

**THE INFLUENCE OF INSTAGRAM PROMOTION AND HALAL
TOURISM ON THE INTEREST IN VISITING TOURISTS AT EKASOH
BEACH, SUMENEP DISTRICT**

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Abstrak:

Penelitian ini bertujuan untuk mengkaji pengaruh promosi media sosial Instagram dan konsep wisata halal terhadap minat berkunjung wisatawan. Sampel diambil dari 80 responden wisatawan dengan menggunakan teknik purposive sampling non probability. Hasil yang diberikan dengan menggunakan uji regresi linier berganda dalam penelitian menunjukkan bahwa masing-masing variabel memiliki pengaruh.

Keyword: Promosi instagram, Pemasaran wisata, Wisata halal, Minat berkunjung

Abstract:

This study intends to investigate how the notion of halal tourism and Instagram social media advertisements affect travelers' interest in visiting. Purposive sampling was utilized to collect samples from 80 respondents who were tourists. Multiple linear regression analysis is used in research to show that each variable has an impact.

Keyword: Instagram Promotion, Tourism Marketing, Halal Tourism