Analysis of the Use of Social Media by Tourists in Increasing Tourism Visits in Maros Regency

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ABSTRACT

The presence of social media has provided a new space to interact with each other. Through social media, users can easily access and share experiences and other interesting things in cyberspace. This is an important concern for the tourism industry in Indonesia to develop its tourism potential. The purpose of this study is to analyze the effect of social media use by tourists in increasing tourist visits in Maros Regency. The data used in this study are primary data with a sampling of 40 respondents. Research variables include the level of social media usage and domestic tourist visits in Maros Regency. The data collection method uses questionnaires and documentation with the analysis used, namely descriptive statistics, correlation coefficient and regression analysis. The results showed that the level of use of social media by tourists had an effect on increasing tourism in Maros Regency.

Keywords: Social Media, Visit, Tourism, Tourism.

1. PRELIMINARY

Information plays a very big role in life in various fields, such as politics, economics, social, culture, defense and so on. In the perspective of humans as social beings, humans need information to be consumed or shared again with others around them. Gaspersz (1988) states that information is explained as a communication product that has an influence on increasing one's knowledge of something. Meanwhile, according to Davis, G. B. (1999), information is data that has been processed into a form that is important to the recipient and has real or perceivable value in current and future decisions. Certain data sometimes does not provide meaningful information until the data is processed in such a way that it can be interpreted and interpreted so that it provides new knowledge for those who need it so that later it has useful value.

The main function of information according to Sutabri (2005) is to increase knowledge or reduce the uncertainty of information users. However, in most complex decision-making, information can only increase the likelihood of certainty or reduce the variety of choices. Information is a need that must be met.

Information only has value if it can lead to a change in the action taken by the decision maker, even though it can provide new knowledge, it will have no value in the context of a particular decision issue, as long as the additional information cannot lead to a change in attitude or action regarding the problem or issue at hand. Therefore, it is necessary to collect data that is directly or indirectly related to a problem. The data is then processed so that it eventually becomes information. The information needed must be complete as needed, reliable and still actual (Syamsi, 2000).

Natural and artificial tourist attractions are one of the things that attract an area. South Sulawesi is a province that has many tourist attractions, such as Bantimurung, Rammang-rammang, Maros Highland and many others. These tourist attractions are located in Maros Regency which is adjacent to Makassar City which is the capital of South Sulawesi Province. Rammang-rammang located in Maros Regency is a tourist attraction that has been recognized by the world for its natural beauty.

Seeing the beauty of natural and artificial tourism in Maros Regency certainly greatly affects the increase in tourist visits in an area. Information that is spread is the door to increasing tourist visits, one of the places that spreads information quickly is social media. Instagram and Tiktok are applications that are widely used for the 90s and 2000 generations. Instagram and Tiktok are places where people look for recommendations and even

just see uploads and stories from other users. These social media users often share their traveling and daily moments on Instagram and Tiktok. Through stories and photos uploaded, it becomes an indirect recommendation and introduction to tourism in the internet world. Therefore, the high use of social media Instagram and Tiktok became the researcher's idea to see how the role of Instagram and Tiktok in increasing parotourism in Maros Regency.

2. METHOD

The research method used is quantitative research method. According to Sugiyono (2017) quantitative research methods can be interpreted as research methods based on the philosophy of positivism used to research on certain populations or samples, sampling techniques are generally carried out randomly, data collection using research instruments, data analysis is quantitative / statistical, with the aim of testing predetermined hypotheses. Data collection was carried out using a questionnaire as an instrument and was proven by documentation.

3. RESULT AND DISCUSSION

Harold D. Lasswell in Cangara (2018) in 1948 made a communication model that saw that a communication process always had an effect or influence and was known as the Lasswell formula. This model starts from who says what then through what and to whom to what effect.

The latest development is the emergence of the views of Joseph de Vito, K. Sereno and Erika Vora who consider environmental factors as an element that is no less important in supporting the communication process. Wilbur Schramm in Cangara (2018) argues that the communication process will not take place without the support of communication elements or components. The relationship between one element and another can be seen as follows:
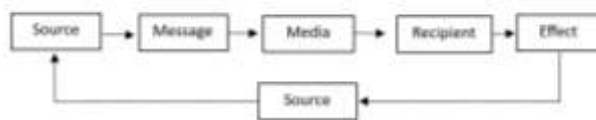

Figure 1: Components of Communication

The elements of communication have an important role in the information that reaches the right way. However, in the world of communication, it is not only the communication process that influences the results and quality of communication, one of the determining factors for the influence of communication is the quality of the information itself. Tata Sutabri (2005) states that the quality of information depends on three things, namely, information must be accurate, timelines, and relevance.

1) Accurate, information must be free from errors and not biased or misleading. Accurate also means that information must clearly reflect its intent. Information must be accurate because from the source of information to the recipient of the information there may be a lot of interference (noise) that can change or damage the information.

2) Timelines, Information that arrives at the recipient should not be late. Outdated information will no longer have value because information is the basis for decision making.

3) Relevance. The information must have benefits for the user. The relevance of information for one person to another is different.

In this study, using quantitative research, the results obtained from 40 respondents in the field were then tested using partial tests and simultaneous tests. The test was carried out to see how Tiktok's influence on increasing tourism visits, the influence of Instagram on increasing tourism visits and the influence of Tiktok, Instagram on increasing tourism visits. The test results are then associated with the characteristics of information quality and the Wilbur Schramm communication model.

The validity and reliability tests in this study are to measure the instruments in this study. Validity is a measure that shows that an instrument is declared correct. Validity testing can be done by correlating between instrument item scores in a factor, and correlating factor scores with total scores. The results of the validity test of each statement item can be seen through the SPSS output and the calculation results obtained on all questionnaire questions for the Tiktok, Instagram and tourism visit variables have a valid status where it is known that r count> r table with a table value of 0.320.

Meanwhile, the reliability test was carried out to measure whether the questionnaire in the study was consistent or inconsistent which was used to measure the effect of variable X on variable Y. Previously, reliability testing must have a basis for decision making, namely alpha of 0.60. A variable that is considered reliable if the variable value is greater than 0.60 and if it is smaller than 0.60 then the variable under study cannot be said to be reliable. The results of the reliability test on this research variable can be seen in Table 1 as follows:

Table 1: Reliability Test

No	Variables	r alpha	Criteria
1	Tiktok (X_1)	0,96 2	Reliable

		0,97 0	Reliabl e
2	Instagra m (X₂)	0,97 0	Reliabl e
3	Tourism visits (Y)	0,97 2	Reliabl e

Source: SPSS Output Version 25.0

Based on Table 1 above, it shows that the reliability test in this study obtained question items that were declared valid. A variable is said to be reliable or reliable if the answers to the questions are always consistent. The results of the reliability test on the Tiktok variable (X1) as seen from Cronbach's alpha are 0.962, then Instagram (X2) is 0.970 and tourism visits (Y) are 0.972, where the value of each variable is higher than the basic value, namely> 0.60. From these results it proves that all questions in the questionnaire are declared reliable.

After obtaining the results of the validity and reliability tests on this research instrument with valid and reliable conclusions, the results of hypothesis testing using partial tests regarding the effect of Tiktok (X1) on tourism visits (Y) and the effect of Instagram (X2) on tourism visits (Y) are obtained:

1. Partial Test (T Test)

Partial test (t test) is intended to see the effect of each independent variable independently on the dependent variable. To determine the individual relationship between the independent variable and the dependent variable. The t test is carried out by looking at the calculated t value of each independent variable, and will be compared with the t table 2.026. Then it can be done by making a decision, namely as follows:

1) If t-count> t-table, then the research instrument (question) is declared influential.
2) If t-count < t-table, then the research instrument (question) is declared to have no effect.
3) H0: If the significant value is> 0.05, the hypothesis is rejected, meaning that partially the independent variable has no significant effect on the dependent variable or there is no influence between the Tiktok variable (X1) on the tourism visit variable (Y) and there is no influence between Instagram (X2) on tourism visit (Y).
4) Ha: If the significant value <0.05, the hypothesis is accepted, meaning that partially the independent variable has a significant effect on the dependent variable or there is an influence between the Tiktok variable (X1) on the tourism visit variable (Y) and there is an influence between Instagram (X2) on tourism visit (Y).

Table 2: Test (T)

Coefficientsª

Model		B	Std. Error	Beta	T	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
1	(Constant)	7.962	3.043		2.616	.013
	Tiktok	.723	.169	.775	4.288	.000
	Instagra m	-.029	.178	-.030	-.165	.870

a. Dependent Variable: Tourism visits

Source: SPSS Output Version 25.0

Based on table 2 above, it shows that:
1) Tiktok has a t value of 4.288 with a significance probability value of 0.000. Where the t table value is 2.026, which means t count> T table or 4.288> 2.026 so it is said to have an effect. In addition, the significance of Tiktok is 0.000 <0.05 so it is stated that Tiktok has an influence on tourism visits or partially the independent variable has a significant influence on the dependent variable.
2) Instagram has a t value of -0.165 with a significant probability value of 0.870. Where the t table value is 2.026, which means t count < t table or -0.165 < 2.026 and is said to have no effect. In addition, the significance value of Instagram is 0.870> 0.005 so that the hypothesis is rejected and it can be said that Instagram has no effect on tourism visits or partially the independent variable has no significant effect on the dependent variable.

The partial test results found an influence between Tiktok (X1) on tourism visits (Y) in Maros Regency and no influence of Instagram (X2) on tourism visits (Y) in Maros Regency. The results of the next test, namely the simultaneous test (F test), were carried out to test whether there was an influence of the independent variables (independent) simultaneously on the dependent variable (dependent).

2. Simultaneous Test (F Test)

The way to test F is to see F count> F table, it means that the independent variable (X) simultaneously has a significant effect on the dependent variable (Y) or in this study the Tiktok,

Instagram variables simultaneously have an influence on tourism visits in Maros Regency.

The following are the results of the F statistical test, which can be seen in table 3 below:

Table 3 Test (F)
ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	534.034	2	267.017	24.034	.000ᵇ
	Residual	411.066	37	11.110		
	Total	945.100	39			

a. Dependent Variable: Tourism visits
b. Predictors: (Constant), Instagram, Tiktok
Source: SPSS Output Version 25.0

Based on the SPSS 25 test, the F count is 24.034 and the result obtained for the F table is 3.245 with a significance level of 5%. So that the obtained F count> F table or 24.034> 3.245 with the acquisition of a sig value (0.000 <0.05) then simultaneously (together) the independent variables Tiktok (X1) and Instagram (X2) simultaneously influence tourism visits (Y).

From the above results it is obtained that social media Instagram and Tiktok together have a significant influence on increasing tourism in Maros Regency. However, it was found that parcial Instagram has no influence on increasing tourist visits, this is different from the results of TikTok. It was found that TikTok had a significant influence on increasing tourism in Maros Regency.

The level of accurate, relevant and timely information obtained on social media makes it a place for advertising either accidentally or intentionally. Source, Message, Media, receiver and effect become the process of transferring information on social media, especially Instagram and Tiktok social media. The clarity of this process makes the information that arrives accurate and reliable in the community.

3. CONCLUSION

In parcial Instagram has no influence on increasing tourist visits, this is different from the results of TikTok. It was found that TikTok had a significant influence on increasing tourism in Maros Regency. Meanwhile, based on the simultaneous test (F) it was found that Instagram and Tiktok together had an influence on increasing tourism. This proves that social media is a place of information and high attractiveness in recommending or seeking information about tourist attractions.

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