

ABSTRAK

Maisun, Pengaruh Promosi di Instagram Terhadap Minat Berkunjung Wisatawan Pada Pantai Lon Malang Sampang. Dibawah bimbingan Dr. Suyono, S.E., M.S.M. Program Studi S1 Manajemen, Universitas Trunojoyo Madura.

Penelitian ini membahas mengenai permasalahan promosi di Instagram pada objek wisata Pantai Lon Malang Sampang. Tujuan dari penelitian ini yaitu untuk mengetahui pengaruh Promosi Pantai Lon Malang di Instagram melalui 4C (*Context*, *Communications*, *Collaborations*, dan *Connections*) terhadap Minat Berkunjung Wisatawan. Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan metode Analisis Regresi Linier Berganda, dengan jumlah responden sebanyak 98 responden.

Hasil dari penelitian ini menunjukkan bahwa Variabel *Context* (X1), *Communications* (X2), *Colaborations* (X3), dan *Connections* (X4) berpengaruh positif dan signifikan terhadap minat berkunjung wisatawan (Y). Berdasarkan hasil uji koefisien determinasi diperoleh hasil bahwa promosi di Instagram melalui *Context* (X1), *Communications* (X2), *Colaborations* (X3), dan *Connections* (X4) memberikan pengaruh terhadap minat berkunjung (Y) sebesar 80,0% sedangkan sisanya 20,0% dipengaruhi oleh variabel lain yang tidak dibahas dalam penelitian ini.

Kata Kunci : Promosi, Media Sosial Intagram 4C (*Context*, *Communications*, *Collaborations*, dan *Connections*), Minat Berkunjung

ABSTRACT

Maisun, The Influence of Promotions on Instagram on Tourists' Interest in Visiting Beach Lon Malang Sampang. Under the Guidance of Dr. Suyono, S.E., M.S.M. Bachelor of Management Study Program, Trunojoyo Madura University.

This research discusses the problem of promotion on Instagram at the Lon Malang Beach Sampang tourist attraction. The purpose of this study was to determine the effect of Lon Malang Beach Promotion on Instagram through 4C (Context, Communications, Collaborations, and Connections) on Tourist Interest. This study uses a quantitative approach using the Multiple Linear Regression Analysis method, with a total of 98 respondents.

The results of this study indicate that the Context (X1), Communications (X2), Collaborations (X3), and Connections (X4) variables have a positive and significant effect on tourist interest (Y). Based on the results of the coefficient of determination test, the results show that promotion on Instagram through Context (X1), Communications (X2), Collaborations (X3), and Connections (X4) has an influence on visiting interest (Y) of 80.0% while the remaining 20.0% is influenced by other variables not discussed in this study.

Keywords : Promotion, Instagram Social Media 4C (Context, Communications, Collaborations, and Connections), Interest in Visiting