

## The Influence of Motives for Using Instagram Bogor Regency Tourism on Tourism Interest of High School Students in Cibinong District

Oleh:

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### Abstract

*In disseminating information in the current digital era, using social media is an option to disseminate information widely. This is also done in the tourism sector, namely to attract tourist interest. With the spread of tourist information on Instagram the occurrence of tourist interest in high school students in Cibinong District. The purpose of this study was to find out how much influence the use of Instagram had to attract high school student tourism interest in Cibinong District. This study uses the theory uses and gratifications to explain the desired information to be able to fulfill the information and be able to attract high school student tourism interest in Cibinong District. The research method used is a quantitative method with the type of survey research. Data collection techniques were carried out by distributing questionnaires to high school students in Cibinong District who had seen or searched for tourist information in Bogor Regency. The data analysis technique in this study used validity tests, reliability tests, descriptive statistics, normality tests, hypothesis tests, and classical assumption tests consisting of normality tests, heteroscedasticity tests, T-tests, and F-tests.*

**Keywords:** *Use of Instagram, Interest in Tourism, Tourism, Information Dissemination, Social Media.*

### Abstrak

Dalam melakukan penyebaran informasi pada era digital saat ini menggunakan media sosial merupakan pilihan untuk menyebarkan informasi secara luas. Hal ini juga dilakukan pada bidang pariwisata, yakni untuk menarik minat wisata. Dengan adanya penyebaran informasi wisata pada Instagram terjadinya minat wisata terhadap siswa SMA di Kecamatan Cibinong. Riset ini bertujuan guna mengetahui seberapa besar dampak penggunaan *Instagram* untuk menarik minat wisata siswa SMA di Kecamatan Cibinong. Riset ini memanfaatkan konsep *uses and gratifications* untuk menjelaskan informasi yang diinginkan untuk dapat memenuhi informasi dan dapat menarik minat wisata siswa SMA di Kecamatan Cibinong. Metode analisa yang dimanfaatkan merupakan metode kuantitatif dengan tipe riset survei. Metode perolehan data dilakukan dengan menyebarkan kuesioner kepada siswa SMA di Kecamatan Cibinong yang pernah melihat atau mencari informasi wisata di Kabupaten Bogor. Teknik analisa data di riset ini memanfaatkan pengujian validitas, uji reliabilitas, statistik deskriptif, pengujian normalitas, uji hipotesis serta uji asumsi klasik yang terdiri atas uji normalitas, uji heteroskedastisitas, uji T dan uji F.

**Kata Kunci :** *Penggunaan Instagram, Minat Wisata, Wisata, Penyebaran Informasi, Media Sosial.*

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**INTRODUCTION**

Mass media is one of the elements of communication that is used as a means of producing, processing, and distributing to convey information. In simple terms, communication media is an intermediary in conveying information from the communicator to the communicant with the aim that information can be disseminated efficiently and widely.

The information itself is an explanation, description, notification of news or news. Information is also information or real material that can be used as the basis for analytical studies or conclusions (Melino, 1990). Information is currently usually obtained from various mass media, both electronic media, print, and social media that make it easier for people to get information.

The motivating force that encourages an individual to give attention to other person or items defined as interest. Interest is one of the sources of motivation for a person to do preferred activities (Kanuk, 2007) which will have an impact on increasing market share. With interest, it will affect the desires desired by the audience.

The development of technology is something that cannot be avoided because, with the development of the era, technology will also develop. The development of technology itself cannot be separated from individual needs which are increasing due to the times. At this time individuals to search for information and promote products are more likely to use social media because it is considered fast and complete in loading information and can spread information more widely.

If it is associated with the development of media technology, it develops into new media which is useful for explaining how the emergence of digital, networked, and computerized mass media is the effect and development of information and communication technology. New media is a medium that can increase social interaction between humans, for example, if it is hindered by distance from other people, we can easily connect through several social networks such as Instagram, Facebook, Tiktok, Youtube, Twitter, and so on.

Based on the results of a survey from the Central Statistics Agency in 2020, users of social media sites are currently experiencing rapid progress in all parts of the world, including in Indonesia. According to the Association of Indonesian Internet Service Providers, the number of internet users in Indonesia until the second quarter of 2020 rose to 73.7% of the population or the equivalent of 196.7 million users, almost surpassing 200 million users of the Indonesian population of 266.9 million.

Popularity Instagram's among teenagers can outperform Facebook. A survey conducted by the Piper Jaffray research institute on adolescent respondents in the United States (US) shows that 33% of teenager from 13 to 19 years old likely to access Instagram more(Widartanto, 2015).

The use of social media Instagram in Indonesia is quite significant because it is considered easy, cost-effective, and also effective in providing information and in conducting promotions, its distribution is quite wide. In addition, users Instagram can also use Instagram to express their experiences through photos and videos.

Tourism is included in one of the human needs, namely, secondary needs are needs that will be met when primary needs have been achieved. Tourism itself is something that cannot be separated from human life, especially regarding social and economic activities.

Tourism is important for a country because it is a significant contributor to foreign exchange, not only for the country, tourism is also important for local governments because tourism objects will become income for the region itself. With developments in the tourism sector, it will boost other sectors such as the creative economy and also increase employment.

The expansion of tourism needs to be increased to get an increase in foreign exchange earnings, expand employment opportunities and introduce culture to the wider community. In carrying out tourism development, it is carried out by taking into account the maintenance of local culture and personality.

The wheel of tourism movement in Indonesia is very large, the biggest role comes

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from local tourists domestic tourists. The total population of Indonesia currently reaches 271.349 million (Ministry of Home Affairs, 2020), and as many as 75.49 million people or

equivalent to 27.94% of the total population in Indonesia is generation Z. (Central Bureau of Statistics, 2020)

**LITERATURE REVIEW**

**Uses and Gratification Theory**

The Theory uses and gratification examines the psychological and social origins of needs which lead to certain expectations from the mass media or other sources, which lead to the mindset of media exposure leading to need fulfillment and other consequences, perhaps including those that we do not want. This theory also explains that the audience is very active and goal-oriented in using the media and the user is aware of the interests and motives of the user.

Uses and Gratification is one of the most famous theories in the field of mass communication. This theory shows that The essential issue is not how the media works to change the audience's beliefs and personality, but how the media fulfills the audience's personal and societal needs, as a target for an active audience, who does use the media to achieve specific goals.

Five basic assumptions form the core of the theory idea uses and gratification, namely; active audience and goal-oriented media use, the initiative in linking the need for satisfaction to a particular media choice depends on the audience members, media competes with other sources of need, people have sufficient self-awareness of media use, interests and motives and decisions on values about how audiences relate their needs to particular media or content should be postponed.

In using media, audiences have a number of reasons and efforts to achieve the desired goals. Mcquail (2002) suggests four reasons why audiences use the media, namely:

- 1) Diversion(*disversion*), do escape from the routines or daily activities.
- 2) Personal relationships, can occur when someone uses social media as a substitute for friends.
- 3) Personal identity, used as a way to reinforce individual values.
- 4) Supervision(*surveillance*), which is information on how the media can help people achieve something.

In addition to a number of reasons for using media, Herbert Blumer and Elihu Kartz (1974, in Baran & Davis, 2009: 241-242) also explain that there are social situations that make audiences need media, including:

- 1) Social situations can give rise to pressure and conflict. At that time media communication could be a means to get out of this pressure.
- 2) Social situations can increase public awareness to continue to seek information presented by the media.
- 3) Social situations can limit opportunities to interact in the real world, where media can serve as intake or even replace real life.
- 4) Social situations often give birth to certain social values. Satisfaction of these values can be facilitated by the consumption of certain media.
- 5) Social situations can make users more familiar with the media. The proximity of media users and their contents is intended to maintain their membership in certain groups.

The Theory uses and gratification explains the nature of audiences who are active in consuming media so that they can be selective in choosing media messages that aim to meet needs. The selection of media made by the audience is one way to meet their needs in receiving information. Audiences consume media driven by the motive to meet their needs. The essence of the theory uses and gratification itself is how the audience chooses the media based on satisfaction, wants needs, and motives. This theory assumes that the audience is active and selective in choosing the media, giving rise to motives in using the media and satisfaction with these motives.

**Mass Communication**

Mass communication can be interpreted as a process of communication through mass media. Mass media factors are very dominant in the study of mass communication. The dynamics of news media and how it is used by the public have a big impact on the study of global communication. The growth of the

mass media is linked to a variety of external variables, such as the growing amount of literate people, fast economic development, improvements in communication and information technologies, the phenomena of urbanization, and marketing considerations. Talking about mass media in question are print media and electronic media, at this time it is with the development of internet technology and social media emerging. According to Steven M. Chafee, there are three effects of mass communication, including the cognitive effect which means that the media can help the audience to understand useful information and can develop cognitive skills (understanding information), the affective effect in this effect is more involved in one's feelings and psychology and the effect Behavioral is the result that arises in the audience in the form of behavior.

**Travel Interest**

Interest is defined by the tendency to respond to certain things by looking at what is around them. Interest can be interpreted as something that happens to a person after seeing the characteristics or temporary meaning of situations that are associated with his desires or needs. What someone sees, of course, will arouse someone's interest as far as what he has seen and has a relationship with his interests.

According to Ferdinand (2002:129), interest can be identified through the following indicators:

- 1) Transactional interest, a person's tendency to buy a product. This means that the target consumer has an interest in making a purchase of the desired product.
- 2) Referential interest, a person's tendency to refer products to others. This means that a consumer who already has an interest in buying will advise his closest people to also buy the same product.
- 3) Preferential interest is a type of attraction that characterizes someone who has a strong fondness for a product. Only if anything happens to

the selected product may this choice be altered.

- 4) Exploratory interest, describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product.

**Satisfaction**

Satisfaction means that all the needs needed by the mass media user audience based on their motives and goals have been met. The use of media is only one way to meet the needs of the audience. Audiences have self-awareness and ability when they choose and use media to meet their desired needs.

The Theory of uses and gratification explains that everyone has needs that require fulfillment. Certain types of satisfaction desired by the audience can determine the attention to the content of the media. If the individual has an assessment and satisfaction with one of the mass media, then the mass media is considered to be able to meet their needs. Motives are things that support individual judgment and satisfaction with the media so that they get an urge to consume them. After the audience consumes the media, it will be seen whether the media can fulfill the desired motive or not.

**Social Media**

According to BK Lewis (2010), digital technology that enables individuals to interact, communicate, generate, and exchange message content is referred to as social media.

According to Jan H. Keetzman, Kritopher H (2011) social media has seven functions. The first function is identity, which means, where there are settings for the identity of users on social media regarding name, age, gender, profession, location, and photo. Both conversations, which mean that fellow users can communicate with each other.

Third, sharing means describing the exchange, sharing, and receipt of content in the form of text, images, or videos by users. Fourth is presence, which means that users can see or access other users. The fifth is a relationship, which means that users are connected.



The sixth is reputation describing users who can identify other people as well as themselves. The seven groups, which mean that users can form communities that have backgrounds, interests, or demographics. According to Nasrullah (2015: 15), Social media has several characteristics:

First, namely, a network or network, which means that social media is formed from a social structure that is formed in a network or internet. A network is formed from users who are technologically mediated by technological devices, such as computers, mobile phones, or tablets. The formation of an inter-network will eventually form a community, such as Instagram, Facebook, Twitter, and others.

The second is information on social media, information becomes a commodity that is used by users. Commodities are produced and distributed among the users themselves. From this consumption activity, users unwittingly form a network that leads to a network of community institutions.

Third, an archive is a character that marks that information on social media platforms has been stored and can be accessed anytime, anywhere, and through any device. Any information uploaded to social media platforms will always be stored regardless of time, months, or years.

Fourth is content can be received in a faster time online and can also be delayed for acceptance depending on the time specified by the user. Fifth, social media can make users as creators and actors who allow themselves to actualize themselves, in the social media content itself there are some functional aspects such as identity, conversation (interaction), sharing (sharing), presence (exist), relationships (relation), reputation (status) and group (group).

### **Instagram**

Instagram is one of the most widely used social media by people in Indonesia, Instagram is derived from the term "install," which is derived from the term "instant," or "instant photographs," which were popularized by Polaroid camera. Whereas the term "gram" is derived from the word "telegram," which means "passing data to others quickly."

### **Tour**

Law Number 10 of 2009 concerning Tourism Chapter 1 Article 1 explains that tourism is a personal development, recreational or study of the novelty of tourist destinations attended for a specific duration of time conducted by a person or group of people visiting particular areas. From this understanding it can be said that tourism is a travel activity that is carried out voluntarily, is temporary, and has the aim of enjoying tourist objects and attractions

### **HYPOTHESES**

Based on the the oretical framework, the following hypotheses can be put forward: Hypothesis Testing: the motive for using *Instagram* and tourism interest.

H<sub>0</sub>: The use of *Instagram* has no effect on the tourist interest of high school students in Cibinong District.

H<sub>1</sub>: The use of *Instagram* affects the tourist interest of high school students in Cibinong District.

### **RESEARCH METHODS**

The research method used in this study is quantitative, namely the probability sampling technique (cluster sampling). The variables in this study are the motive for using Instagram as the independent variable (X) and the tourist interest of high school students in Cibinong District as the dependent variable (Y). This research was conducted on high school students in Cibinong District who had searched for or viewed tourism content in Bogor Regency.

### **Data Collection Technique**

To collect data and information obtained in this study the author will use the following methods:

#### 1) Questionnaire

Data created by the researcher is intended to solve the problem at hand. The data is collected by the researcher directly from the first source or the place where the object of the research is carried out and can be processed using a statistical system..

#### 2) Observation

Data that was gathered for reasons other than resolving the issue at hand.



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Papers, literature, publications, and websites relating to the research undertaken are used as references in this research.

**Data Analysis Technique**

The data collected is a questionnaire distributed to 382 respondents who are high school students in Cibinong District. The

Variable	Number of Statement	Score Average	Interpretation
Motives for using Instagram	12	4,51	Very Good
Interest in Tourism	10	3,48	Good
Total Variabel	22	3,99	Good

researcher analyzed the pre-questionnaire data using validity and reliability tests. The aim is to measure the level of validity and reliability of each indicator that will be used in the questionnaire by involving 382 respondents. Furthermore, to get the results of the research data, the data were tested with descriptive statistical analysis, classical assumption test consisting of normality test, heteroscedasticity test, T-test and F-test, coefficient of determination, and hypothesis testing.

**RESULTS AND DISCUSSION**

Based on the results of distributing 382 questionnaires to high school students in Cibinong District, the majority of respondents were female, namely 60.9% and male respondents were 38.5%. And for the age of the respondents, 10.9% were 15-16 years old, 36.7% were 16-17 years old, 17.7% were 17 years old and 34.6% were over 17 years old. And for the most frequently visited tourism is the safari park by 36.2%.

The results of the descriptive analysis of the motives for using Instagram show that from the four dimensions studied, namely information, integration and social interaction, personal identity, and entertainment, the average dimension score is 4.51 and can be said to be very good. While the score for the variable of interest shows the four dimensions studied, namely transactional, referential, preferential, and explorative, which has an

average dimension score of 3.44 which can be said to be good.

So it can be concluded that the motive for using Instagram by tourist accounts in Bogor Regency as a medium for distributing content or information fulfills tourist interest so that it can attract audiences to do tourism.

The results of the classical assumption test which consists of the normality test say that the data is normally distributed because it shows a significance value of 0.69. The heteroscedasticity test shows the number 0.694, where the data is free from heteroscedasticity symptoms. The T-test and F-test resulted in a sing value < 0.05 so it can be said that the X variable, namely the motive for using Instagram, affects the Y variable, namely the student's interest in tourism in Cibinong District.

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	9.487	1.499		6.328	.000
	Motiv Penggunaan IG	.561	.033	.658	17.067	.000

a. Dependent Variable: Minat Wisata

The results of the coefficient of determination also show that the magnitude of the coefficient of determination is 0.433 or 43%. It states that the independent variable affects the dependent variable by 43.3%. The rest comes from variables that are outside the model. Therefore, it can be concluded that the motive for using Instagram has an effect of 43% on the tourist interest of high school students in Cibinong District.

**Model Summary<sup>b</sup>**

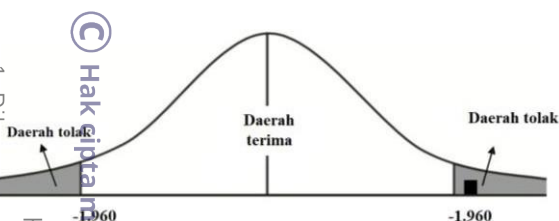
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.658 <sup>a</sup>	.433	.431	4.27698

a. Predictors: (Constant), Motiv Penggunaan IG  
b. Dependent Variable: Minat Wisata

The results of hypothesis testing with a significance level of 5%. The resulting statistical T value of 39,160 is greater than the t table value (1,960) and the P-Value is 0.000 < 0.005. Thus, the results of testing of the hypothesis are H0 is rejected and H1 accepted, which means that the motive of the use of Instagram effect tourist interest high school students in the district of Cibinong.

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Paired Samples Test

		Pair 1
		Motiv
		Penggunaan IG
		- Minat Wisata
Mean		10.34115
Std. Deviation		5.17483
Std. Error Mean		.26408
95% Confidence Interval of the Difference	Lower	9.82192
	Upper	10.86037
		39.160
		383
Sig. (2-tailed)		.000

**CONCLUSION**

Based on the results of data collection that have been obtained by using a questionnaire that is discussed in the results of the research and discussion, the authors can draw the following conclusions: First, the average respondents are women aged sixteen to seventeen years. Second in this study the most frequently visited tourism is the safari park. Third, based on the results of the data obtained by the use of Instagram, it affects tourism interest.

And the fourth from the results of the descriptive analysis showed a good score so that it can be said that the motive for using Instagram and interest in tourism can influence high school students in Cibinong District to visit tourism in Bogor Regency. Then the results of the T-test, F-test showed a sig value that was less than it should be, therefore it can be concluded that there is an influence of motives for using Instagram tourism in Bogor Regency on the tourist interest of high school students in Cibinong District.

**SUGGESTION**

Based on the results of the research that has been done by the author, the suggestions put forward are divided into two, namely academic/theoretical suggestions and practical

suggestions. On the academic side, it can be further developed, especially in terms of the research context and research methods.

In the field of communication, it can be reviewed around the context of tourism communication through Instagram so that it can be more focused on what the audience wants. And qualitative research can be done to get answers in more depth by conducting focus group discussions because accounts Instagram that contains tourism in Bogor Regency are very important. so that by conducting qualitative research it can focus on one of the accounts that contain tourism content.

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