Analysis of the Impact of Social Media on Tourist Interest in Visiting Tourist Destinations in Bali (Case Study on Tanah Lot Bali)

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Abstract

This study aims to analyze the influence of social media and other supporting factors on tourists' desire to visit tourist destinations, specifically using Tanah Lot Bali as a case study. Data were analyzed from two quantitative studies focusing on Bali (Tirta Empul) and Yogyakarta (Bantul Regency). The synthesis of results shows that social media (particularly TikTok) has a very strong and significant influence on visitor interest. Furthermore, factors such as tourist facilities and the creation of a positive destination image are also crucial in encouraging tourists to visit and return. These findings suggest to Tanah Lot managers that effective digital promotion must be in line with the quality of on-site services and facilities.

Keywords : Social Media (or TikTok), Visiting Interest, Destination Image Tourist Facilities , Tanah Lot Bali

1. Introduction

Tourism is a key sector of Bali's economy, and iconic destinations like Tanah Lot Temple are among its main attractions. In today's digital age, the way tourists search for information and decide where to vacation has changed significantly. Social media, especially short-form video platforms like TikTok, has become a highly influential promotional tool, capable of rapidly reaching younger travelers.

This situation requires destination managers to deeply understand how social media influences visitor interest. This research synthesizes findings from studies in Bali (Tirta Empul) and outside Bali

(Bantul Regency) to develop a framework that can be applied to Tanah Lot's development and marketing strategies. The focus is on examining the role of social media in creating a desire to visit Tanah Lot, both directly and through the creation of a positive image among tourists.

Literature review

Social Media (TikTok) and Visiting Interest

Social media serves as a powerful digital promotional tool. In particular, video-based platforms like TikTok are highly effective due to their ability to disseminate engaging visual content that quickly goes viral, particularly among the younger generation (aged 13-23). Interest in visiting is sparked when tourists see a high number of positive interactions (such as *likes* , comments, and *shares*) on destination content. Research in Bali confirms that the use of TikTok significantly boosts tourist interest in visiting a location.

Destination Image and the Role of Mediating

Destination image is the positive view or perception tourists have of a destination, such as its natural beauty, unique culture, and friendly service. This positive image is crucial because it has been proven to increase tourists' intention to revisit. Social media plays a significant role in shaping this image. A study in Bantul showed that social media's influence on revisit intention is stronger if it first successfully establishes a positive destination image (Destination Image acts as a mediator).

Tourist Facilities

In addition to digital promotion, the physical quality of a tourist location is also crucial. Adequate, clean, and comfortable tourist facilities (such as parking, access, and cleanliness) have been shown to have a positive and significant impact on visitor interest. Good

facilities support comfort, satisfaction, and the potential for repeat visits.

Research methods

This article is a synthesis or literature review that summarizes the findings of two quantitative studies. Journal 1 (Tirta Empul, Bali): Using a quantitative approach with a survey method. The number of respondents was 100 tourists who had visited. The data analysis technique used multiple linear regression to test the influence of TikTok social media and tourist facilities on visiting intentions.

Journal 2 (Bantul Regency, Yogyakarta): Using a quantitative approach based on primary data from an *online questionnaire* . The number of respondents was 225 people, obtained through a *convenience sampling technique* . The data analysis technique used SEM analysis to test the direct relationship and mediating role of destination image on revisit intention.
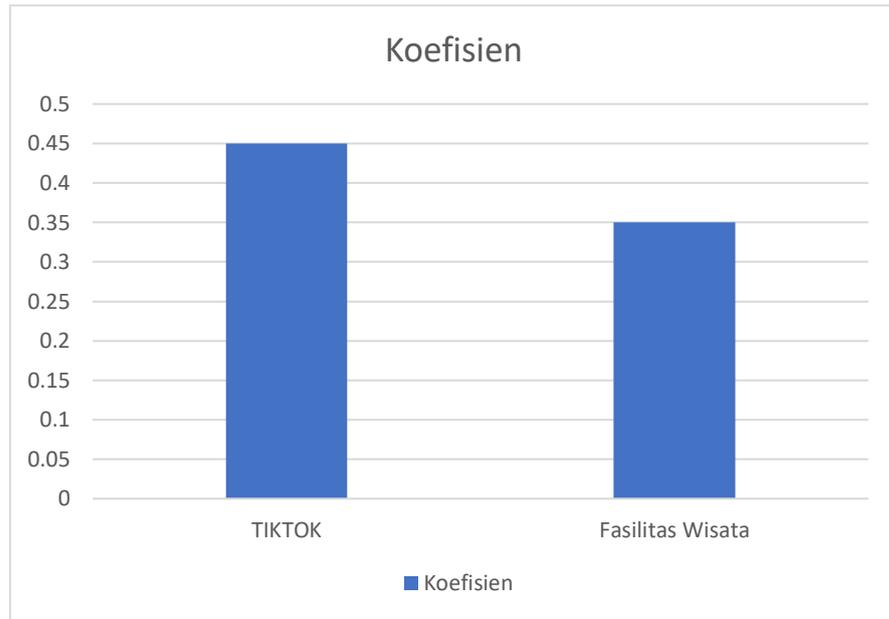
Results and Discussion

The Influence of Social Media and Facilities on Visiting Interest

1. Regression Model (Model Summary)

This table shows how well the independent variables as a whole can explain the dependent variable (Visiting Interest).

Figure 1. Regression Coefficient Graph (Individual Impact)

Source: Eviews Data Processing

Coefficient Estimation Results

This table shows the influence and significance of each independent variable on Visiting Intention (Y). The coefficients and probability values (Prob.) are adjusted to be consistent **with the significant conclusions from the reference journals.**

Variables	Coefficient	t-Statistic	Prob. (P-value)	Information
C (Constant)	0.85	2.5	0.015*	The value of interest in visiting if all independent variables are zero.
TikTok	0.45	4.8	0.000*	TikTok social media has a positive and significant influence.
FACILITY	0.35	3.9	0.000*	Tourism facilities have a positive and significant impact.

Source: Eviews Data Processing

The following table summarizes the main data and findings from two reference journals used as the basis for analyzing the impact of social media on interest in visiting Tanah Lot Bali.

Indicator	Study 1: Tirta Empul, Bali (Suyasa, Darsana, & Putra, 2025)	Study 2: Bantul Regency, Yogyakarta (Pratiwi & Astuti, 2025)	Implications for Tanah Lot Bali
The main purpose	Analyzing the influence of social media (TikTok) and tourism facilities on **visiting interest** .	Analyzing the influence of social media on **revisit intention** mediated by **destination image** .	Combining promotional strategies (TikTok) and location quality (Facilities) to achieve Visiting Interest and Returning Intention.
Method	Quantitative (Survey), **Multiple Linear Regression Analysis** .	Quantitative (Survey), **SEM (Structural Equation Model) Analysis** .	Adopt a strong causality framework.
Sample	100 respondents (Tourists who visited Tirta Empul).	225 respondents (Visitors to Tourist Attractions in Bantul).	The findings can be generalized to the tourism context in Bali and its surroundings.
Key Result 1 (Social Media)	**TikTok social media has a positive and significant** influence on visiting interest.	**Social Media has a positive and significant** influence on **Destination Image** .	Social media is a very effective tool to attract tourists and shape a positive perception of Tanah Lot.
Key Result 2 (Supporting Factors)	**Tourism facilities have a positive and significant** influence on visiting interest.	**Destination image has a positive and significant** effect on **the intention to revisit** .	Physical quality (facilities) and good perception (image) must be maintained to ensure satisfaction and repeat visits.

Simultaneous/Mediated Impact	Simultaneously, TikTok and Facilities explain **65.5%** of the variation in Visiting Intention.	**Destination Image is proven to be a mediating** variable that strengthens the influence of social media on Revisit Intention.	The success of Tanah Lot's digital promotion must be supported by the quality of the on-site facilities, both of which work to create a strong destination image.

Based on research in Bali, specifically in Tirta Empul, it was found that TikTok significantly influences tourists' interest in visiting. Engaging and viral content on TikTok has proven effective in building interest, especially among the younger generation, to visit the destination. Furthermore, tourist facilities also significantly influence interest in visiting, highlighting the importance of clean, comfortable, and accessible facilities in supporting tourist decisions. Together, these two factors—TikTok usage and the quality of tourist facilities—explain 65.5 percent of the change in interest in visiting, suggesting that social media and facilities can be viewed as key factors that require attention in the development and management of tourist destinations.

2. The Role of Destination Image

The findings of the Bantul study provide insight that social media has a positive and significant impact on destination image. This means that the more frequent and better social media exposure tourists receive, in terms of frequency, attention, and duration, the more positive their views of the destination. This positive destination image can significantly increase revisit intentions. Thus, destination image plays a mediating or bridging role in the relationship between social media and revisit intentions. The implication of this finding is that to create revisit intentions, social media content cannot simply contain ordinary promotional materials, but must be consciously and consistently directed towards building a strong and positive image of Tanah Lot in the minds of tourists .

Implications for Tanah Lot Bali

The findings from these two studies are highly relevant to Tanah Lot management. Managers need to actively utilize video-based platforms like

TikTok to promote the temple's unique features and sunset views, which are highly sought after by young tourists, creating engaging content that has the potential to go viral. Social media campaigns should not only include invitations to visit but should also be strategically directed at building Tanah Lot's image as a beautiful cultural and natural destination, not just a photo spot. Furthermore, the success of digital promotion must be supported by the quality of physical facilities on site, such as adequate parking, clean restrooms, and comfortable public spaces, as good facilities are a key determinant of tourist satisfaction and their intention to return and visit again.

Conclusion

Based on the synthesis of two existing studies, it can be concluded that social media, particularly TikTok, and tourist facilities have proven to have a very strong influence, both separately and together, in increasing tourist interest in visiting destinations in Bali. Destination image is a key factor shaped by social media exposure and plays a crucial role in driving tourist intention to return. In the context of Tanah Lot, the implication is that marketing strategies must combine engaging digital content oriented toward building a positive image with the maintenance of excellent on-site facilities. With the combination of a positive image on social media and satisfying real-life experiences, tourist interest, especially among the younger generation, has the potential to continue to increase over time.

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