DIGITAL ADVERTISING CONTENT ON SOCIAL MEDIA AFFECTS TOURISM PERCEPTION AND VISITING INTEREST

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ABSTRACT

This paper examines the content in the Wonderful Indonesia digital advertisement which is distributed through internet media, whether they can influence the visiting interest of the people who are exposed to these advertisements. This study aims to examine whether the interest in visiting appears when looking at variables in the value of advertising and whether or not there is interest in visiting is mediated by the perception of the people who are exposed to the content of the advertising message. The population is the people who are exposed to the Wonderful Indonesia version of tourism advertisements. Purposive sampling method with certain criteria are used. The number of samples is 100 respondents. Researchers used the full version of Lisrel software. The initial stage is the analysis of the measurement model that can show the latent variables measured by one or more observed variables. Furthermore, it can be seen its compatibility with the data. The second stage of causal relationship analysis is used to test the existing hypotheses in the study and draw conclusions. From the results of this study indicate that: elements of entertainment, information, f irritation affect the public's interest in visiting tourist attractions. There is no indirect influence of entertainment, information, and irritation on visiting interest through perception.

Keywords: advertising, tourism, social media, perception, entertaining, information.

INTRODUCTION

Throughout 2020 to 2021 the number of foreign tourists and domestic tourists decreased. This was triggered by the COVID-19 pandemic that entered Indonesia since March 2020(INDONESIA TOURISM SECTOR IN THE MIDDLE OF THE COVID 19 PANDEMIC | Journal of Development Economics Dynamics, nd; kare et al., 2021). The decline in the number of foreign tourist arrivals is a pressure on this sector. The total number of foreign tourist visits in January-May 2020 was 2.9 million, a decrease of 53.36 percent from the previous year which was 6.3 million visits (BPS, 2020). There has also been a decline in domestic tourist visits, especially Indonesians who are reluctant to travel, because they are worried about the impact of COVID-19(Silfia et al., 2021) (Škare et al., 2021). Whereas the tourism sector is an important sector for the economy(Nicola et al., 2020)Indonesia is no exception. The contribution of the tourism sector in recent years has increased. There was a significant direct contribution to GDP of 4.8 percent in 2019. This value increased by 0.30 points from 2018 which was 4.5 percent (Kemenparekraf, 2020). The increase in the number of visits by foreign tourists and domestic tourists triggers an increase in the contribution of this tourism and in turn investment in the tourism sector will also increase. But what has happened in the last two years is the opposite. Namely, there was a significant decrease in tourist visits due to the pandemic.

The other side of the COVID-19 pandemic is that there is a significant increase in internet use (Sun et al., 2020). During the COVID-19 pandemic, there was an increasing dependence on

internet use which was marked by an increase in internet usage hours. There is even a severe prevalence of internet dependence(Li et al., 2021). Many people have high interaction with the internet, especially the use of social media in their efforts to get and find information. Whether the information is needed or that is accidentally exposed using internet marketing(Celebi, 2015)

LITERATURE REVIEW

There are several studies that discuss the decline in tourism caused by COVID-19. Likewise, there are so many studies that discuss the increasing internet dependence in recent years. In the last two years during Covid-19 this spike has occurred so high. In the end, addiction to the internet must be used as an opportunity to make this media one of the most influential advertising media(Sexton et al., 2002; Sun et al., 2020)

This addiction to the internet triggers users to not care what information they finally get(Li et al., 2021). This new behavior can be an opportunity for tourism advertisements to utilize internet media, especially social media as the right advertising media to increase the number of tourist visits. Internet users who are looking for information and those who are not looking for information can be exposed to tourism advertisements so that they can generate interest and desire to make tourism visits. Findings in research conducted by(Ko et al., 2013)shows that consumers who have high information motivation are more likely to engage in human message interactions on the internet and social media. This means someone who is exposed to information on the internet or social media and is highly motivated to get the information they really need. In this case, tourism advertisements can inspire internet users who have the desire to travel.

There are several variables in an advertising message that can arouse people's desire to find out more about an advertisement and what message the advertisement wants to communicate. (Fanggidae, 2019; Khang et al., 2012). There are also various kinds of advertising values that most often appear in accordance with the advertising value model, namely information contained in advertisements, advertising messages that entertain viewers, and information that is disturbing or irrelevant to the advertising message that the advertising audience wants to get. If the advertisement pays attention to this advertising value, then the advertisement can attract the attention of the people who are the viewers of the advertisement(Ducoffe & Curlo, 2000; Fanggidae, 2019; Haida & Rahim, 2015) .

Not many studies have focused on efforts to increase the number of tourists entering Indonesia again by using message content in advertising media. The content of the message that arouses the desire of tourists to come is very important to be designed, created, and communicated through an advertisement. Positive perceptions will be formed in the minds of viewers who are exposed to advertising messages that are broadcast using internet media, especially using social media(Aspasia & Ourania, 2014; Haida & Rahim, 2015; Lin et al., 2017) .

The advertising industry can do marketing through mobile advertising, and diversity can effectively increase the appeal of the ad. According to research findings(Lin et al., 2017)Perceived usefulness, irritation, and credibility are the main factors influencing the re-use intention of an ad. In this research, the focus is on cellular product advertisements. Users are encouraged to trust mobile ads and also believe that getting mobile ads is beneficial. Coupled with the advantages brought by low costs, mobile advertising will become the main marketing method. It is hoped that these findings can be a reference for the mobile advertising industry in designing mobile advertising.

A study on the impact of tourism advertising was carried out by(Cruz-Milán & Avsar, 2021; Modeling Tourism Advertising Effectiveness - Dae-Young Kim, Yeong-Hyeon Hwang, Daniel R. Fesenmaier, 2005, nd; Weng et al., 2021)This study builds on previous research on the impact of tourism advertising and argues that there are several possible routes through which tourism advertising influences destination choice. Specifically(Modeling Tourism Advertising Effectiveness - Dae-Young Kim, Yeong-Hyeon Hwang, Daniel R. Fesenmaier, 2005, nd)obtained from a survey that examined the impact of Illinois travel advertising and was conducted during the fall of 2001. The results confirmed that there is a strong relationship between top-of-mind awareness, advertising awareness, requesting travel information, and likelihood of visiting a destination, and therefore, it is a route is important to influence the choice of destination. The difference in advertising effects by media channel also appears to be substantial.

In addition to this research, there is also a detailed discussion of the content that should be in an advertisement that can influence perceptions and generate interest from the people who are exposed to the contents of the message. In the research conducted(Shareef et al., 2019)discusses the conceptualization of advertising value and consumer attitudes towards advertising. This study was developed to reveal the effect of advertising sources on perceived credibility through the theoretical framework of Ducoffe's (1995) advertising value model. The aim of the study was to identify sources of degradation in terms of credibility to create advertising value and positive attitudes towards advertisements launched through the social network Facebook. In this regard, this study uses three different sources to generate and introduce product promotional messages: associative reference groups, aspirational reference groups, and marketers themselves. This study revealed significant differences in developing advertising value and forming favorable attitudes towards advertising when product-related messages were developed by these three different groups,

A new advertising-value construct—a representation of the perceived value of advertising to consumers. The conceptual model was proposed and tested through a mall intercept survey. Some of the models that focus on how informativeness and entertainment affect advertising value are then examined in experimental studies. The test strongly supports the validity of the proposed relationship. The potential implications and applications of the construct as well as the relationship of the hypothesis to other variables are also discussed.

From this explanation, a message content must be considered in an advertisement to form a positive perception in the minds of consumers and generate interest in the objects in the advertisement. Therefore, this research will focus on the elements of advertising value contained in a tourism advertising message that can influence the perception of advertising viewers and have implications for the emergence of interest in visiting tourist destinations that are the contents of an advertisement.

The advertisements that are focused on in this research are mainly tourism advertisements with the theme Wonderful Indonesia. There are several series of Wonderful Indonesia advertisements issued by the Ministry of Tourism. Wonderful Indonesia is a manifestation and high commitment to promote various tourist destinations in Indonesia. This promotion through the Wonderful Indonesia jargon is intended for domestic and international tourists. Along with the government's efforts which are currently focusing on developing tourism and the creative economy in five super priority destinations in Indonesia(Wonderful Indonesia Named "Best Creative Destination" - ANTARA News, nd).

It will be studied whether the elements of the advertising message affect the perception of the viewers who are exposed to the advertising message and whether the exposure of the audience to the advertising value including information, entertainment elements, and the inconvenience of information contained in the advertisement will affect the interest of potential tourists to come to visit.

METHODS

This type of research is causality associative research. The population of this research is the people who are exposed to the Wonderful Indonesia version of tourism advertisements. The sampling method in this study used a purposive sampling method with certain criteria. The number of samples is 100 respondents.The number of samples cannot be analyzed if the number is less than 50, then the sample must be 100 or more (Hair et al, 2010). The method of determining the sample uses certain criteria including:

1.   Over 18 years old
2.   Exposed to the Wonderful Indonesia advertisement referenced in this study
3.   Have active social media (Facebook)
4.   Have a Youtube account on the device you own

To Analyzing and testing the relationship between the variables studied, the researchers used the full version Lisrel software. The method in SEM analysis consists of two approaches. Which is the initial stage of analyzing a measurement model that can show the latent variables measured by one or more observed variables. Furthermore, it can be seen its compatibility with the data.

The initial stage in this study, the absolute-fit measures used were GFI, RMSEA, and RMR. Meanwhile, the incremental fit measures used in this study are NFI, AGFI, CFI, IFI, RFI, and NNFI. In the second stage, causal relationship analysis is used to test the existing hypotheses in the study and can draw conclusions in the study. In this case, the researcher looks at the weight of the t-value and the coefficient of the structural equation. If the t-value exceeds 1.96, it can automatically indicate a significant linear relationship. If the coefficient value is positive on the structural coefficient, it indicates that the causal relationship between the variables of this study is positive.

RESULTS

The results section summarizes the data collected for study in the form of descriptive statistics and also reports the results of relevant inferential stastically analysis (e.g., hypothesis tests) conducted on the data. You need to report the results in sufficient detail so that the reader can see which stasticall analyses were conducted and why, and to justify your conclusions. Mention all relevant results, including those that are at odds with the stated hypotheses (American Psychology Association 2001: 20).

Reporting Research Results

1.   Model Fit Test

The model fit test has the aim of seeing the match between the existing data and the model. According to Hair et al (1998) stated that the evaluation between the level of data fit based on the table as follows:

Table 1. GOF Indicator Size

No.	GOF Size Indicator	Acceptable Match Rate
Absolute-Fit Measures		
1.	*Root Mean Square Error of Approximation* (RMSEA)	RMSEA 0.08 is good fit RMSEA < 0.05 is close fit
2.	*Root Mean Square Residual* (RMR)	RMR standardized value 0.05 = good fit
3.	*Goodness of fit Index* (GFI)	GFI value 0.90 = good fit, if the value is 0.80 GFI < 0.05 is marginal fit.
Incremental Fit Measures		
4.	*Normal Fit Index* (NFI)	NFI 0.90 is good fit
5.	*Adjusted Goodness of Fit Index* (AGFI)	AGFI 0.90 is good fit
6.	*Incremental Fit Index* (IFI)	IFI 0.90 is good fit
7.	*Comparative Fit Index* (CFI)	CFI 0.90 is good fit
8.	*Non-Normed Fit Index* (NNFI)	NNFI 0.90 is good fit
9.	*Relative Fit Index* (RFI)	RFI 0.90 is good fit
Parsimoniuous Fit Measures		
10.	*Parsimonous Goodness of Fit* (PGFI)	The higher the value the better

The following are the results of data processing and interpretation in this study:

Table2.Overall Model Fitment Test Results (Structural)

Size	Fit Standard	Processed Data
Absolute Fit Size		
GFI	GFI 0.90	0.98 (good fit)
RMR	RMR 0.05	0.03 (good fit)
RMSEA	RMSEA > 0.08	0.10 (good fit)
Incremental Fit Test		
RFI	RFI 0.90	0.92 (good fit)
AGFI	AGFI 0.90	0.71 (marginal fit)
NNFI	NNFI 0.90	0.95 (good fit)
NFI	NFI 0.90	0.93 (good fit)
CFI	CFI 0.90	0.96 (good fit)
IFI	IFI 0.90	0.96 (good fit)

Source: lisrel output of processed data

2. Structural Model Analysis

Causal relationship analysis was conducted to test individually by seeing whether all hypothesized pathways in this study had an effect or not. To find out if the path has an effect or not, that is by looking at the t-value obtained from the calculation results. If the path has a t-value 1.64 then the path can be said to be significant or influential. The following is the hypothetical model in this study:
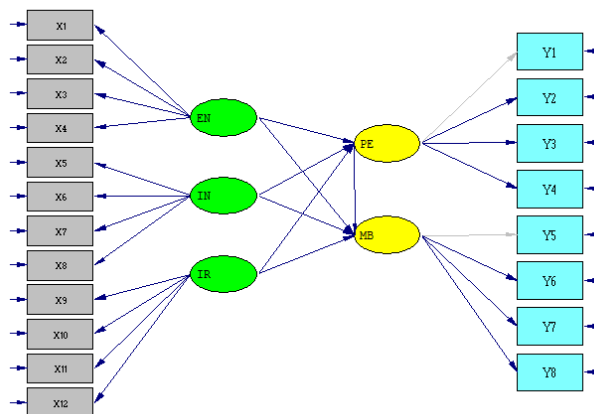
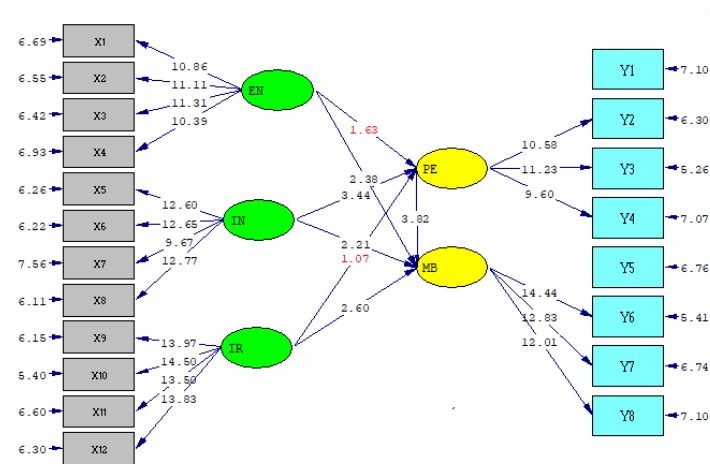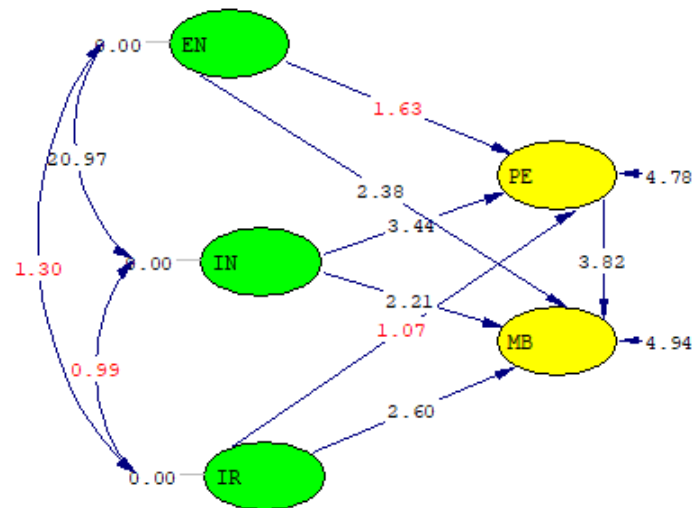**Figure 1 Conceptual Diagram**

Figure 2. T-Values

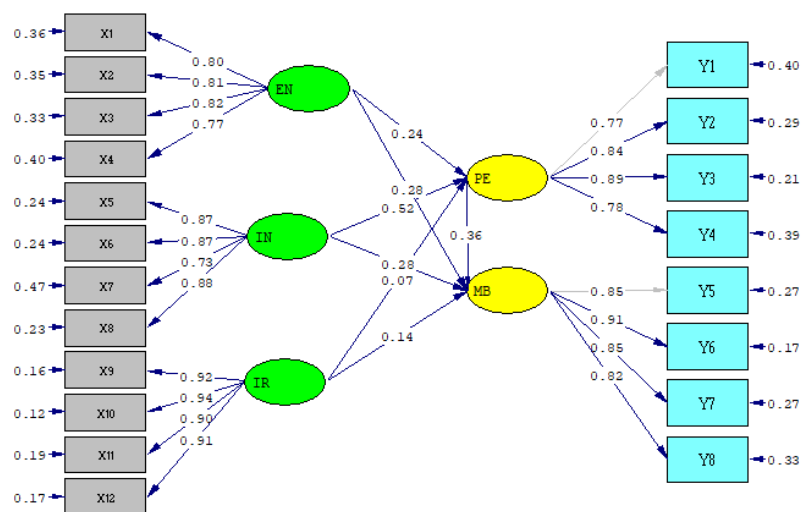**Figure 3. Structural Model**

Figure 4. Standardized Solution

Analysis of Hypothesis Test Results

This research was conducted to prove the hypotheses that have been described. Researchers used Lisrel software to measure the probability level of each variable in the hypothesis. By seeing whether the data obtained can support the hypothesis in this study. The following are the results of hypothesis testing in this study:

Table 3 Hypothesis Test Results

Information	Relationship Between Variables	Count T Value	Standard Coefficient		Total Effect	Conclusion of Hypothesis Testing
			Direct Effects	Indirect Effect		
Hypothesis 1	Entertaint -> Interested Visit	2.38	0.28	-	0.28	T-Value (2.38) > T Table (1.96)/ There is an Influence of Entretaint on Visiting Interest
Hypothesis 2	Infomation -> Interested Visit	2.21	0.28	-	0.28	T-Value (2.21) > T Table (1.96)/ There is an Influence of Information on Visiting Interest
Hypothesis 3	Irritation -> Interest in Visiting	2.60	0.14	-	0.14	T-Value (2.60) > T Table (1.96)/ There is an Influence of Irritation on Visiting Interest
Hypothesis 4	Entertaint -> Perceptions -> Visiting Interests	-	0.28	0.086	0.36	Indirect Effect Value (0.086) < Direct Effect (0.28) There is no indirect effect of Entertaint on Visiting Interests through Perceptions
Hypothesis 5	Information-> Perceptions -> Interest in Visiting	-	0.28	0.187	0.36	Indirect Effect Value (0.187) < Direct Effect (0.28) There is no Indirect Effect of Information on Visiting Interests through Perceptions
Hypothesis 6	Irritation-> Perceptions -> Interest in Visiting	-	0.14	0.025	0.36	Indirect Effect Value (0.025) < Direct Effect (0.28) No Indirect Irritation Effect on Visiting Interests through Perceptions

DISCUSSION

Hypothesis test :

Hypothesis 1 :

There is an influence of entertainment on people's interest in visiting tourist attractions advertised on social media. The results of testing hypothesis 1 show that entertainment has a significant effect on visiting interest in the tourism advertising content of the Wonderful Indonesia series. This means that there is a strong correlation between the more entertaining an advertisement is, it can affect the visiting interest of the people who are exposed to this Wonderful Indonesia series of tourism advertisements. This proves that the indicators in entertainment, namely enjoyment, fun, and entertaining can increase the positive perception of people exposed to advertisements. The results of this hypothesis test are in accordance with the research that has been carried out by(Shareef et al., 2019) which states that there is a correlation between the element of entertainment and interest in visiting by viewers who are exposed to advertisements on social media.

Hypothesis 2 :

There is an influence of information on people's interest in visiting tourist attractions advertised on social media. The results of testing hypothesis 2 show that information has a significant effect on visiting interest in the content of tourism advertisements in the Wonderful

Indonesia series. This means that there is a strong correlation between having more important elements of information in an advertisement, so that it can affect the visiting interest of the people exposed to this Wonderful Indonesia series of tourism advertisements. This proves that the indicators in entertainment, namely the latest sources of information, reliable sources of information, information according to consumer needs, easily accessible product/service information, and completeness of information can increase the positive perception of the public exposed to advertisements.(Shareef et al., 2019) which states that there is a correlation between the element of entertainment and the perception formed by viewers who are exposed to advertisements on social media.

Hypothesis 3 :

There is an irritation (disturbing) effect on people's interest in visiting tourist attractions advertised on social media. The results of testing hypothesis 3 show that irriation has a significant effect on visiting interest in the tourism advertising content of the Wonderful Indonesia series. This means that there is a strong correlation between the more disturbing elements in an advertisement, it can affect the visiting interest of the people who are exposed to this Wonderful Indonesia series of tourism advertisements. This proves that the indicators contained in irriation are annoying, offensive, and deceptive (advertising content manipulation), and confusing message content does not affect the positive perception of the public exposed to advertisements. The results of this hypothesis test are in accordance with the research that has been carried out by (Haida & Rahim, 2015)which states that there is a correlation between the element of irritation and the perception formed by viewers who are exposed to advertisements on social media.

Hypothesis 4 :

There is no indirect influence of entertainment on interest in visiting throughvisitor perceptions of tourist attractions advertised on social media. The results of hypothesis testing indicate that there is no significant effect on interest in visiting tourist attractions through visitor perceptions. This means that there is no strong correlation between interest in visiting even though perceptions have been formed in the minds of people exposed to advertisements. Thus, the indicators in entertainment, namely enjoyment, pleasure, and entertainment, although they can increase the positive perception of the public who are exposed to advertisements, but do not necessarily increase the public's interest in visiting. The results of this hypothesis test are not in accordance with the research that has been done by(Shareef et al., 2019) which states that there is a correlation between the element of entertainment and the perception formed by viewers who are exposed to advertisements on social media.

Hypothesis 5 :

There is no Indirect influence of information on Interest in Visiting throughvisitor perceptions of tourist attractions advertised on social media. The results of hypothesis testing indicate that there is no significant effect on interest in visiting tourist attractions through visitor perceptions. This means that there is no strong correlation between interest in visiting even though perceptions have been formed in the minds of people exposed to advertisements. Thus, the indicators contained in the information are the latest sources of information, reliable sources of information, information according to consumer needs, product/service information easily accessible, and completeness of the latest information sources, reliable sources of information, information according to consumer needs, product/service information. easily accessible, and completeness of information, although it can increase the positive perception of the public who

are exposed to advertisements, it does not necessarily increase the public's interest in visiting. The results of this hypothesis test are not in accordance with the research that has been done by(Shareef et al., 2019) which states that there is a correlation between the information element and the perception formed by viewers who are exposed to advertisements on social media.

Hypothesis 6 :

There is no indirect irritation effect on visiting interest throughvisitor perceptions of tourist attractions advertised on social media. The results of hypothesis testing indicate that there is no significant effect on interest in visiting tourist attractions through visitor perceptions. This means that there is no strong correlation between interest in visiting even though perceptions have been formed in the minds of people exposed to advertisements. Thus, the indicators in irritation, namely disturbing, offending, and deceiving (manipulation of ad content), as well as confusing message content that affect public perception, do not necessarily dampen public interest in visiting. The results of this hypothesis test are not in accordance with the research that has been done by(Fatima & Abbas, 2016) (Haida & Rahim, 2015) yYang stated that there was a correlation between the element of irritation and the perception formed by viewers who were exposed to advertisements on social media.

CONCLUSION
The conclusion from the results of this study shows that:
1. The element of entertainment in the Wonderful Indonesia series tourism advertisements has an effect on people's visiting interest in tourist attractions advertised on YouTube through social media.
2. The element of information in the Wonderful Indonesia series tourism advertisements has an effect on people's visiting interest in tourist attractions advertised on YouTube through social media.
3. The element of Irritation in the Wonderful Indonesia series of tourism advertisements affects the public's interest in visiting tourist attractions advertised on YouTube through social media.
4. There is no indirect influence of Entertainment on Visiting Interests through Perceptions formed in theWonderful Indonesia tourism advertisement series.
5. There is no Indirect influence of information on Visiting Interests through Perceptions formed inWonderful Indonesia tourism advertisement series.
6. There is no indirect effect of irriation on Visiting Interests through Perceptions formed in theWonderful Indonesia tourism advertisement series.

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