SUMMARY

MUHAMAD SYAHID ABDURRAHIM. Effects of Promotion of Tourism Destinations on Social Media with the AISAS Approach. Supervised by MUKHAMAD NAJIB and SETIADI DJOHAR

The development of information technology is growing rapidly, one proof of the rapid progress of information technology is the development of social media. Promotion on social media is a popular way for companies, even government agencies. The purpose of this study was to look at the effect of tourism destination promotions on the Ministry of Tourism's social media accounts by developing the AISAS model to see the relationships between the verbs in it. The analytical method used in this study uses Structural Equation Modeling (SEM) which is run using LISREL software.

The results of the study show that promotion on social media influences one's attention, interests, and desires to find more information about the information being promoted. A person's attention to the promotion of tourist destinations on social media does not necessarily affect his interest in traveling. This research proves that attention and interest in the promotion of tourist destinations on social media has no effect on one's tourism decisions. The tourist activities of a person have an influence on the desire to share their tourism experiences or share on social media.

The core findings from this study concluded that the promotion of tourist destinations on social media has not been effective in influencing someone's desire to travel. Further research is expected to examine what factors influence tourism decisions through the promotion mix on social media, and also analyze social media trends, the most effective one is used to carry out promotions so that promotion of tourist destinations on social media becomes effective in influencing one's tourism decisions.

Keywords: e-promotion, media social, tourism, AISAS model