

THE INFLUENCE OF SOCIAL MEDIA ON THE INTEREST OF GENTALA ARASY TOURISM VISITORS IN JAMBI CITY

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Abstract

Social media provides information and communicates profiles, history, tourism, culinary, and various advantages of tourist destinations in our area. Along with developments, each region uses social media to introduce the area to the wider community. By paying attention to this need, we can find out the needs of the community for managing tourist accommodations to do a good image. Based on data on tourist attraction objects in Jambi City, the category of artificial tourism in 2019 in Jambi City is 62.25%, providing information that the existence of artificial tourism in Jambi City, which is located in Seberang City, can be enjoyed by tourists who want to know the development of Islamic history in Jambi City. Jambi Province and the history of the construction of the Gentala Throne Museum. It also has a pedestrian bridge which tourists can enjoy. The purpose of this study was to determine the effect of social media on tourist destinations. The research method used is explanatory research and quantitative approach. The types and sources of data used are primary data and secondary data. Collecting data using a questionnaire method. The collected data was then analyzed using simple linear regression analysis. The results of simple linear regression analysis and hypothesis testing can be concluded that social media has a significant effect on visiting interest. Based on the results of the hypothesis test, it shows that the independent variable (social media) used in this study is feasible to test the interest in visiting Genala Arsy. This is shown from the T test on variable X to variable Y which is obtained at 12,235, the value is greater than the t table, namely 1,98447 and the significant level is 0.000, less than 0.05. The results of this study concluded that the X variable has an influence on the Y variable.

Keywords: Social media, Interest in visiting

Introduction

The rapid development of the world of technology and information in recent years has made social media a communication tool that is in great demand by the public. Promotion through social media can be said to be a relatively new method and has a big impact in encouraging tourist mobility (Fatanti & Suyadnya, 2015). Trend shifts in today's millennials occur, if in the past people spent their money on style and style, now they spend most of their consumption on vacations. So that visiting the latest tourist objects presented in the form of photos is what they are looking for the most (Cahyono, 2016).

According to data from the Ministry of Communication and Information (Kemenkominfo) revealed that internet users in Indonesia currently reach 63 million people. Of that number, 95 percent use the internet to access social networks. This proves that the use of social media in Indonesia is one of the most inherent in society. Tourism activity is even an activity and a reasonable demand. The tourism office is one of the government agencies whose job is to promote and maintain tourism in Jambi City.

9 tourist attractions in Jambi that are popular in 2020 according to NativeIndonesia.com: 1). Turtle Island (East Tanjung Jabung); 2) Ngarau Hill (Merangin); 3) Big River Renah Waterfall (Bungo); 4) Pedestrian Bridge and Gentala Throne Tower (Jambi City); 5) Talang Kemulun Waterfall (Kerinci); 6) Jambi Paradise (Muaro Jambi); 7) Pancuran Rayo Waterfall (Kerinci); 8) Seven Mountain Lake (Kerinci); 9) Lake Sipin (Jambi City).

Table 1. Data Table of Jambi City Visitors 2012-2020

Year	Number of Visitors
2012	506,080
2013	430,329
2014	474,746
2015	693,745
2016	1,011,569
2017	653,900
2018	867,500
2019	442,987
2020	295,945

Based on the tourist development data above, it can be seen that the number of tourist visitors during the 2019-2020 period experienced a decrease in the number of visitors due to the impact of Covid-19

Table 2. Jambi City Tourist Attractions by Category in 2019

Natural	3	1.9%
Artificial	94	62.25%
History	54	35.76%

Based on data on tourist attraction objects in Jambi City, the 2019 artificial tourism category in Jambi City is 62.25% , providing information that there is artificial tourism in Jambi City located in Seberang City. enjoy the tourists who want to know the development of Islamic history in Jambi Province and the history of the construction of the Gentala Arasy Museum. It also has a pedestrian bridge which tourists can enjoy.

Gentala Arasy is the result of observations that it was built with a budget of Rp. 88.7 billion in the three 2012-2014 budget years. This building is a project from the reign of Hasan Basri Agus, and was inaugurated by Vice President Jusuf Kalla on March 28-2015. The Gentala Arasy Museum itself is an iconic tower that describes the history of the spread of Islam in Jambi City.

Digital marketing is a product and service marketing technique that is carried out using digital media. Media commonly used for digital marketing such as social media. The purpose of digital marketing is to reach a wider market with internet media. All media used in digital marketing have the same goal, namely to connect with potential tourists. From here we can educate potential tourists about the products or services we have. Then do branding and then can offer the products or services that we sell.

Digital promotion takes advantage of sophistication through devices that can be processed with the system so that it can function for benefits commercial or business Utilization of promotions through social media, and various other applications with the aim of introducing. Provide, and sell these tourist attractions. Digital promotion is very important because it spreads faster than traditional promotion. This online promotion involves various fields, including tourism, education and culinary.

Digital Free Tourism which is a tourism space where social media and mobile phones are present or the use of digital technology that has been controlled (Egger, et al., 2020). The control process for digital technology is intended to direct and build a positive perception of potential tourists towards tourist destinations. The goal is for tourists to focus their travel plans on tourist destinations that have been well digitized. The term "smart tourism destination" refers to specialized products and services that add value to tourists in the form of experiences in a concrete way. This online promotion is usually done to increase the number of tourists and keep the destination alive. In addition, online promotion is one strategy to reduce the travel promotion budget.

Tourism promotion is currently done mostly through social media. Marketing through digital is very influential on the interest of visiting tourists and also the interactions that occur starting from the virtual world which leads to visits to tourist destinations (Kurnianti, 2018)

Objectives The objectives of this study are: 1) To find out whether social media has an effect on tourist destinations; 2) To explain how the strategy to attract tourists.

Methods

The research method used by the researcher is explanatory research. Researchers use this method with the aim of explaining what will happen if certain variables are controlled or manipulated in a certain way (Mardalis, 2007).

The quantitative approach is generally a large sample study (Azwar, 2007). The type of research used is comparative research, namely comparison. These variables were measured using research instruments so that the data consisting of numbers were analyzed based on statistical procedures. Quantitative research requires a lot of use of numbers, ranging from data collection, interpretation of the data, and the appearance of the results (Arikunto, 2002).

Result and Discussion

Validity Test Results

Table 3. Testing the Validity

Items	R _{count}	R _{table}	Description
Variable X			
1	0.812	0.196	Valid
2	0.857	0.196	Valid
3	0.911	0.196	Valid
4	0.641	0.196	Valid
5	0.830	0.196	Valid
6	0.899	0.196	Valid
7	0.843	0.196	Valid
8	0.891	0.196	Valid
9	0.801	0.196	Valid
10	0.786	0.196	Valid

Variable Y			
1	0.797	0.196	Valid
2	0.753	0.196	Valid
3	0.851	0.196	Valid
4	0.829	0.196	Valid
5	0.801	0.196	Valid
6	0.806	0.196	Valid
7	0.820	0.196	Valid
8	0.866	0.196	Valid
9	0.758	0.196	Valid
10	0.797	0.196	Valid
11	0.764	0.196	Valid

Source: Data processed using SPSS In

The table above, it is known that the question items for the variables x and y have r count > r table, which is 0.196 and has a positive value so that the statement items on the questionnaire can be declared valid.

Reliability Test Results

Table 4. Testing the Reliability

Variable	Cronbach Alpha	Information
Social Media	0.948	Reliable
Interest in Tourist Visits	0.948	Reliable

Source: Data processed using SPSS 26

The results in the table above variable x and variable y have a large enough cronbach alpha > 0.6 so that the measurement concept of each variable the questionnaire can be said to be reliable, so that the questionnaire statement item is feasible to be used as a measuring tool.

Simple Regression Analysis Calculation Results

To be able to find out the social media variable (X) on tourist visit interest (Y) used simple linear regression analysis, based on the data obtained it can be calculated using SPSS for windows version 26. Here are the results of linear regression calculations simple in the table below.

Table 5. Simple Regression Test

Model	Unstandardized Coefficients		Sig.	
	B	Std. Error		
1	(Constant)	6.911	2.945	.021
	Media Sosial (X)	.843	.069	.000

a. Dependent Variable: Minat Kunjungan Wisata (Y)

Based on the above results obtained constant values in column B so that the regression equation can be obtained

$$Y = a + bX = 6.911 + 0.843X$$

If the constant value (a) is 1.569, it is stated that if there is no change in the value of the X variable, the Y value is 6.911. The regression coefficient of 0.843 states that every additional value (because of the + sign) one value in the X variable will experience an increase in the score of 0.843. sig value. of 0.000 indicates a significant effect on the variable x and variable y because $0.000 < 0.05$, where 0.05 is a significant level. Based on the significant value in the table sig. obtained a value of $0.000 < 0.05$ so that it can be concluded that the social media variable (X) has a significant effect on the variable of interest in tourist visits (Y).

Hypothesis Test Calculation Results

Table 6. Hypothesis Testing

Model	Standardized Coefficients		t.	Sig.
	Beta			
1	(Constant)		2.346	.021
	Media Sosial (X)	.779	12.235	.000

a. Dependent Variable: Minat Kunjungan Wisata (Y)

If t count < t table then H0 is accepted and Ha is rejected and vice versa if t count > t table then H0 is rejected and Ha is accepted. Comparing t count and t table: $12.235 > 1.98447$, then H0 is rejected and Ha is

accepted, which means that there is a significant influence between social media on the interest of visitors to Genala Arsy tourism in Jambi City.

Based on the analysis above, it can be seen that the level of Genala Throne tourist visits can be influenced by social media. The results obtained for each question item posed to the respondent have a variety of different answers, as a social media user the respondent is selective about the tourist attractions to be visited. This study refers to the influence of social media on the interest of visitors to Genala Arsy tourism in Jambi City, the purpose of this study is to see whether or not there is an influence of social media on the decision to visit a tourist destination.

This research can be strengthened based on previous research in the journal Maya Retnasari, et al (2019) with the research title "Social Media Management as a Tourism Digital Marketing Strategy" by stating the theory that the role of digital media has been widely used to promote an area, the magnitude of the influence of digital media and strategies The marketing communication mix is used to promote tourist destinations like a product that needs to be promoted in order to get the attention of tourists to be interested in visiting.

From the results of simple linear regression calculations using the SPSS for windows version 26 program, the linear regression in this study is $Y = 6.911 + 0.843 X$ where Y is the interest of visitors to the Gentala Arsy tourist spot. The model means that every time there is an increase in the value of X, it will affect the increase in the Y variable. t table: $12,235 > 1,98447$ the number states that H0 is rejected and Ha is accepted, so it can be concluded that there is a relationship between the influence of social media on the interest of Genala Throne tourist visits.

The result of testing the T hypothesis is the final stage of the overall data analysis. After all the values are obtained, it will be continued by providing conclusions and suggestions for this study.

Conclusion

The results that have been stated in the previous chapter, the problem that wants to be known in this study is regarding the use of social media in attracting tourist visits at Gentala Arsy this is proven by the large influence of social media on visiting interest. If there is more interest in visiting a tourist spot, it can grow the economy of the local community. Based on the results of the hypothesis test, it shows that the independent variable (social media) used in this study is feasible to test the interest in visiting Genala Arsy. This is shown from the T test on variable X to variable Y which is obtained at 12,235, the value is greater than the t table, namely 1,98447 and the significant level is 0.000, less than 0.05. The results of this study concluded that the X variable has an influence on the Y variable.

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