ABSTRACT

This research was conducted to determine the effect of instagram account @amazingtasikmalaya on the interest of *followers* to visit tourism place in Tasikmalaya. @Amazingtasikmalaya is an official Instagram account created to promote tourism in Tasikmalaya. The story of the name Amazing Tasikmalaya was formed because the founder wanted to show the beauty and extraordinary potential of the land of legend, Tasikmalaya. The purpose of this research is to find out whether there is the influence of instagram account @amazingtasikmalaya on the interest of *followers* to visit tourism objects in Tasikmalaya and knowing how much the influence of @amazingtasikmalaya Instagram account with *followers*'s interest in visiting Tasikmalaya tourism object. The method used in this research is quantitative with descriptive and causal type research. Sampling method is done by *non-probability sampling* with the type of *simple random sampling*, with respondents as many as 100 people. The data analysis technique used is descriptive analysis, classic assumption test and simple linear regression analysis, coefficient of determination and hypothesis testing. The results of hypothesis testing using the t-test show that social media Instagram @amazingtasikmalaya has an influence on the *followers's* interest in visiting tpurism object in Tasikmalaya. This is proven by t count (10.114) > t table (1.944). Based on the coefficient of determination, it was found that social media @amazingtasikmalaya instagram has an influence of 51.1% on followers's interest in visiting tourism objects in Tasikmalaya.

Keyword: *Social Media, Instagram, Interest in Visiting*