The Influence of Online Campaigns on Interest in Visiting Jakarta Aquarium

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Abstract

Jakarta Aquarium is a tourist spot that has 12 types of attraction zones and 2000 species of animals. In building brand awareness to the public, Jakarta Aquarium collaborates with one of the young influencers named Ria Ricis who has a large number of followers. Collaborating with Ria Ricis is one effective way to expand the visibility of Jakarta Aquarium. The purpose of this study is to find out and explain the influence of influencer Ria Ricis online campaign on interest in visiting Jakarta Aquarium. This research uses the foundation of online campaign theory whose dimensions contain brand reputation, company relations with the public, media attention, sales, activities to increase public opinion awareness and positive image.

The type of research used is explanatory with a quantitative approach. The population in this study was followers of @riaricis1795 Instagram account with a total of 100 respondents. The data collection technique in this study is to use a survey method with a stationary spread.

The results of this study show that based on a simple linear regression test there is a strong relationship between the variable influence of online campaigns through influencer Ria Ricis on interest in visiting Jakarta Aquarium. Based on the results of Pearson Correlations variables X and Y, there is a positive correlation between online campaigns through influencer Ria Ricis and interest in visiting Jakarta Aquarium.

Keywords: Online Campaign, Visiting Interest

1. Introduction

Information technology can be intended as activities for collecting, managing, storing, disseminating and utilizing information. The development of information technology can improve performance and allow various activities to be carried out quickly, precisely, and accurately, so as to increase performance productivity. (Nuryanto, 2012, pp. 1-3). The most significant positive impact of the sophistication of information technology today is the presence of the internet network. Along with the development of time, the form of interaction that is established today is more directed to digital communication through the internet network.

The presence of the internet is considered capable of giving birth to another new life system, namely cyberspace. The virtual world bears a clear resemblance to real life. Everything that is done in the real world can also be done in cyberspace (Talika, 2016: 2). The same is the case with the existence of social media that requires an internet network to access it. Social media is so visible that even its existence makes humans in This millennial era is fixated on continuing

to access it. It can be imagined, all forms of activities in the world, spread throughout Indonesia. From this data, this is a statement that the high number of social media users is also considered to have good potential in the growth and progress of the digital economy in Indonesia (Subiakto: 2023).

The purpose of using social media from each company also varies. Reporting from the Maskoolin Journal, there are five important roles of social media for companies including, namely to increase interaction between companies and consumers, help in terms of surveys, increase Brand Awareness and User Engagement, facilitate viral marketing, and cut many costs (Dewi, 2016). The utilization of online campaigns depends on the brand owner or the brand itself. Social media is not just a tool related to global communication or just the development of technological trends, such as having a Facebook account, Twitter, Instagram and so on. However, this will have an impact on all circles of companies or business people, because audiences will be more and more selective in choosing the products or services they need.

PT Jakarta Aquarium is one of the newest and most popular tourist attractions in the city. Located in Neo Soho Mall which is only 4 kilometers west of Monas which is the national symbol of Indonesia. Jakarta Aquarium has become a hit tourist destination for Indonesian and international tourists who visit this city since it was first opened, Jakarta Aquarium itself is an innovative tourist spot that combines educational attractions with shopping centers, has 12 attraction zones in which there are more than 2000 species of animals. As a new entertainment venue, of course, Jakarta Aquarium has another uniqueness, namely by promoting the concept of a mini aquarium boutique in the mall, making Jakarta Aquarium one of the tourist attractions that can be accessed easily and can be visited by anyone.

If it is associated with an online campaign against the use of social media in building brand awareness, as a new company to introduce the Jakarta Aquarium brand to the public, there needs to be interesting concepts and content to be shared on social media and websites used, so that the public can know more about the Jakarta Aquarium itself. Branding talks about how consumer participation with other consumers in social networks, where conversations between consumers will develop (Mardalis Ahmad &; Anna Putri Hastuti, 2017).

Many media are used to convey information such as social media, websites. Social media can be used to promote festivals or any activities, many companies and organizations have taken advantage of social media to promote events or goals to be achieved, for example by promoting programs or brands, they ensure that it will make something interesting to be able to make audiences participate. Hence, social media is helpful for promoting on large platforms. In addition, now there are many young people who are famous among the public such as celebrity influencers who can invite people to buy or do something like a young influencer, Ria Ricis who is widely known to the public from children – children to parents, with this opportunity to raise the prestige or brand of the Jakarta Aquarium with the aim of attracting visitors through Ria Ricis' social media accounts, it is a brand raising point to advance the company's economic level and economy in Indonesia.

Riaricis is a multitalented Influencer who is passionate about marine animals. In addition, the number of followers of Ria Ricis reached 35.9 million on Instagram social media accounts. Therefore, the collaboration between influencer Ria Ricis and Jakarta Aquarium and Taman Safari can help increase the visibility of the place and reach a wider audience through exposure on social media and online platforms. This was done by Jakarta Aquarium and Taman Safari to

promote to a wider audience by inviting influencer Ria Ricis. This makes for a new strategy that Ria Ricis will carry out to share their experiences at the place with their followers, thus expanding their reach and creating new interest in the place.

The content presented by Ria Ricis describing a sightseeing vacation at the Jakarta Aquarium can be seen on her personal social media accounts @Riaricis1795. The content created, a lot of fun to attract tourists. Their fun photos indicate that Jakarta Aquarium amusement park tourism as a tourist destination is undeniable. Ria Ridis's content received a like response from her followers totaling 2,149,233 million likes, while the Jakarta Aquarium Instagram account received a like response of 25,149 views and 16 comments. Seen in the picture below:
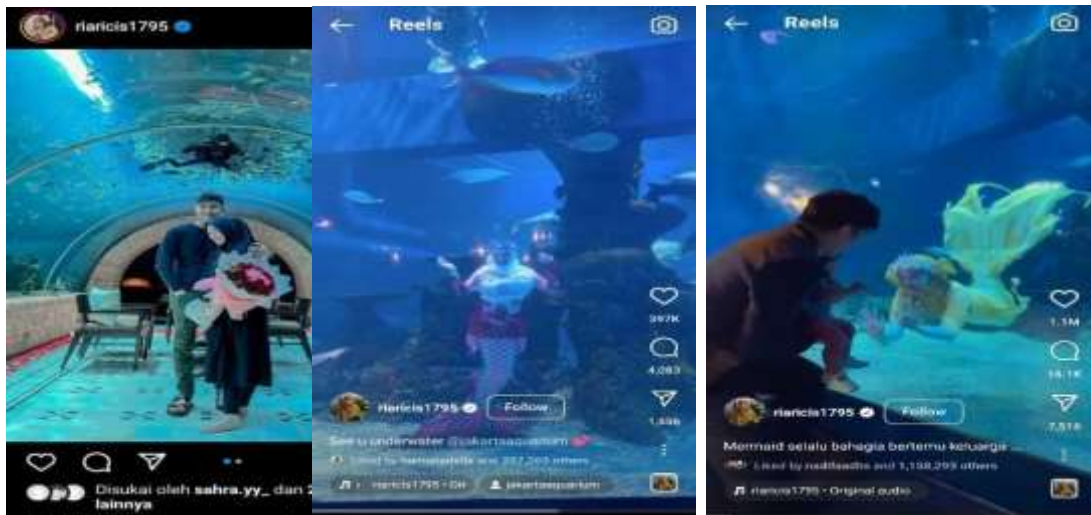

Figure 1. Ria Ricis Instagram Content
Source: Intagram Social Media Account

Then Jakarta Aquarium also received an increase in followers on its social media accounts by 89% from before. Seen in the picture below:

Figure 1. Number of Followers Increase in Jakarta Aquarium Account
(**Source:** Jakarta Aquarium Instagram account)

There is a context relationship to Public Relations because the campaign carried out by Ria Ricis involves conception skills, and communicators with all communication skills to influence communicants to achieve certain goals. The communication component in the campaign, a campaign carried out by a Public Relations or Public Relations has the aim of influencing the audience to follow or know the activities and programs owned by the company or institution, so that these programs and activities will be followed by the audience so as to foster a good image and trust of the audience in institutions and even the state.

Campaign Concept

Etymologically, the word campaign comes from Latin, namely "campaign" which means field. The word campaign is also still related to other terms, namely champion / champion, and champagne / champagne drink. The "champion" element relates to military exercises that Italians conduct while in a "campagnia" (countryside), while the "champagne drink" element refers to the activities of French citizens who grow Champagne grapes in their gardens. "Understanding a campaign is a systematically organized activity to encourage people to do something desired by utilizing certain media to be right on target and accompanied by evaluation. (Rachmadi, 1993). Pfau and Parrot are "A campaigns is conscious, sustained and incremental process designed to be implemented over a specified period of time for the purpose of influencing a specified audience ". (Pfau and Parrot, 1993)". According to Leslie B. Snyder, "A communication campaign is an organized communication activity, directed at a particular audience, for a particular period of time, to achieve a particular goal." (Gudykunst & Mody, 2002).

2. Concept of Interest

According to Prof. Dr. Iskandarwasid and Dr. H. Dadang Sunendar, interest is a combination of desire and will that can develop. Interest is one of the factors that is quite important in influencing customer preferences in saving. There are three limits of interest, namely first, an attitude that can bind one's attention towards a particular object selectively. Second, a feeling that activity and fondness for certain objects is valuable to the individual. Third, as part of motivation or readiness that brings behavior to a certain direction or goal. (Sunendar, 2011, p. 113)

Interest is also influenced by oneself and from outside (environment). And in fact, the most dominant influential factor for customers is environmental factors. In this case, it is emphasized by Bloom's opinion that a person's interests can be influenced by the environment. In his opinion, Bloom said that factors that influence interest include employment, socioeconomics, talent, gender, experience, personality, and environmental factors. These factors interact and influence each other with unequal influences. According to Tampubolon (1991: 41) said that interest is a combination of desire and will that can develop if there is motivation. Meanwhile, according to Djali (2008: 121) that interest is basically an acceptance of a relationship between oneself and something outside oneself. Interest is very influential in achieving achievements in a job, position, or career. It will not be possible for people who are not interested in a job to complete the job well. Interest can be interpreted as a sense of pleasure or displeasure in facing an object (Mohamad Surya, 2003: 100)

In determining their interests, consumers have a choice in determining what product suits them. Before choosing a product, consumers will usually search first about the product or who

produces the product. In determining this interest, consumers will have a sense of trust and pride if they use the product. So we can know before consumers have an interest and determine what product they choose or use, consumers must first have attention to the product. In increasing the interest of consumers, companies must make things that can attract the attention of their target audience in order to achieve the goals of the company.

3. Research Methods

The paradigm used in this quantitative research is positivism. This positivism paradigm views the communication process depends on the efforts made by the sender in packaging the message, attracting the recipient's attention or studying the nature and characteristics of the message recipient to determine the message delivery strategy. This study uses the positivism paradigm because this study uses a quantitative approach where to achieve this truth, the author must ask questions directly to the object under study. This study uses an explanatory type of research, explanatory survey research (analytics). Because this method is used to find out certain situations or conditions that occur or what affects the occurrence of something and not just describe the occurrence of phenomena but to try to explain the phenomenon occurs and what influence it has (Kriyantono, Communication Research Practitioner Techniques, 2014, p. 61).

The research method used in this study is the survey method, where researchers use the same structured / systematic questions to people, so that all answers obtained by researchers are recorded, processed and analyzed. These structured/systematic questions are called questionnaires. The population in this study is Ria Ridis's Instagram followers who number 35.9 million followers on Instagram. For this study, samples were taken using the Yamane formula with a precision of 10% (0.1). The formula is as follows: Yamane formula:

$$n: \text{Sampel minimal}$$
$$N: \text{Jumlah Populasi}$$
$$d: \text{persisi } (10\%=0{,}1)$$
$$n= \frac{31100000}{31100000.(0{,}1.0{,}1)+1}$$
$$n= 99{,}999 = 100 \text{ responden}$$

To determine the sampling of the following study, researchers used purposive sampling techniques. Purposive sampling is a sampling technique used by researchers if researchers have certain considerations in taking samples. Operational definition is an explanation of certain ways used by researchers to measure (operationalize) constructs into research variables that can be tested (Ruslan, 2007, p. 225).

An online campaign conducted by ria ricis makes people invite their friends or family to visit Jakarta Aquarium

Variabel	Dimensi	Indikator	Skala Likert
	Meningkatkan Brand reputation	Kampanye online yang dilakukan ria ricis melalui Instagram membuat Jakarta	

Kampanye Online (X)		Aquarium semakin dikenal oleh masyarakat	1 – 5
	Menjaga hubungan perusahaan dengan publik	Kampanye online yang dilakukan oleh ria ricis, diterima baik oleh masyarakat, sehingga meningkatkan hubungan baik masyarakat dengan perusahaan	
	Mendapatkan media attention	Kampanye online yang dilakukan ria ricis membuat masyarakat lebih mengetahui tentang Jakarta Aquarium dari media	
	Meningkatkan sales	Kampanye online yang dilakukan Ria Ricis membuat pengunjung Jakarta Aquarium meningkat	
	Melaksanakan kegiataan untuk mencapai tuuan dengan meningkatkan kesadaran dan opini publik tentang isu-isu tertentu	Kampanye online yang dilakukan ria ricis membuat masyarakat terkatarik untuk mengunjungi Jakarata Aquarium karena mengetahui fasilitas disana bagus	
	Kembangkan bisnis anda dengan membujuk audience untuk membeli produk anda	Kampanye online yang dilakukan oleh ria ricis membuat followers dari ria ricis tertarik untuk mengunjungi karena tempatnya bagus	
	Membangun citra positif peserta khalayak	Kampanye online yang dilakukan oleh ria ricis menunjukan fasilitas yang lengkap dan karyawan yang ramah sehingga menarik perhatian masyarakat untuk berkunjung	
Minat (Y)	Attention	Kampanye online yang dilakukan ria ricis membuat masyrakat ingin mengetahui tentang Jakarta Aquarium	1-5
	Interest	Kampanye online yang dilakukan oleh ria ricis menarik minat masyarakat untuk mengunjungi Jakarta Aquarium	
		Kampanye online yang dilakukan oleh ria ricis membuat masyarakat ingin	

	Desire	mengunjungi Jakarta Aquarium karena tempat dan fasilitasnya yang bagus	
	Decision	Setelah melihat kampanye online yang dilakukan ria ricis membuat masyarakat langsung mengunjungi Jakarta Aquarium	
	Action	Kampanye online yang dilakukan oleh ria ricis membuat masyarakat mengajak teman atau keluarganya untuk mengunjungi Jakarta Aquarium	

Research results are valid if there are similarities between the data collected with the actual data that occurs in the object studied. A valid instrument means that the measuring instrument used to obtain the data is valid. Valid means that the instrument can be used to measure what should be measured

$$r_{xy} = \frac{n\sum_{i=1}^{n}x_i y_i - \sum_{i=1}^{n}x_i \sum_{i=1}^{n}y_i}{\sqrt{\left(n\sum_{i=1}^{n}x_i^2 - \left(\sum_{i=1}^{n}x_i\right)^2\right)\left(n\sum_{i=1}^{n}y_i^2 - \left(\sum_{i=1}^{n}y_i\right)^2\right)}}$$

Keterangan

r_{xy}	:	koefisien korelasi antara variable X dan variable Y
x_i	:	nilai data ke-i untuk kelompok variable X
y_i	:	nilai data ke-i untuk kelompok variable Y
n	:	banyak data

Based on the product moment correlation formula above, it shows the validity of the questionnaire whether the validity is high or low. According to Azwar, the minimum correlation of each item is greater than or equal to 0.30 ($\geq$ 0.30). Thus statements that have a correlation score smaller than 0.30 are not used (revised or unused). The instrument validity test is used to measure the validity or validity of a questionnaire. A questionnaire is considered valid if the questions on the questionnaire are able to reveal something that the questionnaire will measure. The validity test can be done by calculating the correlation between the score of each question item and the total score.

Reliability has various other names, such as: trustworthiness, controllability, mockery, consistency, etc., the main idea contained in the concept of reliability is the extent to which the results of a measurement can be trusted. Measurement results can be reliable only if in several times the measurement of the same group of subjects obtained relatively the same results, as long as the aspects measured in the subject have not changed, this is related to the limit of error

tolerance in measurement. In this study using the technique from Alpha Croncbach with the following formula:

$$r_{ac} = \left(\frac{k}{k-1}\right)\left[1 - \frac{\sum \sigma_b^2}{\sigma_t^2}\right]$$

Keterangan :

r_{ac} = koefisien reliabilitas alpha cronbach

k = banyak butir/item pertanyaan

$\sum \sigma_b^2$ = jumlah/total varians per-butir/item pertanyaan

σ_t^2 = jumlah atau total varians

The standard used in determining the reliability and failure of a research instrument is generally by comparing the value of r count with r table at a 90% confidence level or a significance level of 10%. If reliability testing is carried out with the Cronbach Alpha method, the calculated r value is represented by the alpha value. The level of reliability with the Cronbach Alpha method is measured based on an alpha scale of 0 to 1, if the scale is grouped into five classes of the same range, then the measure of alpha ability can be interpreted as follows:

Table Reliability

Alpha	Tingkat Reliabilitas
0,00 – 0,20	Kurang Reliabel
>0,20 – 0,40	Sedikit Reliabel
>0,40 – 0,60	Cukup Reliabel
>0,60 – 0,80	Reliabel
0,80 – 1,00	Sangat Reliabel

Y = a + bX

Y = a + bX

Where:

Y = Non-free variable (Subject in the predicted non-free/dependent variable)
X = Free variable (subject on the independent variable that has a certain value)
a = intercept value (Constant or Y price, when X = 0)
B = Regression coefficient, that is, the number of increases or decreases in variables.

Next is to test the significance of influence, that is, whether the influence determined applies to the entire population.

Test Hypothesis:

Ho = There is no influence between online campaigns through Riaricis influencers on interest in visiting Jakarta Aquarium

Ha = There is an influence between online campaigns through influencer Riaricis on Interest in visiting Jakarta Aquarium
And to test this hypothesis, the criteria are as follows:

Ho is rejected if FHitung < FTabel
Ha is accepted if FHitung > FTabel
        Thus, if the value of FHitung is greater, then Ha is accepted, while the value of FTabel is smaller than Ho is rejected

4. Results and Discussion

Validity Test

The results of the researcher validation test were carried out by distributing questionnaires to 30 respondents using rtable 0.4629. In this study, it shows that more rcounts are worth more than rtables because they are seen from 23 statements and all are declared valid. So it can be determined that the statements in the questionnaire are valid or worthy of testing. The following is a table of validity tests that researchers conducted.

Table 4.1 X Validity Test Valid

No.	Item Variabel X	Nilai Variabel	Keterangan
1.	X1	0.522	Valid
2.	X2	0.505	Valid
3.	X3	0.650	Valid
Variable	Dimension	Indicators	Likert scale
Online Campaigns (X)	Increase Brand reputation	The online campaign carried out by ria ricis through Instagram made Jakarta Aquarium increasingly known by the public	1 – 5
6.	Maintain the company's relationship with the public	The online campaign conducted by ria ricis was well received by the public, thus increasing the community's good relations with the company	Valid
7.	Getting media attention	The online campaign conducted by ria ricis made people know more about Jakarta Aquarium from the media	Valid
8.	Increase sales	Ria Ridis' online campaign has increased visitors to Jakarta Aquarium	Valid

9.	Carry out activities to achieve goals by raising awareness and public opinion on certain issues	The online campaign carried out by ria ricis made people interested in visiting Jakarata Aquarium because they knew the facilities there were good	Valid
10.	Grow your business by persuading the audience to buy your product	The online campaign conducted by ria ricis makes followers of ria ricis interested in visiting because the place is good	Valid
11.	Building a positive image of audience participants	The online campaign conducted by Ria Ricis shows complete facilities and friendly employees that attract the attention of the public to visit	Valid

Table 4.2 Validity Test Table Y Valid

Interest (Y)	Attention	**The online campaign conducted by ria ricis makes people want to know about Jakarta Aquarium**	**1-5**
1.	Interest	An online campaign conducted by ria ricis attracts people to visit Jakarta Aquarium	Valid
2.	Desire	The online campaign conducted by ria ricis makes people want to visit Jakarta Aquarium because of its good place and facilities	Valid
3.	Decision	After seeing the online campaign carried out by Ria Ridis, people immediately visited the Jakarta Aquarium	Valid
4.	Action	An online campaign conducted by ria ricis makes people invite their friends or family to visit Jakarta Aquarium	Valid
5.	Y5	0.576	Valid
6.	Y6	0.580	Valid
7.	Y7	0.705	Valid

8.	Y = a + bX	0.751	Valid
9.	Y9	0.761	Valid
10.	Y10	0.557	Valid
11.	Y11	0.662	Valid
12.	Y12	0.581	Valid

Reliability Test

The following are the results of the Reliability Test that researchers conducted:

Highly Reliable

Variabel	Cronbach's Alpha	N of Items	Keterangan
No.	Item Variable X	Variable Value	Information
1.	X1	0.522	Valid

Source: SPSS Statistic data processing results

Based on the table of reliability test results above, the Online Campaign Influence variable shows Cronbach's Alpha value > 0.6 which means that variable X in this study is declared reliable. Likewise, the Visiting Interest variable shows a value of Cronbach's Alpha > 0.60, which means that the Y variable in this study is declared reliable. This indicates that the statement used is able to obtain consistent data, in the sense that if the statement is submitted again, a relatively similar answer will be obtained.

Respondent Characteristics

Based on the results of the processed questionnaire, respondent data based on gender can be seen in the following table:

100.0				
2.				
	0.505	Valid	3.	X3
0.650	Valid	4.	X4	0.748	Valid
	X5	0.486	Valid	6.	X6
	Valid	7.	X7	0.561	

(Questionnaire source: Respondent Identity)

Based on the table above, it can be concluded that male respondents dominated this study with 58 respondents, with a percentage of 58% and female respondents as many as 42, with a percentage of 42% of the total number of 100 respondents.

Data on respondents based on age can be seen in the following table:

100.0				
8.				
	0.654	Valid	9.	X9
0.534	Valid	10.	X10	0.544	Valid
	X11	0.547	Valid	1.0	2.0
	No.	Item Variable X	Variable Value	Information	1.

0.564	Valid	2.	Y2	0.513
3.	Y3	0.508	Valid	4.
0.598	Valid	5.	Y5	0.576
6.	Y6	0.580	Valid	7.
0.705	Valid	8.	Y8	0.751
9.	Y9	0.761	Valid	10.
0.557	Valid	11.	Y11	0.662
12.	Y12	0.581	Valid	100.0
Total	100	100.0	Variable	

(Questionnaire source: age data)

Based on the results of the calculation of the table obtained the results of respondents aged 17-20 years totaling 13 people, for respondents aged 21-24 years totaling 76 people, and 25-27 years totaling 11 people. It can be concluded that respondents are followers of the riaricis Instagram account, the majority of whom are aged 22-25 years with a total of 76 people.

Variable X Online Campaign

In the following, researchers will present data on the effect of riaricis online campaigns in the form of a single tabulation and elaborated according to questionnaires given to respondents regarding distance learning with each statement accompanied by answers from respondents.

Table 4.6

100.0

		N of Items			
		Online Campaign Variable (X)	0.787	11	Reliable
Variable of Interest (Y)	0.846	12	Highly Reliable	5.0	5.0
	4.00	64	64.0	Gender	69.0
	Percent	Valid Percent	Cumulative Percent	Valid	Man
	58.0	58.0	58.0	100.0	

(Source: Analysis of Questionnaire Statement No.1 – SPSS Processing Results)

From the table above, it can be seen that 100 respondents who were sampled based on the statement "I became more knowledgeable about Jakarta Aquarium after seeing the Riaricis online campaign", where 31% (31 respondents) voted strongly agree, as many as 64% (64 respondents) voted agree, and as many as 5% (5 respondents) chose Netral. From these answers, it can be concluded that respondents admit that the online campaign carried out by Influencer Riaricis has a positive impact on Jakarta Aquarium. It can be seen from the affirmative answers which have the largest percentage, namely 64% agree and 31% choose strongly agree.

Table 4.7

100.0

42				
	42.0	100.0	Valid Percent	Total
100	100.0	100.0	2.0	2.0	2.0
	4.00	Age	63.0	Frequency	Percent
	Cumulative Percent	Valid	17	1	1.0
	1.0	100	18	1	

(Source : Analysis of Questionnaire Statement No.2 – SPSS Processing Results)

Based on research referring to the table above regarding the statement "I accept the online campaign carried out by riaricis", with a percentage of 35% (35 respondents) answering strongly agree, 63% (63 respondents) answering affirmatively and 2% (2 respondents) Neutral. It can be concluded that respondents received well the online campaign conducted by Riaricis.

100.0				
1.0				
		Frequency	19	3	3.0
3.0	5.0	3	20	8	8.0
	13.0	54	21	17	17.0
	30.0	43	22	13	13.0
	43.0	100	23	26	

(Source: Analysis of Questionnaire Statement No.3 – SPSS Processing Results)

From the table above, it can be seen that 100 respondents were sampled based on the statement "The public has confidence in Jakarta Aquarium with the information provided by Ria Ricis", with a percentage of 43% (43 respondents) giving very agreeable answers, 54% (54 respondents) answering affirmatively and 3% (3 respondents) answering neutrally. It can be concluded that more respondents answered strongly agree and agree, which means that respondents have confidence in Jakarta Aquarium from the information provided by Ria Ricis.

Table 4.9

100.0

26.0				
		Frequency	24	20	20.0
20.0	89.0	15	25	7	7.0
	96.0	67	26	2	2.0
	98.0	18	27	2	2.0
	100.0	100	Total	100	

(Source: Analysis of Questionnaire Statement No.4 – SPSS Processing Results)

From the table above, it can be seen that 100 respondents were sampled based on the statement "I feel educated by the Ria Ricis online campaign", with a percentage of 18% (18 respondents) giving very agreeable answers, 67% (67 respondents) answering affirmatively and 15% (15 respondents) answering neutrally. It can be concluded that more respondents answered in the affirmative, which means that respondents feel educated by the online campaign ria ricis about Jakarta Aquarium.

Table 4.10

100.0

100.0				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	X1	1.0	Frequency
	Valid Percent	Cumulative Percent	Valid	3.00	5
	5.0	5.0	56.0	4.00	64
	64.0	69.0	25.0	5.00	31
	31.0	100.0	100.0	Total	

(Source: Analysis of Questionnaire Statement No.5 – SPSS Processing Results)

From the table above, it can be seen that 100 respondents were sampled based on the statement "I feel educated by the Ria Ricis online campaign", with a percentage of 18% (18 respondents) giving very agreeable answers, 67% (67 respondents) answering affirmatively and 15% (15 respondents) answering neutrally. It can be concluded that more respondents answered in the affirmative, which means that respondents feel educated by the online campaign ria ricis about Jakarta Aquarium.

Table 4.11

100.0

100.0				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	X2	2.0	Frequency	Percent
	Cumulative Percent	Valid	3.00	2	2.0
	2.0	41	4.00	63	63.0
	65.0	100	5.00	35	

(Source: Analysis of Questionnaire Statement No.6 – SPSS Processing Results)

From the table above, it can be seen that 100 respondents were sampled based on the statement "I feel that the existence of the Riaricis online campaign media can attract consumers and increase sales", with a percentage of 41% (41 respondents) giving very agreeable answers, 57% (57 respondents) answering affirmatively and 2% (2 respondents) answering neutrally. It can be concluded that respondents feel that the online campaign media used by Ria Ricis can attract consumers and increase ticket sales of Jakarta Aquarium.

Table 4.12

100.0

35.0				
	Frequency	Total	100	100.0
100.0	3.00	3	3.0	3.0	3.0
	X3	64	Frequency	Percent	Valid Percent
	Valid	3.00	3	3.0	3.0
	Total	4.00	54	54.0	

(Source: Analysis of Questionnaire Statement No.7 – SPSS Processing Results)

From the table above, it can be seen that 100 respondents who were sampled for research based on the statement "I feel that the existence of the online campaign media Ria ricis has increased public awareness and opinion of the company", with a percentage of 33% (33 respondents) giving very affirmative answers, 64% (64 respondents) answering affirmatively and 3% (3 respondents) answering neutrally. It can be concluded that respondents feel that the online campaign media used by Ria Ricis can increase public awareness and opinion about Jakarta Aquarium.

Table 4.13

100.0

		57.0			
		5.00	43	43.0	43.0
100.0	2.00	Total	100	100.0	100.0
	3.00	5	5.0	5.0	6.0
	4.00	Frequency	Percent	Valid Percent	Cumulative Percent
	3.00	15	15.0	15.0	15.0
	4.00	67	67.0	67.0	

(Source: Analysis of Questionnaire Statement No.8 – SPSS Processing Results)

From the table above, it can be seen that 100 respondents who were sampled for research based on the statement "I feel that the Ria ricis campaign media can attract visitors", with a percentage of 38% (38 respondents) giving very agreeable answers, 56% (56 respondents) answering affirmatively, 5% (5 respondents) answering neutrally, and 1% (1 respondent) answering disagree. It can be concluded that respondents feel that the online campaign media used by Ria Ricis can attract visitors to the Jakarta Aquarium bar.

Table 4.14

100.0

		X9			
		18	18.0	18.0	100.0
Valid	Total	100	100.0	100.0	1.0
	3.00	4	4.0	4.0	X5
	Frequency	Percent	Valid Percent	Cumulative Percent	Valid
	1	1.0	1.0	1.0	100.0
	18	18.0	18.0	19.0	

(Source: Analysis of Questionnaire Statement No.9 – SPSS Processing Results)

Based on research referring to the table above regarding the statement "I feel interested in visiting Jakarta aquarium after seeing the Ria ricis campaign media because of the education provided not only entertainment", with a percentage of 33% (33 respondents) answering strongly agree, 62% (62 respondents) answering affirmatively, 4% (4 respondents) answering neutrally, and 1% (1 respondent) answering strongly disagree. It can be concluded that 62 out of 100 respondents agreed that respondents felt interested in visiting Jakarta Aquarium after seeing Ria Ricis' online campaign.

Table 4.15

100.0

4.00				
	56.0	56.0	75.0	Cumulative Percent
5.00	25	25.0	25.0	100.0	4.0
	100	100.0	100.0	68.0	72.0
	5.00	28	28.0	X6	100.0
	Percent	Valid Percent	Cumulative Percent	Valid	

(Source: Analysis of Questionnaire Statement No.10 – SPSS Processing Results)

From the table above, it can be seen that 100 respondents were sampled based on the statement "I see a positive impression of the company", with a percentage of 28% (28 respondents) giving very agreeable answers, 68% (68 respondents) answering affirmatively, and 4% (4 respondents) answering neutrally. It can be concluded that respondents agree that there is a positive impression of the Company through the riaricis online campaign regarding Jakarta Aquarium.

Table 4.16

100.0

2				
	2.0	2.0	Valid Percent	4.00
57	57.0	57.0	59.0	11.0	5.00
	41.0	41.0	100.0	56.0	Total
	100.0	100.0	33.0	33.0	100.0
	Total	X7	100.0	Frequency	

(Source: Analysis of Questionnaire Statement X No.10 – SPSS Processing Results)

From the table above, it can be seen that 100 respondents who were sampled for research based on the statement "I feel that the existence of the online campaign media Ria ricis can create a good image of the company to the community", with a percentage of 33% (33 respondents) giving very agreeable answers, 56% (56 respondents) answering affirmatively, and 11% (11 respondents) answering neutrally. It can be concluded that respondents agree that Ria Ricis online campaign can create a good image of the Company to the Public.

Variable Y Visiting Interest

The following researchers will present data on visiting interest in the form of a single tabulation and described according to the questionnaire given to respondents regarding Interest in Visiting Jakarta Aquarium.

Table 4.17

100.0

Valid Percent				
	Valid	3.00	3	3.0

3.0	3.0	3	4.00	64	64.0
	67.0	50	5.00	33	33.0
	100.0	47	Total	100	100.0
	Total	100	100.0	100.0	

(Source: Analysis of Questionnaire Statement Y No.1 – SPSS Processing Results)

Based on research referring to the table above regarding the statement "Activities carried out by Ria ricis add to my information about Jakarta aquarium", with a percentage of 47% (47 respondents) strongly agreeing, 50% (50 respondents) answering affirmatively, and 3% (3 respondents) answering neutrally. It can be concluded that respondents admitted that the activities carried out by Ria Ricis added to their information about Jakarta Aquarium.

Table 4.18

100.0

Y2					
		Frequency	Frequency	Percent	Valid Percent
Cumulative	Valid	2.00	1	1.0	1.0
Percent	4	3.00	5	5.0	5.0
	5	4.00	56	56.0	56.0
	Total	5.00	38	38.0	

(Source: Analysis of Questionnaire Statement Y No.2 – SPSS Processing Results)

Based on research referring to the table above regarding the statement "Information provided on the online kamanye media Ria ricis is very useful for the list of tourist attractions", with a percentage of 32% (32 respondents) strongly agreeing, 64% (64 respondents) answering affirmatively, and 4% (4 respondents) answering neutrally. It can be concluded that the Ria Ricis online campaign is very useful for respondents in their list of tourist attractions.

Table 4.19

100.0

100.0					
		Total	100	100.0	100.0
Valid	3	7	7.0	7.0	7.0
	4	Frequency	Percent	Valid Percent	Cumulative Percent
	2.00	1	1.0	1.0	1.0
	3.00	4	4.0	4.0	

(Source: Analysis of Questionnaire Statement Y No.3 – SPSS Processing Results)

Based on research referring to the table above regarding the statement "Online media campaigns conducted by Ria ricis were able to arouse my interest to visit Jakarta aqurium", with a percentage of 25% (25 respondents) strongly agreeing, 68% (68 respondents) answering affirmatively, and 7% (7 respondents) answering neutrally. It can be concluded that ricis online campaign media is able to arouse respondents' interest to visit Jakarta Aquarium.

Table 4.20

100.0

Y4					
		62	62.0	62.0	67.0
Valid	5.00	33	33.0	33.0	100.0
	Total	100	100.0	100.0	63.0
	5	37	37.0	37.0	X10
	Frequency	Percent	Valid Percent	Cumulative Percent	

(Source: Analysis of Questionnaire Statement Y No.4 – SPSS Processing Results)

Based on research referring to the table above regarding the statement "Online media campaign about Jakarta aquarium made by Ria ricis attracted my attention", with a percentage of 37% (37 respondents) strongly agreeing, 58% (58 respondents) answering affirmatively, and 5% (5 respondents) answering neutrally. It can be concluded that the online campaign media about Jakarta Aquarium made by Ria Ricis attracted the attention of respondents.

Table 4.21

100.0

3.00					
		4.0	4.0	4.0	Cumulative Percent
4.00	68	68.0	68.0	72.0	10.0
	28	28.0	28.0	100.0	67.0
	100	100.0	100.0	33.0	100.0
	Total	100	100.0	X11	

(Source: Analysis of Questionnaire Statement Y No.5 – SPSS Processing Results)

Based on research referring to the table above regarding the statement "I often hear information about Jakarta aquarium either through the media or directly", with a percentage of 37% (37 respondents) strongly agreeing, 58% (58 respondents) answering affirmatively, and 5% (5 respondents) answering neutrally. It can be concluded that the online campaign media about Jakarta Aquarium made by Ria Ricis attracted the attention of respondents.

Table 4.22

100.0

Frequency					
		Valid Percent	Cumulative Percent	Valid	3.00
11	11.0	11.0	11.0	1.0	4.00
	56.0	56.0	67.0	7.0	5.00
	33.0	33.0	100.0	58.0	Total
	100.0	100.0	34.0	34.0	100.0
	Total	100	100.0	100.0	

(Source: Analysis of Questionnaire Statement Y No.6 – SPSS Processing Results)

Based on research referring to the table above regarding the statement "I am not bothered by advertisements or promotions about Jakarta aquarium", with a percentage of 34% (34 respondents) strongly agreeing, 58% (58 respondents) answering affirmatively, 7% (7

respondents) answering neutrally, and 1% (1 respondent) answering disagree. It can be concluded that respondents were not bothered by advertisements or promotions about Jakarta Aquarium.

Table 4.23

100.0

Y1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	3.0	3.0	3.0
	4	50	50.0	50.0	53.0
	5	47	47.0	47.0	100.0
	Total	100	100.0	100.0	100.0
	Total	100	100.0	100.0	

(Source: Analysis of Questionnaire Statement Y No.7 – SPSS Processing Results)

Based on research referring to the table above regarding the statement "Online media campaign conducted by Ria ricis arouses the desire to visit Jakarta aquarium", with a percentage of 28% (28 respondents) strongly agreeing, 69% (69 respondents) answering affirmatively, 2% (2 respondents) answering neutrally, and 1% (1 respondent) answering disagree. It can be concluded that the online campaign of Ria Ricis aroused respondents' desire to visit Jakarta Aquarium.

Table 4.24

100.0

Y8					
		Percent	Valid Percent	Cumulative Percent	Valid
3	4	4.0	4.0	4.0	2.0
	64	64.0	64.0	68.0	68.0
	32	32.0	32.0	100.0	100.0
	100	100.0	100.0	100.0	

(Source: Analysis of Questionnaire Statement Y No.8 – SPSS Processing Results)

Based on research referring to the table above regarding the statement "Online media campaigns about Jakarta aquarium conducted by Ria ricis add to my information about Jakarta aquarium", with a percentage of 32% (32 respondents) strongly agreeing, 66% (66 respondents) answering affirmatively, and 2% (2 respondents) answering neutrally. It can be concluded that Ria Ridis' online campaign about Jakarta Aquarium adds to respondents' information about Jakarta Aquarium.

Table 4.25

100.0

Y9				
	Frequency	Percent	Y3	Cumulative Percent

Frequency	Percent	Valid Percent	Cumulative Percent	Valid	3
	7.0	7.0	7.0	6.0	4
	68.0	68.0	75.0	62.0	5
	25.0	25.0	100.0	30.0	Total
	100.0	100.0	100.0	100.0	

(Source: Analysis of Questionnaire Statement Y No.9 – SPSS Processing Results)

Based on research referring to the table above regarding the statement "Online media campaign conducted by Ria ricis convinced me to buy a product or ticket Jakarta aquarium", with a percentage of 30% (30 respondents) answering strongly agree, 62% (62 respondents) answering affirmatively, 6% (6 respondents) answering neutrally, and 2% (2 respondents) answering disagree. It can be concluded that Ria Ricis online campaign can convince respondents to buy Jakarta Aquarium products or tickets.

Table 4.26

100.0

Y10					
		Frequency	Percent	Y4	Cumulative Percent
Frequency	Percent	Valid Percent	Cumulative Percent	Valid	3
	5.0	5.0	5.0	6.0	4
	58.0	58.0	63.0	63.0	5
	37.0	37.0	100.0	30.0	Total
	100.0	100.0	100.0	100.0	

(Source: Analysis of Questionnaire Statement Y No.10 – SPSS Processing Results)

Based on research referring to the table above regarding the statement "I provide information to family / relatives / friends / girlfriends about Jakarta aquarium", with a percentage of 30% (30 respondents) answering strongly agree, 63% (63 respondents) answering affirmatively, 6% (6 respondents) answering neutrally, and 1% (1 respondent) answering disagree. It can be concluded that respondents provide information to family and loved ones about Jakarta Aquarium.

Table 4.27

100.0

Y11					
		Frequency	Y5	Valid Percent	Frequency
Percent	Valid Percent	Cumulative Percent	Valid	3	10
	10.0	10.0	64.0	4	57
	57.0	67.0	33.0	5	33
	33.0	100.0	100.0	Total	

(Source: Analysis of Questionnaire Statement Y No.11 – SPSS Processing Results)

Based on research referring to the table above regarding the statement "I visited and saw the official website of the Jakarta aquarium to find out more detailed information about recreation in the Jakarta aquarium", with a percentage of 33% (33 respondents) answering strongly agree, 64% (64 respondents) answering affirmatively, and 3% (3 respondents) answering neutrally. It can be concluded that respondents visited and looked at the official website of Jakarta Aquarium to find out more detailed information about recreation in Jakarta Aquarium.

Table 4.28

100.0

100.0					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	Y6	1.0	Frequency	Percent
	Cumulative Percent	Valid	2	1	1.0
	1.0	65	3	7	7.0
	8.0	26	4	58	58.0
	66.0	100	5	34	

(Source: Analysis of Questionnaire Statement Y No.12 – SPSS Processing Results)

Based on research referring to the table above regarding the statement "I immediately buy tickets through the official website of Jakarta aquarium to visit", with a percentage of 26% (26 respondents) answering strongly agree, 65% (65 respondents) answering affirmatively, 8% (8 respondents) answering neutrally, and 1% (1 respondent). It can be concluded that respondents immediately bought tickets through the official website of Jakarta Aquarium to visit.

Simple Linear Regression

In this stage of linear regression analysis, researchers use a simple linear regression analysis model, which is used to measure the influence of independent variables on dependent variables, namely the Ria Ricis Online Campaign variable (X) on Interest in Visiting Jakarta Aquarium (Y). All analyses conducted involved a sample of 100 respondents who were followers of Influencer Ria Ridis' Instagram account and were carried out using the SPSS Statistik application program.

a. Dependent Variable: Interest

34.0						
		Unstandardized Coefficients		Total		
100.0		B	Std. Error	Beta	100	100.0
Y7	(Constant)	Frequency	Percent		Cumulative Percent	Valid
	1	1.0	1.0	1.0	8.945	3
2						

(Source: Processed with SPSS Statistics)

Based on the formula used in this study, namely Simple Linear Regression, the formula used is as follows: Then the results of the simple linear regression test contained in the table above, which is formed from X and Y variables can be explained as follows:

X: Online Campaigns through Influencers
Y: Interest in visiting Jakarta Aquarium
a: 14,255
b: 0,788

$$Y = 14.255 + 0.788X$$

A positive constant value of 14.255 indicates the positive influence of the independent variable (Online Campaign Influence). When the independent variable rises or affects in one unit, the dependent variable (Interest) will increase or be fulfilled. The X regression coefficient of 0.788 states that if the Online Campaign variable (X) increases by one unit, then the Interest variable (Y) will increase by 0.788 or 78.8%.

Coefficient of Determination

a. Predictors: (Constant), Online Campaigns

2.0				
2.0	3.0	R Square	4	69
69.0	69.0	72.0	.444	5
28				

(Source: Processed using SPSS Statistics)

From the calculation results using SPSS above, it explains the magnitude of the correlation / relationship value (R) which is 0.670 and explains the percentage of the influence of the free variable on the dependent variable called the coefficient of determination which is the result of squaring R. From the output, a coefficient of determination (R^2) of 0.449 is obtained, which contains the understanding that the influence of the free variable (Online Campaign) on the dependent variable (Visiting Interest) is 44.9%, while the remaining 55.1% is influenced by other factors outside the X variable.

Test F

b. Predictors: (Constant), Online Campaigns

28.0						
28.0		100.0	Df	Total	100	100.0
100.0	Regression	656.480	1	656.480	80.011	<,001[b]
	Residual	Frequency	Percent	Valid Percent		
	2	2.0	2.0			
66						
66.0						

(Source: Processed using SPSS Statistics)

The output in this section of the ANOVA table is to explain whether there is a real (significant) influence of the Online Campaign variable (X) on the Visiting Interest variable (Y). From the

output it can be seen that F count = 80.011 with a significance / probability level of 0.001 < 0.05, then the regression model can be used to predict the variable of Visiting Interest.

T Test

The T test is performed to show how far the influence between the independent variable and the dependent variable. Knowing if the equation can be used to draw conclusions and is significant or not, it can be tested using a partial test or t test. If the significant value (Sig.) < 0.05, then one variable is said to have a significant effect on other variables. The criteria for acceptance and rejection of the hypothesis are as follows:

A. If Sig. > 0.05 / If t count > t table then H0 ¬is rejected and Ha is accepted
B. If Sig. < 0.05/ If t count < t table then H0 is accepted and Ha is rejected

a. Dependent Variable: Interest

66.0						
		Unstandardized Coefficients		5		
68.0		100.0	Std. Error	Total	32	32.0
100.0	(Constant)	14.255	4.131		3.451	<,001
	Kampanye Online	Frequency	Percent	Valid Percent	Cumulative Percent	Valid
2						

(Source: Processed using SPSS Statistics)

Based on the hypothesis test, if T calculate > T table, H0 rejected Ha is accepted. This means that the independent variable has a significant effect on the dependent variable. If T calculate > T table, H0 is rejected and Ha is accepted. This means that the independent variable has no effect on the dependent variable.

H0 = There is no influence between Online Campaigns through Riaricis Influencers on Interest in Visiting Jakarta Aquarium

Ha = There is an influence between Online Campaigns through Riaricis Influencers on Interest in Visiting Jakarta Aquarium

To find T calculate ¬using the formula:

T table = Df = n – k

Information:

Df: Degree of Freedom

k: Number of Research Variables

n: Number of Respondents

If based on the results of processing using SPSS as in the T table above, T calculate is 8.945 and the probability value (p-value) is 0.001 while Table is searched based on the t-table with criteria α = 0.01; two-sided test and $1/2$ (α) = 0.025 and df = n-2 ie where 100 – 2 = 98 then T table = 1.664. So T calculate (8.945) is greater than T tabel (1.664) so that the decision taken

is H0 rejected and Ha accepted. It was concluded that there was a significant influence between the influence of Online Campaigns through Riaricis Influencers on Interest in Visiting Jakarta Aquarium.

Correlation Test

The correlation test is used to determine the level of relationship between Online Campaigns (X) and Visiting Interest (Y). The interpretation of the correlation is as follows:

Table 4.33 Interpretation of Correlation

Very Powerful

2	2.0
2.0	2.0
0,20 – 0,399	3
6	6.0
6.0	8.0
0,80 – 1,000	4

With data processing using SPSS Statistics, the results of the correlation test are known as follows:

**. Correlation is significant at the 0.01 level (2-tailed).

62			
		62.0	70.0
Kampanye Online	5	30	30.0**
	100.0		Total
	100.0	100.0	100
Minat Berkunjung	Pearson Correlation	.670**	1
	Y10	<,001	
	Valid Percent	Cumulative Percent	Valid
2			

(Source: processed using SPSS Statistics)

From the table above shows that between variables X and Y there is a correlation coefficient (r) of 0.670 with a significance of 0.001. This means that there is a positive correlation between the Influence of the Riaricis Influencer Online Campaign on Interest in Visiting Jakarta Aquarium with a strong level, and a significant correlation because $p < 0.05$ (0.001 < 0.05).

ONLINE CAMPAIGN TO VISIT JAKARTA AQUARIUM

The influence of online campaigns through Instagram social media is one of the media for a public relations person to introduce the company and increase engagement even to sales. In accordance with this study entitled "The Influence of Online Campaigns Through Influencer Ria Ricis on Interest in Visiting Jakarta Aquarium". Researchers distributed questionnaires to 100 respondents in October 2023 with a total of 23 statement items. Based on the results of the analysis and statistics that have been obtained, it can be described in the following discussion. From the analysis of the distribution of questionnaires showed that male respondents as many as 58% (58 people) and 42% (42 people) women, who were in the age category of 17-25 years

because at that age the level of internet use (Instagram social media) dominated as much as 36-38 percent.

The highest score of variable X strongly agrees with the statement of variable X table 4.7, which is about "The public has confidence in Jakarta Aquarium with the information provided by Ria Ricis" with a percentage of 43% (43 respondents). As for the lowest score, it is very agreeable obtained from the statement of variable X table 4.14, which is about "I see a positive impression of the company", with a percentage of 28% (28 respondents). Then for variable Y, the highest score strongly agrees that there is a question in variable Y table 4.17, which is about "The information provided on the online kamanye media Ria ricis is very useful for the list of tourist attractions", with a percentage of 32% (32 respondents). As for the lowest score, it is very agreeable to be obtained from the statement of variable Y table 4.18, namely about "The online campaign media carried out by Ria ricis was able to arouse my interest in visiting Jakarta aqurium", with a percentage of 25% (25 respondents).

From the results of a simple linear regression analysis Y = 14.255 + 0.788X, it can be interpreted that every addition of one unit of influence of online campaigns through influencer Ria Ricis, there will be an increase in interest in visiting the Jakarta Aquarium by 0.788 in line with a constant of 14,255. From the calculation of the Coefficient of Determination Analysis using SPSS, the magnitude of the correlation / relationship value (R) is 0.670 and (R2) is 0.449, which contains the understanding that the influence of the independent variable (Online Campaign) on the variable (Visiting Interest) is 44.9%, while the remaining 55.1% is influenced by other factors outside the X variable.

The total influence of 44.9% was obtained from the Online Campaign run by Ria Ricis through her Instagram social media. It can be said that the influence of online campaigns through Instagram social media is so great that it gets public attention and can increase public knowledge about Jakarta Aquarium. If you look at the use of variable X theory, namely Online Campaigns, the results of the influence of variable X on variable Y are mutually continuous. 44.9% in fact can increase Jakarta Aquarium's brand reputation, establish communication with the public, get media attention, increase interest in visiting the audience to Jakarta Aquarium, and build a positive image for Jakarta Aquarium. So, this online campaign can be carried out again to be able to increase interest in visiting the audience to Jakarta Aquarium.

The remaining 55.1% can be a means for other researchers to find out how to increase public interest in visiting the Jakarta Aquarium. Not only online campaigns can increase someone's interest in visiting. You can also use Instagram content that is in accordance with pillar content. Where, Jakarta Aquarium creates organic content that can attract the attention of its audience. In addition, many other factors can increase interest in visiting audiences, namely optimizing ads through Instagram, SEO, other social media such as TikTok, and many more. Of course, these can be factors beyond the results of the influence of Ria Ridis's online campaign on interest in visiting Jakarta Aquarium.

Impact on the variable Visiting Interest (X) as in the theory used in this study is Attentions, getting consumer attention through an online campaign conducted by Ria Ricis. Interest, consumer interest after seeing the online campaign is increasing to visit Jakarta Aquarium. Desire is when consumers already feel interested and there is a desire to buy tickets to Jakarta Aquarium. Decision, increasing consumer trust in Jakarta Aquarium. And the last action, from the results of the distribution of this questionnaire it can be seen that many respondents who

eventually buy tickets to Jakarta Aquarium, it can be said that this is a positive thing for the Company.

Furthermore, the results of Test F are to explain whether there is a real (significant) influence of the variable Effect of Online Campaign (X) on the Fulfillment of Visiting Interest (Y). From the output that F calculate = 80,011 with significance / probability $0.000 < 0.05$, the regression model can be used to predict the variable of Interest in Visiting Jakarta Aquarium. Based on the decision obtained from the results of Tcount $8,945 >$ Ttable 1,664 is Ho rejected and Ha accepted. It can be concluded that there is a significant influence between online campaigns through influencer Ria Ricis on interest in visiting Jakarta Aquarium.

According to Syahninda Farrelia Diva1 and Maylanny Christin with the research title "The Influence of #TokopediaWIB Campaigns on Purchase Decisions (Quantitative Study on Twitter Account Followers @Tokopedia)". The results showed that there was an influence on the campaign #TokopediaWIB on purchase decisions. Quoting from F.Rachmadi , the campaign is as information to make the public aware of certain issues raised in the campaign. There are several important dimensions in a campaign, namely: Increase Brand reputation, Maintain company relations with the public, Get media attention, Increase sales, Carry out activities to achieve goals by increasing public awareness and opinion on certain issues, grow your business by persuading the audience to buy your product, and Build a positive image of audience participants. According to Mohamad Surya, there are several consumer processes in determining their choices including the following: Attantions, Interest, Desire, Decision and Actions.

5. Conclusion

From the overall discussion that has been carried out in previous chapters, in this chapter researchers can conclude discussions related to research problems and research results that have been done, then the conclusions obtained are as follows:

- This study used a simple linear regression test, there was a strong relationship between the variables of the influence of online campaigns through influencer Ria Ricis on interest in visiting Jakarta Aquarium.
- Based on the purpose of the study, namely to find out the extent of the influence of online campaigns through influencer Ria Ricis on interest in visiting Jakarta Aquarium.
- Based on the results of the determination coefficient test, there is an influence of online campaigns (X) on the dependent variable (Y) is 44.9%, while the remaining 55.1% is influenced by other factors outside variable X. such as educational background, economy, taste, etc.)
- Based on the results of Pearson Correlations variables X and Y, there is a positive correlation between the influence of online campaigns through influencer Ria Ricis on interest in visiting Jakarta Aquarium with a moderate level.
- Based on the results of the T Test, it can be concluded that there is a significant influence on online campaigns through influencer Ria Ricis on interest in visiting Jakarta Aquarium
- According to respondents, the influence of online campaigns through influencer Ria Ricis has a good and valuable impact on interest in visiting Jakarta Aquarium.

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