Measuring The Effectiveness of Social Media Advertisement (Instagram) on The Decision to Visit The Jungle Water Park Bogor During The Covid-19 Pandemic

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Abstract

The pandemic of Covid 19 has had a huge impact to tourism industry. For almost 2 years, tourist attraction especially for water park must be careful in managing visitors especially regarding the cleanliness, health, safety and environment sustainability. Jungle Water Park Bogor try to increase the visitation by making sure the safety of Jungle Water Park via their social media, especially in Instagram. The purpose of this study is to measure the effectiveness of advertising through Instagram social media on the decision to visit The Jungle Waterpark Bogor during the COVID-19 pandemic.

The research method used in this study is a quantitative description approach using a simple linear regression analysis technique. The sampling technique used non-probability sampling with purposive sampling technique. Data was collected using a questionnaire that had been tested for validity and reliability. The purpose of data analysis in this study is to test the hypothesis that is carried out through collecting data from the field in order to predict and explain the effect of the independent variable (Advertising Effectiveness) to the dependent variable (The Decision to Visit). This study requires respondents who have visited The Jungle Waterpark Bogor during pandemic era. The samples studied were 100 respondents who have seen or followed Jungle Water Park Instagram during the covid-19 pandemic.

Based on the results of the study, it can be concluded that the effectiveness of advertisement via Instagram during the Covid-19 pandemic on the decision to visit has a strong relationship for 76%, and has a significant effect for 54%. Hopefully, The Jungle Waterpark Bogor keep evaluating and improving the effectiveness of advertisement via Instagram, by displaying more up-to-date information regarding strict health protocols, especially during the COVID-19 pandemic, uploading interesting photos and more creative videos in order to create an impression and influence the level of trust of potential visitors.

Keywords: Advertising Effectiveness, Instagram Social Media, The Decision to Visit, The Jungle Waterpark, Covid-19 Pandemic

Introduction

Tourism is a sector that has an important role in efforts to increase state income. Tourism has developed in various cities in Indonesia, especially in the city of Bogor. Bogor City is one of the categories of cities that have the potential to become one of the tourist destinations in West Java Province. Bogor City is 60 km from Jakarta City and 120 km from Bandung, the capital city of West Java Province. The types of tourism in Bogor City are nature tourism and artificial tourism. In the Bogor city, there are artificial tours, one of which is The Jungle Waterpark Bogor.

In addition to providing good service quality, The Jungle Waterpark Bogor also prioritizes media promotion and advertising like uses social media Instagram to upload photos and videos about brochures containing promotions, and always active in providing the latest information every day. However, at the beginning of 2020 it decreased again due to the covid-19 pandemic around the world even in Indonesia, The Jungle Waterpark Bogor should limit visitors to 50% of normal visitor capacity. In 2021, The Jungle Waterpark Bogor is still operating by improving health protocols according to the rules from the Ministry of Health and WHO (World Health Organization) by providing chlorine and adjusting the pH of the water (acidity level) at 7.2 to 8 that it can kill the virus and bacteria in the water.

Efforts to restore the tourism sector that can be done by the government is to develop promotions through social media to potential consumers, this effort was also carried out by The Jungle Waterpark Bogor which disseminated information on social media Instagram about the application of health protocols during the covid-19 pandemic.

The promotions that were distributed reaped many positive likes and comment, there was even an increase in followers on Instagram. The Jungle Waterpark Bogor is always active in uploading interesting brochures, as well as information about the implementation of health protocols provided via Instagram to make potential visitors feel safe.

Based on the background and title that has been determined, this research will be limited to the derivative of the theory of promotion or marketing mix, namely advertising. So this study will only discuss the scope of the influence of the effectiveness of advertising through social media on the decision process to visit The Jungle Waterpark Bogor. In the limitation of the research, the author only takes the example of advertising through social media such as Instagram during the covid-19 pandemic.

The research objectives in this thesis are divided into two, namely formal objectives and operational objectives. The formal objectives are divided into two, namely to find out the theory of the marketing mix, promotion, advertising effectiveness, and social media. And to know the theory of the visiting decision process. While the Operational goal is to find out how much influence the effectiveness of advertising through social media Instagram has on the decision process to visit The Jungle Waterpark Bogor during the covid-19 pandemic.

Research Method

The object of research being researched is a waterpark that has been around for a long time since 2008 and has a very strong attraction in the city of Bogor, namely The Jungle Waterpark Bogor. The Jungle Waterpark Bogor is a water ride that carries the concept of learning and playing themes based on the natural panorama of Indonesia. The Jungle Waterpark Bogor has fulfilled all the requirements needed during the research. Sampling was carried out in March 2021.

The conceptual framework is advertising effectiveness as an independent variable (X) which affect the visiting decision process as the dependent variable (Y). Operational variable used by advertising effectiveness as a variable (X) is the EPIC method (empathy, persuasion, impact, and communication). Whereas operational variable used by visit decision process as a variable (Y) are pull factors and push factors.

The method used in conducting research is a quantitative descriptive approach with a simple linear regression analysis technique. The sampling technique used is non-probability sampling using purposive sampling. The method used to determine the number of samples is using the slovin formula.

$$n = \frac{N}{1 + Ne^2}$$

Based on data of tourist visits from The Jungle Waterpark Bogor in 2020 which amounted to 467,600 people and the expected error rate of 10% or 0.1, the following sample was obtained:

$$n = \frac{467.600}{1 + (467.600 \times (0.1)^2)}$$

$$n = 99,98$$

The results obtained were 100 respondents. Data collection techniques using journal, literatures, books, internet, research previously that related to this research, and questionnaires by giving a set of written statements to respondents. The questionnaires distributed online to respondents who have visited The Jungle Waterpark Bogor. The type of data used to collect research data is quantitative data by collecting data from observations and distributing questionnaires regarding the role of advertising effectiveness. Source of data taken in the form of primary data, because reflects the truth that is seen.

Data analysis techniques were measured using a Likert scale. Likert scale has a level from very positive to very negative, for the purposes of quantitative analysis, the answer can be given a score of 1-4. Other data analysis techniques with used validity test, reliability test, normality test (statistical analysis and graph analysis P-plot), simple linear regression analysis, correlation test, coefficient of determination test, and T test by using the software statistical application program SPSS 23.

Research Result

Simple linear regression analysis aims to determine the direction of the relationship between variables whether the results are positive or negative. The formula used in simple linear regression is:

$$Y' = a + bX$$

Table 1. Simple Linear Regression Test Results

Model	Unstandardized Coefficients		Sig.
	B	Std. Error	
1 (Constant)	1.141	.243	.000
Advertising effectiveness (X)	.669	.077	.000

Based on the regression table, it can be shown that the regression equation is:

Y' = 1.141 + 0.669X

Constant (a) which means that the independent variable has a value of zero then the value of the dependent variable (beta) has a positive value of 1.141. The coefficient value of the independent variable (X) is 0.669. It can be interpreted that for every 1% increase in the level of advertising effectiveness, the beta variable (Y) will increase by 0.669. Because the regression coefficient value is positive (+) and the significance value (sig.) is 0.000 < 0.05, then the hypothesis test is that H0 is rejected and H1 is accepted. H1 means that there is an influence from advertising effectiveness through Instagram social media on the decision process to visit The Jungle Waterpark Bogor during the covid-19 pandemic
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The correlation coefficient is a value that indicates whether or not there is a strong linear relationship between two variables. While the coefficient of determination is a tool to measure how far the model's ability to explain the variation of the dependent variable.

Table 2. Correlation Test Results (R) and Coefficient of Determination (R2)

Model	R	R Square
1	.762[a]	.538

Table 3. Correlation Coefficient Level

Correlation Coefficient (R)	Relation
0.00 – 0.199	Very Low
0.20 – 0.399	Low
0.04 – 0.599	Strong enough
0.60 – 0.799	Strong
0.80 – 1.000	Very Strong

The correlation value (R) is 0.762 or 76%, which means that the effectiveness of advertising has a strong relationship or influence on the decision process to visit The Jungle Waterpark Bogor. While the value of the coefficient of determination (R^2) is 0.538 or 54%, from the visiting decision process variable which is influenced by the effectiveness of advertising.

In this research, using the T test which aims to test how far the influence of the dependent variable individually in explaining the dependent variable partially. The T test was performed by comparing the calculated T-value with the T-table obtained from the statistical table (df residual).

Table 4. Partial T Test Results

Model		T	Sig.
1	(Constant)	4.699	.000
	X	8.741	.000

Based on the calculation results, the Tcount value for the advertising effectiveness variable is 8.741 and by using a significance level of 0.05 or 5%, the Ttable is 1.984 from the calculation n-k-1 = 100-1-1 = 98, which means the Tcount value for the advertising effectiveness variable is greater than Ttable 8.741 > 1.984, and the

significance probability value 0.000 < 0.05 then the hypothesis is accepted, it can be concluded that the advertising effectiveness variable (X) has an effect on the visiting decision process variable (Y).

Conclusion
Based on the results of research on 100 samples, it shows descriptive data of respondents. From the data on the sex of the respondents, the male respondents were 36%, while the female respondents were 64%. It can be concluded that the majority of respondents are women.
From the data on the age of the respondents, there were 74% aged 20 – <30 years, 16% aged <20 years, and 8% aged 30 – <40 years. It can be concluded that millennial visitors like the challenge of extreme water rides.
From the data on the domicile of the respondents, who live in Bogor City are 93%, while the respondents who live outside Bogor City are 7%. The majority of visitors are domiciled in the city of Bogor.
From the latest education data of respondents, the dominating visitors are SMA/SMK as many as 59%, diplomas as many as 15%, and undergraduates as many as 26%.
From the respondent's job data, it shows that those who dominate as visitors are students or college students as many as 61%, private employees as many as 23%, other occupations as many as 10%, and entrepreneurs as many as 6%.
The advertising effectiveness variable has a significant effect on the decision process to visit The Jungle Waterpark Bogor. This is indicated by the value of the correlation coefficient in this research of 0.762 or 76%. While the value of the coefficient of determination or R Square (R^2) is 0.538 or 54%, this value shows that the percentage of the influence of the independent variable on the dependent variable is 54% while the remaining 46% is influenced by other variables not included in the research. It can be concluded that this value describes a strong correlation between the independent variable (X), namely advertising effectiveness and the dependent variable (Y), namely visiting decision process.
Based on the results of SPSS 23 data processing, it shows that respondents agree on the advertising effectiveness through Instagram social media which makes visitors interested in visiting The Jungle Waterpark Bogor. The independent variable (X) has a significant effect on the variable (Y) because it has a significance value of less than 0.05. Then the results obtained Tcount of 8,741 with a significance level of 0.000 so it can be interpreted that the variable (X) of advertising effectiveness has a significant effect on the variable (Y) of the visiting decision process.

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