

ABSTRACT

This research entitled "The Function Of Social Media Interest Boosting Tourist Instagram Glamping Lakeside Rancabali". The purpose of this research is to find out how social media function in increasing tourist Instagram glamping lakeside Rancabali reviewed indicators of social media instagram hashtags, locations, comments, like, and indicators of interest tourist attention, interest, desire.

This research based on the theory of the uses and gratifications theory emphasizes the listener, reader, audience, including travelers choose and use various media options as with any social media instagram and for their satisfaction. An overview of the theory of media related to active and attentive audience when media content of functions like instagram inform about interesting sights and they believe to be a value added or something valuable, this is meant is to be able to increase the interest of tourist.

The research method used is descriptive method, where this method is a study that describes a characteristic of the object under study as individuals, the status of human groups, an object, a condition and is a form of descriptive analysis of the relationship, do not test the hypothesis or make predictions. The sampling technique used in this study using accidental sampling, which are included into the sample approaches the non probability sample. Then the researchers determine and limit the population sample that is drawn then the number of 100 sampel.

Based on result of the study it can be concluded that social media has an important function instagram in increasing interest in the tourist glamping lakeside Rancabali. Where social media succeed in conveying information to the audience about the sights of glamping lakeside Rancabali easily, so travelers feel interested, most of them to come and visit the place. But there are still somethings that become barriers so that the function of social media interest in boosting tourist instagram distracted and less effective.

The advice of researchers recommend as input to fix flaws, which is preferably that is a relationship of marketing & communication public relation glamping lakeside Rancabali not only use one social media platform only. The management of lakeside glamping Rancabali awake all existing social media for promotional media in order to attract more tourists and increase every month or even every day.