

ABSTRACT

The development of communication technology and the entry of the digital 4.0 era also developing habits and patterns of thinking of its users who in the previous era the sources of information still used conventional media such as; radio, magazines, tv and newspapers. Currently, social media is used by users, especially business people, as a means to support the marketing needs of brands or products sold by these business people.

Entering the digital era 4.0, all activities carried out by the community starting from buying necessities to marketing goods / services can be done from home or by using gadgets. One of the digital platforms that is widely used by the public, namely Instagram, by using Instagram, users are able to share photos or videos that are equipped with captions. This makes marketers especially take advantage of these digital opportunities and platforms to streamline their marketing.

On this occasion, the author examines the influence of social media in particular Instagram with the object, namely the @explorebali Instagram account, regarding its influence in using the Instagram digital platform with many decisions to visit tourists to Bali tourist destinations through the Instagram account.

From the research results, researchers used a quantitative approach as well get data using a questionnaire and use Solis theory (2011: 37) which discusses social media with the 4C concept (context, communication, collaboration, connection) and also uses Ferdinand's theory (2002) which discusses the Visit Decision by paying attention to the concept of Product Attraction, Price, Service Interest, Preference, Referential, and Information show that there is a relationship between Variable X (Social Media) and Variable Y (Visit Decision) which has a very strong correlation with the category.

Keywords: *Social Media, Visiting Decision, Quantitatif Analysis.*