



# The Effectiveness of Instagram Account @fwidayantogallery in Attracting Tourist Visits to F. Widayanto Ceramic House Using the AIDA Model Approach

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**ABSTRACT:** Social media platforms, especially Instagram, played a strong role in promoting tourist attractions. F. Widayanto ceramic house was one of the tourist attractions that used Instagram as a place to market ceramic products and ceramic educational tours. The location of this study was at F. Widayanto ceramic house, Depok City, West Java. The manager of Keramik F. Widayanto ceramic house hoped that social media would be used as a media campaign to attract visits. This research was carried out by analyzing the interest of tourist visits to F. Widayanto ceramic house and analyzing the effectiveness of the @fwidayantogallery Instagram account in attracting tourists' visits using the AIDA model (attention, interest, desire, and action). The methods used were quantitative descriptive approaches and multiple linear regression analysis techniques. The number of respondents was obtained as many as 50 people from active users of Instagram. The results showed that the interest in tourist visits to F. Widayanto ceramic house, which obtained the highest score, was found in the component of the interested section to find information about the product, followed by finding out the product, considering buying, and being interested in trying. Meanwhile, the lowest value was found in the component of wanting to have. Based on the results of multiple regression analysis, the effectiveness of Instagram accounts using the AIDA Model consisting of the variables of attention, interest, desire, and action simultaneously had a significant effect on the interest of tourist visits to F. Widayanto ceramic house. Meanwhile, only the variables of desire and action had a significant effect on the interest of tourist visits partially.

**KEYWORDS:** Social media; Instagram; tourism attraction; promotion; educational tourism

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## 1. Introduction

In the tourism industry, conveying information clearly to consumers is crucial. This includes information about tourist products, schedules, payments, and other important details [1]. Effective communication and clear understanding are essential to create a good holiday experience and improve consumer desires and preferences, as explained by Mavragani [2]. Information technology can be utilized to achieve this goal. According to research by We Are

Social and Hootsuite, the use of digital media has continued to increase, with new users joining various online platforms every day. As of January 2020, the percentage of digital media users in the world had reached 49%, with a total of 3.80 billion out of a total of 7.75 billion people. In Indonesia, 160 million out of the total population of 272.1 million people are active social media users, spending an average of 3 hours and 26 minutes per day on social media [3]. Instagram is one of the top-most-used social media platforms in the world, with a total of 1 billion users. In Indonesia, Instagram is the most widely used social media platform, occupying the fourth position with a percentage of 79% of users [4]. Social media have become efficient marketing tools for promoting tourist destinations and shaping their images [5]. Additionally, social media platforms provide users with a way to acquire information and generate their own content, which can influence other users through opinions, recommendations, or reviews. Reviews given by tourists who have visited a destination can help other tourists make a choice of where to visit. Therefore, social media platforms play a significant role in promoting tourist destinations in Indonesia. Depok is one of the tourist destinations in Indonesia that has tourism potential. The Head of Culture and Tourism Development believes that Depok has four tourism potentials, namely natural tourism, artificial tourism, cultural tourism, and educational tourism [7]. One of the educational tourist attractions that provided a way of making handicrafts with a focus on ceramic art was the F. Widayanto Ceramic House. The F. Widayanto Ceramics House was under the auspices of a sculpture and ceramics artist named Francis Widayanto. To make it easier for consumers to find information about the F. Widayanto Ceramic House, they created a social media account. Sukrillah [8] stated that through social media, one could connect with everyone who joined the same social media to share information and communicate. One of the social media accounts used by Rumah Keramik F. Widayanto to disseminate information through its content was Instagram. The Instagram account owned by F. Widayanto Ceramic House was named @fwidayantogallery. The account contained information about the products offered by Rumah Keramik F. Widayanto, such as photos of application products and masterpiece products by F. Widayanto, various types of plants, product discount and promo information, packages (application, culinary, and Fun With Clay), as well as several activities or events that had been and would be carried out. However, the findings made during the observation and getting information from the staff revealed that Instagram @fwidayantogallery was not managed properly because they focused more on direct visits from tourists than utilizing social media. When viewed from the number of followers on the Instagram account of 3,834 who followed @fwidayantogallery, this was quite a lot of people who wanted to get information and spread testimonials from tourists about ceramic house educational tours. The conditions described above were the focus of this research on how to manage the Instagram social media that had been done by the manager of the @fwidayantogallery ceramic house. As explained by Wijayanti [9], Instagram was able to grow tourists' buying interest from experiences in the form of photos and videos that were shared as a form of interaction between users and reference sources for tourist destinations. If the Instagram account @fwidayantogallery could be managed properly, it was hoped that it would increase buying interest and give an impression on consumers. Wahidar [10] argued that good management of Instagram social media would attract visitors to come. Suwarduki [11] argued that the interest in visiting was basically an impulse from within the consumer in the form of a desire to visit a place or area that attracted someone's attention. When consumers had an interest in visiting a place, they would look for information first. This research used the AIDA model approach (Attention; Interest; Desire; Action) on social media. According

to Kotler's theory, the theory of AIDA was a message that had to get attention, become interested, be interested, and act. Explained in more detail with Kotler's theory regarding aspects in the AIDA concept, namely that "attention" meant causing consumer attention in the sense that a message had to be able to cause attention both in the form and media conveyed. Interest meant the emergence of consumer interest in objects introduced by a marketer. Desire meant giving rise to the consumer's desire to try or own a product. Finally, action meant that there was a strong desire among consumers so that there was a decision-making process in purchasing the product offered directly and taking action to buy an advertised product. The conditions described above in this study determined whether there was interest in and understanding of messages from active Instagram users after seeing the content presented on the Instagram account @fwidayantogallery. The purpose of the study was to find out the extent of the effectiveness of Instagram utilization by measuring the extent of tourists' ability to access Instagram and the quality of Instagram, which had an impact on attracting tourists to F. Widayanto Ceramics House.

## 2. Materials and Methods

The method used in this study was a quantitative descriptive research method. The source of data underlying this study was primary data obtained through questionnaires distributed and filled out. The sampling technique used was non-probability sampling with purposive sampling. The predetermined criteria for respondents were active users of Instagram accounts, with target respondents aged 18 years and over. Because the number of populations was not known for sure, this study used the Roscoe Theory Formula in Sugiyono [12], which was as follows: 1) The decent sample size in the study was between 30 and 500, 2) When the sample was divided into categories, the number of sample members in each category was at least 30; 3) If the study conducted an analysis with multiple variables, for example, multiple correlations or regressions, then the number of sample members must be at least 10 times the number of variables studied; 4) For simple experimental research, which used experimental groups and control groups, the number of sample members was between 10 and 20 each. Based on the opinion of Roscoe in Sugiyono, the number of samples in this study amounted to 50 samples. The research instrument used the Likert scale. The analysis technique used multiple linear regression using the SPSS (Statistical Package for Social Science) version 15.0 computer program. The instrument validity test was carried out by calculating the correlation value of each statement indicator, and the result was that all question indicators had a value above 0.197, which meant that all statement indicators in the questionnaire were valid. The reliability test was carried out by calculating the alpha coefficient value of all variables and obtaining the results of all variables showing values above 0.60, which meant that all variables were reliable.

## 3. Results and Discussion

The results of the descriptive research showed that all components of AIDA (attention, interest, desire, and action) were important in attracting tourists to the F. Widayanto Ceramic House. The multiple linear regression analysis consisted of a coefficient of determination test ( $R^2$ ), a simultaneous test (F test), and a partial test (t test). The coefficient of determination test ( $R^2$ ) was useful for measuring the model's ability to explain how much influence independent variables had together (simultaneously) on the dependent variable (Table 1).

**Table 1.** Coefficient of determination test results ( $R^2$ ).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.889 <sup>a</sup>	.791	.772	1.671

a. Predictors: (Constant), Action (X4), Attention (X1), Interest (X2), Desire (X3)

Based on the results of data processing in Table 1, it can be concluded that the variables Attention (X1), Interest (X2), Desire (X3), and Action (X4) had an influence of 79.1% on the variables of Tourist Interest (Y), while the remaining 20.9% was influenced by other factors outside the independent variable (X) that were not included in this research. The F test was then performed to prove whether the independent variables simultaneously had an influence on the dependent variable. The results of the F test in the study are shown in Table 2..

**Table 2.** Simultaneous hypothesis test results (Test F).

Anova <sup>b</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	474.373	4	118.593	42.474	.000 <sup>a</sup>
	Residual	125.647	45	2.792		
	Total	600.020	49			

a. Predictors: (Constant), Action (X4), Attention (X1), Interest (X2), Desire (X3)

b. Dependent Variable: Tourist Interest (Y)

Table 2 shows that the F test results, which tested the influence together, had an F estimate of 42,474 with a significant value of 0.000 smaller than 0.05. Therefore, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. Overall, the independent variables in this study, namely the AIDA Model consisting of attention (X1), interest (X2), desire (X3), and action (X4), have a simultaneous effect on the dependent variable, namely tourist visiting interest (Y). In contrast, the t test was used in this study to determine the influence of each independent variable on the dependent variable partially. This t-test can be done by looking at the value of the P-value (Sig) to test whether each of the free (independent) variables has a significant effect on the bound (dependent) variable partially with  $\alpha = 0.05$ . If the P-value (Sig)  $< 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted, indicating that the independent variable has a partially significant effect on the dependent variable. Conversely, if the P-value (Sig)  $> 0.05$ , then  $H_0$  is accepted, and  $H_a$  is rejected, indicating that the independent variable has no partially significant effect on the dependent variable. The results of the t test are presented in Table 3.

**Table 3.** Partial Hypothesis Test Results (t-Test)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.931	1.567		1.233	.224
	Attention (X1)	-.089	.130	-.068	-.686	.496
	Interest (X2)	.282	.186	.242	1.517	.136
	Desire (X3)	.477	.203	.390	2.347	.023
	Action (X4)	.423	.135	.367	3.128	.003

a. Dependent Variable: Tourism Interest (Y)

Based on Table 3, it can be seen that several independent variables had a significant influence on the variables of tourist visitation interest. By looking at the P-Value (Sig) value for

each independent variable, the following interpretations can be made: The results of the t-test showed that the significant value for the Attention variable (X1) was 0.496, which was greater than 0.05. Therefore, H0 was accepted, and Ha was rejected, indicating that the Attention variable (X1) did not have a partial significant effect on the Tourist Interest variable (Y). This indicates that posting a photo with a caption containing information about the description of the ceramic product and a contact person who can be contacted is not enough to convey the desired message. The results of the t-test showed that the significant value for the variable Interest (X2) was 0.136, which was greater than 0.05. Therefore, H0 was accepted, and Ha was rejected, indicating that the Interest variable (X2) did not have a partial significant effect on Tourist Visiting Interest (Y). This fact shows that active Instagram users did not find the Interest indicator on the Instagram account @fwidayantogallery effective in attracting tourists. This may be due to the lack of an Instagram account @fwidayantogallery that shows the advantages that F. Widayanto Ceramic House has.

The results of the t-test showed that the significant value for the Desire variable (X3) was 0.023, which was less than 0.05. Therefore, H0 was rejected, and Ha was accepted, indicating that the Desire variable (X3) had a partial significant effect on the Tourist Interest variable (Y). This is because the complete information provided by the Instagram account @fwidayantogallery made active Instagram users more likely to consider buying ceramic products or educational services on how to make ceramics (Fun With Clay) because the information received was valid. The information provided was in the form of a contact person who could be contacted, a Google Maps link that focused on the location of the F. Widayanto Ceramic House, as well as a price list of ceramic-making education services (Fun With Clay) posted in Instagram Stories. The results of the t-test showed that the significant value for the Action variable (X4) was 0.03, which was less than 0.05. Therefore, H0 was rejected, and Ha was accepted, indicating that the Action variable (X4) had a partial significant effect on Tourist Visitation Interest (Y). This was due to the photos of ceramic products posted on the Instagram account @fwidayantogallery showing in detail the shape of the ceramic work design that had its own characteristics of Francis Widayanto and the quality of ceramics that was different from other artists' ceramic production, resulting in a high tendency of active Instagram users to buy their products.

#### **4. Conclusions**

A study was conducted to determine the components that influenced tourist interest in visiting the F. Widayanto Ceramic House and to examine the effectiveness of using the AIDA model in promoting the location through Instagram. The results of the study showed that there were five components that influenced tourist interest in visiting the F. Widayanto Ceramic House, including being interested in finding information about products, considering buying, being interested in trying, knowing products, and wanting to have them. Among these components, the highest order of interest was found in the interest in finding information about the product, followed by knowing the product, considering buying it, and being interested in trying it. The lowest order of interest was wanting to have ceramic products. Furthermore, the study found that the highest component of tourist interest in visiting the F. Widayanto Ceramic House was finding out information about its ceramic manufacturing educational products and services (Fun With Clay). This showed that for active Instagram users, searching for information was important before deciding to buy and making a visit to the location of the place they were going to visit.

However, the component of tourist interest in visiting the F. Widayanto Ceramic House, the lowest was wanting to have ceramic products. The study also examined the effectiveness of using the AIDA model, consisting of the variables attention, interest, desire, and action, in promoting the location through Instagram. The results showed that using the AIDA model had a significant effect on the interest of tourist visits to the F. Widayanto Ceramic House when all the variables were used together (simultaneously). However, when examined separately, only the desire and action variables had a significant effect on the interest of tourist visits, while the attention and interest variables did not have a significant effect. This could be due to the fact that the Instagram account @fwidayantogallery was able to foster a sense of desire in active Instagram users to buy ceramic products or educational services to make ceramics (Fun with Clay) and inspire actions to buy and make a visit to the F. Widayanto Ceramic House. However, the Instagram account @fwidayantogallery was ineffective in capturing the attention and interest of active Instagram users in ceramic products or educational services to make ceramics (Fun with Clay).

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### Competing Interest

All authors declared no competing interest.

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