

THE EFFECT OF THE USE OF TOURISM MARKETING ON INSTAGRAM SOCIAL MEDIA ON THE LEVEL OF VISITS TO DANTE PINE, ENREKANG REGENCY

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Abstract: Dante Pine tourist attractions in Enrekang Regency actively utilize Instagram as the main instrument of marketing communication. This research is motivated by the gap between the high popularity of digital (19,000 followers) and the reality of the level of tourist visits in the field which fluctuates and has decreased. Therefore, this study aims to empirically analyze the influence of the use of tourism marketing on Instagram social media on the level of tourist visits at Dante Pine tourist attractions, Enrekang Regency. This study uses a quantitative approach with the type of explanatory research. The study population was all followers of the @dante.pine Instagram account, with a sample of 377 respondents determined using the Krejcie and Morgan formula and selected through purposive sampling techniques. The measurement of the effectiveness of marketing communication was measured using the 4C (Context, Communication, Collaboration, Connection) theory, while the rate of visits was measured using the AISAS (Attention, Interest, Search, Action, Share) digital consumer behavior flow model. The main data collection was through questionnaires, and analyzed using descriptive analysis, classical assumption test, simple linear regression, t-test (partial), and determination coefficient test. The results of the study show that: (1) The level of Instagram social media marketing use in Dante Pine tourist attractions is in the high category, which is 74.3%. (2) The level of tourist visits is also in the high category, which is 76.7%. (3) There is a positive and significant influence between Instagram social media marketing on the rate of tourist visits to Dante Pine. This is evidenced by the calculated t value (29.247) which is greater than the t table (1.966) with a significance value of $0.000 < 0.05$. The value of the Coefficient of Determination (R Square) shows a figure of 0.695, which means that marketing activities through Instagram social media contributed 69.5% in influencing the rate of tourist visits, while the remaining 30.5% were influenced by other factors outside of the variables of this study.

Keywords: Social Media Marketing, Instagram, 4C Theory, AISAS Model, Tourist Visit Rate.

1. INTRODUCTION

Communication science is a discipline that examines how messages are conveyed from communicators to communicators through various media to produce certain effects. As it develops, this study is no longer limited to interpersonal communication and mass communication only, but also extends to the realm of digital communication which is now increasingly dominating the life of modern society. Digital communication is a form of communication that utilizes internet-based technology and digital devices as the main medium in conveying messages. The development of information technology has led to a transformation from conventional communication to communication that is more interactive, fast, and not limited by space and time. In this context, digital communication not only functions as a means of exchanging information, but also as a strategic instrument in marketing activities that is able to influence audience behavior. Social media as part of digital communication plays an important role in supporting tourism marketing activities through the rapid and widespread dissemination of information. In the context of tourism, the level of tourist visits is not only influenced by the physical attractiveness of a destination, but also by how the destination is known and perceived positively through digital media. Enrekang Regency as one of the areas



that has high natural tourism potential is also inseparable from the development of the digital-based tourism sector. One of the leading tourist destinations in this area is Dante Pine, which is a pine-forest-based tourist attraction that offers a panoramic view of the mountains and a cool and beautiful natural atmosphere. This destination is located in Tanete, Anggeraja District, Enrekang Regency, South Sulawesi. Based on data from the beginning of 2026, there is a fluctuating phenomenon in the level of real visits in the field when compared to the digital popularity of Dante Pine tourist attractions. The official Instagram account of @dante.pine already has around 19,000 followers, but this consistent growth of followers is not an absolute guarantee of the success of the conversion of tourist visits on a steady basis. This symptom suggests a gap between the effectiveness of the digital content produced and the actual decision to visit. Departing from these problems, this explanatory quantitative research was conducted to empirically test the influence of the use of Instagram social media marketing on the level of tourist visits to Dante Pine tourist attractions, Enrekang Regency.

2. LITERATURE REVIEW AND THEORETICAL REVIEW

2.1 Instagram Social Media Marketing (4C Theory) Social media marketing or Social Media Marketing (SMM) is defined as a new generation of marketing tools that are able to encourage higher attention and participation from consumers through the use of social networks. To dissect the dimensions of social media marketing from the manager's point of view, this study is based on the 4C Theory framework developed by Chris Heuer, which includes:

1. Context: How managers frame messages and stories to be relevant to audiences through visual aesthetics, image resolution, and caption narrative suitability.
2. Communication: The practice of listening, responding, and sharing messages in two directions to humanize the brand, measured from admin responsiveness and completeness of information.
3. Collaboration: Audience involvement in creating added value together, such as reposting content submitted by visitors or User-Generated Content (UGC).
4. Connection: The depth of long-term relationships and emotional bonds built between the community of followers and the identity of the tourist destination that produces e-WOM.

2.2 Tourist Visitor Rate (AISAS Model) The level of tourist visits is seen as a form of response or output of the effectiveness of a digital marketing message. To understand the transformation of digital information flows into tangible actions in the form of physical visits, the AISAS framework developed by Dentsu was used:

1. Attention: The phase where consumers first become aware of Dante Pine's presence through Reels or Feed visuals on Instagram's Explore page.
2. Interest: The emergence of a deep interest that encourages users to follow manager account.
3. Search: Independently validate information through hashtag (#dantepine) search and location tag to minimize the risk of dissatisfaction.
4. Action: Realization of the decision in the form of a direct physical visit to the destination location in the Regency Enrekang.
5. Share: Post-visit photos, videos, or reviews to personal social media that trigger a new marketing cycle.

3. RESEARCH METHODS

The population in this study is defined as all Instagram social media users who are followers of the official @dante.pine account. Based on pre-research observations in April 2026, the number of followers of the @dante.pine account was recorded at 19,000 accounts. To determine the representative sample size of the population $N = 19,000$, the researchers referred to the mathematical formulation of Krejcie and Morgan:

$$s = \left[\chi^2 \cdot N \cdot P \cdot (1 - P) \right] / \left[d^2 \cdot (N - 1) + \chi^2 \cdot P \cdot (1 - P) \right]$$

Description of formula parameters :

s: The sample size being sought.

N: Size of the following population (19,000).

χ^2 : Chi-Square value for significance level 5% (df = 1, value = 3.841).

P: Assumed proportion of population (0.50).

d: Degree of accuracy / margin of error (0.05) .

Based on the calculations of the Krejcie and Morgan formula:

$$s = [3,841 \times 19.000 \times 0,5 \times 0,5] / [(0,05)^2 \times 18.999 + 3,841 \times 0,5 \times 0,5] = 18.244,75 / 48,45775 = 376,50$$

The value of $s = 376.50$ was rounded up to 377 respondents. The sampling technique uses *Non-Probability Sampling* with the *Purposive Sampling* approach. The sample criteria set include:

1. Instagram users are at least 17 years old.
2. Have an active Instagram account and are a follower of the @dante.pine account.
3. Have seen or interacted with Dante Pine's travel promotion content on Instagram in the last 6 months

4. RESULTS OF RESEARCH AND DISCUSSION

The questionnaire distribution process resulted in 424 responses, of which after the inclusion criteria verification process 377 valid samples were obtained. The demographic profile of the respondents is presented in detail in Table 4.1:

Category Characteristics	Sub-Group Details	Frekuensi (f)	Persentase (%)	Kumulatif (%)
Gender	Male	178	47,21%	47,21%
	Women	199	52,79%	100,00%
Age Group	17 – 21 Tahun	63	16,71%	16,71%
	22 – 26 Tahun (Gen Z)	165	43,77%	60,48%
	27 – 31 Tahun (Milenial Muda)	83	22,02%	82,50%
	> 31 Tahun	66	17,50%	100,00%
Origin of Domicile	Kabupaten Enrekang (Lokal)	137	36,34%	36,34%
	Palopo & Tana Toraja / Torut	100	26,53%	62,87%
	Pinrang, Sidrap, Makassar & Lainnya	140	37,13%	100,00%

Table 4.1 data shows that the majority of respondents are young age groups of 22–26 years old (43.77%), which indicates that the main market segment of Dante Pine tourism connoisseurs is the Generation Z group who are active social media users [cite: 1]. In terms of domicile, 63.66% of respondents come from outside Enrekang Regency, which proves that the reach of Instagram @dante.pine digital communication is able to penetrate the geographical boundaries of the region

4.1 Validity and Reliability Tests The results of the validity test using the Pearson Product Moment correlation technique with a rtable limit of 0.101 indicates that all 20 statements for Variable X are declared valid with a calculation value ranging from 0.274 to 0.695. Likewise, the 5 items of Variable Y statements have a calculation value ranging from 0.680 to 0.709 (> 0.101). Reliability test with Cronbach's Alpha method yields values coefficients of 0.899 for Variable X and 0.733 for Variable Y, both well above the standard limit 0.70, so that the instrument is declared very reliable. 4.2 Descriptive Analysis of Variables Based on the categorization of the total score of the respondents' answers using the ideal score interval, a descriptive visualization of the level of accumulation of variables is obtained which is presented in the table below:

Table 1. Accumulated Instagram Social Media Marketing Categories (X) and Visit Rate (Y)

No	Category	Score Interval (X)	Frekuensi (X)	Persentase (X)	Interval (Y)	Frekuensi (Y)	Persentase (Y)
1	Low	20,0 < 46,66	8	2,1%	5,0 < 11,66	11	2,9%
2	Medium	$46,67 \leq X < 73,33$	89	23,6%	$11,67 \leq Y < 18,32$	77	20,4%
3	High	$X > 73,32$	280	74,3%	$Y > 18,32$	289	76,7%
Total		-	377	100%	-	377	100%

Table 1 proves that the majority of respondents consider Instagram's social media marketing activities to be in the high category (74.3%) and have a high level of behavioral visits (76.7%). This dominance shows the optimal performance of managers in utilizing digital visuality aspects.

4.3 Classical Assumption Test

The Kolmogorov-Smirnov Normality Test yields an Asymp. Sig. (2-tailed) of 0.200 (greater than 0.05), confirms the residual data is normally distributed. Heteroscedasticity testing using scatterplot graphs shows a random distribution of data points above and below the number 0 on the Y-axis without a specific geometric pattern, meeting the model homoskedasticity prerequisites.

4.4 Simple Linear Regression Analysis and Hypothesis Testing

Testing the causality effect between variables statistically yields regression coefficient parameters summarized in the following table:

Table 2. Results of Simple Linear Regression Analysis (Coefficientsa)

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	0,780	0,672	-	1,161	0,247	
Pemasaran Instagram (X)	0,242	0,008	0,834	29,247	0,000	

Based on the results of parameter B in Table 2, the simple linear regression formulation is formulated as follows: $Y = 0.780 + 0.242X$. The interpretation of the equation shows a positive direction coefficient of 0.242, meaning that every one unit increase in Instagram marketing quality will boost the tourist visit rate by 0.242 units. The results of the partial test (t-test) proved the value of $t_{cal} (29.247) > t_{table} (1.966)$ with a significance of $0.000 < 0.05$. So the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, validly stating that Instagram Social Media Marketing has a positive and significant effect on the Tourist Visit Rate. The determination analysis yielded an R Square value of 0.695. These statistical parameters show that the ability to explain variables independent of the use of Instagram social media marketing contributes 69.5% to the variation in tourist visit rates in Dante Pine, while the remaining 30.5% is the contribution of variables outside of this study model.

4.5 Theoretical Discussion

The massive contribution from Instagram of 69.5% was driven by the characteristics of intangible natural tourism products and experience products, where tourist expectations are heavily relied on digital visual stimulus. Chris Heuer's circular integration of the 4C framework has been shown to trigger AISAS' digital behavioral flow in succession. The visual dimension of the aesthetic of pine trees and the panorama of the mountains trigger the attention and interest of digital gadget users. Furthermore, the management of the responsive Communication dimension via Direct Messages and comments facilitates the search phase of technical information. This cumulative stage succeeded in mobilizing Action actions in the form of a physical visit to Enrekang. Finally, Connection's emotional attachment encourages tourists to share their personal documentation through the hashtag #dantepine, which acts as a new organic electronic promotion engine (e-WOM).

5. CONCLUSIONS AND SUGGESTIONS

Based on the results of the analysis of research data, three main conclusions can be drawn: (1) The use of Instagram social media marketing activities in the Dante Pine tourist attraction in Enrekang Regency is considered to be in the high category (74.3%); (2) The behavior of the level of tourist visits based on the AISAS model is in the high category (76.7%); and (3) There was a positive and significant influence between the use of Instagram social media marketing on the level of tourist visits in Dante Pine, Enrekang Regency with an influence contribution rate of 69.5% ($R^2 = 0.695$, $t = 29,247 > 1,966$). Managers are advised to continue to maintain the consistency of production of interactive short video content (Instagram Reels) as well as improve the responsiveness of daily interactions. For the regional tourism office, it is expected to provide integrated digital marketing incubation support for local destinations. The researcher is further recommended to explore additional mediating variables such as destination image, digital brand reputation, or satisfaction variables to broaden the understanding of the remaining 30.5% variation.

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