

THE EFFECT OF DIGITAL TOURISM ON THE INSTAGRAM PLATFORM ON INTEREST IN VISITING BATU KATAK ECOTOURISM (CASE STUDY @VISITBATUKATAK)

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Abstract

The advancement of digital media in today's period can be observed in the ease of accessing anything over the internet, and social media, such as Instagram, is one of the intermediates that plays an essential part in the tourism business. The present trend of Digital Tourism indirectly educates individuals and helps them adapt to technology advancements. Sharing information on Instagram can lead to travel intents and affect travel decisions. The goal of this study was to see if Instagram social media has any effect on interest in visiting Batu Katak Ecotourism. This sort of research employs quantitative methods, data collection strategies such as questionnaire distribution, and a sample size of 30 respondents. SPSS analytical techniques are used in data processing. According to the findings of this study, the Batu Katak Ecotourism Instagram social media has a major impact on the decision of interest in attending tours. The variable Digital Tourism Interest in Visiting has a 76.2% effect, while the remaining 23.8% is influenced by variables outside of the research.

Keywords : Digital Tourism, Promotion, An Interest in Visiting

Introduction

Langkat is one of the regencies in North Sumatra which has many unique and beautiful tourist destinations, one of which is the Batu Katak Ecotourism. Batu Katak Ecotourism, which is part of the Gunung Leuser National Park, offers views of the Bohorok River with its various natural resources. Tourists can go down the river using a rubber boat. Apart from that, there are many other attractions that can be enjoyed by tourists at destinations which are 78 kilometers from Medan City which is the capital city of North Sumatra province. Efforts made by Batu Katak Ecotourism to promote its destination are by creating an official Instagram account with the name @visit_batu_katak.



This account has *followers* as many as 553 with as many as 73 posts . The @visit_batu_katak account uploads at least one post or even more every week . Not only nature tourism is shown but also uploads activities carried out while there . Indirectly the Instagram account @visit_batu_katak helps promote the tour. Based on a search conducted by researchers on Instagram, there are 95 uploads located at Batu Katak Ecotourism and also many accounts tagging the @visit_batu_katak account in their uploads.

Therefore, the authors feel interested in conducting further research to reveal how much influence the Instagram account @visit_batu_katak has on visiting the Batu Katak Ecotourism. Interest is also called encouragement, which is something strong internal stimuli that motivate action, where the urge is influenced by the stimulus and positive feelings towards the product. The following indicators can be used to figure out interest indicators: transactional interest, referential interest, preferential interest, and explorative interest. Aspects advancement of digital technology has made it easier to edit visuals and documentary. this also affects the enthusiasm of netizens because the content produced can be even better. In addition, business actors also work with influencers or certain communities to encourage people to visit tourist attractions. By paying attention to several variables in it, namely Digital Tourism and Interest in Visiting, seeing the problems above for this research, the researcher took the research title **The Effect of Digital Tourism on the Instagram platform on visiting Interests in Batu Katak Ecotourism (case study @visit_batu_katak)**.

Literature Review

Social Media is a web-based technology container which can make it easier for users to establish communication and participate with each other, and share with each other to form networks via online (Kaplan, 2010).

According to the Association of Indonesian Internet Service Providers (APJII) in 2012, as many as 63 million Indonesians Make active use of social media. Social media is extremely beneficial to tourist actors in the tourism business. Data on the number of tourist visits in Indonesia, which is continually increasing, demonstrate social media's crucial position in the tourism business in Indonesia. According to the Ministry of Tourism and Culture, the number of tourist visits to Indonesia increased in 2019 was 16,108,000 visitors. The concept of Digital Tourism according to the Ministry of Tourism and Creative Economy is an effective strategy in promoting various destinations and Indonesian tourism potential through various platforms. Digital tourism is a recent development in the quickly expanding travel sector. Digital tourism has a huge impact on the travel industry, particularly in terms of boosting visitor interest and making it easier for travelers to acquire information.

The following are a few advantages of digital tourism for the travel industry is to Spreading awareness of tourism attractions Through social media, websites, and travel applications, digital tourism enables tourist locations to spread their reach and receive more publicity. Tourists from all over the world can quickly acquire information about tourism locations, hence extending marketing reach and make information search easier Tourists may quickly access information on tourist places, including amenities, costs, and feedback from past visitors, thanks to the internet and digital technologies.

A person's desire or interest to visit or see a specific location or event is known as their interest in visiting. This phrase is frequently used in relation to tourism and events, where the quantity of guests or participants serves as a barometer for the success of a location or an occasion.

Promotions are indicators that can influence interest in visiting. Promotions, locations, amenities, service levels, ticket costs, as well as previous perceptions or experiences of others who have attended the same venue or event, can all affect visitors' interest in going there. The managers or organizers of places or events must consider these elements in order to generate interest in going, and they must give visitors or participants a positive and fulfilling experience. Enhancing service quality, delivering precise information, and When promoting their goods or services to the target market, destinations or event organisers may often utilize a variety of promotional tools or strategies known as a "promotion mix." The interest of visitors may increase as a result of an efficient promotion mix. The promotional mix may have the following effects on visitors' interest:

1. Spread knowledge or awareness. An successful promotion strategy can raise public knowledge of the venue or event. To reach potential customers, it might be useful to employ social media, television and print commercials, as well as celebrity or influencer promotion.

2. Clearly state the advantages and worth Clarifying the value and advantages that tourists will experience when visiting the

The most suitable approach to utilize for examining the impact of digital tourism on travelers' travel intentions is Promotions Mix. The definition of promotion mix (Promotion Mix), according to Dharmmesta and Irawan (2008), is a variable that a firm uses to meet or service the demands and desires of customers/consumers. Advertising (advertising), Sales (sales), *Advertising* (direct marketing) and PR (public relations) are some of the methods included in the Promotions Mix. *Advertising* (Advertising) Kotler, Philip, and Armstrong (2011: 97) define sponsorship as "any form of non-personal presentation and promotion of ideas, goods, or services by a specific sponsor that requires payment.", *Sales* (Sales) According to Mulyadi in (Musa, 2016) states that *Sales* (Sales) is an activity consisting of sales transactions of goods or services, on credit or cash, meanwhile According to Frank Jefkins , in (Maryam & Priliantini , 2018) Public Relations , namely something that summarizes all planned communications, both inside and outside the organization with its publics in order to achieve specific goals based on mutual understanding. Direct Marketing according to Kotler and Armstrong (2008: 221) is a direct relationship with carefully targeted individual consumers to create an immediate response and build lasting customer connections.

Promotion on Instagram social media is one of the promotions that utilizes existing features on the Instagram platform to attract tourist visits by offering detailed information about the tourist destinations to be visited. Digital tourism or etourism is an integration between ICT (Information and Communication Technology) development in the tourism business. The term "digital tourism" refers to the use of information and communication technology to improve tourist sector efficiency, provide various tourism services to customers, and make tourism marketing more accessible through telematics. (Dewi Yanti, 2019).

Instagram is a digital platform that is most often used as a medium to find information about recommended tourist destinations. Instagram can also be a major part of the promotional mix because Instagram covers all aspects, wetherit is a platform for offering a tourism product ,communicatinf between customers. The features in Instagram allow users to share posts with interesting captions that trigger reactions from other users. according to Wallbeck and Johansson (2014), instagram connects the world with a photo in a fun and unique method to share life with colleagues through a sequence of images, photo portraits, and filter options to enhance images and make them a memory. Currently, many of Instagram's features are the latest , including sharing stories via *snapgrams* that can be accompanied by songs, adding locations and also the temperature of the location.

Kotler and Keller (2014), stated that interest in visiting is a consumer behavior in selecting or deciding to visit a tourist destination based on prior travel experience. According to the Ministry of Education and Culture interest is a passion, desire, and tendency towards something. Interest in visiting is the desire of consumers to make a visit to a place. Meanwhile, tourism interest is someone's travel activity that aims for There are plans in place for recreation and entertainment. The desire of a person or propensity to visit a specific location or

tourist attraction is referred to as interest in visiting or interest to travel. Needs, interests, prior experiences, expectations, and environmental influences are just a few of the variables that can determine how interested someone is in this visit. Visits can be motivated by a number of things, including the desire to discover new locations, seek out novel experiences, engage in particular pastimes or pursuits, or see relatives or friends in particular locations. In addition, tourism marketing run by the government or the tourism sector, such as ads, brochures, or other promotional programs, might affect people's interest in traveling. The likelihood that someone will visit a tourist site is not always determined by their interest in doing so. So that interest in visiting can be concluded as a person's encouragement to travel to visit certain destinations .

Research Methodology

The method used in this study is quantitative research. Sugiyono (2018; 13) defines quantitative research as "a research method based on positivistic (concrete data), research data in the form of numbers to be measured using statistics as a calculation test tool, related to the problem examined to produce a conclusion." The investigation sample was taken using the probability sampling method, namely random or random sampling . The subjects of this study were *Followers* of Instagram accounts with 30 respondents. In this study, the authors collected data based on the source, namely Primary Sources which are sources that come from the first source, this data is sought through informants who in technical terms are respondents. Primary data sources come from the results of distributing questionnaires while secondary data sources are obtained through observation methods (Cresswell, 2018; 306), documentation methods (Sukmadinata, 2007: 221) and literature studies (Sugiyono, 2017: 221) including reading books , journals , and previous articles . The final step is to analyze the data using the SPSS program by testing the hypothesis using the HO test with Digital tourism with the X variable and interest in visiting as the Y variable.

Results and Discussion

Batu Katak Ecotourism is located in Batu Katak Hamlet, Batu Jong-jong Village, Bahorok District, with a distance from the center of the District of about 8 km, from Binjai City 61.1 Km and takes approximately 2 hours drive while to get to the center of Langkat Regency, namely Stabat . travel around 80Km.



Figure 3.1 Batu Katak Ecotourism

RESPONDENT CHARACTERISTICS

Umur

31 jawaban

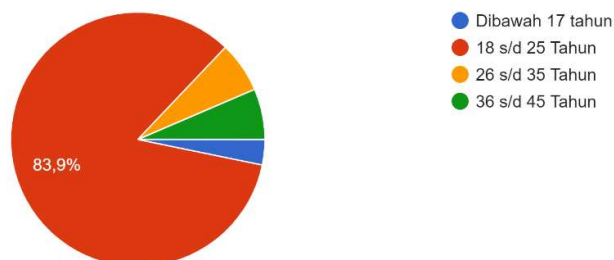


Figure 3.2 Characteristics of Respondents by Age
Source: Author Processed Data (2023)

Pekerjaan

31 jawaban

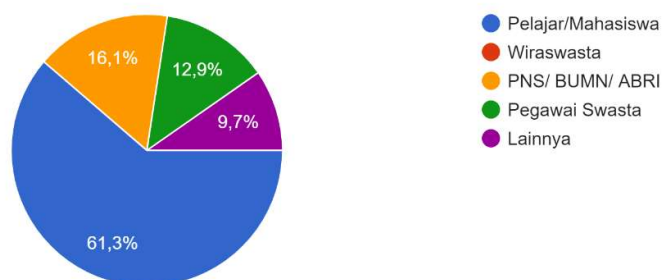


Figure 3.3 Characteristics of Respondents by Occupation Source: Data Processed by the Author (2023)

Pendidikan Terakhir

31 jawaban

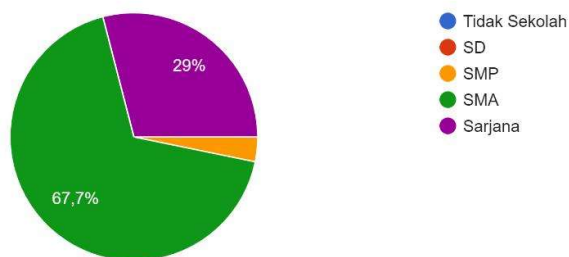


Figure 3.4 Characteristics of Respondents Based on Last Education Source:
Author Processed Data (2023)

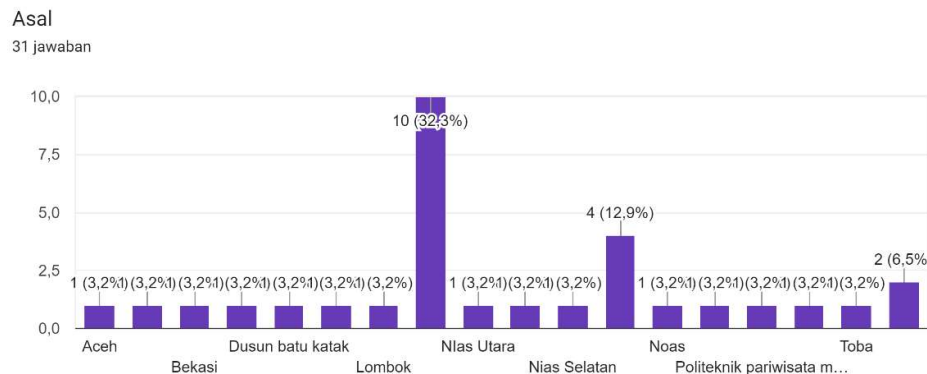


Figure 3.5 Characteristics of Respondents Based on Source: Processed Data by
the Author (2023)

reliability Statistics	
Cronbach's Alpha	N of Items
.931	8

Table 3.1 Outputs reliability Statistics Source: Data processed by the author

Based on table 3.1, it can be seen that the SPSS calculation obtained Cronbach's value Alpha is 0.931. Because the value is $0.931 > 0.3061$, the instrument of interest in returning (Y) is reliable, so the results of the instrument data are good or in other words the data from the questionnaire can be trusted.

	Item-Total Statistics			
	Scales Means if Item Deleted	Scales Variances if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
informati on	29.1724	21,291	.817	.922
please	29,0000	21,929	.840	.921
encourag e interest	28.9310	22,638	.695	.931
reminder	29.0690	21,995	.750	.927
promo	29.1034	20,739	.808	.923
connectin g link	29.0690	22.138	.681	.933

direct	28.9310	21,781	.773	.925
interactiv e	29.1724	21,648	.817	.922

Table 3.2 Output Validity Source: Author's Processed Data

Based on table 3.2, it can be seen from the SPSS calculation that the corrected item total correlation value is greater than 0.3061. Because all corrected item total correlation values are > 0.3061 , the instrument (X) is reliable. So the results of the instrument data are good or in other words the statements in the questionnaire or questionnaire can be trusted.

Model		Coefficients ^a				
		Unstandardized Coefficients B	std. Error	standardized Coefficients Betas	t	Sig.
1	(Constant)	.540	.387		1,396	.174
	X	.866	.091	.873	9,467	.000

a. dependent Variables : Y

Table 3.3 Output of Simple Linear Regression Analysis Results Source: Data Processed by the Author

The Simple Linear Regression Equation Formula is:

$$Y = a + bX .$$

To find out the value of the regression coefficient, it can be seen from the coefficients table on

a = Constant Number of Unstandardzided Coefficients .

b = Regression coefficient number

In this case the value of a is 0.540. This number is a number which means that if there is no Tourism Component (X) then the consistent value of Interest in Returning (Y) is 0.540

The b value is 0.866. This figure means that for every 1% increase in the level of the Tourism Component (X), the Interest in Returning (Y) will increase by 0.866.

Because the value of the Regression Coefficient is Positive (+), it can be said that the Tourism Component (X) has a positive effect on Interest in Returning (Y). Then the Regression Equation is

$$Y = 0.540 + 0.866 X$$

ANOVA ^a

Model		Sum of Squares	df	Means Square	F	Sig .
1	Regression	9,761	1	9,761	89,628	.000 ^b
	residual	3,049	28	.109		
	Total	12,810	29			

a. dependent Variables : Y

b. Predictors : (Constant), X

Table 3.4 Outputs Anova Source: Data Processed by the Author

The hypothesis testing rule is that if $\text{Sig} \leq \alpha$ then H_0 is rejected, and if $\text{Sig} > \alpha$, then H_0 is accepted. Based on Table 3.4, the sig value is 0.000 compared to a (0.05)

sig value $< \alpha$, H_0 is rejected, which means that there is an influence of Digital Tourism on Interest in Visiting Batu Katak Ecotourism (case study @visit_batu_katak)

Hypothesis testing

X to Y where the sig X value is 0.000 which is smaller than 0.050, it can be concluded that the Tourism Component has a positive and significant effect on Interest in Returning

Model Summary

Mode	R	Adjusted R	Std. Error of the Estimate
1	.873 ^a	.762	.33001

a. Predictors: (Constant), X

Table 3.5 Output Model Summary

Sumber : Data Olahan Penulis

Based on table 3.5, it can be seen that the coefficient of determination (R^2) is 0.762, meaning that the influence of the Digital Tourism Interest Visit variable is 76.2%, while the remaining 23.8% is influenced by other variables outside the research.

Confession

This research is a junior research grant from the Medan Tourism Polytechnic.

Conclusions

Based on the findings of the previous data research and discussion, it is concluded that the Digital Tourism component with a Promotion Mix, namely Advertising, Sales, Public Relations, and Direct Marketing, has a significant effect on interest in visiting Batu Katak Ecotourism and vice versa. The Digital Tourism

component, which includes a promotion mix of Advertising, Sales, Public Relations, and Direct Marketing, influences interest in returning to Batu Katak Ecotourism.

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