

ABSTRACT

Art provides tremendous opportunity to integrate people's economic activities from diverse industries together, one of which is tourism. When it comes to increasing a tourist destination's competitiveness, one of the most important factors to consider is destination attributes. In addition, a tourist destination also needs to consider the marketing strategy implemented so that it leads to a visit decision. This study was conducted at the Semarang Contemporary Art Gallery to examine the impact of destination attributes and the use of Instagram's social media marketing strategy on visit decisions, with self-congruity as an intervening variable. Researcher used as research subjects 132 visitors to the Semarang Contemporary Art Gallery who have visited at least once in the previous year and have actively used the Instagram social media platform.

This research was conducted using a purposive sampling method. Data was collected by sending questionnaires to 132 visitors to the Semarang Contemporary Art Gallery who were chosen based on the provisions made. Data analysis was performed using the Structural Equation Modeling (SEM) application with the AMOS program version 24.0.

The results of the research show that the five hypotheses proposed by the researcher are fully accepted. The five hypotheses are as follows: hypothesis 1 (destination attributes have a significant positive impact on self-congruity); hypothesis 2 (Instagram social media marketing has a significant positive impact on self-congruity); hypothesis 3 (destination attributes have a significant positive impact on visit decision); hypothesis 4 (Instagram social media marketing has a significant positive impact on visit decision); and hypothesis 5 (self-congruity has a significant positive impact on visit decision).

Keywords: *Destination Attributes, Social Media Marketing, Social Media Marketing Instagram, Self-Congruity, Visit decision*