

## Image of the destination on interest in tourist visits ecotourism destination Clungup Mangrove Conservation

### Citra destinasi terhadap minat kunjungan wisatawan destinasi ekowisata Konservasi Mangrove Clungup

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#### ABSTRACT

This study aims to determine the influence of Instagram social media and destination image on tourist visiting interest in the Clungup Mangrove Conservation. The object of this research is Clungup Mangrove Conservation located in Tambakrejo Village, Sumbermanjing Wetan District, Malang Regency. Researchers conducted this study as an effort to provide answers that Instagram social media and destination images can affect the interest of tourists visiting the Clungup Mangrove Conservation. The study used quantitative methods by distributing questionnaires through Google Form. The results of this study showed that Instagram social media and Destination Image positively influenced Tourist Visiting Interest by 76.4%, while 23.6% was influenced by variables outside this study. Destination image has a significant influence than Instagram social media on Tourist Visiting Interest. Suggestions that can be given from the results of this study mean that the role of managers is needed in spreading the Clungup Mangrove Conservation. With the advancement of technology at this time, it will be very easy for managers to market destinations through social media such as Tik-Tok and Facebook so that destinations are increasingly known to tourists.

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#### ABSTRAK

*Penelitian ini bertujuan untuk mengetahui pengaruh media sosial Instagram dan citra destinasi terhadap minat berkunjung wisatawan di Konservasi Mangrove Clungup. Objek penelitian ini adalah Konservasi Mangrove Clungup yang terletak di Desa Tambakrejo, Kecamatan Sumbermanjing Wetan, Kabupaten Malang. Peneliti melakukan penelitian ini sebagai upaya untuk memberikan jawaban bahwa media sosial Instagram dan gambar destinasi dapat mempengaruhi minat wisatawan berkunjung ke Konservasi Mangrove Clungup. Penelitian menggunakan metode kuantitatif dengan menyebarkan kuesioner melalui Google Form. Hasil penelitian ini menunjukkan bahwa Media Sosial Instagram dan Destination Image berpengaruh positif terhadap Minat Berkunjung Wisatawan sebesar 76,4%, sedangkan 23,6% dipengaruhi oleh variabel di luar penelitian ini. Citra Destinasi mempunyai pengaruh yang signifikan dibandingkan Media Sosial Instagram terhadap Minat Berkunjung Wisatawan. Saran yang dapat diberikan dari hasil penelitian ini adalah diperlukannya peran pengelola dalam mensosialisasikan Konservasi Mangrove Clungup. Dengan kemajuan teknologi saat ini, akan sangat mudah bagi pengelola untuk memasarkan destinasi melalui media sosial seperti Tik-Tok dan Facebook sehingga destinasi semakin dikenal wisatawan.*

## INTRODUCTION

There are various ways that tourism can have an impact on economic growth. First, it helps to provide the foreign currency needed to buy capital goods that are used as raw materials in manufacturing. Second, investments in infrastructure development have been stimulated by the growth of tourism. Third, the expansion of the tourism industry can promote the growth of other economic sectors through direct, indirect, and induced impacts. Fourth, more employment opportunities and higher income are also recognized as contributions from tourism. Fifth, tourism has a beneficial effect on the rate of economic growth (Dagustani *et al.*, 2018). According to Stanciu *et al.* (2022), tourism plays a significant role in the transfer of technological information, promoting research and development, and building up human capital.

In recent years, the tourism sector as the main sector that is being intensively developed in all countries globally before the Covid-19 pandemic, especially in Indonesia. Tourism potentials that have uniqueness or special characteristics that are not aligned from each country produce tourists never feel bored to refresh and travel to each tourist destination (Nur Setyaningsih & Farida, 2020). The diversity of ethnicity, language and culture is certainly the main characteristic owned by the State of Indonesia. Not only that, Indonesia is an archipelagic country whose diversity of plants, animals and natural beauty cannot be denied its beauty. This is the primary capital of the State of Indonesia to share the tourism sector.

Ecotourism Destination Clungup Mangrove Conservation is inseparable from the conservation movement of the local community of Sendangbiru Hamlet, This movement began in 2005 which was initiated by one of the local residents because of concern when he saw the mangrove forest that used to be a place for people to fish with their tall and large mangrove stands but when it became damaged, in 2005-2010 this local conservation movement only consisted of small groups. Then, in 2011-2014 this conservation movement stood on the flag of the Gatra Olah Alam Lestari Supervisory Community Group (POKMASWAS GOAL) under the Marine and Fisheries Service of Malang Regency. Then, in 2014-2015 due to the increasing number of local communities involved and joined this local conservation movement so that it transformed into the Bhakti Alam Sendang Biru Conservation Community Institution and in 2016 until now this local conservation movement was established independently under the Bhakti Alam Sendangbiru Foundation.

A digital platform known as social media enables users to interact with one another through communication and the sharing of content in the form of text, images, and videos (Appel *et al.*, 2020). Every piece of contributed content will be instantly accessible to everyone. This is due to the fact that this media is internet-assisted software, making it possible to distribute content at that moment so long as the user is connected using a strong internet connection. Instagram is currently the most popular social media platform. Instagram is a broad image-based platform that offers tools for creating online images and videos (Amelia, 2020).

The benefits of Instagram social media for tourism itself is as a means of promotion, communication, and information media between the destination and tourists. By uploading interesting photos and videos about a destination will make the destination more recognizable and attract tourists to visit (Wolfers & Utz, 2022). With tourism being facilitated of the social media Instagram, the author wants to discuss sustainable tourism based on natural tourism. This natural tourism can be an option to develop tourism and also develop an area. By developing natural tourism, it will provide benefits in terms of economy, human resource development, and maintaining the preservation of natural resources of an area (Kiswanto *et al.*, 2022). Ecotourism Destination Clungup Mangrove Conservation (CMC) is a conservation-based tourist destination. The conservation in CMC is Mangrove conservation, coral reef conservation, and fish conservation. CMC is located in Tambakrejo Village, Sumbermanjing Wetan District, Malang Regency.

The conceptual image a tourist has of a destination serves as an example of their overall impression (Alvianna *et al.*, 2022). According to Afshardoost & Eshaghi (2020), the term "destination image" now includes both an attribute of the destination and the impression it gives when viewed as a whole. Additionally, according to Wibowo *et al.* (2021), the idea of destination description serves as an expression of the source of all objective knowledge, preconceptions, fantasies, and emotional thoughts that people or groups have regarding restricted locales. The creation of tourist destination pictures is based on consumer emotion and rationality as a result of the interaction of two key elements, namely cognitive destination image and affective destination image.

Patalo *et al.* (2021b) examine the influence of social media promotion and tourism attraction on interest in visiting tourist destinations, as well as the interplay between general media promotion, tourism attraction, and the desire to revisit. Their findings reveal that both social media promotion and tourism attraction significantly and positively impact visitors' inclination to travel to tourist destinations. Moreover, the general media plays a crucial role in shaping the interest to revisit, especially among teenagers, acting as a potent influencer that molds perceptions and nurtures a desire to return (Rosário & Dias, 2023). This assertion underscores the substantial impact of the general media on cultivating interest in returning to specific locations, particularly among teenagers, and emphasizes its pivotal role as a key influencer in shaping individuals' views and motivations.

In the course of this investigation, the exploration has led to the development of hypotheses that provide meaningful contributions to the comprehension of visiting interest. The first hypothesis (H1) posits a

notable influence between Instagram Social Media variables and Visiting Interest. Moving forward, the second hypothesis (H2) asserts the existence of a significant influence between Destination Image variables and Visiting Interest. Furthermore, the third hypothesis (H3) suggests a simultaneous impact between Instagram Social Media and Destination Image on Visiting Interest. Lastly, our fourth hypothesis (H4) contends that Instagram Social Media holds a dominant sway over Visiting Interest. These hypotheses, carefully formulated and derived from our research findings, serve to deepen our understanding of the intricate dynamics shaping individuals' interest in visiting various destinations.

## METHOD

This study adopts an explanatory research approach, focusing on the Clungup Mangrove Conservation Ecotourism situated in Tambakrejo Village, Sumbermanjing Wetan District, Malang Regency. The population under investigation encompasses all tourists who visited the Clungup Mangrove Conservation in 2022, and due to the unknown size of this population, the study employs a purposive sampling technique. This method is deliberately confined to individuals possessing exclusive information sought by the researcher or meeting specific criteria established by the study (Juliana *et al.*, 2022)

In accordance with this purposive sampling approach, the researchers select participants based on their relevance to the study objectives, specifically targeting visitors to the Clungup Mangrove Conservation location and drawing insights from their opinions. Given the unknown population size, the sampling is determined by multiplying the number of question items (11) by a factor of five to ten, resulting in a sample size of 110 respondents. The rationale for this approach is to ensure that the conclusions drawn from the study's sample are applicable to the broader population, emphasizing the importance of representative sampling (Asnawi, 2021).

Acknowledging the absence of preliminary data regarding the total number of visitors to the Clungup Mangrove Conservation, the researchers aimed to capture a diverse range of visitors. Therefore, the sample size of 110 respondents is selected to offer a representative snapshot of the population, facilitating the generalizability of study findings.

## RESULTS AND DISCUSSION

This is a description of the respondent data whose filled out the questionnaire in this study. The data taken include gender, age, occupation, and monthly income.

**Table 1.** Description of Respondents Based on Gender

No.	Gender	Frequency	Percentage
1.	Male	32	58%
2.	Female	23	42%
	Total	55	100%

Source: Primary data processed (2022)

Based on table 1 above, it is stated that respondents with male gender were 32 respondents (58%) and female respondents were 23 respondents (42%). This data shows that the average questionnaire was filled out by male respondents, namely 58%. This shows that most men want or are interested in coming to the Clungup Mangrove Conservation (CMC) for tourism.

**Table 2.** Description of Respondents by Age

No.	Age	Frequency	Percentage
1.	<20 Years	7	12%
2.	21-30 Years	46	84%
3.	31-40 Years	1	2%
4.	>40 years	1	2%
	Total	55	100%

Source: Primary data processed (2022)

Table 2 above states that respondents who filled out this research questionnaire had ages ranging from under 20 years to over 40 years. The age ranges that filled out this research questionnaire are: age <20 years as many as 7 respondents (12%), age 21-30 years as many as 46 respondents (84%), age 31-40 years as many as 1 respondent (2%), and age 40 years and over as many as 1 respondent (2%). Judging from this data, the age that fills the most is 21-30 years old. This is because respondents at that age are productive age. So that respondents at that age have and are still able to visit the Clungup Mangrove Conservation (CMC).

The data in table 3 states that there are several respondents who filled out this research questionnaire, including: Students as many as 35 respondents (64%), Self-employed as many as 5 respondents (9%), Private Employees as many as 10 respondents (18%), and Other Occupations such as teachers, lecturers, traders,

housewives, pastors, and others as many as 5 respondents (9%). This shows that those who are interested in visiting the ecotourism destination Clungup Mangrove Conservation (CMC) are students.

**Table 3.** Description of Respondents Based on Occupation

No.	Jobs	Frequency	Percentage
1.	Student	35	64%
2.	Self-employed	5	9%
3.	Private Employee	10	18%
4.	More	5	9%
	Total	55	100%

Source: Primary data processed (2022)

Table 4 states that respondents who filled out this research questionnaire had a monthly income of less than 500,000 as many as 20 respondents (36%), 500,001 - 1,500,000 as many as 16 respondents (29%), 1,500,001 - 2,500,000 as many as 8 respondents (15%), 2,500,001 - 3,500,000 as many as 4 respondents (7%) and above 3,500,000 as many as 7 respondents (13%). These results state that respondents who are interested in visiting the Clungup Mangrove Conservation (CMC) are respondents who have a monthly income of less than 500,000. But respondents with monthly income below 3,500,000 still have the same interest in visiting the Clungup Mangrove Conservation (CMC)

**Table 4.** description of respondents based on monthly income

No.	Monthly Income	Frequency	Percentage
1.	<500.000	20	36%
2.	500.001-1.500.000	16	29%
3.	1.500.001-2.500.000	8	15%
4.	2.500.001-3.500.000	4	7%
5.	>3.500.000	7	13%
	Total	55	100%

Source: Primary data processed (2022)

The t test is carried out with the aim of partially testing whether the dependent variable (X) has an influence on the independent variable (Y). The test uses a significance value of 0.05 (5%).

**Table 5.** Partial Test Results

Variables	T <sub>count</sub>	T <sub>tabel</sub>	Sig.
Instagram social media (X1)	0,133	1,673	0,895
Destination image (X2)	7,905	1,673	0,000

Source: Primary data processed (2022)

The significance test results show that the Instagram social media variable (X1) has a Sig. value of 0.895, which exceeds the 0.05 significance limit. Based on these results, it can be concluded that the Instagram social media variable does not have a partially significant effect on tourist interest (Y). This conclusion indicates that Hypothesis H1 is rejected, indicating that the Instagram social media variable does not contribute significantly to tourist interest.

The destination image variable (X2) shows a Sig. value of 0.000, which is smaller than the 0.05 significance limit. The conclusion that can be drawn is that the destination image variable has a partial effect on tourist interest (Y). Therefore, Hypothesis H2 can be accepted, indicating that the destination image variable has a significant influence on tourist interest in visiting.

According to Ekasari *et al.* (2023), this test aims to assess whether all independent variables (X) together affect the dependent variable (Y). The evaluation process is carried out by comparing the calculated F value and F table at the  $\alpha$  significance level of 0.05. The conclusion drawn is if the calculated F value is significantly less than 0.05, it can be assumed that all independent variables have an influence on the dependent variable.

**Table 6.** Simultaneous Test Results (F)

F <sub>count</sub>	F <sub>tabel</sub>	Sig.
84,248	3,17	0,000

Source: Primary data processed, 2022

Based on the table above, it is known that the sig value.  $0,000 < 0,05$ . So in accordance with the basis for decision making in the F test it can be concluded that X1 and X2 simultaneously affect Y and H3 is accepted.

According to Lasarudin *et al.* (2022), the Coefficient of Determination ( $R^2$ ) is used to measure the extent to which the dependent variables can be explained. The range of  $R^2$  values is between 0 and 1, with a small value indicating limited dependent variables. If the coefficient of determination is equal to zero, this indicates that the independent variable has no influence on the dependent variable. Conversely, if the coefficient of determination is close to 1, this indicates that the independent variable has a significant influence on the dependent variable.

**Table 7.** Results of Determination Coefficient Analysis

Model	R	R Square	Adjusted R Square
1	0.874	0.764	0.755

Source: Primary data processed (2022)

Based on Table 7 above, it can be concluded that the coefficient of determination in this study has a value (R square) of 0.764. This figure indicates that the Instagram Social Media variable and destination image together contribute 76.4% to the dependent variable (tourist interest). The rest, about 23.6%, is influenced by other factors outside the scope of the study, such as tourist attractions, facilities, and accessibility. The following are the results of multiple linear regression data analysis in table 8.

**Table 8.** Results of Regression Statistical Analysis from Instagram Social Media (X1), Destination Image (X2), and Visiting Interest (Y)

Independent variable	B	Beta	Tcount	Itself
Instagram Social Media (X1)	.017	.016	.133	.895
Destination Image (X2)	.890	.861	7.905	.000
<b>Dependent Variables</b>	Visiting Interest (Y)			
<b>Constant</b>	35.286			
<b>R</b>	.874			
<b>R<sup>2</sup></b>	.764			
<b>R<sup>2</sup> Adjusted</b>	.755			
<b>F count</b>	84.198			
<b>Probability</b>	.000			
<b>Line Equation</b>	$Y = 35.286 + 0.017X1 + 0.890X2 + e$			

Source: Primary data processed (2022)

According to Table 8 above, it can be seen if the coefficient determination (R Square) = 0.764, which means that Instagram social media variables and destination descriptions affect tourist visiting interest in CMC ecotourism destinations as much as 76.4%, while the remaining 23.6% are influenced by other variables that are not studied in this study, for example attractions, access, amenities and also promos and prices that can affect interest in visiting. the results of the F test in table two, show the effect that the Instagram social media variable and the description of the destination have a significant effect simultaneously or together on the interest of tourists Clungup Mangrove Conservation (Sig F = 0.000). While the results of the t test are signs that will occur: 1) the Instagram social media variable (X1) does not have a significant impact on the interest of tourists visiting Clungup Mangrove Conservation (sig t = 0.895) means that the first hypothesis H1 is rejected, 2) The destination picture variable (X2) has a significant effect on tourists' visiting interest in Clungup Mangrove Conservation (sig t = 0.000) means that the second hypothesis H2 is acceptable.

Social media can be thought of as a digital platform that gives users the tools to engage in social activities. For instance, talking or interacting to share news or content in the form of writing, images, and videos are some activities that can be done on social media. Many rumors regarding the earlier content posted may be available to all users for a full 24 hours. Instagram is a form of social media that is described as a repository for pictures, videos, and handwritten notes that are used to connect people on the network, both personally and professionally. Instagram social media, however, has little impact on visiting interest in this study (Simarmata *et al.*, 2021) (Wismantoro *et al.*, 2023). This is feasible since visitors that arrive are familiar with the area.

The image of a tourist destination is the image of the overall impression that enters the mind of a tourist. A destination image is a representation of all of an individual's or a group's objective knowledge, claims, ideas, and emotional thoughts about a particular place (Isman *et al.*, 2020) (Laing & Kuntariati, 2022). The results of this study show that destination descriptions have a significant impact on tourist interest in visiting, especially as destination image remains important and needs to be considered and maintained by all destination managers in the three countries. Improve ecotourism of Clungup Mangrove Conservation. This is in line with research conducted by where the image of the destination influences the interest in visiting (Sandrio *et al.*, 2020) (Estikowati *et al.*, 2022).

Instagram social media and destination images together hypnotized the interest in visiting the Clungup Mangrove Conservation. After the completion of the research, the general media and the image of the

destination hypnotized the interest of tourists visiting the Clungup Mangrove Conservation as much as 76.4%, it can be concluded that the Instagram social media variable, as well as the description of the destination together have a significant and positive effect on the variable of Tourist Visiting Interest. This is in line with research conducted by where social media influences visiting interest (Alvianna *et al.*, 2023).

The description of the destination most influencing the interest of visiting tourists in the Clungup Mangrove Conservation. Reviewed from the results of research, it shows that the most influential is not the general media Instagram on Tourist Visiting Interest in the Clungup Mangrove Conservation. This means that the description of the destination has a significant effect on the interest of tourists visiting the Clungup Mangrove Conservation. thus the Instagram general media that has the most influence on Tourist Visiting Interest is not proven.

## CONCLUSION

From this study, it can be concluded when: 1) Instagram social media variables do not have a significant effect on the interest of tourists visiting Clungup Mangrove Conservation, two) Destination description variables have a significant effect on tourist visiting interest in Clungup Mangrove Conservation, 3) Instagram social media variables and destination images simultaneously affect the interest of tourists visiting Clungup Ecotourism Mangrove Conservation, 4) Destination image variables that have a more dominant impact on tourist visiting interest in Clungup Mangrove Conservation.

Suggestions that can be given from the results of this study mean that the role of managers is needed in spreading the Clungup Mangrove Conservation. With the advancement of technology at this time, it will be very easy for managers to market destinations through social media such as Tik-Tok and Facebook so that destinations are increasingly known to tourists. The manager must also be active in conveying information and interacting with tourists so that tourists get news clearly and thoroughly. For tourists who will visit the Clungup Mangrove Conservation, it is necessary to obey the regulations that have been made by the manager for the good of the destination and tourists themselves. Tourists who will visit are expected not to hamper both facilities and the environment, maintain cleanliness by not littering at the location, because the Clungup Mangrove Conservation means an ecotourism destination that aims to maintain and preserve natural resources in it. Apart from this, the current condition needs to be maintained, such as existing amenities, attractions and accommodation because this is one of the things that makes tourists interested in visiting. This is also the case by maintaining cooperation with existing communities around the destination location. What we can give further advice is the need to maintain the quality of the information media that has been created while maintaining the quality of up-to-date information and news.

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