

The Influence of Instagram Visual Content and Information Credibility on Destination

Image: A Case Study of Surabaya

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ABSTRACT

The rapid development of digital technology has transformed tourism destination promotion strategies, particularly through Instagram as a visual-based social media platform. Surabaya Zoo utilizes Instagram as a medium for promotion, education, and public communication to strengthen its destination image. However, challenges remain regarding the consistency of visual content and the credibility of the information provided, which may influence public perception. This study aims to examine the effects of visual content and information credibility on the destination image of Surabaya Zoo. The study employed a mixed-methods approach using a sequential explanatory design. Quantitative data were collected through questionnaires distributed to 100 respondents, while qualitative data were obtained through interviews with the social media management of Surabaya Zoo. Data collection techniques included observation, questionnaires, interviews, and documentation. The findings indicate that both visual content and information credibility have a positive and significant influence, both partially and simultaneously, on destination image. The qualitative findings further support the quantitative results by providing a deeper understanding of how these factors contribute to shaping public perceptions. Therefore, enhancing the quality of visual content and ensuring information credibility on Instagram represent effective digital communication strategies for strengthening the image of educational and conservation-based tourism destinations.

Keywords: visual content, information credibility, Instagram, destination image, Surabaya Zoo.

