ABSTRACT

The presence of new media is utilized by Kabupaten Kebumen Disporawisata to promote tourism objects around Kebumen Regency through @plesirbumen Instagram account. Related to the high level of poverty being a problem owned by Kebumen Regency, the tourism sector provides opportunities to be able to improve the community's economy so that it is expected to be able to reduce poverty levels. This study aims to find out how much influence promotion on social media Instagram @plesirbumen is able to influence someone to make a visit decision. The research method used is quantitative with descriptive analysis type. Data collection was carried out by distributing online questionnaires through Google forms to 100 respondents. The data analysis technique used in this study is descriptive analysis, correlation and simple linear regression. The sampling technique in this study uses nonprobability sampling and the data is processed using SPSS software version 26. Based on the results of this study, it shows that the promotion of social media accounts Instagram (X) gives a 71.91% influence on visitation decisions (Y) while the remaining 28 , 09% was influenced by other factors not examined in this study. This study has the conclusion that social media promotion which consists of promotional reach, updates quantity in media and message quality has an influence on visit decisions consisting of attention, interest, search, action and share.

Keywords*: New Media, Social Media, Instagram, Visit Desicion.*