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CONSUMER DECISION MAKING | RESEARCH ARTICLE

The Instagram Effect on Tourist Destination Choices: Unveiling Key Attraction Elements

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Abstract: Social media is a significant communication tool in the tourism industry because it can reach a wide audience, interact directly, and is very effective in promoting tourist destinations and building close relationships between tourism businesses and tourists. Nonetheless, the role of social media in tourists' decision-making to visit a tourist destination is still not fully understood. Therefore, this study aims to understand what elements of Instagram content can make tourists decide to visit a tourist destination. Data collection was carried out using in-depth interviews with 20 domestic tourists. The analytical technique used to achieve the research objectives consisted of two steps, namely thematic analysis and followed by qualitative descriptive analysis. Based on the results of this study showed to be that Instagram content can trigger Generation Y and Z tourists' decisions to visit tourist destinations. Interesting Instagram content in terms of color, captions, and other people's comments can be one of the factors that attract tourists to visit tourist destinations. Overall, the research presents valuable insights for social media stakeholders and marketers in the tourism industry to optimize their content strategy and effectively target and engage Generation Y and Z tourists. However, it should be noted that these studies may have limitations in the scope and population studied, so further research is needed to deepen and expand our understanding of how Instagram affects Y and Z-generation travel decisions.

Keywords: decision-making, instagram, social media

JEL Classification: I20, L82, L83, M31, M37

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PUBLIC INTEREST STATEMENT

This research has a challenge in exploring the content elements of Instagram photos on tourist decisions because the influence of Instagram can vary greatly depending on the characteristics of the user and the content posted. Therefore, this research should be carried out carefully and carefully to ensure the validity and accuracy of the results.

However, the research results provide valuable insights for stakeholders and social media marketers in the tourism industry to optimize their content strategies and effectively target and attract tourists of the Y and Z generations. In today's digital age, social media has become an important means of promoting tourist destinations and influencing travel decisions. Therefore, a better understanding of Instagram's influence on travel decisions can help boost tourist destination marketing and expand the impact of the tourism industry as a whole.

However, it is important to note that this study may have limitations in the scope and population studied. Therefore, further research is needed to deepen and expand our understanding of how Instagram affects Y and Z generation travel decisions. Furthermore, since the results of this research affect the public interest, this research should be conducted with full responsibility and integrity to ensure that the research is conducted ethically and the results are used wisely to advance the tourism industry.

1.   Introduction

With open access to extensive information, prospective tourists have easy access to information. They can compare the various information obtained from different sources before making a decision. Travelers can search for information about destinations through traditional information channels such as the mass media. They can also search for information directly from tourism operators. In addition, information shared by other visitors through social media has become one of the main sources of information (Stocker, Groth, & Mirski, 2023). This wide range of information sources makes it easy for prospective travelers to consider before making a travel decision.

Social media provides end-to-end opportunities to share information, experiences, and opinions about travel destinations. Experiences while staying, eating at a restaurant, visiting tourist attractions, or experiences while active are commonly shared content on social media. In the end, the information that is shared can influence the judgment and decision of the audience when searching for and determining the destinations they want to visit. The information shared by travelers is considered objective and has no promotional load, so the content shared is considered reliable and serves as a reference before the audience makes a travel decision (Cheng, Tian, & Chiu, 2023).

Social media is used as a marketing tool. Živković, Gajić, and Brdar (2014) revealed that social media is useful as a marketing communication tool due to its effectiveness. Because of its effectiveness, social media has a crucial role in business organizations, including in the sector (Appel, Grewal, Hadi, & Stephen, 2020). Messages delivered through social media can inspire audiences, help in the early search for information, plan a trip, and become a tool for storing travel memories. Therefore, the ability to understand and use social media becomes a must for destination managers.

Popular social media platforms such as Instagram are frequently used by travelers when searching for information, planning a trip, and as a container to record travel experiences. The Instagram platform offers ease of accessing information so that it can meet the needs of travelers to publish the desired information. Through Instagram, travelers can find photo and video content that displays the beauty of a destination, as well as get reviews and recommendations from other users who have visited the location. The visual stimulus offered by the Instagram platform has made Instagram a popular medium for Instagram users to help plan their travel.

Instagram content can have a positive impact on the destination. Instagram content in the form of documentation and reviews containing information can help introduce the destination to audiences who are not familiar with the destination. The use of various Instagram features such as hashtags, locations, mansions, and account tags is very helpful to Instagram users when filtering the destination information they need. Travelers who share their experiences through Instagram content also use these features in their efforts to forward their experiences to as many audiences as possible in need. More, faster, and more frequent travelers actively express their opinions through Instagram content (Ahmadinejad & Asli, 2017).

The visual content found on Instagram can shape the perception of potential travelers and ultimately encourage them to decide to visit the destination. Sahin and Sengün (2015) argued that the information provided by travelers on Instagram was able to influence the visiting decisions of Instagram users who viewed the content. Instagram users often go through various searches through the Instagram platform to find information related to the travel destinations they want to visit. The emerging tourist destination information develops into the preferences and interests of tourists in the destination. However, not much is known about what elements of Instagram content can arouse the desire of potential tourists to visit a tourist destination.

Research on the role of social media in promoting tourist destinations has been done before. The research conducted by Hanan and Putit (2013) sought to understand how social media contributes greatly as a tool for promoting a destination. Another study

conducted by Aftab and Khan (2019) examined how social media became a digital platform that has great popularity and is widely used to promote destinations. Kiráľová and Pavlíčeka (2015) research discussed how social media can help destinations to attract visitors. Some other studies also found that there is a significant relationship between the use of Instagram and the visiting interest of followers (Ahmadi & Adzhani, 2019; Effendy & Keitaro, 2021). However, elements of Instagram content that can attract potential tourists to visit a tourist destination still need to be studied in more depth. Currently, there is no research that discusses in detail the elements of Instagram content that are effective in arousing tourists' desire to visit a destination.

Mele, Kerkhof, and Cantoni (2021) revealed that there were still significant gaps in previous research on how Instagram content could attract potential travelers to visit destinations. Therefore, further research is needed to understand what elements of Instagram content can make tourists want to visit tourist destinations. To answer this question, it is necessary to carry out further investigations to gain a deeper understanding of interesting Instagram content from the perspective of potential tourists.

This study aims to understand what elements of Instagram content can make tourists decide to visit a tourist destination. In this study, we will analyze what elements of interesting Instagram photo content can make tourists want to decide to visit these destinations. The results of this study can provide important information about photo content elements that are most effective in influencing tourists' decisions to visit certain tourist destinations. In addition, this research can also provide insight into how governments and tourist destinations can use Instagram to promote their destinations effectively and efficiently. This research focuses on exploring what elements of Instagram photo content make potential tourists visit a destination.

2. Literature Review

2.1 Generation Y and Z Tourist Segmentation Influenced by Digital Content in Decision-Making

The development of information and communication technology (ICT) in general presents unprecedented challenges and opportunities for companies in the tourism industry (Law, Buhalis, & Cobanoglu, 2014). The demands of modern tourists have made managers in the tourism industry increasingly dependent on information and communication technology to help them meet the needs of tourists. To create satisfaction for tourists, tourism industry players are more responsible for meeting tourist needs. Therefore, Information and Communication Technology (ICT) for tourism industry players proves to be a reliable promotional tool at a lower cost to reach tourists (Buted et al., 2014).

Decision-making so that tourists are increasingly aware of the importance of information that can be accessed on the Internet (Dewi, Gede, Kencanawati, & Mataram, 2021). These developments have led to changes in consumer behavior, where the use of the internet, social media, mobile applications, and other digital communication technologies have become part of the daily lives of tourists (Ardani, 2022). Current digitalization has produced a new lifestyle and replaced the previous one, such as the emergence of Generation Z (Bassiouni & Hackley, 2014).

Previous research by Dimitriou and AbouElgheit (2019) suggests that young people, known as Generation Z have a high dependence on electronic media and digital technology in terms of deciding to travel. Then by Kusmayadi, Wiweka, Kurniawati, and Adnyana (2017) also suggest that Generation Z utilizes technology in making decisions, starting from the planning process, information search, assessment, and the final decision, during the trip, and after the trip. However, it is not only Generation Z, researchers Maria-Irina and Laura-Gabriela (2013) suggest that Generation Y is also the largest group of internet users because they are the first generation born in the era of information and communication technology (ICT) development. Then Ketter (2020) provides a completely new understanding of digital

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tourism in the journey of Generation Y. From previous research it can be understood that the segmentation of Generation Y and Z tourists can be influenced by digital content in decision-making.

2.2 Interesting Posting Content on Social Media Trigger Tourists in Making Decisions to Visit Tourist Destinations

Several studies have shown the influence of information sources on travel motivation ("The Influence of Travel Motivation, Information Sources, and Tourism Crisison Tourists' Destination Image," 2017) while consumer travel motivation can focus on push and pull factors. The push and pull theory has been widely used as a reference to understand individual motives for traveling to certain tourist destinations. In the end, this theory developed broadly which includes internal and external factors that push and pull in decision-making regarding the selection of destination destinations (Salimon, Kareem, Mokhtar, Yusoff, & Gorondutse, 2019). This is based on the idea that certain internal factors encourage individuals to seek travel experiences, while the decision on which product to choose is based on external factors that attract the individual (Giddy, 2018).

The driving factors are socio-psychological needs and invisible forces that drive tourists to travel. Prior psychological needs drive travel decisions and often precede the influence of pull factors (Lee, Leary, Lee, Morrison, & Al, 2002). Pull factors are travel decisions and motivations caused by attractive attributes of a tourist destination. Several studies have explored the pull factors in tourist destinations. Several studies provide several important pull factors, such as social space, natural and cultural elements, events, physical facilities, food services, night activities, and so on (Prayag & Ryan, 2011). Therefore, push and pull factors are appropriate theories for assessing tourist behavior (Tu, 2020).

Advances in information technology have created tourists with discerning tastes in making purchasing decisions. Tourists can easily access information in choosing the appropriate product. But tourists are more interested in the information shared by others than marketers. With the development of tourist behavior in the current era, tourists tend to use social media to find information and make decisions. Moreover, posting on interesting social media can be taken into consideration by tourists. Therefore, interesting posting content on social media can trigger tourists to consider visiting tourist destinations.

2.3 Tourists can Conduct Information Searches and Decide to Travel Based on Comments Shared by other Tourists through Social Media Platforms

The development of social media over the last decade has changed the way tourist destinations advertise their services and products (Tafveez, 2017). Social media managed by the government is a very important source of information for tourists. In various tourism business activities, the existence of social media is very relevant. Previous research by Živković, Gajić, and Brdar (2014) suggested that tourists use social media after traveling to share their experiences with others. Tourists trust information shared by communities through social media more than websites and other mass media advertisements (Fotis, Buhalis, & Rossides, 2012). Tourists' final decision to choose a destination can be influenced by the content shared on social media (Roque & Raposo, 2016).

The most important thing that tourists consider when making travel decisions is when searching for information, especially for tourists who want to visit new places. They as tourists use social media to find information in the travel decision-making process. In previous research, Simon (2009) found that tourists who intend to visit well-known destinations depend more on information on past experiences from family and friends while visiting destinations that are less frequented by tourists will seek a lot of information through social media.

Regarding travel plans and advice, most tourists seek information on various platforms such as Instagram, Twitter, TripAdvisor, and Facebook. Tourists can search for information and decide to travel based on comments shared by other tourists through the platform (Jadhav, Raman, Patwa, Moorthy, & Pathrose, 2018). Tourists who want to find information and decide to visit a tourist destination rely heavily on information obtained through social media. As stated by previous research examining the role of social media in tourism promotion among Mizoram University students Vanlalhriati and Singh (2017) said that students are affected by positive comments about the tourist destinations they observe through social media.

2.4   Instagram Content and Tourists Visiting Destinations

Instagram social media is very relevant for promoting a tourist destination. However, success in marketing can only be achieved through proper presentation and with the right intermediaries. Sahin and Sengün (2015) discussed the importance of social media in tourism marketing. Then argue that Instagram can have an impact on the tourism industry, both positively and negatively because young people's travel decisions are strongly influenced by the comments and personal experiences of other users on social media.

Promotional media can empower potential tourists through the resulting Instagram content so that it can influence other tourists. Fatanti & Suyadnya (2015) stated that Instagram provides online photography facilities, such as uploading photos, which are the user's real experience. Content shared on Instagram can be an additional source of information that tourists consider as part of their information search process. Of course, it can be interpreted that Instagram content is very important for tourists when planning trips and making decisions before traveling (Mukherjee & Manasa Nagabhushanam, 2015).

Previous research by Mele et al. (2021) shows that it is important to adapt Instagram content when attracting culturally different tourists. Not only that, (Yu, Xie, & Wen, 2020) also explored the color of tourism-related photos on Instagram and then investigated how lightness, chroma, and hue can affect the popularity of Instagram posts. The findings explain that brand popularity and color theory can have valuable implications for tourist destinations. While Filieri, Lin, Pino, Alguezaui, and Inversini (2021) that many tourists, especially Generation Z, are increasingly inspired by user-generated images shared on the Instagram platform. User-generated images can trigger desires and intentions to visit certain destinations and their tourist attractions.

3.   Conceptual Framework

This research uses a qualitative approach. Based on the results of previous research about social media marketing and visitor decisions. The conceptual framework is shown below (Figure 1).

Sosial Media Marketing → Instagram Photo content → Decisions to visit destination

Figure 1. Conceptual framework

4.   Methods

4.1   Participants

This study explores what elements of Instagram photo content make informants visit a destination through posts shared by the @WonderfulIndonesia account. The @WonderfulIndonesia account was selected because of the official account used to promote Indonesian tourism by the Ministry of Tourism and the Creative Economy of

the Republic of Indonesia. This account has a large and active number of followers. As an official account of Indonesian tourism promotion, @WonderfulIndonesia can provide accurate and reliable information about tourist destinations in Indonesia, as well as promote the beauty and cultural diversity of Indonesia that is unique and attractive to domestic tourists. A qualitative approach is chosen so that authors can gain an understanding of how Instagram's contribution creates an impression and preference for potential travelers to visit the destination.

The data collection was carried out using the method of in-depth interviews with 20 domestic tourists aged 22 to 44 interviewed over three months from October to December 2022. The duration of the interview ranges from 30 to 60 minutes for each source. Audio recorders are used to obtain a complete picture of information from informants and facilitate authors in performing qualitative data analysis (Jacob & Furgerson, 2015). The main focus of research interviews is matters related to what elements of Instagram photo content make the interviewees visit a destination.

4.2   Measurement

The completion of the data was achieved after interviews with 20 sources. Additional interviews with two sources are carried out to ensure no new concepts are emerging. The interview questions are developed based on the research objectives of the relevant literature survey. Regarding the ethical guidelines, all participants know the purpose of the research and their right to withdraw from the research at any time. The personal information of these informants is guaranteed anonymity and remains confidential using their code and age to identify their words. All interviews are fully transcribed for encoding and analysis.

4.3   Analysis

The analytical techniques used for the research objectives consist of two steps, namely thematic analysis and continued with qualitative descriptive analysis. The validity of data is verified with the technique of triangulation of the data source, which is to compare the results of the interview with the results of field observations and previous concepts.

5.   Findings

5.1   Typology of Audience Visitors to Wonderful Indonesia's Instagram Content

This research reveals that informants can be influenced by the content posted on the @WonderfulIndonesia Instagram account. However, only certain segments decide to visit these tourist destinations, such as the Z and Y generation tourists. Generation Z and Y presenters tend to utilize content posted by official accounts and personal accounts of other tourists in the process of searching for information on destinations they want to visit.

Source: Instagram @wonderfullindonesia
Figure 2. Danau Toba

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The interesting thing about this finding is that Generation Z and Y sources will still visit a destination that is quite far away, such as the Lake Toba destination if it is shown on the Instagram content @WonderfulIndonesia. The informants explained that in making their decision, they considered the decision based on looking at the color of the photos, captions, and other people's comments contained in Instagram content @WonderfulIndonesia. Therefore, it is proposed that more research efforts should be devoted to examining how other social media content may affect visiting decisions to tourist destinations.

5.2 Visual Beauty

The use of visual elements in Instagram photo content is very important in influencing the decisions of sources from Y and Z generations to visit a tourist destination. In the current digital era, Instagram is a popular platform that has a major influence in shaping the perceptions and decisions of informants in choosing tourist destinations.

This study found that the use of bright colors in Instagram @WonderfulIndonesia photo content has a positive impact on the perceptions of sources towards a destination. Bright colors used in Instagram photo content can create strong positive impressions on visitors, including joy and warmth, which can trigger their interest in visiting a place. This relates to the psychological influence that color has on humans. Humans naturally respond to color and have emotional associations with various colors. When bright colors are used properly, they can evoke feelings of joy, warmth, and enthusiasm in visitors. The informant explained as follows:

> …*For me, the bright colors that are posted on Instagram photo content @WonderfulIndonesia can create strong positive impressions, such as excitement and warmth, which can trigger interest in visiting. (MA, in-depth interview)*

This study found that the use of bright colors in Instagram @WonderfulIndonesia photo content has a positive impact on the perceptions of sources towards a destination. Bright colors used in Instagram photo content can create strong positive impressions on visitors, including joy and warmth, which can trigger their interest in visiting a place. This relates to the psychological influence that color has on humans. Humans naturally respond to color and have emotional associations with various colors. When bright colors are used properly, they can evoke feelings of joy, warmth, and enthusiasm in visitors

The use of clear contrasts and attractive compositions in Instagram photo content can also attract the attention of sources and give a positive impression of a destination. Using clear contrasts and compelling compositions in photo content can have a significant impact. Vivid contrast refers to sharp differences between elements in a photo, such as color, texture, or size. In addition, an attractive composition also plays an important role in attracting the attention of the speakers and giving a positive impression of a destination. A good composition can include arranging the elements in a photo, such as making use of interesting lines or patterns, using the rule of thirds, or highlighting a focal point that attracts attention. The informant explained as follows:

> "...*clear contrasts and attractive compositions in Instagram photo content can give a strong impression and highlight various visual elements in tourism destinations, thereby increasing positive perceptions of the beauty and attractiveness of these destinations." (BA, in-depth interview)*

Overall, using clear contrasts and interesting compositions in Instagram photo content can create a strong positive impression about a tourist destination. By attracting the attention of sources and providing an aesthetic appearance, these photos can encourage people's interest and interest in visiting these destinations. In addition, attractive photos also have the potential to go viral and be shared more widely, which

in turn can increase the visibility of the tourism destination on social media platforms and as a whole.

Photo quality is also an important factor in attracting tourists to a tourist destination. High-quality, well-resolution photos can give a professional impression and give a positive image of a place. Photos with high quality and good resolution have a significant influence in building a positive image of a tourist place. When one looks at clear and detailed photos, one gets an impression of professionalism and expertise in image selection and capture. This indirectly reflects the high standard of quality presented by the venue. Good photo quality can also influence people's perceptions of these tourist spots. When beautiful photos are published via Instagram, they can attract the interest of potential tourists. Photos that depict the beauty and uniqueness of the place will create a strong attraction and arouse curiosity in those who see it. The informant explained as follows:

> …*Photos with good quality and good resolution can give a professional impression and give a positive image. (TA, in-depth interview)*

Overall, it is that photo quality has an important role in attracting tourists' interest in a tourism destination. High-quality, high-resolution photos can create a professional impression and give a positive image of the place. The use of clear, detailed, and attractive photographs can depict the beauty and uniqueness of a tourism destination, which in turn can influence people's perceptions and attract potential tourists. Publishing these photos through platforms such as Instagram, can create a strong appeal and arouse the curiosity of those who see them. Therefore, investing in good-quality photos can be an effective strategy for promoting a tourism destination and increasing tourist visits.

Overall, this study found that the use of visual elements in @WonderfulIndonesia Instagram photo content can provide a more interesting experience for interviewees and help them make decisions to visit a place. Therefore, this research reveals the importance of paying attention to choosing the right color, contrast, and photo quality to ensure compatibility with the image of the destination you want to promote and increase the attractiveness of potential visitors. By providing visually appealing content on Instagram, tourist destinations can promote themselves more effectively and influence informants' decisions to visit.

5.3 Captivating Caption

A caption is an important factor in influencing informants' perceptions of a tourist destination. In addition, the use of captions on Instagram photo content is very important in determining the decision of informants from generations Y and Z to visit a tourist destination. This research shows that good captions can increase the attractiveness of informants to a destination and help strengthen the destination's image.
The caption @wanderfulIndonesia is one of the captions that are very popular with informants because it can strengthen the image of the tourist destinations visited. The positive impression given by the caption, such as an interesting description, the right choice of words, and the appropriateness of the photo can enrich the informant's experience and help create unforgettable memories. The informant explained as follows:

> ...*Caption that I saw on @wanderfulIndonesia became one of the captions that I very much liked. because it was able to strengthen the image of the tourist destination that was visited. Positive impressions are given by the caption, such as interesting descriptions, the right choice of words, and the quality of the photo. (RP, in-depth interview)*

As a whole, the caption @wanderfulIndonesia is one of the most popular captions among informants because it can strengthen the image of the tourist destinations visited. The positive impression given by the caption, such as an interesting description, the right choice of words, and the match between the photo and the

caption, can enrich the informant's experience and help create unforgettable memories. As such, captions @wanderfulIndonesia have an important role to play in enhancing informants' travel experiences and helping to create unforgettable memories through the use of interesting descriptions, appropriate words, and good-quality photos.

In addition, captions that contain words or phrases that can arouse emotions and imagination, such as "this beautiful gem provides an amazing view of the lake" and "captivating views", can increase the interest of the informants to visit the destination. These words can create a strong visual image and make the informant feel interested and captivated. The informant explained as follows:

> ... *some words upload imagination, such as "these beautiful gems give a stunning view of the lake" and "enchanting views", can boost my interest in visiting the destinations. (AS, in-depth interview)*

Overall, this study shows that captions on Instagram photo content can be an important factor in influencing the perceptions of informants about a tourist destination. A good caption can increase the attractiveness of a source to a destination and help strengthen the destination's image. Several important elements in captions can influence informants' decisions, such as interesting descriptions, choosing the right words, appropriateness of photos, and using words or phrases that can arouse emotion and imagination. In the context of Y and Z generations, an effective caption can be a very effective marketing tool in promoting tourist destinations and attracting the attention of informants to visit these destinations. Therefore, related parties in the tourism industry need to pay attention to the quality of captions on Instagram photo content as part of their marketing strategy.

5.4 Reassuring Comments

This research shows that Instagram has become one of the main sources of information for informants in choosing the destinations they will visit. In addition, these findings also show that comments made by visitors on Instagram posts have a significant influence on informants' perceptions of destinations.

This finding shows that visitors on Instagram pay a lot of attention to comments given by other visitors on Instagram posts about tourist destinations. With meaningful and constructive comments about destinations on Instagram, it can help increase informants' positive perceptions of destinations and attract more users to visit these destinations. The informant explained as follows:

> …*For me, weighing and building comments help boost a positive perception of the destination. (MK, in-depth interview)*

Additionally, the findings found that Instagram account managers need to pay attention and respond to every comment given by visitors on social media. By giving a good and positive response, managers can build a better relationship with visitors and improve their perception of the destination. This can help managers to improve the quality of services provided and attract more tourists to visit tourist destinations. The informant explained as follows:

> ..*For me, the admin of my Instagram account did not respond to every comment given. If the admin gives a good and positive response. In this way, we can enhance our perception of that destination. (AM, in-depth interview)*

In addition, the findings also show that Instagram users are not only looking for information about travel destinations but also looking for experiences shared by other visitors. Therefore, Instagram account managers associated with travel destinations should pay attention to the content shared by visitors and promote a positive and exciting experience. In this case, promoting travel experiences can be an effective strategy for attracting more tourists to visit those destinations. The informant explains as follows:

I love looking at other visitors' posts on Instagram to get ideas and inspiration about interesting travel destinations. (RS, in-depth interview)

Thus, this study shows that Instagram has an important role in informants' decision-making in choosing tourist destinations, as well as providing positive recommendations through comments and experiences shared by other visitors. This emphasizes the importance of attention from Instagram account managers and users in building positive perceptions about tourist destinations and attracting more tourists to visit these destinations.

6. Discussion

The existence of technology is considered effective in making it easier for Generation Y and Z tourists to search for information on social media (Maureen & Stellarosa, 2021). In addition, Dwivedi, Kapoor, and Chen (2013) revealed that an SMM Strategist should consciously produce relevant content that will appear interesting to the target audience. According to the findings of this study, it explains that generations Y and Z are segments that are highly dependent on Instagram content in determining decisions to visit tourist destinations. Other research by Dimitriou and AbouElgheit (2019) also confirms that tourists who often use Instagram in the information search process are Generation Y and Z tourists. It can be interpreted that the findings from this study clearly show that Generation Y and Z tourists are very dependent on Instagram content to determine the decision to visit a tourist destination. They are interested in visiting tourist destinations when they see Instagram content that can meet their needs. As mentioned above, Instagram content is a pull factor for generations Y and Z at this point. But several other pull factors support Y and Z generations to visit tourist destinations. Among other things, the pull factors are the environment related to physical landscape features, attractions such as adventure activities, events, and facilities such as accessibility, accommodation, and food (Giddy, 2018). Further studies should verify other pull factors that can meet the needs of tourists in the long run in determining visiting decisions to provide further recommendations in processing tourist destinations.

Some research also explains that lightness, chroma, and hue can affect the popularity of Instagram posts (Filieri, Lin, Pino, Alguezaui, & Inversini, 2021). This research clarifies that Instagram social media content can also influence tourists in making decisions about visiting tourist destinations. The findings show that posted Instagram content shows the beauty of color photos that unconsciously trigger Generation Y and Z tourists to come to these tourist destinations. The argument of previous research by Fithriya (2020) explains that the character length of Instagram content captions is less able to be a reference as to whether it affects engagement achievements. However, this research found a fundamental difference. This research found that captions posted by official accounts are an important item in determining the decision of Generation Y and Z tourists to visit tourist destinations. This finding is supported by Conti and Heldt Cassel (2020), who argue that the compatibility between photos and captions significantly influences tourists' decision-making.

Therefore, this research is the basis for research and reference for managers of official Instagram accounts in writing captions for tourist destination Instagram content. Research by Jadhav, Raman, Patwa, Moorthy, and Pathrose (2018) revealed that tourists can search for information based on comments shared by other tourists on Instagram. This research shows that comments are taken into consideration by Generation Y and Z tourists in making decisions about visiting destinations. Seeing positive comments posted by other tourists through official Instagram content can convince tourists in the process of deciding to visit a tourist destination. it should be noted that these studies may have limitations in the scope and population studied, so further research is needed to deepen and expand our understanding of how Instagram affects Y and Z-generation travel decisions.

7.   Conclusions

Based on the results of this study, it can be concluded that Instagram content can trigger Generation Y and Z tourists' decisions to visit tourist destinations. Interesting Instagram content in terms of color, captions, and other people's comments can be one of the factors that attract tourists to visit tourist destinations. There are other pull factors, including the environment related to physical landscape features, attractions such as adventure activities, events, and facilities such as accessibility, and accommodation. Based on the data obtained by researchers in the field, it is clear that this study found that Instagram social media content is one of the pull factors and can be a promotional medium in reaching Generation Y and Z tourists.

Overall, the research presents valuable insights for social media managers and marketers in the tourism industry to optimize their content strategy and effectively target and engage Generation Y and Z tourists. However, it should be noted that these studies may have limitations in the scope and population studied, so further research is needed to deepen and expand our understanding of how Instagram affects Y and Z-generation travel decisions.

8.   Recommendation

Future studies might focus on studying how photo and video content on Instagram can influence tourist travel decisions by expanding the analysis of related psychological aspects and consumer behavior. In addition to exploring the visual appeal of these photos and videos, research can include the influence of narrative elements, the use of filters, and social effects such as comments and like counts. In addition, it is important to consider contextual variables such as individual preferences, travel purposes, and culture and compare the influence of Instagram content to other sources of information such as travel reviews and friend recommendations. By deepening the understanding of how visual content on Instagram influences tourist behavior, the results of this research can provide valuable insights for tourism marketers in designing marketing strategies that are more effective and attractive to potential tourists.

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