

ABSTRACT

One of the popular natural tourist destinations in Bandung is the Ir. H. Djuanda Grand Forest Park (Tahura Djuanda). This destination not only functions as a conservation area, but also provides a variety of attractions such as Japanese Cave, Dutch Cave, Curug Ciomas, Tebing Keraton, and hiking trails, which attract tourists. Social media plays an important role in building a destination's image and influencing tourists' interest in visiting. This study aims to analyze the effect of social media marketing on intention to visit through destination image as a mediating variable. This research uses a quantitative approach with a causal relationship method, and uses the Structural equation model-Partial least square (SEM-PLS) analysis technique with the help of SmartPLS software version 4.0. The results showed that social media marketing has a positive and significant influence on intention to visit through destination image. These findings confirm that the strategic role of social media marketing can enhance a positive destination image and encourage tourist interest in visiting.