

THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA PROMOTION ON INTEREST IN VISITING POSBLOC CREATIVE PUBLIC SPACES, CENTRAL JAKARTA

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Abstrak

PosBloc makes Instagram social media look very attractive so that many people are interested in visiting PosBloc. From Instagram, PosBloc has many benefits, one of which is introducing PosBloc to a large audience so that someone's interest in visiting PosBloc, Central Jakarta increases. The purpose of conducting this research is to gain new knowledge regarding the influence of Instagram social media on the desire to visit PosBloc, Central Jakarta. The method used in this research is a quantitative descriptive approach. Data collection techniques in this research include documentation, literature study, and questionnaires. Primary data processing was assisted by the SPSS 25 program. Respondents from this study were 100 who had visited PosBloc aged <18 to >29 years. The results of the T test researchers concluded that the T value was 29.259 with a significance of $0.00 < 0.05$. So this equation can be used to predict the social media variable Instagram (X). It can be concluded that the influence of the social media variable Instagram (X) on visiting interest (Y) is partially accepted.

INTRODUCTION

The tourism industry is the largest and fastest growing service sector in Indonesia, especially tourist attractions and culinary tourism. Existing tourist attractions are one of the service products that encourage customers to visit them. The number of tour participants that must be included, and a plan for doing so is required. Food and Beverage and F&B Services are one type of service product that serves tourists' hunger and thirst. Creative space tourism, including visits to

the Central Jakarta Post block, is one of the fastest growing industries in Jakarta. This particular PosBloc can be found in the heart of Pasar Baru, Sawah Besar, Central Jakarta. PosBloc is a creative community area that offers various goods from MSMEs and MSMEs, including from the food and arts industries.

In the years following independence, the post office provided postal, telephone and telegraph services from its new location in the postage house. Pasar Baru Market used to have a post office, but with the opening of the Postal Capital Building (GPI), this function has been relocated. The Provincial Government of DKI Jakarta, Indonesia, has recognized the building as a cultural landmark since 1993. Due to its position as a center for the creative economy, Pos Blok will play a role in the revitalization of other nearby landmarks including the Jakarta Arts Building, the Istiqlal Mosque, and the Cathedral Church. The places frequented by young people today are not limited to the southern areas of Kemang, Senopati, and Blok M. Central Jakarta is often associated with financial districts, upscale neighborhoods, and historic colonial structures, but has the potential to become an economic area. a hub for the creative sector too. suitable for teenagers Pos Bloc is a model of how to save resources while making the most of a small space.

With this huge prospect, Pos Blok Central Jakarta has appeared on Instagram under the name @posblocjkt, where they have gathered almost 26,000 followers. The PosBloc Instagram account is well managed, as it is visually appealing in both design and colors. Because PosBloc's facilities make Instagram look attractive, many people want to check it out. Instagram as a whole, including PosBloc in Central Jakarta, has a number of shortcomings, the most glaring of which is the fact that its followers are not aware of the latest developments at PosBloc.

With the rise of social media, there has been a shift in the way information is spread and how people with relevant knowledge connect with each other. Utilize web-based social networking platforms. The Internet has a significant impact on individual and societal dynamics. Due to the many benefits that the internet offers, people have become very adept at it. Access to the internet has enabled everyone to quickly and easily collect various data that can be used to facilitate various activities. In this day and age, when advances in technology and communication are so rapid and far-reaching, the use of social media for

marketing purposes is a crucial choice that must be made by company owners. Therefore, those who use social media are now the ones tasked with spreading the news. One of the advantages of social media is the many possibilities it presents for company growth. The business world can benefit from social media in many ways, including improved communication, promotion of products and services, client and supplier networks, brand building, cost reduction, and e-commerce (Achmad et al, 2020).

RESEARCH METHOD

The unit of analysis in the research entitled "The influence of Instagram social media on interest in visiting the Central Jakarta Bloc Post" which is located at Jl. Post No.2, Ps. Baru, Sawah Besar District, Central Jakarta City, Special Capital Region of Jakarta. The author used a Likert scale in this research from 1 to 5. Several people who had been to PosBloc in Central Jakarta participated in this research. 2,000 visitors constitute the population in this study. This research uses purposive sampling, namely the researcher chooses the criteria for customers to be used as respondents, namely as follows: (1) Customers at Pos Bloc, Central Jakarta who have visited at least once; (2) Customers who are over eighteen years of age must fill out the questionnaire that will be given. To take samples from the existing population, the Slovin formula or theory is used, namely:

$$n = \frac{N}{1 + N(e)^2} = \frac{2,000}{1 + 2,000(10\%)^2} = 95.67 \text{ respondent} = 100 \text{ respondent}$$

RESULT AND DISCUSSION

Table 1. Respondents by Gender

	Frequency	Percent
Male	52	52%
Female	48	48%
	100	100%

Source: Data processed with SPSS (2022)

Based on table 1, 52 male respondents frequently visited PosBloc in Central Jakarta with a percentage of 52%. Meanwhile, 48 respondents were female with a percentage of 48%.

Table 2. Respondents by Age

	Frequency	Percent
<18 year's	3	3%
18-22 year's	76	76%
23-28 year's	18	18%
<29 year's	3	3%
	100	100%

Source: Data processed with SPSS (2022)

Based on table 2, there are 3 respondents aged under 18 years (or 3%), 76 respondents aged between 18 and 22 years (76%), 18 respondents aged between 23 and 28 years (18%), and 3 respondents aged over 29 year (or 3%). So it shows that those who dominate visits to the Central Jakarta Postal Service are those aged 18-22 years as much as 76 or 76%. The sample of young adults frequently visited the Central Jakarta Postal Block, which may explain the results.

Table 3. Respondents Based on Visits

	Frequency	Percent
1 times	52	52%
2 times	36	36%
3 times	12	12%
	100	100%

Source: Data processed with SPSS (2022)

Table 3 above shows that Central Jakarta Posbloc respondents were dominated by those who had only visited once, namely 52 people or 52%. This can happen due to the lack of widespread promotion on Instagram which brings many new visitors to Posbloc Central Jakarta.

Table 4. Validity Test

Variabel	Quisioner Item	r-table	r-count
Interested in visiting	Y1	0.197	0.804
	Y2	0.197	0.795
	Y3	0.197	0.828
	Y4	0.195	0.811
	Y5	0.197	0.795
	Y6	0.197	0.813
	Y7	0.197	0.795

Source: Data processed with SPSS (2022)

Based on table 4, it illustrates that the correlation between each statement item of the variable interest in visiting (Y) and the overall score of the statement item of the variable interest in visiting shows that the calculated r-value is greater

than the r-table (0.197). to draw the conclusion that all variables in the visit interest statement can be requested. The validity of a tool used to collect responses depends on its readability, usability, and acceptability to the target population.

Table 5. Reliability Test

Variable	Nilai Alpha	Cronbach's Alpha
Instagram Social Media (X)	0.60	0.942
Interest in Visiting (Y)	0.60	0.909

Source: Data processed with SPSS (2022)

Based on table 5, it is known that each variable has a Cronbach's Alpha value of more than 0.60, namely, social media Instagram (X) is 0.942 and interest in visiting (Y) is 0.909 so it can be concluded that the variables social media (X) and interest in visiting (Y) is reliable.

Table 6. Coefficient of Determination Test

R	R Square	Adjusted R Square	Std. Error of the Estimate
.898a	.807	.805	1.826

Source: Data processed with SPSS (2022)

Based on table 6, it can be seen that the coefficient of determination obtained from the R2 value is 0.807 or 80.7%. This proves that Instagram social media has a large contribution of 80.7% to visiting interest while the remaining 19.3% is influenced by other variables not examined in this research.

Table 7. Hypothesis Testing

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.567	1.340		2.662	.009
Instagram Social Media	.447	.022	.898	20.259	.000

Source: Data processed with SPSS (2022)

Table 7 shows that there is a positive and statistically significant relationship between the social media variable Instagram (X) and the visitor interest variable (Y) (Y). The significant value of Instagram social media (X) is 0.00 - 0.05, and the t value of 29.259 is greater than t table = 1.984, thus H0 can be rejected and H1 can be accepted. Instagram social media can have a significant influence on interest in visiting POSBLOC creative public spaces for the following reasons: (1) Attractive visuals; (2) Communities and networks: (3)

Target advertising campaigns; (4) Hashtags and chain content; (5) Collaboration with influencers; (6) Continuous content; (7) Interaction and involvement.

Instagram is known for its focus on sharing visually appealing photos and videos. When a place or event at POSBLOC is promoted through interesting posts on Instagram, this can attract people's interest in visiting the place. Images and videos can give a better idea of what visitors can expect. Instagram is a powerful platform for building community and networking. Accounts associated with POSBLOC can build a loyal following that is attracted to this creative public space. By utilizing the community on Instagram, POSBLOC can promote events, share visitor stories, and build closer relationships with fans. Instagram provides a variety of advertising options that can be tailored to a very specific target audience. POSBLOC may use this advertising to reach people who have a special interest in creativity, art, or events held in such creative public spaces. This can increase awareness and interest of potential visitors. Instagram users often use hashtags to search for relevant content. POSBLOC can create a unique campaign hashtag and invite visitors to participate. This could create a far-reaching effect where content about POSBLOC will continue to appear on the homepages of users who use that hashtag

Instagram is a good place to collaborate with influencers. POSBLOC can work with influencers who have large followings and have an interest in art and creativity to promote these creative public spaces. The influencer's followers will likely be interested in visiting POSBLOC after seeing their promotion. Instagram allows POSBLOC to share content on an ongoing basis. By uploading regularly and presenting various aspects and events on POSBLOC, they can maintain the interest of followers and potential visitors. Instagram allows more active interaction with followers through comments, direct messages and polls. POSBLOC can utilize these features to interact with followers, hear their feedback, and even ask for suggestions or ideas to improve the experience on POSBLOC.

CONCLUSIONS AND RECOMMENDATIONS

Instagram is a powerful tool for building awareness, interest and

engagement in creative public spaces like POSBLOC. With the right strategy and interesting content, Instagram can be an effective means of attracting visitors to that place. The study authors recommend that PosBloc Central Jakarta improve its marketing via Instagram to attract more Instagram users and, in pairs, more customers and be more imaginative on Instagram if you want more people to see your content. The researchers recommend that future authors continue this study with additional variables, as there are unexplored factors that may influence the 19.3% of people interested in attending.

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