

Abstract

This study examines the influence of social media marketing, particularly Instagram, on consumer booking intention of The White Mansion Bogor, a premium event and photoshoot venue in Bogor, West Java, Indonesia. Even though digital marketing has been widely utilized for venue promotion, limited research has explored how Instagram content and performance metrics connect to consumer booking behaviour in the venue industry. This study uses a mixed-method approach combining both qualitative thematic analysis of semi-structured interviews with five prospective clients and quantitative analysis of Instagram Insights data collected during the observation period. The five themes identified include platform usage and venue discovery, brand perception and visual content, trust building and account credibility, price sensitivity and personalized customer service, and perception of The White Mansion Bogor. On the other hand, quantitative research on The White Mansion Bogor's social media performance showed that event showcase reels and prewedding carousel posts generated the highest views and audience reach. The results indicate that Instagram significantly influences consumer booking intention, in consideration of other factors such as pricing transparency, customer service, and word-of-mouth referrals. Recommendations include prioritizing authentic event content, improving pricing accessibility, and enhancing direct communication responsiveness.

Keywords: *Digital marketing, social media marketing, Instagram, booking intention, customer engagement*