

The Influence of Social Media towards Intention to Visit Lake Toba in North Sumatera

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Abstract: Lake Toba is one of the many places to visit in Indonesia. The volcanic lake, which has the dimension of 100 km long and 30 km wide; making it the biggest lake in Southeast Asia, is located in the province of North Sumatera. It has eye-catching scenery and boasts many attractions that can be experienced, starting from cultural experience and natural spots, manmade or not. Unfortunately, the lake is spoiled by household and agricultural wastes. The water became polluted and has foul odor. The method of research is qualitative mixed with quantitative with a descriptive technique. The data was acquired by asking 100 tourists that have never visited the lake. The result of this research can be used as a mean for the government to increase the number of visitors the lake has.

1 INTRODUCTION

Tourism activities not only provide national income, they also stimulate the socioeconomic of the community welfare by creating new jobs as well as bringing in foreign investments. This trend prompts each province to develop its own tourism program by marketing, improving infrastructure, building tourist facilities, etc.

Social media is a group of internet-based applications that are built based on ideology and technology of Web 2.0, which makes user-generated content exchange possible (Kaplan & Haenlein, 2010:53). According to Paramitha (2011:42), social media is a media that allows social interaction in two ways. Social media changes how information is being spread on the internet, from one to the peers and become peers to peers. Based on this research, social media is an online communication tool that makes social interaction easier which allows information to travel further among the audience. Social media has five characteristics such as participation, openness, conversation, community, and connectivity.

The existence of internet-based social media enables one person to communicate with hundreds, even thousands of people, that can also be used by the government to introduce and promote tourist attractions. Foux (2006:6) said consumers (tourists) assume that social media is a reliable source of information for advertisement and service. Consumers (tourists) that use a different kind of

social media tend to look for more information before making a final decision (decision to visit). Basically, the decision to visit is the decision one makes before deciding to visit a place based on several factors. The decision to visit is influenced by appealing factors and driving factors. Driving factors are internal factors that push an individual to travel while appealing factors are factors from external that attract the individual to the destination. (Crompton in Kozak & Decrop, 2009:17).

One of the main tourist attractions in Indonesia is Lake Toba. It is located in the province of North Sumatera and is the biggest volcanic lake in Southeast Asia. With length reaching 100 km and width of 30 km, the lake has spectacular sight and possesses many unique attractions such as cultural experience and natural spots, both natural and manmade. Unfortunately, upon closer inspection, the lake is being polluted by household and agricultural wastes. The water has become polluted and emits a foul odor.

According to data from the Central Bureau of Statistics (Badan Pusat Statistik - BPS) of North Sumatera, there was a drop in the number of foreign tourists that visited the lake in 2018. Foreign tourists reached 270,837 in 2014, 229,288 in 2015, 233,643 in 2016, and 261,461 in 2017. However, in 2018, there were only 231,465 foreign tourists; even after the government has designated Lake Toba as one of four of super prioritized main attractions. Toba is expected to bring in 20 million foreign visitors and

275 million local visitors in 2019 which will bring the income of IDR 16 trillion.

2 LITERATURE REVIEW

2.1 Social Media

According to Kotler and Keller (2012:568), social media is a tool that can be used to share texts, pictures, audio, and videos with another user as well as establishments.

Kaplan and Haenlein (2010) in Lesmana (2012:1) define social media as a group of internet- based applications that were built upon the ideology and technology of Web 2.0 and enable the creation and the exchange of user-generated content. Web

2.0 has become the very foundation of social media. Social media is divided into different categories; including social networks, forums, weblogs, social blogs, microblogging, wiki, podcasts, pictures, videos, ratings, and social bookmarks. (Lesmana, 2012:10)

According to Paramitha (2011:42), social media is a media that was designed to give easy access to social interactions that are interactive or two ways. Social media is based on internet technology that changes the way information spreads from one to the peers to become peers to peers.

Andreas M. Kaplan and Michael Haenlein (2010) categorize social media into 6 (six) types:

1. Collaborative projects give ways to collaborate in content creation among users simultaneously, i.e. Wikipedia. A number of sites like this allow their users to add, delete, and edit contents. Another type of collaborative project is social bookmarking that groups up anything that is related to content media to the user liking.
2. Blogs are one of the first types of social media that grew as private web and in general, show date-stamped entries in chronological order. The most popular type of blog is a text-based blog.
3. Content communities have their main goal of sharing media content among users, such as text, photos, videos, and PowerPoint presentations. The users do not have to create a private profile page.
4. Social networking sites allow users to connect with each other to create a profile with private information and invite friends and family to access the said profile and send emails as well as instant messages. A profile usually consists of photos, videos, audio recordings, blogs, etc. Example of social networking sites are Facebook, MySpace, and Google+

5. Virtual game worlds are platforms that replicate the environment into three dimensions (3D) which allow the users to appear as an avatar and interact with others according to the rules.
6. The virtual social world allows the inhabitants to act freely and to live as an avatar in a virtual world like in real life. An example of this is Second Life. According to Purnama (2011:116), social media has its own special characteristics, including:
 1. Range: The range of social media, from local to global
 2. Accessibility: social media can be accessed easily with a cheaper fee.
 3. Usability: social media is relatively easy to use because there is no need for training or skills
 4. Immediacy: social media could produce instant reaction of the mass
 5. Permanence: social media could change comments instantly by editing.

2.2 Intention to Visit

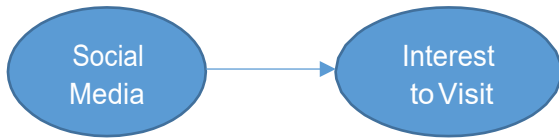
The tourist's interest to visit in Marketing for Hospitality and Tourism can be assumed with the interest to buy a product (Sholikha 2019). Meanwhile, consumers' interest to buy is part of a consumer's behavior in consuming, with the tendency of being respondent before making the right decision in buying the product (Fitriah, 2018:77).

According to Annafik and Rahardjo, the buying interest is a phase when an individual list all possible choice to buy and ends up buying a product or a service based on several consideration. (Fitriah, 2018:78) claims that buying interest is obtained from the learning process and thoughts that could shape a perception.

Buying temptation according to Funkiya (2018) is a tendency, passion, and desire to possess something. Temptation is an aspect of psychology that has an enormous effect to an individual's behavior as well as a source of motivation that will guide them in what they are doing. According to Ferdinand (2002:129) the interest to buy / to visit can be identified by a number of indicators such as:

1. Transactional interest, a tendency for someone to buy a product
2. Referential interest, a tendency for someone to refer a product to someone else
3. Preferential, a tendency that shows an individual's behavior that has first preference of a product. This tendency tends to swap the product in case of something happening to the product.
4. Exploration interest, a tendency that shows an individual's behavior that is always looking for information about a product that they are looking at by finding the positives of the product.

HYPHOTHESIS



- H0: There is NO significant impact of social media towards the interest to visit Lake Toba
- H1: There is a significant impact of social media towards the interest to visit Lake Toba

3 METHOD

The research method that is used is qualitative that is combined with quantitative with a descriptive technique. The data acquisition was done by creating a questionnaire and given to 100 visitors that have been to Lake Toba.

4 RESULTS AND DISCUSSION

4.1 Descriptive Analysis

Based on the sex descriptive result, there are 53 male respondents (53%) while there are 47 female respondents (47%). The descriptive result that is based on age shows that there are 92 individuals who are in the age of 17-25 years old (92%), 5 individuals of the age of 26-35 years old (5%), 2 individuals of the age 36-45 years old (2%), and an individual of the age of 45 years old (1%).

The descriptive result that is based on the profession can be seen that there are 5 civil employees (5%), 4 entrepreneurs (4%), 7 high school students (7%), 83 university students (83%) and 1 other profession (1%).

The descriptive result on how the respondents knew about Lake Toba can be shown by each number; 66 individuals know or hear from friends and family (66%), 5 individuals that have heard from advertisement in printed media (5%), 16 individuals that have heard from social media (16%), and 1 other method (1%).

4.2 Hypothesis Results

Multicollinearity test

Table 4.1.

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Social Media	1,000	1,000

a. Dependent Variable: The Interest

Table 4.1. above shows, the value of variance inflation factor for the independent variable is less than 10 (VIF < 10) and the tolerance value is less or equal to 0.1 (tolerance value ≥ 0,1)

Significance test for partial correlation (t-test)

Table 4.2.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.761	.617		7.717	.000
Social Media	.089	.017	.472	5.298	.000

a. Dependent Variable: The Interest

The variable on social media gives positive and significant impact on the interest of visit as seen from the significance value (0.000) is less than 0.05 and the t-value (5.298) is bigger than t-table (1.984)

Determination Coefficient Test (R²)

Table 4.3.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.472 ^a	.223	.215	1,435

a. Predictors: (Constant), Social Media

b. Dependent Variable: The Interest

The value of Adjusted R Square is 0.25. Meaning that 21.5% of the interest to visit can be explained by Social Media. Meanwhile the 78.5% can be explained by other factors that are not being identified in this research.

5 CONCLUSIONS

The impacts of Social Media towards the interest to visit

Based on the result of the analysis from this research, it is known that the variable X (social media) has a

significant effect on the variable Y (interest to visit Lake Toba). The tests that were carried out obtained the significant value of 0.000 so that the significance of probability < significance α is (0.000<0.05). This can be simplified that variable X has a significant effect on variable Y.

The descriptive result that is based on the sex of the respondents shows that males are more willing to make the trip than the female counterparts. If the result is changed to age category, it shows that the younger generation is more willing to take a trip there in their free time. The range of the age, 17-25, shows that most of them are still in high school or university, where most of them travel when there are school activities during the holidays.

The result of this research is backed up by the result from Amalia (2019) that says social media has a significant and positive effect on the interest to visit. This research is also similar with what

Wicaksono (2017) has done that resulted in social media platform, Instagram does indeed have an effect on the followers' interest to visit the place.

6 SUGGESTION

The government is strongly expected to provide the need of young foreign visitors like Wifi in public area so that they still able to access social media. When they access social media, they tend to upload photos that will also promote the site of Lake Toba.

To increase the variable on social media, the regional government ought to provide many places that are instagrammable so that the tourist are triggered to take photos and upload them on their social media.

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