



The influence of exposure to the Tiktok @explorejogjakarta account on interest in visiting tourism in Yogyakarta

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ABSTRACT

Keywords

Social Media Exposure
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Use and Gratification
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TikTok is an application that is growing rapidly at the moment, and of course its users have different characters. TikTok is more than just a platform for watching or uploading videos; it is also a tool for business. The TikTok application allows its users to obtain information through video content. The @explorejogjakarta account is a TikTok account that can provide information about local tourist attractions that are rarely known to the public. TikTok travel content can be a reference for people looking for tourist destinations in Yogyakarta. The research Uses and Gratification theory. The aim of this research is to find out whether exposure to sosial media on the @explorejogjakarta account can increase interestin visiting Yogyakarta. This research uses quantitave methods by collecting data using a questionnaire distributed online, which was created using google form. This research uses a non-probability sampling technique with a purposive sampling method. The sample used was 100 respondents, selected based on certain criteria, namely active followers of the TikTok account @explorejogjakarta with a population of 236.7. In determining the sample, the researcher calculated it using a simple Slovin formula. This research method is called the explanation type. The results of this research show that there is an influence of exposure to the @explorejogjakarta account on increasing interest in visiting Yogyakarta. With a significance level of less than $\alpha = 0.05$, the regression coefficient value is $Y = 23,001 + 0.444X$. This means that there is an influence on exposure to the Tik Tok account @explorejogjakarta in interest in visiting tourism in Yogyakarta by 26.7% and is categorized as low, while 73.7% There are other influences contained in other factors that cannot be explained in this research. Ho refused and Ha accepted. With the low category, respondents can still understand and pay attention to video content that has been uploaded via the @explorejogjakarta account, thereby making respondents interested in visiting tourism in Yogyakarta.

1. Introduction

Technology continues to develop, and almost all of society is now following it so as not to be left behind by technology that is increasingly developing rapidly. The technology that is currently widely used by society is the internet. There is a lot that can be done via the internet. People will be connected if there is something important in a group or individual who is connected, and of course there must be a certain goal that they want to achieve together (Sudiro, 2021). With the internet, people can quickly access information available on various sites around the world, making it easier to receive information. Technological advances make the internet accessible anywhere and at any time (Yuhfizar, 2008).

According to a survey conducted by the Indonesian Internet Service Providers Association (APJII), In 2023, the number of internet users in Indonesia will currently reach 215.6 million people, or around 78.19% of Indonesia's total population of 275.7 million people. The high number of internet users in Indonesia shows that Indonesian people do not want to be left behind by developments with the times. (Asosiasi Penyelenggara Jasa Internet Indonesia, n.d.). As the internet develops rapidly, it is accompanied by progress and ease in accessing various applications, such as social media.

Social media is a platform that can connect people to each other. The development of this technology makes many media applications appear to offer several opportunities for business (Widayati & Augustinah, 2019). Currently, more and more entrepreneurs use social networks, such as TikTok, to promote their products and business strategies. TikTok is the social media platform that is currently most widely used by the public. TikTok itself has emerged as the most affordable and efficient means of communication and promotional media currently (Dewa & Safitri, 2021).

TikTok is a social media platform from China that has continued to develop since 2016. This application was created by Zhang Yiming, the founder, who has a mission to make TikTok users creative by creating interesting content (Aldila Safitri et al., 2021). TikTok is a social media platform that is currently very popular among teenagers. The TikTok application has become the most downloaded social media application in the world, beating other big applications such as Instagram, Facebook, and YouTube. (Jumlah Unduhan TikTok Kalahkan Facebook Dan Instagram : Okezone Techno, n.d.). TikTok social media has its own charm, one of which is that it can attract someone to something; for example, it can arouse people's interest in something. This makes TikTok the most efficient platform for disseminating information about tourism (Wiklestari & Kusumaningtyas, 2023).

Yogyakarta Special Region is an area that has developed tourist destinations. The existence of TikTok social media can have a positive effect on tourist destinations in Yogyakarta. TikTok can be used as a promotional medium to attract tourists from outside Yogyakarta to visit tourist attractions that are still new and rarely known to many people through social media. The TikTok application can provide benefits for promoting tourist attractions in Yogyakarta. (Ramadanti et al., 2023). Researchers are interested in researching the @explorejogjakarta account, which promotes tourism in Yogyakarta. The @explorejogjakarta account was first created in 2020 and has a role in disseminating tourist information in the Yogyakarta area. Now you have the @explorejogjakarta account followers of as much as 237.9 thousand and getlikes of 4.4 million from 1500 content posts as of September 29, 2023 ((7) **EXPLORE JOGJA** (@explorejogjakarta) | TikTok, n.d.).

In the video post, the @explorejogjakarta account on TikTok contains information about tourist attractions in Yogyakarta as well as reviews of the places visited. The TikTok account @explorejogjakarta uploads many videos reviewing local tourist attractions in Yogyakarta. These videos are packaged in an interesting and informative way, so they can attract potential tourists to visit the places in the videos. The TikTok account @explorejogjakarta has quite a lot of followers, which shows that its content is liked by many people. This shows that there is a high possibility of exposure to content on the TikTok account @explorejogjakarta, which has a big impact on interest in visiting tourist attractions in Yogyakarta. The exposure referred to here means an individual's use and involvement in a message or information on social media, which can influence behavior and is measured by the frequency of receiving messages, duration of media use, and attention (Anggraeni & Deborah, 2022).

This research also uses theory and gratification to explain the influence between media exposure variables and tourist interest. This theory emphasizes that media users do not only receive messages from the media they also participate actively and can have a choice of media that best suits their needs and satisfaction.

They are active media users when communicating. Audiences or media users have the freedom to choose the media that best suits their needs and desires. According to the uses and gratifications theory, media users have an active role in choosing media that suits their needs and satisfaction. If a media does not meet these needs and satisfactions, users will choose alternative media that can fulfill them. (Rohman, 2020).

Previous research that is relevant to this research was conducted by Putri Raudatul Munawwaroh in 2018 regarding the influence of media exposure on the Instagram account @exploresiak on interest in tourist visits to Siak Sri Indrapura (explanatory study on Instagram followers @exploresiak). Overall, the results of this research show that 50.8% of followers are interested in visiting Siak Sri Indrapura, and 49.2% are influenced by other factors.

Relevant research: Further research that is also relevant to this research is conducted by Nuri Ayu Anjani and Eko Hartanto in 2020 regarding the influence of exposure to the @VisitBogor Instagram

account and uploading photos of nature tourism on followers' interest in visiting followers (empirical study of interest in visiting city nature tourism Bogor). Gunadarma University, in line with Rice, found that the results of this research at @visitbogor have quite a significant influence on influencing followers' interest in visiting every natural tourist location in the city of Bogor through every post.

From the explanation above, researchers are interested in examining the @explorejogjakarta account to find out whether the @explorejogjakarta tiktok account can influence followers' interest in visiting Yogyakarta tourist attractions from various posts uploaded to the @explorejogjakarta tiktok account. Researchers are interested in taking the title "The influence of my exposure to TikTok @explorejogjakarta on interest in visiting tourism in Yogyakarta". Researchers chose research samples from followers of the @explorejogjakarta account.

2. Literature Review

2.1. Media Exposure

Media exposure is the process of a person receiving media messages, either through hearing, seeing or reading. This process can occur in individuals or groups. Media exposure is a process of collecting information/data about media use. Media use can be in the form of audiovisual, audio, print or online media (Ardianto et al., 2014).

According to Rosengen 1974 (Rakhmat, 2009), there are indicators of media exposure, which are explained as follows: (a) Frequency, How often messages are read, watched, and heard through the media; (b) Duration, The level of time or length of time someone has spent paying attention to the content of a message conveyed through the media; (c) Attention, The level of attention a person gives to using media and communicating the content of messages from the media.

2.2. Social Media

Social media is a digital platform that allows you to communicate with other people, both those they know in the real world and in cyberspace (Zarella, 2010). There are currently many social media applications, such as Instagram, Facebook, Twitter, YouTube, and TikTok. This application makes it easier for people to share information with others (Herlina & Lubis, 2017). Social media can be defined as a combination of personal communication, which means sharing with each other (to be shared one-to-one), and in public media, it is possible to share with anyone without paying attention to individual characteristics. Through social media, space and time barriers are no longer a limitation or problem when establishing communication. The presence of social media has had a huge impact on life today. With social networking media, it is easier for someone to share information, network with friends, send messages to each other, or find out information about tourist attractions in cyberspace.

2.3. TikTok

TikTok is a short video application originating from China. This application was launched in 2016 by Zhang Yiming, founder of the technology company ByteDance. Before it became as popular as it is today, this application was known in its home country as Douyin. ByteDance then decided to change Douyin's name to "Tik Tok".

The TikTok application is a digital platform that attracts users by using unique and interesting filters that can be used to create short videos. These effects can make it easier to create creative videos to attract the attention of many people. Tiktok is a music video platform application. With this application, users can make short videos accompanied by music that is popular and liked by adults and children.

In 2018, the TikTok application was one of the most popular media in Indonesia. Apart from making videos, this application can be used as a promotional medium, namely by making creative videos to attract tourists to visit tourist attractions. (Winarso, 2021).

TikTok is the most popular application in Indonesia, beating other popular applications such as Facebook, YouTube, and Instagram. This TikTok application is most popular, especially among millennials, or Generation Z. (Bohang, 2018).

2.4. Tour

In the Big Indonesian Dictionary, "tourism" means traveling together to gain knowledge and enjoy pleasure. Tourism is defined as: Tourism is a trip undertaken by a person or group of people by visiting a new place for a short period of time for recreational purposes or to learn something new from that tourist location. Picnic is another term for tourism. Tourists are people who travel, Tourism is the activity of traveling to enjoy new places, learn something new, or meet new people. This activity is supported by various facilities and services, such as transportation and other services provided by the governments. Tourism is everything related to tourism activities, be it the activities of tourists, local communities, entrepreneurs, the government, or local government. (Irawan, 2010).

2.5. Interested in Visiting

Interest is a person's tendency to like and be interested in a thing or activity. Interest arises naturally from within a person, without any coercion from other people. (Slameto, 2015). Interest is an urge that comes from within a person to do something he likes. If someone sees that something has benefits, then they will be interested and feel satisfied when they do it. When satisfaction with others decreases, interest in others will also decrease. Visiting interest can be analogous to buying interest. Purchase interest is part of the purchasing decision-making process. (Albarq, 2013). Interest and motivation are interrelated. Motivation can arise from a person's basic needs, such as the need to be recognized or the need to achieve certain goals. This motivation can then direct a person's interest in things related to these needs. According to (Ferdinand, 2014), Four indicators can be used to determine interest:

1. Transactional interest, namely a his desire to visit a place.
2. Referential interest, namely a person's habit of suggesting or recommending a place to others.
3. Preferential interest, namely the behavior of someone who prioritizes the tourist attractions they will visit
4. Exploratory interest, namely Someone who is interested in a tourist spot will tend to look for information about that place.

2.6. Uses and Gratification Theory

The Uses and Gratifications Theory was first introduced by Elihu Katz, Jay Blumler, and Michael Gurevitch in their 1974 book entitled "The Uses of Mass Communication: Current Perspectives on Gratification Research, According to the theory popularized by Blumer and Katz, media users participate actively in selecting and using their media. In other words, media users participate in the communication process actively. To fulfill their needs for media, users are starting to try to find the best media sources. In other words, this theory says that users have other options to meet their media needs.

Katz, Blumer, and Gurevitch (Ardianto et al., 2009) explain several assumptions from the uses and gratifications theory, follow:

1. The audience is considered active because most mass media users have a goal.
2. There are efforts in the mass communication process to connect audience members' choices of media with their needs being met.
3. Due to the broader need for media, mass media must compete with other sources to satisfy audience needs because media not only fulfills information needs but also entertainment, educational, and other needs.
4. A person's purpose in using mass media can be known from what they say about the media. Individuals are thought to be sufficiently aware of their needs and interests that they can provide an accurate picture of their reasons for using media.
5. Judgments about the cultural significance of mass media should be suspended before further research on matters relating to specific matters.

2.7. Hypothesis

A hypothesis is a temporary answer made by a researcher to answer a research question. This answer is still temporary because it has not been proven empirically, namely with data collected from the field. (Sugiyono, 2006). The following is a tentative hypothesis made by the researcher as follows:

Ho: There is no influence of media exposure on visiting interest.

Ha: There is an influence of media exposure on interest in visiting.

3. Method

This research uses quantitative research methods to test the relationship between variables (x) and (y). This method was chosen because it can provide more accurate results and can be tested statistically. Researchers use an online questionnaire in the form of a Google Form to collect data relevant to the problem being researched. The focus in this research is to determine the influence of exposure to TikTok accounts on interest in visiting tourists in Yogyakarta. The subjects of this research are active TikTok followers of @explorejogjakarta.

A population consists of objects/subjects that have certain characteristics as explained by (Sugiyono, 2013). The population of this research is followers of the Tik Tok account @explorejogjakarta, namely accounts that have characteristics. The population in this study is active followers of the Tik Tok account @explorejogjakarta, totaling 237.6k.

This research uses a non-probability sampling technique with a purposive sampling method, namely a sampling technique based on certain considerations. (Sugiyono, 2012). Non-probability sampling methods do not give each member of the population or respondent the same opportunity or opportunity to be taken as a sample (Sugiyono, 2014).

The sample is part of the size and characteristics of the population (Sugiyono, 2013). This sample was taken because it was impossible for all members of the population to study this research, Researchers used the simple Slovin formula to determine the number of samples needed as follows:

$$n = \frac{N}{1 + Ne^2}$$

Information:

n = Samples size

N = Population size

e = % allowance for inaccuracy due to tolerable sample selection errors (10%)

$$n = \frac{237.600}{1 + 237.600(10\%^2)}$$

$$n = \frac{237.600}{1 + 237.600(0,01)}$$

$$n = \frac{237.600}{2.377}$$

$$n = 99,957 \text{ (rounded to 100)}$$

Based on the calculation results above, the sample in this study was determined using the simple Slovin formula so that 100 respondents could be obtained from followers of the TikTok account @explorejogjakarta with an average age of 20-30. Before distributing the questionnaire, researchers conducted validity and reliability tests.

Validity test is a test method used to evaluate the validity of research materials. Valid means the tool can be used to test what it should test (Sugiyono, 2015). This research uses the Pearson product moment correlation technique to analyze the relationship between two variables

There are several criteria that need to be met to ensure that a research instrument is valid as follows:

If the calculated correlation value (r count) is greater than the table correlation value (r table), then the questions in the questionnaire are considered valid. If the calculated correlation value is smaller than the table correlation value, then the questions in the questionnaire are considered invalid.

Pearson Product Moment Correlation Formula:

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{A = \pi r^2 \{N \sum X^2 - (\sum X)^2\} \{N \sum Y^2 - (\sum Y)^2\}}}$$

Information:

R_{xy} = Correlation Coefficient of each item

$\sum X$ = Correlation of scores for each item

$\sum Y$ = Total score correlation

N = Number of respondents or samples

Next, To ensure that a research instrument is reliable, researchers carry out reliability tests. An instrument is said to be reliable if it produces consistent results when used to measure the same object. (Sugiyono, 2015). Then, Researchers use the Cronbach Alpha statistical test to measure the reliability of a research instrument. A research instrument is said to be reliable if the Cronbach Alpha coefficient value shows that the measurement results of the instrument are consisten (Sugiyono, 2007).

The formula used to calculate the reliability coefficient is as follows:

$$\alpha = \frac{Kr}{1 + (K - r)r}$$

Information:

α = Cronbach Alpha coefficient

K = Number of valid items

R = Mean correlation between items

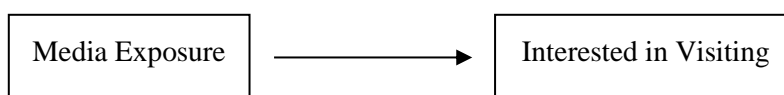
This research will later distribute the questionnaire online using Google Forms and social media. Researchers collected data by distributing a questionnaire in the form of a Google form. The questionnaire is used to measure the variables studied. The data produced from the questionnaire is accurate quantitative data. A questionnaire is a research instrument that consists of a series of questions that must be answered by respondents. In this study, a Likert scale was used to measure how strongly respondents agreed or disagreed with a statement. (Kriyantono, 2006). A questionnaire is a series of questions answered by respondents to collect data Questionnaires can be distributed directly by researchers or through intermediaries (Nurdin & Hartati, 2019).

Table 1. Score Based on Likert Scale

Answer	Score
Strongly Agree	5
Agree	4
Netral	3
Do Not Agree	2
Strongly Disagree	1

Researchers collect data from various literary sources, such as journals and book excerpts. The data collected is in accordance with the problem being studied.

Table 2. Researchers Collect



The aim of the research framework above is to examine how exposure to the Tik Tok account @explorejogjakarta influences interest in visiting tourism in Yogyakarta. This research framework is useful for describing or explaining the researcher's thought process so that it can be used as a reference so that the research carried out does not depart from the concept that has been created.

4. Result and Discussion

4.1. Presenting the Results

4.1.1. Validity Test

Researchers use correlation techniques to test the validity of questionnaire items. To find out whether questionnaire items are valid, researchers compare the correlation between these items and the total questionnaire score. The correlation value used is r-count. The r-table value for the 5% significance level ($\alpha = 0.05$) can be found based on the number of respondents. If the r-count is greater than the r-table, then the item is declared valid. If the r-count is smaller than the r-table, then the item is declared invalid.

Table 3. Validity Test Results (X)

X Variabel Statement	R-table	R-count	Description
1	0,196	0,626	Valid
2	0,196	0,335	Valid
3	0,196	0,788	Valid
4	0,196	0,766	Valid
5	0,196	0,848	Valid
6	0,196	0,831	Valid
7	0,196	0,708	Valid
8	0,196	0,673	Valid

From the results of the validity test carried out using SPSS 27, a total of 8 question items on variable x (media exposure) can be used to measure this variable. This is because the calculated r value for each question item is greater than the table r value.

Table 4. Validity Test Results (Y)

Y Variabel Statement	Rtabel	Rcount	Description
1	0,196	0,672	Valid
2	0,196	0,719	Valid
3	0,196	0,784	Valid
4	0,196	0,748	Valid
5	0,196	0,679	Valid
6	0,196	0,726	Valid
7	0,196	0,758	Valid
8	0,196	0,960	Valid
9	0,196	0,670	Valid

From the results of the validity test carried out using SPSS 27, a total of 8 question items on the variable y (interest in visiting) can be used to measure this variable. This is because the calculated r value for each question item is greater than the table r value.

4.1.2. Reliability Test

Reliability calculations were carried out through the SPSS 27 software program using the Cronbach's alpha method. The research instrument is said to be reliable if the Cronbach's Alpha value is greater than 0.60. The results of calculations using SPSS version 27 show that the Cronbach's Alpha value for all research variables is greater than 0.60. Therefore, the research instrument can be said to be reliable as follows:

Table 5. Reability Test X

Reliability Statistics X	
Cronbach's Alpha	N of Items
.858	8

Based on the data above, the Cronbach's Alpha value for variable X (media exposure) is 0.858. It can be said that the 8 items in the variable are consistent, so further testing can be carried out.

Table 6. Reability Test Y

Reliability Statistics Y	
Cronbach's Alpha	N of Items
.881	9

Based on the data above, the Cronbach's Alpha value for variable Y (Interested in Visiting) is 0.881. It can be said that the nine items in the variable are consistent, so further testing can be carried out.

4.1.3. Normality Test

The normality test is used to determine whether the subject's answers to a variable are spread evenly or not. (Ghozali, 2018). The Kolmogorov-Smirnov formula can be used to test whether the distribution of data on a variable has a normal distribution or not. A significance value below 0.05 indicates an abnormal data distribution, and a significance value above 0.05 indicates a normal data distribution. The following are the results of normality test calculations using the SPSS 27 program.

Table 7. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.88285414
Absolute		.074

Most Extreme Differences	Positive	.059
	Negative	-.074
Test Statistic		.074
Asymp. Sig. (2-tailed) ^c		.200 ^d

Based on the table above, the results of the one-sample normality test, One-Sample Kolmogorov Smirnov, have been tested. From the value results, Asymp. Sig. (2-tailed) is 0.200, which indicates that this value is greater than Conte Marlo's significance value, namely 0.05, so it can be concluded that the data used is normally distributed.

4.1.4. Simple Linear Regression Test

According to (Sugiyono, 2011), Simple linear regression is a statistical method used to analyze the functional or causal relationship between one independent variable (media exposure) and one dependent variable (interest in visiting).

Table 8. Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.001	2.321		9.908	.000
	Terpaan Media (x)	.444	.075	.513	5.912	.000

$$Y = 23,001 + 0,444X$$

From the results of the regression analysis, it can be concluded that:

1. The constant (a) is 23.001 which means that the coefficient value of the variable x (Media exposure) is equal to zero (0), So, the variable y (interest in visiting) is 23.001. These results show that the variable interest in visiting increases along with the media exposure coefficient
2. The result of the regression coefficient for variable x (media exposure) is 0.444. Media exposure has a positive effect on visitor interest. In other words, for every one unit change in the visitor interest variable, it will increase by 0.444, assuming the other variables remain constant.

Based on statistical calculations, the hypothesis of this research is that media exposure to the TikTok account @explorejogjakarta influences the desire to visit Yogyakarta. This shows that Ha is accepted and H0 is rejected.

4.1.5. Coefficient of Determination Test

The coefficient of determination test is used to find out how much the independent variable contributes to the dependent variable. From the test results, the coefficient of determination (R²) value resulting from the test is as follows:

Table 9. Model Summary

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.513 ^a	.263	.255	3.90261

Provides an explanation about the correlation or relationship value (R), namely 0.513, and about how big the percentage influence of media exposure is on visiting interest, which is known as the coefficient of determination, which is produced from squaring R. With a coefficient of determination (R²) of 0.263, these results show that there is an influence of media exposure on visiting interest of 26.3% in the low category. while the remaining 73.3% is influenced by outside variables.

4.1.6. Parcial Test

The t test is carried out to determine the influence of each independent variable on the dependent variable, regardless of the influence of other independent variables(Nugroho, 2005).

Table 10. Parcial Test

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.001	2.321		9.908	.000
	Terpaan Media (x)	.444	.075	.513	5.912	.000

Based on the calculation results, the calculated t-count (5.912) is greater than the t-table (1.984). This shows that there is a significant difference between the calculated t-count and the t-table. Therefore, the null hypothesis (H₀) is rejected and the alternative hypothesis (H_a) is accepted. Thus, it can be concluded that there is a significant influence between media exposure and interest in visiting.

Basis for decision making:

1. H₀ is accepted and H_a is rejected if the calculated t-count < t-table or if the significance value is > 0.05.
2. H₀ is rejected and H_a is accepted if the calculated t-count > t-table or if the significance value is < 0.05.

With a confidence level of 5%, the value of $\alpha = 0.05$. Before that, the t table must be calculated first using the formula ($df = n-k-1$), which then obtains a t table value of 1.984.

4.2. Create a Discussion

The results of this research hypothesis test show that media exposure has a significant impact on followers' desire to visit tourist attractions in Yogyakarta. This can be seen from the significance value of 0.000, which is a value smaller than 0.05, and the t-count of 5.912, which is a value greater than the t table of 1.984. It can be concluded that H₀ is rejected and H_a is accepted, which shows that media exposure on the @Explorejogjakarta tiktok account influences the desire to visit tourist attractions in Yogyakarta.

The R value of 0.531 indicates that there is a significant positive correlation between media exposure to the TikTok account @Explorejogjakarta and interest in visiting tourism in Yogyakarta. This means that if there is media exposure to the TikTok @Explorejogjakarta account, the greater the possibility for them to visit tourism in Yogyakarta. Based on the summary model above, it is known that the RSquare value is 0.263, indicating that media exposure to the TikTok @Explorejogjakarta account only has an effect of 26.3% on interest in visiting tourism in Yogyakarta. The remaining 73.7% was influenced by other variables outside the research that were not mentioned in this research.

It can be concluded that media exposure to the TikTok account @explorejogjakarta can increase interest in visiting TikTok followers in the Yogyakarta area. This has been demonstrated by the results of hypothesis testing, which show that there is an influence between media exposure and interest in visiting. Even though the results are in the low category, there is still an influence. The connection between theory and research is that this research is based on the theory used. Expectancy value theory, or value expectancy theory is a part of, or development of the uses and gratifications theory. The concept of this theory is seeking satisfaction from media. The satisfaction a person gets from the media is also determined by that person's attitude towards the media. This means that someone can choose any media to fulfill their needs. These results are in line with research Previous by Putri Raudatul Munawwaroh in 2018 regarding the influence of media exposure on the Instagram account @exploresiak on interest in tourist visits to Siak Sri Indrapura (explanatory study on Instagram followers @exploresiak). Overall, the results of this research show that 50.8% of followers are interested in visiting Siak Sri Indrapura, and 49.2% are influenced by other factors. Then research by Nuri Ayu Anjani and Eko Hartanto in 2020 regarding the influence of exposure to the Instagram account @visitbogor and uploads of photos of natural tourism on interest in visiting followers (empirical study of interest in visiting natural tourism in the city of Bogor). The Instagram account @visitbogor has quite a significant influence in influencing followers' interest in visiting every natural tourist location in the city of Bogor through every post.

5. Conclusion

The more often someone is exposed to messages shared by the TikTok account @explorejogjakarta regarding tourist destinations in Yogyakarta, the more likely they are to visit these tourist destinations. This is shown by the correlation coefficient (R) value of 0.513, which indicates a significant positive correlation between media exposure and interest in visiting. However, the influence of media exposure to the TikTok @explorejogjakarta account on visiting interest is still relatively low, namely 26.3%. The remaining 73.7% was influenced by other factors outside of this research. This means that exposure to the @Explorejogjakarta account influences interest in visiting tourism in Yogyakarta. In the low category. This means that the content uploaded by the @Explorejogjakarta account is often carried out so that even though it does not have a strong influence, respondents still understand and pay attention to the content uploaded by the @Explorejogjakarta account so that an interest in visiting tourism in Yogyakarta is formed.

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