



The Effectiveness of Digital Tourism Promotion of Pura Mangkunegaran through Instagram @mangkunegaran on Tourist Visit Interest

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Abstract. Pura Mangkunegaran has utilized Instagram @mangkunegaran as a platform to support branding and tourism promotion. This study aims to examine the effectiveness of digital tourism promotion that has been implemented by Pura Mangkunegaran management, by examining the influence of the quality of Instagram @mangkunegaran and the destination image of Pura Mangkunegaran on tourist visit interest. This study is an explanatory quantitative study. The population of the study was active Instagram users aged 17-56 years spread across five provinces, namely Central Java, Yogyakarta, West Java, Jakarta, and East Java, and were familiar with Pura Mangkunegaran. The number of research samples based on the Slovin formula was 100 people, using the quota sampling technique. The research instrument has met the validity and reliability tests as well as the classical assumption test. The contribution of the influence of the quality of Instagram @mangkunegaran and the destination image of Pura Mangkunegaran simultaneously on tourist visit interest using a multiple linear regression test of 69.8%. Pura Mangkunegaran management is expected to continue to optimize the use of Instagram to support branding and tourism promotion through the development of interesting content.

Keywords: Instagram, Destination Image, Digital Tourism Promotion, Pura Mangkunegaran

1 Introduction

Indonesian tourism is developing dynamically, along with the rapid development of information and communication technology. Various destination attractions can be supporting factors for increasing tourist visits, including natural, cultural, and artificial attractions [1]. The city of Surakarta is known to have several destinations that offer cultural tourism attractions, one of which is Pura Mangkunegaran. According to Albert et al. [2013]; and Nagy, [2012], the concept of cultural or heritage tourism highlights historical or cultural heritage, which includes events, celebrations, places, and attractions that showcase past customs and traditions [2].

As a heritage tourism destination, Pura Mangkunegaran offers the beauty of buildings that blend Javanese and European style architecture, cultural and artistic events, and

historical value for tourists. Based on data from the Surakarta City BPS, the trend of tourist visits to Pura Mangkunegaran has fluctuated over the past seven years, especially during the pandemic and post-pandemic [3]. However, in the last two years, precisely in 2022-2023, the number of tourists has increased again (Table 1).

Table 1. Number of Tourist Visits to Pura Mangkunegaran

Year	Foreign Tourists	Domestic Tourists
2017	8.629	23.454
2018	7.691	26.559
2019	7.957	32.040
2020	902	9.310
2021	47	3.727
2022	1.999	40.168
2023	6.392	143.186

Source: Surakarta City Book in Figures 2019-2024, <https://ppid.surakarta.go.id/informasi/surakarta-dalam-angka/>

Currently, branding and tourism promotion strategies are increasingly being applied digitally, including the use of social media to reach potential tourists more widely. Dwityas & Briandana [2017] said that social media plays an important role as a source of information that is the basis for consideration at all stages of travel decision-making, starting from the planning stage, use, and review of tourism products or services [4].

Lazaridou et al. [2017] stated that Instagram is a social media platform that can support the promotion of cultural tourism [5]. In Indonesia, Instagram is commonly used to promote tourist destinations, as it is a highly popular social media platform among the Indonesian people. As reported by NapoleonCat.com, Instagram users in Indonesia until March 2024 had reached 90.41 million people [6].

The management of Pura Mangkunegaran implements a destination branding strategy and digital tourism promotion by utilizing websites and several social media platforms, including Instagram [7]. The implementation of this strategy can also be seen from the management's efforts to promote Pracima Tuin, known as the "palace garden" through Instagram @pracima.mn. In early 2023, Pracima Tuin, which is in the Pura Mangkunegaran area, was inaugurated as a public space after the revitalization process was completed and can now be visited by tourists [8].

However, not only Instagram @pracima.mn, Pura Mangkunegaran management is also actively managing Instagram @mangkunegaran to promote the appeal of this cultural tourism destination. Based on digital observations, Instagram @mangkunegaran at the end of August 2024 had published 320 posts of photo and video content about various cultural ceremonies, commemorations of momentum, and other activities organized by Pura Mangkunegaran, such as Mangkunegaran Run in Solo, workshops, and so on. The number of followers of Instagram @mangkunegaran has reached more than 72 thousand followers.

Although many researchers have stated that digital tourism promotion is believed to be able to influence tourists' decisions to visit a destination, there is still a research gap.

According to Adhanisa & Fatchiya [2017] found that community-based tourism websites and Instagram are only effective in attracting the attention and interest of the audience but are not yet effective in attracting their desires and actions to visit the destination [9]. In addition, research conducted by [Patalo et al., 2023] revealed that Instagram does not have a significant partial effect on tourists' interest in visiting Clungup Mangrove Conservation [10]. However, Patalo et al. also found that Instagram and destination images had a significant simultaneous effect on tourists' interest in visiting Clungup Mangrove Conservation. This research gap is a reference for conducting more in-depth research on the contribution of Instagram as a tourism promotion platform.

One of the supporting factors that has the potential to influence tourist interest is the destination image. Beerli and Martin [2004] stated that perceptions of the image of a tourist destination will affect satisfaction and intention to visit the tourist destination in the future, which depends on the ability of the tourist destination to provide a positive experience for tourists [11]. Therefore, this study focuses on examining the effectiveness of digital tourism promotion that has been implemented by the management of Pura Mangkunegaran, by examining the influence of the quality of Instagram @mangkunegaran and the destination image of Pura Mangkunegaran on tourist interest in visiting.

2 Literature Review

2.1 Instagram as a Digital Tourism Promotion Tool

Instagram has played a significant role in developing the tourism industry in Indonesia. As one of the social media platforms that can feature images, videos, and sounds, Instagram is perceived as an essential medium in attracting people to visit certain displayed destinations [12]. The results of this study are in line with the statement by Shuqair & Cragg [2017] that uploading content on Instagram can influence the visiting intentions of other users because Instagram has the power of visualization [13].

According to [Zulzilah et al., 2019], Instagram has a major contribution to tourism because tourists visit a destination after seeing photos shared through the platform. Photos shared by fellow tourists can also influence other Instagram users and encourage responses between Instagram users [14]. Barbe et al., [2019] stated that Instagram is the most popular travel-related social media that plays a big role in creating travel inspiration and generating interest in the destination [15].

In this study, visual content in the form of photos and videos posted on the Instagram account provides an opportunity for potential tourists to find information about the attractions of Pura Mangkunegaran, such as cultural ceremonies and commemorations of momentum, art performances, and the beauty of Pura Mangkunegaran architecture. The quality of the Instagram @mangkunegaran variable is measured based on indicators of the quality of visual content shared through Instagram posts, both in the form of photos and videos, the intensity of updating information, and the completeness of information and features presented in the Instagram account.

H1: There is an influence of the quality of Instagram @mangkunegaran on tourist visit interest.

2.2 Destination Image

Hunt [1975] the first scholar to define the concept of destination image, emphasized that this concept focuses on subjective perceptions that include the sum of beliefs, perceptions, and impressions held by an individual or group about a place or destination. Furthermore, destination image can be viewed from two dimensions. The cognitive image emphasizes tourists' perceptions of destination attributes and the affective image is tourists' emotional evaluation of destination attributes and the surrounding environment [16].

Several researchers [Baloglu and Love, 2005; Toral et al., 2018; Um and Crompton, 1990] have suggested that a destination with a positive and unique image has a greater chance of being chosen as a tourist destination [17]. Fakeye & Crompton [1991] also stated that a strong positive image of a tourist destination can influence visitors' travel choices, especially when they have limited knowledge or experience about the tourist destination [18].

Chaulagain et al [2019] state that destination image is formed based on the attractiveness of a destination, which creates a belief and impression that forms tourists' interest in visiting [19]. Chen and Tsai [2007] explain that destination image is measured based on several indicators, including:

- a. destination image refers to communication about the uniqueness of a destination visually;
- b. entertainment refers to activities that can create pleasure and make you relax;
- c. nature and culture refer to a tourist destination's natural beauty and culture [20].

In this study, the destination image variable of Pura Mangkunegaran was measured based on the perception of potential tourists towards several attributes that describe the attractiveness of the cultural tourism destination, adapting the indicators proposed by Chen and Tsai [2007].

H2: There is an influence of the destination image of Pura Mangkunegaran on tourist interest in visiting.

2.3 Tourist Visit Interest

According to Yacoeb et al. [2019], visiting interest is the willingness of tourists toward tourist attractions offered by tourist destination managers as a tourist destination [21]. This is in line with the statement of Rezvani et al. [2012] that tourist interest is a behavior that can motivate someone to visit a destination [22].

In this study, tourist visit interest can be understood as the willingness of potential

tourists to visit Pura Mangkunegaran as a cultural tourism destination and gain experience from the visit. The variable of tourist visiting interest is measured by the desire or intention to visit, the willingness to share visiting experiences through content, and the willingness to provide visit recommendations.

H3: There is an influence of the quality of Instagram @mangkunegaran and the destination image of Pura Mangkunegaran on tourist visiting interest.

3 Methodology

This type of research is explanatory quantitative research that aims to determine the effectiveness of digital tourism promotion of Pura Mangkunegaran as a cultural tourism destination, which is reviewed from the influence of the quality of Instagram @mangkunegaran variables (X1) and the destination image of Pura Mangkunegaran (X2) as independent variables on the interest of tourists to visit (Y) as the dependent variable. The population of this study includes people from 3 different generation groups, namely Generation X, generation Y or millennials, and Generation Z who live in the five provinces closest to Pura Mangkunegaran including the provinces of Central Java, DIY Yogyakarta, West Java, Jakarta, and East Java. The determination of this population is based on the consideration that people in this age range are generally active users of social media, including Instagram. In addition, other population characteristics in this study include a group of people who know about the cultural tourism destination of Pura Mangkunegaran. Based on BPS data in 2020, the number of populations that match these characteristics is 91,959,913 people. Furthermore, the number of research samples was determined based on the Slovin formula with a margin of error of ten percent (10%), so that the number of research samples was 100 people. An online survey to obtain primary data was conducted on the 1st to the 12th of August 2024.

The data collection technique was carried out using quota sampling through online surveys. The questionnaire contained 24 statements with 5 value ranges Likert-scale to measure those three variables. The independent variable of the quality of Instagram @mangkunegaran (X1) was measured using nine Likert-scale statements. Meanwhile, the independent variable of the destination image of Pura Mangkunegaran (X2) was measured using 12 Likert-scale statements. Finally, the dependent variable of tourist visit interest (Y) was measured using 3 Likert-scale statements. The questionnaire was first tested on 30 respondents. The validity test uses Pearson Product Moment Correlation, while the reliability test uses Cronbach Alpha which is carried out with the help of IBM SPSS 25. According to Ghazali [2018], the questionnaire statement is declared valid if the calculated *r value* of all questions is greater than the *r table* of 0.361 for 30 respondents [23]. Primary data from 100 respondents were first tested with classical assumptions which included the normality test, multicollinearity test, and heteroscedasticity test. Primary data that has met the classical assumption test is then subjected to regression analysis, t-test, and F-test to answer the hypothesis.

4 Results and Discussion

4.1 Respondent Profile

Based on primary data from 100 respondents, most respondents are female (58%) and 42% are male. Most respondents live in Central Java (69%) and several other provinces closest to Pura Mangkunegaran. When viewed from the age range, the number of respondents from the Generation Z category (44%) and millennials is balanced (46%). Only 10% of respondents are Generation X with an age range of 41-56 years. Some respondents are workers (47%), either as private employees, civil servants, or professionals. Some other respondents are students, entrepreneurs, and others.

Table 2. Respondents Profile (N = 100)

Item	Category	Frequency	Percentage (%)
Gender	Male	42	42%
	Female	58	58%
Age Group	17-24 (Gen. Z)	44	44%
	25-40 (Millenials)	46	46%
	41-56 (Gen. X)	10	10%
Domicile/ Province	West Java	14	14%
	Jakarta	9	9%
	Central Java	69	69%
	Yogyakarta	4	4%
	East Java	4	4%
Occupation	Students	30	30
	Private Employees	29	29
	Civil Servants	14	14
	Professional	4	4
	Entrepreneur	4	4
	Others	19	19
Experience visiting Pura Mangkunegaran	Never visited	33	33%
	Have visited	67	67%

4.2 Validity and Reliability Testing

The results of the validity test using Pearson Product Moment correlation show that all statements to measure each variable are declared valid, as shown by the *r value* in table 3 which is greater than the *r table* of 0.361. In addition to the validity test using Pearson Product Moment correlation, the questionnaire was also tested for reliability using Cronbach Alpha. Meanwhile, a research instrument is declared reliable if the Cronbach Alpha value is greater than 0.6. As described in Table 3, each variable has a Cronbach Alpha value of more than 0.6, so it is declared reliable.

Table 3. Results of The Validity and Reliability Test

Variable	Item	Validity Score (Pearson)
The Quality of Instagram @mangkunegaran (X1) Cronbach's α = 0.932	The feed display of the IG account @mangkunegaran is interesting (X1.1)	0.746
	The quality of tourism photos on IG @mangkunegaran is good (X1.2)	0.832
	IG @mangkunegaran displays visual content about the appeal of Pura Mangkunegaran (X1.3)	0.837
	The tourism video content of Pura Mangkunegaran posted on IG @mangkunegaran is interesting to watch (X1.4)	0.789
	IG @mangkunegaran displays "Lelakon" content about the profile of <i>abdi dalem</i> which is interesting to watch (X1.5)	0.859
	IG @mangkunegaran presents the latest information about Pura Mangkunegaran through insta story (X1.6)	0.822
	IG @mangkunegaran manager always updates information every week (X1.7)	0.833
	I get complete information about Pura Mangkunegaran tourism promotion through IG (X1.8)	0.633
	IG @mangkunegaran provides complete features to find out about Pura Mangkunegaran tourism promotion (X1.9)	0.896
	Pura Mangkunegaran is popular as a tourist destination that upholds a commitment to preserving culture (X2.1)	0.912
	Pura Mangkunegaran is the right destination to visit for tourism while learning about culture (X2.2)	0.937
	Pura Mangkunegaran's location is easily accessible to visitors (X2.3)	0.845
	Pura Mangkunegaran displays a beautiful blend of Javanese and European architecture (X2.4)	0.887
	Pura Mangkunegaran tourism managers organize interesting programs/activities for visitors (art exhibitions, traditional dance classes, <i>karawitan</i> , etc.) (X2.5)	0.935
	Pura Mangkunegaran displays interesting traditional arts (dance and music) (X2.6)	0.929
	Pura Mangkunegaran tourism managers are innovative in organizing interesting non-cultural activities (example: <i>Mangkunegaran Run in Solo</i> sports event, <i>Mangkunegaran MakaN-MakaN culinary event</i> , etc.) (X2.7)	0.891

Variable	Item	Validity Score (Pearson)
Destination Image of Pura Mangkunegaran (X2) Cronbach's $\alpha = 0,975$	The cultural ceremony held at Pura Mangkunegaran is interesting to watch for visitors (example: <i>Kirab Pusaka Dalem 1 Suro, Ruwatan Bumi</i> etc.) (X2.8)	0.921
	Pura Mangkunegaran tourism manager provides complete facilities for visitors (X2.9)	0.798
	Pura Mangkunegaran tourism manager strictly implements visiting rules to preserve local traditions and culture (X2.10)	0.898
	The tour guide is competent in explaining the historical and cultural aspects of the Pura Mangkunegaran (X2.11)	0.901
	The price of the Pura Mangkunegaran tourism ticket is affordable for visitors (X2.12)	0.766
	Tourism promotion content on Instagram @mangkunegaran makes me want to visit Pura Mangkunegaran (Y.1)	0.706
Tourist Visit Interest (Y) Cronbach's $\alpha = 0.806$	I will share content about Pura Mangkunegaran (Y.2)	0.905
	I will invite people close to me to visit Pura Mangkunegaran (Y.3)	0.930

4.3 Classical Assumption Testing

The normality test was conducted using the P-plot technique and showed that the residual data was normally distributed (Figure 1). The following figure shows that the points are near the diagonal line.

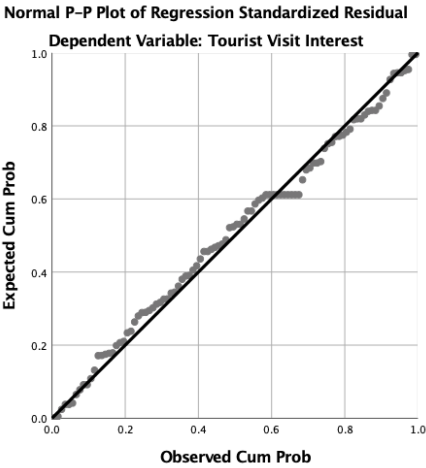


Figure 1. Result of The Normality Test P-Plot

Multicollinearity test is used to determine whether there is a linear relationship between independent variables in the regression model, which is reviewed from the variance inflation factor (VIF) and tolerance value. If the VIF value is less than 10 and the Tolerance value is more than 0.01, then there is no multicollinearity problem. The results of the multicollinearity test can be seen in the table 4.

Table 4. Result of The Multicollinearity Test

Model	Unstd. B	Collinearity Statistics	
		Tolerance	VIF
(Constant)	.346		
The Quality of Instagram @mangkunegaran	.109	.310	3.230
Destination image of Pura Mangkuengaran	.157	.310	3.230

a. Dependent Variable: Tourist Visit Interest

The heteroscedasticity test aims to test whether in the regression model, there is an inequality of variance from the residuals of one observation to another. A good regression model does not have heteroscedasticity. In this study, the heteroscedasticity test was carried out through the glacier test, namely by regressing the independent variable with the absolute value of its residual. If the significance value between the independent variable and the absolute residual is more than 0.05, then there is no heteroscedasticity problem. The results of the heteroscedasticity test using the glacier test show that the data is free from heteroscedasticity because the significance value in Table 5 shows more than 0.5.

Table 5. Result of The Heteroscedasticity Test

Model	Unstd. B	Coeff. Std. Error	Sig.
(Constant)	-7.994E-16	.831	1.000
The Quality of Instagram @mangkunegaran	.000	.036	1.000
Destination Image of Pura Mangkunegaran	.000	.027	1.000

a. Dependent Variable: Abs_RES

4.4 Descriptive Analysis

Primary data were then analyzed descriptively to determine the mean of each questionnaire statement item based on a Likert scale of 1-5. Table 6 shows that most respondents gave an agreement response to all questionnaire statement items from each research variable. This can be seen from the mean which shows a value of more than 4, from a Likert scale of 1-5.

Table 6. Result of Descriptive Analysis

Variable	Item	Mean (N=100)
The Quality of Instagram @mangkunegaran (X1)	X1.1	4.09
	X1.2	4.35
	X1.3	4.43
	X1.4	4.21
	X1.5	4.23
	X1.6	4.27
	X1.7	4.13
	X1.8	4.05
	X1.9	4.18
Destination Image of Pura Mangkunegaran (X2)	X2.1	4.48
	X2.2	4.63
	X2.3	4.48
	X2.4	4.42
	X2.5	4.46
	X2.6	4.48
	X2.7	4.46
	X2.8	4.57
	X2.9	4.20
	X2.10	4.45
	X2.11	4.31
	X2.12	4.22
Tourist Visit Interest (Y)	Y.1	4.44
	Y.2	4.10
	Y.3	4.28

4.5 Hypothesis Testing

4.5.1 The Influence of Quality of Instagram @mangkunegaran (X1) on Tourist Visit Interest (Y)

A simple linear regression test is used to determine whether each independent variable influences the dependent variable. Based on Table 7, the R square value of the independent variable of the quality of Instagram @mangkunegaran is 0.604 or 60.4% can explain the dependent variable of tourist visit interest, while the other 39.6% are explained by other variables that are not in the research model.

Table 7. Model Summary of The Quality of Instagram @mangkunegaran (X1)

Model	R	R Square	Adjusted Square	R Std. Error
1	.777	.604	.600	1.370

a. Predictors: (Constant), The Quality of Instagram @mangkunegaran

In addition to the coefficient of determination, according to Ghozali (2018), the t-test aims to show how far the influence of each independent variable is in explaining the variation of the dependent variable [24]. The results of the simple linear regression test show that the quality of the Instagram @mangkunegaran variable (X1) has a significant

positive effect on the visits interest (Y). This is evidenced in Table 8 that the *t value* is $12.225 > t \text{ table}$ of 1.66071 with $\alpha = 5\%$, and a significance value of $0.000 < 0.05$, so the first hypothesis (H1) is accepted. The regression formula based on the analysis findings is $Y = 2.275 + 0.777 X1$.

Table 8. T-Test Results of The First Hypothesis

Model	Unstd. B	Coeff. Error	Std. Beta	Coeff. t	Sig.
1 (Constant)	2.275	.873		2.605	.011
The Quality of Instagram @mangkunegaran	.278	.023	.777	12.225	.000

a. Dependent Variable: Tourist Visit Interest

The findings of this study, which show a positive influence of the quality of Instagram @mangkunegaran on the tourist visit interest, are in line with several previous studies that highlight the significant role of Instagram as a social media platform with its visualization power so that it can attract the interest of potential tourists to visit a destination [13]. This is in line with the statements of some researchers such as Barbe et al., (2019) also stated that Instagram is the most popular travel-related social media that can create travel inspiration and generate interest in the destination [15].



Figure 1. Screenshot of @mangkunegaran's Instagram about the traditional dance "Beksan Srimpi Suralaksana"

The researcher's statement is in line with the results of the quantitative descriptive analysis which shows that respondents gave a good assessment of the quality of

Instagram @mangkunegaran. This can be seen based on the mean of nine statement items measuring the quality variable of Instagram @mangkunegaran, all of which obtained an average score of more than 4 on a Likert scale of 1-5. Several statement items with the highest averages include "IG @mangkunegaran displays visual content about the appeal of Pura Mangkunegaran (X1.3)" at 4.43, then the statement item "The quality of tourism photos on IG @mangkunegaran is good (X1.2)" also showed a good average of 4.35. Meanwhile, the statement item "The tourism video content of Pura Mangkunegaran posted on IG @mangkunegaran is interesting to watch (X1.4)" also obtained a good average of 4.21 (Table 6).

It can be understood that the quality of Instagram @mangkunegaran in terms of visual content is considered good by respondents. The visual power of Instagram through photo uploads and video content becomes a consideration for visiting tourist destinations.

4.5.2 *The Influence of Destination Image of Pura Mangkunegaran on Tourist Visit Interest*

Based on Table 9, the R square value of the independent variable of the destination image of Pura Mangkunegaran is 0.675 or 67.5% can explain the dependent variable of tourist visit interest, while the other 32.5% are explained by other variables that are not in the research model.

Table 9. Model Summary of The Destination Image of Pura Mangkunegaran (X2)

Model	R	R Square	Adjusted Square	R Std. Error
1	.822	.675	.672	1.241

a. Predictors: (Constant), Destination Image of Pura Mangkunegaran

The results of the simple linear regression test also show that the destination image of the Pura Mangkunegaran variable (X2) has a significant positive effect on tourist visit interest (Y). This can be seen from the coefficient table which shows a calculated t of 14.271 > t table of 1.66071 with $\alpha = 5\%$ and a significance value of 0.000 < 0.05, so the second hypothesis (H2) is accepted. The regression formula based on the analysis findings is $Y = 0.767 + 0.822 X_2$.

Table 10. T-Test Results of The Second Hypothesis

Model	Unstd. B	Coeff. Std. Error	Std. Coeff. Beta	t	Sig.
1 (Constant)	.767	.854		.898	.371
Destination Image of Pura Mangkunegaran	.227	.016	.822	14.271	.000

a. Dependent Variable: Tourist Visit Interest

The result of this analysis is in line with the opinions of several researchers such as

Chaulagain et al (2019) who stated that the destination image is formed based on the attractiveness of a destination, which creates beliefs and impressions that shape tourists' interest in visiting certain destinations [19].



Figure 2. Screenshot of @mangkunegaran's Instagram about "Kirab Pusaka Dalem Mangkunegaran"

The destination image of Pura Mangkunegaran received a good assessment from respondents. This is evidenced by the mean of 12 measurement statement items, all of which exceed a score of 4 on a Likert scale of 1-5. The highest average of 4.57 can be seen from the statement item "The cultural ceremony held at Pura Mangkunegaran is interesting to watch for visitors (example: *Kirab Pusaka Dalem 1 Suro*, *Ruwatan Bumi* etc.) (X2.8)" (Table 6). The results of this analysis reveal that many attractions owned by Pura Mangkunegaran, such as cultural ceremonies and traditional art performances, are well-perceived by respondents. This destination image is then able to influence the interest of tourists to visit.

4.5.3 The Influence of Quality of Instagram @mangkunegaran and Destination Image of Pura Mangkunegaran on Tourist Visit Interest

Based on Table 11, the adjusted R square value of the independent variables of the quality of Instagram @mangkunegaran and the destination image of Pura Mangkunegaran simultaneously is 0.698 or 69.8% can explain the dependent variable of tourist visiting interest, while the other 30.2% are explained by other variables that are not included in the research model.

Table 11. Model Summary of The Quality of Instagram @mangkunegaran and Destination Image of Pura Mangkunegaran (X2)

Model	R	R Square	Adjusted Square	R Std. Error
1	.839	.704	.698	1.191

a. Predictors: (Constant), The Quality of Instagram @mangkunegaran, Destination Image of Pura Mangkunegaran

Based on the F test on multiple linear regression, it is known that the two independent variables, namely the quality of Instagram @mangkunegaran (X1) and the destination image of Pura Mangkunegaran (X2) simultaneously have a positive and significant effect on tourist visit interest (Y). This is evidenced by the calculated F value of $115.316 > F$ table of 3.09 and a significance value of $0.000 < 0.05$, so the third hypothesis (H3) is accepted.

Table 12. F-Test Results of The Third Hypothesis

Model	Sum of Squares	df	F	Sig.
Regression	327.161	2	115.316	.000
Residual	137.599	97	1.419	
Total	464.760	99		

a. Dependent Variable: Tourist Visit Interest

b. Predictors: (Constant), The Quality of Instagram @mangkunegaran, Destination Image of Pura Mangkunegaran

Table 13. Coefficients of Both Independent Variable

Model	Unstd. B	Coeff. Std. Error	Std. Coeff. Beta	t	Sig.
(Constant)	.346	.831		.416	.678
The Quality of Instagram @mangkunegaran	.109	.036	.305	3.072	.003
Destination Image of Pura Mangkunegaran	.157	.027	.568	5.723	.000

a. Dependent Variable: Tourist Visit Interest

Based on Table 13, the multiple regression formula is $Y = 0.346 + 0.305 X1 + 0.568 X2$. This finding shows that the simultaneous influence of both independent variables is greater than the partial influence of each variable. This confirms that the two independent variables, namely the quality of Instagram @mangkunegaran and the destination image of Pura Mangkunegaran, have an important role can influencing tourists' interest in visiting.

5 Conclusion

The use of Instagram @mangkunegaran and the destination image of Pura Mangkunegaran has proven effective as a digital tourism promotion tool that can

influence tourist visit interest. The influence of the two independent variables simultaneously shows a greater contribution to the influence of tourist visit interest, when compared to the partial influence of each independent variable. Thus, the manager of Pura Mangkunegaran needs to develop the use of Instagram as one of the social media that has been owned to continuously promote the cultural tourism destination. Some things that can be maximized are developing the attractiveness of content on Instagram @mangkunegaran to promote Pura Mangkunegaran, presenting more comprehensive information about the cultural tourism destination to potential tourists, and ensuring the continuity of the publication of Instagram content @mangkunegaran that has been implemented so far. In addition, the manager of Pura Mangkunegaran also needs to maintain the involvement of Instagram users, one of which is with the opportunity from user-generated content from other Instagram users who share interesting experiences when visiting Pura Mangkunegaran.

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