The use Instagram with visiting interest: The correlation between the use @littlecollins.bdg Instagram with visiting interest

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Abstract. In this research the aim was to determine how far the influence of using social media Instagram with visiting interest. As done by one Instagram of one of the new restaurants in Bandung that is Cafe Little Collins and have Instagram that is @littlecollins.bdg. In this research, researchers used a quantitative approach and using correlational studies. The results indicate the correlation between the use of Instagram with visiting followers’ interest is a significant correlation. Because the data collection technique used was a questionnaire with 95 respondents and a literature study relevant for this research. After the data collected then performed analysis and hypothesis test using Spearman Rho ranks correlation.

1. Introduction

According to eMarketer estimates, Instagram can generate revenues of up to 5.48 billion US dollars (Rp. 77.2 trillion during 2018. If so, the figure is up 70 percent compared to last year [1]. Undeniably, technology has important roles in the process and practice of communication which transformed into information. [2]. The use of social media every year is increasing with the use of community according to their individual needs. In January 2016 We Are Social conducted a survey and got results that social media users as much as 27%. And in the same month and in 2017 social media users were increased by 6% to 34% [3]. There are a lot of opportunities that can be used with social media. In a fact, almost every job related to promotion or want to maintain a good image and use social media as a tool that can easily introduce to the public. Culinary in Bandung needs face-to-face promotions but needs media as well as promotional media and information sharing to provide attraction to the intended target so that the purpose to be achieved are well created. As is done by one of the Instagram of one of the new restaurants in Bandung, the name is Cafe Little Collins and has an Instagram, which is @ littlecollins.bdg. Little Collins is one of the new cafe in Bandung. One of the triggers for visiting interest is the use of one of the mediums as a promotional tool and that is Instagram and having as many as 1773 followers.

Regard to the matter, in this article I want to know how far the relationship between using Instagram @ littlecollins.bdg and interest in visiting followers. Referring to a number of previous statements this can be explained using Instagram social media can be measured based on three aspects, namely intensity of use, message content, and message appeal. And the purpose of this research is to know how far
between using @littlecollins.bdg’s Instagram with visiting Interest. Is it their correlation between the both of it.

There is one result of the study explaining that the visiting interest is very influential with the image of the object itself. And way to strengthen this image is use social media. From the results of the research explained that the company image has a direct and significant influence on visiting interest by 36.6%. The corporate image variable has a direct and significant influence on visiting decisions of 59.7%. Variables of visiting interest have a direct and significant influence on visiting decisions of 14.8% [4].

2. Research method

This researches used a type of quantitative research and correlational research methods. The population in this study are followers of the Instagram account @littlecollins.bdg. and found as many as 1773 people who became population, and by using Slovin calculations, a sample of 95 respondents was obtained. Data collection techniques used are literature studies and questionnaires. In addition to the technical analysis of the data of this study using statistical calculations. This article discusses the use of media contained in the Uses and Gratification Theory consists of the amount of time used in various types of media content consumed and various relationships between individuals and media consumers with the content of media consumed or the media as a whole [5].

Little Collins Cafe at Sumatra Street number 5-7, Bandung. They are cafe which is introducing about the theme of tropical Cafe. They started using Instagram as one of social media they used on February.

3. Result and discussion

The results were obtained through an inferential analysis process, this to found there was a correlation between the Use of Instagram (X) and Visiting Interest (Y), as explained in the problem identification describe in inferential analysis. In three sub-variables X, Intensity of Use (X1), Message Content (X2), and Attractiveness Content (X3) with Similarity (Y1) and Information Seeking (Y2). Use of inferential analysis of the Spearman Rank Correlation Coefficient, which test the significance of the hypothesis and look for relationships in all variables. And this is the explanation:

| Variable | Rs   | tvalue | t (0.1; 98) | Conclusions | Details | Level Correlation |
|----------|------|--------|-------------|-------------|---------|------------------|
| Intensity of Use Instagram with Similarity Followers | 0.382 | 3.986  | 1.661       | Ho rejected | Significant | low correlation |

In Table 1 beside obtained the results of correlation coefficient data correlation Rank Spearman (rs) is equal to 0.382. The results of significance test obtained tvalue of 3.986 and ttable value with df = 93 and α = 10% is equal to 1.661. It can be seen: that tvalue (3.986 > ttable (1.661)) so Ho is rejected. It can be concluded that there is a correlation between the Intensity of Use @littlecollins.bdg Instagram with Similarity Followers. According to Guilford Criteria, correlation coefficient, the correlation coefficient of 0.382 is between the criteria > 0.20 - 0.40 [6], it shows that the correlation between the Intensity of Use @littlecollins.bdg Instagram with Similarity Followers is Low correlation. The two variables would be to be related based on the results of the respondent's statement, there is Instagram @littlecollins.bdg more than once a day and also with the similarity of tastes which is like a contemporary feel. So, it is likely that in inferential this can be said that by accessing Instagram @ littlecollins.bdg more than once a day the respondent may also have the same taste as the nuances in Cafe Little Collins Bandung, namely contemporary so that respondents can visit Little Collins Cafe Bandung. Social media is the new buzz
area in marketing that includes business, organizations and brands which helps to create news, make friends, make connections and make followers. Business use social media to enhance an organization’s performance in various ways such as to accomplish business objectives. Intensity of using social media provides the benefit as a communication platform that facilitates two-way communication between a company and their stock holders with followers exactly [7].

Table 2. Intensity of use Instagram with information seeking followers.

| Variable                        | Rs     | tvalue | t_{(0.1;98)} | Conclusions | Details         | Level Correlation |
|---------------------------------|--------|--------|-------------|-------------|-----------------|-------------------|
| Intensity of Use Instagram with | 0.254  | 2.533  | 1.661       | Ho rejected | Significant     | Low correlation   |
| Information Seeking Followers   |        |        |             |             |                 |                   |

In Table 2 beside obtained the results of correlation coefficient data correlation Rank Spearman (rs) is equal to 0.254. The results of significance test obtained \( t_{value} = 2.533 \) and \( t_{table} \) value with \( df = 93 \) and \( \alpha = 10\% \) is equal to 1.661. It can be seen: that \( t_{value} > t_{table} \) so Ho is rejected. It can be concluded that there is a correlation between the Intensity of Use @littlecollins.bdg Instagram with Information Seeking Followers. According to Guilford Criteria, correlation coefficient, the correlation coefficient of 0.254 is between the criteria > 0.20 - 0.40, it shows that the correlation between the Intensity of Use @littlecollins.bdg Instagram with Information Seeking Followers is Low correlation. This result proves that the first thing that the respondent besides looking at Instagram content such as photo feeds on Instagram, of course they would see the language used by Instagram. If the language used is not easy to understand, then the respondent will find it difficult to understand the information described in the contents of the Instagram. It can be said that the interest of respondents can arise from the intensity of opening the @ littlecollins.bdg Instagram in a day so that they pay attention to any information given about Cafe Little Collins Bandung and also the presence of the language used on Instagram that is short, solid, and clear so that it makes it easier for respondents choose food provided by Cafe Little Collins Bandung.

Table 3. Message content with similarity followers.

| Variable                        | Rs     | tvalue | t_{(0.1;98)} | Conclusions | Details         | Level Correlation |
|---------------------------------|--------|--------|-------------|-------------|-----------------|-------------------|
| Message Content with Similarity  | 0.420  | 4.463  | 1.661       | Ho rejected | Significant     | Moderate correlation |
| Followers                        |        |        |             |             |                 |                   |

In Table 3 beside obtained the results of correlation coefficient data correlation Rank Spearman (rs) is equal to 0.420. The results of significance test obtained \( t_{value} = 4.463 \) and \( t_{table} \) value with \( df = 93 \) and \( \alpha = 10\% \) is equal to 1.661. It can be seen: that \( t_{value} > t_{table} \) so Ho is rejected. It can be concluded that there is a correlation between Message Content @littlecollins.bdg Instagram with Similarity Followers. According to Guilford Criteria, correlation coefficient, the correlation coefficient of 0.420 is between the criteria > 0.40 - 0.70, it shows that the correlation between Message Content @littlecollins.bdg Instagram with Similarity Followers is Moderate correlation. It means that Instagram @ littlecollins.bdg has given a good message content so that respondents can find similarities in taste. Whether in the taste of the food menu or the similarity of nuances of taste or interior design. In addition, seeing the theory of Uses and Gratifications provides an explanation that with increasing human needs, using media can help with all the needs needed by the media users. this proves that with the media as a medium of promotion or publication about Cafe Little Collins it can make it easier to achieve planned goals such as the target visitors who come to Little Collins Cafe Bandung [8].
In Table 4 beside obtained the results of correlation coefficient data correlation Rank Spearman (rs) is equal to 0.670. The results of significance test obtained $t$ value of 8.183 and $t_{table}$ value with $df = 93$ and $\alpha = 10\%$ is equal to 1.661. It can be seen: that $t_{value}$ (8.183 > $t_{table}$ (1.661) so Ho is rejected. It can be concluded that there is a correlation between Message Content @littlecollins.bdg Instagram with information seeking Followers. According to Guilford Criteria, correlation coefficient, the correlation coefficient of 0.670 is between the criteria > 0.40 - 0.70, it shows that the correlation between Message Content @littlecollins.bdg Instagram with Information seeking Followers is Moderate correlation. According to Katz Blumer. In addition, they also explained in the theory there are several things that can be investigated, namely social and psychological sources, birth needs, expectations from mass media or other sources, differences in patterns of media exposure. From a number of things that can be examined, in this study can be analyzed one by one. Cafe Little Collins certainly has determined the target audience [9]. To attract the attention of the audience, the first thing that Cafe Little Collins did was to look at social resources, or see the interest of the majority of visitors in visiting a restaurant or cafe. Seeing now the development of social media usage is increasing every year, therefore Cafe Little Collins uses social media as a tool for publication or promotion about Cafe Little Collins. And also, as a forum for information about Cafe Little Collins, so that followers or Instagram followers @littlecollin.bdg follow all developments or that are happening at Little Collins Cafe Bandung. Social media also provide the marketers easier way to understand their customers. In the case of Instagram, leaving comments receiving comments on the photo posts can gain more feedback from the costumer of the product [10].

| Variable | Rs   | $t_{value}$ | $t_{(0.1;98)}$ | Conclusions | Details            | Level Correlation |
|----------|------|-------------|----------------|-------------|--------------------|-------------------|
| Message Content with Information seeking Followers | 0.647 | 8.183       | 1.661          | Ho rejected  | Significant        | Moderate correlation |

Table 5. Attractiveness content with similarity followers.

| Variable | Rs   | $t_{value}$ | $t_{(0.1;98)}$ | Conclusions | Details            | Level Correlation |
|----------|------|-------------|----------------|-------------|--------------------|-------------------|
| Attractiveness Content with Similarity Followers | 0.540 | 8.183       | 1.661          | Ho rejected  | Significant        | Moderate correlation |

In Table 5 beside obtained the results of correlation coefficient data correlation Rank Spearman (rs) is equal to 0.540. The results of significance test obtained $t_{value}$ of 8.183 and $t_{table}$ value with $df = 93$ and $\alpha = 10\%$ is equal to 1.661. It can be seen: that $t_{value}$ (8.183 > $t_{table}$ (1.661) so Ho is rejected. It can be concluded that there is a correlation between Attractiveness Content with Similarity Followers. According to Guilford Criteria, correlation coefficient, the correlation coefficient of 0.540 is between the criteria > 0.40 - 0.70, it shows that the correlation between Attractiveness Content @littlecollins.bdg Instagram with Similarity Followers is Moderate correlation. And the theory of Uses and Gratifications according to Katz Blumer. The attractiveness of the media is that it attracts the attention of the audience. Not only fill the message that is a concern for followers in viewing Instagram content. But of course, followers also see Illustration, photography, and supporting typography to become Instagram's attraction. Of the three things, the concern of the respondents is the similarity Display Picture Instagram @ littlecollins.bdg with the Cafe Little Collins logo Bandung. This proves that to attract followers'
attention, one of them is by having an attractive visual illustration [11]. There is another reason that Instagram is a photo-based social media therefore the most important factor is visual. The special biologist and researcher found out that people can remember the information in the oral form around 10% (tested after 72 hours) but it goes up to 65% in the picture form. and connected intensely with images from the moment [12].

![Table 6. Attractiveness content with information seeking.](image)

In Table 6 beside obtained the results of correlation coefficient data correlation Rank Spearman (rs) is equal to 0.382. The results of significance test obtained tvalue of 3.986 and ttable value with df = 93 and α = 10% is equal to 1.661. It can be seen: that tvalue (3.986 > ttable (1.661) so Ho is rejected. It can be concluded that there is a correlation between the Attractiveness Followers with Information seeking. According to Guilford Criteria, correlation coefficient, the correlation coefficient of 0.254 is between the criteria >0.20 - 0.40, it shows that the correlation between Attractiveness Content @littlecollins.bg Instagram with Information Seeking is Low correlation. The two variables to be related based on the results of the respondent's statement, Display Picture Instagram @littlecollins.bg according to the Cafe Little Collins Bandung logo with Instagram @littlecollins.bg and using easy to understand English sentence used by Instagram @littlecollins.bg so that make it easier for respondents to choose the food menu. Most in this inferential that it can be said that Display Picture Instagram @littlecollins.bg matches the Cafe Little Collins Bandung logo with Instagram @littlecollins.bg using easy-to-understand English and the language used by Instagram @littlecollins.bg is easy to understand so that it makes it easier respondents chose the food menu so that respondents could visit Little Collins Cafe Bandung [13].

4. Conclusion
By the purpose of this research is to found how the correlation between using Instagram @littlecollins.bg and visiting interest followers. Based on the results of questionnaire, through several stages of testing statistics and literature studies in solving the problems discussed. So, it can be concluded from the results of statistical analysis that there is a correlation between the use of @littlecollins.bg’s Instagram and visiting interest followers with a significant correlation.

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