

ABSTRACT

The sole purpose for making this paper is that the writer was interested to analyze and assess the dynamics of the ongoing relations between the touristy/tourism sector with social media Instagram promotion and also how promotion shifts from conventional media (print media) into a digital media platform. This paper is entitled “*The Impact of Social Media Instagram Platform in Promoting NuArt Sculpture Park as a Tourism Destination*”. The writer was interested to choose *NuArt Sculpture Park* as an object of the study based on how unique and popular *NuArt Sculpture Park* is. This place has been one of the influential witnesses of cultural richness in Indonesia, especially in sculpture arts. This research is based on the author's collection of research questions. Among them is the role of Instagram as a social media platform to promote *NuArt Sculpture Park*, what factors make tourists choose *NuArt Sculpture Park* as a tourist destination through Instagram posts, and whether *NuArt Sculpture Park* still uses traditional media (print media) to do a promotion for their place. The objectives matter in this study are; to assess the use of Instagram as a tool for tourism sectors to do promotion, to classify the choices of potential travelers to determine the touristy destination displayed on Instagram, and to analyze promotional shifts from print media to electronic media. The writer uses the qualitative method for this research to find the answer and obtain more information regarding this research matter. In the technique of collecting the data, the writer uses questionnaires, interviews, and also observations such as; rubrics (the collected data was conducted through online observation and onsite observation) and SWOT analysis. The results has shown a lot of proof that Instagram has its own potential in promoting *NuArt Sculpture Park*, since online promotions are way easier to be approached by social media users, tourists tend to choose their destination through online media rather than print media since it's a faster and easier way to gain information, another reason why print media has been abandoned because recently, campaigns for being environmentally friendly have received great attention, therefore *NuArt Sculpture Park* minimizes and does not even use print media for promotion. The factor is not only that but with Nyoman Nuarta as an important figure in it and many other factors provided in this paper, thus making *NuArt Sculpture Park* becomes much more desirable to visit.

Keywords: Tourism, Impact, Instagram, *NuArt Sculpture Park*, Promotion.