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The Effect of Social Media on Increasing Interest in Visiting Loang Baloq Tourism in Mataram City

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Abstract: The relevance of social media in the tourist industry, which relies heavily on effective communication because its clients are travelers, is gaining more prominence. The tourism industry is information-intensive and heavily dependent on effective communication. This study analyzes social media's effect on increasing interest in visiting Loang Baloq tourism in Mataram city. The research method used in this study is a quantitative method using the smartPLS 3 tool to test the reliability of regression and hypothesis testing. Furthermore, the results of this study show that the theoretical contribution of this research can be briefly summarized as follows: social media tourist attraction significantly influences visiting intentions positively and significantly towards visiting purposes with p values of 0.000 and 0.041, respectively. Social media can support and increase tourist attraction to Loang Baloq Mataram tourism.

Abstrak: Relevansi media sosial dalam industri pariwisata, yang sangat bergantung pada komunikasi efektif karena kliennya adalah wisatawan, kini semakin menonjol. Industri pariwisata padat informasi dan sangat bergantung pada komunikasi yang efektif. Tujuan penelitian ini adalah untuk menganalisis pengaruh media sosial terhadap peningkatan minat berkunjung wisata Loang Baloq kota Mataram. Kemudian metode penelitian yang digunakan dalam penelitian ini adalah metode kuantitatif dengan menggunakan alat smartPLS 3 untuk menguji validitas reliabilitas terhadap regresi dan uji hipotesis. Lebih lanjut, hasil penelitian ini menunjukkan bahwa kontribusi teoritis penelitian ini dapat dirangkum secara singkat sebagai berikut, bahwa daya tarik wisata media sosial berpengaruh signifikan terhadap niat berkunjung secara positif dan signifikan terhadap niat berkunjung dengan nilai p masing-masing sebesar 0,000 dan 0,041.
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INTRODUCTION

Indonesia is known for having a variety of ethnic, religious, cultural, and linguistic diversity. Besides these things, Indonesia is also known as a country rich in abundant natural resources. Indonesia's natural resources, if managed properly, will provide prosperity for the people and progress of the country (Jin et al., 2019). One of the natural resources that can be developed is tourism. Tourism in Indonesia is currently showing progress (Toivonen et al., 2019). The tourism sector is an income for regional and state revenues; even developed countries are also developing the tourism sector to increase state revenues. In the Law of the Republic of Indonesia Number 10 of 2009, Article 3 states that Tourism meets the physical, spiritual, and intellectual of every tourist with recreation and travel and increases state revenues to realize people's welfare (Hartanto et al., 2022). Learning existing tourism progress cannot be separated from how to promote tourism in various regions; there are some magnificent charms. For now, it is easy to promote a tourist spot, and the Internet makes tourism promotion even more accessible (Kurniawan et al., 2022). The Internet allows users to participate, develop, and update any information. The existence of the Internet makes tourism promotion even more accessible. The Internet allows users to participate, create, and update any information. The presence of the Internet makes tourism promotion even more accessible. The Internet enables users to participate, develop, and update information (Kurniawan et al., 2023).

It is becoming more common practice to acknowledge the significance of social media in the context of the tourist business, which is an information-heavy sector that places a heavy emphasis on efficient communication (El-Said & Aziz, 2022). The press impacts visitors because

many tourists use social media to research, investigate, plan, and share their experiences while traveling. Acculturation is the process of acquiring a new culture via social interaction, which also shapes one's view of the cultural milieu in which they find themselves (Rather, 2020). According to this theory, the influence of social media on the travel experience may be comprehended by considering the interactions between various forms of media and individuals. This theory leads to multidisciplinary research in psychology, sociology, and communication. An urge that leads to an individual's focus on a subject such as work or study is interested in returning to that location (Chen & Lin, 2019).

Because of the ease with which almost anybody can access it, social media platforms are an efficient instrument for marketing businesses. Many businesses now consider social media marketing to be an essential component of their overall marketing strategy since it is one of the most effective methods to communicate with clients (H. Liu et al., 2019). The Law of the Republic of Indonesia No. 10 of 2009 defines a tourist attraction as everything distinctive, accessible, and valuable in the form of various natural, cultural, and artificial assets marketed toward visitors or visited by them. When establishing the quality standards of a tourist attraction, authenticity is the factor that matters the most. This holds in terms of both originality and authenticity (Kurniawan et al., 2021).

Because media such as this is more accessible, has a broader reach and is cost-effective in communicating tourism, the use of internet-based social media as a tourism communication medium is more flexible and profitable (Lu et al., 2022). This is what makes social media increasingly desirable as a means of communication and promotion; it is this factor that makes it increasingly desirable as a means of communication and advertising. The term "social media" refers to any media based on the internet and enables people to effortlessly engage, produce content, and share their experiences and information with others. According to the findings of a poll conducted by WeAreSocial.net and Hootsuite, one social media platform rapidly gaining popularity in Indonesian culture is Instagram (Hysa et al., 2021). Other popular social media platforms in Indonesian society include Facebook, Twitter, Pinterest, LinkedIn, and Path. Instagram now holds the position as the sixth most popular social media network among users all over the globe. Kevin Systrom and Mike Krieger were the original creators of Instagram, and it was first made available to the public on October 6, 2010 (Kurniawan & Suswanta, 2022).

On the other hand, Facebook paid Burbn Inc. one billion dollars in April 2012 to acquire Instagram, which it sold to Facebook. In addition to serving as a social network for sharing photographs, commercial items may be marketed using Instagram. In January 2018, the total number of Instagram users throughout the globe topped 800 million. The United States of America is home to the largest significant number of active Instagram users, at 110 million (Pan et al., 2021).

Brazil comes in second with 57 million people actively logging in, while Indonesia takes the third spot with 55 million users (Wilkins et al., 2021). Instagram is Indonesia's fourth most popular social media platform, after YouTube, Facebook, and WhatsApp respectively (McCreary et al., 2020). Kevin Systrom and Mike Krieger are credited with creating Instagram, which was made available to the public on October 6, 2010nevertheless, it is also used for advertising various things sold by businesses (Valeri & Baggio, 2021b). In January 2018, the total number of Instagram users throughout the globe topped 800 million. The United States of America is home to 110 million active Instagram users, making it the country with the most users overall (Cuomo et al., 2021).

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Social media serves as a highly effective promotional tool due to its accessibility, which enables the expansion of promotional networks. It has become an integral component of marketing strategies for numerous individuals, offering one of the most effective means of engaging with customers and clients. Research conducted by (Cham et al., 2021) indicates that social media platforms such as Facebook, YouTube, and Instagram notably influence tourists' inclination to revisit destinations. Additionally, (Berhanu & Raj, 2020) assert that social media promotions and word-of-mouth recommendations significantly impact visitors' decision-making when selecting tourist destinations. A study investigating the impact of social media promotion on followers' interest in visiting a particular tourist spot yielded noteworthy results, demonstrating the significant influence of social media promotions on tourists' interest in seeing (X. Liu et al., 2020).

A tourist attraction catalyzes individuals or groups to go on a journey to a particular location due to its inherent significance, such as its natural surroundings, artifacts or historical sites, and noteworthy occurrences (Joo et al., 2020). The primary motivation for visitors to engage in tourism is the presence of tourist attractions. These attractions can be categorized into various types, including natural attractions characterized by picturesque landscapes, bodies of water, beaches, and favorable climate conditions. Additionally, architectural tourist attractions encompass both historical and modern buildings, as well as archaeological sites. (b) The management of tourist attractions (Sultan et al., 2021).

According to Conti & Heldt Cassel, (2020) who connects visiting tourist interest with consumer purchasing interest, the theory of buying interest is equivalent to the idea of visiting interest. Seeing tourist interest refers to the same thing. The meaning of the term "interest" According to Casado-Aranda et al., (2021), interest is encouragement, also known as a powerful internal stimulus that encourages action. Positive motivation and thoughts about the product affect this encouragement since it is a solid internal stimulus that stimulates activity, a person's level of interest in making a purchase is influenced by two external influences. First, there is the opinion of other people, or in this instance, how the experience has been while using these goods and services; if the information that is transmitted is favorable, then someone has a tendency to be intrigued and may even check out these products and services, and vice versa (Valeri & Baggio, 2021a).
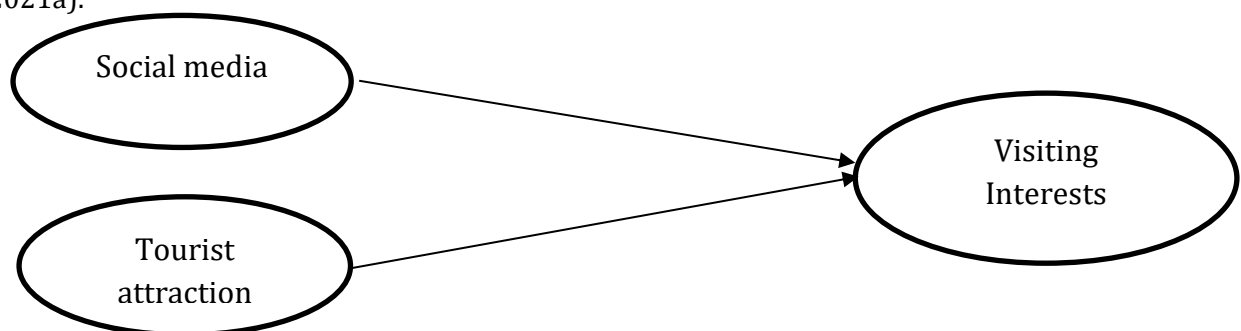

Figure 1. Theoretical Framework

Hypothesis
H1: Social Media Has a Positive and Significant Influence on Interest in Visiting

H2: Tourist Attraction Has a Positive and Significant Influence on Interest in Visiting.

RESEARCH METHODS
Selected Case Studies

This study employs a questionnaire as a research technique of visiting interest in social media to collect primary data; the survey methodology is aimed at obtaining preliminary data regarding the effect of social media. Tourist attraction forms of social media may give information on the features of the city of Mataram, and the types of tourist attractions determine the degree to which the media can do so. Visitors come to Loang Baloq in Mataram City because of social media. This study decided to investigate Loang Baloq Tourism, located in Mataram City.

Sampling Technique

This study used a non-probability sampling method known as random sampling to collect data. The population comprises tourists who have traveled to Loang Baloq from Mataram city. The Slovin formula is used in the sampling methodology, which is a way of sampling. The responses range from 50 to 100 in this study's sample.

Data Collection Techniques

To collect data for this research, a questionnaire was employed. The data collecting method, a questionnaire, consists of a set of written questions sent to respondents for them to answer. A Google form was used as the format for the questionnaire that was created. The researcher handed out Google Forms to those who participated in the Loang Baloq trip.

Measurement Techniques and Analysis

This research makes use of quantitative survey questions to get its data. In this investigation, survey responses are rated on a Likert scale. The fifth spot displays the phrase "Very correct. The data are put through SEM-PLS testing to verify their reliability and validity, in addition to testing for regression and hypothesis.

RESULTS AND DISCUSSION

Respondent Demographics

The demographic profile of the respondents is shown in Table 1. Most of those who answered the questionnaire were adults and young people aged 15-20.

Table 1. Respondent demographic profile

Characteristics	Visitors to Loang Baloq Tourism	
	Frequency	%
15-20 yrs	30	30%
21-30 yrs	17	17%

Source: Processed Research 2023

### Research variable reliability and validity

On the existing literature standard reliability criteria for reflective measurement models, the internal consistency measure model is endorsed by Cronbach's Alpha. A variable is considered reliable when Cronbach's Alpha is more than 0.60. All variables in this study are reliable, as shown in Table 2.

Table 2.
Research variable reliability and validity

Variable	Cronbach's Alpha	rho_A	rho_C	Average Variance Extracted (AVE)
Interest to visit	0.800	0.800	0.884	0.718
Tourist attraction	0.858	0867	0914	0.781
Social media	0.673	0.668	0.818	0.601

Source: Processed primary data using SmartPLS 3

Shows that the construct validity test results will provide a better understanding of the quality measures used. However, before testing the level of influence on the variable interest in visiting.
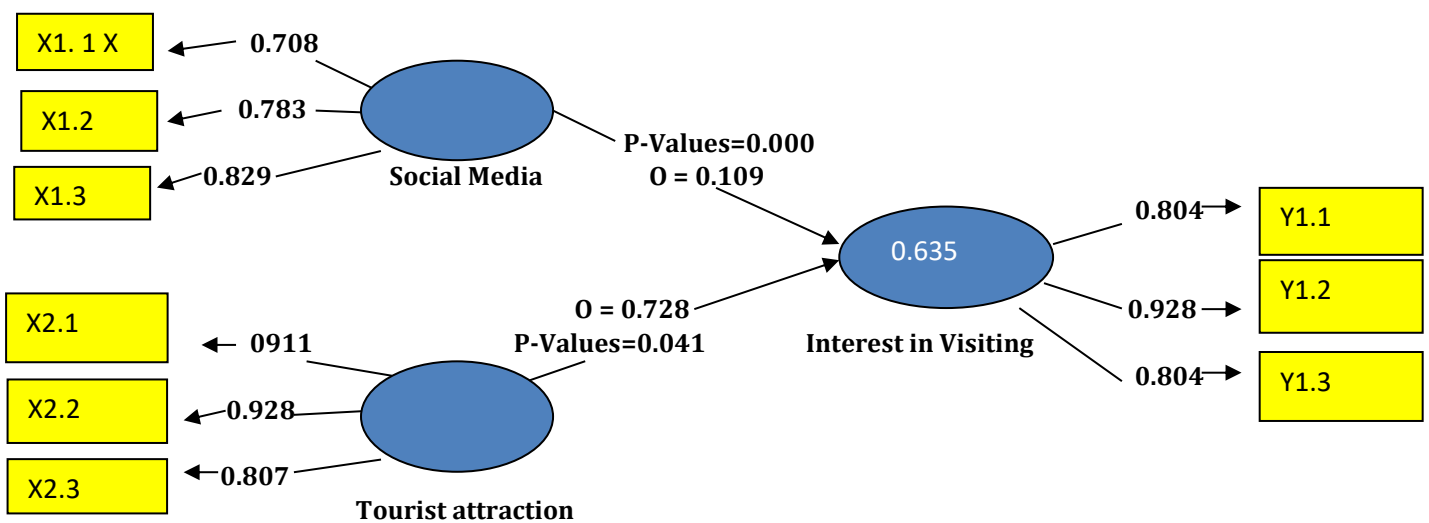
Figures. 2 Hypothesis Test
Source: Research processed using SmartPLS 3

Figure 3 shows the results of hypothesis testing; the hypothesis is accepted when the p-value is less than 0.05. Hypothesis H1, which states that social media has a positive and significant effect on interest in visiting, is accepted with a p-value of 0.000. It can be interpreted that environmental conditions and administration have changed or not. Provision Security level is excellent. Hypothesis H2, which states that tourist attraction influences visiting intentions positively and significantly, is accepted with a p-value of 0.041. This shows that tourist attractions supporting interest in visiting are outstanding; if the support is very good, then the facilities provided by the government are also good to increase interest in visiting Loang Baloq tourism.

This study uses social media variables and interest in visiting to see how interest in visiting increases long-term blog tourism. This study found that stating that social media had a positive and significant effect on interest in visiting was accepted. It can be interpreted that environmental conditions and administration have changed or not (Conti & Heldt Cassel, 2020). Provision The level of security is excellent. Which states that tourist attraction influences the intention to visit positively and significantly is accepted. This shows that the executive capacity in supporting interest in visiting is excellent; if the support is excellent, then the facilities provided by the government are also suitable for increasing interest in visiting Loang Baloq tourism (Valeri & Baggio, 2021a). Of the variables used in this study, all variables significantly and positively influence the interest in visiting Loang Baloq tourism. Using social media can attract Loang Baloq

tourists and increase interest in visiting to introduce Loang Baloq tourism so that it is more advanced (Cham et al., 2021).

CONCLUSION

The theoretical contribution of this study can be summarized as follows: social media and tourist attraction greatly influence intention to visit significantly and positively with p values of 0.000 and 0.418. This study found that all variables that have a very significant and positive influence on the interest in visiting Loang Baloq tourism, namely social media and tourist social media users, can support an increase in tourist attraction so that they can influence interest in visiting Loang Baloq tourism. The following are some practical consequences of the findings of this study. The first is to increase tourist attraction for Loang Baloq tourism. The small number of respondents, which may not reflect the original status of citizens, and the short duration of the study are the drawbacks of this study. The limited number of research areas (only one city) can only be generalized to some regions of Indonesia. The following are some research ideas for the future. Future research must look at new independent constructs, for example, accessibility, amenities, culture, tourist environment, organizational management, and information technology, to see the influence on visiting intentions in a tourist destination. Future research will involve various local government entities to cover a wider area. Future research should involve a larger sample size to assess how consistent respondents' perceptions are. Finally, the longitudinal data can be used in future studies to confirm the consistency of the suggested models.

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