

# LAMPIRAN

## Lampiran 1 Angket Kuisisioner



**UNTAG**  
UNIVERSITAS 17 AGUSTUS 1945 SURABAYA

### **KUESIONER PENELITIAN EFEKTIVITAS MEDIA SOSIAL INSTAGRAM SEBAGAI MEDIA PROMOSI WISATA DI SURABAYA**

#### **Pengantar Kuesioner**

Perkenalkan, saya mahasiswa yang sedang mengadakan penelitian dengan judul “ **HUBUNGAN INSTAGRAM @MANGROVEWONOREJO DAN EFEKTIVITAS MEDIA PROMOSI PARIWISATA DI SURABAYA** “. Penelitian yang saya lakukan dalam rangka penyelesaian tugas akhir Sarjana Strata Satu (S1) Program Studi Komunikasi di Universitas 17 Agustus 1945 Surabaya. Demi tercapainya hasil penelitian yang diinginkan, mohon kesediaan Anda untuk berpartisipasi dengan mengisi kuesioner ini sesuai dengan keadaan yang sesungguhnya.

Semua informasi yang diterima dari kuesioner ini semata-mata dipergunakan hanya untuk kepentingan akademis.

#### **Profil Responden**

Identitas Responden

User ID Instagram :

**Petunjuk Pengisian:** Berilah tanda silang (X) pada kolom pilihan jawaban sesuai dengan pendapat Anda.

Keterangan:

(STS)	: Sangat Tidak Setuju	(S)	: Setuju
(TS)	: Tidak Setuju	(SS)	: Sangat Setuju

No.	Pernyataan	Jawaban			
		STS	TS	S	SS
<b>(X) INSTAGRAM @mangrovewonorejo</b>					
<b>Instrumen 1 – Attention</b>					
1.	Saya sering melihat unggahan @mangrovewonorejo.				
2.	Foto dan video yang diunggah akun instagram @mangrovewonorejo sering muncul di beranda.				
3.	Akun instagram @mangrovewonorejo sering mengunggah di instagram story.				
<b>Instrument 2 – Interest</b>					
4.	Gambar/foto yang diunggah pada media @mangrovewonorejo menarik.				
5.	Unggahan akun instagram @mangrovewonorejo memiliki informasi yang lengkap mengenai wisata di Surabaya				
6.	Caption/keterangan/pesan pada gambar yang diunggah pada akun instagram @mangrovewonorejo menarik				
7.	Caption di unggahan akun instagram @mangrovewonorejo mendapat respon				
8.	Akun instagram @mangrovewonorejo aktif berkomunikasi dengan followers				
<b>Instrument 3 – Desire</b>					
9.	Informasi yang disampaikan dalam unggahan memenuhi rasa ingin tahu saya.				
10.	Caption/keterangan/pesan yang tersedia menerangkan tentang informasi wisata dengan jelas				

11.	Akun instagram <i>@mangrovewonorejo</i> memberikan panduan berwisata yang aman selama masa pandemi covid – 19				
<b>Instrument 4 – Action</b>					
12.	setelah melihat unggahan <i>@mangrovewonorejo</i> saya tertarik untuk mengunjungi wisata tersebut.				
13.	Unggahan akun instagram <i>@mangrovewonorejo</i> membuat anda ingin mengajak teman/kerabat anda untuk mengunjungi tempat wisata tersebut				
<b>(Y) PROMOSI PARIWISATA</b>					
<b>Instrument 1 – Periklanan</b>					
14.	Promosi tempat wisata Mangrove Wonorejo pada akun instagram <i>@mangrovewonorejo</i> menarik				
15.	Pesan yang disampaikan pada akun instagram <i>@mangrovewonorejo</i> saat mempromosikan wisata Mangrove Wonorejo bisa saya pahami				
<b>Instrument 2 – Pemasaran Langsung</b>					
16.	Admin akun Instagram <i>@mangrovewonorejo</i> membina hubungan yang baik dengan <i>followers</i>				
17.	Admin akun Instagram <i>@mangrovewonorejo</i> menjawab setiap pertanyaan dari <i>followers</i>				
<b>Instrument 3 – Promosi Penjualan</b>					

18.	Akun Instagram <i>@mangrovewonorejo</i> memberikan informasi tempat wisata Mangrove Wonorejo yang menawarkan potongan harga tiket masuk yang murah untuk anak-anak				
19.	Akun Instagram <i>@mangrovewonorejo</i> memberikan informasi tempat wisata Mangrove Wonorejo yang memberikan potongan harga yang menarik untuk rombongan				
<b>Instrument 4 – Penjualan Personal</b>					
20.	Admin akun Instagram <i>@mangrovewonorejo</i> dapat menjelaskan secara rinci tentang fasilitas tempat wisata Mangrove				
21.	Jawaban yang disampaikan admin akun Instagram <i>@mangrovewonorejo</i> terhadap pertanyaan di kolom komentar mudah dipahami				
<b>Instrument 5 – Pemasaran Interaktif</b>					
22.	Akun Instagram <i>@mangrovewonorejo</i> memberi kesempatan pengguna Instagram memberikan kritik terhadap tempat wisata Mangrove Wonorejo.				
23.	Akun Instagram <i>@mangrovewonorejo</i> memberi kesempatan pengguna Instagram memberikan saran terhadap tempat wisata Mangrove Wonorejo.				











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6	tt_renc																						
5	e0	3	4	3	3	4	3	3	3	3	3	3	3	4	3	3	3	3	4	3	4	3	3
6	andri																						
6	isaa	3	4	3	3	3	3	3	4	3	4	3	3	3	3	4	3	3	3	3	3	3	4
6	nabil																						
7	aahr	3	4	3	2	2	2	2	2	3	2	3	2	2	2	3	2	2	2	2	1	2	2
6	kani																						
8	s.kar																						
8	o	3	3	3	2	3	1	3	3	3	3	2	3	2	3	3	3	3	3	3	3	3	3
6	Hen																						
9	dram																						
9	ardia																						
9	nto	3	4	3	3	4	3	3	3	3	4	3	3	3	3	3	4	3	3	4	3	3	3
7	nabil																						
0	aahr	3	4	3	2	2	2	2	3	3	3	3	3	3	3	3	3	3	3	1	2	3	3
7	Ally																						
1	aqor																						
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7	qori																						
2	mast																						
2	uti08	4	2	3	4	3	3	4	3	4	3	3	4	4	3	4	3	3	4	4	3	3	3
7	pajsi																						
3	aw	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
7	imur																						
4	mate																						
4	jae	2	2	2	3	3	3	4	3	3	4	3	3	3	3	4	3	2	2	2	3	3	3
7	Vidy																						
5	aak	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
7	@rin																						
6	apra																						
6	dita	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
7	nabil																						
7	iaay																						
7	u_	3	3	3	4	4	4	3	3	3	3	4	3	3	3	3	3	3	4	4	4	4	3
7	n_fir																						
8	da	3	2	2	1	3	2	3	4	2	3	3	3	3	3	3	3	3	3	2	3	3	4
7	julia.																						
9	sri88	3	1	1	1	1	1	3	4	2	3	2	3	3	2	2	3	3	2	3	3	3	4
8	navi																						
0	same																						
0	gaa	4	3	3	3	3	2	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3
8	mel																						
1	2ry1																						
1	l	2	2	2	1	1	1	3	3	2	2	2	2	2	2	3	3	4	2	2	3	3	4
8	dewi	3	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	1	1	2	3	3

2	darajat																							
83	intan_dimas26	3	2	2	3	1	3	3	3	3	3	3	3	2	3	3	3	3	1	1	4	4	3	4
84	isna_aulia19	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	4	4	4	4
85	yuliasonowibi	3	2	2	3	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4
86	Elsasina_gaa	3	2	2	3	2	3	3	3	3	3	2	3	2	2	3	3	3	2	2	2	2	3	3
87	setetetep	3	2	2	2	2	2	3	3	3	3	2	3	3	3	3	3	3	2	2	3	3	3	3
88	wibi_mangrove	3	3	3	2	2	3	3	3	3	3	2	3	3	3	3	3	3	2	2	3	3	3	3
89	mathull07	3	2	2	3	3	3	3	3	3	3	2	3	2	3	3	3	3	3	3	3	3	3	3
90	Sabath0410	3	2	2	3	1	3	3	3	2	4	3	3	3	2	3	3	3	3	3	3	3	3	3
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92	oedin_p	3	2	2	2	2	3	3	3	3	3	3	3	2	2	3	3	3	2	2	3	3	3	3
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95	nopie_akbar	3	2	2	2	2	2	3	3	3	3	2	3	2	3	3	3	3	2	2	4	4	3	3
96	uut_daria_ni	3	2	2	2	2	2	3	3	3	3	3	2	2	2	3	3	3	2	2	2	3	3	3
97	Laelareggy	3	2	2	3	3	3	3	3	3	3	2	3	3	3	3	3	3	1	1	3	3	3	3

### Lampiran 3 Hasil Uji SPSS

### 3.1 HASIL UJI VALIDITAS

CORRELATIONS

```

/VARIABLES=X1.1 X1.2 X1.3 X1
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

#### Correlations

		X1.1	X1.2	X1.3	X1
X1.1	Pearson Correlation	1	.430**	.465**	.723**
	Sig. (2-tailed)		.000	.000	.000
	N	97	97	97	97
X1.2	Pearson Correlation	.430**	1	.660**	.879**
	Sig. (2-tailed)	.000		.000	.000
	N	97	97	97	97
X1.3	Pearson Correlation	.465**	.660**	1	.864**
	Sig. (2-tailed)	.000	.000		.000
	N	97	97	97	97
X1	Pearson Correlation	.723**	.879**	.864**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	97	97	97	97

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

CORRELATIONS

```

/VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 X2
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

#### Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2
X2.1	Pearson	1	.491**	.630**	.372**	.258	.770**

	Correlation						
	Sig. (2-tailed)		.000	.000	.000	.011	.000
	N	97	97	97	97	97	97
X2.2	Pearson Correlation	.491**	1	.579**	.392**	.312**	.793**
	Sig. (2-tailed)	.000		.000	.000	.002	.000
	N	97	97	97	97	97	97
X2.3	Pearson Correlation	.630**	.579**	1	.495**	.306**	.822**
	Sig. (2-tailed)	.000	.000		.000	.002	.000
	N	97	97	97	97	97	97
X2.4	Pearson Correlation	.372**	.392**	.495**	1	.628**	.717**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	97	97	97	97	97	97
X2.5	Pearson Correlation	.258*	.312**	.306**	.628**	1	.607**
	Sig. (2-tailed)	.011	.002	.002	.000		.000
	N	97	97	97	97	97	97
X2	Pearson Correlation	.770**	.793**	.822**	.717**	.607**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	97	97	97	97	97	97

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

\* . Correlation is significant at the 0.05 level (2-tailed).

#### CORRELATIONS

/VARIABLES=X3.1 X3.2 X3.3 X3

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

## Correlations

### Correlations

		X3.1	X3.2	X3.3	X3
X3.1	Pearson Correlation	1	.458**	.466**	.801**

	Sig. (2-tailed)		.000	.000	.000
	N	97	97	97	97
X3.2	Pearson Correlation	.458**	1	.512**	.809**
	Sig. (2-tailed)	.000		.000	.000
	N	97	97	97	97
X3.3	Pearson Correlation	.466**	.512**	1	.813**
	Sig. (2-tailed)	.000	.000		.000
	N	97	97	97	97
X3	Pearson Correlation	.801**	.809**	.813**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	97	97	97	97

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

#### CORRELATIONS

```

/VARIABLES=X4.1 X4.2 X4
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

### Correlations

#### Correlations

		X4.1	X4.2	X4
X4.1	Pearson Correlation	1	.538**	.858**
	Sig. (2-tailed)		.000	.000
	N	97	97	97
X4.2	Pearson Correlation	.538**	1	.895**
	Sig. (2-tailed)	.000		.000
	N	97	97	97
X4	Pearson Correlation	.858**	.895**	1
	Sig. (2-tailed)	.000	.000	
	N	97	97	97

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

#### CORRELATIONS

```

/VARIABLES=Y1.1 Y1.2 Y1
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

### Correlations

#### Correlations

		Y1.1	Y1.2	Y1
Y1.1	Pearson Correlation	1	.469**	.838**
	Sig. (2-tailed)		.000	.000
	N	97	97	97
Y1.2	Pearson Correlation	.469**	1	.875**
	Sig. (2-tailed)	.000		.000
	N	97	97	97
Y1	Pearson Correlation	.838**	.875**	1
	Sig. (2-tailed)	.000	.000	
	N	97	97	97

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

CORRELATIONS

/VARIABLES=Y2.1 Y2.2 Y2

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

## Correlations

### Correlations

		Y2.1	Y2.2	Y2
Y2.1	Pearson Correlation	1	.517**	.860**
	Sig. (2-tailed)		.000	.000
	N	97	97	97
Y2.2	Pearson Correlation	.517**	1	.882**
	Sig. (2-tailed)	.000		.000
	N	97	97	97
Y2	Pearson Correlation	.860**	.882**	1
	Sig. (2-tailed)	.000	.000	
	N	97	97	97

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

CORRELATIONS

/VARIABLES=Y3.1 Y3.2 Y3

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

## Correlations

### Correlations

		Y3.1	Y3.2	Y3
Y3.1	Pearson Correlation	1	.789**	.944**
	Sig. (2-tailed)		.000	.000
	N	97	97	97
Y3.2	Pearson Correlation	.789**	1	.947**
	Sig. (2-tailed)	.000		.000
	N	97	97	97
Y3	Pearson Correlation	.944**	.947**	1
	Sig. (2-tailed)	.000	.000	
	N	97	97	97

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

#### CORRELATIONS

```

/VARIABLES=Y4.1 Y4.2 Y4
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

### Correlations

#### Correlations

		Y4.1	Y4.2	Y4
Y4.1	Pearson Correlation	1	.662**	.923**
	Sig. (2-tailed)		.000	.000
	N	97	97	97
Y4.2	Pearson Correlation	.662**	1	.900**
	Sig. (2-tailed)	.000		.000
	N	97	97	97
Y4	Pearson Correlation	.923**	.900**	1
	Sig. (2-tailed)	.000	.000	
	N	97	97	97

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

#### CORRELATIONS

```

/VARIABLES=Y5.1 Y5.2 Y5
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

### Correlations

		Y5.1	Y5.2	Y5
--	--	------	------	----

Y5.1	Pearson Correlation	1	.640**	.886**
	Sig. (2-tailed)		.000	.000
	N	97	97	97
Y5.2	Pearson Correlation	.640**	1	.923**
	Sig. (2-tailed)	.000		.000
	N	97	97	97
Y5	Pearson Correlation	.886**	.923**	1
	Sig. (2-tailed)	.000	.000	
	N	97	97	97

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

### 3.2 HASIL UJI RELIABILITAS

RELIABILITY

```

/VARIABLES=X1.1 X1.2 X1.3
/SCALE ('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```

#### Reliability

#### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	97	100.0
	Excluded <sup>a</sup>	0	.0
	Total	97	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.761	3

#### Item-Total Statistics



	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	5.4845	1.961	.489	.787
X1.2	5.6598	1.227	.647	.629
X1.3	5.9072	1.481	.681	.578

## RELIABILITY

```

/VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5
/SCALE ('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```

**Reliability****Case Processing Summary**

		N	%
Cases	Valid	97	100.0
	Excluded <sup>a</sup>	0	.0
	Total	97	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.791	5

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	11.8969	4.031	.591	.745
X2.2	11.5876	3.703	.593	.753
X2.3	11.7526	4.084	.699	.708
X2.4	11.5361	4.835	.592	.753
X2.5	11.5361	5.085	.445	.787

## RELIABILITY

```

/VARIABLES=X3.1 X3.2 X3.3
/SCALE ('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```

**Case Processing Summary**

		N	%
Cases	Valid	97	100.0
	Excluded <sup>a</sup>	0	.0
	Total	97	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.733	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	6.1959	1.097	.532	.677
X3.2	6.0309	1.114	.566	.635
X3.3	6.2062	1.103	.572	.628

RELIABILITY

```

/VARIABLES=X4.1 X4.2
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```

## Reliability

### Case Processing Summary

		N	%
Cases	Valid	97	100.0
	Excluded <sup>a</sup>	0	.0
	Total	97	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
------------------	------------

.695	2
------	---

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X4.1	3.0103	.510	.538	.
X4.2	3.1031	.385	.538	.

RELIABILITY

```

/VARIABLES=Y1.1 Y1.2
/SCALE ('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```

## Reliability

### Case Processing Summary

		N	%
Cases	Valid	97	100.0
	Excluded <sup>a</sup>	0	.0
	Total	97	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.636	2

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	3.2577	.402	.469	.
Y1.2	2.8763	.318	.469	.

RELIABILITY

```

/VARIABLES=Y2.1 Y2.2
/SCALE ('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```

## Reliability

### Case Processing Summary

		N	%
Cases	Valid	97	100.0
	Excluded <sup>a</sup>	0	.0
	Total	97	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.680	2

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y2.1	3.1856	.340	.517	.
Y2.2	3.0206	.291	.517	.

RELIABILITY

```

/VARIABLES=Y3.1 Y3.2
/SCALE ('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```

## Reliability

### Case Processing Summary

		N	%
Cases	Valid	97	100.0
	Excluded <sup>a</sup>	0	.0
	Total	97	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.882	2

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Y3.1	2.9588	.707	.789	.
Y3.2	2.8144	.674	.789	.

RELIABILITY

```

/VARIABLES=Y4.1 Y4.2
/SCALE ('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```

## Reliability

### Case Processing Summary

		N	%
Cases	Valid	97	100.0
	Excluded <sup>a</sup>	0	.0
	Total	97	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.793	2

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Y4.1	3.2577	.381	.662	.
Y4.2	3.1856	.486	.662	.

RELIABILITY

```

/VARIABLES=Y5.1 Y5.2
/SCALE ('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```

## Reliability

### Case Processing Summary

		N	%
Cases	Valid	97	100.0
	Excluded <sup>a</sup>	0	.0
	Total	97	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.772	2

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y5.1	3.3299	.432	.640	.
Y5.2	3.1546	.299	.640	.

## 3.3 HASIL DESKRIPSI ANALISIS

```
FREQUENCIES VARIABLES=X1.1 X1.2 X1.3 X2.1 X2.2 X2.3 X2.4
X2.5 X3.1 X3.2 X3.3 X4.1 X4.2 Y1.1 Y1.2
Y2.1 Y2.2 Y3.1 Y3.2 Y4.1 Y4.2 Y5.1 Y5.2
/STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM MEAN
MEDIAN
/ORDER=ANALYSIS.
```

### Frequency Table

		Statistics																						
		X1.1	X1.2	X1.3	X2.1	X2.2	X2.3	X2.4	X2.5	X3.1	X3.2	X3.3	X4.1	X4.2	Y1.1	Y1.2	Y2.1	Y2.2	Y3.1	Y3.2	Y4.1	Y4.2	Y5.1	Y5.2
N	Valid	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		3.04	2.87	2.62	2.68	2.99	2.82	3.04	3.04	3.02	3.19	3.01	3.10	3.01	2.88	3.26	3.02	3.19	2.81	2.86	3.19	3.26	3.15	3.33
Median		3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Std. Deviation		.594	.637	.699	.771	.872	.677	.519	.538	.629	.601	.604	.621	.714	.564	.634	.540	.583	.821	.841	.697	.617	.547	.657
Variance		.352	.701	.488	.595	.760	.459	.269	.290	.395	.361	.364	.385	.510	.318	.402	.291	.340	.674	.707	.486	.381	.299	.432
Range		3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Minimum		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Maximum		4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

### X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.1	2.1	2.1

Tidak Setuju	9	9.3	9.3	11.3
Setuju	69	71.1	71.1	82.5
Sangat Setuju	17	17.5	17.5	100.0
Total	97	100.0	100.0	

**X1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	4.1	4.1	4.1
	Tidak Setuju	29	29.9	29.9	34.0
	Setuju	40	41.2	41.2	75.3
	Sangat Setuju	24	24.7	24.7	100.0
	Total	97	100.0	100.0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	5	5.2	5.2	5.2
	Tidak Setuju	34	35.1	35.1	40.2
	Setuju	51	52.6	52.6	92.8
	Sangat Setuju	7	7.2	7.2	100.0
	Total	97	100.0	100.0	

**X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	9	9.3	9.3	9.3
	Tidak Setuju	22	22.7	22.7	32.0
	Setuju	57	58.8	58.8	90.7
	Sangat Setuju	9	9.3	9.3	100.0
	Total	97	100.0	100.0	

**X2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	8	8.2	8.2	8.2
	Tidak Setuju	13	13.4	13.4	21.6
	Setuju	48	49.5	49.5	71.1

	Sangat Setuju	28	28.9	28.9	100.0
	Total	97	100.0	100.0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	6	6.2	6.2	6.2
	Tidak Setuju	14	14.4	14.4	20.6
	Setuju	68	70.1	70.1	90.7
	Sangat Setuju	9	9.3	9.3	100.0
	Total	97	100.0	100.0	

**X2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.1	2.1	2.1
	Tidak Setuju	5	5.2	5.2	7.2
	Setuju	77	79.4	79.4	86.6
	Sangat Setuju	13	13.4	13.4	100.0
	Total	97	100.0	100.0	

**X2.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.1	2.1	2.1
	Tidak Setuju	6	6.2	6.2	8.2
	Setuju	75	77.3	77.3	85.6
	Sangat Setuju	14	14.4	14.4	100.0
	Total	97	100.0	100.0	

**X3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	3.1	3.1	3.1
	Tidak Setuju	9	9.3	9.3	12.4
	Setuju	68	70.1	70.1	82.5



	Sangat Setuju	17	17.5	17.5	100.0
	Total	97	100.0	100.0	

**X3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.1	2.1	2.1
	Tidak Setuju	4	4.1	4.1	6.2
	Setuju	65	67.0	67.0	73.2
	Sangat Setuju	26	26.8	26.8	100.0
	Total	97	100.0	100.0	

**X3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.1	2.1	2.1
	Tidak Setuju	11	11.3	11.3	13.4
	Setuju	68	70.1	70.1	83.5
	Sangat Setuju	16	16.5	16.5	100.0
	Total	97	100.0	100.0	

**X4.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.1	2.1	2.1
	Tidak Setuju	8	8.2	8.2	10.3
	Setuju	65	67.0	67.0	77.3
	Sangat Setuju	22	22.7	22.7	100.0
	Total	97	100.0	100.0	

**X4.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.1	2.1	2.1
	Tidak Setuju	18	18.6	18.6	20.6
	Setuju	54	55.7	55.7	76.3

	Sangat Setuju	23	23.7	23.7	100.0
	Total	97	100.0	100.0	

**Y1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.1	2.1	2.1
	Tidak Setuju	16	16.5	16.5	18.6
	Setuju	71	73.2	73.2	91.8
	Sangat Setuju	8	8.2	8.2	100.0
	Total	97	100.0	100.0	

**Y1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.1	2.1	2.1
	Tidak Setuju	4	4.1	4.1	6.2
	Setuju	58	59.8	59.8	66.0
	Sangat Setuju	33	34.0	34.0	100.0
	Total	97	100.0	100.0	

**Y2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.1	2.1	2.1
	Tidak Setuju	7	7.2	7.2	9.3
	Setuju	75	77.3	77.3	86.6
	Sangat Setuju	13	13.4	13.4	100.0
	Total	97	100.0	100.0	

**Y2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	6	6.2	6.2	7.2
	Setuju	64	66.0	66.0	73.2
	Sangat Setuju	26	26.8	26.8	100.0

Total	97	100.0	100.0
-------	----	-------	-------

**Y3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	9	9.3	9.3	9.3
	Tidak Setuju	16	16.5	16.5	25.8
	Setuju	56	57.7	57.7	83.5
	Sangat Setuju	16	16.5	16.5	100.0
	Total	97	100.0	100.0	

**Y3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	7	7.2	7.2	7.2
	Tidak Setuju	15	15.5	15.5	22.7
	Setuju	50	51.5	51.5	74.2
	Sangat Setuju	25	25.8	25.8	100.0
	Total	97	100.0	100.0	

**Y4.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	3.1	3.1	3.1
	Tidak Setuju	7	7.2	7.2	10.3
	Setuju	56	57.7	57.7	68.0
	Sangat Setuju	31	32.0	32.0	100.0
	Total	97	100.0	100.0	

**Y4.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.1	2.1	2.1
	Tidak Setuju	3	3.1	3.1	5.2
	Setuju	60	61.9	61.9	67.0
	Sangat Setuju	32	33.0	33.0	100.0
	Total	97	100.0	100.0	

**Y5.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.1	2.1	2.1
	Tidak Setuju	2	2.1	2.1	4.1
	Setuju	72	74.2	74.2	78.4
	Sangat Setuju	21	21.6	21.6	100.0
	Total	97	100.0	100.0	

**Y5.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	3.1	3.1	3.1
	Tidak Setuju	1	1.0	1.0	4.1
	Setuju	54	55.7	55.7	59.8
	Sangat Setuju	39	40.2	40.2	100.0
	Total	97	100.0	100.0	

**3.4 HASIL UJI LINEARITAS****Case Processing Summary**

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
VARY * VARX	97	100.0%	0	0.0%	97	100.0%

**Report**

VARY VARX	Mean	N	Std. Deviation
13	10.50	2	.707
25	30.00	1	.
28	28.00	1	.
32	26.57	7	3.645
33	29.00	2	1.414
34	28.71	7	2.059
35	29.00	7	2.160
36	29.29	7	4.348

37	27.50	2	3.536
38	32.13	8	2.900
39	29.44	9	2.297
40	33.80	5	2.950
41	33.33	9	1.500
42	32.88	8	1.356
43	33.43	7	1.512
44	34.00	9	1.323
45	35.50	2	.707
47	39.00	1	.
52	40.00	3	.000
Total	31.04	97	4.765

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
VARY *	Between	(Combined)	1723.277	18	95.738	16.356	.000
VARX	Groups	Linearity	1514.565	1	1514.565	258.754	.001
		Deviation from Linearity	208.712	17	12.277	2.097	.639
	Within Groups		456.558	78	5.853		
	Total		2179.835	96			

**Measures of Association**

	R	R Squared	Eta	Eta Squared
VARY * VARX	.834	.695	.889	.791

### 3.5 HASIL UJI REGRESI LINEAR SEDERHANA

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	VARX <sup>b</sup>	.	Enter

a. Dependent Variable: VARY

b. All requested variables entered.

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.834 <sup>a</sup>	.695	.692		2.64629	1.886

a. Predictors: (Constant), VARX

b. Dependent Variable: VARY

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1514.565	1	1514.565	216.279	.000 <sup>b</sup>
	Residual	665.270	95	7.003		
	Total	2179.835	96			

a. Dependent Variable: VARY

b. Predictors: (Constant), VARX

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	5.802	1.737		3.340	.001			
	VARX	.657	.045	.834	14.706	.000	.834	.834	.834

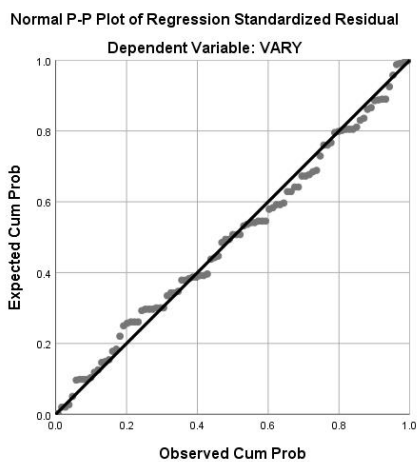
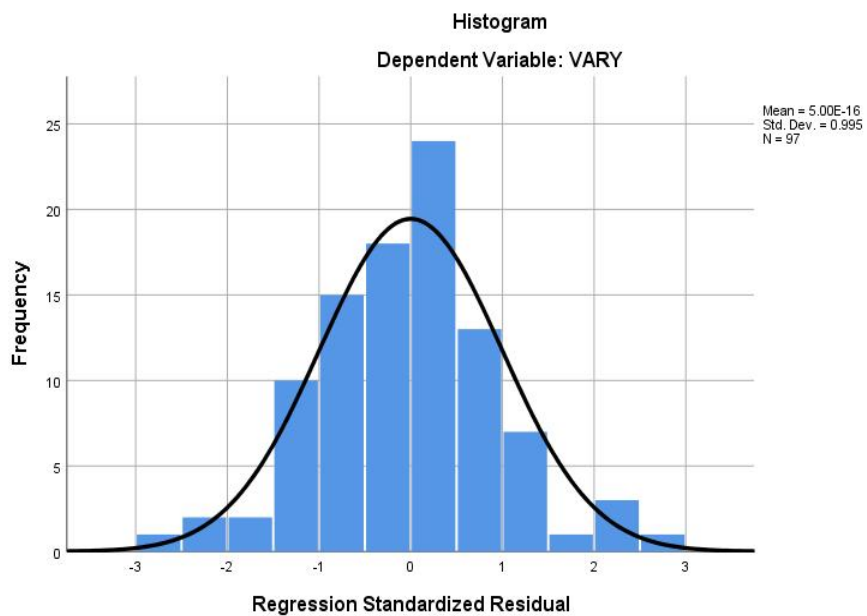
a. Dependent Variable: VARY

### Residuals Statistics<sup>a</sup>

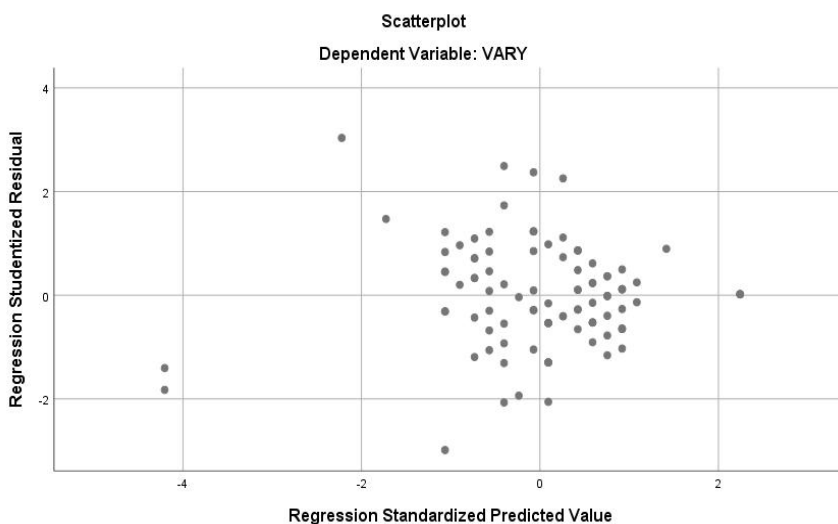
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14.3390	39.9509	31.0412	3.97199	97
Std. Predicted Value	-4.205	2.243	.000	1.000	97
Standard Error of Predicted Value	.269	1.167	.352	.145	97
Adjusted Predicted Value	15.1452	39.9476	31.0537	3.90880	97
Residual	-7.81658	7.78043	.00000	2.63247	97
Std. Residual	-2.954	2.940	.000	.995	97
Stud. Residual	-2.987	3.035	-.002	1.009	97
Deleted Residual	-7.99318	8.29198	-.01247	2.71348	97
Stud. Deleted Residual	-3.121	3.177	-.001	1.026	97
Mahal. Distance	.005	17.682	.990	2.641	97
Cook's Distance	.000	.403	.016	.056	97
Centered Leverage Value	.000	.184	.010	.028	97

a. Dependent Variable: VARY

## Charts







### 3.6 HASIL UJI HIPOTESIS

Distribusi nilai  $r_{\text{tabel}}$  Signifikansi 5% dan 1%

N	The Level of Significance		N	The Level of Significance	
	5%	1%		5%	1%
3	0.99	0.99	38	0.32	0.41
7	0.95	0.99	39	0.31	0.40
8	0.87	0.95	40	0.31	0.40
9	0.81	0.91	41	0.30	0.39
10	0.75	0.87	42	0.30	0.39
11	0.70	0.83	43	0.30	0.38
12	0.66	0.79	44	0.29	0.38
13	0.63	0.76	45	0.29	0.38

0	2	5		4	0
1	0.60	0.73	46	0.29	0.37
1	2	5		1	6
1	0.57	0.70	47	0.28	0.37
2	6	8		8	2
1	0.55	0.68	48	0.28	0.36
3	3	4		4	8
1	0.53	0.66	49	0.28	0.36
4	2	1		1	4
1	0.51	0.64	50	0.27	0.36
5	4	1		9	1
1	0.49	0.62	55	0.26	0.34
6	7	3		6	5
1	0.48	0.60	60	0.25	0.33
7	2	6		4	0
1	0.46	0.59	65	0.24	0.31
8	8	0		4	7
1	0.45	0.57	70	0.23	0.30
9	6	5		5	6
2	0.44	0.56	75	0.22	0.29
0	4	1		7	6
2	0.43	0.54	80	0.22	0.28
1	3	9		0	6
2	0.43	0.53	85	0.21	0.27
2	2	7		3	8
2	0.41	0.52	90	0.20	0.26
3	3	6		7	7
2	0.40	0.51	95	0.20	0.26
4	4	5		2	3
2	0.39	0.50	100	0.19	0.25
5	6	5		5	6
2	0.38	0.49	125	0.17	0.23

6	8	6		6	0
2	0.38	0.48	150	0.15	0.21
7	1	7		9	0
2	0.37	0.47	175	0.14	0.19
8	4	8		8	4
2	0.36	0.47	200	0.13	0.18
9	7	0		8	1
3	0.36	0.46	300	0.11	0.14
0	1	3		3	8
3	0.35	0.45	400	0.09	0.12
1	5	6		8	8
3	0.34	0.44	500	0.08	0.11
2	9	9		8	5
3	0.34	0.44	600	0.08	0.10
3	4	2		0	5
3	0.33	0.43	700	0.07	0.09
4	9	6		4	7
3	0.33	0.43	800	0.07	0.09
5	4	0		0	1
3	0.32	0.42	900	0.06	0.08
6	9	4		5	6
3	0.32	0.41	100	0.06	0.08
7	5	8	0	2	1

## RELIABILITY

```

/VARIABLES=X1.1 X1.2 X1.3 X2.1 X2.2 X2.3 X2.4 X2.5 X3.1
X3.2 X3.3 X4.1 X4.2 Y1.1 Y1.2 Y2.1 Y2.2
Y3.1 Y3.2 Y4.1 Y4.2 Y5.1 Y5.2
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```

## Reliability

### Case Processing Summary

		N	%
Cases	Valid	97	100.0
	Excluded <sup>a</sup>	0	.0
	Total	97	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.946	23

### Item-Total Statistics

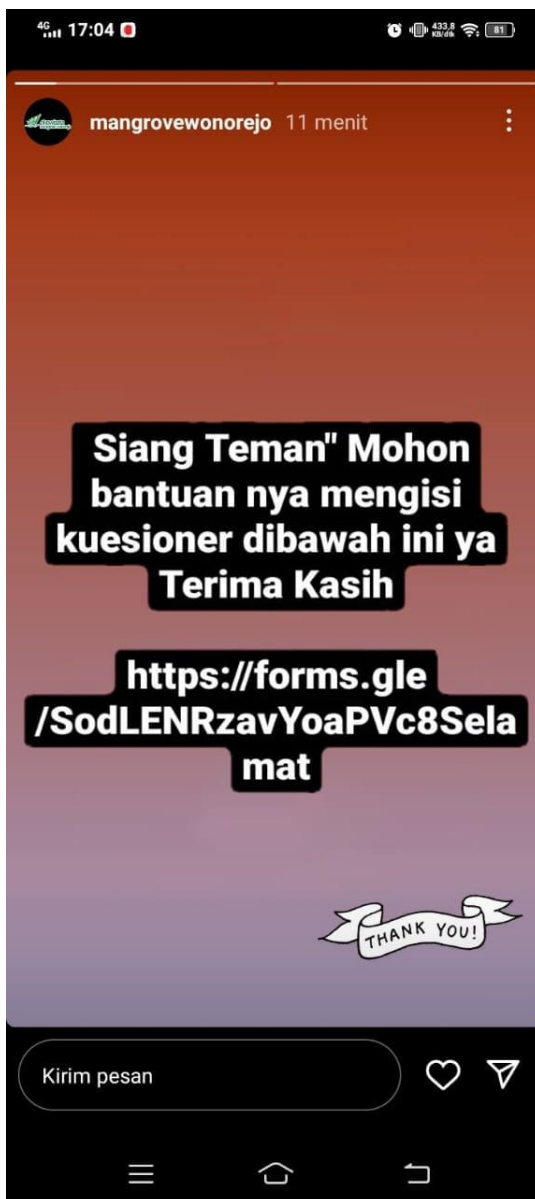
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	66.43	99.269	.652	.943
X1.2	66.61	96.532	.614	.944
X1.3	66.86	98.041	.636	.943
X2.1	66.79	98.603	.531	.945
X2.2	66.48	95.398	.656	.943
X2.3	66.65	98.563	.618	.943
X2.4	66.43	99.894	.692	.943
X2.5	66.43	99.977	.656	.943
X3.1	66.45	99.292	.610	.944
X3.2	66.29	98.582	.703	.942
X3.3	66.46	98.960	.667	.943
X4.1	66.37	98.986	.645	.943
X4.2	66.46	97.980	.625	.943
Y1.1	66.60	99.014	.713	.942
Y1.2	66.22	97.963	.715	.942
Y2.1	66.45	100.271	.627	.943
Y2.2	66.29	99.374	.655	.943
Y3.1	66.66	95.852	.673	.943
Y3.2	66.52	95.482	.679	.943

Y4.1	66.29	98.457	.607	.944
Y4.2	66.22	98.421	.697	.942
Y5.1	66.32	100.449	.601	.944
Y5.2	66.14	98.937	.609	.944

## Lampiran 4 Dokumentasi Penyebaran Kuisiener







**rizkyfirman113**

Wisata Hutan Mangrove

**113 suka****rizkyfirman113** Assalamualaikum

Saya Rizky Firman Maulana mahasiswa semester akhir jurusan ilmu komunikasi fisp UNTAG Surabaya. Saat ini sedang melakukan penelitian dengan judul "Efektifitas Instagram Sebagai Media promosi wisata di surabaya studi kasus @mangrovewonorejo"

Mohon bantuan teman" semua untuk mengisi dan share link kuisisioner di bawah ini

<https://forms.gle/SodLENRzavYoaPVc8>

Terimakasih atas bantuan teman"

Wassalamualaikum

Lihat semua 8 komentar

24 April





## Lampiran 5 Lembar Revisi



**UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA**  
**FAKULTAS ILMU SOSIAL DAN ILMU POLITIK**

Program Studi: Adm. Publik Adm. Bisnis Ilmu Komunikasi Magister Adm. Publik, Doktor Ilmu Adm.  
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Surabaya, Kamis 30 Juni 2022  
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Dra. Noorshanti Sumarah, M.I.Kom.



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Dosen Penguji.

Dr. Teguh Priyo Sadono, M.Si.

Surabaya, Kamis 30 Juni 2022  
Dosen Penguji.

Dr. Teguh Priyo Sadono, M.Si.