



The effectiveness of instagram social media as an online promotion strategy @kraton_solo among communication science students at ums

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ARTICLE INFO	ABSTRACT
<p><i>Article history:</i> Received May 30 2024 Revised Jun 13, 2024 Accepted Jul 12, 2024</p> <p><i>Keywords:</i> Social media; Instagram; Online promotion.</p>	<p>The role of technology plays a crucial part in increasing the popularity of tourist destinations today. Social media is highly diverse and offers many benefits to its users, especially in terms of finding places to visit. This research aims to determine the extent of the influence of social media (Instagram) in online promotion @kraton_solo. This study uses a descriptive quantitative research type with a survey method, which emphasizes explaining the influence of the AIDA method (Attention, Interest, Desire, Action). The data collection technique in this research is using primary data. The sampling technique used is nonprobability sampling. The population in this study consists of @kraton_solo followers and Communication Science students (UMS) who follow the @kraton_solo account, totaling 25,500 followers. Descriptive Statistical Analysis Based on the table above, it can be seen that the average value of Attention is 19.19. Interest is 18.31. Desire is 10.07. The average value of Action is 09.77. The average value of Visiting Decision is 10.46 4.3 Research Results (Hypothesis Testing) Based on table 4.3 above, the calculation of multiple linear regression using the SPSS program version 21.0 for windows. The results obtained are F calculated at 40.108 and a probability of 0.000. Because sig 0.000 < 0.05, it can be concluded that the variables of attention, interest, desire, and action together influence the decision to visit.</p> <p><i>This is an open access article under the CC BY-NC license.</i></p>



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1. INTRODUCTION

Roles and technology play a crucial role in increasing the popularity of tourist destinations today. Currently, there are many websites that search for attractive tourist spots in Indonesia. Social media is highly diverse and offers many benefits to its users, especially in terms of finding places they want to visit, one of which is @kraton_solo (Pertiwi & Irwansyah, 2020)

The internet has a significant impact in providing detailed and efficient information without requiring a lot of expenses. The use of the internet makes it easier

for people to do anything related to social networking, such as long-distance chatting, latest news, current information, articles, etc. Everything can be accessed through the internet due to its convenience in providing information (FETTY, 2019).

Social media not only functions as a communication tool but also helps users to explore various kinds of information. Social media plays a significant role and has a big influence on people's lives. Social media is formed to maintain the function and purpose of social media itself and is beneficial for people's lives. Therefore, every tourist destination needs a social media account to promote information, popularity, and the advantages of its tourist attractions to the wider audience, one of which is Instagram (Mafulla & Kholik, 2021).

Instagram plays a very important role in increasing and popularizing tourism visits, as places that were not popular before can become popular through Instagram. Additionally, Instagram plays a crucial role in disseminating information about companies that can be accessed anywhere (Indika & Jovita, 2017). Good communication is also needed in the dissemination of information. Communication is the process where a message is sent from the communicator to the recipient. The message is an exchange of value between the company and its clients. According to experts, an important aspect of marketing success is communication; marketing is communication, and communication is marketing. Communication is a vital component of the overall marketing mission because its connection is very close and cannot be separated (Sukoco, 2018)

In order to increase tourist visits to Kraton Solo through Instagram, Social media marketing is required. Literally, Social media marketing is a type of marketing activity used to raise awareness, recognition, recall, and prompt action through social media (Pardede, 2022). Businesses can assess market competition, increase website traffic, and understand their customers' desires by utilizing social media. Social media can indeed be used as a marketing tool, especially when targeting millennials. Social media allows for two-way communication, enabling businesses to better understand customer needs and desires and how they can effectively meet those desires. Companies can identify customer needs by observing conversations on social media or user feedback (Palmer & Koenig-Lewis, 2009) (Soedjardjo, 2023). According to Kotler and Keller (2015:642), an essential component of digital marketing is social media because it is a tool where people can share information such as text, images, audio, and videos with each other or vice versa (Refiani, 2021). Good and engaging Digital Marketing Communication is also necessary. Digital marketing communication is one of the strategies in enhancing the tourism industry of Kraton Solo. Furthermore, digital marketing communication is also crucial for expanding reach to a wider audience.

Based on the description above, the author is interested in conducting a more in-depth research on "The Effectiveness of Instagram Social Media as an Online Promotion Strategy @kraton_solo Among Communication Science Students at UMS" in terms of the psychological aspects of the audience after seeing @kraton_solo's posts, which has attracted the author's interest in conducting this research. Additionally, the author is also interested in identifying the factors that can influence Communication Science students at Muhammadiyah University of Surakarta (UMS) to visit Kraton Solo.

2. RESEARCH METHOD

This research employs a quantitative descriptive research method, which focuses on explaining the influence of the AIDA method (Attention, Interest, Desire, Action) on @kraton_solo's Instagram towards the effectiveness of online promotion. Descriptive research aims to narrate solutions to existing problems based on data, analyze, and interpret using survey methods (Iii et al., n.d.).

The data collection technique in this study involves using primary data obtained through the results of questionnaires filled out by Communication Science students

(UMS) who follow the @kraton_solo Instagram account, which includes their identities and responses according to the questionnaire results. The questionnaire used in this research is a closed questionnaire, where answers are based solely on respondents' experiences. The Google Form contains questions related to the topic being studied. In this study, a Likert scale is used to measure individuals' or a group of people's opinions, attitudes, and perceptions about a social phenomenon (Iii et al., n.d.). The answers from the 5 alternative answers of each instrument will then be given weights as follows: Strongly Disagree (SD): score 1, Disagree (D): score 2, Neutral (N): score 3, Agree (A): score 4, Strongly Agree (SA): score 5.

The sampling technique used in this research is based on the study population, which employs nonprobability sampling, a technique that does not provide equal opportunities for every element or member of the population to be selected as a sample.

The population in this study consists of followers of @kraton_solo and Communication Science students (UMS) who follow the @kraton_solo account, totaling 25,500 followers. The sample size in this study is 100 individuals who follow the @kraton_solo Instagram account and will be considered as respondents. The sample size in this study is obtained using the Slovin's formula with the following details:

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

description :

n = sampel quantity

N = population quantity

e = 10% margin of error and a population size of 25,500 from Instagram followers @kraton_solo

Based on those calculations, the sample result is obtained using the Slovin formula

$$\begin{aligned} n &= \frac{N}{1 + N \cdot e^2} \\ n &= \frac{25.000}{1 + 25.500 \cdot (0,1)^2} \\ n &= \frac{25.500}{1 + 255} \\ n &= \frac{25.500}{256} \\ n &= 99,60 \end{aligned}$$

Based on the sample calculation, the number of samples obtained is 99.59, which when rounded up becomes 100 respondents.

3. RESULTS AND DISCUSSIONS

3.1 Quality Testing of Instruments and Data

Validity and Reliability Testing

a. Validity Testing

The thing to do before demonstrating that all indicators of a statement are suitable as research instruments is to conduct a large sample test with 100 respondents. The significance level is 5%, where if the calculated $r >$ table r , then the statement is valid. On the other hand, if the calculated $r <$ table r , then the statement is not valid. Here are the validity test results.:

Table 1 The Results of Validity Test for Research Variable Items

Variabel	Ite m	R Hitung	R Tabel	Ketera ngan
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	1	X1.	03	0,9	94	0,1	Valid
	2	X1.	55	0,9	94	0,1	Valid
Attention	3	X1.	40	0,9	94	0,1	Valid
	4	X1.	97	0,8	94	0,1	Valid
	5	X1.	11	0,9	94	0,1	Valid
	1	X2.	15	0,9	94	0,1	Valid
	2	X2.	19	0,9	94	0,1	Valid
Interest	3	X2.	25	0,9	94	0,1	Valid
	4	X2.	03	0,9	94	0,1	Valid
	5	X2.	13	0,9	94	0,1	Valid
	1	X3.	05	0,9	94	0,1	Valid
Desire	2	X3.	19	0,9	94	0,1	Valid
	3	X3.	92	0,8	94	0,1	Valid
	1	X4.	69	0,9	94	0,1	Valid
Action	2	X4.	07	0,9	94	0,1	Valid
	3	X4.	66	0,9	94	0,1	Valid
		Y1	44	0,9	94	0,1	Valid
Keputusan Berkunjung		Y2	48	0,9	94	0,1	Valid
		Y3	53	0,9	94	0,1	Valid

Source: Attached SPSS Output

Based on the validity test results, it can be concluded that all statements of the variables proposed for respondents are valid. This is seen from the calculated r value being greater than the table r value (0.194), indicating that all statements in the questionnaire can be considered suitable instruments for measuring research data.

b. Reliability Testing

Once it is shown that all variables in a statement are suitable to be used as research instruments, the statement can be deemed reliable if the Cronbach's Alpha value > 0.6 . Below are the results of the reliability test:

Table 2 The Results of Reliability Test for Items - Research Variable Items

Variabel	Cronbach's Alpha	Keterangan
Attention	0.955	Reliabel
Interest	0.951	Reliabel
Desire	0.888	Reliabel
Action	0.943	Reliabel
Visiting Decision	0.944	Reliabel

Based on Table 4.1.2, the results of the reliability test indicate that all variables in the statement are deemed reliable as they have met the required value, which is a Cronbach's Alpha of > 0.6 .

3.2 Analisis Statistik Deskriptif

Descriptive statistics provide an overview or description of data based on measures such as mean, standard deviation, maximum, and minimum values. The results of descriptive statistics can be seen in the table below:

Tabel 3 Deskriptif testing

Variabel	Mini mum	Max imum	Mean	Std. Deviation
Attention	5	25	19,19	4,587
Interest	5	25	18,31	4,462
Desire	3	15	10,07	2,262
Action	3	15	9,77	2,546
Visiting Decision	3	15	10,46	3,083

Source: Attached SPSS Output

Based on the table above, the mean values for Attention 19.19, Interest 18.31, Desire 10.07, Action 9.77, and Visiting Decision respectively 10.46.

3.3 Research Result (Test Hypothesis)

In multiple linear regression analysis, both simultaneous (F-test) and partial (t-test) tests will be conducted. The significance test criteria for the F-test and t-test are as follows: Accept H_a (alternative hypothesis) if the probability (p) ≤ 0.05 , indicating that the independent variables, both simultaneously and partially, have a significant impact on the dependent variable. A summary of the multiple linear regression analysis results conducted is as follows:"

Tabel 4 Results of Multiple Linear Regression Analysis

Variabel (Constant)	B	t hitung	Sig t	Keterangan
Attention	0.164	2.876	0.005	Signifikan
Interest	0.301	4.948	0.000	Signifikan
Desire	0.261	2.038	0.044	Signifikan
Action	0.255	2.171	0.032	Signifikan
F hitung	40.108			
Sig F	0.000			
Adjusted R Square	0.612			

Source: Attached SPSS Output

Berdasarkan tabel 4.3 diatas perhitungan regresi linear berganda dengan menggunakan program SPSS versi 21.0 for windows didapat hasil sebagai berikut: $Y = -3.312 + 0.164 X_1 + 0.301 X_2 + 0.261 X_3 + 0.255 X_4 + e$

Constant = -3.312

This means that if there are no variables such as attention, interest, desire, and action influencing the visiting decision, then the visiting decision would be -3.312 units.

$b_1 = 0.164$

That means if the attention variable increases by one unit, then the visiting decision will increase by 0.164 units, assuming all other independent variables remain constant.

$b_2 = 0.301$

It means that if the interest variable increases by one unit, then the visiting decision will increase by 0.301 units, assuming all other independent variables remain constant.

$b_3 = 0.261$

This means that if the desire variable increases by one unit, then the visiting decision will increase by 0.261 units, assuming all other independent variables remain constant.

$b_4 = 0.255$

This means that if the action variable increases by one unit, then the visiting decision will increase by 0.255 units, assuming all other independent variables remain constant.

3.4 Partial hypothesis testing (T test)

Partial t-test is conducted to determine the partial effect between an independent variable and a dependent variable. Based on the table 4.6 above, it can be observed that the significance testing results show a probability value of $0.005 \leq 0.05$. This value proves that "attention has an influence on visiting decisions." Based on table 4.6 above, it can be observed that the significance testing results show a probability value of $0.000 \leq 0.05$. This value proves that "interest has an influence on visiting decisions." Based on table 4.6 above, it can be observed that the significance testing results show a probability value of $0.044 \leq 0.05$. This value proves that "desire has an influence on visiting decisions." Based on table 4.6 above, it can be observed that the significance testing results show a probability value of $0.032 \leq 0.05$. This value proves that "action has an influence on visiting decisions."

3.5 Pengujian Simultan (F)

From the F-test results in table 4.6, an F-value of 40.108 and a probability of 0.000 were obtained. Since the significance level (sig) of 0.000 is less than 0.05, it can be concluded that the variables attention, interest, desire, and action collectively influence the decision to visit.

3.6 Koefisien Determinasi (Adjusted R2)

Based on table 4.8, the coefficient of determination (Adjusted R-squared) is 0.612. This means that the variables attention, interest, desire, and action collectively influence the decision to visit by 61.2%, while the remaining 38.8% is influenced by other variables not included in this research model.

a. The Influence of Attention on Purchase Decisions

The significance test results indicate that there is a probability value of $0.005 \leq 0.05$. This value proves that "attention affects purchasing decisions." Management in marketing plays a crucial role in ensuring that the manufacturer's objectives are achieved effectively (Apriandi, Soleh & Irwanto, 2023). Various efforts in marketing can be made to achieve these objectives. The concept of marketing management is closely related to consumers, where consumer purchase decisions can be enhanced if manufacturers understand their desires and pay attention to consumers. Therefore, to influence consumers in making purchase decisions, the ability to communicate plays a very important role. Attention is the first variable in the AIDA concept that can be applied in marketing management to influence consumer purchase decision.

Attention has a positive and significant impact on purchase decisions. The first factor of AIDA is attention, where the initial step for manufacturers to achieve purchase decisions is to attract consumers' attention, creating a positive impression (Mardiah, 2024). Manufacturers who can create an advertisement with compelling content and a strong message accompanied by frequent airing will leave a deep impression on consumers. As a result, consumers will be interested in paying attention to the displayed advertisement and increase the likelihood of making a purchase decision.

In line with Mardiah (2024), who concluded in her research that attention has a positive and significant impact on the purchase decisions of halal-labeled fast food among students at FAI UMSU.

b. The Influence of Interest on Purchase Decisions

The significance test results indicate that there is a probability value of $0.000 \leq 0.05$. This value proves that "interest affects purchasing decisions." The second factor of the AIDA concept is interest, which involves consumers' interest in a promoted product. Without promotion, a product or service may not attract consumers' interest. Interest emerges as a response to consumer exposure to media information, where engaging information generates tendencies, excitement, or strong desires (Heriansya & Arini, 2023). Someone is considered to have good interest if they feel attracted to a product or service after gaining good knowledge about its advantages and benefits.

Interest has a positive and significant impact on purchase decisions. Manufacturers must consider various media information such as advertisements, commercials, and others with strong appeal content to generate interest from consumers or potential consumers. Consumer interest can be built by informing them about the various advantages and promising solutions to their problems, along with the hope that these issues will be resolved by choosing their products or services (Apriandi, Soleh & Irwanto, 2023). This will make consumers think that by choosing these products or services, they will gain many benefits, thus awakening their interest and ultimately affecting the increase in purchase decisions.

In line with Apriandi, Soleh, & Irwanto (2023), whose research concluded that interest has a positive and significant impact on Telkomsel card purchase decisions in the city of Bengkulu.

c. The Influence of Desire on Purchase Decisions

The significance testing results indicate that there is a probability value of $0.044 \leq 0.05$. This value can prove that "desire influences the decision to visit." A prospective consumer will desire to purchase a product or service if they feel it can fulfill their needs. Thus, the task for producers is to evoke desire in consumers and potential customers and convince them to buy the products or services they offer. Therefore, by creating interest and desire in consumers, it will generate a desire to own (Mardiah, 2024). Hence, companies need astuteness to understand the desires of their target consumers so that they can cultivate consumer desire through their marketing programs.

Desire has a positive influence on purchase decisions. The third factor of AIDA is desire, which means consumers have a strong desire or wish to own a product or service. Therefore, the ability of producers to create a program or communication information to promote products is crucial. When a consumer already has a strong desire or longing to own a product or service, they will make a decision to make a purchase so that they can fulfill their desire (Heriansya & Arini, 2023).

In line with Heriansya & Arini (2023), whose research concluded that desire has a positive and significant influence on the purchase decisions of Batik Basurek Al-Sufi products in Bengkulu City.

d. The Influence of Action on Purchase Decisions

The significance testing results indicate a probability value of $0.032 \leq 0.05$. This value proves that "action influences the decision to visit." To realize consumers buying the offered products, the fourth step is action, which is an initiative from the producer to encourage consumers to materialize their interest and desire by making a purchase (Heriansya & Arini, 2023). Therefore, action must be able to guide consumers into making a purchase. This can be achieved by creating a new promotion or program that supports previous promotions, thus strengthening consumer confidence to make a purchase decision.

Action has a positive and significant impact on purchase decisions. The fourth stage of AIDA is action, where producers must guide consumers to make a purchase. Action is the final step to persuade consumers and potential consumers to make a

purchase as soon as possible (Apriandi, Soleh & Irwanto, 2023). This means that the better producers can guide consumers on what steps to take to make a purchase, the higher the likelihood of a purchase decision being made by consumers. The better the action taken, the greater the likelihood of a purchase decision by consumers.

This is consistent with Mardiah (2024), whose research concluded that action has a positive and significant impact on the purchase decision of halal-labeled fast food among students at FAI UMSU.

e. The Influence of Attention, Desire, and Action on Purchase Decisions

The obtained F value is 40.108 with a probability of 0.000. Since $\text{sig } 0.000 < 0.05$, it can be concluded that the variables attention, interest, desire, and action collectively influence the decision to visit. The decision to make a purchase by consumers is crucial in supporting the company to achieve its goal of profit through the sale of products or services. In marketing theory, AIDA is an approach that producers can use to enhance these purchase decisions. In marketing, AIDA is a concept that plays a significant role (Apriandi, Soleh, & Irwanto, 2023).

Someone who wants to take the final action in a marketing decision-making process must go through the stages of communication first (Heriansya & Arini, 2023). The stages in the marketing process are called AIDA, which aims to gain attention, which will foster interest, leading to desire, and ultimately culminating in action to ensure consumers make the decision to purchase. The collective improvement in these four variables has been shown to positively increase consumer purchase decisions, indicating that attention, interest, desire, and action collectively have a positive and significant impact on purchase decisions.

This aligns with Heriansya & Arini (2023) who concluded in their research that attention, interest, desire, and action collectively have a positive and significant impact on the purchase decision of Batik Basurek Al-Sufi products in Bengkulu City..

4. CONCLUSION

The significance test results show a probability value of $0.005 \leq 0.05$. This value can prove that "attention influences visiting decisions." The significance test results show a probability value of $0.000 \leq 0.05$. This value can prove that "interest influences visiting decisions." The significance test results show a probability value of $0.044 \leq 0.05$. This value can prove that "desire influences visiting decisions." The significance test results show a probability value of $0.032 \leq 0.05$. This value can prove that "action influences visiting decisions." The obtained F value is 40.108 with a probability of 0.000. Because $\text{sig } 0.000 < 0.05$, it can be concluded that the variables attention, interest, desire, and action collectively influence visiting decisions. The significance test results show a probability value of $0.032 \leq 0.05$. This value can prove that "action influences visiting decisions." The obtained F value is 40.108 with a probability of 0.000. Because $\text{sig } 0.000 < 0.05$, it can be concluded that the variables attention, interest, desire, and action collectively influence visiting decisions.

Manufacturers should be able to implement the AIDA concept as best as possible so that consumer purchasing decisions will also increase accordingly. Promotion is key to implementing AIDA, so manufacturers should be able to create good programs or advertisements so that the concept can work well and attract as many customers as possible. For future researchers in a similar field, the results of this research can be used as a reference and can be further developed for better outcomes.

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