

The Influence of Social Media Content on The Interest of Gen Z Tourists to Visit Coban Lanang

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Abstract

Introduction/Main Objectives: This study examines the influence of social media marketing content on Generation Z tourists' interest in visiting the Coban Lanang waterfall tourist destination in Batu City, East Java. Social media platforms, particularly Instagram and TikTok, are the primary sources of tourism information for Generation Z, making content quality a critical factor in shaping visit interest.

Background Problems: Although Batu City has strong potential for natural tourism and supporting facilities, promotion through social media faces constraints due to limited human resources in digital content marketing. This condition raises questions about the effectiveness of existing social media content in attracting Generation Z tourists.

Research Methods: A quantitative approach was employed using a saturated sampling technique. Data were collected through online questionnaires distributed to 50 visitors aged 18–26 who are active social media users and have been exposed to Coban Lanang-related content.

Findings/Results: The results indicate that visual and informative social media content has a significant influence on increasing Generation Z tourists' interest in visiting the destination.

Conclusion: The study concludes that optimizing social media content quality is essential for local tourism managers to enhance Generation Z visit interest through effective digital marketing strategies.

Keywords: Social Media; Gen Z; Digital Tourism; Visiting Interest



Introduction

Social media has evolved to be one of the best ways to expand marketing reach and increase brand awareness. The use of social media has increased rapidly along with the increasing ease of internet access at home and the development of smartphone and tablet technology. There is a change from the trend of conventional marketing, which is carried out through the network, to digital, known as digital marketing. Digital marketing is a type of marketing that relates to customers through electronic devices or the internet. Digital marketing can be defined as "a series of marketing activities that utilize the internet and digital technologies to promote products and services to target consumers" (Octaviana, Eva; Zahara, 2024). Based on the book *Marketing Management*, 14th Edition (Keller, 2012), Marketers can leverage social media as a new capability to amplify their brand messages. The content used in this strategy can be in the form of delivering information and updates to consumers that are distributed through blogs and other uploads (posts). Social media marketing also includes efforts to support online communities or create your own "stopping points" in the internet realm. These social networking sites serve to bring consumers together with similar interests, and marketers can create "buzz" online through brand advocates and community of users.

Batu City is one of the cities that has a lot of tourism potential, especially natural tourism located in the highlands of East Java, Batu City is surrounded by mountains that are still preserved in their beauty such as (Mount Arjuna, Mount Welirang, Mount Buthak, Mount Panderman, Mount Many), green hills and beautiful scenery. The altitude of the area makes for fresh air and cool weather, provides a refreshing experience for visitors and has great potential to attract tourists from various cities, especially the younger generation, including Gen Z. This generation is known for its characteristics of being tech-savvy, visual, and active on social media, making them very responsive to interesting and instagramable tourist destinations.

Batu City not only has mountains and hills, but also has many rivers and waterfalls that add to its natural beauty. Such as the Coban Lanang waterfall destination which is a natural tourist destination located in Ngujung Hamlet, Pandanrejo Village, Bumiaji District, Batu City, East Java. This place offers the charm of a waterfall with a height of about 15 to 20 meters and a fairly heavy and clear water flow, Coban Lanang was opened gradually in 2021, According to the local people, this waterfall comes from the flow of the Lanang River which connects the Brantas River, with a unique legend that the water source comes from the male genitals and is protected by a supernatural creature named Mbah Kabul Joyo Sampurno, It is now managed by CV. Berkah Coban Lanang in collaboration with CV. Suka Alam, Coban Lanang offers a semi-modern nature tourism concept that Combining the panoramic view of the waterfall with supporting facilities such as a selfie area, recreational park, swimming pool and café. This place manages to attract the attention of tourists thanks to the combination of natural uniqueness and the comfort of modern facilities, making it one of the top choices in Batu City which is famous for its natural beauty and cool air. In terms of tourism, Coban Lanang is an example of a potential natural destination that has not been fully exploited through online promotion, Because promotions such as conventional banners or brochures accessed through mobile phones, are ineffective, many young tourists especially Gen Z still do not know much about this destination. This phenomenon shows the difference between digital marketing capabilities and local tourism prospects, which can be addressed with more interactive and personalized content.

Generation Z (Gen Z), born between 1997 and 2012, is a group that is very active in using social media such as Instagram, TikTok, and Facebook. Based on Reportal Data (2023), Indonesia has around 167 million active social media users, of which Gen Z is the majority of users., they prefer real, visual, and interactive content. This is because the influence of influencers and content generated by User Generated Content (UGC) users is huge in shaping

Gen Z's choice and interest in tourist attractions. Content that is engaging, interactive, and contextually appropriate on social media can drastically increase interest in visiting. Therefore, an effective digital marketing strategy needs to be oriented towards creating content that is in line with the nature and preferences of Gen Z.

The use of social media in Indonesia continues to increase, especially among Generation Z, which has changed the paradigm of tourist destination promotion with a focus on visual content and real experiences that are easy to share on social media. Generation Z tends to prioritize viral content and experiences that support activities on social media, so tourism sector players need to build creative and digital-oriented marketing strategies to remain relevant and interesting to them, because visitor interest can decrease if the content presented does not suit their tastes. Research also indicates that user-generated content has a major impact on influencing tourists' interest and their methods of finding information about tourist destinations, so cooperation between the government and the younger generation is indispensable to create effective and sustainable promotional strategies. In the Handbook of e-Tourism Xiang & Gretzel, (2010) found that UGC is an important component in determining the interest of tourists and that social media has changed the way they search for information.

Human resources (HR) who are experienced in content marketing and tools that lack support to create content are the main problems of Coban Lanang as a tourist destination in Batu City. Content marketing consists of the process of creating and distributing digital content such as photos, videos, articles, and more to attract visitors. This lack of content marketing human resources has a direct impact on the quality and frequency of content production. Without experts who understand photography, videography, or copywriting techniques, the content produced often looks simple, less professional. And it is evident that on the Instagram account @coban.lanang It's rare to create content, the last active to create content was July 28 2025. Most of the content circulating on social media is content from tourists who visit, there are several content creators from celebrities to youtubers who visit while promoting Coban Lanang tourism through the content created.

Indeed, there has been no thorough research on interactive and personalized content marketing strategies that can address labor shortages and increase the attractiveness of tourist attractions. Even researchers in the past also agreed with this regarding the marketing strategy that has not been significant carried out by the Coban Lanang destination, but that is not the reason for tourism to be quiet because there are many good reviews on google maps and content circulating on social media made by visitors while traveling. Indirectly, visitors also help promote one of the tourist destinations of Coban Lanang, Batu City.

The purpose of this study is to see how social media marketing content influences the desire of Gen Z tourists to visit Coban Lanang. With a focus on the Gen Z generation and active on digital websites such as Instagram and TikTok, this study will investigate how content elements such as photos, videos, stories, and user interactions affect the desire to visit Coban Lanang. Through quantitative and qualitative approaches, this analysis is expected to reveal digital content consumption patterns by Gen Z, identify effective marketing strategies, and provide recommendations for CV managers. The blessing of Coban Lanang to increase tourist attraction in the digital era, overcoming the problem of lack of HR content marketing that has been identified beforehand.

This research provides an in-depth perspective for Coban Lanang managers on how to improve content promotion on social media, so that the strategy is more in line with the preferences and tastes of Gen Z, who are more likely to be influenced by visual and interactive content. In addition, the study helps local tourist destinations attract more visitors by using successful digital marketing strategies, such as targeted campaigns through social platforms

and attention-grabbing content. The study also investigated the relationship between social media, tourism, and Gen Z's consumption patterns.

LITERATURE REVIEW

Content Marketing

Content marketing is a strategic approach in marketing in which companies create, publish, and distribute relevant, valuable, and engaging content to attract and retain a specific audience. Its main goal is to create strong relationships with potential customers, increase brand awareness, and influence customer behavior. Instead of focusing on direct promotion, this approach focuses on providing added value to the audience. The content shared can be blog articles, videos, infographics, podcasts, and more that aim to educate, entertain, or help the target audience solve problems. Content marketing puts customers first. Companies study their audience's wants, needs, and difficulties before creating content. They have the ability to build more intimate and meaningful relationships with customers, which in turn can increase customer loyalty to the brand and drive their business growth.

Content marketing is the marketing stage of business activities in terms of producing and distributing valuable and relevant content so that it attracts, acquires, and engages target consumers. It is a marketing strategy that is tailored to plan, produce, and distribute content with products sold by the company to encourage potential customers to become customers.

According to (Kotler et al., 2017), Content marketing strategies consist of strategizing, producing, and distributing content so that it can attract the attention of the target consumer and motivate them to become customers. This strategy consists of several stages, ranging from goal setting, audience mapping, and content ideation and planning, content creation, content distribution, content amplification, content evaluation, and content development.

Social Media

Social media is the process of interaction between individuals by creating, sharing, exchanging and modifying ideas or ideas in the form of virtual or network communication. Social media is something that can create various forms of communication and information for all who use it. Social media content is classified into informative, visual, and interactive content. Interest in visiting is influenced by perception, interest, and emotional and cognitive drives. Previous studies have shown that quality digital content increases engagement and visit decisions.

Social media as a communication tool has evolved from just a means of disseminating information to a central ecosystem in the digital marketing ecosystem. In the book *Marketing Management* oleh Kotler & Keller (2012), Social media is seen as a part of personal marketing communications (such as online communities and blogs) that serve as a word-of-mouth alternative to traditional media; while in *Marketing 4.0* oleh Kotler, Kartajaya, & Setiawan (2017), The role of social media has shifted and become a key driver transforming market power from the individual to the social, enabling massive connectivity, facilitating peer-to-peer conversations, as well as empowering customers and digital subcultures (Netizens) to influence and create brand value.

Interested in Visiting

Interest in Visiting is a natural desire that drives a person to visit a place, especially tourist attractions that are considered interesting. There are encouragements from outside sources, such as promotions, suggestions, objects of interest, or quality of service, that influence the decision to make a visit. The desire to visit is not just a desire; It is a psychological process

that can be measured by several indicators, including transactional interest (having a desire to visit), preferential interest (making the place a top choice), and exploratory interest (seeking more information about the place).

According to Makhin (2016:47) in the (Mulyah et al., 2020) Interest has special properties and characters, namely, first, interest is personal (individual) there are differences in interests between a person and others, interest causes a discriminatory effect, is closely related to motivation, affects and is influenced by motivation, and interest is something that is learned not innate from birth and can change depending on needs, experiences, and fashions.

According to Pangestuti (2018) in the (Apner Abdon Elake, Saul Ronald Jacob Saleky, 2024) Interest in visiting has psychological stages, where these stages are then used as a benchmark or indicator of the process of buying interest in individuals. Interest in visiting is basically the feeling of wanting to visit an interesting place to visit. Tourist satisfaction has a direct relationship with interest in returning. Travelers who are satisfied with the facilities and services they receive tend to be more likely to come back. This research shows that destinations that can meet or exceed tourist expectations tend to be more successful in attracting repeat visits and building tourist loyalty.

Tourist

Tourists are also people who visit a place or country, which is usually referred to as a visitor or visitor. There are many people with different reasons to visit, including some of them. Therefore, not everyone who comes is a tourist.

In the context of the book's core Handbook of e-Tourism Xiang & Gretzel, (2010) Focusing on the role of digital technology in tourism, tourists are defined essentially not just as physical visitors, but as informed digital decision-makers and primary sources of data. Modern travelers are individuals who actively integrate and process travel information from various online sources, such as social media, reviews, and search platforms to plan and make decisions in the pre-trip phase, which then influences their behavior at the destination. Their role extends from mere consumers to content producers (through reviews and user-generated content) that dynamically shape the image and choice of destinations for other travelers, making them a central and connecting element in the intelligent and data-driven e-tourism ecosystem.

Generation Z Perspective

Generation Z is a highly connected and technology-dependent group. They were born at a time when personal computers have become an essential part of daily life. This generation finds it difficult to separate from online and offline life, with a great dependence on the internet. Generation Z, also known as the net generation or internet generation, was born and grew up during an increasingly established era of technology. They are known for their daily lives that are always in contact with gadgets and prioritize communication through social media. However, their connection to the virtual world often disconnects them from the real world. An in-depth understanding of communication preferences, principles, and expectations.

The digital world greatly influences the self-identity of Gen Z because they use digital platforms to express themselves, build connections, and find their place in society. There are many ways digital platforms affect Gen Z's identity, including building self-image, finding community, building identity, expressing yourself, and building influence.

Research Methods

According to Annisa Paramaswary Aslam (2023) Research is a systematic process carried out by researchers to gain a better understanding of a phenomenon or problem with the aim of collecting data, analyzing information, and generating new knowledge. Research is a process of discussion with a scientific approach that involves collection, delivery, and delivery.

This research was conducted in Batu City, East Java. Batu City has many tourist attractions, including natural tourism, artificial tourism, and educational tourism. One of the famous tourist attractions in Batu City today is Coban Lanang. Coban Lanang is a waterfall natural tourism that has unique beauty and characteristics because it is combined with sports tourism and cafes.

This study uses a quantitative approach. A sample of 50 Gen Z respondents was obtained through purposive sampling. The research instrument was in the form of a Likert scale questionnaire. Data analysis uses simple linear regression.

Sampling and Sampling Techniques

A sample is a part of the number and characteristics that the population has. The researcher will use the Non Probability Sampling Technique, which is a sampling system that does not provide the same opportunity for each element or member of the population to be selected as a sample.

The sampling technique used in this study is saturated sampling which is included in non-probability sampling. Saturated sampling is a sample determination technique when all members of the population are used as samples. This saturated sampling is often done when the population is relatively small, less than 50 people, or the study wants to make generalizations with very small errors. Another term for saturated sampling is census, where all members of the population are sampled. The sample criteria that will be used as respondents in this study are the Gen Z population (aged 17-26 years) who are active on social media and have seen Coban Lanang content.

Data Collection Instruments

This data collection instrument uses a likert scale questionnaire consisting of several statements or questions that aim to measure the attitudes, opinions, or perceptions of a person or a group of people towards a certain social phenomenon or topic. This tool usually consists of several items (statements) each of which has a gradation option, ranging from strongly agree, agree, neutral, disagree and strongly disagree.

Result

This study involved 50 respondents who focused on Generation Z or someone born in 1997 - 2012, Analysis of respondent characteristics by gender showed that out of the total 50 respondents, as many as 16 people (34.5%) were men and 34 people (65.5%) were women. The characteristics of the respondents based on the age group, namely 17-25 years old, amounted to 50 with a percentage (82.8%).

The characteristics of the respondents based on status were students or students with a percentage of 43 people (74.1%), and workers with 7 people with a percentage (25.9%).

Table 1. Validity Test

Variabel	Indicator	Total Correlation	Table R
Content Marketing	X1	0.757	0.279
	X2	0.772	0.279
	X3	0.605	0.279
	X4	0.768	0.279
	X5	0.761	0.279
Gen Z perspective	Z	0.750	0.279
	Z	0.816	0.279
	Z	0.595	0.279
	Z	0.837	0.279
	Z	0.865	0.279
Interested in Visiting	Y1	0.782	0.279
	Y2	0.838	0.279
	Y3	0.688	0.279
	Y4	0.806	0.279
	Y5	0.788	0.279

Based on the table above, all indicators used to measure the research variable, namely content marketing to interest in visiting through Gen Z perspectives, have a significance value that is higher than the predetermined limit. This indicates that these indicators are valid and can be used to measure the construct in question.

Table 2. Reliability Test

Variabel	Cronbach's Alpha	Information
Content Marketing	0.784	Reliabel
Gen Z Perspective	0.840	Reliabel
Interested in Visiting	0.829	Reliabel

Based on the table above, all the variables contained in this study table have been tested for reliability using Cronbach's alpha coefficient, the results show that all variables have a Cronbach's alpha value of more than 0.6 which indicates a fairly good level of reliability.

Classic Assumption Test

Normality Test

To detect the normality of the data, it can be done through statistical analysis, one of which can be tested with the Kolmogorov-Smirnov test (K-S). The basis for decisionmaking in the K-S test is that if the significance value is more than 0.05, then the residual value is normally distributed

Table 3 Normality Test Results One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		50
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.68363486
Most Extreme Absolute Differences		.117
	Positive	.117
	Negative	-.097

Kolmogorov-Smirnov Z	.829
Asymp. Sig. (2-tailed)	.498

a. Test distribution is Normal.

Based on this study, it is known that the significance value of Asymp. Sig. (2- tailed) $0.498 > 0.05$, then it can be concluded that the residual data is normally distributed, so that it can continue to the next test.

Multicollinearity Test

Table 4 Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.101	1.575		1.334	.189		
Content Marketing	-.013	.128	-.012	-.103	.918	.354	2.828
Gen Z Perspective	.915	.121	.888	7.555	.000	.354	2.828

a. Dependent Variable: Interested in Visiting

Based on this study, it shows that each Content Marketing variable has a Tolerance value of $0.354 > 0.10$ and a VIF value of $2.828 < 10.00$ which means that there is no multicollinearity or free from multicollinearity problems. Then the Gen Z Perspective variable has a Tolerance value of $0.354 > 0.10$ and a VIF value of $2.828 < 10.00$, meaning that multicollinearity does not occur, From this data, this research data is free from the assumption of multicollinearity.

Table 5. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.354	.996		3.368	.002
Content Marketing	-.164	.081	-.467	-2.031	.048
Gen Z Perspective	.056	.077	.167	.727	.471

a. Dependent Variable: Abs_RES

Based on the results above, it shows that the Content Marketing variable has a Significant value of $0.048 < 0.05$, meaning that there are symptoms of Heteroscedasticity, while the Gen Z Perspective variable has a Significant value of $0.471 > 0.05$, meaning that there are no symptoms of Heteroscedasticity. It can be concluded that one variable has symptoms of heteroscedasity and one does not.

Table 6 Heteroscedasticity Test Results After transformation (ln)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.707	6.953		-.246	.807
Content Marketing	-.081	.320	-.268	-.253	.801
Gen Z Perspective		.342	-.605	-.508	.614
Len X	-.174	5.705	-.203	-.185	.854
Len Z	-1.055	6.386	.824	.588	.560

Based on the table above after the logarithmic transformation (ln) shows that the marketing content variable obtains a Significant value of $0.801 > 0.05$ meaning that the above variable does not have a symptom of Heteroscedasticity, as well as the variable from the perspective of gen z reports a significant value of $0.614 > 0.05$ meaning that the variable does not have a symptom of Heteroscedasticity, it can be concluded that all of the above variables do not have symptoms of Heteroscedasticity

Table 7 T Test and F Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2.750	4.151		-.663	.511
Content Marketing	.280	.265	-.258	1.058	.296
Gen Z Perspective	1.257	.296	1.219	4.244	.000

1. In the content marketing variable, it is known that the value of $t = 1.058$, Sig. = 0.296. This means that the Content Marketing variable does not have a significant effect on Visitor Interest because the Sig. value is more than 0.05.
2. In the Gen Z Perspective variable, it is known that the value of $t = 4.244$, Sig. = 0.000. This variable has a significant effect on Interest in Visiting because the Sig. value is far below 0.05.

It can be concluded that the only variable that has a significant influence on Visitor Interest is the Gen Z Perspective, Content Marketing does not have a significant effect in this model because the Sig. value > 0.05 . These results show that only strategies that fit the perspective of Gen Z significantly increase interest in the study.

Table 8 F Test

Model	Sums Of Square	Df	Mean Square	F	Sig.
Regression	471.371	3		53.838	.000
Residual	134.249	46	-.258		
Total	605.620	49	1.219		

The results of the F test in the ANOVA table show the significance of the overall regression model in predicting Visiting Interest. A large F-value (53,838) shows that overall the regression model consisting of Content Marketing and Gen Z Perspectives is able to explain the Interest in Visits variables well. The Sig. value = $0.000 < 0.05$ means that the regression model is statistically significant. In other words, there is at least one variable that has a real effect on Visiting Interest

Table 9 Coefficient Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.878 ^a	.771	.761	1.71908	1.970

Based on the high correlation coefficient value (0.878), it can be concluded that there is a close relationship between content marketing and gen z's perspective on interest in visiting. A determination coefficient of 0.771 indicates that content marketing and the perspective of gen z contribute 77.1% to the occurrence of interest in visits.

Present the research results neatly, completely, and systematically. Use tables, figures, and schemes that are clear, easy to read, accurate, and have sufficient resolution to visualize the findings. Each piece of data presented must be logically connected to the discussion, ensuring that the meaning and impact of the research findings can be interpreted correctly. [Normal]

Discussion

This study applied a quantitative method involving 50 participants from generation Z aged 17-26 years who were active on social media platforms and had observed content about Coban Lanang. Most of the respondents were women (65.5%) and had the status of students or students (74.1%). Testing the validity and reliability of the measurement tool shows that all indicators for the variables Content Marketing, Gen Z Perspective, and Visiting Interest are valid and reliable.

The classical assumption has been tested and the results of the normality test on the residual data show that the data distribution is normal (significance value of 0.498 is greater than 0.05). No multicollinearity problems were detected because the tolerance value for each variable exceeded 0.10. Initially, it was indicated that there was heteroscedasticity in the Content Marketing variable, but after improvement, the data was finally free of heteroscedasticity problems. The results of the regression analysis showed that the Gen Z Perspective variable had a significant positive influence on Visitor Interest ($t=4.244$; $p=0.000$), while Content Marketing did not show a significant influence ($t=1.058$; $p=0.296$). The F test (ANOVA) confirms that the regression model as a whole has significance ($F=53.838$; $p=0.000$). A determination coefficient of 0.771 indicates that the variables of Content Marketing and Gen Z Perspective are able to explain 77.1% of the variation in visitor interest.

This shows that the marketing content displayed on social media platforms does not directly increase interest in visiting, but rather it is Generation Z's positive viewpoint or view of the content that actually triggers their interest.

Conclusion

This study aims to analyze the influence of marketing content on social media on the decision of tourists to visit Coban Lanang, Batu City, especially among Gen Z. Based on various tests on the variables used in this study, the following can be concluded:

Marketing content on social media does not have a significant direct effect on the interest of Gen Z tourists to visit Coban Lanang.

1. Perspektif Gen Z terhadap konten memiliki pengaruh signifikan dan positif dalam meningkatkan minat berkunjung.

2. The model involves the statistically significant variables of Content Marketing and Gen Z Perspective with the dominant contribution from the Gen Z perspective.
3. Marketing strategies should focus on creating a positive perspective through content that is engaging, interactive, and as per Gen Z's preferences.
4. The limitation of human resources in content marketing is an obstacle, so it is necessary to improve the ability of human resources so that the quality of content is better and can attract the attention of more young tourists.
5. Travel managers need to strengthen their digital marketing strategies through high-quality visual content and engaging and relevant information.

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