



The influence of media exposure in the form of content on the instagram account @infojajansolo on visit interest

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ABSTRACT

Media exposure is one of the causes of changes in behavior, perspectives, desires, and preference of each individual affected. So, form the resulting impact this research aim to find out how media exposure in the dorm of content on the Instagram account @infojajansolo influences visiting interest. The theory used in this research is S-O-R, which is the theory of understanding the impact of attachment that arises due to a drive. Sample collection uses probability techniques where not all prpolations have the same opportunity. The data in this study were collected through an online survey using a questionnaire distributed to 100 respondents, followers of the Instagram account @infojajansolo, using purposive sampling technique. The questionnaire was designed to measure the influence of Instagram content on visit intentions. The results of the study showed that Instagram content had an influence of 45.7% on visit intentions, while 54.3% was influenced by other factors. These findings indicate that social media, particularly Instagram, is effective in influencing the audience's interest, but other external factors should also be considered in marketing strategies.

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1. INTRODUCTION

The internet has rapidly developed in the realm of social media, marking a significant trend in the evolution of the global information era. Social media is an online medium that relies heavily on web-based digital technology to transform one-way communication into interactive dialogue. Social media also allows the public to access information and maintain personal identity, directly influencing human behavior by promoting active information-seeking and dissemination through print, online, and electronic media. Today, nearly every human activity worldwide is accessible through platforms like Instagram, Line, Facebook, and X (Mudjiyanto & Dunan, 2021).

Instagram, a popular social media platform, offers various features for users, such as photo sharing and filters, allowing individuals to showcase their presence. Many users also share content, knowledge, images, and motivational messages. Instagram's features include followers, photo uploads, captions, hashtags, likes, comments, saving, and sharing (Liedfray et al., 2022). These features aid users in marketing, as they enable photo and video catalog uploads, detailed information through comments, and online product promotion, facilitating remote shopping and providing numerous benefits for users.

The reason for selecting Instagram as a research object stems from the large internet user base in Indonesia. In 2017, Indonesia had 143.6 million internet users, around 54.7 percent of the

total population (according to the 2018 Indonesian Internet Service Providers Association report). This indicates that half of Indonesia's population is familiar with and actively uses the internet in daily activities (Wibowo & Nurwindasari, 2019).

Thus, visit intentions are affected by the interest in visiting. For visiting intentions, it is essential to ensure the destination holds a Halal certification to build trust among consumers (Saputro & Seyaningrum, 2023). The Instagram account @infojajansolo is highly relevant due to its strong engagement with followers, authentic content, and focus on Solo's culinary scene. By actively interacting with its audience through Instagram Stories and providing instantly consumable, informative content, the account fosters a sense of community and connection. This approach resonates with food enthusiasts and tourists looking for genuine recommendations and local insights. The account's focus on the local food culture of Solo and Solo Raya makes it a valuable resource for both locals and visitors. Additionally, its visual appeal, showcasing enticing food photos and videos, captures the attention of its audience. While follower numbers are important, the account's true influence lies in its ability to generate conversation, promote local businesses, and maintain high engagement, making it an authentic and impactful source for food lovers in the region.

Social media users have become more aware of others' attention to their needs, leading them to believe that creating social media content provides them with greater social support by connecting them with a wide network of users (Permatasari et al., 2021). Content creation and distribution play a critical role as informers, communicators, and facilitators. These creators can foster communities where users feel connected, experiencing higher engagement, authenticity, and connection (Sihombing, 2020).

Conceptually, the essence of conventional media exposure remains the same in the realm of new media. Audiences exposed to new media have the potential for mass reach through internet networks (McQuail, 2020). Conventional media exposure, as McQuail explains, represents various types of mass media, including broadcasting and the internet or social networks, classified as new media. However, the impact varies, particularly regarding the exposed audience characteristics. As internet and social network connections are accessible anytime and anywhere, exposure intensity is heightened. Exposure via new media, such as the internet, social networks, and social media, is inherently multidirectional (Saepudin S & Oktaviani, 2023).

New media encourages reciprocal responses and provides diverse forms and content. Thus, audiences are more likely to experience extensive exposure within the new media landscape. McQuail also notes that exposure measurement, indicating societal consumption of specific content, involves (1) duration, i.e., how long viewers watch, (2) frequency, i.e., how often they watch, and (3) attention, i.e., how much attention they give to impressions (Fahriyani et al., 2020).

Content creation and distribution are closely related to audience behavior, significantly shaping followers' behavior through social media channels. Some organizations identify content as a relevant intermediary due to its extensive audience reach. Content even influences hard-to-reach stakeholders and easily connects with adolescents, adults, young consumers, or specific groups. Influencers on social media serve as information providers and communication facilitators.

This study seeks to explore the correlation from a different perspective: the influence of media exposure, particularly content on Instagram @infojajansolo. Instagram enables users to express themselves with high levels of disclosure (Habil, 2023). Frequent Instagram users tend to be more open and honest. Through social media exposure, users can become subjects of content application. Social media thus offers users a forum for discussing and providing feedback on related content, such as comments and likes, which increases their exposure level (Sampe Litha & Kreshan, 2024).

These considerations led to conducting this research on the impact of media exposure in the form of content on the Instagram account @infojajansolo on visit interest. Based on the above explanation, the researcher aims to examine how media exposure influences visit interest. Notably, the Instagram account @infojajansolo has not been used in previous studies. The research question focuses on the influence of Instagram-based media exposure on the decision to visit culinary spots in Solo Raya.

2. RESEARCH METHOD

This research uses a quantitative explanatory approach. Quantitative research is a method that employs specific theories to test and examine the relationships between variables (Sari et al., 2022). These variables are measured using research instruments to produce data in numerical form, which can then be analyzed using statistical procedures. According to Sugiono (2019), explanatory research is a type of quantitative research aimed at investigating and conveying information about causal relationships between variables.

In this study, the interest in visiting culinary spots in Solo Raya (Variable Y) is measured by assessing the followers' level of interest after being exposed to content on the Instagram account @infojajansolo. A Likert scale can indeed be used to evaluate this interest. The scale would allow respondents to rate their agreement with statements related to their likelihood of visiting a culinary spot based on the Instagram content they have seen. For instance, items on the scale might include statements such as "I am interested in visiting the culinary spots featured on @infojajansolo" or "The content on @infojajansolo increases my desire to visit culinary spots in Solo Raya." Respondents would then select from a range of options, such as "Strongly Agree," "Agree," "Neutral," "Disagree," or "Strongly Disagree," to indicate their level of interest. This method provides a clear, quantifiable measure of visit interest based on media exposure. The hypotheses are as follows:

Ho: There is no influence of media exposure in the form of content (X) on the decision to visit (Y).

Ha: There is an influence of media exposure (X) on the decision to visit (Y).

The population represents the entire object of study, covering all elements involved in the research (Suriani et al., 2023). This study's responses were collected through a Google Form, Google Forms was chosen for this study because it is easy to use, cost-effective, and allows for wide accessibility. With real-time data collection and seamless integration with Google Sheets, it streamlines the process of organizing and analyzing responses. Its customizable features and secure data handling make it an ideal tool for reaching a large audience, like @infojajansolo's 66.6 thousand followers, while ensuring efficient and accurate data management.

Non-probability sampling is applied when all elements in the population do not have an equal chance of being selected (Fatihudin, 2020). This study employs purposive sampling, a sampling technique used to gather information from specific target groups. In purposive sampling, criteria are set for selecting the sample, focusing on certain types and conditions (Lenaini, 2021). In a study using purposive sampling, you would typically select participants based on specific criteria that align with the goals of your research. If your focus is on understanding interactions, engagement, or the influence of active followers, then it would make sense to choose only active and frequently interacting followers as your sample. This ensures that the data collected is relevant to the research question. You may set further criteria such as a minimum number of interactions or activity within a specific time frame to ensure the participants meet your intended focus.

The choice of the 18-24 age group for this research is likely due to their high engagement with social media, as they are digital natives who actively interact with platforms like @infojajansolo. This demographic is also more open to trying new food products and sharing experiences, which can amplify word of mouth (WOM). However, focusing solely on this age group may introduce bias, as the findings might not be applicable to other age groups, whose interactions with the brand could differ significantly. Thus, while the 18-24 group is a relevant target, the research may not be generalizable to a broader audience.

This age range, part of the millennial generation, is particularly open to digital media, skilled in smartphone use, quick to adopt information, and strongly connected to the internet (Indrawan et al., 2023). The study on followers' perceptions of @infojajansolo's content presentation on Instagram may provide valuable insights into this specific group, but generalizing the findings to a broader audience depends on factors such as sample diversity and content type. If the research focuses solely on @infojajansolo's followers, the results may reflect the preferences of this group, which may not represent all Instagram users. To make the findings applicable to a wider population, a more diverse sample and statistical analyses would be necessary to ensure the results are statistically significant and not limited to just this specific group.

3. RESULTS AND DISCUSSIONS

Respondent Characteristics

In this research, the data collected by the researcher is quantitative, represented by numerical values. A total of 100 respondents participated in the study through a Google Form distributed personally to followers of the Instagram account @infojajansolo. The data was measured using a 1-5 Likert scale. Data processing was conducted using SPSS 25. The following presents the respondents' characteristics based on gender:

Table 1. Respondent characteristics by gender		
No.	Respondent characteristics	Presentase (%)
1.	Woman	68,6%
2.	Man	31,4%

Based on the table above, out of the 100 Instagram @infojajansolo followers sampled, 68.6% of respondents are female, while the remaining 31.4% are male.

Validity Test

The technique used to test validity is the Pearson product-moment correlation. This research utilized data from 100 respondents from the questionnaires distributed, with a significance level of 10%. Consequently, the critical value of r (table) is 0.361, indicating that the data is considered valid if r (calculated) > 0.361. Therefore, the test will be deemed valid if the calculated r value exceeds the table value of r .

Table 2. Results of validity test for variable X				
Dimensions	Variable	r (count)	r (Table)	Information
Frequency	X1_A	0,751	0,361	Valid
	X1_B	0,593	0,361	Valid
	X1_C	0,702	0,361	Valid
	X1_D	0,615	0,361	Valid
	X1_E	0,489	0,361	Valid
Duration	X2_A	0,829	0,361	Valid
	X2_B	0,833	0,361	Valid
	X2_C	0,731	0,361	Valid
	X2_D	0,772	0,361	Valid
	X2_E	0,511	0,361	Valid
Atensi	X3_A	0,742	0,361	Valid
	X3_B	0,507	0,361	Valid
	X3_C	0,693	0,361	Valid
	X3_D	0,471	0,361	Valid
	X3_E	0,650	0,361	Valid

Source: Processed by the Author (2024)

Table 3. Results of validity test for variable Y				
Dimensions	Variable	r (count)	r (Table)	Information
Frequency	X1_A	0,809	0,361	Valid
	X1_B	0,852	0,361	Valid
	X1_C	0,806	0,361	Valid
	X1_D	0,845	0,361	Valid
	X1_E	0,787	0,361	Valid
Duration	X2_A	0,716	0,361	Valid
	X2_B	0,861	0,361	Valid
	X2_C	0,874	0,361	Valid
	X2_D	0,765	0,361	Valid
	X2_E	0,694	0,361	Valid
Atensi	X3_A	0,772	0,361	Valid
	X3_B	0,787	0,361	Valid
	X3_C	0,922	0,361	Valid
	X3_D	0,796	0,361	Valid
	X3_E	0,763	0,361	Valid

Source: Processed by the Author (2024)

Based on the validity test results presented in the table above, all variables can be considered valid as the findings indicate that the calculated r-value exceeds the r-table value with a significance level of 10%.

Reliabilitas Test

In this study, the researcher employed the Cronbach's alpha formula to assess the accuracy or reliability of a sample over different time periods. To determine the reliability of the variables, it can be observed that if the value of each question item is greater than 0.6, it can be considered reliable.

Table 4. The results of the reliability test for variable X

Reliability Statistics	
Cronbach's Alpha	N of Items
.902	15

Source: Processed by the Author (2024)

Based on the table above, it shows that the Cronbach's alpha value is 0.902, which is greater than 0.6. Therefore, it can be concluded that the questionnaire is reliable.

Table 5. The results of the reliability test for variable Y

Reliability Statistics	
Cronbach's Alpha	N of Items
.961	15

Source: Processed by the Author (2024)

Based on the table above, it is indicated that the Cronbach's alpha value is 0.961, which is greater than 0.6. Therefore, it can be concluded that the questionnaire is reliable.

Classical Assumption Test for Normality

The normality test is conducted to assess whether the collected data is normally distributed or not. This is done using the P-Plot technique, where the points are examined to see if they spread around the diagonal line and follow its direction. In Table, the data produced from the testing using SPSS version 25 shows that the points are distributed along the diagonal line, indicating that the residual values are normally distributed.

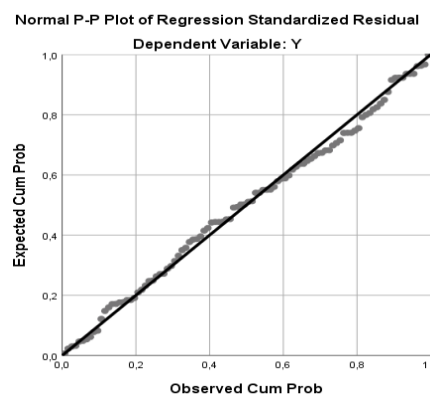


Figure 1. Results of the normality test using p-plot

Linieritas Test

The linearity test is used to examine whether there is a significant relationship between two variables. The researcher utilized SPSS software with a significance parameter of 0.05. In Table 17, the significance value is shown to be 0.922, which exceeds the significance parameter (>0.05). Therefore, it can be concluded that both variables have a significant linear relationship.

Table 6. Results of the linearity test ANOVA table

ANOVA Table				F	Sig.
Y	*	Between Groups	(Combined)	,376	,894
X1			Linearity	6,344	,241
			Deviation from Linearity	,315	,922
		Within Groups			
		Total			

Simple Linear Regression Test

According to Lestiyanti & Purworini (2022), this is carried out to observe the quantitative representation of the dependent variable influenced by the independent variable. Using the following formula:

$$Y = \alpha + \beta X$$

Information:

Y: Variabel dependen

□: konstanta

□: koefisien variabel

X: variable independent

The testing was conducted using SPSS version 25, with the results presented in Table 18. From the equations for each variable, it can be concluded that the regression coefficient for variable X is 0.570, and the significance value is less than 0.05. This indicates that media exposure has a positive influence on the interest in visiting.

Table 7. Simple linear regression test coefficoensta Coefficients^a

Unstandardized Coefficients		Standardized Coefficients		t	Sig.
Model	B	Std. Error	Beta		
1 (Constant)	28,618	3,633		7,878	,000
X	,570	,063	,676	9,073	,000

Hipotesis test (test-t)

In the hypothesis testing, the calculated t-value is compared with the table t-value to determine the final result. The alternative hypothesis (Ha) will be accepted if the calculated t-value (t_{count}) is greater than the table t-value (t_{Table}), and the null hypothesis (Ho) will be accepted if t_{count} is less than t_{Table} . This testing was conducted using SPSS version 25. In Table 19, the calculated t-value for variable X is 9.073. When compared to the table value at a significance level of 0.05, with a confidence interval of 1.660, the calculated result of 9.073 is found to be higher than the table value. Therefore, Ha is accepted, indicating that media exposure in the form of content on the Instagram account @jajansolo has a significant effect on the interest in visiting.

Table 8. Result coefficientsta test coefficients^a

Unstandardized Coefficients		Standardized Coefficients		t	Sig.
Model	B	Std. Error	Beta		
1 (Constant)	28,618	3,633		7,878	,000
X	,570	,063	,676	9,073	,000

Coefficient of Determination

The purpose of the coefficient of determination is to determine the percentage of influence between the two variables after identifying the impact of media exposure on the interest in visiting. Testing was conducted using SPSS version 25, and in Table 20, the output model summary shows an R-squared value of 0.457. This indicates that the influence of the media exposure variable (X) on the visiting interest variable (Y) is only 45.7%. Consequently, the remaining 54.3% of the interest in visiting is attributed to other factors that were not examined in this study.

Table 9. Coefficient of determination
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,676 ^a	,457	,451	5,833

This study aims to determine whether media exposure through content on the Instagram account @infojansolo affects interest in visiting. Data collection was conducted via a questionnaire, and the T-test results indicated a significance value of 0.000. This demonstrates that the media exposure variable, represented by the content on the Instagram account @infojansolo, positively influences the interest in visiting variable. There are three indicators in the media exposure variable: frequency, duration, and attention (Deborah & Anggraeni, 2022). These indicators were used to investigate media exposure, with frequency showing a percentage of 34.1%, duration at 32.1%, and attention at 33.8%, indicating similar results across the board.

In the visiting interest variable, three indicators were identified: preference, information search, and interest (Ihsan & Siregar, 2020). The results showed preference at 33.6%, information search at 32.4%, and interest at 34%.

Relating this to the Stimulus-Organism-Response (S-O-R) theory, the stimulus in this study is the impact experienced by followers of the Instagram account @infojansolo due to media exposure through the content. According to this theory, the messages conveyed through the content can prompt responses from the audience, making the messages received quicker and more impactful in influencing an individual's interest in visiting. A person's trust in a medium develops when they receive detailed information.

Additionally, the Determination Test revealed a correlation between media exposure and visiting interest, with media exposure accounting for 45.7% of the influence, while 54.3% is attributed to other factors not examined in this study. This indicates that important factors serve as benchmarks for visiting activities based on the impact of media exposure.

In the findings of the research by Sumampouw (2023), media exposure is reflected in the attitudes of the public using social media, especially in situations where people are exposed to the meaning conveyed through social media messages. As researched by Panuju (2019), changes in characteristics occur in individuals, such as behavior, preferences, perspectives, and desires, based on what is communicated by the media.

The distinction between this study and that conducted by Setiyorini et al. (2019) lies in the sampling technique; this study utilized random sampling, where subjects were drawn from a similar environmental group, each having an equal chance of being selected as samples. In contrast, this research used purposive sampling, where not everyone could be included as a sample, making the study more focused and exploratory, ideal for generating hypotheses and quickly gaining understanding (Firmansyah & Dede, 2022).

The most significant difference from the study by Wiclestari & Kusumaningtyas (2023) is that their research relied solely on questionnaire data collection without specifying sample criteria, such as age or gender. This resulted in unfocused data; however, using specific criteria would facilitate data processing.

Thus, the results of this study indicate that media exposure influences the followers of the Instagram account @infojansolo regarding their interest in visiting.

4. CONCLUSION

Based on the results of this study, it was found that the media exposure variable, represented by the content on the Instagram account @infojansolo (X), In addition to media exposure, several other factors may influence visit intentions. Demographic factors such as age, gender, income level, and education can shape how individuals respond to marketing messages. For instance, younger consumers might be more responsive to social media content, while older individuals may prioritize other elements like taste or convenience. Previous culinary experiences also play a significant role; positive past experiences with certain cuisines or restaurants can increase the likelihood of revisiting similar establishments. Geographic location is another important factor, as individuals living closer to a restaurant are more likely to visit, especially if the content emphasizes

convenience or uniqueness. Social factors, such as recommendations from friends or family, are also key drivers of visit intentions. Word-of-mouth referrals often carry significant weight, especially when the recommendation comes from a trusted source. These factors, together with media exposure, likely contribute to the remaining 54.3% of influences on visit intentions. Furthermore, there are limitations in this study, including that the respondents were solely followers of the Instagram account @infojajansolo, which means that the data collected does not represent the entire audience affected by this media exposure. Additionally, the distributed questionnaire was closed-ended, allowing respondents to only choose or provide definitive answers. As a result, respondents were unable to express their opinions, leading to a narrower range of information or data obtained. The study's findings suggest that businesses in the culinary industry can enhance marketing strategies by targeting specific demographics through social media, such as Instagram, and leveraging word-of-mouth and local promotions. Tailoring content to different age groups and emphasizing convenience, taste, and uniqueness can attract a wider range of consumers. Future research should expand the sample to include a more diverse audience, explore other social media platforms, and incorporate open-ended questions for deeper insights. Long-term effects of media exposure and cross-cultural studies could also provide valuable understanding of consumer behavior across different regions.

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