

ABSTRAK

Dhea Novyanti Putri (1304729), “Pengaruh *Social Media Marketing* Terhadap *Destination Image* Sebagai Wisata Edukasi Yang Berbasis Alam Di Kebun Raya Bogor” di bawah bimbingan Dr. Vanessa Gaffar, SE, Ak. MBA dan Taufik Abdullah, SE., MM.Par.

Pusat Konservasi Tumbuhan Kebun Raya – LIPI atau disingkat KRB (Kebun Raya Bogor) adalah suatu destinasi wisata berbasis alam yang andalan di Kota Bogor. Masalah yang dihadapi Kebun Raya Bogor adalah adanya ketidaksesuaian citra destinasi yang dibangun oleh pihak Kebun Raya Bogor dengan persepsi yang ada dibenak pengunjung. Berdasarkan hasil pra penelitian hal ini disebabkan oleh *destination image* Kebun Raya Bogor yang kurang baik di benak masyarakat. Karena itu, pihak Kebun Raya Bogor harus memiliki strategi untuk mengatasi masalah tersebut. Dengan demikian, peneliti memilih *Social Media Marketing* sebagai solusi yang dapat diterapkan untuk membangun *destination image* Kebun Raya Bogor. Variabel independen (X) yang digunakan yaitu *Social Media Marketing* terdiri dari *Online Communities*, *Interaction*, *Sharing of Content*, *Accessibility* dan *Credibility*. Variabel dependen (Y) yaitu *destination image*. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan metode *explanatory survey* dan pendekatan *cross sectional*. Sampel dalam penelitian ini sebanyak 363 responden, yaitu *followers* akun media sosial Kebun Raya Bogor dengan teknik penarikan yang digunakan yaitu *simple random sampling*. Teknik analisis data yang digunakan adalah regresi berganda. Pelaksanaan *Social Media Marketing* di Kebun Raya Bogor berada pada kategori tinggi, dimensi *Interaction* mendapatkan penilaian tertinggi dan penilaian terendah yaitu *Online Communities*. Kemudian tanggapan mengenai *destination image* di Kebun Raya Bogor berada pada kategori tinggi, dimensi *functional and psychological – holistic characteristics* mendapatkan penilaian tertinggi dan dimensi *psychological characteristics attribute* mendapatkan penilaian terendah. Hasil penelitian menunjukkan adanya pengaruh yang positif antara *Social Media Marketing* dan *destination image*.

Kata Kunci : *Social Media Marketing*, *Destination Image*, Kebun Raya Bogor.

ABSTRACT

Dhea Novyanti Putri (1304729), “The Influence of Social Media Marketing toward Destination Image as Educational Nature-Based Tourism at Bogor Botanical Garden” under the guidance of Dr. Vanessa Gaffar, SE, Ak. MBA and Taufik Abdullah, SE., MM.Par.

Botanical Garden of Plant Conservation Center – LIPI or called Bogor Botanical Gardens is a signature nature-based tourist destinations in Bogor. The issues facing the Bogor Botanical Gardens is the existence of a discrepancy between destination image is built by the Bogor Botanical Gardens with the perceptions in the visitors mind. Based on the results of pre-research this issues are caused by the destination image of Bogor Botanical Gardens which is not good in the public’s mind. Therefore, the Bogor Botanical Gardens should have a strategy to solve the problems. Thus, the researchers choosed Social Media Marketing as a solution that can be applied to build the destination image in Bogor Botanical Gardens. The independent variable (X) used are Social Media Marketing consisting of Online Communities, Interaction, Sharing of Content, Accessibility and Credibility. Dependent variable (Y) is destination image. The type of research used are descriptive and verificative with method used are explanatory survey and cross sectional approach. The sample in this study is 363 respondents of followers Bogor Botanical Gardens social media account with sampling technique used is simple random sampling. The data analysis technique used is multiple regression. The implementation of Social Media Marketing at Bogor Botanical Gardens is located in the high category, the dimension of Interaction get the highest ratings and the lowest is Online Communities. Then the feedback regarding the destination image at Bogor Botanical Gardens is located in the high category, the dimension of functional and psychological - holistic characteristics get the highest ratings and the dimension of psychological characteristics attribute get the lowest ratings. The results showed there is a positive influence between Social Media Marketing and the destination image.

*Key words : Social Media Marketing, Destination Image, Bogor
Botanical Garden*