

INSTAGRAM DAN PERUBAHAN AKTIVITAS BERWISATA MASYARAKAT BANYUMAS

Title	INSTAGRAM DAN PERUBAHAN AKTIVITAS BERWISATA MASYARAKAT BANYUMAS
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Abstract	<p>The purpose of this study was to see changes in the tourism activities of the Banyumas community due to the presence of Instagram. This research is a qualitative descriptive study. The object of the research is tourists who visit natural and artificial tourism places in Banyumas Regency as well as tourist objects that use Instagram as a promotional medium. Data is collected through observation, surveys, interviews and documentation through literature. From the research, the results obtained are that the first Instagram plays a role in finding information about tourist objects and as a means of self-existence, tourist activity in tourist attractions is based on status and dignity, there is a strong impulse to upload photos on Instagram, a tourist attraction that gives rise to a trend of instagrame tourism, and the utilization of Instagram as a tourism promotion media in Banyumas. Keywords: Instagram, Tourism Activity, Banyumas</p>
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