

Exploring Social Media's Influence on Tourist Preferences: A Qualitative Study at Kampong Teripang

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Abstract

This study explores the influence of social media on tourist preferences at Kampong Teripang, a prominent edu-ecotourism destination in Bintan, Riau Islands, Indonesia. Kampong Teripang offers unique experiences, such as the School of Fish, Lamun Warrior, and sea cucumber aquaculture, along with a variety of sea cucumber-based products. With an increasing number of international and domestic tourists visiting, this research investigates how social media platforms shape tourists' decision-making processes, preferences, and perceptions of Kampong Teripang. Using a qualitative approach, data were gathered through interviews with tourists and local tourism stakeholders, supported by direct observations at the site and a review of related literature. The findings reveal that social media significantly influences tourist preferences, with engaging visual content and user reviews playing a key role in promoting the destination. Additionally, social media fosters a sense of connection to local culture, which is essential for the development of edu-ecotourism. However, the study also highlights that over-reliance on social media can lead to misaligned expectations, where tourists' experiences may differ from the image portrayed online. These results provide valuable insights for tourism stakeholders, emphasizing the need for effective social media strategies to align tourist expectations with the authentic experiences offered at Kampong Teripang. This alignment is crucial for enhancing destination marketing and ensuring sustainable tourism growth.

Keyword: social media; tourist preferences; Kampong Teripang; edu-ecotourism

1. Introduction

In recent years, the presence of social media has increasingly impacted the development of information and fulfillment of human needs. The significant growth of tourism has been felt since the presence of social media. Social media can change the way tourism destinations are discovered, promoted, and perceived by tourists. Social media platforms such as Instagram, Facebook, and TikTok have now grown rapidly and become the main tool for tourists in accessing information about famous and viral tourist attractions. There is a lot of information dissemination about potential destinations around tourists. With a wide selection of tourist attractions, it can influence tourists' decisions about where to visit. Social media not only serves as a platform for sharing personal travel experiences but also serves as a space where potential tourists can interact with destinations before physically visiting. According to Syafira & Rohman (2024), social media platforms offer a space for travelers to connect, share experiences and create a sense of community, which directly influences destination choice.

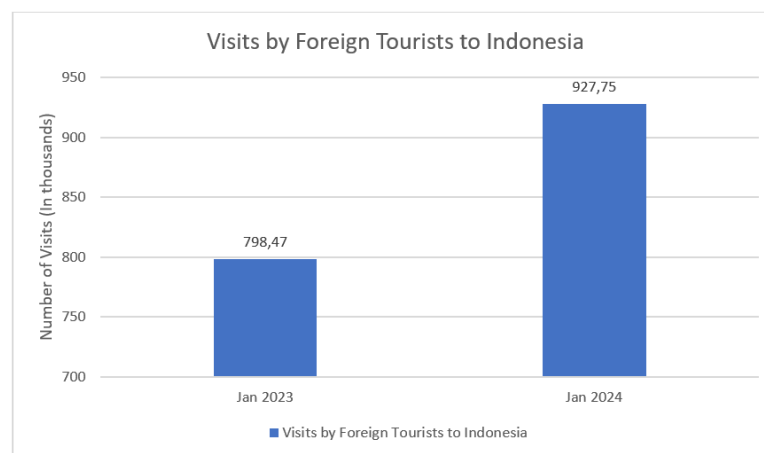


Figure 1. Development of Foreign Tourist Visits

Today's modern travelers increasingly rely on social media as a primary source of authentic and various information about travel destinations. As seen in Figure 1, the number of foreign tourists visiting Indonesia has increased by 16.19%. Social media plays an important role in attracting tourists to visit. Social media platforms such as Instagram, TikTok and YouTube provide a visual window into the experiences that can be enjoyed in a place. Social media has become a highly influential tool in shaping travelers' perceptions of destinations, with user-posted images, videos and reviews driving their travel preferences (Ulfitriana *et al.*, 2024). User-generated visual content, such as Instagramable photos, creative TikTok videos, and informative web pages not only attract the attention of potential travelers, but also create certain expectations of the experience offered by the destination. Furthermore, the algorithms of social media platforms often drive relevant viral content, allowing destinations to reach a global audience quickly. This makes social media not only a marketing tool, but also a space to create deep emotional connections with potential visitors.

This phenomenon is becoming increasingly relevant for destinations such as Kampong Teripang in Bintan, Riau Islands, Indonesia, which is smartly leveraging its unique ecotourism to appeal to a global audience. Offering experiences rarely found elsewhere, Kampong Teripang introduces tourists to sea cucumber farming explorations that contribute to the

preservation of the marine environment, School of Fish activities that educate about aquatic ecosystems, as well as participation in innovative environmental programs such as Lamun Warrior that focuses on preserving seagrass beds (Hidayat. R et al., 2024). These activities are not only visually appealing but also have high educational and sustainability value, making them ideal destinations for travelers seeking meaningful experiences. With the support of an effective marketing strategy on social media, Kampong Teripang successfully utilizes authentic content in the form of photos, videos, and visitor reviews to build appeal and trust. This has not only expanded the market reach to an international level but also established Kampong Teripang as a leading ecotourism destination that can compete in the digital age, where traveler preferences are increasingly influenced by visual experiences and inspiring narratives.

Destinations' reliance on social media platforms to promote their offerings is an important aspect of modern tourism marketing. However, the role of social media in shaping traveler preferences and expectations needs to be further explored. The Kampong Teripang experience offers a unique opportunity to study how social media influences the decision-making process for tourists, particularly in the context of community-based ecotourism. By investigating how social media influences tourists' perceptions, preferences and behaviors, this research aims to provide valuable insights into the dynamics of modern tourism promotion. With increasing competition in the global tourism market, understanding the role of social media in influencing travelers' decisions is crucial for destinations like Kampong Teripang. As travelers increasingly rely on online content for trip planning, aligning online narratives with authentic experiences is important to manage expectations and ensure a positive visitor experience. The ability of social media to shape traveler perceptions, particularly in destination marketing and sustainability, is important for tourism development in the digital age (Andzani et al., 2024).

2. Literature Review

2.1 Social Media

Social media has various definitions that describe its role in digital life. According to Ardiansah dan Maharani (2021) in Indra (2021), social media is a tool that facilitates interaction between users while building social networks online. This platform enables more flexible and efficient communication, and supports information sharing to strengthen personal relationships and collaboration in various fields.

According to Syamsuddin (2022) in Cahyani (2023) explains that social media is online media that provides space for users to communicate, interact, and share content in various forms, such as text, images, and videos. This flexibility makes social media can be utilized for various purposes, ranging from entertainment to business activities. Social media is also a very effective tool for delivering information quickly and widely to a diverse audience.

Meanwhile, Maryville University defines social media as an online platform that facilitates social interaction and content sharing between users (Kumparan.com, 2023). In addition to functioning as a communication medium, social media creates virtual communities that are formed based on users' interests and needs. With features such as commenting and sharing, social media supports active engagement and encourages collaboration in the digital space.

From the above definitions, it can be concluded that social media is a digital platform that allows interaction and communication between users through various forms of content, such as text, images, and videos. In addition to facilitating efficient and flexible information exchange, social media also serves to build social networks, strengthen personal relationships, and support collaboration in various fields. Social media is not only used for entertainment or business, but also creates virtual communities based on users' interests and needs, which support active engagement and collaboration in the digital space.

According to Siti Nurul Hidayah and Muhammad Iqbal (2020) in Yusmanizar et al., (2020), social media has several main characteristics, including:

1. **Interactivity:** Social media allows two-way communication between users, facilitating direct and real-time information exchange.
2. **User Participation:** Users can create, share and comment on content, which makes social media an active participation-based platform.
3. **Accessibility:** Social media can be accessed anytime and anywhere, as long as there is an internet connection, providing convenience for its users.
4. **Flexibility:** Social media supports various types of content, including text, images, video and audio, allowing for variations in the way messages are delivered.
5. **Community-based:** Social media allows the formation of virtual communities that can share information and discuss certain topics according to common interests and needs.

2.2 Tourist Preferences

A tourist is an individual who travels to a place with the purpose of resting, recreation, or exploring new things. In tourism studies, tourists are often defined as people who visit a destination outside of their home environment for specific purposes such as entertainment, education, or cultural experiences (Meyer & Dann, 2019). According to the World Tourism Organization (WTO), tourists are divided into two categories, namely domestic and international tourists, based on their location of origin and purpose of travel (UNTourism).

Theories about tourists often involve analyzing their motivations, behaviors, and preferences when choosing a tourist destination. Maslow in his hierarchy of needs theory explains that tourists are often influenced by basic needs to higher needs, such as the need for experience, social, and self-actualization. Therefore, travel motivations can vary, ranging from basic needs such as comfort and safety, to the search for more profound experiences, such as spiritual or adventure pursuits (Uysal & Hagan, 2022).

Traveler preferences refer to an individual's choice or inclination in selecting a destination, activity or travel experience. Factors that influence these preferences can be divided into several categories, such as personal needs, social influences, and economic and cultural conditions. In addition, with the development of technology, social media also plays an increasingly important role in shaping traveler preferences.

One of the main factors that influence traveler preferences is the motivation to travel. Travelers choose destinations based on what they expect to find or experience there. For example, some travelers seek destinations that offer adventure and new experiences, while others prefer places that offer tranquility and comfort. This includes various types of tourism, such as nature tourism, cultural tourism, historical tourism, or educational tourism. In addition,

factors such as convenience and quality of facilities also determine the choice of tourist destination, where travelers tend to choose places that offer the best services and facilities.

In addition to personal motivations, social influences also play an important role in shaping traveler preferences. Recommendations from friends, family or reviews on social media are often the deciding factor in choosing a travel destination. Social media is now the main channel for travelers to find information about travel destinations, with a lot of content influencing their decisions, either through interesting photos or experiences shared by other visitors. This has created a trend among travelers to follow what is popular on social media, thus influencing their preferences in choosing a destination.

The decision to choose a travel destination is also influenced by economic factors. The cost of travel, including airfare, accommodation and activity fees, is an important consideration for many travelers. Destinations that offer budget packages or affordable prices tend to be more attractive to budget travelers. On the other hand, luxury destinations with exclusive facilities will appeal more to travelers with larger budgets. These factors explain why travel destinations vary so much, depending on travelers' preferences and financial capabilities.

3. Material and Method

This research adopts a qualitative design with a descriptive-exploratory approach to explore in depth the influence of social media on the preferences of tourists visiting Kampong Teripang, Bintan. This design was chosen to explore tourists' perceptions, preferences and experiences, while understanding how social media plays a role in shaping their decision to choose a destination. This approach also enabled the collection of data rich in narrative and visual details to provide a more comprehensive picture of the phenomenon under study. Kampong Teripang was chosen as a case study because of its success in utilizing social media as a key tool in its digital marketing strategy, which not only attracts local tourists but also effectively reaches international audiences. The selection of this case study provides an opportunity to examine specifically how social media content can build destination appeal and influence travel patterns of tourists.

3.1 Design Study

This research uses a descriptive-exploratory design to deeply understand how social media shapes tourists' perceptions and preferences in choosing destinations, particularly Kampong Teripang. This approach is designed to explore various complex and meaning-rich information, utilizing relevant methods to achieve a holistic understanding. The data collection process is carried out through three main steps, namely:

1. In-Depth Interviews

Interviews were conducted with two main groups, namely tourists who have visited Kampong Teripang and destination managers responsible for social media-based marketing strategies. The interviews were designed to explore tourists' experiences in finding information about Kampong Teripang through digital platforms, the content elements that caught their attention, and how that content influenced their travel decisions. Additionally, the interview also explores the destination marketing strategies implemented by the management to leverage social media as an effective promotional tool.

2. Field Observation

Direct observation was conducted in Kampong Teripang to record various aspects of tourists' experiences at the location. This process involves observing the tourist activities conducted, the interaction of tourists with the surrounding environment, and the alignment between expectations shaped by social media and the reality on the ground. This observation not only includes physical elements but also the social dynamics that occur during the visit, thereby providing a complete picture of the appeal of Kampong Teripang as an ecotourism destination.

3. Social Media Content Analysis

The analysis process was conducted on various posts on platforms such as Instagram, TikTok, and YouTube related to Kampong Teripang. This analysis focuses on three main elements: visual aesthetics, the narrative used in captions or videos, and user engagement levels such as the number of likes, comments, and shares. This approach allows researchers to understand how these elements contribute to building the image of the destination and influencing tourist preferences. Viral content and posts from previous tourists also play an important role in this analysis process, as they provide insights into the expectations that may form before the visit.

Through this combination of methods, this research not only reveals the influence of social media on tourist preferences but also provides an understanding of the role of social media as a strategic marketing tool in the context of community-based tourism.

3.2 Data Analysis

The data analysis process in this research is conducted systematically to ensure valid and reliable findings. Data collected from in-depth interviews, field observations, and social media content analysis were analyzed using the following approaches:

1. Data Coding

Raw data from interviews, observations, and social media analysis are first coded to facilitate the organization of information. This coding process is carried out both manually and with the help of qualitative data analysis software to identify emerging patterns, categories, and main themes. The focus of coding is to identify elements that show how social media influences tourists' perceptions, preferences, and decisions, such as destination visualization, the narratives used, and the level of content engagement.

2. Thematic Analysis

After the coding process is complete, the data is analyzed thematically to uncover the main themes relevant to the research objectives. These themes encompass aspects such as:

- **Visualization:** How the visual aesthetics displayed on social media attract the attention of tourists.
- **Narrative:** The role of stories or captions accompanying posts in shaping destination perceptions.
- **User Interaction:** The impact of likes, comments, and shares on the attractiveness of a destination. This thematic analysis helps uncover the relationship between these elements and tourist preferences.

3. **Data Triangulation** To ensure the validity and reliability of the findings, data triangulation is conducted by comparing the results from various data collection methods. In-depth interview data were compared with field observation results to evaluate the alignment between tourists' expectations formed from social media and their actual experiences at the destination. In addition, the results of the social media content analysis were compared with the narratives and experiences of tourists to ensure that the findings truly reflect the influence of social media on their preferences.

Through these steps, data analysis provides deep insights into how social media not only influences tourist preferences but also shapes the image of destinations, ultimately supporting the development of more effective marketing strategies.

4. Result

Several research findings have identified relevant research findings that can explain the focus and objectives of this study. Some of these aspects include: (1) Social Media as the Main Source of Information for Tourists; (2) The Role of Visual Content in Shaping Tourist Perceptions; (3) Alignment of Expectations with Tourist Experience; (4) Narrative and User Interaction on Social Media. Therefore, overall, the explanation can be observed in Table 1.

Table 1. Description and Research Results Based on Criteria

No.	Focus	Result
1.	Social Media as the Main Source of Information for Tourists	Based on in-depth interviews, 85% of respondents admitted they first learned about Kampong Teripang through social media, especially the Kampong Teripang Instagram website. Content in the form of photos and videos of the destination showcasing activities such as sea cucumber cultivation exploration and educational activities like Lamun Warrior are the main attractions.
2.	The Role of Visual Content in Shaping Tourist Perceptions	Social media content analysis shows that aesthetic visualizations, such as images of clear blue seas, sea cucumber farming, and tourist interactions in edu-ecotourism activities, greatly influence the destination's appeal. Respondents mentioned that they chose to visit Kampong Teripang because of the visual appeal of the content and website.
3.	Alignment of Expectations with Tourist Experience	Field observation results show that the majority of tourists feel that their experience at Kampong Teripang aligns with the expectations set by social media. What is offered by Kampong Teripang's social media aligns with what they present when tourists visit Kampong Teripang.
4.	Narrative and User Interaction on Social Media	Interviews also show that the narratives used on social media, such as marine conservation experiences and educational activities through School of Fish, Sea Cucumber

		Aquaculture, and Lamun Warriors, successfully create an emotional connection with potential tourists. In addition, positive comments and interactions among users on social media also strengthen the destination's appeal.
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The results of this study indicate that social media, especially Instagram, plays an important role in shaping the preferences of tourists visiting Kampong Teripang. Most tourists first learned about this destination through engaging visual content, such as photos and videos showcasing sea cucumber farming activities and environmental education programs. Aesthetic visualizations and narratives about marine conservation and ecotourism on social media successfully create expectations that align with the on-site experience. Positive interactions among users on social media also enhance the appeal of Kampong Teripang, which in turn influences tourists' decisions to visit, showing that social media functions not only as a marketing tool but also as a space to build emotional connections with potential tourists.

5. Discussion

5.1 Social Media as the Main Source of Information for Tourists

Based on in-depth interviews conducted in this study, 85% of respondents admitted that they first learned about Kampong Teripang through social media, especially the Instagram and TikTok platforms. This shows that social media has now become the main channel for tourists to seek information about tourist destinations. Most respondents mentioned that visual content such as photos and videos showcasing educational activities, such as sea cucumber cultivation exploration and environmental programs like Lamun Warrior, were the main factors that encouraged them to visit Kampong Teripang. The success of social media in introducing Kampong Teripang aligns with findings in the literature review, which states that social media has evolved into a primary source of information influencing tourists' travel decisions (Ulfitriana et al., 2024).

This view is in line with the theory put forward by Syafira & Rohman (2024), which explains that social media has changed the way tourists access information and choose travel destinations. Social media provides a space for travelers to discover new places, compare experiences, and see others' reviews of those destinations. In this case, Instagram and TikTok, with their large user bases, allow Kampong Teripang to reach a global audience. Photos and videos uploaded by the managers or previous tourists often serve as representations of what visitors will experience, making it a very effective marketing tool.

Furthermore, based on the observation results, the visual content uploaded on social media not only introduces Kampong Teripang but also creates a strong first impression for tourists. Attractive visualizations, such as clear sea views, tourists interacting with marine fauna, and a natural atmosphere that supports conservation programs, create a positive image of the destination. This is relevant to the theory proposed by Andzani et al., (2024), which states that visualization on social media can provide a clear picture of the experiences that tourists will obtain, ultimately influencing their decision to visit the destination. In this context, visual content is not just a promotional tool, but also plays an important role in shaping tourists' expectations before they visit Kampong Teripang.

5.2 The Role of Visual Content in Shaping Tourist Perceptions

Analysis of Kampong Teripang's social media content reveals that aesthetic visualizations, such as images of clear blue seas, sea cucumber cultivation activities, and tourists interacting with the surrounding natural environment, greatly influence the appeal of the destination. The images uploaded on platforms like Instagram showcase the natural beauty and engaging tourist activities, such as observing a healthy marine ecosystem, which successfully build a positive perception of Kampong Teripang among tourists. Most respondents in this study expressed that they decided to visit Kampong Teripang because of the visualizations they saw on social media. They were attracted by the images displayed, which provided a picture of a pleasant and educational experience, as well as an emotional connection with nature.



Figure 2. Instagram content of Kampong Teripang

Visualizations displayed on social media, especially images showcasing natural beauty such as clear seas, with tourists who are swimming create a deep impression on the audience. These images not only showcase the natural beauty of the destination but also educational activities, such as the Lamun Warrior program that focuses on the preservation of seagrass ecosystems and sea cucumber management activities. According to research by Ulfitriana et al., (2024), strong visualizations can arouse tourists' interest, as images can convey more information in a short time compared to text. Here, engaging visualizations not only capture attention but also influence tourists' perceptions of the educational value and sustainability of the destination.

Figure 2 showing tourists swimming in the clear blue sea, depicting the natural beauty of Kampong Teripang. This visual not only showcases the captivating cleanliness and clarity of the sea water but also provides a direct glimpse into the experience that tourists can enjoy when visiting the destination. Swimming in these beautiful waters is the main attraction for tourists seeking an authentic and refreshing natural experience. In the context of promotion through social media, this image serves as a strong visual attraction, stirring the interest of tourists to experience the natural beauty offered by Kampong Teripang themselves, in line with the expectations shaped by the content they have seen previously.

5.3 Alignment of Expectations with Tourist Experience

Field observations show that the majority of tourists feel that their experience in Kampong Teripang meets the expectations set by social media. Many tourists expressed that the destination met their expectations based on what they saw on social media platforms like Instagram and TikTok, particularly regarding the natural beauty, educational activities, and interactions with the surrounding environment. This shows that Kampong Teripang has successfully created an accurate and consistent representation of their destination in the virtual world, which ultimately provides an experience that is not much different from what tourists expect when they visit the location in person.

The social media of Kampong Teripang, which showcases beautiful photos of the clear blue sea, sea cucumber cultivation activities, and environmental education programs like Lamun Warrior, has successfully created a clear and attractive image for potential tourists. When tourists visit Kampong Teripang, they feel that what they see on social media matches their direct experience. There is no significant difference between what is promised by the digital marketing campaign and what they experience, from the authentic natural beauty to activities that offer high educational value. This is important because, according to the theory presented by Andzani et al., (2024), the alignment between expectations shaped by social media and actual experiences can enhance tourist satisfaction, which in turn will strengthen their loyalty to the destination.

The alignment between expectations and experiences also indicates that Kampong Teripang's social media has successfully managed tourist expectations well. Kampong Teripang not only succeeded in attracting tourists' attention through captivating visuals but also ensured that the experiences they offered matched the portrayal already disseminated online. Thus, this destination is able to maintain its credibility and create a stronger relationship with visitors. This is important in the current digital era, where authenticity and consistency in communication through social media greatly influence tourists' decisions to visit a place.

5.4 Narrative and User Interaction on Social Media

Interview analysis shows that the narratives used on Kampong Teripang's social media successfully build emotional connections with potential tourists, especially through stories about marine conservation and educational activities offered at the destination. Activities such as sea cucumber cultivation exploration, educational programs like the School of Fish, and efforts to preserve seagrass ecosystems through the Seagrass Warrior not only provide information but also create a profound impression about the importance of environmental conservation. The narrative that combines elements of education and sustainability provides a deeper dimension for tourists, making them feel connected to conservation goals and giving them more reasons to visit the destination.

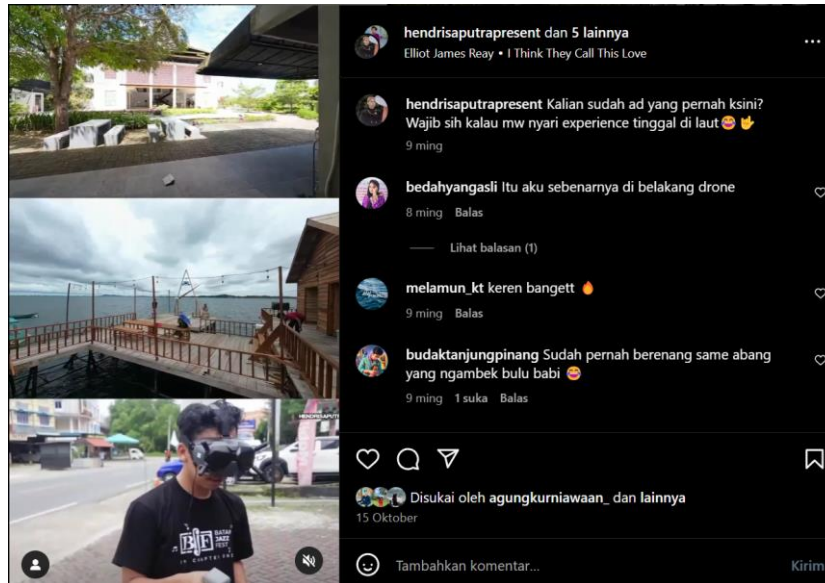


Figure 3. Positive Interaction of Tourists

In addition, this narrative also provides an overview of the more personal and substantial experiences that tourists can gain when visiting Kampong Teripang. Activities that emphasize conservation and sustainability values often trigger a sense of social responsibility among tourists, making them feel more satisfied and engaged in the environmental preservation process. This is in line with the research by Syafira & Rohman (2024), which states that narratives based on authentic experiences and education can create strong emotional connections, which can ultimately influence tourists' decisions to choose certain destinations.

Not only the narrative, but also positive interactions among users play an important role in enhancing the appeal of Kampong Teripang on social media. Many tourists comment on Kampong Teripang's Instagram posts with praise for the experiences they had, as well as sharing personal stories about their visits. These comments often take the form of recommendations to their followers to visit the destination, enhancing credibility and attracting more tourists. These positive interactions create an active online community, where tourists feel encouraged to participate in discussions, share experiences, and provide testimonials that strengthen Kampong Teripang's reputation as an attractive and environmentally responsible destination.

6. Conclusion, Implication, and Recommendation

6.1 Conclusion

The conclusion of this research shows that social media plays a significant role in shaping the preferences of tourists visiting Kampong Teripang. Most tourists first learned about this destination through social media, especially Instagram, where content in the form of photos and videos showcasing activities such as sea cucumber farming and educational programs like Lamun Warrior caught their attention. Aesthetic visuals, such as images of clear blue seas and tourists interacting with the marine ecosystem, have proven to influence tourists' perceptions and encourage them to choose Kampong Teripang as a travel destination.

Furthermore, field observation results confirm that the tourist experience at Kampong Teripang aligns very well with the expectations shaped by content on social media. This

alignment shows that Kampong Teripang has successfully maintained consistency between online promotion and the real experience provided to visitors. This increases tourist satisfaction and builds a strong reputation for the destination. Additionally, the narratives conveyed on social media, which highlight issues of marine conservation and sustainability, create a deep emotional bond with potential tourists, as well as enhance the appeal of Kampong Teripang as an educational and environmentally responsible destination.

Lastly, positive interactions among social media users, especially on Instagram, also enhance the appeal of Kampong Teripang. Positive comments and testimonials from visitors sharing their experiences further strengthen the image of this destination, creating an active online community and organically expanding the marketing reach. Therefore, this research emphasizes that social media not only serves as a marketing tool but also as a means to build emotional connections with tourists and strengthen the destination's image through authentic and positive interactions.

6.2 Implication

This research has significant implications for tourism destination managers, particularly in developing marketing strategies through social media. The research results show that social media, particularly Instagram and TikTok, are the main sources of information for tourists looking for new destinations. Therefore, it is important for destination managers to make the most of these platforms by showcasing visually appealing content that is consistent with the experiences offered. Content that depicts natural beauty, educational activities, and sustainability values can attract tourists' attention and build a positive image of the destination, as seen in Kampong Teripang.

Moreover, narratives built on social media, focusing on marine conservation and sustainability, can create a stronger emotional connection between destinations and tourists. Positive interactions on social media, such as comments and testimonials from tourists who have visited, also strengthen the destination's appeal. Therefore, destination managers need to ensure that the experiences promoted on social media align with the reality on the ground and encourage active interaction to enhance the credibility and visibility of the destination in the eyes of a global audience.

6.3 Recommendation

Based on the results of this research, there are several recommendations that can be implemented by tourism destination managers to maximize marketing potential through social media and enhance the destination's appeal to tourists. Here are some steps that can be taken:

- a. **Optimize Visual Content**
 - Focus on creating and sharing engaging visual content, such as photos and videos showcasing natural beauty, educational activities, and sustainability aspects.
 - Use social media to showcase the authentic experiences offered by the destination, such as sea cucumber cultivation explorations and educational programs.
- b. **Consistency Between Expectations and Experience**
 - Make sure that the content posted on social media aligns with the real experiences felt by tourists at the location.

- Monitor and adjust social media content regularly to ensure it remains relevant to what is offered at the tourist destination.
- c. Encouraging Positive Interaction and Testimonials
- Actively respond to comments and share positive reviews from tourists to build credibility and the appeal of the destination.
 - Create an online community that supports and strengthens the destination's reputation on social media, encouraging more interactions from tourists who have visited.

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