

ABSTRACT

THE INFLUENCE OF INFLUENCER CONTENT FACTORS IN IMPROVING TAMAN MAS KEMAMBANG TOURISM PROMOTION USING DUAL AISAS MODEL

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Social media has become an important tool for information and communication, as well as promotion with widespread use by society. In a marketing context, social media, including Instagram, has become one of the most effective communication and promotion tools. This research was conducted at Taman Mas Kemambang supported by the use of influencers as promotional media which focuses on the Instagram platform, but the content created by the influencers has not met the target so that the increase in the number of visitors has not been seen. This problem needs to be solved by identifying factors that influence Instagram users' responses to influencer content. This research aims to analyze the influence of influencer content factors on Instagram in increasing the promotion of Taman Mas Kemambang using the Dual AISAS Model method. The Dual AISAS Model method was chosen to identify these factors by taking into account 11 factors such as Attention, Interest, Search, Action, Share, Active, Attention, Interest, Share, Accept, and Spread. This research contributes to an understanding of the influence of influencer content factors in increasing tourism promotion, especially using the Dual Aisas Model, as well as providing material for consideration in developing promotional strategies for Taman Mas Kemambang to increase the number of visitors. The research results show that factors such as Attention to Interest have a significant influence on user responses because they have a path coefficient value of 0.773 and a t-statistic of 16,808.

Keywords: Dual AISAS, Influencer, Instagram, Travel