

Analisis Minat Berkunjung (Studi Kasus pada Taman Mini Indonesia Indah)

Oleh Sihma Hety Munjayani

Abstrak

Penelitian ini bertujuan untuk mengetahui, membuktikan, dan menganalisis pengaruh konten Instagram, *copywriting*, dan *green tourist experience* terhadap minat berkunjung Taman Mini Indonesia Indah (TMII). Metode penelitian ini menggunakan pendekatan kuantitatif. Sumber data berupa data primer dan teknik pengumpulan data dengan penyebaran kuesioner melalui *Google Form* dan *Populix*. Sampel diambil dengan teknik *non-probability sampling purposive sampling* pada 200 responden. Analisis data menggunakan metode analisis regresi linear berganda dengan bantuan aplikasi SPSS 29. Hasil penelitian menunjukkan konten Instagram berpengaruh positif secara signifikan terhadap minat berkunjung Taman Mini Indonesia Indah (TMII), *copywriting* berpengaruh positif secara signifikan terhadap minat berkunjung Taman Mini Indonesia Indah (TMII), dan *green tourist experience* berpengaruh positif secara signifikan terhadap minat berkunjung Taman Mini Indonesia Indah (TMII).

Kata kunci : konten Instagram, *copywriting*, *green tourist experience*, dan minat berkunjung.

Visit Interest Analysis (Case Study On Taman Mini Indonesia Indah)

By Sihma Hety Munjayani

Abstract

This research aims to find out, prove and analyze the influence of Instagram content, copywriting and green tourist experience on interest in visiting Taman Mini Indonesia Indah (TMII). This research method uses a quantitative approach. Data sources are primary data and data collection techniques by distributing questionnaires via Google Form and Populix. Samples were taken using a non-probability sampling purposive sampling technique from 200 respondents. Data analysis used the multiple linear regression analysis method with the help of the SPSS 29 application. The research results showed that Instagram content had a significantly positive effect on interest in visiting Taman Mini Indonesia Indah (TMII), copywriting had a significantly positive effect on interest in visiting Taman Mini Indonesia Indah (TMII), and green tourist experience has a significant positive effect on interest in visiting Taman Mini Indonesia Indah (TMII).

Keywords: *instagram content, copywriting, green tourist experience, and interest in visiting.*