

ANALYSIS OF THE ROLE OF TIKTOK VISUAL CONTENT IN SHAPING GENERATION Z'S VISITING INTERESTS TO BUKIT CENDANA PESAWARAN, LAMPUNG PROVINCE

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ABSTRACT

This study examines the influence of TikTok content on Generation Z's interest in visiting Bukit Cendana, Pesawaran, Lampung Province. Using a descriptive quantitative approach, data were collected through questionnaires distributed to 100 respondents with purposive sampling. Data analysis included validity, reliability, classical assumptions, simple linear regression, and hypothesis testing using IBM SPSS Statistics 26. The results showed that TikTok content had a significant influence on interest in visiting with a coefficient of determination of 71.3%. The regression equation $Y = 7.521 + 0.615X$ indicates that every one unit increase in TikTok content contributes to an increase in interest in visiting by 0.615 units. The t-test showed a significance of 0.000 ($p < 0.05$) with a t-count of $10.617 > t\text{-table } 1.984$, so the hypothesis was accepted. In conclusion, TikTok visual content is effective in shaping Generation Z's interest in visiting Bukit Cendana. Tourism managers are advised to optimize TikTok as a promotional medium.

Keywords: *TikTok Content, Visit Interest, Generation Z.*

1. INTRODUCTION

The tourism industry in Indonesia has great potential and is the main choice for people to go on vacation, because it can provide a break from daily activities and pressures, whether traveling alone or with friends and family. The tourism sector is very important because it can affect employment and infrastructure investment. Currently, the tourism sector in Indonesia is experiencing rapid growth and plays a role as one of the main pillars in supporting the economy, through increasing consumption of tourism products and services, encouraging economic development, and increasing the country's foreign exchange earnings. (Gofar & Chrismardani, 2024). Intensive efforts continue to be implemented to strengthen this impact with a focus on increasing the number of tourists visiting.

Advances in digital technology have made social media an important tool in disseminating information and facilitating the promotion of tourist destinations. Many tourism industry players now use social media as the main tool in their promotional strategies. Promotions carried out through social media allow potential tourists to obtain more in-depth information about a destination, thereby increasing their interest in visiting. This strategy has proven effective because it can increase the visibility of destinations and accelerate the spread of information through digital platforms such as TikTok.

TikTok is a social media platform that is very popular among teenagers and Generation Z. This application has become an integral part of people's daily activities. According to a report from research firm Statista, the number of TikTok users in Indonesia as of July 2024 was recorded at 157.6 million people. In the last six years, the number of TikTok users in Indonesia has increased almost 15 times, from 10 million in 2018 to 157.6 million in 2024. With the number of users continuing to grow, TikTok has a big influence on its users. Visuals such as images and videos on TikTok are very influential in creating a first impression of a tourist destination. Trends such as travel vlogs, cinematic videos of natural beauty, and travel reviews with the concept of "hidden gems" often go viral and influence tourists' decisions to visit.

In January 2025, most TikTok users were dominated by teenagers and young adults, especially those in the 18–24 age range who were the largest part of the platform's users, with a percentage reaching 33.3%, followed by the 25–34 age group at 36.1%. Therefore, this study focuses on Generation Z, individuals born between 1997 and 2012 (Manjillatul Urba et al., 2024). Generation Z is the focus of this study because they are a significant consumer group in the digital world. As dominant users of social media and a demographic group that grew up in the digital landscape, they are highly adaptable to technology and are proficient in using the internet, social media, and smartphones.

Pesawaran Regency is one of the areas in Lampung Province that is rich in various natural tourist destinations, one of which is Bukit Cendana, or also known as Bumi Perkemahan Harapan Jaya. This destination is popular as a camping ground that offers the natural atmosphere of the Pesawaran mountains, beautiful sea views, and the sensation of being above the clouds.

Table 1. Visitor Data 2022-2024

NO	Year	Number of Visitors (People)	Growth (%)
1.	January – June 2022	24,529	-
2.	July – December 2022	8,415	-65.7%
3.	January – June 2023	11,944	41.9%
4.	July – December 2023	6,968	-41.7%
5.	January – June 2024	9,426	35.3%
6.	July – December 2024	8,440	-10.5%

Source: Management of Bukit Cendana, Pesawaran, Lampung Province (2025)

Based on visitor data at Bukit Cendana from 2022 to 2024, there was a significant fluctuation in the number of visitors. As one of the tourist destinations in Harapan Jaya Village, Way Ratai District, Bukit Cendana requires a more optimal management strategy to maintain and increase the number of visits. The quality of tourist attractions, such as cleanliness, facility maintenance, and diversity of attractions, are important factors in creating a satisfying tourist experience. As explained in the study (Setyaning et al., 2022), the quality of physical elements of a destination such as cleanliness, comfort, and facilities have a major influence on creating a tourist experience and determining repeat visits by tourists.

Based on previous studies, social media has a major role in tourism marketing. A study by (Sari et al., 2024) discussed the influence of Instagram on tourists' interest in visiting, while (Meydiatrik, 2024) examined viral marketing strategies on TikTok for certain tourist destinations. However, the main difference between these studies lies in their focus on Bukit Cendana, which has not been widely studied in the context of digital marketing through TikTok. In addition, most previous studies have highlighted formal promotional strategies, while this study examines the impact of organic posts from visitors that often go viral.

2. LITERATURE REVIEW

2.1. Visual Content

Visual content is an effective way to convey messages that attract the attention of the audience, inform them, and promote something (Putri Anggoro & Pranata, 2020). According to (Vieri & Sarah, 2024) stated that content, in its various forms, is the essence of digital information and can be found on various digital media platforms, and affects the mental and emotional conditions of individuals. Visuals are elements that can be observed and their form is in accordance with what is captured by the eye. According to (Hanindhaputri, 2022) Humans are more interested in content in the form of visuals, where 90% of information is transmitted to the brain through sight, so visual content in the form of images can certainly attract the attention of the target audience. According to (Joe, 2009, In Abdurrahim and Sangen, 2019) there are several indicators of visual content, namely: Relevance, Accuracy, Value, Consistency, Easy to understand. While TikTok is a social media platform that allows users to create, share, and watch short videos with a duration of between 15 and 60 seconds. TikTok, a video sharing application founded by Chinese company ByteDance in 2016, has gained phenomenal popularity worldwide, TikTok has gained great popularity among teenagers and young people around the world (Rosiana et al., 2023).

2.1.1. Interest in Visiting

According to (Kotler and Keller, 2014, in Elake *et al.*, 2024) explains that interest in visiting is consumer behavior in choosing or deciding to visit a tourist attraction, which is influenced by their experience in traveling. Meanwhile, according to (Rachmadhania & Pangestuti, 2017) The interest or motivation of tourists to visit is related to consumer behavior, where in the context of tourism, this refers to the decision taken by tourists to visit a place. Interest in visiting is a person's tendency to visit a tourist destination based on certain factors. According to (Andini, 2024) interest in visiting consists of three main indicators, namely: Transactional Interest, Preferential Interest, Explorative Interest. Meanwhile, according to (Manjillatul Urba et al., 2024) Generation Z are people born between 1997 and 2012, a group that is very

familiar with technology and social media. Generation Z is a generation that was born and grew up in a time when technology had a big influence on life.

2.1.2. Previous elites

Tabel 2. Previous research

No	Study	Research Title	Method
1	(Gofar & Chrisnardani, 2024)	The Influence of Visual Content on Instagram and Destination Image on Gen Z Tourists' Visiting Interests	Quantitative
2	(Sari et al., 2024)	The Influence of Viral Marketing in TikTok on Interest in Visiting Kintamani Caldera Nature, Bali	Quantitative
3	(Shabila, 2024)	Analysis of Tourism Promotion Scheme Through Tiktok on Interest in Visiting Tsukamie Noodle Bandung	Qualitative
4	(Rahman, 2023)	Visual Content Analysis on Ciburial Village Instagram Account as a Means of Tourism Promotion	Qualitative
5	(Carroline & Ritonga, 2024)	Analysis of the Influence of Digital Marketing on Tourist Visiting Interests	Quantitative.

3. RESEARCH METHODOLOGY

This study applies a quantitative method using a descriptive approach, Because this study uses a descriptive quantitative approach, where data is collected through a survey compiled in the form of a questionnaire. The instrument will be distributed to respondents from generation Z with certain criteria, using a Likert scale-based measurement method. And based on a predetermined hypothesis. Non-Probability Sampling is the sampling technique used. The target population in this study is Generation Z who know Bukit Cendana through visual content uploaded on TikTok or who have visited the location , while the object of research is visual content on TikTok, in shaping Generation Z's visiting interests.

The population size is unknown and unlimited, so the sample determination uses the Lemeshow formula as follows:

$$n = \frac{Z^2 \times P (1 - P)}{d^2}$$

Information :

n = Minimum sample size

Z = Z score for 95% confidence level, $Z = 1.96$

P = Population proportion (assuming 0.5 for maximum variability)

d = Margin of error (10% or 0.10)

So the calculation for determining the number of samples in this study is as follows:

$$n = \frac{(1,96)^2 \times 0.5 (1 - 0,5)}{(0,10)^2}$$

$$n = 96,04$$

From the results above with an error rate of 10%, the sample size in this study is 96.04% rounded up to 100 respondents.

4 RESULTS AND DISCUSSION

4.1 Descriptive Analysis

This study aims to analyze the role of TikTok visual content in shaping Generation Z's interest in visiting the Bukit Cendana tourist destination, Pesawaran. Before discussing the main variables, information is first presented regarding the extent of respondents' exposure to TikTok content related to Bukit Cendana.

Table 3. Recapitulation of questionnaire results for Variable (X)

No	Statement Items	Total	
		Answers	Average
1	The information in the TikTok video about Bukit Cendana is exactly what I need as a prospective visitor.	436	4.36
2	The TikTok content that I saw corresponded to the real world situation of Cendana Hill	442	4.42
3	The content I saw provided a clear picture and was in accordance with the actual conditions at Bukit Cendana.	439	4.39
4	TikTok videos present correct and non-exaggerated information	440	4.4
5	The content I saw was helpful to me in considering a visit to Bukit Cendana.	441	4.41
6	I feel like I got new insights about Cendana Hill through TikTok videos	435	4.35
7	Most of the content I came across consistently featured the main attractions of Bukit Cendana.	441	4.41
8	Many TikTok videos about Bukit Cendana show similarities in the experiences shared by visitors.	443	4.43
9	The style of presenting information in the video is clear and interesting.	426	4.26
10	The TikTok content I see is easy to understand and not confusing.	441	4.41

Source: SPSS data processing output (2025)

Based on Table 3, the item with the highest score is in the 8th statement (“Many TikTok videos about Bukit Cendana show similarities in the experiences shared by visitors”), with a total score of 443. This shows that the consistency and authenticity of the content are highly appreciated by the respondents. Meanwhile, the 9th statement has the lowest score (426), indicating that the aspect of the information presentation style still needs to be improved to make it more attractive to potential visitors.

Table 4. Recapitulation of questionnaire results for Variable (Y)

No	Statement Items	Total	
		Answers	Average
1	After seeing TikTok content featuring Cendana Hill, I looked for more information about the destination.	433	4.33
2	Seeing information about entrance fees and facilities in TikTok content helped me plan my visit to Bukit Cendana.	445	4.45

3	Bukit Cendana is one of the main tourist destinations that I want to visit because of its content on TikTok.	439	4.39
4	TikTok content that showcases natural beauty and main attractions Cendana Hill made me interested in making it a tourist destination of choice	424	4.24
5	Seeing TikTok content showing the natural charm and activities at Bukit Cendana made me consider visiting.	427	4.27
6	TikTok videos showing tourist activities and visitor interactions at Bukit Cendana increased my curiosity to explore this place further.	445	4.45

Source: SPSS data processing output (2025)

Based on Table 4, statement items 2 and 6 obtained the highest scores, each at 445. This shows that information related to costs, facilities, and descriptions of tourist activities in TikTok content plays a very important role in building interest and helping respondents plan a visit to Bukit Cendana. On the other hand, the lowest score was recorded in item 4 with a value of 424, indicating that visual appeal alone is not strong enough to form interest in visiting without more complete supporting information.

Table 5. Frequency Distribution of Viewing TikTok Content about Bukit Cendana

		View Content			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	100	100.0	100.0	100.0

Source: SPSS data processing output (2025)

Based on Table 5, all respondents in this study, as many as 100 people or 100% stated that they had seen TikTok content featuring Bukit Cendana Pesawaran, Lampung Province. The absence of other answers other than "have seen" indicates that the level of exposure to content about Bukit Cendana on the TikTok platform is very high among Generation Z.

4.2 Data Instrument Test

4.2.1 Validity Test

According to (Sugiyono, 2013), An instrument that is said to be valid is a measuring instrument that is able to measure the variables that should be measured accurately. Validity indicates the extent to which an instrument reflects the intended construct. The criteria for determining the validity of items in this study are based on the comparison between the r-count and r-table values. An item is declared valid if the r-count value is $>$ r-table. Conversely, if the r-count value is $<$ r-table, then the item is considered invalid and needs to be revised and retested. Here are the results:

Table 6. Validity Test Results

Variables	Item	r count	r table	Information
Visual Content (X)	1	0,626	0,361	Valid
	2	0,691	0,361	Valid
	3	0,604	0,361	Valid
	4	0,783	0,361	Valid
	5	0,802	0,361	Valid
	6	0,716	0,361	Valid
	7	0,675	0,361	Valid

	8	0,795	0,361	Valid
	9	0,608	0,361	Valid
	10	0.630	0.361	Valid
Interest in Visiting (Y)	1	0.690	0.361	Valid
	2	0.568	0.361	Valid
	3	0.768	0.361	Valid
	4	0.419	0.361	Valid
	5	0.625	0.361	Valid
	6	0.754	0.361	Valid

Source: SPSS data processing output (2025)

4.2.2 Reliability Test

Table 7. Reliability Test Results

Variables	Cronbach's Alpha	Coefficient r	Status
Visual Content	0.883	0.60	Reliable
Interest in Visiting	0.735	0.60	Reliable

Source: SPSS data processing output (2025)

Based on Table 7, the reliability test was conducted to assess the internal consistency of the measurement instrument. The test results showed that the Cronbach's Alpha value for the visual content variable (X) was 0.883 and for the visiting interest variable (Y) was 0.735. Both values exceeded the minimum reliability coefficient limit of 0.60, so that all items in each variable were declared reliable and could be used consistently in collecting research data.

4.3 Classical Assumption Test

4.3.1 Normality Test

Table 8. Normality Test Results

	Unstandardized Residual
Asymp. Sig. (2-tailed)	.076 ^c

Source: SPSS data processing output (2025)

Based on Table 8, the results of the normality test using the Kolmogorov-Smirnov method show a significance value of Asymp. Sig (2-tailed) of 0.076. This value is greater than the significance threshold of 0.05, which indicates that the distribution of residual data in this study meets the assumption of normality. Thus, it can be concluded that the data used in the analysis is normally distributed.

4.3.2 Hypothesis Testing

Simple Linear Regression Test

Table 9. Simple Linear Regression Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	7.231	2.433		2.973	.004
Visual Content	.433	.055	.619	7.805	.000

Source: SPSS data processing output (2025)

Based on the results of the simple linear regression analysis shown in Table 9, the following regression equation is obtained: $Y = 7.231 + 0.433X$. The constant value of 7.231 indicates that if the visual content variable (X) is zero, then the value of visiting interest (Y) is estimated to be 7.231. Meanwhile, the regression coefficient of 0.433 indicates that every one unit increase in the visual content variable will cause an increase of 0.433 in the visiting interest variable. The significance value of 0.000 ($p < 0.05$) indicates that the visual content variable has a positive and significant effect on Generation Z's visiting interest to Bukit Cendana.

Table 10. T-Test Results

		<i>Coefficients^a</i>		<i>t</i>	<i>Sig.</i>
		<i>Unstandardized Coefficients</i>	<i>Standardized Coefficients</i>		
<i>Model</i>		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	
1	(Constant)	7.231	2.433		2.973 .004
	Visual Content	.433	.055	.619	7,805 .000

Source: SPSS data processing output (2025)

The results of the t-test in Table 10 show that the t-value of 7.805 > t-table of 1.661. In addition, the significance value (p-value) of 0.000 is below the significance level of 0.05. Based on these results, it can be concluded that the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. Thus, there is a statistically significant influence between the visual content variable on Generation Z's interest in visiting Bukit Cendana Pesawaran.

Table 11. Results of Determination Coefficient Test

<i>Model Summary</i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.844 ^a	0.713	0.710	0.840

Source : Output olah data SPSS (2025)

Based on the output in the Model Summary Table, the R Square value is 0.713. This shows that 71.3% of the variation or change in the Visiting Interest variable can be explained by the Visual Content variable as a predictor in the model. Meanwhile, the remaining 28.7% is influenced by other variables outside the model that were not examined in this study. This finding indicates that visual content has a strong contribution in explaining Generation Z's visiting interest in Bukit Cendana Pesawaran Lampung Province.

4.4 DISCUSSION

Based on the results of the descriptive analysis, it is known that all participants in this study (100%) stated that they had seen TikTok content featuring Bukit Cendana. This finding indicates that content related to the destination has a high level of distribution and has succeeded in reaching the target audience, especially Generation Z who are indeed active in using social media platforms. Furthermore, as many as 92% of respondents stated that they were interested in visiting Bukit Cendana after watching the content, indicating that exposure to TikTok content plays a role in generating interest in visiting.

The results of the hypothesis test through t-test analysis showed that the calculated t value of 7.805 exceeded the t table value of 1.661, with a significance level of 0.000 which is smaller than $\alpha = 0.05$. This shows that there is a significant relationship between TikTok visual content and Generation Z's interest in visiting Bukit Cendana Pesawaran. Thus, the alternative hypothesis is accepted. This means that the more interesting and in accordance with the audience's preferences the content displayed, the greater the potential for increasing the intention to visit.

These results are consistent with a study conducted by (Gofar & Chrismardani, 2024) which concluded that visual content on social media such as Instagram contributes positively to the perception and interest of Generation Z tourists. Visual components that are aesthetically appealing and represent the authenticity of a destination can form a positive image and attract the attention of potential visitors. In the context of Bukit Cendana, emotional and arousing TikTok content has been shown to play an important role in influencing user perception and interest. Furthermore, this finding is also reinforced by research conducted by (Sari et al., 2024), which shows that viral marketing through TikTok has a significant influence on tourists' interest in visiting Alam Caldera Kintamani, Bali. They found that informative and emotional short-form video content can increase attention and encourage visiting intentions.

Overall, the results of this study confirm that TikTok visual content not only acts as a means of entertainment, but is also a strategic promotional medium in forming and encouraging visiting intentions. Therefore, tourism destination managers such as Bukit Cendana are advised to continue to produce creative, authentic content that is in accordance with the characteristics of the TikTok platform in order to expand the reach of promotion and strengthen the attractiveness of the destination among Generation Z.

5. CONCLUSION AND SUGGESTIONS

Based on the research results, it can be concluded that visual content displayed through the TikTok platform has a significant and positive effect on Generation Z's interest in visiting the Bukit Cendana tourist destination in Pesawaran Regency. Attractive, aesthetic visual presentations that convey information concisely are able to build a positive destination image while fostering curiosity in potential tourists. The results of the statistical analysis strengthen these findings, where increasing the quality and attractiveness of visual content is in line with increasing visiting intentions from the younger generation.

These findings have important practical implications, especially for tourism destination managers and digital promoters. Continuous efforts are needed to improve the quality of content, both in terms of visualization and supporting information. It is not enough to just display natural panoramas, but content also needs to convey relevant details such as facilities, travel routes, entrance fees, and testimonials or experiences of previous visitors in order to form realistic expectations in the minds of potential tourists.

Generation Z as the main target is advised to be more selective in absorbing information from social media and to use content on TikTok as an initial consideration, not the only source of information, before deciding to travel. For future research, it is recommended that researchers use more comprehensive methods such as a mediation approach or path analysis. This aims to further explore how other factors, such as perceived quality, destination image, and social influence, interact with visual content in shaping visiting intentions more comprehensively.

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