

The Impact of Social Media and Lifestyle on the Interest of Visiting Followers in Malang Tourism Destination (Study on Instagram Account @amazingmalang)

Krisnawati Nguru, Stella Alvianna, Syarif Hidayatullah and Ryan Gerry patalo
University of Merdeka Malang, Malang
krisnawatinguru26@gmail.com; stellaalvianna03@gmail.com;
syarif_ok@gmail.com; vin.ryan06@gmail.com

Abstract

Today's technological developments show remarkable and multidimensional progress. Technology evolves along with the development of human civilization by aligning the lifestyle and lifestyle of modern humans. With the nature of multidimensional development in all areas in aspects of life, the development of technology in social media and lifestyle also has an impact on the patterns and information of a tourist destination in particular. This study aims to find out the influence of social media and lifestyle on the interests of visiting tourist destinations Malang Raya, with this type of research using descriptive methods with quantitative approach. Sampling technique used is purposive sampling with criteria of respondents aged at least 17 years. The data collection in this study using an online questionnaire, with a sample of 100 respondents, where respondents are followers of instagram accounts @amazingmalang. The data analysis techniques used are descriptive analysis, validity test, reliability test, multiple linear regression test, and hypothesis test. The results of this study showed that social media influences the interest in visiting tourist destinations Malang Raya, but lifestyle has no effect on the interest in visiting. So, with this it can be concluded that social media is more dominant than lifestyle. Or in other words, Malang's amazing followers are more interested in visiting tourist destinations in Malang because of posts on social media, not because of their lifestyle

Keywords: social media, lifestyle, visiting interests, Instagram

1. INTRODUCTION

Along with the development of technology that is increasingly advanced, and internet users are very easy to get all the information that one of them through social media. Social media is designed to facilitate everyone to interact socially that is interactive or can also be called two-way interaction, as conveyed by Kotler and Keller (2012) that social media is a means for users to share text, images, audio and video information with sesame users and in a company. The use of social media as a result of technological and information advances that have an effect on people's lifestyle changes, in the current modernization era the lifestyle of people who rely heavily on the internet makes social media the right choice as a promotional media of a tourist destination. At this time Instagram is one of the social media that is often used, judging by the number of social media users who use Instagram even a group of people use Instagram as a tool to introduce culture, culinary and information about tourist destinations. Some travelers start tourist activities after seeing photos and information about tourist destinations on Instagram, judging by the usefulness of social media Instagram is very suitable as an effective medium to spread information about tourism, information about

tourism can also be supported by posting interesting photos and videos that can influence other users and generate interest in visiting tourist destinations.

By looking at Instagram social media trends that can also be used as an online promotional media, many accounts that use the opportunity as a promotional media one of them is @amazingmalang account. @amazingmalang is an account that promotes tourist destinations in Malang Raya, this account serves as a medium that introduces information both about tourism and culinary in Malang Raya. With the number of *followers* as many as 495,000 as of May 6, 2020, and has posted as many as 6,149 photos and videos about tourist and culinary information in Malang Raya. When viewed from the use of social media accounts Instagram amazing Malang, this account makes social media as a promotional media and marketing tourist destinations and tourist activities both conducted by the social media admin and the results of other user posts. Based on this background can be formulated some problems that can be raised in this study, namely; 1) Does social media affect the interest of visiting *followers* to tourist destinations in Malang Raya? 2) Does lifestyle affect the interest in visiting *followers* to tourist destinations in Malang Raya? 3) Does social media and lifestyle affect the interest of visiting *followers* to tourist destinations in Malang Raya? 4) Which of social media and lifestyles have the dominant effect on the interest of visiting *followers* to tourist destinations in Malang Raya?

2. LITERATURE REVIEW

2.1 Social Media

According to Kotler and Keller (2012) social media is a means for consumers who are used with a variety of text, images, audio and all information in the form of video, this can be done with sesame social media users as well as with a company. Another opinion expressed by Rustian (2012) says that social media is a medium used to socialize with each other that is done online and allows fellow human beings to interact with each other without being limited in space and time. Cahyono (2016) revealed that social media is an online media, where users can easily share, participate, or create content from social networks owned. Another opinion about social media is expressed by Putri et al. (2016) that social networks or better known as social media is one of the sites where everyone can create and design their own web pages, which are then connected with friends and relationships to share information and communicate with each other. One thing that is different is if traditional media uses print media and broadcast media, then social media uses the internet.

2.2 Instagram

According to Atmoko (2012) Instagram is an application from a smartphone specifically for social media which is a digital media that has almost the same function as twitter, but the difference lies in taking photos and shapes or places to share information to its users. Zakirah (2018) says that Instagram is one of the useful apps for sharing photos that allows its users to take photos, use digital filters and then share them to other social networks including their own Instagram. As time goes by, Instagram becomes a platform to form self-image, where more and more followers and likes in some photos of the account owner will illustrate that the user of the account has a high self-image.

2.3 Tourist Destinations

According to Rizkia (2017) Tourist destinations are a place that has uniqueness, beauty and value in the form of diversity of natural wealth, culture and man-made results that are

targeted or destinations of tourists visit. While according to Muljadi (2012) a tourist destination must have its own attraction to bring tourists. With a strong tourist attraction, it becomes a magnet to attract tourists. Tourist destinations include several elements of tourism activities related to attractions, amenities, accessibility, and also ancillary are some things that are inseparable from the existence of tourist activities, as well as attractions that are also the main base of the existence of natural, cultural, and artificial wealth in tourism activities, while amenities include supporting and supporting facilities from the existence of tourism activities, accessibility also support tourism activities from the side of the transportation system (Alvianna & Alviandra, 2020).

2.4 Conceptual Framework of Research

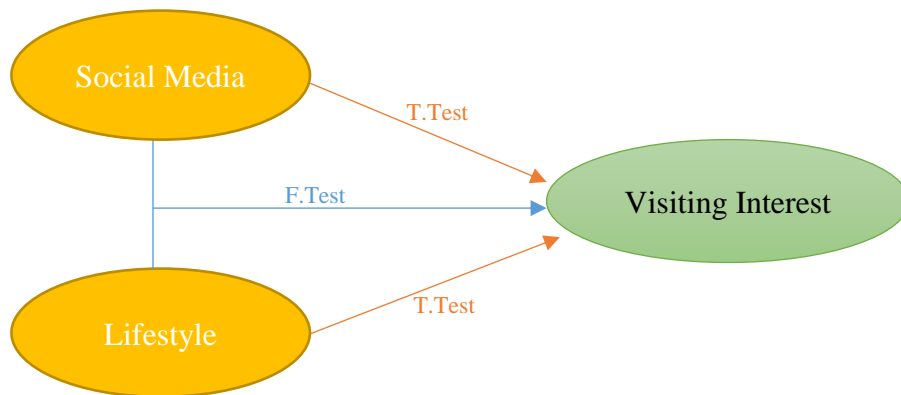


Figure 1. Conceptual Framework of Research
(Various articles, 2021)

3. RESEARCH METHODS

This research focuses on the study of lifestyle of Instagram social media users this study focuses on the study of social media users, especially those related to *followers* of @amazingmalang accounts related to the interests of *followers* in tourist destinations Malang Raya. This research is *explanatory research*, with the location of this research in Malang Raya East Java. The population in this study is all *followers* of @amazingmalang accounts taken on May 06, 2020, which is a total of 495,000 people, for the samples in the study that have been calculated and determined using the Slovin formula of 100 respondents, with sampling techniques using *purposive sampling* that is Instagram users who follow @amazingmalang account and aged at least 17 years. The data analysis techniques in this study are multiple linear regression analysis and hypothesis testing.

3.1 Variable Operational Definition

Table 1. Variables Operational Definition

No	Variable	Operational Definitions	Indicators
1	Social Media (Account @amazingmalang)	Media introducing about tourist destinations in Malang Raya	1. Interesting images 2. Informative captions 3. The number of likes or likes 4. Large number of

			comments
2	lifestyle	The way people spend their time, what they think is important in the environment and what they think about themselves and also the world around them	1. Love outdoor activities 2. Fill your vacation time with a trip 3. Travel is a hobby 4. Vacationing can relieve stress
3	Visiting interests	The tendency of tourists after shouting stimuli from what is seen, so there is a urge to visit based on several considerations	1. Transactional Interests 2. Prefensial reference interests 3. Explorative interest

(various articles, 2021)

4. RESULTS AND DISCUSSION

A total of 100 respondents filled out this research questionnaire online. The results of the hypothesis analysis obtained from the results of multiple linear regression analysts using spss software are as follows:

4.1 Demographic Statistics

Table 1. Description Profiles

Items	Optional	Frequency	Percentage
Gender	Man	40	40
	Woman	60	60
Jobs	Student/College	48	48
	Entrepreneur	16	12
	Housewife	4	4
	Employee	27	27
	Others	5	5
Age	15 to 20	7	7
	21 to 25	65	65
	26 to 30	27	27
	31 to 35	0	0
	36 to 40	0	0
	41 to 45	1	1

(Various data, 2021)

4.2 Multiple Linear Regression Analysis

Table 2. Output Regression Result Model 2

Independent variable	Beta	Tcount	Sig
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Social Media	0,536	5,299	0,000
Lifestyle	0,189	1,827	0,064
Dependent Variabel	Visiting Interest		
Constant	2,840		
R	0,679		
R ₂ Adjusted	0,461		
F count	41,467		
Probability	0,000		
Line Equation	$Y_2 = 2,840 + 0,369 X_1 + 0,520 X_2 + \epsilon_2$		

(Various data, 2021)

Known *constant* of 2,840, while social media value (b / coefficient of regression) of 0.536 and lifestyle value (b / coefficient of regression) of 0.189 so that the regression equation is known:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

$$Y = 2.840 + 0.536 X_1 + 0.189 X_2$$

4.3 Hypothesis Test

Based on the results of multiple regression tests known variable social media and lifestyle are simultaneously affect the interest of visiting followers in Malang Tourist Destinations. To see this effect simultaneously can be seen from the test result F. Value F counted 41,467. So, it can be concluded that F count > F table (41,467 > 4,000) which means that social media and lifestyle together or simultaneously affect the interest of visiting followers in Malang Tourist Destinations.

4.4 The Influence of Social Media on The Interest of Visiting *Followers* in Malang Tourist Destinations

The results of this study showed a partially positive and significant influence on the interest of visiting followers in Malang tourist destinations. By looking at the indicators used social media variables are seen from interesting images, with informative captions, the number of *likes* or the number of likes from the post, and also the number of comments from the post. Based on the results of hypothesis 1 testing on the influence of social media on visiting interests obtained information that social media variables have a significant influence on visiting interests that is 0.000 smaller than 0.05. Where in the test results t known that the value of t count of 5,299 which means the better the posts displayed on social media, the more followers are interested in visiting Malang Tourist Destinations. The results of this study support the results of previous research conducted by Eman et al. (2021) with the title "The Influence of Social Media on Tourist Visiting Lake Wekuri Southwest Sumba" where social media directly affects the interest of visiting tourists to Lake Wekuri in West Sumba, in this study social media used for research is facebook, instagram and youtube.

4.5 The Influence of Lifestyle on The Interest of Visiting *Followers* in Malang Tourist Destinations

The results of this study showed a partially positive and significant lifestyle influence on the interest in visiting *followers* of Malang Tourist Destinations. Lifestyle followers who visit tourist destinations in Malang, with research indicators used to measure the lifestyle of

followers. Indicators used include followers who like activities outside the home, followers who fill vacation time with travel, followers who make travel activities as a hobby, and followers who vacation in order to relieve stress. Based on the results of hypothesis 2 testing in this study there was no significant influence of 0.064 greater 0.05 between lifestyles to the interest of visiting followers of Malang tourist destinations and in the t test results known that the t value counted 1,827. This shows that lifestyle cannot have a big influence on the interest of visiting followers, or can be described followers who come to visit tourist destinations in Malang is not because to show lifestyle, this does not agree with what is conveyed by Wijaya et al. (2018) argues that lifestyle significantly affects consumer purchasing decisions in starbucks, or can be said not always lifestyle will describe an interest or decision of a person. When viewed from this study, where the respondents of the study are followers of Instagram accounts @amazingmalang aged 21-25 years and the average respondent is a student who has a diverse lifestyle so that it can be judged the higher the lifestyle, the lower the chances of interest visiting followers to tourist destinations in Malang.

4.6 The Influence of Social Media and Lifestyle on The Interests of Visiting *Followers* to Malang Tourist Destinations

Simultaneous tests (Test F) are conducted to test whether or not there is a free variable influence (independent) together against bound variables (dependents). F test results using the SPSS program obtained F count of 41,467 with a significant 0.000 because the significant value of < 0.05 then H_0 rejected, then this shows that the third hypothesis that states alleged social media and lifestyle affect the interest of visiting *followers* to unfortunate tourist destinations accepted. To find out the magnitude of the contribution of social media and lifestyle influence simultaneously to the interest of visiting *followers* to Malang tourist destinations can be known based on the value of *Adjusted R Square*. From the SPSS output obtained adjusted *R Square* value of 0.461, the value shows that both free variables namely social media and lifestyle are able to explain the variation of bound variables that is the interest of visiting by 46.1% this means that 53.9% variation of variable interest visit can be explained by other factors outside the regression model in this study. The results of this study support the results of previous research conducted by Ningtiyas (2021) that the interest in visiting tourists conducted in tourist destinations San Terra De Laponte is the influence felt by tourists, or in other words the interest of visiting tourists is motivated by the factors obtained by tourists when visiting a destination. Other researchers suggest that the interest in visiting tourists is caused by several factors, such as those done by Annisa and Alvianna (2017) that the interest of visiting tourists to tourist destinations also needs to be supported by several factors, one of which is the facilities and infrastructure, with the supporting factors, the interest in visiting tourists is getting greater.

4.7 The Most Dominant Variable Affects in Interest of Visiting *Followers* to Malang Tourist Destinations

In hypothesis 4 it is suspected that social media (X1) is the most dominant variable influence on visiting interests (Y) but based on the results of the regression test by looking at the value of the regression coefficient that the value of the social media variable regression coefficient (X1) of 0.536 and the coefficient of lifestyle variable regression value of 0.189, then it can be concluded that in this study the variable social media (X1) and lifestyle (X2) that have a dominant effect on the interest of visiting is the social media variable means that the benchmark of interest in visiting *Back followers* to Malang tourist destinations is the number of tourists who visit tourist destinations after seeing social media photos that are Instagram,

from interesting photos uploaded on Instagram can affect other users so that tourists who see the upload have an interest to visit tourist destinations in Malang. The results of this study support the results of previous research conducted by Aditya (2015) with the results that social media Instagram has the influence of interest in photography. But in this research Instagram social media also influences the interest of followers to Malang tourist destinations, in line with the research conducted by Pratama et al. (2021) that the interest in visiting is also influenced by the quality of information, and the quality of services provided to tourists when tourists visit the tourist destination.

5. CONCLUSION

From the results of the analysis and discussion obtained the results that social media and lifestyle have a significant influence on the interest of visiting. Social media has a significant influence on interest in the end, but lifestyle cannot have a significant influence on visiting interests. Therefore, from both free variables can be known that social media variables have a dominant influence on visiting interests.

From the results of this study obtained that social media has a significant influence on the interest of visiting, it can be interpreted that when tourists are interested to visit tourist destinations in Malang Raya one of them is motivated by posting photos and videos on social media. The beauty of a photo or video posted on social media with the caption / information described in the post will have an impact on the interest of tourists to visit the tourist destination.

In addition to social media, lifestyle is also used in this study to measure its influence on the interest of visiting, and the results obtained that lifestyle does not have a significant influence on the interest of visiting tourists to tourist destinations in Malang Raya, it can be interpreted that tourists who visit tourism destination in Malang Raya is not to show one's lifestyle, for example someone makes a visit to a tourist destination not because the person likes outdoor activities, hobbies or even travel because of relieving stress. This study obtained the results that the visit made by tourists one of them because of tourist destinations such as research by Alvianna and Alviandra (2020). In the results of their study conveyed that tourist destinations have a significant influence on the interest of visiting Again, not only tourist destinations are considered tourists to visit, the image of the destination is also a measurement of tourists to visit. A research conducted by Fatimah (2019) said that the image of destinations and locations affect tourist interest, but the image of the destination is more positive and significant compared to the location.

So, final conclusion of this study is said that social media and lifestyle influence the interest of visiting tourists to tourist destinations in Malang Raya, it's just that the variance of the influence exerted is not too great, and below 50%. As input for the next researcher can also use free variables about the price, product and quality of service, if in this study is about the satisfaction of tourists, does not close the possibility also the interest of tourists to visit also consider it (Alvianna, 2017). Other research mentions that attractions, amenities, accessibility and ancillary also affect the interest of visiting tourists such as research by Ningtiyas (2021).

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