependent variable (Harapan Island Tour) consists of 54 observation samples with a description of the minimum value of 75, the maximum value of 95, the mean of 86, the standard deviation of 4,471, and the variance of 19,987.

4.4. Data Analysis Requirements Testing**4.4.1 Normality test**

Source: JASP application "processed", 2023)

Figure 5. Grafik Q-Q Plot Standarized Residuals

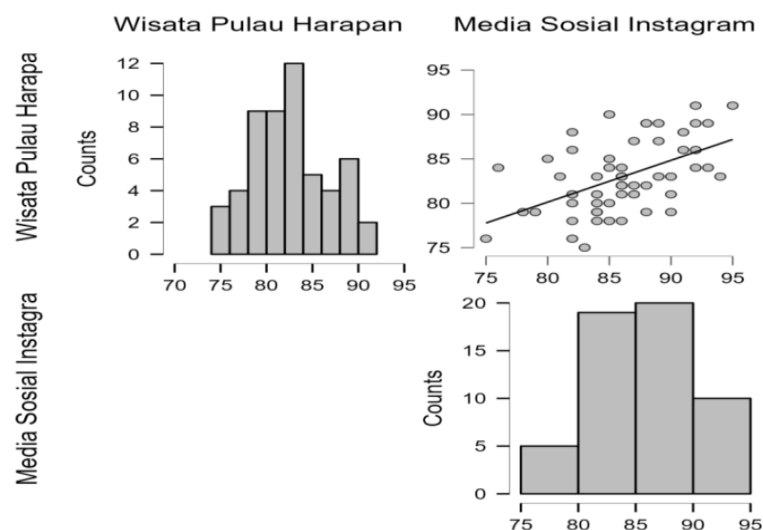
The normality test is used as a data analysis requirement in the researcher's simple linear regression model. The data normality function is to ascertain whether the researcher's observational sample has a normal distribution so that the results of a simple linear regression

analysis have full function and are relevant when compared to the study population. The normality test uses the Q-Q Plot Standardized Residuals in the JASP application. The results of the normality test can be seen in the following figure 5.

Based on the analysis in Figure (Q-Q Plot Standardized Residuals Graph), it can be seen that the observed data is normally distributed. This can be proven by the observation data that has spread and follows the regression line on the Q-Q Plot graph. So that the research data can be continued to be analyzed in the linear regression model.

4.4.2 Linearity Test

The linearity test is used to determine whether the researcher's observation data has a linear or non-linear pattern. Linearity test using the Scatter Plots graph on the JASP application. The assumption of the researcher's observation data is linear if the observation data (dots) are spread evenly following the regression line. The linearity of the data can be seen in the following figure:



Source: JASP Application "processed", 2023

Figure 6. Scatter Plots Graph Harapan Island Tourism-Instagram Social Media

Based on the results of the analysis on the image (Scatter Plots Graph Harapan Island Tourism Social Media Instagram) it was concluded that the researcher's observation data was linear. This is evidenced by the observation data (dots) which are spread evenly following the regression line. So that simple linear regression analysis can be continued.

4.5. Hypothesis Test

4.5.1. *t*-statistic test

The function of the *t*-statistic test is to find out how the independent variable influences the researcher on the dependent variable. The assumptions that are answered in the interpretation of the partial test are how much influence, value of influence, and how much influence the independent variable has on the dependent variable.

Based on the results (table 6) of the analysis on the coefficients table, the regression equation $Y = 83,000 + 0,417 X$ is obtained. The results of the significance of social media Instagram (X) on Harapan Island tourism (Y) are stated to have a significant effect. This is evidenced by the *p*-value < 0.001 , which is smaller than the researcher's alpha (0.05). the effect

is positive as evidenced by the t-statistic value of $4.327 > t\text{-table } 1.67469$ (cut off 54 sample observations). Then the coefficients $\beta \times$ (Instagram social media) of 0.417 means that if the variation of the Instagram social media variable is increased by one level, Harapan Island tourism will increase by 0.471.

Table 6. T-statistics Test Results

Coefficients						
Model		Unstandardized	Standard Error	Standardized	T	P
H ₀	(Intercept)	83.000	0.557		149.007	< .001
H ₁	(Intercept)	42.437	9.388		4.521	< .001
	Media Sosial Instagram	0.471	0.109	0.514	4.327	< .001

4.5.2. Determinant Coefficient (R²)

The determinant coefficient in simple linear regression serves to determine the percentage contribution of the independent variable to the dependent variable or it can be said that the value of the determinant coefficient (R²) is used to interpret how much the variation of the independent variabel can manifest its percentage influence on the variation of the dependent variabel in the researcher's linear regression model. The determinant coefficient can be seen in the following table.

Table 7. Determinant Coefficient (R²)

Model Summary - Wisata Pulau Harapan				
Model	R	R ²	Adjusted R ²	RMSE
H ₀	0.000	0.000	0.000	4.093
H ₁	0.514	0.265	0.251	3.544

Based on the analysis on the Harapan Island Tourism Summary Model table (Determinant Coefficient) the value of R is obtained² of 0.514 or 51.4%. This means that the Instagram social media variabel variation (X) can explain the variation in the Harapan Island tourism variable (Y) of 51.4%. So, it was concluded that Harapan Island tourism was indeed influenced by Instagram social media which was actualized by travel tour owners. Furthermore, the percentage of Harapan Island tourism is influenced by variations in other variables of 73.5% which are not included in the researcher's linear regression model.

4.6. Discussion

According to Fuadi Afif's research (2022) social media is a web-based platform that creates networks and allows people to interact in communities. We can communicate on social media, collaborate in different ways, and get to know each other better. The results of this study indicate that social media has an impact on tourists on Sumedang Belitung Island. The percentage of the influence of social media on tourist visits is 22.2%. The results of this study are in line with the research of Ayu Lestari et al., (2021) looking at the tourism potential of the Jember district government which is implementing one of its tourism marketing strategies by utilizing social media and the results show that all sub-indicators have an r count greater than r table and a value > 0.05 , and declared valid with the results of the study showing that the correlation coefficient value was 0.865 or 85.6% proving that social media Instagram has a very strong positive influence on increasing tourist visits. The results of this study are also in line with Wijayanti (2021) on the use of Instagram social media by measuring the influence of tourists' ability to access Instagram on tourist interest in visiting the Special Region of

Yogyakarta. The quality of Instagram social media has a dominant influence of 40%, the variable ability to access and the quality of Instagram social media contributes 53.2% to the interest of tourists visiting (Saraswati, Hesti, & Afifi, 2022).

The advantage of my research with previous research is using Instagram social media to increase tourist visits to Harapan Island using the SWOT analysis technique which is a factor influencing tourist visits to Harapan Island and various tourism development factors as evidenced by obtaining a value of r^2 of 0.514 or 51.4%. So it can be concluded that Harapan Island tourism is indeed influenced by social media Instagram which is actualized by travel owners. Furthermore, the percentage of Harapan Island tourism is influenced by other variable variations of 73.5%, with this excess marine tourism destinations have the potential to attract tourists as a source of finance for both local community entities and social media Instagram as an intermediary in virtual facilities that accelerate the increase in tourists and confirmed in line with the results study.

5. Conclusion

Based on the results of the analysis, the researchers obtained the effectiveness of using Instagram social media on increasing tourist visits. the researcher's alternative hypothesis is accepted, namely Instagram social media has an effect on Harapan Island tourist visits, this is evidenced by the value of $sg. 0.001 < \alpha 0.05$. The effect of using Instagram social media on increasing tourist visits to Harapan Island is positive, this is evidenced by $t\text{-count } 4.327 > t\text{-table } 1.67469$. Adding one level of Instagram social media will increase Harapan Island tourism by 0.471. The magnitude of the coefficient of determination (R^2) is 0.265 or 26.5%. meaning that the variation of Instagram social media variables can explain the variation of the Harapan Island tourism variable by 26.5% while the rest is influenced by other variables. From the results above, researchers can conclude that Instagram social media is a suitable tool to increase the number of tourists, especially Harapan Island, because Instagram social media is effective and fast in disseminating tourism information. Easy to use and accessible. Most Instagram users actively seek information about tourist destinations through social media. For this reason, it will be beneficial for tourism leaders, especially Harapan Island, to make the most of Instagram social media.

This research suggests that it is necessary to increase the use of Instagram social media as an informative means of communication as well as a marketing medium, the impact of social media that makes it easier for users to interact widely, the dissemination of information takes place very quickly, costs are cheaper because social media variables Instagram has a positive influence and significant to the variable Harapan Island tourism.

For companies, they must explore more and deepen education on the use of Instagram social media so that it becomes a communicative, informative and creative online media so that tourist visitors are more interested. For further research, it is hoped that it will be able to test a variety of other variables such as the influence of the tourism sector on economic growth and can add variables that focus on a regional income so that they can expand the scope of research and find out the variables that can influence an increase in tourism volume.

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