

The Influence of Social Media on Tourists Visiting Lake Weekuri Southwest Sumba

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Abstract:- Located in Kalenarogo Village, North Kodi District, Southwest Sumba Regency, East Nusa Tenggara Province, Lake Weekuri has begun to be visited by tourists recently. Lake Weekuri which is bluish green in color is a very unique lake when compared to lakes in general in Indonesia because of its salty and brackish water content. Why is it salty? Because actually this lake is a lagoon formed from open ocean water in the range of the lake. With the increasing number of visitors coming to this new destination, it is very interesting to do research on promotions that have been carried out with social media such as Facebook, Instagram and Youtube. From the results of the analysis, the results of social media Facebook, Instagram and Youtube have a partial effect on the interest in visiting tourists to Lake Weekuri, Southwest Sumba. And then together the social media Facebook, Instagram and Youtube also influence the interest in visiting tourists to Lake Weekuri, Southwest Sumba.

Keywords:- Component; Formatting; Style; Styling; Insert.

I. INTRODUCTION

Indonesia has an extraordinary natural charm, many beautiful places in the country. One of them is Weekuri lake in Southwest Sumba, this lake has clear water and light blue color, as it has not been touched by humans. Surrounded by trees, this lake has a cool and beautiful impression. In Weekuri lake there is also a cave on the lip of the lake, coupled with a view at the back of the lake there are corals and lush trees that make it more beautiful. The top of this cave has big corals that can be used to relax and take pictures by tourists.

The beautiful place makes Weekuri lake always visited by tourists, especially the entrance ticket is cheap, only need to pay for parking only when bringing a vehicle. But the lack of promotion is still an obstacle from Weekuri lake, there are still many who do not know the existence of a beautiful lake here. In addition, infrastructure and transportation also cause difficulties for visitors who visit here. But in this study, researchers will only examine the influence of social media promotion on the interest of re-visiting tourists. (Alvianna et al., 2020) attractions, accessibility, appropriate amenities can support the marketing of tourism potential. With the promotion will further increase the visiting power to Lake Weekuri, that's why it takes a good promotion or marketing by using online media. Online media such as websites and

other media are effective media in marketing a product of goods and services (Stephanie et al., 2019a) (Amelia, Rizka; Hidayatullah, 2020) (Rachmawati et al., 2020)

One way of marketing that can be done is with social media that is often used such as: Facebook, Instagram and Youtube (P. Kotler & Keller, 2009) Social media is a means that can be used to share text, audio, images and videos from the company to social media users. This also applies to tourism promotions such as Weekuri lake, with promotions such as showing photos and videos about this beautiful lake will make more and more visitors interested and interested in visiting it. However, is the visitor interested in re-visiting weekuri lake twice or more? This is where the problem lies and will be discussed in this article, after tourists who have visited Lake Weekuri, will be interested in visiting it after seeing social media showing or discussing about Lake Weekuri on Instagram, Facebook or Youtube?

II. THE FOUNDATION OF THEORY

A. Social Media

(Philip Kotler & Keller, 2016) Social media is a means that can be used to share text, audio, images and videos to fellow users and companies. Meanwhile (Abdul Rahin Bin Hamdan et al., 2018) (Sari & Hartina, 2016) argues that social media is an online media in the form of internet-based applications that can participate and create content berupa blogs, wikis, forums, social networks and virtual spaces with technology that is constantly updated until more sophisticated. (Dixon & Keyes, 2013) "By engaging web technology, social media can replace one-way communication with online dialogue" Chris Heuer founder of the Social Media Club and a new media innovator published in engage book (Hicks et al., 2016) uses so as follows :

1. Context: "How we frame our stories". How to form a story and message (information) using the language and content of the message.
2. Communication: "The practice of sharing our sharing story as well as listening, responding, and growing". Various stories or messages (information) by listening and responding well so that the user feels comfortable.
3. Collaboration: "Working together to make things better and more efficient and effective". A form of cooperation between users that makes things better and more effective and efficient.
4. Connection: "The relationships we forge and maintain". Maintaining a relationship that has been built for

something sustainable that has been agreed upon since the beginning.

B. Visiting Interest

In visiting is an individual's desire in all objects related to cognitive, effective, and motor aspects so that it motivates to do something (Sandrio et al., 2020). Consumers or customers who are satisfied with the services and services that have been obtained will notify others, and make a visit. (Zeithalm et al., 2013) emphasizes that it is important to measure customers' future intentions to know the wishes of customers who remain loyal or leave a product or service. Buying interest can also be interpreted as a strong purchase intention, according to (Hidayatullah, 2020) (Rachmawati, 2020) purchase intention is a psychic condition of a person who describes a plan to perform several actions within a certain period of time. According to (Ferdinand, 2006)

buying or visiting interests can be identified through the following indicators:

1. Transactional Interest, which is a person's tendency to buy a product.
2. Refrensial interest, which is a person's tendency to refer a product to a person. Preferential, i.e. an interest that describes the behavior of a person who has the main prefrensi on a product.
3. Preferences can be changed if something happens with the product.
4. Exploratory Interest, this interest describes the behavior of a person who is always looking for information about a product of interest and looking for information to support the positive properties of the product.

Previous research related to Social Media and Re-Visitation Interest

Table 1 : Relevant Past Research

Research Name (Year)	Results
(Susanto, B & Astutik, 2020) : "The Influence of Social Media Promotion And Tourism Attraction on The Interest of Visiting Again In Manyung Educational Tourism Object	Social media promotion has a positive and significant effect. The attraction of tourism has a significant influence on the interest of visiting again in manyung educational attractions.
(Sholikha & Sunarti, 2019) : "The Influence of Social Media on Followers Visiting Interest (Survey on Followers of Instagram Account @batuflowergarden. Cobanraais)"	Sig value. $0.000 < 0.05$ which means the Social Media variable has a significant effect on the Visiting Interest variable.
(Sara Oktafia, 2019) ; "Influence of Social Groups, Social Media, Image of Destinations on Tourist Attractions"	Social groups do not influence visiting interests, social media influences visiting interests, destination image affects visiting interests

Source : Primary Data, Processed (2020)

C. Conceptual Framework

According to Uma Sekaran in Sugiyono (2009: 91) the frame of thought is a conceptual model of theory related to all factors that have been identified as an important problem. The frame of mind of this research can be described as follows:

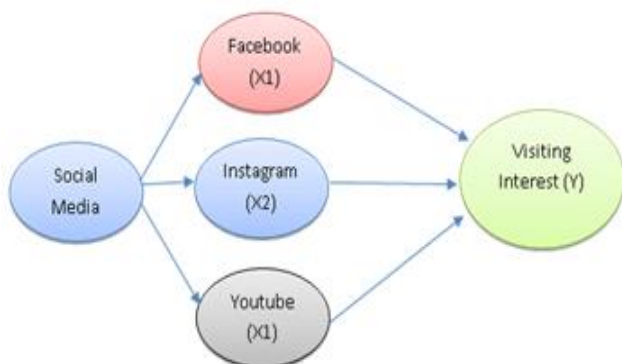


Figure 1 : Conceptual Framework of Research

From figure 1 can be drawn hypothesis in this study as follows: 1) Allegedly Facebook influenced the interest of tourists in Lake Weekuri Southwest Sumba, 2) Allegedly Instagram influenced the interest of visiting Tourists In Lake Weekuri Southwest Sumba, 3) Allegedly Youtube influenced the interest of tourists in Lake Weekuri Southwest Sumba, 4) Allegedly Social Media (Facebook, Instagram and Youtube)

together influenced the interest of tourists in Lake Weekuri Southwest Sumba.

D. This Research

Method is a explanatory research, by extension quantitative. Use multiple linear regression analysis. In this study, social media as variable X with social media indicators that are always used by the public, namely X1 Facebook, X2 Instagram and X3 Youtube while the interest in re-visiting as variable Y. The location of this research is in the Weekuri lake of Southwest Sumba. The population in this study was taken randomly from tourists who had been to Weekuri lake. as for the sample of the study because the population is unknown then the study using opinions (Hair, Jr, 2015) recommends a minimum sample number is 5-10 times the number of question items contained in the questionnaire. The number of question items in this study amounted to 15, so the maximum sample size of this study was $5 \times 15 = 75$.

III. RESULTS AND DISCUSSION

Total of 75 respondents filled out this research questionnaire online. The results of multiple regression analysis and hypotheses obtained using SPSS software are as follows:

Tabel 2. Demographic Statistic

Item	Optional	Frequency	Percentag
Age	15-20 Years	16	21.3
	21-25 Years	37	40.3
	25-30 Years	17	22.7
	>30 Years	5	6.7
Gender	Male	35	46.7
	Female	40	53.3
Job	PNS	2	2.7
	Private	15	20.0
	Student	48	64.0
	Other	10	13.3

Source : Primary Data,(processed) 2020

A. Analysis Results

Regression Equation : $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$

Table 3. Analysis Results Regresi Double Linear

Model	Var	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
<i>(Constant)</i>		12.540	2.889			0.000
<i>Facebook</i>	X1	0.834	0.190	0.457	4.388	0.000
<i>Instagram</i>	X2	1.052	0.259	0.430	4.067	0.000
<i>Youtube</i>	X3	1.019	0.182g	0.548	5.598	0.000
<i>(Dependent Variabel)</i>	Visiting Interest Y					
R	0.634					
R2	0.401					
R2Adjusted	0.376					
F count	15.865					
Probability	0.000					
Line Equation	$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$					
Result	$Y = 12.540 + 0.834X_1 + 1.052X_2 + 1.019X_3 + e$					

Source : Primary Data,(processed) 2020

Based on table 3 of multiple linear regression analysis above, it is explained that X-free variables (Facebook, Instagram, and Youtube) affect the bound variable that is the interest of re-visiting tourists in The Weekuri Lake tourism of Southwest Sumba, unchanged either positive or negative changes, the number of re-visit interest can be indicated by a constant value of 12,540.

From Test t in table 3 multiple linear regression analysis was conducted to find out factors or variables of free variables that have a partial (self-contained) and significant influence on dependent variables (bound). The values of the variables Facebook(X1= 0.000), Instagram(X2= 0.000) and Youtube(X3= 0.000). This means that partially the variables of Facebook, Instagram, and Youtube have a significant effect on visiting interest because the sign value is <0.05.

F test in multiple linear regression analysis table was conducted to find out if linear regression model has simultaneous or mutual influence on variable X and variable Y. F test obtained from multiple linear regression analysis output at f calculate 15865 with sinifikan value 0.000<0.05 which means X1, X2, and X3 together influence on variable

Y. R2 or R square value can be seen in the summary table which is 0.401 which means that it shows the contribution or contribution of X1, X2, and X3 influence to Y is 40.1% and the remaining 59.9% of other variable variables are not included in the study.

IV. DISCUSSION

A. Facebook social media affects the interest of visiting tourists in Lake Weekuri Southwest Sumba

From testing using the SPSS program results of linear regression of free variable X1 (Facebook) can be obtained thitung value (4388) and variable sig value X1 = 0.000, this means that Facebook social media has a significant influence on the interest of tourists visiting Lake Weekuri Southwest Sumba because the variable value X1 = 0.000<0.05 can be received or tested statistically. This research agrees with the research conducted by (Pranita & Suryawan, 2018) where the results of Facebook influenced the decision to visit domestic tourists in Pandawa Beach but the influence is weak. This is because tourists visiting Pandawa Beach also have other good beach references on online social media so

Pandawa Beach is not a priority location or the only tourist attraction chosen for domestic tourists to visit.

B. Instagram social media influences the interest of tourists visiting Lake Weekuri Southwest Sumba

From testing using the SPSS program results of linear regression of X2(Instagram) free variables can be obtained T count value (4067) and variable sig value X2 = 0.000. This means that Instagram social media has a significant influence on tourist interest in Weekuri Lake Southwest Sumba because of the variable value X2 = 0.000<0.05 and can be received or tested statistically. This research is in line with research conducted by (Wicaksono, 2017) where social media affects the interest of visiting @wisatadakwahokura followers, as well as research conducted by (Nifita & Arisontha, 2018) partially only Instagram social media that has a significant influence on the Interest in Visiting in The Geopark Park of Merangin Regency.

C. Youtube social media affects the interest of tourists visiting Lake Weekuri Southwest Sumba

From testing using spss program results of linear regression of X3 free variables (Youtube) can be obtained T count value (5,598) and variable sig value X3 = 0.000, meaning youtube social media has a significant influence on tourist interest in Lake Weekuri Southwest Sumba because of the variable value X3 = 0<0.05. This research shows that social media promotion affects visiting interests. This research is in line with research conducted by (Rini, 2016) (Nifita & Arisontha, 2018) (Rini & Imran, 2012) where social media affects the interest of visiting tourists.

D. Social media Facebook, Instagram and Youtube influenced together on the interest of visiting tourists in Lake Weekuri Southwest Sumba

From Test F by using the SPSS program the results obtained a prob value of = 0.000, meaning that social media Facebook, instagram and youtube influenced together with the interest of visiting tourists in Lake Weekuri Southwest Sumba. This is in line with research conducted by (ARISONDHA & ABSTRACT, 2002) where obtained the results simultaneously social media (Facebook, YouTube, and Instagram) has a significant influence on the interest of visiting wisatawan in the park Geopark Merangin Regency

V. CLOSING

From the results of the analysis obtained the results of social media facebook, instagram and Youtube partially affect the interest of tourists visiting in Lake Weekuri Southwest Sumba. And then together with social media Facebook, Instagram and Youtube also affect the interest of tourists visiting the Weekuri Lake Southwest Sumba. In addition to social media that has been researched still need to be informed in other forms of social media such as websites because information media with websites are also very instrumental in the dissemination of effective information (Stephanie et al., 2019b)(Shodiq et al., 2018)(Hidayatullah, 2020)(Hidayatullah et al., 2020). In addition, it is necessary to note the prices that exist in entering tourist destinations, because the cost or price also affects the interest of visiting

people (Alvianna & Hidayatullah, 2020), empowerment of tourism awareness groups and travel agencies to help the promotion of destinations also need to be considered (Hidayatullah et al., 2018) (Hidayatullah et al., 2017) (Alvianna, 2017). Furthermore, no less importance in the use of social media needs to be considered easy to use and easy benefits of social media (Rachmawati et al., 2020) (Hariyanti et al., 2020) (Rachmawati, 2020).

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