



## Role of Social Media in Influencing The Visit of Domestic Tourist

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### Abstract

The purpose of this study is to examine whether there is a relationship and the influence of the use of social media by tourists and how it plays a role in the visit of domestic tourists in Lawang Sewu Semarang. The data used in this study are primary data with a sample of 73 respondents. The research method uses descriptive statistical analysis, correlation coefficients and simple linear regression analysis with research variables including the level of social media use and domestic tourist visits in and Lawang Sewu Semarang. The results showed that the level of social media use and domestic tourist visits in the two tourism objects were high with the percentage of 78% and 82.79%. As for the role of social media there are 33% of tourists get information from social media and 93% of domestic tourists often upload the results of travel on social media. In addition, the use of social media also has a weak relationship and influences 8% of visits to Lawang Sewu. Suggestions that can be given from this research are for the management of Lawang Sewu attractions are expected to remain active in social media but to focus more on tourism promotion through other media.

## INTRODUCTION

The very rapid development of technology has formed new patterns and lifestyles in society. The use of personal websites to social media has become part of the life of the world community, including Indonesia. According to the results of the 2018 We Are Social and Hootsuite research report, internet and social media users in Indonesia reached 132.7 million users out of a total population of 265.4 million people. This means that more than 50% of Indonesians are active on various social media.

With a population that continues to grow, it is undeniable that Indonesia is one of the

countries with a fairly large growth in the number of internet users. In fact, in just one year the number of internet users in Indonesia grew 51% higher than other countries such as Mexico, the Philippines, India and Thailand (We Are Social 2017).

The data on the growth of internet users in Indonesia can be seen in the results of the Indonesian Polling in collaboration with the Indonesian Internet Service Providers Association (APJII) in 2018, where the number of internet users in Indonesia continues to experience a significant increase every year, as seen in Figure 1 below:



**Figure 1. Growth of Internet Users in Indonesia 1998-2018**

Source: Results of the 2018 Indonesian Internet Service Provider Association (APJII) Survey (processed)

Figure 1 shows that as many as 171.17 million people in Indonesia were active internet users in 2018. This figure increased by 13 % from the previous year, where in 2017 there were 143.26 million internet users. Meanwhile, for reasons of using access or services during 2018, around 24.7% of netizens in Indonesia used the internet to chat, followed by reasons of accessing social networks or social media with a percentage of 18.9% and 11.5% of netizens. who are looking for information or browsing as the main reason to use the internet.

The large number of uses of the internet and social media certainly has a lot to influence

the patterns and lifestyle of the community, where the culture of liking selfies and uploading photos or images to live streaming has become commonplace in society. So what happens to Indonesian netizens, unique places and interesting backgrounds are the main attraction for social media users to express themselves in cyberspace. Apart from being cheap, social media is also a means of information that is easily accessible to internet users. One of the conveniences of this information is the ease of accessing information on tourist attractions that you want to visit through social media.

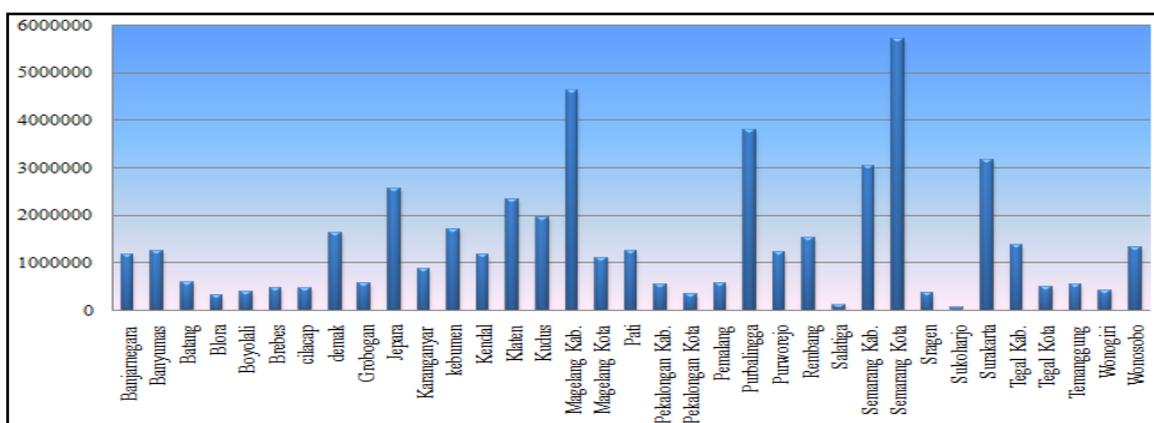
This is an important concern for the tourism industry, especially the tourism industry in Indonesia. Especially the introduction of the world of tourism through social media. Through the Instagram social media account, for example, the introduction of tourism spots with their various uniqueness is the main attraction for tourists. For example, the @exploresemarang account has 354 thousand followers, where this account provides information on the various beauty of interesting tourism objects in the city of Semarang at any time. This has become a means of information that is easily accessible by social media users to find the desired tourist attractions. At the end of March 2018 there were around 1.5 million #exploresemarang on Instagram social media.

The large number of social media and internet users is an important concern for the tourism industry, especially the introduction of the world of tourism through social media. Where the responses of social media users tend to show more pictures or videos, so the introduction of tourist destinations is very easy to do (Erningdyah, 2018). In addition, Foux (2006: 6) also states that consumers (tourists) perceive social media as a more reliable source of information about products (tourist attractions), where consumers (tourists) turn to various types of social media more frequently looking for information and making decisions. purchase (decision to visit) (Lempert et al, 2006). Therefore social media is an important

means of developing and promoting a tourist destination.

Indonesia has many leading tourist destinations. According to the results of the 2019 Travel & Tourism Competitiveness Index (TTCI), Indonesia's tourism competitiveness index is in 40th place, up two places from 2017 which was ranked 42. As for its contribution to state revenue, the tourism sector contributes 5, 8%, in line with employment where the tourism sector was able to contribute 10% to employment in Indonesia in 2017 (World Travel and Tourism Council 2017). In addition, in 2018, the tourism sector was also able to contribute around US \$ 16.11 billion in foreign exchange, which makes the tourism sector the second largest contributor after the palm oil sector (CPO).

In terms of its impact, the potential for domestic tourists is also not inferior when compared to foreign tourists. Even though the expenditure is not as big as foreign tourists, in terms of volume, the number of visits by domestic tourists is superior. As in 2018, where domestic tourist visits amounted to 303.4 million tourists, 19 times greater than foreign tourist visits which were only 15.81 million tourists. In addition, according to the results of the 2018 Archipelago Tourist Statistics study, the average expenditure made by domestic tourists is 959.2 thousand rupiah per tour, which in this study shows that the large number of domestic tourist visits to various regions in Indonesia are able to revive various sectors.



**Figure 2.** Number of Domestic Tourist Visits by Regency / City in Central Java in 2018  
Source: Youth, Sports and Tourism Office of Central Java Province in 2018 (processed)

Figure 2 shows that out of 35 districts / cities in Central Java, Semarang City was the city that had the most domestic tourist visits in Central Java in 2018. From the same source, the highest number of domestic tourist visits in Semarang City was in Lawang Sewu tourism. The Lawang Sewu Semarang destination is a tourist destination in the form of a very historical Dutch East Indies heritage building in Indonesia, its location is quite strategic, which is in the center of Semarang city side by side with modern buildings, the tourist visits are always increasing every year both from domestic tourists and foreign tourists, Even the tourism object Lawang Sewu became the most popular tourist attraction for domestic tourists in 2017 (Nusantara Tourist Statistics 2017).

The results of research by Foris et al. (2011) show that social media is mostly used to share experiences of travel trips (holidays) and there is a strong correlation between the use of social media and changes in plans made to travel. In line with research Trihayuningtyas (2018), which shows that the media social is a means of information and promotion suitable for generation Z in the field of tourism and social media Instagram is the main choice in the use of social media.

The research results of Dionysopoulou and Mylonakis (2013) show that although young domestic tourists spend a lot of time on social media activities, the level of social media use in influencing their travel behavior is not as high as in other countries.

The difference in the results of research regarding the impact of using social media on tourist visits to tourist objects makes it interesting to study. Seeing the widespread use of social media in Indonesian society, is the high number of domestic tourist visits in Lawang Sewu influenced by the use of social media by tourists or not. This study aims to determine the level of use of social media and tourist visits, how the role and influence of social media on domestic tourist visits in Lawang Sewu Semarang.

## RESEARCH METHODS

This type of research is a quantitative research with statistical descriptive approach and correlation coefficient analysis and simple linear regression analysis. The data used in this study are primary data obtained by using a survey data method in the form of distributing questionnaires in Lawang Sewu tourism objects. The variables used consisted of two research variables, namely the use of social media by tourists and visits by domestic tourists. The research sample using the Slovin formula obtained research respondents as many as 73 tourists. While the data analysis techniques in this study used statistical descriptive analysis techniques, correlation coefficients and simple linear regression.

The statistical descriptive technique was carried out using a percentage approach. This analysis is used in the study to describe the level of social media use and the level of tourist visits as well as the role of social media use in influencing domestic tourist visits in Lawang Sewu Semarang.

The correlation analysis technique used is the Pearson Product Moment correlation. The research hypothesis testing is carried out with the following assumptions; If  $p = 0$ , then  $H_0$  is accepted and  $H_a$  is rejected (there is no relationship between social media use and domestic tourist visits in Lawang Sewu); and if  $p \neq 0$ , then  $H_0$  is rejected and  $H_a$  is accepted (there is a relationship between social media use and domestic tourist visits in Lawang Sewu). As an explanation to find out how much the correlation value is, the results of the analysis are interpreted with the following criteria:

**Table 1.** Interpretation Criteria Correlation Coefficient

Interval	Relationship Level
$\pm 0.00 - \pm 0.19$	Very weak
$\pm 0.20 - \pm 0.39$	Weak
$\pm 0.40 - \pm 0.59$	Strong enough
$\pm 0.60 - \pm 0.79$	Strong
$\pm 0.80 - \pm 1.00$	Very strong

Source: Sugiyono (2013: 250)

After knowing how the relationship between research variables is, to see the magnitude of the effect, a simple regression analysis is used. The simple linear regression analysis is used to see how much influence the use of social media (independent variable) has on the level of domestic tourist visits (dependent variable) in Kota Lama and Lawang Sewu Semarang. The formulation of the linear regression equation used is as follows:

$$Y = a + bX$$

Where; Y= Dependent variable (Tourist Visits); a = Constant; b = Coefficient of variable X; X = Independent variable (Use of Social Media).

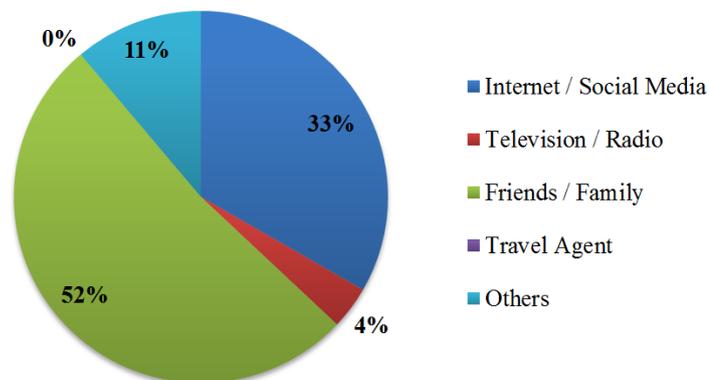
Furthermore, t-statistical testing was carried out to see whether or not the use of social media by tourists had an effect on domestic tourist visits in Lawang Sewu Semarang. According to Ghozali (2009: 17), the testing criteria are carried out by comparing

tcount with ttable at level  $\alpha = 5\%$  (0.05) with the following hypothesis:

$H_0$ : If  $t_{count} < t_{table}$  then  $H_0$  is accepted and  $H_a$  is rejected, the use of social media has no significant effect on domestic tourist visits in Lawang Sewu; and  $H_a$  : If  $t_{count} > t_{table}$  then  $H_0$  is accepted and  $H_a$  is rejected, the use of social media has a significant effect on domestic tourist visits in Lawang Sewu.

## RESULTS AND DISCUSSION

The results showed that of the research respondents there were 90% of tourists who were active users of social media with a high level of social media use, namely 78%. Meanwhile, domestic tourist visits in Lawang Sewu are also high with a percentage of 82.79% with the number of domestic tourists being dominated by visitors from outside the city of Semarang. In addition, from the results of research, domestic tourists get information about Lawang Sewu Semarang tourism objects from various sources, including:



**Figure 3.** Domestic Tourist Information Resources (%)  
Source: Primary data processed (2020)

Figure 3 shows that more than some of the domestic tourists in Lawang Sewu get information about tourism objects from Friends / Family and from the Internet / Social Media with a percentage of 52% and 33%, respectively.

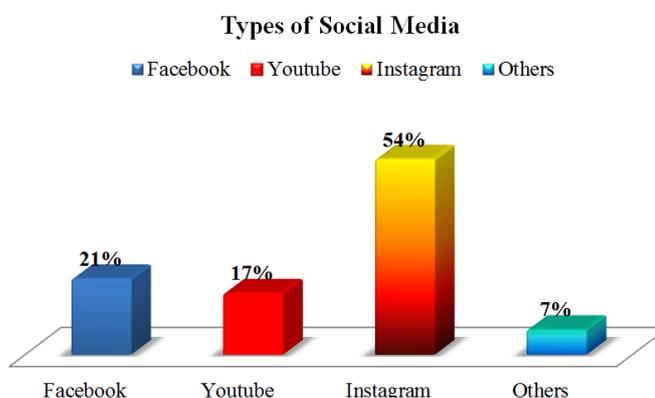
In addition, the results of the study also found that 58% of tourists felt interested in visiting tourist objects after seeing friends' posts on social media. This is in accordance with the visiting decision theory according to Crompton

(in Kazak and Dexrop, 2009: 17) which states that the driving factor for tourists to visit tourism objects is the drive for tourist object expectations, motivation and needs. Where in this case domestic tourists have expectations of tourism objects in Lawang Sewu Semarang that will be visited so that one of the reasons these tourists visit Lawang Sewu attractions. These results also support the research of Al-Badi et al. (2017) which states that most domestic tourists

use social media to get interesting tourist information and want to visit.

In addition, from the research results, there were 93% of domestic tourists who stated

that they often uploaded the results of their tour on their own social media accounts, the types of social media included:



**Figure 4.** Types of Social Media Frequently Used to Upload Travel by Domestic Tourists (%)  
Source: Primary data processed (2020)

Based on figure 4, the use of social media by domestic tourists in Lawang Sewu in terms of uploading (uploading) travel trips is dominated by social media Instagram, namely with a percentage of 54%, followed by social media Facebook at 21% and for domestic tourists who upload on 17% of YouTube social media, while 7% of others use other types of social media to upload travel trips.

The results of these studies are consistent with research by Foris et al. (2011) show that social media is mostly used to share experiences on travel trips (holidays). Where the uploads of tourists on social media either directly or indirectly have contributed to the introduction of tourism objects to the public through social media, which in this case the introduction of the Lawang Sewu tourism object can be wider through the dissemination of information from the uploads of tourists visiting the media social. This shows that indirectly the role of technology and social media is very helpful for local governments in increasing regional development, which in this case is the regional tourism sector.

To see whether there is a relationship between variables and the magnitude of the influence of the use of social media by tourists

on domestic tourist visits in Lawang Sewu Semarang, correlation analysis and linear regression are used. The correlation calculation is done using the Eviews9 analysis tool with the following results:

**Table 5.** Result of Correlation Analysis of Lawang Sewu Semarang

	X Lawang Sewu	Y Lawang Sewu
X Lawang Sewu	1	0.293985
Y Lawang Sewu	0.293985	1

Source: Eviews9 Data Output Processed (2020)

From table 5, it can be seen that the correlation results show that the rcount value of 0.293 is greater than the r table of 0.230 (with a significance level  $\alpha = 5\%$ ), which means that  $H_0$  is rejected and accepts  $H_a$ . So it can be concluded that the level of use of social media by domestic tourists has a weak and significant relationship with the level of domestic tourist visits in Lawang Sewu Semarang.

The results of the correlation coefficient of the use of social media on domestic tourist visits in Lawang Sewu produce a significant correlation, so the magnitude of influence and contribution between variables can be searched

by simple linear regression analysis. The calculation of linear regression analysis is carried out using the Eviews9 analysis tool with the following results:

**Table 6.** Results of Simple Linear Regression Analysis in Lawang Sewu Semarang

Variable	Coefficient	t-Statistics	Probability	Information
Constant	29,593	3,601	0,000	
Use of Social Media (X)	0.565	2,591	0.011	Significant
R-Square	0.086			

Source: Eviews9 Data Output Processed (2020)

From the results of the regression analysis in table 6, it is found that the t-count value is 2,591 greater than t table of 1.993 (with a significance level  $\alpha= 5\%$ ), which indicates that  $H_0$  is rejected and accepts  $H_a$ . So it can be concluded that the level of use of social media by domestic tourists has a significant positive effect on tourist visits in Lawang Sewu Semarang.

In addition, in table 6, the R Square value is 0.086 which shows that from the results of the regression model, the level of social media use by domestic tourists has a contribution and an effect of 8.6% on the level of domestic tourist visits in Lawang Sewu Semarang, while 91, The other 4% are influenced by other variables that are not explained in this study.

The results of the research in Lawang Sewu strongly support the research conducted by Dionysopoulou and Mylonakis (2013) which states that although young domestic tourists spend a lot of time on social media activities, the level of use of social media in influencing their travel behavior is not as high as in other countries. This is because the pattern of domestic tourist visits at Lawang Sewu tourism objects is more dominated by group visits (tour packages) where the factors of taste for tourist visits, invitations from friends, family or organizational activities in the form of study tours and so on affect more tourist visits to Lawang tourism objects. Sewu is more than just information from social media.

Even so, the results of the study still show the contribution of the use of social media in

influencing domestic tourist visits to Lawang Sewu, which is in accordance with Harper's theory of Social Change which suggests that there are technological developments.has caused the impact of social change in society. Where in this case innovation and the use of technology in the form of the use of social media are used to promote Lawang Sewu tourism, this is a form of social change in society. From the point of view of those who promote, creativity and innovation in the use of social media can support the development of tourism in Indonesia, both direct promotion from the manager and indirect tourism promotion from active users of social media. This shows that technological developments in Indonesia can have an impact on social changes in tourism and improve the tourism sector in Indonesia.Where the existence of technology and information makes tourist objects easily accessible to tourists, so that tourist visits also increase, with the increase in visits, it will certainly encourage the progress of regional development from the tourism sector.

## CONCLUSION

Based on the results of research on the role of social media in influencing domestic tourist visits in Lawang Sewu Semarang, the conclusions of this study are as follows; The level of use of social media by domestic tourists in Lawang Sewu Semarang is high with a percentage of 82.79%. In addition, domestic tourist visits in Lawang Sewu also showed a high level of visits with a percentage of tourist visits of 78%. The role of social media in

influencing domestic tourist visits in Lawang Sewu Semarang can be seen from the responses of respondents to the use of social media during a tour, namely as many as 33% of domestic tourists who get information about Lawang Sewu tourism objects from social media, there are also 93% of domestic tourists who stated that he often uploads the results of his tour on his social media accounts. And the use of social media by domestic tourists has a relatively weak relationship with an impact contribution of 8% to domestic tourist visits in Lawang Sewu Semarang.

As for some recommendations and suggestions from the research results to support efforts to increase domestic tourist visits in Lawang Sewu Semarang, including; for the Semarang City Culture and Tourism Office to be more active in using social media by promoting the Lawang Sewu destination as an icon of Semarang City in order to increase domestic tourist visits to Semarang City, especially in the tourism object Lawang Sewu Semarang. Second for PT. Kereta Api Indonesia as the manager of Lawang Sewu to further promote Lawang Sewu tourism through other intermediary media such as tour guides, travel agents and so on, considering the influence of the media on tourist visits in Lawang Sewu is relatively weak, so the promotion of tourist destinations can be more focused through other media. And in addition, for future researchers, especially research related to domestic tourist visits in Lawang Sewu Semarang, it is recommended to develop research by expanding research variables or other factors that can affect domestic tourist visits in Lawang Sewu apart from the use of social media factors.

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