

**THE IMPACT OF INSTAGRAM AMONG MILLENNIALS
IN SEARCHING FOR TRAVEL INFORMATION,
CASE OF LAKE TOBA, NORTH SUMATERA**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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Instagram has affected the ways millennial travels in many ways. While some research has been done to understand the impacts of Instagram on travel intention, the impacts of Instagram on travel planning is largely understudied. This research aims to analyze the impact of Instagram's acceptance towards the interest of millennials to use the technology for searching travel information about Lake Toba in North Sumatra. Lake Toba is chosen as the case as it is lagged behind in distributing travel information to the millennials, known as the most important segment in tourism industry. Until now, little is known about the relevant factors in determining Instagram usage for travel information search. Online questionnaire has been conducted and completed by 114 millennial respondents to find out whether Instagram, an Internet-based technology serving as a travel information source, impact the millennials in searching for travel information about Lake Toba. Technology Acceptance Model and perceived trustworthiness were employed as the indicators. Quantitative approach was used and the data collected was analyzed through multiple linear regression in SPSS program. The results indicated that perceived trustworthiness is the strongest dimension that influence travel information search, followed by perceived usefulness. Meanwhile, perceived ease of use does not impact travel information search.

Keywords: Social Media, Instagram, Travel Information Search, Millennials, Lake Toba, Technology Acceptance Model, Perceived Trustworthiness

Natasha Olivia Tumewu



DEDICATION

I dedicate this thesis to
myself as a reminder that nothing is impossible,
my family for their unending support
and the future of Lake Toba in North Sumatera



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