

THE INFLUENCE OF TIKTOK SOCIAL MEDIA ON DOMESTIC TOURISTS' VISITING INTEREST TO LABUAN BAJO

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Abstract

Social media plays a role in helping tourists get a voice or direction in a tourism community in this case, being able to take away the power of a company that initially could control what they want to write in the mass media, now tourists or consumers can explain their experiences with being free on social media. As a social media that is in great demand, Tiktok provides a lot of content about tourist destinations, namely Labuan Bajo. This study aims to determine the effect of social media Tiktok on the interest of domestic tourists visiting Labuan Bajo. Quantitative is the choice of this study using accidental sampling technique with a total of 125 respondents. The data analysis technique used is the Simple Linear Regression Test. Based on the tests, the result of this research is the social media tiktok has a positive influence on tourist interest in the "quite influential" category.

Keywords: Tiktok, Visiting Interest, Labuan Bajo

Introduction

The rapid advancement of information and communication technology (ICT) has made technological media more sophisticated with its use for human civilization towards an information society (bdkjakarta.kemenag.go.id, 2020). In the business world, information technology is very important for companies in meeting customer needs and offering conveniences such as better interaction and accessibility to organizations and companies (Ananda & Dirgahayu, 2021).

The number of internet users in Indonesia continues to increase, there are 210.03 million domestic internet users in the 2021-2022 period (apjii.or.id, 2022). The rapid growth of the internet accompanied by the rapid development of social media makes users more flexible in surfing the internet (ekrut.com, 2022). Social media has changed the power relationship between tourist service providers and tourists (Mehraliyev et al., 2021). This also has an impact on destinations and even the tourism industry (Usui et al., 2018). Social media has a role to play in helping travelers gain a voice or direction in a "tourism community" in this case, usurping the "power" of a company that was originally able to control what they want to write about in the mass media (marketing), now grappling with a situation where tourists or consumers can explain or tell about their experiences freely on social media (Dwivedi et al., 2007). One of the most popular social media online platforms is Tiktok which has the second highest spent time after Youtube with an average of 19.6 hours per month (wearesocial.com, 2023).

Based on the results of data through dataindonesia.id that Indonesia is in second place with the largest number of active Tiktok users in the world which is recorded at 99.1 million people with Tiktok users in Indonesia spending an average of 23.1 hours per month on Tiktok (dataindonesia.id, 2022). For usher, the advantage for Tiktok users is that they can create any content and can enter the FYP (For Your Page). Tiktok also has features such as Like, comment, and share with the aim of knowing the engagement on the content created. One of the efforts made by the Ministry of Tourism regarding this trend is by collaborating with Tiktok called Tiktok Travel x Wonderfull Indonesia which aims to grow the tourism sector because Indonesia has a diversity of cultures, nature and culinary that can be enjoyed by the community (Kompasiana, 2021).

One of the Super Priority tourist destinations that already has a lot of content on the Tiktok application is Labuan Bajo. Labuan Bajo with its various charms and uniqueness that has the oldest ancient reptile species in the world, the beauty of its small islands, and its natural beauty make it a tourist destination that is very crowded with domestic and foreign tourists. What's more, this destination entered the list of the New Seven Wonders of the World (2012). In 2020, Komodo Island was promoted in Dubai in the "Nation with Wonders at Expo 2020" in an effort to increase the existence of Labuan Bajo Super Priority Destination to grow the creative economy ecosystem (travel.tempo.co, 2022). With the increasing existence of the Tiktok application among the public, tourists visiting Labuan Bajo indirectly help promote Labuan Bajo through short video content of 15-60 seconds uploaded through Tiktok accounts by tourists. This tourist behavior shows that TikTok provides opportunities for tourism actors.

In creating this content will certainly attract tourist visits to Labuan Bajo, where tourists who have visited Labuan Bajo promote it using hashtags (#) such as #labuanbajo and also Labuan Bajo content is easily found through the search feature. The large number of people using the hashtag (#) Labuan Bajo (#labuanbajo) amounted to around 609.8 million impressions and for (#) Labuan Bajo Indonesia (#labuanbajoindonesia) reached 42.4 million impressions. Based on the interrelated relationship between service providers and tourists through social media, supported by high opportunities for tourism sector development, especially promotion through social media platforms such as Tiktok social media, it is a great opportunity for tourist destinations, especially Labuan Bajo to attract tourists to visit, such as creating content and sharing the content freely.

Judging from the increasing number of internet users in 2021-2022, which also has an impact on the increasing use of social media. The author is interested in researching one of TikTok's social media that is experiencing a rapid increase in the year from 2020 to the present, where TikTok is the number one application with the highest downloader rate and ranks sixth as the most active users in the World. Based on this, the author raised a research entitled "The Influence of Tiktok Social Media on the Interest of Visiting Archipelago Tourists to Labuan Bajo".

Literature Review

Tourism

Law of the Republic of Indonesia Number 10 of 2009 defines tourism as a variety of tourism activities supported by various facilities and services provided by the community, entrepreneurs, Government and Local Government. Tourism is one of the sectors that is classified as dominant in Indonesia in terms of contributing to the country's foreign exchange. This is supported by optimal cooperation between the main tourism stakeholders including the community, entrepreneurs and the government in managing tourism products in tourist destinations. (Pitana and Gayatri in Simanjorang, 2020). There are 4 (four) components that must be owned by each tourist destination which is then called the tourism component according to Cooper, et al (in Utomo and Prasetyo, 2018) including attraction (attraction) the availability of attractive attractions such as attractive natural scenery, the uniqueness of regional culture, as well as performing arts, accessibility (accessibility) the availability of transportation facilities to tourist destinations such as terminals, stations, and so on, amenity (amenity) the availability of tourism facilities in tourist destinations such as accommodation, restaurants, travel agents, and information centers, ancillary (manager) availability of management agencies or tourism organizations as tourism service providers such as destination management organizations (DMO) and conventional bureaus and visitors.

Tourist

Etymologically, tourists are rooted in the word tourism which means travel and the word wan which means people (Suwena and Widyatmaja, 2017). Suwena and Widyatmaja (2017) mentioned several restrictions on someone who is said to be a tourist, including those who travel more than 24 hours. Travel is done temporarily, not to settle down and people who travel do not make a living in tourist destinations. Based on the scope of travel, tourists are divided into 2 (two), namely foreign tourists and domestic tourists.

Cohen (in Suwena and Widyatmaja 2017) mentioned the classification of tourists according to the level of familiarization of tourist destinations, as well as the level of organizing tourist trips into 4 (four), namely Drifters, Explorers, Individual mass tourists, and Organized mass tourists.

In addition to several tourist typologies, Adhyatma (in Suwena 2017) suggests that there are several tourist / tourism demand that affect tourist travel including :

1. Family, travelers travelling with the whole family
2. Hedonistic, tourists who want to gain freedom and hedonism in tourist destinations that they cannot get in their home country
3. Backpackers, tourists who travel with limited funds.
4. Visiting Friends and Relation, tourists who travel with the aim of visiting friends or relatives.
5. Excursionist, tourists who visit a place in less than 24 hours.
6. Educational Tourist, tourists who travel for educational purposes.
7. Religious Tourist, tourists who make sacred trips to places related to the beliefs adhered to.

8. Snowbird, a tourist who travels to escape winter in his country.
9. Ethnic Minority, tourists who travel to historical places or are associated with a certain ethnicity.
10. Religious Tourist, wisatawan yang melakukan perjalanan suci ke tempat-tempat yang berhubungan dengan keyakinan yang dianut.
11. Disable Tourist, physically privileged travelers Social Tourist, tourists who travel not for vacation, but look for sponsors in a country.
12. Short Break Market, tourists who visit an area in a relatively short period of time range from 1 (one) to 3 (three days).

Social Media and Tiktok

1. Social Media

Social media is a digital-based media (online) that uses the internet in interacting, participating, and sharing content by its users (Dewa and Safitri, 2021). Initially, social media was used as a forum to share information and interact with fellow users with the aim of making new friends (Nifita and Arisontha, 2018). Social Media as a forum for information providers has a role in becoming a marketing tool because it has the capability to reach a wide audience, be able to share information and break geographical boundaries (Moriansyah, 2015).

Social media is known as a collection of several new types of digital media. Over time, social media began to be used as one of the media in seeking marketing. This is because there is a good relationship between producers and consumers regarding information and communication through social media (Dewa and Safitri, 2021). Mayfield (2008) states that social media have almost the same characteristics between each other, namely Participation, Openness, Conversation, Community and Connectedness.

2. Tiktok

Some social media platforms used by millions of people in Indonesia include Facebook, Instagram, Twitter, Youtube, Blogs, and so on (Moriansyah, 2015). Tiktok is a form of digital media that provides videos with a duration that is not so long with the aim of inspiring, building creativity, and providing entertainment for its users (Wijaya and Utami, 2021). Based on Mobile Insight Analyst, during the July 2020 period, Indonesia became the country with the second highest number of Tiktok application downloads after the United States reaching 8.5%. There are several indicators that affect the algorithm in the Tiktok application including hashtags, comments, and shares (Sawitri and Chusumastuti, 2021, and Wibisono and Andarini, 2022). Social media can be a benchmark for tourists' curiosity before visiting tourists (Nasyifa and Suyono, 2022).

Visiting Interest

Visiting Interest is defined as a decision related to personal attitudes. Interest is a driving force that causes someone to pay attention to an object (Widagdyo, 2017). A person's interests and attitudes are the basis of prejudice in making a decision (Susanto and Astutik, 2020).

The concept of visiting interest is analogous to the concept of buying interest so that in the end it forms a perception of visiting interest so that it is

measured by the same indicator (Adinda, 2019). Interest in visiting is defined as a reaction from consumers who want to visit an object. According to Ferdinand (Effendy, 2013), visiting interest which is equated with buying interest can be measured through several indicators including:

a. Transaction Interest

Transaction interest is defined as a person's desire to make a purchase transaction for a product offered.

b. Referential Interests

Referential Interest is defined as a person's tendency to give references to others to a product offered.

c. Preferential Interests

Preferential interest is a person's tendency to choose a product after going through several comparisons with similar products.

d. Exploratory Interest

Exploratory Interest is a picture of the desire of someone who always wants to find more information related to the product he is interested in.

Research Methodology

This research was conducted in Labuan Bajo, Komodo District, West Manggarai Regency, East Nusa Tenggara, Indonesia, namely in several tourist attractions such as Padar Island, Komodo Island, Rinca Island, Pink Beach and Batu Cermin Cave. Research data comes from primary data through field observations and secondary data in the form of previous research, related journals, information obtained via the internet and other data that supports the completeness of the primary data. The sample in this study used accidental sampling, namely by taking samples by chance from visitors visiting the Labuan Bajo Destination, and using the Malhotra (2006) method which was distributed directly in the field and online so as to obtain 125 respondents. Questionnaires were distributed during March 2023.

Data collection techniques used are questionnaires, literature studies, documentation and observation. The variables used in this study were TikTok Social Media (X) and Visiting Interest Variable (Y). The research data were analyzed using simple linear regression analysis techniques. Previously, a classic assumption test will be carried out to ensure the test results are not biased and a hypothesis test will be carried out to find out how the influence of the independent variable X (TikTok Social Media) and the dependent variable Y (Visiting Interest). This research uses the concept of Tiktok Social Media by Mayfield (2008) which consists of participation, openness, conversation, community, and connectedness as well as the concept of Visiting Interest by Effendy (2013) which consists of transaction interest, referential interest, preferential interest, and exploratory interest.

Results and Discussion

Respondent Characteristics

Questionnaires were distributed online and offline to 125 respondents. Most of the respondents were aged between 18-35 years with a percentage of 112 people (89.7%). Based on this, tourists who visit Labuan Bajo are domiciled by a relatively young age. This is in accordance with the image of Labuan Bajo, namely a conservation area so that tourists who come are young people who have an interest in adventure tourism. As many as 66.7% of the respondents live in Bali and 33.3% outside Bali. Labuan Bajo is a super priority tourist destination so that many tourists want to visit it immediately. Tourists coming from Bali also take advantage of the opportunity to visit Labuan Bajo before the price increases in Labuan Bajo. By profession, most of the respondents were students with a percentage of 92 people (74%), followed by private employees with 17 people (13.5%). The survey results show that respondents' visits to Labuan Bajo varied. As many as 117 people (93.6%) had visited once, only 8 people (6.4%) visited more than once.

Validity Test

The results of the validity test conducted using SPSS version 25, showed that the validity test on the variables Tiktok Social Media (X) and Tourist Visiting Interest (Y) resulted in $r_{\text{calculate}} > r_{\text{table}}$, so it can be concluded that overall the data was declared valid because the correlation value > 0.176 .

Reliability Test

Based on reliability tests, Cronbach's Alpha value from Tiktok Social Media (X) is 0.923 and Visiting Interest (Y) is 0.930. Cronbach's Alpha value at each > 0.60 so that it can be concluded that the data obtained is reliable. Thus the respondents in the questionnaire can be trusted or relied upon.

Classical Assumption Test

In the normality test, the data is normally distributed with a significance value of 0.058 or 5.8% > 0.05 . The results of the multicollinearity test of the influence of social media (independent variable) on visiting interest (dependent variable) did not occur multicollinearity of values (VIF Tiktok = 1 where the value is smaller than < 10.00). The heteroscedasticity test showed no symptoms of heteroscedasticity with a result of 0.406 above the standard value of significance of 0.05. Likewise with the autocorrelation test which shows there are no cases of autocorrelation in the data to be used in this study.

Simple Linear Regression

Based on the Simple Linear Test results, the calculated F value is 122.735 and the significance value is 0.000. the significance value is less than 0.05 so it states that the Tiktok Social Media variable (X) has an effect on Tourist Visit Interest (Y). Based on Table (), the result of the constant coefficient is 12.854 and the result of the Tiktok Social Media variable coefficient (X) is 0.668. Therefore, a linear equation can be made as follows.

$$Y = a + bX$$

$$Y = 12,854 + 0,668X$$

Based on this equation, the Tiktok Social Media regression coefficient (X) has a positive sign (0.668) which implies that TikTok social media is in line with the Visit Interest variable (Y). In other words, the Tiktok Social Media variable (X) positively influences Tourist Visit Interest (Y).

T-Test

The significance value of tiktok social media is 0.000. From the results of these calculations, it is known that the calculated t value is 11.079 > t table is 1.97944 and the sig value of 0.000 is less than 0.05. This means that H0 is rejected and H1 is accepted. It can be concluded that Tiktok Social Media affects the Interest of Visiting Tourists in Labuan Bajo.

F-Test

The significance value of tiktok social media is 0.000. It was also found that the t-count result was 11.079. T Test Results It is associated with the proposed hypothesis, namely:

H0: There is an influence of Tiktok Social Media on Tourists' Visiting Interest in Labuan Bajo

H1: There is no influence between Tiktok Social Media on Tourists' Visiting Interest in Labuan Bajo

As for the criteria for the acceptance of the hypothesis:

- If t counts > t table and sig < 0.05, then H0 is rejected and H1 is accepted.
- If t counts < t table and sig > 0.05, then H0 is accepted and H1 is rejected.
- Real degree = 5%, degrees of freedom (df)=n-2 =125-2 =123 i.e. 1.97944 (t table)

From the results of these calculations, it is known that the calculated t value is 11.079 > t table is 1.97944 and the sig value of 0.000 is less than 0.05. This means that H0 is rejected and H1 is accepted. Based on the hypothesis, it is stated that H0 means there is no influence of Tiktok Social Media on Tourist Visiting Interest in Labuan Bajo and H1 means there is an influence between Tiktok Social Media on Tourist Visiting Interest in Labuan Bajo. Based on this, it can be concluded that Tiktok Social Media affects the Interest of Visiting Tourists in Labuan Bajo.

Coefficient Determination (R²)

The Coefficient of Determination is calculated by the following formula:

$$Kd = R \text{ Square} \times 100\%$$

To determine the level of influence of the tiktok variable (X) on the visiting interest variable (Y). The value of the coefficient of determination is determined by the value of R Square which will be about how much Tiktok can affect the interest of tourist visits. obtained a coefficient of determination of 0.499 which can state that the influence of the Tiktok variable has an effect of 49.9% on the variable of tourist visit interest, This figure can be categorized that Tiktok is "Quite Influential" on Tourist Visit Interest.

Tourist Perceptions of Research VariablesTable 1: Tourist Perceptions of Tiktok Social Media Variables
in Labuan Bajo

[Source: Processed Primary Data, 2023]

Indicator	Mean Score
Participation	
I found various tips and tricks shared by content creators when visiting Labuan Bajo through tiktok	4,09
I see many people participating in promoting Labuan Bajo through uploaded tiktok videos	4,24
Video posts on tiktok about Labuan Bajo really caught my attention	4,40
Openness	
People share very kind of known information on tiktok	4,23
I got insight from reading comments from Labuan Bajo tourist on Tiktok	4,02
I am feel free to upload videos about my activities in Labuan Bajo	4,20
Conversation	
Many positive comments I found about Labuan Bajo on tiktok	4,32
Tiktok can be used as a place to discuss and communicate about holidays in Labuan Bajo	4,20
Community	4,11
I can interact with other people who have interest the same through comments on tiktok	4,29
I feel free to use the social media tiktok to find information about Labuan Bajo through the hashtag feature	4,39
Connectedness	3,96
I found it easy to access content about Labuan Bajo	
I got the <i>infobooking trip</i> to Labuan Bajo via the link shared by the tiktok content creator	4,25
Tiktok makes it easy for me to connect with each other	
Score Average	4,22

Based on the results of the study, it can be explained that the average score on the Tiktok Social Media variable is 4.22 with the average results of respondents strongly agreeing with the Tiktok Social Media variable entering at intervals of 3.96-4.40. From these results, there is data with the highest score, which is 4.40 on the indicator "Video posts on Tiktok about Labuan Bajo really attract my attention" which means that video posts uploaded on Tiktok about Labuan Bajo are very attractive to tourists, so they can attract tourists to visit Labuan Bajo. So from the assessment of tourists regarding the Tiktok Social Media variable, the average tourist really agrees with these variables so that this indicates that Tiktok social media provides benefits for finding information about Labuan Bajo with various conveniences through its features so that it can attract tourists' attention about Labuan Bajo on the content uploaded on Tiktok.

Table 2: Tourist Perceptions of Visiting Interest to Labuan Bajo
[Source: Primary Data, 2023]

Indicator	Mean Score
Transaction Interest	
I have a desire to visit because of the affordable price of the tour package	3,69
I had a desire to visit because I saw a post on TikTok about Labuan Bajo	4,26
Put a "like" on a post	4,29
Save a post	4,06
Reference Interest	
Notify others of a post	4,04
Invite others to visit	4,24
I am willing to provide experience on Tiktok social media	4,07
Interests Preferences	
Making Labuan Bajo the first priority choice when on vacation	3,85
I still make Labuan Bajo as a tourist choice even though there are various choices of places to travel	3,96
Have an interest in the products offered	4,23
Exploratory Interest	
I am looking for information about activities carried out in Labuan Bajo	4,33
Ask for references from others who have visited before	4,26
Score Average	4,12

The results of the study on the Visiting Interest variable of 4.12 entered at intervals of 3.41 - 4.20 with the interpretation of the score, which means that tourists when visiting Labuan Bajo mostly use Tiktok social media to find out information on what tourist activities can be done in Labuan Bajo. The Exploratory Interest variable obtained the highest score compared to other variables, which is 4.29 with a very agreeable interpretation.

In the statement "I look for information about activities carried out in Labuan Bajo before visiting" which means that most tourists who visit Labuan Bajo seek information first. Tourists who will visit Labuan Bajo for them looking for information first before visiting tourist attractions is the most important thing because it will be very helpful for them to travel.

The Influence of Tiktok Social Media on Tourists' Visiting Interest in Labuan Bajo

Based on the results of the Simple Linear Regression Test, the significance result of $0.000 < 0.05$ states that there is an influence between Tiktok Social Media Variables on Visit Interest. The results of the Tiktok Social Media variable constant value of 0.668 and the coefficient of determination of 66.8%, stated that TikTok social media has a positive influence on tourist visiting interest. This positive regression coefficient means that if the higher the manager uses Tiktok as a promotional medium, the higher the interest in visiting tourists with an influence of 66.8%, while 33.2% is a factor that affects variable Y from other factors that are not studied.

Based on the Partial Test Results, the significance value of tiktok social media is 0.000 and the calculated t result is 11.079 with a table t value of 1.97944. Judging from the criteria for acceptance of the hypothesis, the calculated t value (11.079) > t table, and the significance value (0.000) < 0.05 means that H₀ is rejected and H₁ is accepted. That is, there is an influence between TikTok social media on the interest of visiting tourists in Labuan Bajo.

Based on the results of the Coefficient of Determination Test, the R Square value of the Tiktok Social Media variable is 0.499. Based on the coefficient of determination formula, the influence of TikTok social media variables on tourist visit interest is 49.9%. This states that TikTok social media is quite influential on the interest of tourist visits. This influence is supported by the results of questionnaire calculations with a total average score of 4.22 on the social media variable Tiktok and the interest in visiting variable of 4.12 with the resulting output, namely content regarding Labuan Bajo which attracts attention so that tourists seek information about activities carried out. in Labuan Bajo on Tiktok before visiting. Supported by the large number of tourists who upload videos about Labuan Bajo on their respective Tiktok accounts after carrying out tourism activities in Labuan Bajo as documentation as well as sharing their tourism activities in Labuan Bajo.

Conclusions

Based on the results of the study, it can be concluded that there is a significant influence between the use of Tiktok social media on the interest of visiting Nusantara tourists to Labuan Bajo Tourist Destinations, so that it can be increased through promotion on Tiktok social media, where there is evidence as follows.

1. In Simple Linear Analysis, it is known that there is an influence between the Tiktok social media variable (X) and the tourist visiting interest variable (Y) because the value of F count = 122.735 with a significance level of $0.000 < 0.05$. Tiktok Social Media Affects Interest in Visiting Labuan Bajo
2. The results of the T Test that the significance value of Tiktok Social Media (X) to Visiting Interest (Y) is $0.000 < 0.05$ and the t value is calculated 11.079 > t table 1.97944 . So it can be concluded that Tiktok Social Media (X) with Visiting Interest (Y) there is an influence between TikTok social media on the interest of visiting tourists in Labuan Bajo.

3. The result of the Coefficient of Determination Test of the R Square value of the Tiktok Social Media variable is 0.499. Based on the coefficient of determination formula, the influence of TikTok social media variables on tourist visit interest is 49.9%. This states that TikTok social media is quite influential on the interest of tourist visits.

In general, it can be concluded that the interest in visiting is positively and significantly influenced by Tiktok social media, so that the existence of content about Labuan Bajo on Tiktok affects visitors' intentions to date, so that the manager of Labuan Bajo Destination must pay great attention to marketing strategy factors, marketing, and other factors not examined in the study.

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