ABSTRACT

The tourist area in Bandung Regency is famous for historical phenomena that have blended with nature, one of which is Nagara Puntang which is on Jl. mt. Puntang, Pasirmulya, Kec. Banjaran, Bandung Regency, West Java 40377. The development of the world of tourism at this time is very close to the growth of technology, the progress of the digital era has brought many advantages and conveniences for humans. One aspect that gets a lot of influence is business. One way is by using social media. Until now, many types of social media are often used as marketing techniques. The sophistication of social media is also able to reach wider and unlimited customers. One of the social media application platforms used by Nagara Puntang is Instagram, which is a platform for broadcasting content marketing as a means of information and interaction with consumers. However, thus content marketing needs to be evaluated and measured to find out how much influence it has on tourists' visiting decisions. So the writer is interested in raising this research with the title "Instagram Content Marketing Against Decisions to Visit Nagara Puntang, Bandung Regency".

This research was conducted using quantitative methods through questionnaire data collection. The population of this research is tourists visiting Nagara Puntang, the sample used is a non-probability sample. The source of the data obtained is primary data, a sample of 100 respondents from Instagram followers @nagara.puntang. As well as the secondary data used, namely journals, theses, books, the internet, previous research and other sources that support the theoretical concepts of the research variables carried out. Questionnaire result data will be analyzed using Descriptive Analysis and Classical Assumption Test.

The value of the content marketing variable (X) is 75.5% which is in the Good level, and the visit decision variable (Y) is 75.9% which is also in the Good category. With a coefficient of determination of 0.784 which shows the magnitude of the influence of content marketing on tourist visiting decisions is 78.4% with a fairly high percentage range, where far below that there are 21.6% factors outside of research such as direct marketing.

Keywords: Content Marketing, Instagram, Visiting Decisions