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

Seruni Dinitri[1], Florencia Anastasia Margaretha[2]

*Corresponding author email: seruni@stpbogor.ac.id

Abstract (Times New Roman 10pt)

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

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