

THE INFLUENCE OF SOCIAL MEDIA MARKETING ON TOURIST VISIT INTENTION TO PARI ISLAND, THOUSAND ISLAND

Adzra Muthi'ah Hafizhah^{1*}, Beta Budisetyorini², Sumaryadi³

NHI Bandung Tourism Polytechnic

Email: adzrahfzh@gmail.com, beta@stp-bandung.ac.id, sumaryadi@stp-bandung.ac.id

Abstract

One of the government's efforts to increase tourist visits is by doing digital marketing. Digital marketing is also carried out by the SUDINPAREKRAF Thousand Island to increase the number of tourists to Pari Island. Pari Island is one of the resident islands on Thousand Island. Starting from 2018 until now there has been a decline in the level of tourist visits to Pari Island caused to natural disasters. Even so, other resident islands in the Kepulauan Seribu have more tourist visits than Pari Island. In 2020, the SUDINPAREKRAF Thousand Island held technical guidance on using social media as a tool to market Pari Island. This study aims to explain the influence of social media marketing on interest in visiting Pari Island, Thousand Island. This study uses a quantitative approach through a verification method based on probability sampling of the population. The number of respondents in this study was 150 who were obtained through an online questionnaire and were taken according to the target market of the SUDINPAREKRAF Thousand Island. The data obtained were processed using SPSS, interval successive method (MSI), descriptive statistical analysis, and simple regression. The results of this study indicate that social media marketing has a significant effect on interest in visiting Pari Island, Thousand Island.

Keywords: Digital Marketing; Social Media Marketing; Tourist Visit Intention

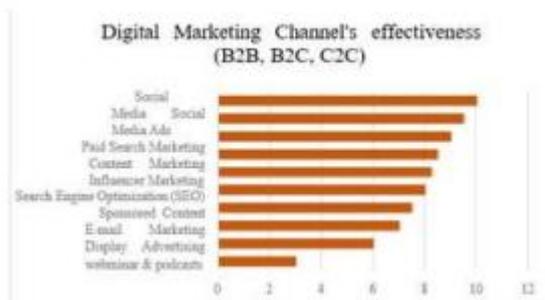
A. INTRODUCTION

From a variety of priority programs to increase the number of tourists in Indonesia, using digital media has become one of the mainstays of the Ministry of Tourism and Economy Creative in the government's efforts to adapt changing market conditions, namely in the form of Promotion of Digital Marketing that according to Ridwan Sanjaya & Josua Tarigan on 2009 was a "marketing activity" wherein branding using various web-based media such as websites, e-mail, AdWords, blogs, or social networks. The development of digital marketing in Indonesia is quite promising. This is evident from a large number of internet users in Indonesia. Based on the report from the Secretary-General of APJII Internet users in 2020 are estimated as many as 196.7 million users in Indonesia. (Sanjaya & Tarigan, 2009)

In 2017, GetCRAFT conducted research regarding the development of the digital world and content marketing in Indonesia quoted from coverage6.com. This research reveals that most companies, as well as personal businesses, admitted that social media (both paid or not paid) is one of the most effective digital marketing channels or media to market a product. Media marketing that is often used by companies and influences buying decisions at this time is social media.

*)Sumaryadi

Figure 1.



Source: liputan6.com (2017)

According to Drury (in Zilfania & Lubis, 2014), online media has often been used in marketing, public correspondence, workplace, or offices that manage consumers or stakeholders. Online marketing is one of the promotional methods used by business people to be important for a company organization with individuals via the web. Media online promotion must be used by actors travel industry by people's lifestyles today that cannot be separated from gadgets. This can be seen from Asmita & Kurniawan (2020) stated that the factors based on marketing social media have a positive influence on buying interest. This is caused by consumers who are happy with social convenience fast-paced and instant media in obtaining information.

Gunelius (2011) suggests that "variables" of social media marketing have four elements namely content creation, content sharing, connecting, and community building. Currently, social media marketing in the form of Facebook, Instagram, Twitter, and other social media has become a marketing medium that is most often used by tourism industry players to disseminate information, especially to increase tourist visits, facilitate information flow, and product sales. (Tuten, 2008) states social media marketing as a strategy is a best and most effective way to build a brand and increase visitors and sales. Consumers/tourists who move to various types of social media more often seek information and make purchasing decisions (Lempert et al, 2006). The use of social media marketing is also carried out by SUDINPAREKRAF (Suku Dinas Pariwisata dan Ekonomi Kreatif) Thousand Island to increase the interest of visiting tourists

Interest in visiting is the act of choosing or deciding what tourists do to visit a tourist attraction based on experience travel (Kotler & Keller, 2014). At the end of 2018, there was a Tsunami in Anyer Beach which has an impact on lowering levels of tourist visits to Pari Island. Based on data from the Thousand Island SUDINPAREKRAF, the number of visits in 2019 was 548,083 tourists (as of December 30, 2019) while in 2018 as many as 800,390 tourists. To increase tourist visits, the Thousand Island SUDINPAREKRAF does promotions. On February 18, 2020, the Thousand Island SUDINPAREKRAF does technical guidance involving dozens of students in the Thousand Island to teach to use social media to promote the regional tourism sector, one of which is Pari Island. However, the decrease in the visit rate of tourists to Pari Island is also decreasing in 2020 due to the COVID-19 pandemic and also the existence of government regulations that limit the number of visits to Pari Island.

Pari Island is a populated island located in the District of the South Thousand Islands, Thousand Islands Regency, Jakarta. Part Most of the population on Pari Island relies on tourism as the main source of income (Carina, 2018). In 2020, visit Tourism to Pari Island amounted to 40,554

tourists. This amount is less compared to false a resident island located on the Thousand Islands Also, namely Untung Jawa Island which has a total of 76,670 tourist visits in the year 2020. Therefore, researchers are interested in finding out whether the use of social media marketing affects tourist interest visits. It is hoped that this research will be able to provide benefits to management agencies Pari Island tourism destination as a source of information or input to make strategy Marketing of Thousand Islands tourist destinations through social media to increase the number of visits tourism. Especially with the fact that effective and efficient management of promotional efforts is still a shortcoming that hinders the development of marine tourism in Indonesia (Sutono et al., 2018).

Based on the background of the problem, Researchers focus on the problem by looking at the influence of social media on the desire of returning tourists. Therefore, there are research questions in this study are as follows:

1. How is social media marketing? has been done by SUDINPAREKRAF Thousand Islands?
2. How are you interested in visiting the Pari Island?
3. To what extent is the influence of social media marketing on visiting interest tourists to Pari Island?

B. RESEARCH METHOD

Research Design

The research method used in this research is a verification method with a quantitative approach. According to (Kasiram, 2008), quantitative research methods are research activities to gain knowledge or facts and conclusions using numerical data as the initial foundation for analyzing the will be known and understood later. "Method quantitative research according to the philosophy of positivism, used to examine the population or sample certain, the sampling technique is generally done randomly, data collection using research instrument, data analysis is quantitative/statistical which aims to test the established hypothesis" (Sugiyono, 2014). Meanwhile, according to Sugiyono, the method verification is a method that aims to know the correlation of each independent variable as well as the dependent which is then tested using hypothesis analysis. (Sugiyono, 2014)

Research Object

This research is located on Pari Island. The reason is Pari Island is one of the islands recommended by SUDINPAREKRAF Thousand Islands and also researchers easily access the required data.

Population and Sample

According to (Creswell, 2008), the population has characteristics that are the same as or relative to certain groups that are large and have the unit of sample to be studied which consists of various individuals. The population used in This research is the individual who is the target the market of the Thousand Islands SUDINPAREKRAF, that is:

- a. Respondents aged from 16 to 55 years.

- b. Respondents who actively use media social media (Instagram, Facebook, Twitter, and Youtube).
- c. Respondents who have an interest in visiting Pari Island.

A sample is a group of participants in the study selected from the target population from which the researcher generalizes to the target population (Creswell, 2008). The criteria for selecting the sample is the target market of SUDINPAREKRAF Thousand Islands alone and also considered able to answer research questionnaires well so that it can help researchers obtain data quality ones. In addition, the ideal respondent size and representative should be 100 or more large (Sarwono, 2012). Therefore, researchers took 150 respondents because that number was in the middle and considered enough to represent the population to be studied.

C. RESULTS AND ANALYSIS

Pari Island Overview

The geographical location of Pari Island is located at the point coordinates 050 50' South Latitude to 050 52' South Latitude and 1060 34' East to 1060 38' East. Pari Island is one of the islands in the Thousand Islands which is located in the Java Sea, to the north of DKI Jakarta and Tangerang. Sourced on DKI Jakarta Provincial Regulation Number 4 2001 concerning the establishment of the District North Thousand Islands and District South Thousand Islands, District Thousand Islands Administration, Pari Island counted into Pari Island Village, South Thousand Islands District. Ward Pari Island is a group of islands and waters sea with 12 islands scattered in the waters of the sea and also Pari Island itself. Following the Regional Regulation of DKI Jakarta Province Number 1 of 2012 concerning Spatial Planning Region 2030, two islands are designated as residential areas in Pari Island. Village is Lancang Besar Island and Pari Island alone. Pari Island Village consists of 4 Pillars Residents (RW) and 14 Rukun Neighbors (RT), there are Also RW 04 is located on Pari Island.

Pari Island itself is a group of islands that is above coral reefs and other small islands, namely Pulau Burung, Pulau Rat, Pulau Tengah, and Pulau Kongsu. Pari Island has a variety of tourist attractions, namely the beach Virgin Sand, Crackle Beach, Bintang Beach, Bukit Matahari Pier, and Mangrove Forest. Pari Island's beautiful natural potential has three complete tropical ecosystems like a forest mangrove, seagrass beds, and coral reefs including biodiversity other. Pari Island has the great potential to make it marine tourism.

Maritime tourism on Pari Island shows that this area has the potential to carry out marine tourism activities. As already mentioned, Pari Island has several tourist attractions such as Sand Beach Virgin and Star Beach if you want To enter this beach, tourists are required to pay five thousand rupiahs. Then, there's also Kresek Beach, Bukit Matahari Pier, and Forest Mangroves. Tourists can swim at the beach of Virgin Sands, Bintang Beach, and Kresek Beach. At Virgin Sand Beach there is a gazebo for tourists who want to relax either on the edge of the beach or in the middle of the beach. Apart from the gazebo, there is also a swing for adult tourists as well as small children who want to play on the middle beach. For tourists who want to camp on the beach, the manager provides equipment tents, and land designated for camping. Not far from Virgin Sand Beach, there is a Mangrove Forest. Tourists will be offered to walk around through the Mangrove

Forest with a time duration of about thirty minutes. Tourists can also see starfish at Bintang Beach. Various starfish are still often seen on the beach Star. On the edge of Bintang Beach, some swings can be used by tourists' adults, and small children who want to play or take pictures. On Star Island, tourists can also camp and rent camping equipment with a manager. To see sunrise or sunset on Pari Island, no need to look for the spot repeatedly. This is because Pari Island has Bukit Matahari Pier which is which is a tourist point to see the sunrise as well as sunsets. If tourists want to snorkel, Pari Island is famous for its beautiful coral reefs beautiful and awake. Managers have also provided snorkeling equipment and boats for headed to the snorkel point for rent.

Tourists can also enjoy water sports like a banana boat with a duration of fifteen-minute. However, so as not to cause any damage or a decrease in the quality of tourism that owned by Pari Island's maximum number of visitors that can be accommodated to do tourism snorkeling is 2,787 people/day, 2,572 people/day for beach tourism, and 504 people/day for tourism mangroves. Even though Pari Island is not a big Island, however, the facilities on this island can say to be complete. Pari Island has a homestay that can accommodate 10-15 people. Managers also rent bicycles for tourists who want to around Pari Island.

Around Virgin Sand Beach, Beach Stars, as well as along the roads on Pari Island, there is a cafe or restaurant for tourists who want to taste culinary on Pari Island. Toiletcommon can also be found throughout the attraction tours and managers always maintain the cleanliness of the public toilet. On Pari Island there are also prayer rooms and health centers that can be reached at a distance of approximately 1-2 km. For tourists who need an ATM to withdraw money, Pari Island does not provide ATM. Will be better if tourists take money first before crossing to Pari Island. Then, like other tourist destinations, Pari Island also provides souvenir shops or gift shops. At the gift shop, it sells various kinds of clothes, pants, and handicrafts from shells, to fish crackers, candied seaweed, and pickled squid. Accessibility to Pari Island is classified as easy. Tourists can choose to cross by speed boat or regular boat. If tourists want to use a speed boat, tourists can go to Marina Ancol Pier and buy a ticket IDR 250,000 – IDR 300,000 for one way.

By using a speed boat, tourists can cover the distance to Pari Island at approximately 1 o'clock. If tourists choose to use boats normally, tourists can head to the Pier Kaliadem by buying a ticket for IDR 50,000 for one way. Ordinary ships can travel it takes about 1.5 hours to get to Pari Island.

Data Analysis

a. Partial Test (T-Test)

Table 1. T-Test

Variabel	T hitung	T tabel	Sig.
Content creation	2.641	1.976	.009
Content sharing	0.601	1.976	.548
Connecting	2.496	1.976	.014
Community building	3.350	1.976	.001

Source: Research Process, 2021

Based on the table, it is known that ttable is 1.976 with a significance level of 0.05. Then, can it is known that the sub-variable which has tcount > t table, namely content creation,

connecting, and community building which can be interpreted that content creation, connecting, and community building has a partial influence on interest in visiting Pari Island. While sub content sharing variable has $t_{count} < t_{table}$ which can be interpreted that content sharing is not have a partial influence on interest visit Pari Island.

b. Simultaneous Test (F Test)

Table 2. F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	2927.683	4	731.921	40.830	.000 ^a
	Residual	2599.282	145	17.926		
	Total	5526.965	149			

Source: Research Process, 2021

Based on the results of the simultaneous test (f test) above, it can be seen that the value of f_{count} is $40,830 > f_{table} 2.43$ with a significant value of $0.00 < 0.05$ which means that it has an effect significant. Based on the results of the analysis can concluded that the sub-variable of social media marketing has a simultaneous effect on interest in visiting (Y) Pari Island.

c. Determinant Coefficient Test (R)

Table 3. R-Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728 ^a	.530	.517	4.23392

Source: Research Process, 2021

Based on the table above, it can be seen that R value of 0.728 which can be concluded that the variables of social media marketing and interest visiting has a very strong correlation. Could seen from the output obtained coefficient determination (R square) of 0.530 which shows that the value of the coefficient of determination is included in the strong correlation.

Furthermore, the variable of visiting interest is 53.0% can be explained by social media variables marketing. Or it can be said that the variable social media marketing contributes 53.0% influence on interest visit. While the remaining 47.0% is a contribution of influence on visiting interest from other variables outside this research

Discussion

a. Social Media Marketing In Pari Island

Table 4. Statistics of Tourists Questionnaire

	Statistics				
	X1	X2	X3	X4	Y
Mean	3,36	3,25	3,63	3,52	3,52
Std. Deviation	0,931	0,930	0,938	0,936	1,934
Minimum	1,00	1,00	1,00	1,00	1,00
Maximum	4,73	4,53	4,96	4,82	7,18

Source: Research Process, 2021

After looking at the descriptive table above, the researcher compares the range table Neuman's interval scale (2014) as follows.

Table 5. Interval Scale

Batas Kelas	
1,00 < X < 1,80	Sangat Rendah
1,81 < X < 2,60	Rendah
2,61 < X < 3,40	Sedang
3,41 < X < 4,20	Tinggi
4,21 < X < 5,00	Sangat Tinggi

Source: Neuman, 2014

Based on descriptive table and range table the interval scale above shows that the value of mean of content creation sub-variable (X1) is 3.36 which means that X1 has medium range. In addition, the mean of the content sharing sub-variable (X2) is 3.25 and included in the medium-scale range. Then, the mean owned by the sub-variable connecting (X3) and community building (X4) has a high scale range with a value of X3 of 3.63 and X4 of 3.52. On variable interest in visiting (Y) the result is 3.52 which falls into the high category.

Social media marketing conducted by The Thousand Islands SUDINPAREKRAF has just started carried out regularly in 2020. However, marketing through social media already effective. This can be proven by look at the descriptive analysis which states that respondents' interest is already high to visit Pari Island due to social media marketing done by SUDINPAREKRAF Thousand Islands. However, due to the media social media used by SUDINPAREKRAF Thousand Islands not only uploads content about Pari Island, then, interest in visiting Pari Island is still unstable. This is proven with fewer visits than Which is the island of Untung Jawa which is wrong? one resident island is also located in Thousand Islands

a. Interested in visiting Pari Island

Based on the descriptive table that has been done, it can be said that the respondents have a high desire for visit Pari Island which is affected by factors from social media marketing, namely: content creation, content sharing, connecting, and community building. This is evidenced by the range of the scale obtained from the variable of interest visiting (Y) of 3.52 which is included in high category. Respondents have an interest in visited Pari Island

because of the content tours about Pari Island provided by a social media account manager Thousand Islands SUDINPAREKRAF can attention-grabbing, trustworthiness, and cost that must be issued is still affordable. Pari Island also has many tourist attractions and SUDINPAREKRAF social media account manager Thousand Islands can make respondents make better decisions before visit Pari Island because you can communicate well. After seeing content about Pari Island on social accounts Thousand Islands SUDINPAREKRAF, respondents looking for more information about the Pari Island. Respondents are also easier to decide will visit any destination that will be visited while on Pari Island. Then from Therefore, respondents have an interest in visiting Pari Island compared to other islands in Thousand Islands.

b. Effect of Social Media Marketing Against Tourist Visiting Interests Pari Island

Based on the calculated f value that researchers have do the result that the value of f count $> f_{table}$ is $40,830 > 2,43$ which shows that the mean value of the sample population has significant results. Can be seen that the significant value is 0.000 which is smaller than 0.05 and can be said to have a significant influence. Even though from the fourth sub-variable of social media marketing (content creation, content sharing, connecting, and community building), there is one sub-variable namely content sharing that does not have significant influence. However, that thing shows that the social media variable marketing simultaneously has a significant effect on the variable of visiting interest.

It can also be seen from the R-Square which has a value of 0.530. From that value, it can be concluded that the R-Square was found to be included in the strong category according to the classification of correlation coefficients according to (Ghozali, 2016). It can be said that the variable social media marketing contributes to influencing interest in visiting the island Pari by 53%. While the other 47% is a contribution from other factors outside research that researchers do.

It can be said that this research is in line with the theory of (Gunelius, 2011) which said that social media marketing can influence buying or visiting interest. Social media-based marketing activities has a positive impact on buying interest. Social media marketing has an impact significant to be considered in determining the purchase.

D. CONCLUSION

Conclusion

Based on the results of research that have carried out and the discussions that have been described author of "The Influence of Social Media Marketing on Interest in Visiting the Pari Island, Thousand Islands", then the author is interesting in the following conclusions: Social media marketing conducted by SUDINPAREKRAF social media manager The Thousand Islands has managed to attract interest visiting tourists to Pari Island. However, the use of social media SUDINPAREKRAF The Thousand Islands has not been maximally marketed tourist attraction on Pari Island. This is because SUDINPAREKRAF's social media not only upload only Pari Island content but all the islands in the Thousand Islands. Travelers have shown interest in visiting high

to Pari Island which has been considered from transactional interest, interest preferential, and exploratory interests.

Travelers have a sense of trust in social media accounts SUDINPAREKRAF Thousand Islands which upload content about Pari Island. There is an influence between content creation, connecting, and community building on the account Thousand Islands SUDINPAREKRAF social media on interest in visiting Pari Island.

While on content sharing social media accounts Thousand Islands SUDINPAREKRAF not there is an influence on interest in visiting Pari Island. However, the influence between social media SUDINPAREKRAF social media accounts marketing Thousand Islands on interest in visiting Pari Island has a positive influence.

Suggestion

SUDINPAREKRAF social media manager Thousand Islands created a new social media account for all islands in the Thousand Islands to make it easier to monitor ongoing marketing walking on different islands. For example, make a separate Instagram account for Pari Island and other islands. Managers can also improve social media marketing by making efforts effective digital marketing strategies such as using flywheel marketing on media accounts social media and conducting marketing campaigns interesting digital to increase interest in visits to Pari Island.

SUDINPAREKRAF social media manager Thousand Islands can make it easier for tourists who want to give opinions on media accounts social, making it easier for tourists to interact through the direct message feature on social media accounts, and respond to inquiries and complaints by good. For example, if there are tourists who complain about their trip or regarding the facilities available at Pari Island can be handled well by giving a way out of the complaint so that it can establish a good relationship with tourists. Managers can also make it easier for tourists to exchange opinions or interact with other travelers and provide support and collaboration with the community. For example, the manager cooperates with the traveling community to hold an open trip to Pari Island.

SUDINPAREKRAF social media manager Thousand Islands can create content about Pari Island that is interesting and varied and keep tourist's trust with the content Pari Island has been provided. For example, make content about things to do on Pari Island or create content with held a challenge that was held on Pari Island, and tourists become participants. And also managers can make it easier for tourists to access the information provided on the account social media and clarify the caption of the content Pari Island uploaded. For example, share the latest information about Pari Island around the world on social media and use advertising media paid on social media like Instagram Ads

REFERENCES

Book

Creswell, J. W. (2008). *Educational Research* (4th ed.). Pearson Education.

Ghozali, I. (2016). *Aplikasi Analisis Multivariete dengan Program IBM SPSS 23* (8th ed.). Badan Penerbit Universitas Diponegoro.

- Gunelius, S. (2011). *30-Minute Social Media Marketing*. McGraw-Hill Companies.
- Kasiram, M. (2008). *Metode Penelitian Kuantitatif-Kualitatif*. UIN Malang Press.
- Kotler, P., & Keller, K. L. (2014). *Manajemen Pemasaran (13th Edition)*. Erlangga.
- Sanjaya, R., & Tarigan, J. (2009). *Creative Digital Marketing*. PT Elex Media Komputindo.
- Sarwono, J. (2012). *Metode Riset Skripsi Pendekatan Kuantitatif Menggunakan Prosedur SPSS (1st ed.)*. PT Elex Media Komputindo.
- Sugiyono. (2014). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta.
- Tuten, T. (2008). *Advertising 2.0 Social Media Marketing in a Web 2.0 World*. Praeger.

Journal

- Iblasi, W. N., M.K.Bader, D. D., & Al-Qurini, S. A. (2016). The Impact of Social Media as a Marketing Tool on Purchasing Decisions. *International Journal of Managerial Studies and Research*, 4. DOI:[10.20431/2349-0349.0401002](https://doi.org/10.20431/2349-0349.0401002)
- Lempert et al. (2006). A General, Analytic Method for Generating Robust Strategies and Narrative Scenarios Management Science. INFORM.
- Sutono, A., Briandana, R., Doktoralina, C.M., Rekart, E., & Dwityas, N.A. (2018). Exploration of Marine Tourism in North Sumatra: An Analysis of Promoting Tourism. *Journal of Social Studies Education Research*. 9. 185-197. DOI:[10.17499/JSSER.21792](https://doi.org/10.17499/JSSER.21792)
- Zilfania, V.R., Lubis, E.E. (2014). Pengaruh Social Media Marketing Twitter Terhadap Terbentuknya Brand Image Restoran Burger Burger Gaboh Pekanbaru. *JOM FISIP*. 3(1). Pp 15

Website

- Carina, J. (2018). *Pengelolaan Wisata Berbasis Masyarakat di Pulau Pari*.
<https://travel.kompas.com/read/2018/05/11/081200227/pengelolaan-wisata-berbasis-masyarakat-di-pulau-pari?page=all>