

ABSTRAK

Gina Serina. 2022. "Pengaruh Terpaan Media Sosial dan Daya Tarik Wisata Terhadap Intensi Berwisata Ke Objek Wisata Cipatujah Di Masa Pandemi Covid 19 (Survei Wisatawan Lokal)".Jurusan Pendidikan Ekonomi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi Tasikmalaya. Di bawah bimbingan H.Yoni Hermawan, M.Pd dan Edi Fitriana Afriza, M.M

Masalah penelitian mengenai intensi berwisata wisatawan lokal yang berkunjung ke objek wisata cipatujah di masa pandemi covid 19 rendah dibandingkan tahun sebelum adanya pandemi covid 19. Tujuan penelitian untuk mengetahui pengaruh terpaan media sosial dan daya tarik wisata terhadap intensi berwisata ke objek wisata cipatujah di masa pandemi covid 19 pada wisatawan lokal. Metode penelitian menggunakan metode survei dengan desain penelitian Eksploratori. Populasi penelitian yaitu wisatawan lokal yang berwisata ke objek wisata cipatujah, dengan teknik pengambilan sampel yang menggunakan *Accidental sampling* yang dijadikan anggota sebanyak 151 orang. Teknik pengumpulan dengan kuesioner dan dokumentasi ditunjang teknik analisis data menggunakan analisis regresi linier berganda. Hasil Uji parsial menyatakan bahwa nilai signifikan terpaan media sosial adalah 0,010 artinya terdapat pengaruh terhadap intensi berwisata, nilai signifikan daya tarik wisata adalah 0,027 artinya terdapat pengaruh terhadap intensi berwisata. Secara simultan nilai signifikan yang diperoleh sebesar 0,003 artinya terdapat pengaruh antara terpaan media sosial dan daya tarik wisata terhadap intensi berwisata pada wisatawan lokal.

Kata Kunci: Terpaan Media Sosial, Daya Tarik Wisata, Intensi Berwisata

ABSTRACT

Gina Serina. (2022). thesis.Effect of exposure to Social Media and Tourist Attraction on Intention to Travel to Cipatujah Tourist Attractions during the Covid 19 Pandemic (Survey Of Local Tourists).Department of Economic Education Faculty of Teacher Training and Education, Siliwangi Tasikmalaya University.Under the guidance of H. Yoni Hermawan, M.Pd and Edi Fitriana Afriza. M.M.

The research problem regarding the tourist intention of local tourist visiting the Cipatujah tourist attraction during the Covid-19 pandemic was low compared to the year before the Covid-19 pandemic.The purpose of the study was to determine the effect of social media exposure and tourist attraction on the intention to travel to Cipatujah tourist objects during the Covid 19 pandemic on local tourist. The research method uses a survey method with an explanatory research design. The research population is local tourist who travel to the Cipatujah tourist attraction, with a sampling technique that uses Accidental Sampling which is made up of 151 members.The technique of collecting with questionnaires and documentation is supported by data analysis techniques using multiple linier regression analysis.The results of the partial test state that the significant value of social media exposure is 0,010 meaning that there is an influence on travel intentions, a significant value of tourist attraction is 0,027 meaning that there is an influence on travel intentions.Simultaneously, the significant value obtained is 0,003 which means that there is an influence between exposure to social media and tourist attraction on the intention of traveling to local tourists.

Keywords :Exposure to Social Media,Tourist Attraction,Travel Intentions.