

## **ABSTRACT**

*Technological developments have changed society, this is in line with the presence of social media which offers broad benefits and potential. Belitar opposite tourist village is one of the tourist destinations that utilizes social media. As one of the countries that has quite attractive tourist destinations, in 2022 Indonesia recorded a significant decrease in tourist visits compared to 2019. Likewise with tourist visits to Bengkulu Province.*

*The purpose of this research is to analyze and test how does social media marketing influence destination image, how does social media marketing influence visit intention, how does destination image influence visit intention, and how does social media marketing influence visit intention mediated by destination image. This research uses social media Instagram, because it has the highest traffic and followers compared to other social media across the Belitar tourism village.*

*The object of research is a non-artificial (natural) natural-based tourist destination, namely the Belitar opposite tourism village. Data collection was carried out using a questionnaire instrument and literature study. The target population for this study were all Instagram followers of the Belitar cross tourism village, the samples taken were DWBS Instagram followers and had never visited the Belitar cross tourism village before. The minimum number of samples required in this study is 155 samples. The WarpPLS 7.0 statistical tool was used in this study to perform data analysis.*

*The results of the 155 samples tested using the WarpPLS 7.0 statistical tool show that social media marketing positively and significantly influences destination image, social media marketing also influences visiting intentions positively and significantly directly, destination image influences visiting intentions positively and significantly, as well as the image of the destination positively and significantly mediates the social media marketing relationship to the intention to visit.*

*The suggestion from this research is that the Belitar opposite tourism village can further maximize its marketing strategy such as increasing their social media marketing by strengthening the existing dimensions of the social media marketing variables, namely: online communities, interaction, sharing of content, accessibility, and credibility.*

*Keywords: Social media marketing, Destination image, Intention to visit, Consumer Behavior, Tourist Destinations, Instagram, Marketing mix*