

ABSTRACT

Nowadays, traveling is one of the necessities that is needed by every society. This is done to clear the mind from the work routine that always surrounds the daily routine. By going on a tour, it will certainly increase the country's income, both domestic and international tourists. Tourism is the third foreign exchange earner for countries after oil and gas commodities.

In 2019 the number of tourists who came to Indonesia was 16 million people from abroad, this proves that Indonesia is a tourist destination for foreign tourists. Therefore, there is a need for a good Instagram online marketing strategy to attract more domestic and international tourists.

The method used is a questionnaire method by means of a survey, the respondents in this case are visitors to the Sukawana tea garden. A total of 100 visitors. The technique used is a random data collection technique and uses a questionnaire. By using likert scale and data analysis techniques are descriptive analysis and simple regression.

The results showed that the online promotion and interest in visiting the Sukawana Bandung Tea plantations were in the good category. There is a positive and significant influence between online promotion on the interest of agro-tourism tourists visiting the Sukawana Bandung Tea plantation by 51.8%.

Keywords : *Promotion, Interested to Visit, Teh Sukawana.*