Influence of Media Credibility and Information Quality on Visiting Interest: An Analysis of the @WonderfulIndonesia Instagram Account on Millennial Travelers

Endah Purwitasari[a,1], Nuke Farida[b,2], Widiastiana Vista Wijaya[b,3*], Christiana Wulandari[a,4]

[a] Departement of Public Relations, Akademi Komunikasi Media Radio dan TV Jakarta, Jalan Cilincing Tim, Pulo Gebang, Cakung, Jakarta Timur, 13950, Indonesia

[b] Faculty of Communication Science, Universitas Gunadarma, Jalan Margonda Raya No. 100, Pondok Cina, Depok, 16424, Indonesia

[1] endahpurwitasari01@gmail.com ; [2] nuke_farida@staff.gunadarma.ac.id ; [3] widiastianavw@staff.gunadarma.ac.id *; [4] erisoetito@gmail.com

* corresponding author

ARTICLE INFO

ABSTRACT

Tourism in Indonesia holds significant potential, with domestic tourism being a primary focus for the government. The Ministry of Tourism and Creative Economy of the Republic of Indonesia has developed the "Wonderful Indonesia" branding, utilizing the @WonderfulIndonesia Instagram account to promote domestic tourism. This study examines the impact of media credibility and information quality on millennials' interest in visiting domestic tourist destinations, using the @WonderfulIndonesia account as a case study. Utilizing the Elaboration Likelihood Model (ELM) theory, the research emphasizes the importance of persuasive message delivery through digital platforms. Data were collected from a survey of 30 respondents and analyzed using validity, reliability, and multiple regression tests with SPSS 26. Results indicate that media credibility and information quality account for 31.6% of the variance in visiting interest, demonstrating a significant positive relationship. However, 69.4% of the variance is influenced by other factors, suggesting the need for further research into variables such as media exposure and content attractiveness.

INTRODUCTION

Entering the era of Society 5.0, tourism in Indonesia holds a strategic position in the country's foreign exchange earnings. According to the Tourism Trends and Policies report by the Organization for Economic Co-Operation and Development (OECD) in 2022, the COVID-19 pandemic caused a significant decrease in tourism's contribution to gross domestic product (GDP), dropping by 56% to only 2.2% of the total economy (Purwowidhu, 2023). Tourism is a critical component of the creative-based service sector, and the decline in tourist visits to Indonesian attractions is evident. In response, the government has implemented various measures to stimulate the tourism industry's recovery.

The development of information technology has facilitated the practical use of social media. Instagram, in particular, is highly popular among millennials in Indonesia (Mayangsari & Salim, 2021). According to a 2024 survey by databoks.katadata.co.id, citing We Are Social, Instagram ranks as the second most used social media platform in Indonesia, with an 85.3% usage rate. This places Instagram ahead of Facebook and TikTok, which hold the third and fourth positions, respectively. The survey indicates that internet users in Indonesia aged 16 to 64 engage with all social media applications. This marks the beginning of a digital evolution that enables rapid information dissemination through various media channels (Annur, 2024).

The development of digital media has transformed the communication process from conventional methods to digital platforms. Social media, in particular, has evolved to keep pace with changing times, optimizing the dissemination of information through its various features (Salim et al., 2023). It serves as a vital tool for companies to communicate with

their stakeholders. Through social media, information dissemination can be achieved more efficiently and effectively, ensuring rapid communication (Daud et al., 2021).

Research conducted by Daud et al. (2021) indicates that utilizing Instagram's advertising, promotion, and publicity features is an effective strategy for capturing the attention of a large audience. Continuously posting content or information on Instagram helps build trust among viewers. High-definition image quality, enhanced video clarity, and well-matched written content significantly increase audience engagement and interest.

The development of information and communication technology in this era significantly influences tourism development in Indonesia. The government's campaigns, such as "Visit Indonesia" and "Wonderful Indonesia," initiated by the Ministry of Tourism and Creative Economy (Kemenparekraf), aim to introduce Indonesian tourism to the global community through social media (Safitra et al., 2022). These campaigns leverage digital platforms to enhance international awareness of Indonesia's tourist attractions. Additionally, the end of the COVID-19 pandemic necessitates that the tourism industry adapts to the increasing use of technology (Ismail et al., 2022).

Tourism campaigns in the digital era effectively disseminate tourism-based information to the community. Instagram is a prominent social media platform used by the public to find information on tourist destinations. Utilizing social media for tourism promotion has the potential to increase tourist visits significantly (Pertiwi et al., 2023). The Instagram account @WonderfulIndonesia, managed by Kemenparekraf, serves as a key reference for tourists when selecting their destinations. Utilizing Instagram as a social media platform is an effective strategy for the Ministry of Tourism and Creative Economy to attract a large audience and directly engage them in disseminating information about domestic tourism in Indonesia.

A study by Yudaninggar and Damastuti (2023) explains that by optimizing Instagram's features, the tourism industry can recover and grow by strategically analyzing and presenting message content to the audience. Instagram accounts can enhance interactions with users who focus on these accounts, thereby fostering greater engagement and interest in domestic tourism. Creating informative posts on Instagram using easy-to-read text, clear images, and relevant information about travel destinations significantly increases user engagement.

User engagement is crucial for obtaining feedback from the audience. Instagram's interactive features facilitate the creation of content that attracts and retains a large audience. The use of hashtags and other features enhances the visibility and reach of the content. Effective Instagram content management maximizes the appeal and impact of the information presented in each post.

Another study by Anggoro et al. (2021) explains that delivering information to the public through a comprehensive use of all communication elements in marketing tourist destinations provides tourists with clear and detailed information. Employing a mixed marketing strategy enhances the effectiveness of message delivery. Messaging plays a crucial role in the information reception process for travelers who seek relevant information and references related to their visit interests (Goma et al., 2022).

In this context, tourism often serves as a secondary need for people seeking a break from their daily routines. Consequently, tourists choose destinations that align with their personal needs and preferences. The current focus of tourism development is on achieving high growth targets, particularly among millennial tourists. According to Widaningsih et al. (2020), millennial tourists exhibit characteristics that are digital, mobile, personal, and interactive. Digitalization facilitates the process of finding information on tourist destinations, making it more accessible and convenient. The availability and ease of access to tourism information significantly influence travel interests and decisions.

Several factors are considered in public preference for tourism information, including media credibility and information quality. According to Cheung et al. (2008), media credibility is a form of information receipt influenced by peripheral pathways. It pertains to the extent to which recipients perceive information as trustworthy and competent. Li and Suh (2015) describe three dimensions of media credibility: medium dependence, interactivity, and medium transparency. Medium dependence refers to how much users rely on the medium for information, interactivity involves the degree of user engagement with the medium, and medium transparency reflects the openness and clarity of the information presented.

Information quality is a form of persuasive power embedded in informational messages, reflecting the value of the information received by individuals. According to Sussman and Siegal (2003), the quality of information transmitted through the central channel plays a crucial role in influencing the overall reception of the information. The dimensions of information quality include relevance, accuracy, and comprehensiveness (Fabiverova & Kuczkowska, 2016), as well as personal expertise (Li & Suh, 2015). Relevance refers to how pertinent the information is to the recipient's needs, accuracy indicates the correctness of the information, comprehensiveness denotes the completeness of the information, and personal expertise involves the perceived knowledge and credibility of the information source.

Information is the result of processing a stimulus from within an individual. When our five senses receive a stimulus, it is transmitted to the brain, where it is processed with our knowledge, experience, tastes, and beliefs, transforming it into information. This study focuses on the quality of information presented on Instagram social media accounts (Agustine &

Prasetyawati, 2020).

Interest refers to a plan to engage in an activity in the future. According to Kotler et al. (2017), tourist interest in visiting a destination is comparable to buying interest in a product. Visiting interest motivates visitors to choose a particular destination (Girsang & Sipayung, 2021). Interest can be defined as a drive within an individual that results in focused attention on a specific object, such as work, hobbies, studies, objects, or even people. Interest in visiting a place is a behavior that arises from a response to an object, indicating a person's desire to visit that specific location (Mulyati & Afrinata, 2018).

A study by Lestari (2023) examined tourism communication strategies to increase visitor interest in natural tourist destinations in Gomara, Switzerland, and North Labuhanbatu Regency. Effective communication strategies are crucial for boosting visitor numbers. One key strategy involves meticulous planning and management to enhance the quality of these tourist attractions. In addition to managing the physical aspects of tourist destinations, it is important to convey this information to the public via Instagram, as highlighted in the research. Providing a comfortable and safe environment, along with all necessary facilities, is essential. Using social media to communicate these attributes ensures that the message is effectively delivered and that potential visitors receive comprehensive information about the destinations.

Various problems have emerged in the tourism sector. The decline in visits from domestic tourists during the pandemic reduced interest in domestic tourist destinations, partly due to a need for more transparent and accurate information about these attractions across different mass media channels (Salim et al., 2022). One key factor influencing public curiosity, especially among tourists, is the availability of precise and reliable information about potential tourist attractions (Sitepu & Sabrin, 2020).

Research conducted by Davari and Jang (2021) on the visit intentions of non-visitors highlights the role of resident hospitality in enhancing tourist trust. The study explains that the relationship between tourists and locals deepens in countries where residents exhibit high hospitality behavior, leading to more positive perceptions and increased willingness to travel to these destinations. Similarly, Suhud and Allan's (2022) study on the motivation to visit Anak Gunung Krakatau in Indonesia found that intense promotion and precise information about the safety and comfort of the destination significantly influence tourists' motivation to visit. The image of the destination and the purpose of traveling were identified as the most influential factors in determining tourist motivation.

This research utilizes the elaboration likelihood model (ELM) theory, developed by Richard Petty and John Cacioppo (Morissan, 2014). ELM focuses on persuasion and the different ways individuals evaluate the information they receive. According to this theory, individuals process information through two routes: the central route and the peripheral route. The central route involves actively thinking about the information and considering it in conjunction with prior knowledge. In contrast, the peripheral route involves less critical processing, with changes in perception being more temporary. The use of critical thinking depends on general factors, such as motivation and ability.

Previous research conducted by Li and Suh (2015) found that interactivity, medium dependence from the dimensions of media credibility, and the strength of argumentation from message credibility are the main determinants of information credibility. Similarly, Rachman et al. (2021) demonstrated that information from social media, through its quality and credibility, plays a vital role in generating tourist interest in visiting destinations.

A hypothesis is a conclusion drawn from a thought process, not a conjecture made unclearly or carelessly. Drawing a conclusion in research must meet the criterion of coherence, which is a benchmark for the validity of rational thinking using deductive logic. A hypothesis is a provisional answer to the problem under study, serving as a temporary explanation that guides researchers in their investigation (Syahrum & Salim, 2014). The aim is to find an honest answer (Sugiyono, 2013).

In this study, researchers aim to determine the effect of media credibility and information quality on the @WonderfulIndonesia Instagram account on the interest in visiting Indonesian domestic tourism. Therefore, the following hypothesis is formulated:

H1: Media credibility on the @WonderfulIndonesia Instagram account affects interest in visiting Indonesian domestic tourism.

H2: The quality of information on the Instagram account @WonderfulIndonesia affects interest in visiting Indonesian domestic tourism

H3: Media credibility and information quality on the @WonderfulIndonesia Instagram account affect interest in visiting Indonesian domestic tourismMethod

This study employs a quantitative approach within a positivist paradigm. Data collection was conducted through a survey by distributing questionnaires. The variables tested in this study are media credibility (Li & Suh, 2015), information quality (Li & Suh, 2015; Fabiverova & Kuczkowska, 2016), and visiting interest (Erkan & Evans, 2016), measured using statement items adopted from previous research.

In quantitative research, sample determination is critical for data collection. The sampling technique used is purposive sampling, which selects samples based on specific considerations suitable for the research objectives (Burhan, 2014). The criteria for the research sample are respondents from the millennial generation or Gen Y, aged 22-42 years. Therefore, the subjects in this study are followers of the @WonderfulIndonesia Instagram account. The study focuses on the media credibility and information quality of the @WonderfulIndonesia Instagram account and their impact on interest in visiting domestic tourism in Indonesia.

Several tests were conducted to examine the influence of media credibility and information quality on the interest in visiting domestic tourism. These tests include validity and reliability tests on a minimum of 30 samples. Subsequently, the primary sample was tested using multiple linear regression analysis and hypothesis testing. This study employed SPSS 26 software for multiple regression analysis. A five-point Likert scale was used, with options ranging from strongly disagree (1) to strongly agree (5) (Kriyantono, 2014).

FINDINGS AND DISCUSSION
A. Validity Test and Reliability Test
The initial stage of testing in this study involved validity and reliability tests. These tests were conducted based on the correlation between the scores of each statement item and the total score in a sample of n = 30 respondents who were not part of the primary sample. The testing utilized SPSS version 26, and the correlation values were compared with standard values to determine the validity of the questionnaire items. A statement item was considered valid if its correlation value was more significant than 0.374; otherwise, it was deemed invalid if the correlation value was less than 0.374. The test results indicated that 13 statements from the media credibility variables, 6 from the information quality variables, and 4 from the visiting interest variables were valid.

Measurements were conducted on the three variables for the reliability test. The media credibility variable yielded a reliability coefficient of 0.902, which is significantly higher than the threshold value of 0.60, indicating high reliability. The information quality variable had a reliability coefficient of 0.843, also greater than the r-table value of 0.60. The visiting interest variable demonstrated a reliability coefficient of 0.952, exceeding the r-table value of 0.60, confirming the high reliability of the measurements for all three variables.

Table 1: Variable Reliability Test Results X1, X2 and Y

Variable	Cronbach's Alpha	R table	Information
Media Credibility (X1)	0,902	0,6	Reliable
Quality of Information (X2)	0,843	0,6	Reliable
Interest in Visiting (Y)	0,952	0,6	Reliable

Source: Researcher's data processing

B. Test the hypothesis
Hypothesis testing, specifically t-tests, was conducted to determine the relationship between each independent variable (X1: Media Credibility and X2: Information Quality) and the dependent variable (Y: Interest in Visiting). The results from SPSS calculations compare the significance levels to a threshold value of 0.05. If the significance value is less than 0.05, the variable is considered to have a significant effect on the dependent variable; if the significance value is more significant than 0.05, it does not. The results of the SPSS data calculations are mentioned in Table 2.

Table 2: Hypothesis test results

Variabel	B	Std. Error	Beta	t	Sig.
Media Credibility	0,117	0,043	0,327	2.683	0,009
Quality of Information	0,185	0,081	0,278	2.281	0,025

Source: Researcher's data processing

The hypothesis test results indicate that the significance value for the effect of Media Credibility (X1) on Interest in Visiting (Y) is 0.009, which is less than 0.05. This shows that Media Credibility significantly affects Interest in Visiting. Similarly, the significance value for the effect of Information Quality (X2) on Interest in Visiting (Y) is 0.025, which is also less than 0.05, indicating a significant effect as well. Therefore, it can be concluded that both Media Credibility and Information Quality significantly affect Interest in Visiting. As a result, the null hypothesis (H0) is rejected, and the alternative hypothesis (Ha) is accepted.

C. Statistical Test F

Statistical F-test testing is conducted to evaluate the simultaneous influence of the independent variables (X1: Media Credibility and X2: Information Quality) on the dependent variable (Y: Interest in Visiting). In this context, the hypothesis serves as a reference to determine whether the independent variables jointly affect the dependent variable. The F-test compares the F calculated (Fcalculate) value with the critical value from the F-distribution table (Ftable).

Based on the F-test calculation results, the Fcalculate value is 22.377, which is significantly greater than the Ftable value of 3.939. According to the hypothesis testing rule, H0 (null hypothesis) is rejected if Fcalculate exceeds Ftable. This indicates that the Media Credibility and Information Quality variables have a significant effect on the Interest in Visiting. Therefore, the results confirm that Media Credibility and Information Quality simultaneously influence the Interest in Visiting Indonesian domestic tourism.

D. Coefficient of Determination Test

The next stage of testing is the coefficient of determination test, which measures how much the variables of media credibility and information quality influence visiting interest. This test uses the R-value, which ranges from 0 to 1, where a value closer to 0 indicates a weaker relationship. The results of this test are determined by examining the R square value in Table 3.

Table 3: Coefficient of Determination Test Results

Model Variabel	R	R Square	Adjusted R Square	Std. Error
	0,562	0,316	0,302	2.004

Source: Researcher's data processing

Based on the results in Table 3, the R square value (correlation squared) is 0.316. This value, also known as the coefficient of determination, indicates that 31.6% of the variance in visiting interest can be explained by media credibility and information quality. The remaining 69.4% of the variance is influenced by other factors not included in this model.

DISCUSSION

Based on the validity testing results for each variable—X1 (media credibility) and X2 (information quality) on Y (visiting interest)—all tested statement items are valid. The correlation values are all greater than the critical value of 0.374. After examining respondents who engage with the @WonderfulIndonesia Instagram account, no statements were found to be negative or unsuitable for future research.

The reliability testing results indicated that Cronbach's Alpha value for media credibility is 0.902, for information quality is 0.843, and for visiting interest is 0.952. These results suggest the research is reliable and the instruments used are trustworthy. Respondents who view, follow, and absorb information from the @WonderfulIndonesia Instagram account find the research credible.

The t-test results, conducted using SPSS version 26, showed significance values (Sig. (2-tailed)) less than 0.05. The media credibility variable had a significance value of 0.009 for its effect on visiting interest, while the information quality variable had a significance value of 0.025 for its impact on visiting interest. These significant findings underscore the importance of our research, as both media credibility and information quality were found to significantly affect the interest in visiting Indonesian domestic tourist destinations.

After researching existing methods, researchers concluded that media credibility and information quality of visiting interest using the Elaboration Likelihood Model (ELM) theory were not significantly compared. The discussion concludes that the interest in visiting among the millennial generation after viewing information from the @WonderfulIndonesia Instagram account is influenced by the credibility of the media on the account and the quality of the information shared. This means that the more credible the media and the higher the quality of the information, the more interest is generated in visiting. The contribution of these factors is reflected in the Model Summary table, where the value of R = 0.562 indicates a positive and moderate relationship between media credibility (X1), information quality (X2), and interest in visiting (Y), accounting for 56.2% of the variation. The coefficient of determination, R square = 0.316, shows that 31.6% of the interest in visiting is influenced by media credibility and information quality, while the remaining 68.4% is influenced by other factors not studied.

Research conducted by Putri (2021) on the marketing communication model of Komodo Island in Indonesia using a model of possible elaboration found that effective marketing activities involve elements of communication tools, the arguments used in the communication process, and the quality of messages conveyed to the audience in marketing the intended tourist destinations. The quality of the message becomes a critical strategy for influencing tourists' decisions to visit these destinations. Crafting messages to be as attractive as possible can be a significant consideration for tourists

when deciding whether to visit a tourist destination based on the information provided in the promotional media used.

Based on the Elaboration Likelihood Model (ELM) theory used in this study, the way individuals process a given message varies with many considerations. This theory explains that each individual processes persuasive messages differently. Some individuals might not consider the underlying arguments when receiving a message, while others will evaluate these arguments in detail and clearly (Anandra et al., 2020). This underscores the importance of media credibility and the quality of information presented in the content on the @WonderfulIndonesia Instagram account for domestic tourist destinations in Indonesia. For the millennial generation, who see and absorb this information as a reference and for their knowledge, the desire to visit tourist attractions is influenced by several factors. These factors include the content of the message, the attractiveness of its delivery, how the message is packaged, and other arguments that can influence the individual's decision to accept the persuasive message.

In ELM theory, changes in individuals' attitudes are explained by how they process messages. The attitude formed at the end of this process involves the motivation, ability, and opportunity to elaborate on the message, combined with the type of persuasion received. The attitude processed by the persuadee (individual receiving the persuasive message) is influenced not only by the content of the message but also by the credibility and attractiveness of the persuader (the source of the persuasive message), in this case, the @WonderfulIndonesia Instagram media account. Media credibility is crucial in shaping respondents' attitudes when they consider "who" is delivering the persuasive message and "how" it is delivered.

The Elaboration Likelihood Model (ELM) theory also explains that the effect of persuasion depends on what the persuadee has processed, influenced by their motivation, opportunity, and ability to process the persuasive message. The ELM theory suggests that not everyone can receive and process information or persuasive messages in the same way (Perbawaningsih, 2012).

In the Elaboration Likelihood Model (ELM) theory, individuals use two primary routes to process persuasive messages: the central route and the peripheral route. These routes explain how messages can influence people based on the level of attention and cognitive effort they invest.

Imagine a journey of deep exploration and analysis. This is the central route, where individuals engage in thorough and deep message processing. They carefully examine the arguments relevant to the issue presented in the message. Recipients of messages via the central route are motivated and have the ability to analyze the information meticulously. In this condition, individuals are likely to consider the evidence presented, the logic of the arguments, and the relevance of the information to their existing knowledge. Consequently, when message processing occurs through the central route, the resulting attitudes tend to be more enduring, better predictors of behavior, and more resistant to counter-persuasion because they stem from critical evaluation and deep integration of information (Petty & Cacioppo, 1986).

The peripheral route, on the other hand, involves more superficial and less thorough message processing. Individuals using this route are typically influenced by peripheral cues such as the source's credibility, visual attractiveness, or emotional reactions. This route is taken when an individual's motivation or ability to process information deeply is low. In this condition, individuals might rely on simple decision rules or emotional associations to form attitudes without analyzing arguments in depth. Attitudes formed via the peripheral route are usually less enduring and more susceptible to change because they are based on superficial cues and do not involve deep thinking (Petty & Cacioppo, 1986).

Based on the research findings, the respondents in this study process persuasive messages through the peripheral route. This is evident from their knowledge of the @WonderfulIndonesia account, which influences their reception of messages when answering the questionnaire. When considering questions related to recommendations or references from the domestic tourism information on this account, individuals tend to focus more on the source's credibility as the primary medium for providing information. Consequently, the identity of the information source ("who") becomes crucial in shaping attitudes through the peripheral route. The message delivery by the @WonderfulIndonesia account, which emphasizes visualization and simple message packaging, encourages respondents to accept the message without engaging in deep, critical thinking.

Maximizing persuasive messages in the communication process is crucial for effectively spreading information through social media. Providing engaging content, enhancing image and video quality, and offering clear explanations in each Instagram post significantly influence increasing audience interest. In this study, the media plays a significant role in the marketing communication element. In the tourism sector, digital media has the most substantial impact on disseminating information. Individuals seek comprehensive information from various mass media channels. Therefore, fully utilizing all the tools available on Instagram is essential to capture the target audience's attention. The practicality of persuasive and informative messages is evident in their ability to increase audience awareness and trust in the tourism messages provided by the @WonderfulIndonesia account.

Research conducted by Widagdyo (2017) on marketing, ecotourism attractiveness, and tourist interest in visiting revealed that several factors influence tourist interest in domestic destinations. These factors include adventure and cultural experiences presented at domestic tourist destinations, as well as the attraction of natural beauty and social and

historical institutional values. These elements can significantly impact tourists' interest in visiting domestic destinations.

Effectively packaging these factors into persuasive messages on Instagram is a powerful tool for informing and attracting tourists. Instagram's platform allows for the presentation of new nuances in conveying messages about culturally rich, beautiful, safe, and comfortable destinations. For many tourists, this persuasive information is enough to spark their interest in visiting domestic tourist destinations.

The Elaboration Likelihood Model (ELM) theory posits that the quality of arguments in messages has a more significant persuasive impact when users are highly involved. When user involvement is achieved, the message's purpose can be effectively conveyed to individuals accessing information on social media. User engagement with information or persuasive messages in content is crucial, as it can build trust and foster high interest. This study has a specific aim: to examine the interest in visiting domestic tourist destinations among the millennial generation. It does so based on the media credibility and information quality of the @WonderfulIndonesia Instagram account. Individuals can assess which messages to consider when choosing domestic tourist destinations on this account.

The persuasive message examined in this study is part of the information quality variable, which must encompass three aspects: accuracy, timeliness, and relevance (Permatasari et al., 2021). The quality of information delivered on the @WonderfulIndonesia Instagram account reflects these characteristics, as indicated by the number of respondents who agreed with the statements. Respondents indicated that the messages' clarity, combined with appropriate images, is a crucial aspect. The study's findings suggest that high-quality information can significantly affect tourists' interest in visiting destinations if the information presented on social media is accurate, timely, and relevant.

The diversity of information provided, along with informative messages and relevant content, can significantly increase user engagement with each post uploaded on Instagram. The research findings indicate that Instagram facilitates communication among users, making it easier to share and receive information. Features such as comments and likes on each post help users get references for desired tourist destinations, while the direct message feature allows users to ask questions directly related to posts on the @WonderfulIndonesia account.

The statement "I have no difficulty in understanding domestic tourist destination information on Instagram @WonderfulIndonesia" reflects respondents' direct interactions with persuasive messages. The responses were varied, but almost all respondents strongly agreed with the statement. This suggests that the posts on the @WonderfulIndonesia account are clear and informative. The text accompanying the posts is detailed and relevant, ensuring the information in the images and videos is well-explained. Respondents found the content easy to understand, highlighting the effectiveness of the informative captions and the overall quality.

CONCLUSION

Based on the research results, media credibility and information quality influence visiting interest, contributing 31.6% to the total variance. The remaining 69.4% is influenced by other variables not examined in this study. There is a positive relationship between media credibility, information quality, and interest in visiting, consistent with the Elaboration Likelihood Model (ELM) theory. According to this theory, individuals who receive persuasive messages from the @WonderfulIndonesia Instagram content are influenced not only by the quantity and quality of the information presented but also by other arguments and their existing knowledge.

The study's findings indicate that while media credibility and information quality significantly affect visiting interest, a substantial portion (69.4%) of the influence comes from other variables not investigated in this research. This highlights a limitation in the study, suggesting the need for further research to explore these additional variables. The potential impact of future research on our understanding of the factors affecting visiting interest is significant and should be eagerly anticipated. Future research could examine variables such as media exposure, content attractiveness, or the broader role of social media platforms like Instagram in influencing individual visiting interests.

In conclusion, media credibility and information quality on the @WonderfulIndonesia Instagram account positively impact the interest in visiting domestic tourist destinations, accounting for 31.6% of the variance. However, a significant portion of the influence comes from other factors not covered in this study. Future research should investigate these different variables, such as media exposure and content attractiveness, to provide a more detailed and optimal understanding of what drives individuals' interests in visiting tourist destinations.

REFERENCES

Agustine, M., & Prasetyawati, Y. R. (2020). Pengaruh kualitas informasi Instagram dan electronic word of mouth terhadap citra dapurfit. *PRofesi Humas Jurnal Ilmiah Ilmu Hubungan Masyarakat*, *5*(1), 82. https://doi.org/10.24198/prh.v5i1.23966

Anandra, Q., Uljanatunnisa, U., & Cahyani, I. P. (2020). Analisis Elaboration Likelihood Theory Pada Kampanye "Go Green, No Plastic" Universitas Pembangunan Nasional Veteran Jakarta. *Jurnal Komunika: Jurnal Komunikasi,*

Media Dan Informatika, *9*(2), 96. https://doi.org/10.31504/komunika.v9i2.3421

Anggoro, G. D., Dunan, A., & Karman, K. (2021). Bauran Komunikasi Pemasaran dalam Memasarkan Destinasi Wisata Alam Saat Pandemi COVID-19. *Jurnal Studi Komunikasi Dan Media*, *25*(2), 223. https://doi.org/10.31445/jskm.2021.3787

Annur, C. M (2024, January). 10 Aplikasi Media Sosial yang Paling Banyak Dipakai Pengguna Internet di Indonesia. Retrieved July 24, 2023, from *Databoks.Katadata.co.id*. https://databoks.katadata.co.id/datapublish/2024/03/01/ini-media-sosial-paling-banyak-digunakan-di-indonesia-awal-2024

Burhan, B. (2014). *Metodologi Penelitian Kuantitatif: Komunikasi, Ekonomi, dan Kebijakan Publik serta Ilmu-Ilmu Sosial Lainnya* (2nd ed.). Prenadamedia Group.

Cheung, C. M. K., Lee, M. K. O., & Rabjohn, N. (2008). The impact of electronic word-of-mouth. *Internet Research*, *18*(3), 229–247. https://doi.org/10.1108/10662240810883290

Daud, R. F., Apriliani, D., & Kusuma, A. R. D. (2021). Forms of Instagram Social Media Communication in Promoting Lampung Province Tourism. *CHANNEL: Jurnal Komunikasi*, *9*(2), 149. https://doi.org/10.12928/channel.v9i2.21053

Davari, D., & Jang, S. (2021). Visit intention of non-visitors: A step toward advancing a people-centered image. *Journal of Destination Marketing & Management*, *22*, 100662. https://doi.org/10.1016/j.jdmm.2021.100662

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, *61*, 47–55. https://doi.org/10.1016/j.chb.2016.03.003

Fabiverova, A., & Kuczkowska, H. (2016). *Effects of Source Credibility and Information Quality on Attitudes and Purchase Intentions of Apparel Products (A Quantitative Study of Online Shopping Among Consumers in Sweden)* [Umeå School of Business and Economics]. https://www.diva-portal.org/smash/get/diva2:946730/FULLTEXT01.pdf

Girsang, D., & Sipayung, N. L. (2021). Peran Instagram Terhadap Minat Berkunjung Wisatawan Ke Objek Wisata Bukit Indah Simarjarunjung Kabupaten Simalungun (Pasca Pandemi Covid-19). *Jurnal Darma Agung*, *29*(3), 416. https://doi.org/10.46930/ojsuda.v29i3.1226

Goma, N.S., Salim, M., Marta, R. F. (2022). Strategi Komunikasi Pemasaran Paguyuban Batik Tulis Giriloyo Menghadapi Pandemi Covid-19. *Komunikasiana: Journal of Communication Studies 4 (1)*. http://dx.doi.org/10.24014/kjcs.v4i1.17963

Ismail, I. H., Salim, M., Chang, J. (2022). Ledok Sambi Tourism Village Marketing Mix Strategy in the New Normal Era. *Proceeding Youth Communication Day 2021 International Conference and Workshop "Communication Challenges in the Age of Hybrid."* 532-550.

Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2017). *Marketing for Hospitality and Tourism* (7th ed.). Pearson.

Kriyantono, R. (2014). *Teknik Praktis Riset Komunikasi: Disertai Contoh Praktis Riset Media, Public Relations, Advertising, Komunikasi Organisasi, Komunikasi Pemasaran* (7th ed.). Prenadamedia Group.

Lestari, N. (2023). Strategi Komunikasi Pariwisata Dalam Meningkatkan Minat Pengunjung Destinasi Wisata Alam Gomara Swiss Kabupaten Labuhanbatu Utara. *Jurnal KESKAP: Jurnal Kesejahteraan Sosial, Komunikasi Dan Administrasi Publik*, *2*(2), 144–156. https://doi.org/10.30596/keskap.v2i2.16062

Li, R., & Suh, A. (2015). Factors Influencing Information Credibility on Social Media Platforms: Evidence from Facebook Pages. *Procedia Computer Science*, *72*, 314–328. https://doi.org/10.1016/j.procs.2015.12.146

Mayangsari, D., & Salim, M. (2021). The Effectiveness of University Instagram Account as Information Media for Students. *3rd Jogjakarta Communication Conference (JCC 2021)*. https://doi.org/10.2991/assehr.k.211121.040

Morissan. (2014). *Teori Komunikasi Individu Hingga Masa* (2nd ed.). Prenadamedia Group.

Mulyati, Y., & Afrinata, M. (2018). Analisis Pengaruh Strategi Bauran Pemasaran Terhadap Minat Berkunjung Kembali Pada Destinasi Wisata Pantai Carocok Painan Kabupaten Pesisir Selatan (Studi Kasus Pada Wisatawan Domestik). Jurnal Akuntansi, Ekonomi Dan Manajemen Bisnis,*6*(2), 191–200. https://doi.org/10.30871/jaemb.v6i2.1014

Perbawaningsih, Y. (2012). Menyoal Elaboration Likelihood Model (ELM) dan Teori Retorika. *Jurnal ILMU KOMUNIKASI*, *9*(1). https://doi.org/10.24002/jik.v9i1.50

Permatasari, I. A., Nurmandi, A., & Wijaya, J. H. (2021). Kualitas Informasi Publik Dalam Twitter: Perbandingan Pemerintah Daerah Di Yogyakarta Dan Dki Jakarta. *Jurnal Penelitian Komunikasi*, *24*(1), 75–90. https://jpk.kominfo.go.id/index.php/jpk/article/view/722

Pertiwi, H. P., Raga, R. A., Jasrial, J., Salim, M., Sarah, I. S., Putri, I. S. S. (2023). Message Framing by Regulatory Focus on Intention to Visit Village-based Tourism Destination. *Journal of Tourism Sustainability 3 (1)*, 10-18. https://doi.

org/10.35313/jtospolban.v3i1.68

Petty, R. E., & Cacioppo, J. T. (1986). The Elaboration Likelihood Model of Persuasion. In *Communication and Persuasion* (pp. 1–24). Springer, New York. https://doi.org/10.1007/978-1-4612-4964-1_1

Purwowidhu, C. S. (2023, March 16). Kian Melesat di 2023, Pariwisata Indonesia Bersiap Menuju Level Prapandemi. Retrieved July 24, 2023 from *Kemenkeu.Go.Id*. https://mediakeuangan.kemenkeu.go.id/article/show/kian-melesat-di-2023-pariwisata-indonesia-bersiap-menuju-level-prapandemi

Putri, A. P. (2021). Marketing Communication Model of Komodo Island in Indonesia (In the Study of Elaboration Likelihood Model). *Jurnal Audience*, *4*(02), 193–208. https://doi.org/10.33633/ja.v4i2.4821

Rachman, A., Setiawati, L., & Rafdinal, W. (2021). Pengaruh Informasi UGC dari Media Sosial pada Minat Berwisata di Destinasi Wisata Jawa Barat. *Prosiding The 12th Industrial Research Workshop and National Seminar*, *12*. https://jurnal.polban.ac.id/proceeding/article/view/2955

Salim, M., Pangestu, S., Barykin, S., Longani, K. D., Farihanto, M. N. (2022). Communication Patterns of The Mangunan District Government to The Community In Managing Village Tourism Potentials. *ASPIRATION Journal. 3 (1),* 1-20. https://doi.org/10.56353/aspiration.v3i1.46

Salim, M., Suprantio, S., Marta, R. F., Hariyanti, N., Amali, M. T. (2023). Intensitas Mengakses Aplikasi TikTok dan Pengaruhnya terhadap Komunikasi Interpersonal Remaja. *Warta: Ikatan Sarjana Komunikasi Indonesia.13-24*. https://doi.org/10.25008/wartaiski.v6i1.200

Safitra, R., Salim, M., Marta. R. F., Hariyanti, N. (2022). Peningkatkan Wisatawan Masa New Normal: Telaah Strategi Komunikasi Pemasaran Dinas Pariwisata dan Kebudayaan Kabupaten Kampar. *Jurnal Politikom Indonesiana. 7 (1)*. 40-64. https://doi.org/10.35706/jpi.v7i1.6701

Sitepu, E., & Sabrin. (2020). Strategi Komunikasi Pariwisata Dalam Meningkatkan Minat Berwisata Di Sumatera Utara. *Jurnal Massage Komunikasi*,*9*(1), 28–44. https://jurnal.darmaagung.ac.id/index.php/messageilmukomunikasi/article/view/679

Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (19th Ed.). Alfabeta. Bandung. ISBN: 979-8433-64-0

Suhud, U., & Allan, M. (2022). Travel Motivation, Destination Image, and Stage of Intention to Visit Anak Krakatau Mount: a Study of Volcano Tourism in Indonesia. *Anuário Do Instituto de Geociências*, *45*. https://doi.org/10.11137/1982-3908_2022_45_45982

Sussman, S. W., & Siegal, W. S. (2003). Informational Influence in Organizations: An Integrated Approach to Knowledge Adoption. *Information Systems Research*, *14*(1), 47–65. https://doi.org/10.1287/isre.14.1.47.14767

Syahrum, & Salim. (2014). *Metodologi Penelitian Kuantitatif*. Citapustaka Media. http://repository.uinsu.ac.id/id/eprint/553

Widagdyo, K. G. (2017). Pemasaran, Daya Tarik Ekowisata, dan Minat Berkunjung Wisatawan. *Esensi: Jurnal Bisnis Dan Manajemen*, *7*(2). https://doi.org/10.15408/ess.v7i2.5411

Widaningsih, T. T., Nugraheni, Y., Prananingrum, E. N., & Rahayunianto, A. (2020). Pengaruh Terpaan Media dan Daya Tarik Destinasi Wisata terhadap Minat Berwisata. *Jurnal Komunikatif*, *9*(2), 174–190. https://doi.org/10.33508/jk.v9i2.2742

Yudaninggar, K. S., & Damastuti, R. (2023). Optimizing Instagram Engagement Strategies for Sustainable Tourism: A Case Study of Ciburial Village. *CHANNEL: Jurnal Komunikasi*, *11*(2), 114–120. https://doi.org/10.12928/channel.v11i2.242