

Digital Da'wah Communication in Marine Tourism: the Impact of Instagram Promotion on Millennial Muslim's Interest

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Abstract

*Research on digital da'wah communication in marine tourism with the topic of analyzing the relationship between Instagram promotion and the interest of visiting millennial muslim's to marine tourism faith-based destinations has been conducted in the marine tourism areas of Pandang Island and Salah Namo Island in Tanjung Tiram, Batubara Regency. This area is a coastal area of the East Coast of North Sumatra. Melalak Odan Instagram account is one of the many accounts that promote or preach tourist attractions in which it contains religious values, especially the tourist attractions of Pandang Island and Salah Namo Island, Batubara Regency, North Sumatra Province. This study aims to analyze the relationship between Melalak Odan's Instagram promotion and the visiting interest of millennial muslim's to the tourist attractions of Pandang Island and Salah Namo Island, Batubara Regency, North Sumatra Province. This research uses a survey method with a quantitative approach. The results showed that the promotion carried out by Melalak Odan was in the very good category with a score of 8,838 and interest in visiting tourist attractions in the good category with a score of 3,258. The relationship between Instagram promotion and visiting interest is at the Spearman Rank correlation coefficient = 0.971**, meaning that the correlation coefficient value is in the category of a very strong relationship, with a sig value of 0.000 that Instagram promotion has a correlation with visiting interest, this is characterized by a sig value of 0.000 < smaller than α (0.05). With a positive form of relationship, Instagram promotion with visiting interest has a significant relationship.*

Keywords

da'wah; digital; communication; instagram; visiting; marine tourism

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1. INTRODUCTION

The tourism industry is considered to have great development potential. Tourism activities are also the largest foreign exchange contributor to the country at this time. Traveling is no longer something luxurious and even traveling at this time has become a necessity and lifestyle (Yakup, 2019). A tourist attraction must have a special attraction in order to attract visitors to come visit the tourist attraction. One way to increase the number of visitors in a place can be done with promotion. Currently, the most effective media for promotion is social media (Helpiastuti, 2018).

Instagram is one of the social media that can reach many users and was registered in October 2021 with 91.01 million active users in Indonesia. This is because Instagram has features that are more specific to photo and video sharing applications that can be easily accessed by users (Sloan et al., 2017). Its easy use makes this application attractive to various groups. Therefore, Instagram is an effective medium for finding information, communicating and building personal branding (Faizal, 2022).



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In the communication aspect, promotion is a factor that can influence visiting interest. Promotion through social media is an effort to use social media to persuade customers or buyers by a company, goods or services which means, marketing through social media is marketing that utilizes online communities, social networks, blog marketing and others. Consumers of marketing through Instagram social media are followers. If followers like and are interested in the promotions carried out by the Instagram account, there will be interest in visiting followers and vice versa, if the promotion is not interesting, it will not generate interest in visiting followers (Sayuthie, 2021).

Promotion is part of inviting, which can be said to be da'wah. Da'wah and promotion have similarities in the purpose of conveying messages and influencing audiences. Da'wah aims to influence others, to disseminate information to invite audeins to be interested in products or services that are preached or promoted (Nurdin, 2017). Da'wah is carried out in various ways, including through social media, especially Instagram, which has great potential in inviting and informing audiences to be interested in the services being informed. The delivery of preaching and promotion involves delivering clear and interesting messages, using various communication methods, such as writing, images, or videos (Eid & El-Gohary, 2015).

Visiting interest can be defined as the behavior of potential visitors with a particular destination and their willingness to visit the destination in the near future. The problem of tourism promotion has not focused on the production of content that can attract consumer interest, especially content based on religious values, such as the content of places of worship, recitation activities in tourist areas, and natural tadabur da'wah messages.

Pandang Island and Salah Namo Island are islands located in Bogak Village, Tanjung Tiram Subdistrict, Batubara Regency, which is one of the coastal areas on the East Coast of North Sumatra bordering the Malacca Strait. The existence of Pandang Island and Salah Namo Island has a tourist attraction for the surrounding community in Batubara Regency. There are several fisheries activities that are a source of economy for local communities, such as fishing, shellfish, crabs carried out by traditional fishermen. The marine tourism objects of Pandang Island and Salah Namo Island began to be recognized by people outside the region through photo and video uploads on social media in 2016 (Ginting & Hidayati, 2016).

Melalak Odan Tour and Travel (Melalak Odan) has been growing since 2017 as a trusted travel solution provider. Melalak Odan is a tour and travel agent that utilizes one of the tourist attractions. The tourist objects targeted by Melalak Odan are Pandang Island and Salah Namo Island. Melalak Odan's Instagram account is one of the many accounts that promote marine tourism objects in which the account also displays religious values. The Instagram username used by Melalak Odan is @melalakodan. Melalak Odan's Instagram account was established in 2018 and has a total following of 18.8k active users. Melalak Odan's Instagram account has posted 676 photos, videos and reels related to travel and package promos provided by Melalak Odan.

Instagram Malalak Odan displays information on tourist destinations equipped with places of worship, such as mosques, prayer rooms, the availability of halal food, and Islamic activities, such as tour packages and da'wah with tour leaders, this allows the rapid and widespread dissemination of information about the location of Malalak Odan marine tourism and Salah Namo can be used as a religious tourism trip (Fatanti & Suyadnya, 2015). Attractive visual content can inspire visitors, in this case millennial muslim's, to get to know and visit these places. This can facilitate interaction between users, allowing millennial to discuss and share experiences. With the insttagram media promoted by Malalak Odan, it is possible for visitors to feel more motivated to explore destinations that are in

accordance with religious values.

Melalak Odan utilizes Instagram social media as a platform to promote marine tourism objects or marine resource-based tourism. The promotion of tourist attractions shared on Melalak Odan's Instagram account is a travel package to Pandang Island and Salah Namo Island, by sharing photos and videos of the tourist attraction area, including photos of religious nuances (Gretzel et al., 2020). Through the use of social media as a means of tourism promotion, it is hoped that the Melalak Odan Instagram account can be a means of da'wah or tourism promotion in persuading users to visit the marine tourism area of Salah Namo Island and Pandang Island, the Melalak Odan Instagram account presents photos and videos about Pandang Island and Salah Namo Island, not only sea views, many photo spots, are also displayed on the Melalak Odan Instagram.

Visitor interest in several tourist attractions depends on promotion, because visitors will find it easier to find out about what is owned and what new things are presented at these attractions. Based on this, a study is needed related to the digital da'wah of marine tourism, namely the relationship between Melalak Odan's Instagram social media promotion and the interest in visiting millennial Muslim's influenced by Instagram which displays religious nuances to the tourist attractions of Pandang Island and Salah Namo Island in Batubara Regency, North Sumatra Province (Hasan et al., 2017).

This study aims to analyze the relationship between the promotion of the Melalak Odan Instagram account which displays religious nuances with the visiting interest of Millennial Muslim's to the marine tourism objects of Pandang Island and Salah Namo Island, Batubara Regency, North Sumatra Province.

2. METHODS

This research was conducted in July 2023, located on Pandang Island and Salah Namo Island, Batubara Regency, North Sumatra Province. This research uses a survey method with a quantitative approach. Survey research is conducted for equalization of an observation and the results will be more accurate. The subjects of this research are followers of the Melalak Odan Instagram account who are Muslims who will visit the tourist attractions of Pandang Island and Salah Namo Island, Batubara Regency, North Sumatra Province (Sheldon & Bryant, 2016).

The population in this study were followers of the Melalak Odan Instagram account. The population in this study was 22,600 followers. Where the number of visitors can be categorized with a large number, so to determine the sample in this study using the Slovin formula with a leeway level used of 10%. Based on the calculation of the Slovin formula above, the number of samples is 100 visitors. The selection of respondents as research samples was carried out using purposive sampling method, namely Millennial Muslim's aged 17-35 years. Purposive sampling is a technique that determines the sample in a selected manner, with certain criteria, the research sample is determined according to the required data source (Sugiyono, 2019).

The data collected in this study are primary data and secondary data. Where primary data is data directly obtained by researchers while secondary data is data obtained from the parties concerned or literature. Primary data collection techniques are carried out in 3 ways, namely questionnaires (Questionnaires), observation and documentation.

To analyze the relationship between Melalak Odan Instagram promotion and visiting interest, using the Rank Spearman correlation coefficient test calculation. Because the data tested comes from non-parametric variables, namely qualitative variables that are quantified, known as non-parametric statistical tests. Melalak Odan Instagram promotion is seen from posts, captions, hashtags, geotags,

likes, comments. While visiting interest is seen from Awareness, Information, Evaluation, Decision.

This Rank Spearman correlation is used to see the relationship or to test the significance of the associative hypothesis when each of the variables connected is ordinal. The Rank Spearman correlation formula is:

$$r_s = 1 - (6 \sum d^2) / (n(n^2 - 1))$$

Where:

r_s = Spearman Rank Correlation Value

d = Difference of each pair of observations

n = Number of Rank pairs for Spearman ($5 < n < 30$)

By using the Spearman Rank Correlation Coefficient, it can be seen whether or not the relationship between each variable is close (Nugroho, 2005). In order to facilitate data calculation, the data is processed using a computer program that uses SPSS software. In this program, the decision-making criteria for significant testers are if $p < 0.05$ then the variable has a significant relationship with a confidence level of 0.99 and if $P > 0.05$ then the variable does not have a significant relationship. The correlation value ranges from -1 to +1. A value close to -1 or +1 states that the relationship is getting stronger, while a value close to zero is said to have a weak relationship. A positive value states that the direction of the relationship is unidirectional (if x goes up then y goes up), otherwise if the resulting value is negative, it states the direction of the relationship is reversed (if x goes up then y goes down).

3. FINDINGS AND DISCUSSION

Melalak Odan Instagram Social Media Promotion

Promotion through Instagram social media is carried out to introduce tourist attractions to *followers/followers* or those who are not *followers/following Melalak Odan's Instagram account*. Promotion is carried out so that users are interested and can visit tourist attractions through *Melalak Odan's services*. The number and category of Instagram social media promotion variables can be seen in Table 1.

Table 1. Number and category of social media promotion variables instagram

Indicator	Total	Category
<i>Photo Post</i>	1.296	Very good
<i>Video Posts</i>	1.286	Very good
<i>Caption</i>	1.253	Good
<i>Hashtag</i>	1.259	Good
<i>Geotag</i>	1.269	Very good
<i>Like</i>	1.239	Good
<i>Comment</i>	1.236	Good
Total	8.838	
Category	Very good	

Interest in Visiting (Y)

Interest in visiting is a feeling of wanting to visit an interesting place so that visitors can choose or decide to visit a tourist attraction. The number and category of Instagram social media promotion variables can be seen in Table 2.

Table 2. Number and category of visiting interest variables (Y)

Indicator	Total	Category
<i>Awariness</i>	813	Good enough
<i>Information</i>	809	Good enough
<i>Evaluation</i>	810	Good enough
<i>Decision</i>	826	Good enough
Total	3.258	
Category	Good	

Table 3. Correlation between Melalak Odan Instagram promotion and interest in visiting Pandang Island and Salah Namo Island Tourism Objects

Instagram Promotion	Spearman Rank	
Interest in Visiting	Correlation Coefficient	.971**
	Sig. (2-tailed)	<.000
	N	100

Table 4. Correlation between Instagram Promotion and Interest in Visiting

Instagram Promotion	Spearman Rank	Interest in Visiting
<i>Photo Posts</i>	Correlation Coefficient	.842**
	Sig. (2-tailed)	<.000
	N	100
<i>Video Posts</i>	Correlation Coefficient	.856**
	Sig. (2-tailed)	<.000
	N	100
<i>Caption</i>	Correlation Coefficient	.739**
	Sig. (2-tailed)	<.000
	N	100
<i>Hashtag</i>	Correlation Coefficient	.721**
	Sig. (2-tailed)	<.000
	N	100
<i>Geotag</i>	Correlation Coefficient	.832**
	Sig. (2-tailed)	<.000
	N	100
<i>Like</i>	Correlation Coefficient	.755**
	Sig. (2-tailed)	<.000
	N	100
<i>Comment</i>	Correlation Coefficient	.729**
	Sig. (2-tailed)	<.000
	N	100

Dicussion

The Relationship between Social Media Promotion Featuring Religious Nuances on Melalak Odan's Instagram

account with Interest in Visiting the Maritime Tourism Objects of Pandang Island and Salah Namo Island

Based on the results of data management using SPSS in table 3, it can be seen that the relationship between Instagram promotion and visiting interest that has been processed using Rank Spearman analysis (r_s) obtained the value of *Rank Spearman* (r_s) obtained the value obtained the value of *Rank Spearman* (r_s) correlation coefficient = 0.971** with a sig value = 0.000 ($p > 0.05$). The *Rank Spearman* correlation coefficient = 0.971** means that Instagram promotion with visiting interest is at the correlation coefficient value in the very strong relationship category, with a sig value of 0.000 that Instagram promotion has a correlation with visiting interest, this is characterized by a sig value of 0.000 < smaller than α (0,05). With a positive form of relationship, Instagram promotion with visiting interest has a significant relationship.

On the basis of the results of the study, it is proven that promotion through Instagram social media is very influential on potential visitors, because it can introduce the existence of natural tourism (Jamal & Budke 2020). Social media has an important role as one of the channels that can interact with potential visitors. Indirectly with this interaction can change a person's desire and interest in visiting the tourist attractions offered. This is in line with Basuki's research (2020), concluding that promotion has a significant effect on visiting interest because with attractive and detailed promotions and special offers, tourists are interested in visiting the attractions they are looking for. Promotion has a significant impact with a positive value on tourists' visiting interest (Kim et al., 2017).

Relationship between Photo Posts (X1) and Interest in Visiting (Y)

Derived from the results of the SPSS test in table 4, it shows the relationship between photo posts and visiting interest which has been processed using *Rank Spearman* analysis (r_s), the value obtained is the *Rank Spearman* (r_s) correlation coefficient = 0.842** with a sig value = 0.000 ($p > 0.05$). The *Rank Spearman* correlation coefficient = 0.842** means that photo posts with visiting interest are at the correlation coefficient value in the very strong relationship category, with a sig value of 0.000 that photo posts have a correlation with visiting interest, this is characterized by a sig value of 0.000 < smaller than α (0,05). With a positive form of relationship, photo posts with visiting interest have a significant relationship.

According to Febbyana (2018) The main strength of Instagram is photos, communication and interaction do not occur without photos on the Instagram timeline. Photos are a form of non-verbal communication, namely communication using images. Photos have such a strong visual message that millions of people who have seen them will definitely memorize the photo. This is impressive because photos have strong and interesting literal and symbolic messages. This is in accordance with the results of Rank Spearman that photo posts have a very strong relationship with visiting interest, which means that photo posts are very influential with visiting interest.

Relationship between Video Posts (X2) and Interest in Visiting (Y)

Established on the SPSS test results in table 4, it shows that the *Rank Spearman* analysis (r_s) obtained a correlation coefficient value = 0.856** with a sig value = 0.000 ($p > 0.05$). The *Rank Spearman* correlation coefficient = 0.856** means that video posts with visiting interest are at the correlation coefficient value in the very strong relationship category, with a sig value of 0.000 that video posts have a correlation with visiting interest, this is characterized by a sig value of 0.000 < smaller than α (0,05). With a positive form of relationship, video posts with visiting interest have a significant relationship.

According to Arazqi (2022) Instagram is one of the video sharing social media. Through identifiable and consistent posts, the branding process becomes more communicative and informative. This shows a considerable effect of using the media, which in this case is the effect of changing the

exploratory interest of the audience after seeing various normal and animated videos, has succeeded in raising the expectations and perceptions of the audience in order to the audience is more interested and interested in finding out more about the uploaded tourist attractions. This is in accordance with the results of Rank Spearman that video *posts* have a very strong relationship with visiting interest, which means that video *posts* are very influential with visiting interest.

Relationship between Caption Posts (X3) and Interest in Visiting (Y)

Based on the SPSS test results in table 4, it shows that the *Rank Spearman* analysis (rs) obtained a correlation coefficient value = 0.739** with a value with sig = 0.000 ($p > 0.05$). *Rank Spearman* correlation coefficient = 0.739** means that the *caption* with visiting interest is at the correlation coefficient value in the strong relationship category, with a sig value of 0.000 that the *caption* has a correlation with visiting interest, this is characterized by a sig value of 0.000 < smaller than α (0,05). With a positive form of relationship, *captions* with visiting interest have a significant relationship.

Pertaining to Mardawati (2022) Delivery of messages and information shared with social media users can be heard, responded to and foster a sense of comfort so that the message can be conveyed well and is easy to understand. Promotion that is inviting will generate a person's desire to carry out activities in accordance with the message conveyed, *captions* that convey information more clearly and informatively make users feel the message is conveyed properly (Mardawati, 2022). This is in accordance with the results of Rank Spearman that *captions* have a strong relationship with visiting interest, which means that *captions* have an effect on visiting interest.

Hashtag Relationship (X4) with Interest in Visiting (Y)

In regard to the SPSS test results in table 4, it shows that the *Rank Spearman* analysis (rs) obtained a correlation coefficient value = 0.721** with a value with sig = 0.000 ($p > 0.05$). *Rank Spearman* correlation coefficient = 0.721** means that *hashtags* with visiting interest are at the correlation coefficient value in the strong relationship category, with a sig value of 0.000 that *hashtags* have a correlation with visiting interest, this is indicated by a sig value of 0.000 < smaller than α (0,05). With a positive relationship form, *hashtags* with visiting interest have a significant relationship.

According to Handayani (2020) in her research, the *hashtag* feature is used to make it easier to find certain content. The use of hashtags to indicate certain keywords and to maintain content so that it continues to be accessible and also not easily forgotten. This is in accordance with the results of Rank Spearman that the Instagram account *Melalak Odan hashtag* feature has a strong relationship with visiting interest, which means that the *hashtag* feature affects visiting interest.

Geotag Relationship (X5) with Interest in Visiting (Y)

Formulated on the SPSS test results in table 4, it shows that the *Rank Spearman* analysis (rs) obtained a correlation coefficient value = 0.832** with a value with sig = 0.000 ($p > 0.05$). *Rank Spearman* correlation coefficient = 0.832** means that *geotags* with visiting interest are at the correlation coefficient value in the very strong relationship category, with a sig value of 0.000 that *geotags* have a correlation with visiting interest, this is indicated by a sig value of 0.000 < smaller than α (0,05). With a positive relationship, *geotags* and visiting interest have a significant relationship.

Pertaining to Andini (2020) *geotags* are an influence of content factors, because without eye-catching visuals, they will not tap the *geotag* or be interested in finding out more about the destination. However, the use of *geotags* is not only limited to finding spots for shooting, by looking at the geographical conditions around the location on the map, users can estimate the terrain conditions around the location and take into consideration to prepare themselves better to come to that location. This is in accordance with the results of Rank Spearman that *geotags* have a very strong relationship

with visiting interest, which means that the *geotag* feature has an effect on visiting interest.

Relationship between Like (X6) and Interest in Visiting (Y)

Based on the SPSS test results in table 4, it shows that the *Rank Spearman* analysis (rs) obtained a correlation coefficient value = 0.755** with a value with sig = 0.000 ($p > 0.05$). *Rank Spearman* correlation coefficient = 0.755** means that *like* with visiting interest is at the correlation coefficient value in the strong relationship category, with a sig value of 0.000 that *like* has a correlation with visiting interest, this is characterized by a sig value of 0.000 < smaller than α (0,05). With a positive relationship form, *like* with visiting interest has a significant relationship.

According to Handayani (2020) the *like* feature that Instagram has is an expression of engagement and appreciation for a post. The number of *likes* on a post/content on Instagram becomes motivation and/or satisfaction for its users. The number of *likes* is also what makes tourist destinations then become hype / viral and makes visitors come to these tourist destinations. This is in accordance with the results of Rank Spearman that *like* has a strong relationship with visiting interest, which means that the *like* feature has an effect on visiting interest.

Relationship between Comment (X7) and Interest in Visiting (Y)

Derived from the SPSS test results in table 4, it shows that the *Rank Spearman* analysis (rs) obtained a correlation coefficient value = 0.729** with a value with sig = 0.000 ($p > 0.05$). *Rank Spearman* correlation coefficient = 0.729** means that *comment* with visiting interest is at the correlation coefficient value in the strong relationship category, with a sig value of 0.000 that *comment* has a correlation with visiting interest, this is indicated by a sig value of 0.000 < smaller than α (0,05). With a positive relationship form, *comment* with visiting interest has a significant relationship.

According to Rizky (2020) Not only giving *likes* or likes *followers* can also *comment*, *commenting* on the message conveyed indicates that the photo or video is popular and attracts attention and the type of *comment* given by *followers* will affect the attractiveness of the message conveyed. This is in accordance with the results of Rank Spearman that *comment* has a strong relationship with visiting interest, which means that the *comment* feature has an effect on visiting interest.

4. CONCLUSION

Based on the results and discussion of the research that has been stated, the conclusions that can be conveyed in this study are as follows: Promotion carried out by Melalak Odan in the very good category with a score of 8,838. The promotion carried out by Melalak Odan through Instagram social media is very attractive to millennial Muslim's as users to visit the attractions offered by the form of promotion through quality uploads, with inviting captions, hashtags that make it easy for users, very clear location tags, places of worship, religious nuances and photos of halal food, likes and comments that convince users to visit the attractions of Pandang Island and Salah Namo Island. Interest in visiting tourist attractions in the good category with a score of 3,258, overall interest in visiting can influence visiting decisions. The information offered and the package price offered are in accordance with the wishes of followers but followers still compare with other references before deciding to visit the tourist attractions of Pandang Island and Salah Namo Island. The relationship between promotion through Instagram social media as a digital da'wah media with visiting interest is at the Spearman Rank correlation coefficient = 0.971**, meaning that the correlation coefficient value is in the very strong relationship category, with a sig value of 0.000 that Instagram promotion has a correlation with visiting interest, this is characterized by a sig value of 0.000 < smaller than α (0.05). With a positive form of relationship, Instagram promotion with visiting interest has a significant relationship.

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