

***The Influence of Instagram as a Promotional Medium on Tourists' Visiting
Decisions at the Sonobudoyo Museum in Yogyakarta***

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ABSTRACT

This research aims to analyze the influence of Instagram as a promotional medium on tourists' visiting decisions at the Sonobudoyo Museum in Yogyakarta. The study used a quantitative explanatory approach with a sample of 100 respondents selected using a purposive sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression with SPSS version 27. The results showed that only the Communication variable had a significant partial influence on tourists' visiting decisions ($0.031 < 0.05$). Meanwhile, the Context ($0.071 > 0.05$), Collaboration ($0.201 > 0.05$), and Connection ($0.458 > 0.05$) variables did not have a significant effect. Simultaneously, the variables Context, Communication, Collaboration, and Connection significantly influenced the decision to visit ($F = 23.582$; $\text{Sig.} < 0.001$). The Adjusted R Square value of 0.477 indicates that the research variables explain 47.7% of the decision to visit, with the remainder influenced by factors outside the study. The research findings indicate that communication via Instagram plays the most important role in influencing tourists' decision to visit the Sonobudoyo Museum in Yogyakarta.

Keywords: *Instagram, Promotional Media, Visiting Decision, Tourists, Sonobudoyo Museum.*