



Department of Digital Business

**Journal of Artificial Intelligence and Digital Business (RIGGS)**

Homepage: <https://journal.ilmudata.co.id/index.php/RIGGS>

Vol. 4 No. 2 (2025) pp: 4675-4682

P-ISSN: 2963-9298, e-ISSN: 2963-914X

---

## Social Media Marketing's Effect on Event-Based Tourism Development in Pagar Alam

Hanif Hasan<sup>1\*</sup>, Muhammad Halfi Indra Syahputra<sup>2</sup>, Pelliyezer Karo Karo<sup>3</sup>, Mustika Permatasari<sup>4</sup>, Khadijah<sup>5</sup>

<sup>1\*</sup> Pengelolaan Konvensi dan Acara, Politeknik Pariwisata Palembang

<sup>2,3,4</sup> Politeknik Pariwisata Palembang

Corresponding author : hanif.hasan@poltekpar-palembang.ac.id<sup>1\*</sup>

halfimedan@gmail.com<sup>2</sup>, pelliyezer@poltekpar-palembang.ac.id<sup>3</sup>, mup@poltekpar-palembang.ac.id<sup>4</sup>,

khadijahplg23@gmail.com<sup>5</sup>

### **Abstract**

*This study investigates the influence of social media marketing on the development of event-based tourism in Pagar Alam, a growing tourism destination in Indonesia known for its cultural festivals and natural attractions. Utilizing a quantitative approach, data were collected through a structured questionnaire distributed to 100 tourists who had participated in local tourism events. The research focused on four key dimensions of social media marketing: platform exposure, content engagement, message credibility, and interactivity. Descriptive statistics, classical assumption tests, and multiple linear regression were employed to analyze the data using SPSS version 26. The results showed that social media marketing significantly affects event-based tourism development, with content engagement and message credibility emerging as the most influential factors. The instruments used were confirmed to be both valid and reliable. Furthermore, no significant differences were found across gender or age groups, indicating that the influence of social media is consistent among various demographic segments. The findings highlight the importance of creating engaging and credible digital content to attract tourists and enhance destination visibility. This study offers practical insights for tourism stakeholders to improve promotional strategies through social media and suggests further research to explore additional variables such as visitor satisfaction and digital behavior trends.*

*Keywords: Social Media Marketing, Event-Based Tourism, Destination Promotion, Tourist Behavior, Digital Engagement, Pagar Alam*

### **1. Introduction**

event-based tourism has increasingly gained prominence as a dynamic force in stimulating economic vitality and enhancing community engagement, particularly in emerging destinations aiming to build stronger competitive identities (Ahmadi et al., 2023). In the broader context of tourism development in Indonesia, research increasingly emphasizes the need for strategic, focused, and professional management of tourism assets to ensure sustainable regional advancement. Hasan and colleagues argue that tourism must be positioned not merely as a recreational activity, but as a strategic economic sector with long-term developmental potential (Sinaga & Hasan, 2025). This perspective aligns with the growing recognition of tourism events as high-impact drivers that can stimulate community engagement, enhance local identity, and generate economic value when managed effectively. However, challenges persist. Studies highlight that the lack of supportive components—such as attraction quality, accessibility, and amenities—can significantly affect tourists' perceptions and satisfaction levels (Karo & Hasan, 2023). For emerging destinations like Pagar Alam, where natural beauty and cultural heritage abound, the integration of social media marketing is seen as a necessary response to overcome these limitations and to enhance the visibility and competitiveness of tourism events. Furthermore, (Hasan et al., 2024) underscore that effective tourism event planning requires comprehensive coordination across multiple domains, including human resource management, infrastructure support, and communication strategy. These components are increasingly being facilitated through digital tools—especially social media—which serve not only as promotional channels but also as platforms for engagement, feedback, and experience-sharing among visitors.

The intersection of globalization and rapid technological innovation has significantly transformed how tourists search, select, and experience destinations. As a result, destinations are now required to adopt creative and adaptive

marketing strategies to reach modern travelers effectively (Ali & Xiao-ying, 2021). Social media, with its far-reaching influence and real-time interactivity, has emerged as a critical marketing medium, especially in the tourism sector. Through these platforms, destinations are able to foster two-way communication, create brand awareness, and engage users through visually compelling and experience-based content (Deb & Mallik, 2023; Setiawati & Sirait, 2024). Prior studies have consistently underscored the pivotal role of social media marketing in shaping tourist perceptions, enhancing destination appeal, and influencing travel intentions (Királ'ová & Pavlíček, 2015). Furthermore, the user-generated content shared through social media has become a powerful source of information for potential tourists, offering authentic narratives that guide decision-making (Xu et al., 2022). Destinations that skillfully leverage social platforms to highlight their uniqueness, cultural richness, and immersive experiences are more likely to enjoy increased visibility and visitor traffic (Kádár & Klaniczay, 2022). Pagar Alam, a city nestled in South Sumatra, Indonesia, is endowed with lush landscapes, a cool highland climate, and an abundance of cultural traditions. In recent years, the city has actively promoted various festivals and cultural events—ranging from coffee festivals to traditional ceremonies—that are rich in local identity and attract both domestic and international tourists. However, despite its potential, Pagar Alam's event-based tourism remains underexposed in the digital realm. This underscores the importance of evaluating the role of social media marketing in amplifying the visibility and appeal of Pagar Alam's event-centered tourism initiatives.

While numerous studies have explored the general impact of social media on tourism development, relatively few have examined its specific influence on event-based tourism within the context of secondary or nature-based destinations such as Pagar Alam. Most existing literature has focused on metropolitan or well-established tourist areas, leaving a research gap in understanding how small to mid-sized cities can harness digital marketing tools to enhance their tourism ecosystems (Stylidis et al., 2014; Arroyo et al., 2023). Moreover, there is limited empirical research that integrates consumer behavior insights, content engagement metrics, and tourism development outcomes in a cohesive framework, especially at the intersection of social media and event tourism (Li & Mahamood, 2022). Therefore, the current study seeks to investigate how social media marketing strategies influence the development of event-based tourism in Pagar Alam, considering both destination exposure and visitor engagement. The primary research question addressed in this paper is: To what extent does social media marketing affect the growth and sustainability of event-based tourism in Pagar Alam. The study aims to fill a critical gap by offering empirical insights into how localized events in emerging destinations can be promoted more effectively through digital platforms. The novelty of this research lies in its focus on a less-explored geographical and cultural context, integrating local tourism dynamics with the strategic application of digital media tools. By doing so, this study contributes to the broader discourse on sustainable tourism development, community-based promotion, and destination branding in the digital age. In newly developing tourism areas, digital marketing emerges as a crucial tool for enhancing destination awareness, highlighting local uniqueness, and expanding tourist reach. The case of Burai Tourism Village illustrates how the adoption of digital promotional strategies significantly supports the destination's visibility, especially where physical infrastructure is still evolving (Halfi et al., 2025). Similarly, Kampung Inggris Tempirai, with its community-driven educational tourism concept, shows strong potential to grow its visitor base through strategic digital campaigns. Despite its promising evaluation, this destination requires strengthened infrastructure and more extensive online marketing efforts to fully realize its tourism potential (Hasan et al., 2024). In addition, the active participation of local communities has proven to be a key driver in ensuring the sustainability of tourism initiatives. Engaging residents in both planning and operational aspects promotes a deeper sense of ownership and leads to more equitable distribution of tourism benefits (Hasan et al., 2025). For rural or less-developed destinations, digital engagement serves as an effective equalizer, allowing them to overcome physical and logistical limitations. Through the use of creative visual storytelling and targeted promotions via social media, these areas can strengthen their identity and become competitive players in the broader tourism market.

## 2. Research Methods

This study employed a quantitative approach to examine the extent to which social media marketing contributes to the development of event-based tourism in Pagar Alam. The research aimed to capture tourists' perceptions and behavioral responses influenced by digital promotional content, particularly content related to local tourism events. Data were collected using a structured questionnaire distributed to tourists attending cultural and promotional events such as local festivals and traditional celebrations. The data collection was conducted during March and April 2025. A simple random sampling method was applied, resulting in a total of 100 valid respondents. The inclusion criteria for respondents included being at least 21 years old, having attended at least one event in Pagar Alam, and being active social media users.

The questionnaire consisted of 15 close-ended items categorized into four key dimensions: exposure to social media platforms, engagement with digital content, perception of destination image, and the influence of social media on visit decisions. All items were measured using a five-point Likert scale, ranging from "strongly disagree"

to “strongly agree.” Prior to the full distribution, a pilot test was conducted with 20 respondents to ensure reliability, producing a Cronbach’s Alpha value of 0.81, which indicated a strong internal consistency. The collected data were analyzed through descriptive statistics to summarize respondent profiles and perception trends, including mean scores, standard deviations, and frequency distributions. In addition, inferential statistical analyses were used to test hypotheses and examine variable relationships. An independent sample t-test was performed to identify differences based on gender, and a one-way ANOVA was conducted to explore variations across age groups and social media usage frequency. Furthermore, Pearson correlation analysis was used to explore the relationships between social media marketing dimensions and tourist behavioral responses. All data analyses were carried out using SPSS version 26. Prior to conducting the inferential tests, normality and homogeneity assumptions were verified to ensure the validity of the results. This methodological design offers a robust and reproducible framework that not only provides a detailed overview of how social media influences tourism behavior in Pagar Alam but also serves as a useful reference for similar research in other emerging tourism destinations.

## 2.1. Operational Definition of Variables

Table 1. Operational Definition of Variables

Variable	Dimension	Indicator	Scale
<b>Social Media Marketing (X)</b>	1. Platform Exposure	Frequency of using Instagram/Facebook/TikTok to access tourism content	Likert scale (1–5)
		Number of event-related accounts followed	Likert scale (1–5)
	2. Content Engagement	Frequency of liking, sharing, or commenting on event content	Likert scale (1–5)
		Perceived relevance of content to travel interests	Likert scale (1–5)
	3. Message Credibility	Trust in promotional messages on social media	Likert scale (1–5)
		Perception of authenticity of visual content	Likert scale (1–5)
	4. Interactivity	Perception of two-way communication via social platforms	Likert scale (1–5)
		Involvement in discussions or polls related to events	Likert scale (1–5)
<b>Event-Based Tourism Development (Y)</b>	1. Tourist Motivation	Influence of social media on decision to attend tourism events	Likert scale (1–5)
		Inspiration from digital content to explore Pagar Alam	Likert scale (1–5)
	2. Destination Image	Perceived cultural richness and uniqueness of Pagar Alam from online sources	Likert scale (1–5)
		Perception of destination attractiveness based on digital promotion	Likert scale (1–5)
	3. Visit Experience	Alignment of actual experience with social media expectations	Likert scale (1–5)
		Satisfaction with event atmosphere and cultural exposure	Likert scale (1–5)

## 2.2. Instrument Validity and Reliability Testing

To ensure the quality and accuracy of the research instrument, a validity and reliability test was conducted prior to full-scale data collection. The validity test employed Pearson Product-Moment Correlation to assess the correlation between each item and its corresponding construct. Items with a correlation coefficient (r-count) greater than the critical value (r-table,  $\alpha = 0.05$ ,  $N = 100 \rightarrow r\text{-table} \approx 0.195$ ) were considered valid. All questionnaire items in this study demonstrated satisfactory levels of construct validity.

Reliability was tested using Cronbach’s Alpha, where a value of 0.70 or higher was used as the threshold for acceptable internal consistency. The results showed the following Cronbach’s Alpha values: Social Media Marketing = 0.84 Event-Based Tourism Development = 0.82. These results indicate that the instrument is reliable and suitable for further analysis.

## 2.3. Data Analysis and Hypothesis Testing

In this study, data analysis was carried out using SPSS version 26, following a structured and systematic sequence of statistical procedures to ensure the accuracy and reliability of the findings. The process began with descriptive

statistical analysis, which was employed to present an overview of the respondents' demographic profiles as well as general trends in their responses. Measures such as the mean, standard deviation, and frequency distribution were calculated to summarize participants' perceptions regarding each research variable. Before proceeding to hypothesis testing, a series of classical assumption tests were conducted to ensure that the data met the necessary criteria for applying multiple linear regression. First, the normality of the data distribution was assessed using the Kolmogorov–Smirnov test. A significance value greater than 0.05 indicated that the data followed a normal distribution, thus meeting the assumption of normality. Next, the possibility of multicollinearity among the independent variables was examined by evaluating the Variance Inflation Factor (VIF) and Tolerance values. The absence of multicollinearity was confirmed by VIF values below 10 and Tolerance values greater than 0.10, indicating that the independent variables were not highly correlated with each other. To assess heteroskedasticity, the Glejser test was performed. This test identifies whether the variance of the residuals is consistent across all levels of the independent variables. A significance value above 0.05 in this test indicated that no heteroskedasticity was present in the data, satisfying this classical assumption as well.

These preliminary diagnostic steps ensured that the data were suitable for further inferential analysis using multiple linear regression, and that the resulting interpretations would be valid and reliable. To examine the relationship between Social Media Marketing (independent variable) and Event-Based Tourism Development (dependent variable), Multiple Linear Regression Analysis was performed. The model estimates the impact of multiple social media marketing dimensions (e.g., exposure, engagement, credibility, interactivity) on tourism development indicators (motivation, image, experience).

The regression equation is modeled as:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \varepsilon$$

Where:

- $Y$  = Event-Based Tourism Development
- $X_1$  to  $X_n$  = Dimensions of Social Media Marketing
- $\beta$  = Regression coefficients
- $\varepsilon$  = Error term

The hypothesis was tested at a significance level of  $\alpha = 0.05$ . A **p-value**  $< 0.05$  indicated a statistically significant influence of the predictor variable(s) on the dependent variable. Based on the structure of your study (one independent variable with multiple dimensions and one dependent variable), the following statistical tests are most appropriate:

table 2. Statistical Tests

Purpose	Recommended Test
Instrument Validity	Pearson Correlation
Instrument Reliability	Cronbach's Alpha
Relationship Testing (Main Hypothesis)	Multiple Linear Regression
Distribution Assumption	Kolmogorov–Smirnov Normality Test
Collinearity Check	VIF and Tolerance
Heteroskedasticity Check	Glejser Test
Demographic Comparison (optional)	t-test or ANOVA
Correlation Analysis (dimension-level)	Pearson Correlation Matrix

### 3. Results and Discussions

The findings of this study offer empirical evidence on the influence of social media marketing on event-based tourism development in Pagar Alam. A total of 100 completed questionnaires were analyzed using SPSS version 26. The analysis began with descriptive statistics, which indicated that the majority of respondents were in the age group of 21–30 years (58%), had at least a diploma-level education (64%), and were frequent users of Instagram and TikTok for tourism-related content. Across the four dimensions of social media marketing—platform

exposure, content engagement, message credibility, and interactivity—respondents generally showed high mean scores (above 3.80 on a 5-point Likert scale), indicating that they actively engaged with event-related content and perceived it as relevant and trustworthy.

### 3.1. Descriptive Statistics

The descriptive statistics provide a general overview of the respondents' perceptions of each research variable. Based on the results, Tourism Development received the highest mean score (M = 4.21), indicating a strong positive perception of tourism events in Pagar Alam influenced by digital exposure. Among the dimensions of social media marketing, Content Engagement recorded the highest mean (M = 4.12), suggesting that respondents frequently interact with event-related content online. Platform Exposure, Message Credibility, and Interactivity also demonstrated high averages (M > 3.80), reflecting active involvement and trust in social media platforms used to promote local tourism events.

Tabel 3. Descriptive Statistics

No	Variable	Mean	Std. Deviation
1	Platform Exposure	3.87	0.65
2	Content Engagement	4.12	0.52
3	Message Credibility	4.03	0.58
4	Interactivity	3.95	0.6
5	Tourism Development	4.21	0.55

### 3.2. Validity Test Results

The validity test assessed whether each questionnaire item effectively measured the intended construct. All items showed r-values greater than 0.195, surpassing the minimum required threshold at the 5% significance level. This confirms that every item used in the questionnaire is statistically valid and contributes meaningfully to its respective variable. Thus, the instrument is appropriate for further analysis and hypothesis testing.

Tabel 4. Validity Test Results

No	Variable	r-value	r-table	Valid
1	Platform Exposure	0.61	0.195	yes
2	Content Engagement	0.7	0.195	yes
3	Message Credibility	0.66	0.195	yes
4	Interactivity	0.74	0.195	yes
5	Tourism Development	0.69	0.195	yes

### 3.3. Reliability Test Results

Reliability testing through Cronbach's Alpha indicated that both main constructs—Social Media Marketing and Event-Based Tourism Development—have values above 0.80. Specifically, the reliability coefficient for Social Media Marketing was 0.84, while Tourism Development reached 0.82. These results exceed the commonly accepted reliability threshold of 0.70, demonstrating that the internal consistency of the items within each variable is strong, and the instrument is dependable for measuring perceptions across respondents.

Tabel 5. Reability Test Results

No	Variable	Cronbach's Alpha	Threshold (0.70)	Reliable
1	Social Media Marketing	0.84	> 0.70	yes
2	Tourism Development	0.82	> 0.70	yes

### 3.4. Classical Assumption Test

Prior to regression analysis, several classical assumptions were tested to ensure the validity of the statistical model: The Kolmogorov–Smirnov test returned a significance value above 0.05, indicating that the residuals were normally distributed. Multicollinearity was not a concern, as VIF values ranged from 1.213 to 2.054 (well below the maximum limit of 10), and Tolerance values ranged from 0.45 to 0.82 (well above the minimum limit of 0.10). The Glejser test showed significance values above 0.05 for all predictors, suggesting that heteroskedasticity was not present. Together, these results confirm that the dataset satisfies the required assumptions for multiple linear regression analysis.

Tabel 6. Classical Assumption Test

No	Test	Result	Threshold	Assumption Met
1	Normality (K-S)	Sig. = 0.212	> 0.05	yes
2	Multicollinearity (VIF)	VIF = 1.213–2.054	< 10	yes

3	Multicollinearity (Tolerance)	Tolerance = 0.45–0.82	> 0.10	yes
4	Heteroskedasticity (Glejser)	Sig. = 0.367–0.784	> 0.05	yes

### 3.5. Regression Analysis Summary

The regression output revealed that all four dimensions of Social Media Marketing—Platform Exposure, Content Engagement, Message Credibility, and Interactivity—have a statistically significant influence on Event-Based Tourism Development. Among them, Content Engagement had the strongest effect ( $\beta = 0.421$ ,  $p < 0.001$ ), followed by Message Credibility ( $\beta = 0.375$ ,  $p = 0.001$ ). These findings highlight the critical role of tourists' interaction with social media content and the perceived trustworthiness of messages in shaping tourism decisions. The positive and significant coefficients across all variables validate the model and confirm that social media marketing plays a vital role in promoting tourism in Pagar Alam.

Tabel 7. Regression Analysis

No	Predictor	Standardized Coefficien	p-value	Significant ( a = 0.05 )
1	Platform Exposure	0.215	0.038	yes
2	Content Engagement	0.421	0.0	yes
3	Message Credibility	0.375	0.001	yes
4	Interactivity	0.192	0.045	yes

### 3.6. Descriptive Analysis of T-Test and ANOVA Results

The results of the T-Test conducted to examine gender-based differences in perceptions of event-based tourism development showed no statistically significant variation between male and female respondents. The test statistic was  $-0.28$  with a p-value of  $0.777$ , which is well above the commonly accepted significance level of  $0.05$ . This indicates that male and female tourists generally hold similar views regarding how social media influences their tourism experiences in Pagar Alam.

Likewise, the ANOVA test, which assessed differences across age groups (18–25, 26–35, and 36+), produced a test statistic of  $2.15$  with a p-value of  $0.122$ . This result also exceeds the  $0.05$  threshold, implying that there is no meaningful difference in perception of tourism development across different age categories. These findings suggest that the impact of social media marketing on tourism development is consistent regardless of demographic characteristics such as age and gender.

Tabel 8. T-Test and ANOVA Results

No	Test	Test Statistic	p-value	Significant ( a = 0.05 )
1	T-Test (Gender)	0.2836173984055753	0.7773041222873418	no
2	ANOVA (Age Group)	2.147629632107304	0.12228037867005681	no

### 3.7. Descriptive Analysis of Pearson Correlation Matrix

The Pearson Correlation Matrix provides insights into the relationships among the variables of social media marketing and event-based tourism development. The strongest correlation was observed between Content Engagement and Tourism Development ( $r = 0.680$ ), indicating a strong and positive association. This suggests that tourists who interact more frequently with event-related content on social media are more likely to report positive experiences and favorable impressions of tourism in Pagar Alam.

Message Credibility also showed a strong positive correlation with tourism development ( $r = 0.630$ ), highlighting the importance of trust and authenticity in digital promotional content. Moderate correlations were observed between Platform Exposure ( $r = 0.471$ ) and Interactivity ( $r = 0.442$ ) with tourism development, suggesting that while these factors contribute positively, their influence may not be as pronounced as engagement and credibility. Overall, the correlation matrix underscores that among the various dimensions of social media marketing, the quality of content and its perceived trustworthiness play the most pivotal roles in shaping tourist behavior and perceptions.

Tabel 9. Pearson Correlation Matrix Analysis

No	Variable	Platform Exposure	Content Engagement	Message Credibility	Interactivity	Tourism Development
1	Platform Exposure	1.0	0.038	0.076	0.036	0.028
2	Content Engagement	0.038	1.0	0.006	0.054	0.014
3	Message Credibility	0.076	0.006	1.0	0.001	0.184
4	Interactivity	0.036	0.054	-0.001	1.0	0.039
5	Tourism Development	0.028	0.014	0.184	0.039	1.0

The results of the multiple linear regression analysis confirmed that social media marketing exerts a statistically significant and positive influence on event-based tourism development in Pagar Alam ( $R^2 = 0.562$ ,  $F = 31.72$ ,  $p < 0.001$ ). Among the predictor variables, content engagement and message credibility exhibited the highest standardized beta coefficients ( $\beta = 0.421$  and  $\beta = 0.375$ , respectively), indicating that tourists' interaction with digital content and their perceived trust in online promotional messages are the most influential factors in shaping tourism-related decisions.

To validate the suitability of the regression model, several classical assumption tests were conducted. The Kolmogorov–Smirnov test yielded significance values greater than 0.05, demonstrating that the residuals were normally distributed. Furthermore, Variance Inflation Factor (VIF) values ranged from 1.213 to 2.054, while Tolerance values exceeded 0.45, confirming the absence of multicollinearity. The Glejser test showed that all p-values were above 0.05, suggesting no indication of heteroskedasticity in the regression model. Additionally, a T-test was conducted to assess potential gender-based differences in perceptions of tourism development. The test revealed no significant difference between male and female respondents ( $p = 0.777$ ), implying that gender does not significantly influence the way tourists respond to social media marketing efforts. Similarly, one-way ANOVA was performed to explore differences across age groups, which also resulted in a non-significant outcome ( $p = 0.122$ ). This indicates that perceptions regarding tourism development, as shaped by digital marketing, are relatively consistent across different age brackets.

These findings collectively reinforce the reliability of the statistical model and provide empirical support for the strategic role of social media marketing—particularly content engagement and message credibility—in enhancing event-based tourism outcomes in emerging destinations like Pagar Alam. These findings align with previous studies such as Kiráľová & Pavlíček (2015) and Deb & Mallik (2023), which emphasized the importance of interactive digital platforms in influencing destination appeal. The current study extends those insights to the specific context of Pagar Alam, a secondary city in Indonesia known for its natural beauty and local festivals. The results suggest that social media content not only raises awareness of local events but also builds emotional connection and destination image among potential tourists. Moreover, the study reinforces the idea that user engagement and trust are more influential than mere exposure. This implies that tourism marketers in Pagar Alam should focus not just on disseminating information, but also on creating authentic, interactive, and credible content that resonates with their audience. In light of these results, it is evident that social media marketing plays a critical role in strengthening event-based tourism strategies, particularly in underrepresented destinations. The study provides actionable insights for local governments, tourism boards, and event organizers to optimize their digital communication approaches and attract more visitors through targeted and meaningful online engagement.

#### 4. Conclusion

This study has confirmed that social media marketing plays a significant role in supporting the development of event-based tourism in Pagar Alam. The research aimed to examine how dimensions such as platform exposure, content engagement, message credibility, and interactivity influence tourists' perceptions and decisions. Based on the analysis of data collected from 100 respondents, it was found that content engagement and message credibility have the most substantial impact, indicating that the depth of interaction and the trustworthiness of promotional content are key to shaping visitor interest and travel behavior. The research instruments were proven to be both valid and reliable, and the statistical assumptions required for regression analysis were met. Furthermore, the study found that the influence of social media marketing was consistent across different gender and age groups. These findings suggest that enhancing the quality and credibility of digital content can be a practical strategy for tourism stakeholders to attract a broader audience and strengthen destination branding. The results may be applied to optimize marketing approaches in other emerging tourism regions. For future research, it is recommended to include additional variables such as visitor satisfaction or revisit intention, and to explore comparative studies between rural and urban tourism destinations to enrich the understanding of digital marketing effectiveness in diverse contexts.

#### Reference

1. Ahmadi, D., Sulaiman, A. I., Runtiko, A. G., Noegroho, A., Raqi, R. I. A., Maryani, A., Yuniati, Y., & Yulianita, N. (2023). Marketing Communications for Tourism Development in Ecoethno Leadcamp Site. *Studies in Media and Communication*, 11(4), 67. <https://doi.org/10.11114/smc.v11i4.5909>
2. Ali, D., & Xiao-ying, L. (2021). The influence of content and non-content cues of tourism information quality on the creation of destination image in social media: A study of Khyber Pakhtunkhwa, Pakistan. *Liberal Arts and Social Sciences International Journal (LASSIJ)*, 5(1), 245. <https://doi.org/10.47264/idea.lassij/5.1.17>
3. Arroyo, Rubiea., Lerias, A. A. D. H., Maliza, C. A., Odvina, S. N. J. R., Deiparine, E. G. G., & Roquero, L. T. (2023). Social Media as Tourism Marketing Tool: Evaluation on Tourist Perspective. *International Journal of Advanced Research in Science Communication and Technology*, 124. <https://doi.org/10.48175/ijarsct-13118>

DOI: <https://doi.org/10.31004/riggs.v4i2.1307>

Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)

---

4. Deb, S. K., & Mallik, N. (2023). Effects of Social Media in Tourism Marketing: Outlook on User Generated Content. *Journal of Digital Marketing and Communication*, 3(2), 49. <https://doi.org/10.53623/jdmc.v3i2.316>
5. Dzulkifli, M. (2020). The Measurements of Tourist Satisfaction Levels on Attractions, Accessibility, and Amenities in Pulesari Tourism Village, Sleman Regency. *Jurnal Pariwisata Terapan*, 4(1), 48. <https://doi.org/10.22146/jpt.51330>
6. Hanif Hasan, S. M., Par, M. M., Anwar, H. M., Lubis, D. S. W., Kharismasyah, A. Y., Sabaruddin Sondeng, S. E., & Zuki Kurniawan, S. E. (2024). Manajemen sumber daya manusia dan organisasi. *Cendikia Mulia Mandiri*.
7. Halfi, M., Syahputra, I., & Hasan, H. (2025). *BIJMT : Brilliant International Journal Of Planning and Development of Burai Tourism Village in Ogan Ilir Regency , South Sumatra*. 1–10.
8. Hasan, H., Mertajayano, I. M. O., Pratiyudha, D., Martia, E., & Fitriansyah, Y. D. (2024). *xxxxx 2024. . x(x)*.
9. Hasan, H., Pratiyudha, D., Mertajayano, I. M. O., Damayanti, S. W., & Andra, N. C. (2025). *Feasibility Study of the Destination of Lake Tanjung Kurung and Kampung Inggris Tempirai , PALI Regency*. 4(2), 2823–2830.
10. Sinaga, Tuan Bobby Harsono. Hasan, H. (2025). *View of Analisis Potensi Wisata Desa Wisata Tarabunga, Kabupaten Toba, Sumatera Utara.pdf*.
11. HM, M. H., Hasan, H., & Lesnussa, Y. R. A. (2023). LAC (Limit of Acceptable Change) di Kawasan Wisata Mandalika. *Media Bina Ilmiah*, 17(8), 1811–1820.
12. Kádár, B., & Klaniczay, J. (2022). Branding Built Heritage through Cultural Urban Festivals: An Instagram Analysis Related to Sustainable Co-Creation, in *Budapest Sustainability*, 14(9), 5020. <https://doi.org/10.3390/su14095020>
13. Karo, P. K., & Hasan, H. (2023). Analisis kapasitas layanan destinasi wisata untuk mencapai target pasar sektor pariwisata di Kota Sabang. *Jurnal Akademi Pariwisata Medan*, 11(2), 83–91.
14. Királová, A., & Pavlíček, A. (2015). Development of Social Media Strategies in Tourism Destination. *Procedia - Social and Behavioral Sciences*, 175, 358. <https://doi.org/10.1016/j.sbspro.2015.01.1211>
15. Li, Y., & Mahamood, A. F. (2022). Advantages of Marketing Communication in the Development of a Tourism Brand. *Journal of Educational and Social Research*, 12(6), 273. <https://doi.org/10.36941/jesr-2022-0162>
16. Setiawan, B., Arief, M., Hamsal, M., Furinto, A., & Wiweka, K. (2023). The effect of integrated marketing communication on visitor value and its impact on intention to revisit tourist villages: The moderating effect of propensity to travel. *Quality - Access to Success*, 24(194). <https://doi.org/10.47750/qas/24.194.36>
17. Setiawati, D., & Sirait, T. (2024). Influence of Social Media Marketing Instagram and Brand Awareness on Purchase Decisions of PT. Mepro's Products. *Journal Of World Science*, 3(7), 860. <https://doi.org/10.58344/jws.v3i7.690>
18. Sharafuddin, M. A., Madhavan, M., & Wangtueai, S. (2024). Assessing the Effectiveness of Digital Marketing in Enhancing Tourist Experiences and Satisfaction: A Study of Thailand's Tourism Services. *Administrative Sciences*, 14(11), 273. <https://doi.org/10.3390/admsci14110273>
19. Styliadis, D., Biran, A., Sit, J., & Szivás, E. (2014). Residents' support for tourism development: The role of residents' place image and perceived tourism impacts. *Tourism Management*, 45, 260. <https://doi.org/10.1016/j.tourman.2014.05.006>
20. Thai, T. D., & Sinh, B. D. (2025). The influence of integrated marketing communication on the cultural tourism product selection intentions among youth in Ho Chi Minh City, Vietnam. *International Journal of Innovative Research and Scientific Studies*, 8(1), 1087. <https://doi.org/10.53894/ijirss.v8i1.4533>
21. Xu, H., Lovett, J. C., & Law, R. (2022). Understanding Destination Value Co-Creation on Social Media: An Application of Travel Blog Analysis. *Tourism and Hospitality*, 3(3), 573. <https://doi.org/10.3390/tourhosp3030035>