

ABSTRACT

Instagram is a social media that is used as a forum for interaction between users, an entertainment medium, a source of inspiration and creative ideas, a forum for becoming content creators. Social Media Instagram is a social media that was considered very effective before in increasing the number of tourist visits. Tekad Camping Ground is a camping ground located in Bogor, West Java, which was established with the concept of efficient camping and good views starting in 2021. In 2023 this tourist spot will only have a few visitors. This was far from what the Tekad Camping Ground had hoped for. This research aims to find out how effective the use of Instagram by public relations at the Tekad Camping Ground campsite is in increasing visiting decisions. The research method used in this study is quantitative. The sample used in this study was 100 respondents obtained from probability sampling technique. Apart from that, this research also uses tests in the form of validity, reliability and classical assumption tests, including normality, simple linear and hypothesis tests. The results of this study obtained a $t_{count} > t_{table}$ value of $16.105 > 16.6023$, thus proving that H_0 was rejected and H_1 was accepted. So it is proven that effectiveness has a significant influence on the decision to visit tourists. From the results of the coefficient of determination, it is stated that the effectiveness of using Instagram has an influence of 72.6% on the decision to visit and the rest is influenced by other variables not included in this research.

Keywords: *public relations, social media, tourism, , visiting decisions.*