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## THE INFLUENCE OF SOCIAL MEDIA MARKETING AND ATTRACTIVENESS ON INTEREST IN VISITING THE KAMPONG MELAYU TOURISM VILLAGE (BML) PONTIANAK CITY

*Pengaruh Social Media Marketing dan Daya Tarik Terhadap Minat Berkunjung Desa Wisata Kampung Melayu (BML) Kota Pontianak*

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### ABSTRACT

*The research purposes are to analyze the influence of social media marketing and attractiveness on interest in visiting the Kampung Melayu Tourism Village (BML) Pontianak City. The tourist city of Kampung Melayu Pontianak relies heavily on social media marketing to attract tourists there. Therefore, in this instance, social media's accessibility and technological advancements indirectly served as a route for promotion to pique the attention of travelers. The attraction is crucial in generating interest in visiting the Pontianak settlement of Kampung Melayu. This feature has emerged as one of the most important elements in creating a favorable and alluring image for visitors, which can also benefit the tourism sector. The form of this research is quantitative, data is extracted and classified based on percentages. The sample in this research is people who visit the Kampung Melayu Tourism Village (BML) Pontianak City. Data analysis in this study used SmartPLS 3.0. The research results show that social media marketing has a positive effect on interest in visiting with a  $p$ -value of  $0.000 < 0.05$  and attractiveness also has a positive effect on interest in visiting with a  $p$ -value of  $0.000 < 0.05$ . Social media marketing influences visiting interest by 28.9%, while attractiveness by 56.6%. The ability of social media to facilitate the widespread dissemination of information – as well as its appeal from a cultural perspective, plays a role in attracting tourist interest.*

**Keywords:** attraction, social media marketing, visiting interests

## ABSTRAK

Tujuan penelitian ini adalah untuk menganalisis pengaruh pemasaran media sosial dan daya tarik terhadap minat berkunjung ke Desa Wisata Kampung Melayu (BML) Kota Pontianak. Kota wisata Kampung Melayu Pontianak sangat bergantung pada pemasaran media sosial untuk menarik wisatawan ke sana. Oleh karena itu, dalam hal ini, aksesibilitas media sosial dan kemajuan teknologi secara tidak langsung berfungsi sebagai jalur promosi untuk menarik perhatian wisatawan. Daya tarik ini sangat penting dalam membangkitkan minat untuk mengunjungi pemukiman Kampung Melayu di Pontianak. Fitur ini telah muncul sebagai salah satu elemen terpenting dalam menciptakan citra yang baik dan memikat bagi pengunjung, yang juga dapat menguntungkan sektor pariwisata. Bentuk penelitian ini yaitu kuantitatif, data diekstraksi dan diklasifikasikan berdasarkan persentase. Sampel dalam penelitian ini yaitu masyarakat yang berkunjung di Desa Wisata Kampung Melayu (BML) Kota Pontianak. Analisis data dalam penelitian ini menggunakan SmartPLS 3.0. Hasil penelitian menunjukkan bahwa social media marketing berpengaruh positif terhadap minat berkunjung dengan nilai  $p$ -value sebesar  $0.000 < 0.05$  dan daya tarik juga berpengaruh positif terhadap minat berkunjung dengan nilai  $p$ -value sebesar  $0.000 < 0.05$ . Social media marketing mempunyai pengaruh terhadap minat berkunjung sebesar 28,9% sedangkan daya tarik mempunyai pengaruh sebesar 56,6%. Kemampuan media sosial untuk memfasilitasi penyebaran informasi secara luas – serta daya tarik dari sudut pandang budaya berperan dalam menarik minat wisatawan.

**Kata Kunci:** *attraction, social media marketing, visiting interests*

## INTRODUCTION

The development of technology requires to increase in marketing activities to promote digitally, the delivery of information digitally will quickly reach the recipients of information without limit (Siregar, 2022). Publication is now one of the most significant tools for introducing or promoting a region's potential, both in terms of its natural and human resource potential. With today's sophisticated Internet technology, anyone can obtain information more quickly and up to date.

The tourism sector, which is currently one of the most influential sectors of foreign exchange and other economic impacts such as jobs and micro-industries, is experiencing a surge in the number of tourists from both home and abroad (Jamalina & Wardani, 2017). It's motivated by some of the millennial generation's growing demands, which diminish holidays as a component of human lives and as a diversion from daily routines. Particularly in the modern era of internet media, such as webpages and social media platforms like Facebook, Twitter, TikTok, and Instagram, which facilitate more varied and affordable transportation options and swiftly and easily provide tourist information and appealing destinations, everyone is inclined to go on a tour.

An attraction is anything that has the uniqueness, convenience, and value inherent in diversity, the richness of nature, culture, and man-made products that are the target visit of tourists (Gusti, 2017). The elements of tourism are not independent of the potential and characteristics of an area that is attractive to visitors, such potential is closely related to the distance, location of accessibility, morphology, population condition, and management of a region (Epifania, 2011), (Supriyatin et al., 2020). The huge tourism potential of Indonesia has become a major capital attraction for both domestic and foreign tourists (Priatmoko, 2017).

So the advertising world uses social media to become one of the marketing strategies that is considered effective and efficient for cutting the budget for publishing products (Hasanah et al., 2016). Travelers use social media to market themselves just as much as businesses or governments do. Social media provides an overview of the scheme, aspects, and purposes of the tourism industry of general interest so that young people can access tourist information (Artiningsih et al., 2020). The proliferation of social media users has led to the widespread dissemination and acceptance of numerous images or videos of an object as fact.

Naturally, a lot of information from social media combined with the area's cultural appeal makes people want to visit the tourist destination. In this context, visiting interests are a type of behavioral interest, which is theoretically distinguished from attitude, which is defined as a potential propensity to react. Visiting interests are motivated by a desire to enjoy a good or service that a company offers. Marketing is the process of attracting and keeping profitable clientele.

Social media marketing influences visitor interest, brand equity also influences visitor's interest, and destination image does not influence visitors' interest (Isman et al., 2020). Social media is a combination of information technology media through the Internet, with the activity of interpersonal relationships thus creating new values that can enhance the relationship between groups and individuals socially, this Internet-based media encourages and allows its users to connect with anyone, whether people closest to strangers never known before (Rangkuti, 2019).

An attraction is everything that has the uniqueness, beauty, convenience, and value that is inherent in the diversity of riches of nature and man-made attractive and has value to be presented and seen by tourists (Susianto et al., 2022). Attraction is one of the factors that motivates one to visit a particular tourist attraction. So attraction plays an important role in influencing visitors' decision in choosing the tourist attractions to visit (Pratama, 2021). Tourist attractions are visitors' main motivation to visit (Basiya & Rozak, 2012).

Communication becomes one of the important tools of every tourist attraction manager because it relates to the dissemination of effective tourist information to attract the interest and visits of tourists (Zehir et al., 2011). Interest

arises from the presence of customer awareness and prescription of the desired product because the purchase interest is the stage of customer interest in the product (Maoyan et al., 2014).

One of the tourist villages in Pontianak City is Kampong Melayu, a tourist village in Melayu Kampong Pontianak South Prefecture. Right next to the Kapuas River, the tourist village Kampong Melayu Pontianak not only offers a beautiful panorama of nature but also a history of many cultures with different tribal backgrounds (Kemenparekraf, 2022). Based on the background above researchers want to know and analyze the influence of social media marketing and attractiveness on interest in visiting the Kampong Melayu Tourism Village (BML) Pontianak City, Based on the background above, the researchers can formulate the problem as follows:

1. The influence of social media marketing on the interest of visiting the village
2. The influence of attractiveness on the interest in visiting the village of tourism of the Malayu town of Pontianak

## RESEARCH METHOD

The study focused on the visits made by the Pontianak community to the tourist village Kampong Melayu Pontianak. This study used survey methods and quantitative research as its data collection and methodology. In survey methods, selection encompasses data realization and exploitation in addition to data processing. This study also qualifies as conclusive research because its objective is to investigate a cause-and-effect relationship between one variable and the other. About the techniques employed to gather data for this study: The process of gathering data through reading and analyzing different types of literature such as books, journals, articles, newspapers, and online resources that are relevant to the research being done is known as literature studies. A series of questions is created and given to respondents as part of the Angkit (Kuesioner) data collection process. Visitors to the tourist village of Kampong Melayu Pontianak are given a Google form known as the Kusioner.

The community of Pontianak City serves as the study's population. A community that visits the tourist village Kampong Melayu Pontianak is the subject of the nonprobability sampling of purposive samplings with the sample criteria. Using the research variable's indicator number approach, the study sample is measured. (Hair et al., 2009) The minimum number of samples is at least 5 times the number of variables or variable indicators of the study, as long as the study's sample size is between 150 (30 x 5) and 150 respondents, or  $n$  (estimated indicators) x 5.

Social Media Marketing There are indicators for social media marketing, including content creation, sharing, connecting, and community building (Wibasuri et al., 2020). Traction with the indicator There's something that attracts

tourists; Facilities that support the tourist attraction, can make the tourists feel comfortable; The Infrastructure of tourist attractions that support; There is a means of transportation that can connect one destination to another; Friendly attitude to visiting tourists (Nuraeni, 2014). And Interested in visiting with the indicator Transactional Interest; Reference Interest; Preferential Interest; Explorative interests (Sarifiyono & Lesmana, 2023).

Descriptive analytics concentrates on the average component (mean) of the questionnaire responses using the analytical tool SmartPLS version 3. After that, the information is processed, tabulated, and categorized using a quantitative technique based on percentages. Path analysis is used especially For test strength comparative connection direct or not direct between variables. A series of parameters are estimated to solve One or more equality structural between two or more causal models. Engineering data analysis for answer question research and test hypothesis that has been formulated previously done with a structural model. This study uses Partial Least Square (PLS) SEM- variance based as a tool analysis.

The outer model is the specification connection between the indicator and with variable latent. Connection This is also called outer relations or measurement model, for defining characteristics of latent variables against the indicator. In research this is an indicator model variable latent is reflective. According to (Solimun et al., 2017), the reflexive model looks at (in mathematical) indicators as variables that are influenced by latent variables. So indicators a latent variable are influenced by the same factors (latent variables), and conditions This results when the change from One indicator results in changes to the indicators other with the same direction. In the structural model of this research there is an outer model of reflective exogenous latent variables as follows:

Social Media Marketing

$$X_{11} = \lambda_{11} \xi_1 + \delta_1$$

$$X_{12} = \lambda_{12} \xi_1 + \delta_2$$

$$X_{13} = \lambda_{13} \xi_1 + \delta_3$$

$$X_{14} = \lambda_{14} \xi_1 + \delta_4$$

$$X_{15} = \lambda_{15} \xi_1 + \delta_5$$

$$X_{16} = \lambda_{16} \xi_1 + \delta_6$$

$$X_{17} = \lambda_{17} \xi_1 + \delta_7$$

Attractiveness

$$X_{210} = \lambda_{210} \xi_2 + \delta_{20}$$

$$X_{24} = \lambda_{24} \xi_2 + \delta_{14}$$

$$X_{26} = \lambda_{26} \xi_2 + \delta_{16}$$

$$X_{27} = \lambda_{27} \xi_2 + \delta_{17}$$

$$X_{28} = \lambda_{28} \xi_2 + \delta_{18}$$

$$X_{29} = \lambda_{29} \xi_2 + \delta_{19}$$

Interest in Visiting

$$Y_1 = \lambda_{31} \eta_1 + \varepsilon_{21}$$

$$Y_2 = \lambda_{32} \eta_1 + \varepsilon_{22}$$

$$Y_3 = \lambda_{33} \eta_1 + \varepsilon_{23}$$

$$Y_4 = \lambda_{34} \eta_1 + \varepsilon_{24}$$

$$Y_5 = \lambda_{35} \eta_1 + \varepsilon_{25}$$

$$Y_6 = \lambda_{36} \eta_1 + \varepsilon_{26}$$

$$Y_7 = \lambda_{37} \eta_1 + \varepsilon_{27}$$

$$Y_8 = \lambda_{38} \eta_1 + \varepsilon_{28}$$

$$Y_9 = \lambda_{39} \eta_1 + \varepsilon_{29}$$

$$Y_{10} = \lambda_{310} \eta_1 + \varepsilon_{30}$$

The inner model is the specification connection between latent variables in the model structure, also called inner relations, for describing the connection between based latent variables theory substance research (Solimun et al., 2017). the inner model measurements are related directly to the coefficient the structure model path is formed on the structure model, so mark the coefficient path and p-value as a benchmark for accept and reject hypothesis study. however before done towards hypothesis testing research (Inner Model), especially formerly measurement against the outer model has been fulfilling condition robust Goodness of Fit (Gof), so results from interpretation to latent variable relationships in structural models can predicted and concluded with good too. in detail, the inner structure model in this research is as follows:

$$H_1 = \gamma_1 \xi_1 + \gamma_2 \xi_2 + \zeta_1$$

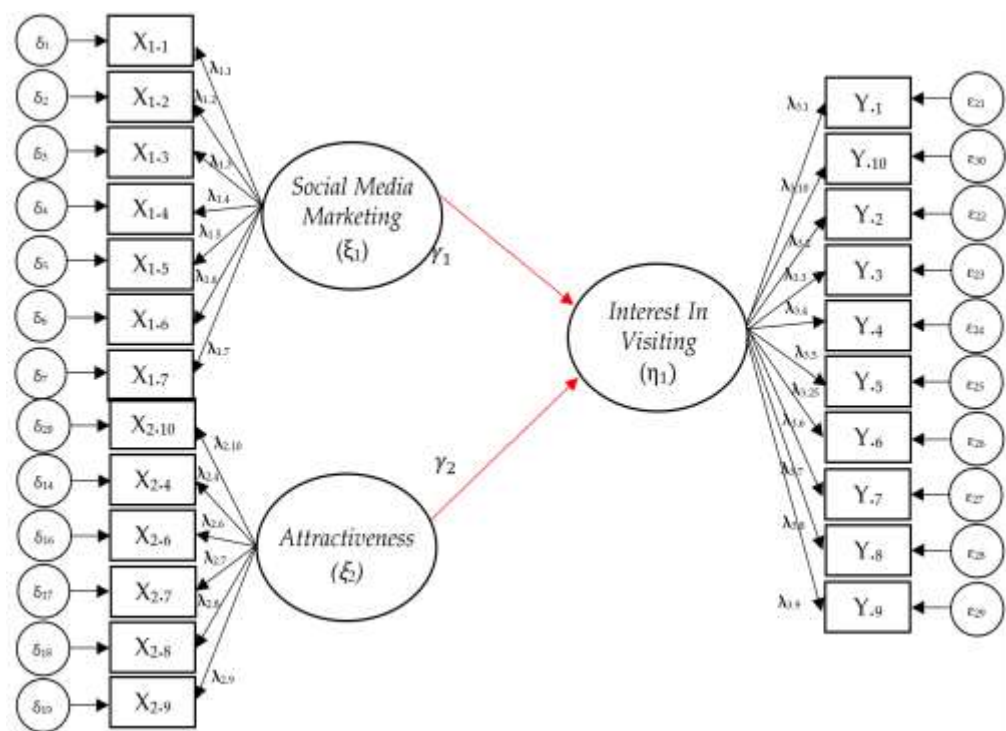


Figure 1.  
Research Structure Model

Goodness of Fit model (GoF), The use of PLS-SEM as a tool analysis needs to condition the strength of the structural model formed to have sturdiness in predicting and making conclusions research (Ghozali & Latan, 2017). The first thing that must done To reach the condition is to inspect the related output with

the outer model, ie inspect the validity and reliability of questionnaire data as part of the size goodness of fit research model structure.

Model Fit and Quality Indices, The research model used in the research with PLS you can is said to fit if it has fulfilled the criteria table:

Table 1. Model Fit and Quality Indices Research

No	Model Fit and Quality Indices	Fit Criteria
1.	Average path coefficient (APC)	$p < 0.05$
2.	Average R-square (ARS)	$p < 0.05$
3.	Average adjusted R-square (AARS)	$p < 0.05$
4.	Average block VIF (AVIF)	Acceptable if $\leq 5$ , ideally $\leq 3.3$
5.	Average full collinearity VIF (AFVIF)	Acceptable if $\leq 5$ , ideally $\leq 3.3$
6.	Tanenhaus (GoF)	Small $\geq 0.1$ , medium $\geq 0.25$ , large $\geq 0.36$
7.	Sympson's paradox ratio (SPR)	Acceptable if $\geq 0.7$ , Ideally =1
8.	R-square contribution ratio (RSCR)	Acceptable if $\geq 0.9$ , Ideally =1
9.	Statistical suppression ratio (SSR)	Acceptable if $\geq 0.7$
10.	Nonlinear varying causality direction ratio (NLBCDR)	Acceptable if $\geq 0.7$

Source : Solimun et al., 2017

## RESULT AND DISCUSSION

### General Description

Pontianak City was first a sultanate area during its historical development. In 1959, it attained the status of Level II Autonomous District. With a total area of 107.82 km<sup>2</sup>, Pontianak serves as the capital of the Indonesian province of West Kalimantan. Geographically speaking, Pontianak City is distinct from other cities in Indonesia and the rest of the world. Because the line crosses the Khatulistiwa line, Pontianak City is known as the City of Khatulistiwa or the City of the Equator. This makes the city unique. One of Indonesia's longest rivers, the Kapuas, flows through the city of Pontianak. 89 respondents, or 44% of the 150 respondents, are women, as can be observed. It can be inferred that the majority of visitors are young people because the age range of 20 to 30 years old accounts for 89 respondents, or 59% of the total. The majority of students, or 56 percent, are 84 respondents, according to the job. On the other hand, 64 people, or 43% of the population, earn less than Rs. 1,000,000 per month.

### Internal Model Evaluation (Structural Model)

Evaluation of the inner model by predicting the relationship between the latent variables, the R square value, the path coefficient, the predictive relevance value (Q<sup>2</sup>), and the value of the f square:

Table 2. R Square Measurement Results

	R Square	R Square Adjusted
Interested in visiting	0.599	0.593

Source: Data processing, SmartPLS3, 2023

Based on the above data, the R Square and R Square Adjusted values are at 0.50 meaning the influence of social media marketing and attractiveness to visitors' interests are in the category "moderate or moderate".

### Path Coefficient

Path coefficients can be used to show the direction of a positive or negative relationship between variables as well as the magnitude of partial influence. When testing the hypothesis in this study, the degree of significance is determined by examining the Path coefficients and the correlation between constructions, which is then compared with the hypotheses from earlier studies. In this study, a significance level of 5%, or 0.05, was employed.

Table 3. Test Results in Coefficients Path Social Media Marketing and Attraction to Visiting Interests

Hypotheses	Path	Coefficients Path	t Statistics	P-Value	Conclusion
H <sub>1</sub>	Social Media Marketing > Interested in visiting	0.289	3.642	0.000	Accepted
H <sub>2</sub>	Traction > Interested in visiting	0.566	6.669	0.000	Accepted

R<sup>2</sup>= 0.599; Adjusted R<sup>2</sup>= 0.593; VIF = 1.551 dan Q<sup>2</sup>= 0.393

Source: Data processing, SmartPLS3, 2023

It is evident from the above table that attractiveness had a 56.6% influence on visitors' interests, compared to social media marketing's 28.9% influence. Additionally, social media marketing has a p-value of 0.000 < 0.05, indicating that it significantly influences the interested tourists in Pontianak City's Kampong Melayu Tourist Village. As a result, H<sub>1</sub> was approved. This finding indicates that visitors' interest in visiting Kampong Melayu, a popular tourist village, increases with the amount of social media marketing used. Next, the attractivity has a p-valued value of 0.000 < 0.05, indicating that visitors' interest in the tourist village Kampong Melayu Pontianak City is significantly influenced by its appeal.



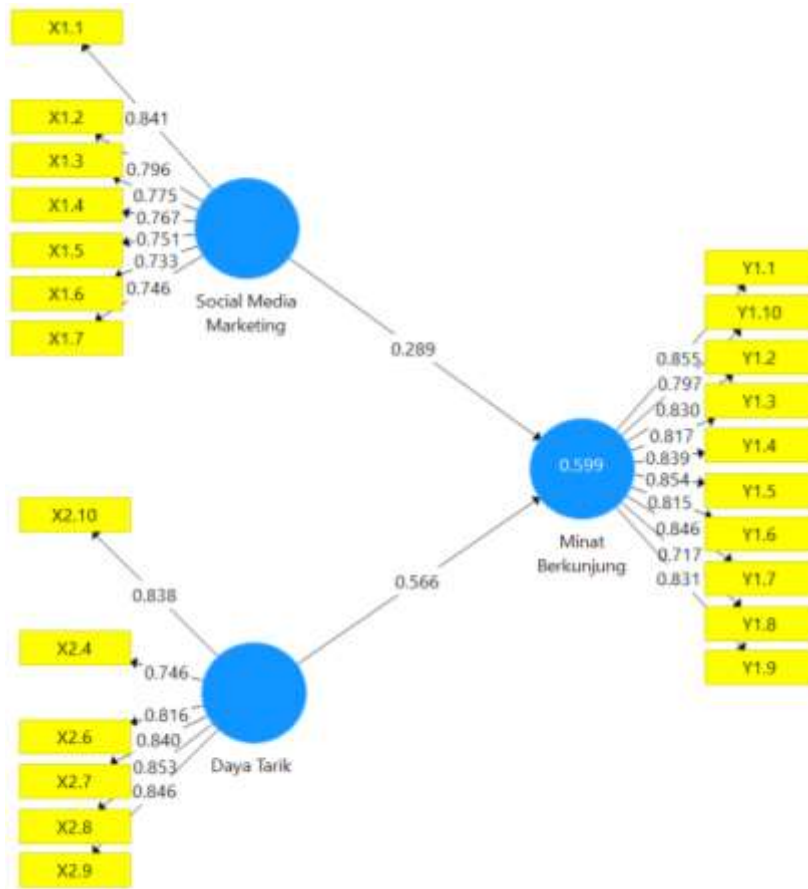


Figure 2.  
Outer Model Test Results

### Impact of Social Media Marketing on Interests Visiting the Kampong Malayu Tourist Village in Pontianak

Social media marketing is a process that encourages individuals to promote their websites, products, or services through online social channels and to communicate by taking advantage of a much larger community that has a greater likelihood of doing marketing than through traditional advertising (Hall, 2012). Exogenous social media marketing has a significant positive influence (p-value  $0.000 < 0.05$ ) on visitors' interests with a path coefficient of 28.9%. These Internet-based media encourage and enable users to connect with anyone, from the closest people to strangers never known before (Rangkuti, 2019).

The results of this study are in line with the research (Isman et al., 2020) with a study on the “influence of social media marketing, brand equity, and destination image on tourist interests” showed the results of a study Social media marketing influences visitors’ interests. Research (Susanto, B. & Astutik, 2020), The study “The Impact of Social Media Promotion and Tourist Attractiveness on Visitors’ Interest in Manyung Educational Tourism” showed that the results of the study Social Media Promotion had a significant influence on the interest of visitors to Manyung educational tourism. However, the results of this study are not consistent with the research (Fitriani & Fitri, 2020), The study “The Impact of Social Media Attraction and Product Attributes on tourist interests in Ciwidey” showed the results that social media has a positive and insignificant influence on tourists’ interests.

### **Impact of Attraction on Interest Visiting in Kampong Melayu Tourist Village Pontianak City**

An attraction is everything that has the uniqueness, beauty, convenience, and value that is inherent in the diversity of riches of nature and man-made attractive and has value to be presented and seen by tourists (Susianto et al., 2022). If the attractiveness of a tourist attraction is good and can satisfy the desire of the visitor, then it can be interpreted as increasing the performance of the visitors as well as the other way around, if the attractiveness of the tourist at the destination is not good and cannot satisfy visitors' desires, then can be assured also the visiting results of visitors will decrease (Lebu et al., 2019).

Exogenous attractions have a significant positive influence (p-value 0.000 < 0.05) on visitors' interests with a path coefficient of 56.6%, according to the data processing results using SmartPLS3. These findings indicate that tourist interest in the tourist village Kampong Melayu Pontianak is greatly influenced by its attractions. The job answers of the highest respondents, students/students, 56%, and private employees, 25%, who view tourism as a form of reference that has its attractiveness, are also indicative of the 59% and 49% more information received from social media through the Instagram app, respectively, based on the average respondent's answers at a fairly productive age. Attraction is also one of the factors that motivates to visit a particular tourist attraction, so attraction plays an important role in influencing the decision of visitors in choosing the tourist attractions to visit (Pratama, 2021). Additionally, the factors influencing the intention to return imply that the quality of the prior travel experience and the perception of the destination ultimately determine the tourist's level of satisfaction and intention to return. (Barkah & Febriasari, 2021).

The results of this study are in line with the research (Susanto, B. & Astutik, 2020), The study “The Influence of Social Media Promotion and Tourist Attractiveness on Visitors’ Interest in Manyung Educational Tourism Objects” showed that the research results of the Attraction Force had a significant

influence on the interest of visitors to Manyung educational tourist objects. Research (Salim et al., 2022), The study "Influence of Tourist Attractiveness on Visiting Interest in Mangrove Forest Tourism Kaliwlingi Brebes" showed that the results of the tourist attraction had a positive influence and signified interest in visiting tourism of Kaliwlini mangrove forest, Brebes. However, the results of this study are not consistent with the research (Ningrum et al., 2023) The study "The impact of digital marketing and tourist attractiveness on visitors' interest in Botutonuo Beach" showed that the results of the study showed no significant influence on the interest of visitors.

The current study found a strong positive influence of attractiveness on tourist interest in Kampong Melayu Pontianak. Recognizing these potential reasons strengthens the discussion and demonstrates a comprehensive understanding of the complexities involved in studying tourist behavior and decision-making.

### **Social Media Marketing and Attraction Influence on Interest Visiting the Kampong Melayu Tourist Village in Pontianak City**

The discussion gains depth when the rise in social media users and the effect of shared photos or videos on visitors' perceptions are mentioned. The recognition that visitors depend on descriptions of the sites, highlighting the importance of information sharing, is in line with the modern digital environment where visual content and narrative are important factors in shaping travel choices.

When viewed from the perspective of simultaneous influence, the R Square rating of 0.599 indicates that 59.9% of visitors' interests were influenced simultaneously by social media marketing and attractiveness. In addition, the attractiveness of tourist sites should also be supported by the delivery of information through technology that can spread information widely based on digital information to increase the interest of visiting tourists (Juanna et al., 2022).

The results of this study are in line with the research (Susanto, B. & Astutik, 2020) The study "The Impact of Social Media Promotion and Tourist Attractiveness on Visitors' Interest in Manyung Educational Tourism Objects" showed that the results of the study Social Media Promotion and Attraction have a significant influence on the interest in visiting Manyung educational tourist objects. However, the results of this study are not consistent with the research (Isman et al., 2020) With a study of "the influence of social media marketing, brand equity, and destination image on the interests of visitors to the tourist destination" Social media marketing influenced visitors' interests, Brand Equity also influences visitors' interest, and the image of the destination did not influence visitors' interests.

The current study found a significant simultaneous influence of social media marketing and attractiveness on tourist interest in Kampong Melayu

Pontianak. Recognizing the importance of considering these factors and the concept of simultaneous influence strengthens the discussion and provides a more nuanced understanding of the complex interplay between these elements in shaping tourist decision-making.

## CONCLUSION AND SUGGESTION

### Conclusion

This research is aimed at determining the interest of visiting tourists, the researcher suggests using social media as the main promotional tool because of its significant influence, which accounts for 28.9% of people's desire to visit Kampong Melayu Pontianak. Concurrently, the study highlights the even greater influence of tourist attractions, which account for 56.6% of travelers' desire to visit.

The study recognizes the complex relationship that drives interest between attractiveness and social media and calls for more research to determine the best strategies. This entails doing a detailed examination to determine which aspects of the attraction have the biggest impact and identifying the particular categories of social media posts that appeal most to potential tourists. Such studies would yield priceless information that would help shape the creation of a customized and successful marketing strategy for Kampong Melayu Tourism Village.

Visitors' interests are influenced by both attractiveness and social media marketing when viewed from different perspectives. The usage and existence of social media have been a major factor in raising visitor interest. Social media's ability to facilitate the widespread distribution of information – mostly through user-shared images, videos, and statements – helps to explain this phenomenon. Attractiveness from a cultural standpoint also plays a big part in getting tourists interested. People are encouraged to visit a tourist destination when they combine the information they learn from social media with its allure. It backs each variable's average index that is marked as high.

### Suggestion

The researcher recommends making the most of social media as our primary means of promotion. This would entail posting more frequently, utilizing pertinent hashtags, and working with influencers or other well-known accounts. The researcher recommended that Kampong Melayu Tourism Village's appeal be raised by the Pontianak City government. This will entail preserving and enhancing the area's allure in terms of its natural beauty, culture, and amenities. For instance, the government and the locals could collaborate to post images or videos on social media that highlight the tourist village Kampong Melayu Pontianak's appeal. The significance of these two elements in generating interest in visiting is acknowledged by the researcher. For instance, to ascertain

which features of the attraction have the greatest influence or what kinds of social media content appeal most to travelers. Strategic Objectives: Increase tourist awareness and interest in Kampong Melayu Pontianak; Enhance the perceived attractiveness of the village through targeted initiatives; Develop a data-driven social media marketing strategy to maximize reach and engagement. By implementing this strategic plan, Kampong Melayu Pontianak can leverage the synergistic relationship between social media marketing and its inherent attractiveness to attract a wider audience and establish itself as a compelling tourist destination. The continuous evaluation and refinement of these strategies based on data and visitor feedback will ensure an effective and sustainable approach to promoting the village and fostering its tourism in Pontianak.

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