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THE IMPACT OF SOCIAL MEDIA EXPOSURE AND PEER GROUP TOWARDS GEN Z DECISION TO VISIT PASAR KANGEN YOGYAKARTA

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PENGARUH TERPAAN MEDIA SOSIAL DAN PEER GROUP TERHADAP KEPUTUSAN BERKUNJUNG GEN Z KE PASAR KANGEN YOGYAKARTA

ABSTRACT

The Special Region of Yogyakarta has taken proactive steps to boost the number of tourists post-COVID-19 by holding various cultural events again, including Pasar Kangen. As a prominent annual event, Pasar Kangen can attract a large number of visitors. Seeing the long journey of Pasar Kangen, which has been held since 2007, this agenda has become a destination for various groups of tourists, including Gen Z. This study aims to analyze the influence of social media and peer group exposure on Gen Z's decision to visit Pasar Kangen Yogyakarta through the perspective of the Elaboration Likelihood Model (ELM) theory. This study uses a quantitative explanative approach with a survey of 100 Gen Z tourists who visited Pasar Kangen Yogyakarta in 2023. The data analysis technique used to test the hypotheses in this study is multiple regression using the SmartPLS program. The study results show that social media and peer group exposure positively and significantly influenced Gen Z's decision to visit Pasar Kangen Yogyakarta. Furthermore, as a managerial implication, referring to the principle of liking in the ELM theory, the organizers of the Pasar Kangen event can expand the reach of social media exposure through collaboration with digital key opinion leaders, especially those who are widely followed by Gen Z on social media, considering that the influence of social media exposure is lower than that of peer groups.

Keywords: Gen Z, Pasar Kangen Yogyakarta, Peer group, Social Media Exposure

ABSTRAK

Daerah Istimewa Yogyakarta mengambil langkah proaktif untuk mendongkrak jumlah wisatawan pasca COVID-19 dengan kembali menggelar berbagai acara kebudayaan, termasuk Pasar Kangen. Sebagai acara tahunan yang terkemuka, Pasar Kangen mampu menarik minat pengunjung dalam jumlah besar. Melihat perjalanan panjang Pasar Kangen yang telah diselenggarakan sejak tahun 2007, agenda ini telah menjadi tujuan berbagai kalangan wisatawan, termasuk Gen Z. Penelitian ini bertujuan untuk menganalisis pengaruh terpaan media sosial dan peer group terhadap keputusan Gen Z mengunjungi Pasar Kangen Yogyakarta melalui perspektif teori Elaboration Likelihood Model (ELM). Penelitian ini menggunakan pendekatan kuantitatif eksplanatif dengan survei terhadap 100 wisatawan Gen Z yang berkunjung ke Pasar Kangen Yogyakarta pada tahun 2023. Teknik analisis data yang digunakan untuk menguji hipotesis yang ada dalam penelitian ini adalah regresi berganda menggunakan program SmartPLS. Hasil penelitian menunjukkan bahwa terpaan media sosial dan peer group mempunyai pengaruh yang positif dan signifikan terhadap keputusan Gen Z dalam mengunjungi Pasar Kangen Yogyakarta. Lebih lanjut, sebagai implikasi manajerial, merujuk pada prinsip liking dalam teori ELM, penyelenggara acara Pasar Kangen dapat memperluas jangkauan terpaan media sosial melalui kolaborasi dengan digital key opinion leader, khususnya yang banyak diikuti oleh Gen Z di media sosial, mengingat dalam kasus ini pengaruh terpaan media sosial lebih rendah dari pada peer group.

Kata Kunci: Gen Z, Pasar Kangen Yogyakarta, Peer group, Terpaan Media Sosial

INTRODUCTION

The COVID-19 pandemic has significantly affected the tourism sector, causing a steep decline in tourist activity in Indonesia due to travel restrictions, lockdowns, and heightened safety concerns. Many popular tourist destinations and businesses reliant on tourism have suffered economically, with layoffs and closures becoming commonplace in Indonesia (Putri et al., 2021). As the pandemic progressed, the rollout of vaccines and the

gradual lifting of restrictions brought a glimmer of hope for recovery. The tourism industry began to show signs of revitalization, albeit slowly and unevenly (Tira, 2022). The Special Region of Yogyakarta is one region experiencing a significant resurgence in its tourism industry. This province boasts diverse tourist attractions that have played a pivotal role in revitalizing tourism following the COVID-19 pandemic. Data from the Yogyakarta Tourism Office highlights this recovery trajectory, showing a dramatic 132% increase in tourist visits in 2021 compared to the prior year. This resurgence is a testament to the resilience of the tourism sector and the concerted efforts of various stakeholders, including the government, local businesses, and communities. However, despite these positive developments, the total number of tourist visits in 2021 remained below pre-pandemic levels recorded from 2017 to 2019, indicating that the path to full recovery is still underway (Dinas Pariwisata DIY, 2021).

The Special Region of Yogyakarta has taken proactive measures to boost tourist numbers by reinstating various cultural events that were previously held. Yogyakarta has leveraged its cultural richness to create events infused with cultural elements. The utilization of cultural assets in tourism development is recognized as a source of economically valuable creative products (Sugiyarto & Amaruli, 2018). In the year 2023, Yogyakarta organized a series of events encompassing cultural aspects, such as Jogja Cross Culture, Gelar Seni Budaya, Jogja Gamelan Festival, Pasar Kangen, and several other cultural attractions (Dinas Pariwisata DIY, 2023). Pasar Kangen stands out as a recurring annual event that garners substantial visitor interest among these events. Looking at the long journey of Pasar K³⁷ that has been held since 2007, this agenda has now become an annual event that is not only anticipated by Micro, Small, and Medium Enterprises (MSME) players but has also become a destination for various groups of foreign tourists (Kedaulatan Rakyat, 2023). Public enthusiasm for visiting Pasar Kangen is exceptionally high and continues to grow annually, with over 5,000 visitors (Saraswati, 2023), with youngsters or Gen Z dominating the visitors to Pasar Kangen (Razak, 2019).

Pasar Kangen Yogyakarta is a nostalgic-themed event held by Taman Budaya Yogyakarta and Kundha Kabudaya (Dinas Kebudayaan DIY) that offers a unique experience featuring vintage food, classic merchandise, traditional crafts, and a variety of captivating services. The event's main draw is transporting attendees back in time (Widyawati, 2019). Additionally, there are engaging traditional dance performances, shadow puppet shows, jatilan, campursari music, keroncong music, and other traditional cultural arts that enhance nostalgia (Kedaulatan Rakyat, 2023). These artistic showcases not only entertain but also serve as a bridge, connecting modern audiences with the historical and cultural roots of the region. Pasar Kangen also introduces the younger generations to the diverse and vibrant cultural tapestry of tradition, cuisine, and arts (Ulhaq & Sofia, 2024). This can offer a valuable opportunity for education and community development, particularly when considering the demographics of Yogyakarta province, characterized by its status as a student city with a significant Gen Z population (Yu & Setyaningrum, 2019). By allowing them to experience and engage with these traditions ⁹sthand, Pasar Kangen helps foster an appreciation for cultural diversity and heritage among the youngsters or Gen Z.

Gen Z is known for growing up in a world heavily influenced by technology³², particularly in the age of the internet and smartphones. They are often referred to as digital natives because they have been exposed to digital technology from a very young age (Bhalla et al., 2021). This exposure has shaped their communication styles, social interactions, and cultural experiences. They are also known for being more socially conscious, diverse, and open-minded than previous generations (Vizcaya-Moreno & Pérez-Cañaveras, 2020). The internet provides easy and instant access to vast information on a wide range of topics. Gen Z can quickly search for information and share it with people from around the world through social media³⁶ and online communities. However, social media allows us to provide real-time information and form two-way communication (Wetvred et al., 2014). Social media refers to the platform through which individuals, communities, and businesses exchange text, images, audio, and video-based information, creating a two-way communication channel (Michelle & Susilo, 2021). Exposure refers to how an audience interacts with media content distributed¹ through various channels. It includes activities such as listening, watching, or reading, alongside the level of interest and attention that individuals or groups⁵ dedicate to these media messages (Ardianto, 2014).

Social media exposure can shape the attitudes and actions of Gen Z, including their decision-making processes. Information about Pasar Kangen on social media in the form of E-WOM²⁸ can raise their awareness of the event, potentially leading them to visit if they find it interesting. E-WOM, or Electronic Word of Mouth, is a collection of information from the internet or social media that someone can use to reduce uncertainty about making an attitude or decision (Amali, 2019). Previous studies have also established that social media exposure holds a significant role in Gen Z's decision-making (Gunawan et al., 2021; Kuncoro & Kusumawati, 2021). Still, other studies have also established that social media exposure doesn't play a significant role in people's decision-

making or even their behavior (Muslim, 2018; Mustomi & Puspasari, 2020). Social media exposure refers to how an individual encounters and engages with content on social media platforms. This includes viewing, interacting with, or participating in activities related to the content available on these platforms (Kaplan & Haenlein, 2010). Furthermore, Social media exposure can be measured using general exposure principles, which include the frequency of accessing social media, the duration of time spent engaging with content, and the level of attention devoted to the content encountered on these platforms (Khairil et al., 2019; Rakhmat, 2003)

Another element that plays a significant role in shaping the decisions of Gen Z is their peer group. Peer approval holds excellent significance for Gen Z individuals, as it is crucial for them to experience a sense of belonging, and their self-identity is partly influenced by the social circles they engage with during their teenage years (Qurniawati & Nurohman, 2018). A peer group refers to a social group of individuals who are typically of similar age, background, interests, or social status. It is collectively formed when individuals share common interests and engage in discussions (Hitti & Killen, 2015). These groups often act as micro-communities where members engage in shared experiences and reinforce mutual beliefs or behaviors. Moreover, peer groups can also be understood as networks of individuals with relatively equal levels of maturity and understanding, where through peer interactions, children and youngsters can learn how to interact in symmetrical and reciprocal relationships (Wulandari, 2016). The interactive and dynamic nature of peer groups often makes them a fertile ground for exchanging ideas, values, and behaviors, reinforcing their role in shaping individual choices.

Youngsters are significantly shaped by their peers, who often play a substantial role in their lives. They tend to spend a significant amount of time with their peer group outside of their homes (Sari et al., 2019). This extended interaction provides ample opportunities for peer influence to manifest in various ways, including shared activities, group norms, and collective decision-making processes. Furthermore, The peer group's influence is often assessed through the friendship function model, which examines interaction, engagement, and the support systems within a friendship or group (Diningrum, 2018; Santrock, 2017). When this group convenes, its members communicate with one another, potentially influencing each other's behavior, which can be referred to as peer group interaction. Previous research also found that peer group positively influence Gen Z or teenager decision-making (Mukmin et al., 2023; Silva et al., 2017), but other research also found that peer group doesn't have any influence on people decision-making or even behavior (Pohan et al., 2021; Wacono et al., 2021). These contrasting findings underscore the complexity of peer influence, which may vary depending on context, group characteristics, and individual traits.

The concept of decision-making itself is multifaceted and central to consumer behavior. A decision represents the stage where individuals evaluate options and make a choice, often involving a transaction or exchange of money for a product, service, or experience (Kotler & Keller, 2021). A decision can also be understood as an action of two or more alternative choices, where all aspects of affection and cognition are involved in making the decision (Schiffman & Kanuk, 2004). The central step in consumer decision-making is the integration process, wherein information is merged to assess different behavioral options and ultimately select one. The decision to visit refers to the stage of the decision process where consumers or tourists actually purchase products or visit tourism destinations (Pratiwi et al., 2019). Decision-making requires the integration of various pieces of information to evaluate possible outcomes, weigh alternatives, and ultimately choose a course of action. In the context of tourism, the decision to visit refers to the specific stage where consumers or tourists decide to travel to a destination or purchase related services (Nuraeni et al., 2015). This decision reflects a culmination of their needs, preferences, and external influences, including recommendations from peers, marketing campaigns, or prior experiences. Furthermore, the decision to visit can be measured by five indicators, namely destination area, traveling mode, time and cost, travel agent, and service source (Damanik & Weber, 2006; Hapsara & Ahmadi, 2022).

The decision to visit is influenced by how individuals process information. How a person responds to a persuasive message depends on the approach to processing it. Some individuals rely on critical thinking, while others use less critical reasoning. The Elaboration Likelihood Model (ELM) explains how individuals process persuasive communication (Littlejohn et al., 2017). Critical thinking referred to as the central route, involves a thoughtful evaluation of the information, guided by logical arguments and evidence that supports the conclusion. The audience must fully comprehend the message (Dainton & Zelly, 2022) for this route to be compelling. In contrast, the peripheral route is a more straightforward, less analytical approach in which audiences assess information based on superficial factors. The communicator's credibility, popularity, or expertise often influences this route. When these criteria are met, the message tends to persuade the audience without requiring in-depth processing (Griffin, 2012).

The Elaboration Likelihood Model suggests that social media exposure and peer group can impact decision-making through both central and peripheral routes (Rizal et al., 2022; Shi et al., 2018). This dual-route approach helps explain how social media exposure and peer group interactions impact decision-making processes. Social media exposure plays a significant role in influencing decision-making by facilitating access to vast amounts of information. Platforms like Instagram, TikTok, and Twitter provide users with diverse content. These platforms enable users to engage in a more thoughtful evaluation of information (Azzaakiyyah, 2023), which aligns with the central route of the ELM. On the other hand, peer group can influence opinions and behaviors through social norms and emotional appeals. When individuals are part of a peer group that is actively engaged with social media, they are more likely to be influenced by their peers' opinions and behaviors (Wang et al., 2012). This can lead to a peripheral processing route, where individuals are more influenced by social norms and emotional appeals rather than a detailed evaluation of the information. The interaction between social media exposure and peer group engagement creates a synergistic effect, amplifying the impact of both factors on decision-making. When individuals are part of a peer group that actively engages with social media, the interplay between these influences can lead to more substantial persuasive effects. For instance, when individuals are exposed to persuasive messages through social media and are part of a peer group that is also actively engaging with these messages, the influence can be more profound (Friedman et al., 2022).

The interaction between social media exposure and peer group can amplify their impact on Gen Z, leading to more profound influences on decision-making. Both social media exposure and peer group can be Gen Z sources of information. Social media amplifies the concept of social proof, where people look to others to determine appropriate behavior. Likes, shares, and comments indicate popularity and acceptance (Abidin, 2016), guiding Gen Z in their decision-making. For instance, many likes on a post about visiting Pasar Kangen can validate and encourage similar behavior among Gen Z users. Social media exposure and peer group create a unique environment where Gen Z navigates information and makes decisions. Social media platforms also provide access to information and facilitate peer interactions central to shaping preferences, behaviors, and identities (Nesi et al., 2023). Given the conflicting findings in previous studies about the role of social media and peer groups in shaping Gen Z's decision-making, this research aims to clarify these influences, specifically in the tourism landscape. Understanding how these factors impact Gen Z tourism choices can address the research gap and allow tourism stakeholders to adopt strategies that better align with Gen Z behaviors and preferences.

Furthermore, research on Pasar Kangen Yogyakarta still needs to be expanded, particularly studies assessing communication factors' impact on tourist decision-making. Existing studies have generally focused on understanding Pasar Kangen as a tourism event that contributes significantly to cultural preservation, economic growth, and community development (Ulhaq & Sofia, 2024). Additionally, some research explores Pasar Kangen from a gastronomic perspective, focusing on the experiences of culinary festival enthusiasts (Wachyuni et al., 2023). However, these studies have not examined how Pasar Kangen Yogyakarta can become a cultural tourism attraction for Gen Z, primarily through the dynamic role of social media exposure and peer groups. This study aims to analyze the influence of social media exposure and peer groups on the decision to visit Pasar Kangen Yogyakarta by using Gen Z as the focused research subject. In addition to exploring a more focused subject as a novelty aspect, this research aims to validate the previously identified research gap. Moreover, this study serves as a valuable resource for evaluation, offering advantages for examining communication and tourism tactics or as a reference point for shaping tourism policy in Yogyakarta. Allowing tourism stakeholders to adopt strategies that better align with Gen Z behaviors and preferences.

3 METHOD

This research uses a quantitative explanatory method, which aims to find the causal relationship of a symptom by testing the relationship between variables and providing an essential explanation (Kriyantono, 2009; Scharrer & Ramasubramanian, 2021). This research examines three variables: social media exposure (X1), peer group (X2), and decision to visit (Y). The analysis employs a multiple regression model using the SmartPLS program. Unlike standard regression, which predicts a single variable, Partial Least Squares Regression (PLSR) can handle an entire data table. Additionally, PLSR effectively deals with multicollinear predictors, which are not linearly independent. These capabilities make PLSR a highly versatile tool suitable for large data sets where standard regression methods may fail (Abdi & Williams, 2013). PLSR also aims to minimize issues related to data distribution, which unlike the regression model on SPSS, PLSR allows freely distributed data without requiring assumptions of normal distribution. Data validity and reliability are also much more straightforward in SmartPLS.

by looking at the loading factor value, average variance extracted (AVE) value, and Cronbach's alpha value for each variable (Ghozali, 2008).

Furthermore, the primary data was collected through a survey of 100 respondents with purposive sampling criteria: (1) visited Pasar Kangen Yogyakarta in 2023, (2) Gen Z, and (3) Active social media user. Since this study focuses on Gen Z visitors of Pasar Kangen Yogyakarta, purposive sampling is the best way to seek out and address the research purpose and questions (Mweshi & Sakyi, 2020). This approach ensures that the data comes from relevant individuals. The determination of the sample size was carried out with the assumption that the exact number of Gen Z visitors of 2023 Pasar Kangen Yogyakarta is not really determined, and in a PLS-SEM study like this, a sample size is deemed sufficient if it exceeds 10 times the number of the most informative indicators (questions) within a variable construct in the model (Hair et al., 2017). Meanwhile, secondary data was gathered from media coverage, statistical reports, and various literature to strengthen the urgency of the research problem and highlight the research results. Moreover, for the variable measurement scale, researchers used a Likert scale, namely: (1) strongly disagree, (2) disagree, (3) doubtful, (4) agree and (5) strongly agree.

RESULTS AND DISCUSSIONS

This research examines how social media exposure and peer group impact Gen Z's decision to visit Pasar Kangen Yogyakarta while using the Elaboration Likelihood Model (ELM) as a ground theory. The ELM became a fundamental hypothesis development about how it was possible that social media exposure and peer group can impact decision-making through both central and peripheral routes. Furthermore, a survey was conducted among 100 Gen Z who visited Pasar Kangen Yogyakarta in 2023 to obtain data representing the phenomenon.

Table 1 Respondent Data

Aspect	Classification	Percentage
Sex	Male	42%
	Female	58%
Age	11-14	3%
	15-18	12%
	19-22	66%
	23-26	19%
Domicile	DI Yogyakarta	52%
	Solo	10%
	Klaten	8%
	Semarang	6%
	Jakarta	5%
	Magelang	5%
	Others	14%
Total expenses per month	< Rp. 1.000.000	43%
	Rp. 1.000.001 - Rp. 2.000.000	30%
	Rp. 2.000.001 - Rp. 3.000.000	16%
	Rp. 3.000.001 - Rp. 4.000.000	3%
	> Rp. 4.000.000	8%
Duration of social media access per day	< 1 Hour	0%
	1-3 Hours	20%
	3-6 Hours	50%
	> 6 Hours	30%

Source: Research result, 2023

Table 1 shows that the majority of respondents are female, and most respondents are aged 19-22 years or fall into the late teens category (Khamidah & Sofiyanti, 2023). Meanwhile, most respondents' domicile is Special Region Yogyakarta, and their monthly expenses are less than one million rupiah. This indicates that Gen Z visitors are most likely students in several high schools or universities in Yogyakarta with minimum monthly expenses. Based on respondents' social media habits, most spend 3-6 hours daily on these platforms. This finding aligns with the 2023 We Are Social report, which states that average social media usage in Indonesia is 3 hours

and 18 minutes (Kemp, 2023). Based on this analysis, it can be concluded that most respondents are Gen Z, with student demographics spread across the Special Region of Yogyakarta. In other words, the respondents represent the objectives and focus of the research.

4

Outer Model: Validity and Reliability Test

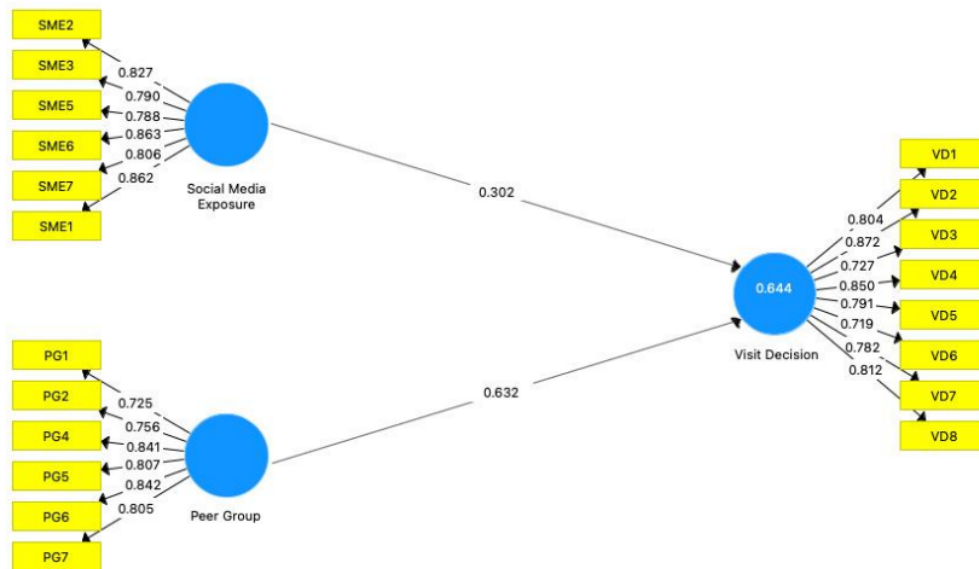


Figure 1 Outer Model

Source: SmartPLS Algorithm Process (2023)

In data analysis using the SmartPLS program, validity testing can be conducted by examining the loading factor and average variance extracted (AVE) values on the outer model, which are assessed through the PLS Algorithm. The data is considered valid if the loading factor exceeds 0.70 and the AVE is greater than 0.50 (Ghozali, 2008). In this study, the loading factor for each indicator surpassed 0.70 after removing 3 invalid indicators (Figure 1), and the AVE for all variables exceeded 0.50 (Table 2). For reliability testing, the Cronbach's Alpha value must be above 0.60 (Abdi & Williams, 2013), and in this study, each variable Cronbach's Alpha value was greater than 0.60 (Table 2).

Table 2 Validity & Reliability Test

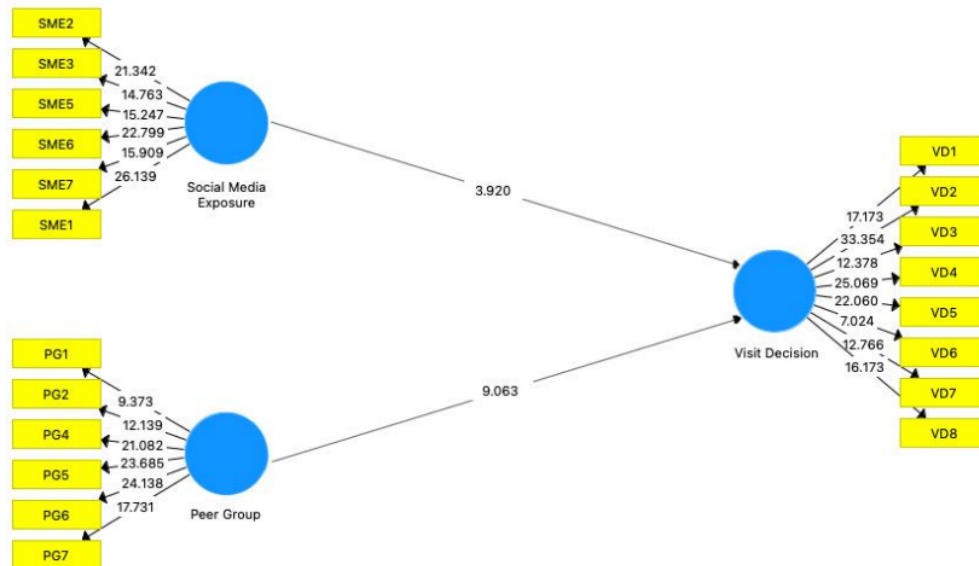
Variable	AVE Value	Cronbach's Alpha
Social Media Exposure	0.68	0.90
Peer group	0.64	0.88
Decision to Visit	0.63	0.92

Source: PLS Algorithm Output, 2023

Outer Model: Structural Model Test

The R-square value indicates the degree to which the exogenous constructs explain the endogenous construct, reflecting the model's predictive power. The typical thresholds for interpretation are 0.75, 0.50, and 0.25, which represent strong, moderate, and weak models, respectively (Hair et al., 2017). According to the outer model test (Figure 1), the R-square value in this study is 0.644, suggesting a moderate model. This means that the two independent variables together account for 64.4% of the influence on Gen Z's decision to visit Pasar Kangen. The remaining 35.6% indicates that other factors outside the model also affect this decision. Furthermore, if calculated separately, social media exposure has a 30.2% influence on the decision, while peer group influence accounts for 63.2%.

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Inner Model: Hypothesis Test**Figure 2 Inner Model**

Source: SmartPLS Bootstrapping Process (2023)

Inner model testing, or hypothesis testing, is conducted using the bootstrap sampling method. This technique in SmartPLS aims to reduce issues arising from data inference. In the PLS model, the applied sampling method allows freely distributed data without assuming a normal distribution (Ghozali, 2008). The hypothesis test utilizes the t-statistic significance parameter, where the t-statistic value must exceed the t-table value of 1.984 for a sample size of 100.

Table 3 Path Coefficients

	O	M	STDEV	T Statistics	P Values
SME → VD	0,30	0,30	0,08	3,92	0,00
PG → VD	0,63	0,64	0,07	9,06	0,00

Source: PLS Bootstrapping Output, 2023

According to Table 3 and Figure 2, both variables show a significant influence, as indicated by t-statistic values exceeding the table threshold of 1.984 and a p-value below the 5% significance level (0.050). In other words, all hypotheses are accepted. Therefore, it can be concluded that the proposed model fits well based on the criteria for hypothesis testing (Ghozali, 2008). Table 3 also explains that the two exogenous variables have positive original sample values (O), which means that higher the social media exposure and peer group, the higher Gen Z's decision to visit Pasar Kagen. Overall, the results of this research align with previous research, which found that social media exposure significantly influences Gen Z's decision-making (Gunawan et al., 2021; Kuncoro & Kusumawati, 2021), and peer group also significantly impact Gen Z or teenager's decision-making (Mukmin et al., 2023; Silva et al., 2017).

The decision to visit is a stage that exists due to information processing by Gen Z. How they receive a persuasive message depends on how they process it. Some may use critical thinking to process the message, while others use much less critical thinking. In the context of social media exposure and peer group, the ELM suggests that the impact on decision-making can be categorized into two main processes: the central and peripheral route (Littlejohn et al., 2017). The central route involves a more thoughtful and detailed evaluation of the information presented. When Gen Z are exposed to persuasive messages through social media, they are more likely to engage in a deeper level of processing, considering the arguments and evidence presented. The peripheral route, on the other hand, involves a more superficial evaluation of the information. Gen Z are more likely to be influenced by peripheral cues such as social proof, authority, and emotional appeals from their peers.

These cues can be powerful in shaping opinions and decisions (Chou et al., 2022; Wagner & Petty, 2022), as peer pressure affects individuals who resist behaviors widely accepted by most group members (Anggraeni & Amali, 2023).

The Elaboration Likelihood Model posits that social media exposure and peer group can affect decision-making via both central and peripheral routes (Rizal et al., 2022; Shi et al., 2018). Social media exposure encourages Gen Z to more deliberately evaluate event-related information such as posts showcasing cultural attractions or nostalgic market elements. Meanwhile, peer groups play a critical role in shaping opinions and behaviors through social norms and emotional appeals, such as shared excitement or group activities involving visits to Pasar Kangen. When individuals belong to a peer group that is actively engaged with social media, they are more likely to be swayed by their peers' opinions and behaviors (Wang et al., 2012). This often leads to peripheral processing, where social norms and emotional appeals have a more substantial influence than detailed information evaluation. However, the combination of social media exposure and peer group influence can amplify their overall impact. For example, when individuals encounter persuasive messages on social media and their peer group actively engages with these messages, the influence becomes significantly more potent (Friedman et al., 2022).

Furthermore, exposure to content on social media, such as posts, reviews, and videos, effectively builds interest and curiosity among Gen Z. This exposure often leads to deeper exploration, where personal accounts and shared experiences influence them more directly than traditional advertising. Consequently, digital marketing has become an effective strategy for adapting to current technology and consumer behavior (Pudrianisa et al., 2023), and many marketing executives leverage social media as a powerful marketing tool (Elwani & Kurniawan, 2020). Research consistently shows that social media significantly impacts Gen Z's decision-making process (Gunawan et al., 2021; Kuncoro & Kusumawati, 2021). Additionally, peer groups play a critical role in reinforcing these decisions. Social approval from friends or online communities often outweighs personal opinions, further shaping their choices. Previous studies have demonstrated that peer groups strongly influence decision-making among Gen Z and teenagers (Mukmin et al., 2023; Silva et al., 2017). As members of Gen Z engage with peers who actively share and discuss events like Pasar Kangen, their desire to experience trending or endorsed activities within their circles grows.

Both social media exposure and peer group influence are integral to Gen Z's decision-making process. Growing up in a digitally-driven world, Gen Z has been shaped by the internet and smartphone technology (Bhalla et al., 2021). They can easily search for event information online including details about Pasar Kangen, which is heavily noted on social media. This exposure creates a form of Electronic Word of Mouth (E-WOM), an evolution from traditional word-of-mouth communication to internet-mediated interpersonal communication (Cheung & Lee, 2012). In the tourism industry, E-WOM has become a key driver in attracting visitors to destinations (Kurniawan & Amali, 2024). Information about events like Pasar Kangen is widely disseminated online, allowing consumers to share opinions and experiences, enhancing its appeal (Paisri et al., 2022). The high publicity effect of this social media exposure will have an extraordinarily large influence on the formation of public opinion in a relatively short time (Deslia & Amali, 2023). In this case, the social media exposure will build Gen Z's perception of Pasar Kangen as a cultural and nostalgic event.

The internet has also revolutionized the tourism market, shifting consumer behavior toward digital platforms. Tourists now exhibit more mobile, personalized, and interactive behaviors, accessing destination information quickly and conveniently through digital networks. Social media platforms that provide diverse tourism content significantly influence travel decisions (Widaningsih et al., 2020). In this digital age, internet-based platforms facilitate interactions and foster community-building and relationships. These interactions deepen social connections, often involving emotional ties and friendships (Widyaningrum, 2021), strengthening peer group cohesion. In this context, social media exposure and peer influence work together to persuade Gen Z to visit Pasar Kangen. Information shared on social media has a profound impact, shaped by what they see, hear, and experience through shared content. Unsurprisingly, many Gen Z individuals choose to visit Pasar Kangen due to peer influence, as friends frequently share updates and highlights about the event on social platforms.

Social media has revolutionized communication by facilitating both interpersonal and group interactions, making it accessible across all societal levels (Salim et al., 2023). For Gen Z, social media is not just a tool for communication but also a platform for fostering deeper connections within peer groups. These groups thrive on mutual approval, strengthening cohesion, and influencing collective decisions (Graupensperger et al., 2019). Peer approval is particularly significant for Gen Z, as their sense of belonging and identity formation are

closely tied to their social circles during their formative years (Qurniawati & Nurohman, 2018). This dynamic explains why they often visit tourist destinations like Pasar Kangen in groups, with individual decisions shaped by the attitudes and preferences of their peers (Sofianita, 2015). Social media amplifies this influence by serving as a platform for sharing experiences, opinions, and recommendations, creating a feedback loop where content and peer group dynamics reinforce each other. For Gen Z, social media is a space for logistical communication and an extension of their social circles, where peer influence and shared experiences significantly shape their behaviors (Erwin et al., 2023).

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CONCLUSION

Based on the findings and discussion, it is evident that both social media exposure and peer group interactions significantly and positively influence Gen Z's decision to visit Pasar Kangen Yogyakarta. This highlights the importance of leveraging digital platforms and peer-driven communication to engage this demographic effectively. The managerial implication for Taman Budaya Yogyakarta and Kundha Kabudaya (Dinas Kebudayaan DIY), as the organizers of Pasar Kangen, is to enhance their social media strategies by collaborating with digital Key Opinion Leaders (KOLs), particularly influencers who have a substantial following among Gen Z. This approach can amplify the reach and impact of promotional efforts, creating a stronger connection with the target audience. Considering that the influence of social media exposure is lower than that of peer groups. For future research, there are several directions to consider. Researchers could examine additional variables such as accessibility, attractiveness, or even revisit intention, which may provide deeper insights into visitor behaviors and preferences according to tourism management's point of view. Methodologically, employing advanced analytical tools like SEM-AMOS or adopting a mixed-methods approach could offer a more comprehensive understanding of the factors influencing decision-making. These enhancements could contribute to broader theoretical insights and practical applications, ensuring the sustainability and growth of events like Pasar Kangen in engaging younger generations.

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