



The Influence of Celebrity Endorsers On Social Media On Tourists' Visiting Interest In Melasti Beach Bali

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ABSTRACT

One of the efforts to increase interest in visiting is to design various marketing and tourism strategies, one of which is the endorser strategy. This research aims to determine the effect of celebrity endorsers in social media on the interest of visiting tourists at Melasti Beach. This research belongs to the type of quantitative research. The population in this study is domestic millennial tourists who visit the Melasti Beach tourist attraction with a sample of 200 respondents. This research data collection uses a questionnaire distributed online with the help of a barcode containing a google form and analyzed using SEM with SmartPLS 3.0 software. The results of this analysis indicate that the effectiveness of the Celebrity endorser with the highest average value of 4.28% and the lowest average value of 3.84%, the celebrity endorser has a significant effect on visiting interest, social media with the highest average value of 4.29% and the lowest average value is 3.36%, then social media has a significant effect on visiting interest, social media with the highest average value is 4.19% and the lowest average value is 3.83% so it has a significant effect on interest in visiting and social media are able to mediate the influence of celebrity endorsers on visiting interest.

Keywords:

celebrity endorser, social media, interest in visiting, tourist attraction, domestic millennial tourists

INTRODUCTION

The tourism industry in Indonesia is currently developing very rapidly and making it easier for humans to find and visit new tourist destinations in Indonesia. Current tourist destination managers must be able to carry out various strategies in order to compete in attracting tourists to visit, especially the endorser strategy as a medium to introduce tourism in Indonesia to the wider community (Albarq, 2014); (Sidiq & Yunitasari, 2018). Endorser is an advertising endorsement or commonly

referred to as an advertising star who provides support for the product to be advertised (Shimp, 2003).

A survey conducted by the Global Business Travel Association (2015) shows that millennials (ages 18-34) are more likely to use social media than baby boomers (ages 56 or older). Millennials usually use social media to find information, recreation or entertainment, socialize and experience a sense of community (Valkenburg et al., 2006). Millennials tend to strive to develop their personality, attitudes, values as well as physical appearance by following their idol celebrities (Bigné et al., 2001). In South Korea, celebrity endorsers are the most frequently used attraction in tourism promotions and travel magazine advertisements to attract millennials (Grace et al., 2018).

The country of Indonesia is the best tourism destination and is a country with the number of millennial generation reaching 69.90 million people from the total population of 270.2 million people in 2020 (Antaranews.com, 2020), has the opportunity to use celebrity endorsers as a medium in promoting Indonesian tourism to tourists, especially millennials. This is supported by research (Glover, 2009) states that celebrity endorser involvement is one way to stimulate tourists to visit a tourism destination and research conducted by (Chung & Cho, 2017) shows that celebrity endorser involvement significantly affects the interest in visiting Generation Y Hong Kong residents to tourist destinations in Hong Kong.

In 2020 to be precise in January, users who are active on Indonesian social media reached 160 million. This figure is up 8.1% compared to April 2019. Youtube is a social media that is very often used by the people of Indonesia. The use of social media is most used for chatting and social networking (Datareportal, 2020). There are many things that tourists can do in using social media to support their travel, ranging from booking flight tickets, hotel tickets, looking for tourist attractions that suit their wishes, buying travel equipment, looking for unique destinations using online maps and so on (Baloglu & McCleary, 1999).

Bali is a favorite tourist destination in Indonesia that is able to provide the most attraction to the interest of a tourist (Hakim & Mulia, 2019). The results of research conducted by IDN Research Institute, 2019 stated that millennial tourists choose Bali as one of the 3rd favorite tourist destinations after Yogyakarta and Bandung. Millennial tourists choose Bali because it has very beautiful natural scenery and a diversity of interesting cultures to see. The number of tourist visits to Bali increased in 2016 to 2019 which was dominated by domestic tourists (Lim & O'Cass, 2001). But in 2020 the number of tourist visits to Bali decreased significantly due to the Covid-19 pandemic.

Bali was awarded as the best destination in Asia by Tripadvisor. The world's largest travel online platform announced the Choise Travel Award winners for destinations in August 2020. The island of the gods beat Phuket and Bangkok in Thailand and Goa in India. Market analysis and Foreign Tourist Satisfaction Index, 2019 stated that the type of tourism that is most in demand by tourists is the beach with the most percentage of 34.9%. Indonesia's tourism potential, both natural and artificial, has its own characteristics, including mountains, beaches, underwater beauty, rice fields, museums, places of worship and so on (Lascu, 2017).

Various tourist attractions that can be found by tourists while in Bali, both natural (Nature) and man-made (man made). (Siregar & Widyawati, 2016)

analyzed the factors that influence the visit of domestic tourists to Bali Lestari Beach, namely, 1) weather factors, 2) distance traveled, 3) ticket prices, 4) natural tourism, 5) relaxing and enjoying processed sea, 6) atmosphere, 7) safety and comfort and, 8) service.

Melasti Beach located in Badung Regency is a beach that is the destination of tourists. The beauty of the beach with high cliffs is a factor driving tourists to visit Melasti Beach. The name Melasti beach was taken because this beach is a place for people to perform the "Melasti" ceremony every year. The existence of Melasti Beach began to be known by the wider community through social media, Mr. Karnawa as the Business Chairman of the Melasti Beach area has collaborated with his colleague who is a Celebgram to promote in the Melasti Beach Area through social media both Youtube, Instagram, Facebook and others. Without realizing it, the activity of uploading images on social media carried out by visitors is also an influence in increasing the interest in tourist visits so that information can be easily accessed by tourists (Luhfi & T., 2018).

Since the establishment of the Melasti Beach Business Management Agency in August 2018, the number of visits has increased from 2018 to 2019. It was recorded that visits from tourists totaled 174,353 visitors in 2018, and it was observed to have an increase in the number of tourists, namely 506,372 visitors in 2019, and a decrease of 446,514 tourists in 2020. This is because from April to June there was a closure of the area on Melasti beach in general due to corona cases, then in 2021 there were 605,259 tourists. The condition of this visit results in fewer foreign visits than domestic visits, this is obtained from data collection carried out by the Melasti Beach Manager. Social media is a media that provides information about Melasti Beach (Nathaniel, 2020).

The government through the creative economy and the ministry of tourism implemented an endorser strategy as a means of promoting tourism in Indonesia in increasing a tourism sector amid the corona case (Putri, 2016). The endorser strategy is expected to be able to attract an interest from tourists, both foreign and domestic, in traveling back to tourist destinations in Indonesia. The celebrity chosen to be an endorser is Anya Geraldine. (kemenparekraf.go.id, 2020).

Anya Geraldine was asked to promote Bali tourism, one of which is in the tourist attraction of Melasti Beach and at the same time try to travel in the midst of corona with the implementation of the CHSE (cleanliness, health, safety, environmental sustainability) protocol (Liputan6.com, 2020). Anya Geraldine promoted through her instagram social media by posting photos of activities carried out at Melasti Beach.

The Ministry of Tourism and Creative Economy hopes that tourism promotion activities in collaboration with celebrity endorser Anya Geraldine can attract and bring trust from domestic tourists to visit by attracting Melasti Beach tourism. As well as the promotion of tourist destinations using celebrity endorsers is also expected to attract millennials to visit (Sharon et al., 2018).

Based on the description above, this research was carried out to find information about how high the effectiveness of the influence of celebrity endorsers on Social Media on Tourists' Visiting Interests at Melasti Beach Bali" so that the results of this research can be a reference for the management in considering effective tourism promotion

strategies for the tourist attraction of Melasti Beach in attracting visiting interests, especially domestic millennial tourists.

METHODS

The object in this study is the influence of celebrity endorsers in social media on the interest of tourist visits related to the attractiveness of Melasti Beach tourism. The tourists in question are domestic millennial tourists. This research is located in the tourist attraction of Melasti Beach which is part of the South Kuta Tourism Area, Badung Regency. Melasti Beach has very good access so it is easy to pass by tourists. The location of Melasti Beach is 17.4 kilometers from the airport and takes 33 minutes.

1. Participants / Subject / Population and Sample

The population in this study is all domestic millennial tourists who visit the tourist attraction of Melasti Beach. (Hair, 2010) mentions the appropriate sample size in the use of SEM analysis, where a good sample size is between 100-200 samples. So with the consideration that the sample can represent the best population and can strengthen the results of the study, the number of samples is determined to be as many as 200 samples in accordance with the theory of Hair et al (2010: 637) for the maximum likelihood estimation technique. The criteria for determining the sample are: Domestic tourists who have visited the tourist attraction of Melasti Beach. Have seen celebrity endorsers who post (in the form of photos / videos) containing about promoting the tourist attraction of Melasti Beach on their social media accounts. Travelers aged 20-40 years (age range of the current millennial generation born in 1981-2000 according to Kotler&Amstrong, 2018:97-99).

2. Instruments

Data collection techniques in this research with observation, survey, literature studies and documentation.

3. Data Analysis

This research uses SEM-PLS analysis operated through SmartPLS 3.0 software or software. (Jogiyanto, 2017). This research uses SEM-PLS analysis operated through SmartPLS 3.0 software or software. (Jogiyanto, 2017).

RESULT AND DISCUSSION

The results of data analysis from all domestic millennial tourists who visited the tourist attraction of Melasti Beach showed that the entire grain of the instrument was valid with koef. The correlation exceeds 0.30,

Table 1: Instrument Reliability Test

No	Variable	Cronbach's Alpha	Ket
1	Celebrity Endorser	0,985	Reliabel
2	Social Media	0,980	Reliabel
3	Visiting Interests	0,977	Reliabel

(Source: Primary Data Processed, 2022)

Referring to the table above, overall the variables in this research are reliable and feasible for a further analysis

Based on the results of the analysis, the overall value on the convergent validity test exceeded 0.7, so the data in the study were **valid**. Referring to the results of the analysis that all discriminant validity values in each variable exceed 0.7 so that the data in this study is **valid**.

Table 2: Convergent AVE Validity Test Results

	AVE
Celebrity Endorser (X)	0,888
Social Media (M)	0,803
Visiting Interests (Y)	0,873

(Source: Primary Data Processed, 2022)

Referring to the table, the overall AVE exceeds 0.5 so the data in this study is valid.

Table 3: Reliability Test Results

	Cronbach's Alpha	Composite Reliability
Celebrity Endorser (X)	0,988	0,990
Social Media (M)	0,983	0,985
Visiting Interests (Y)	0,975	0,980

(Source: Primary Data Processed, 2022)

Referring to the results of the analysis that, the value of Cronbach's alpha in each variable exceeds 0.7 so that the data in this study is reliable. Referring to the results of the analysis that, the value of Composite reliability in each variable exceeds 0.7 so that the data in this study is reliable.

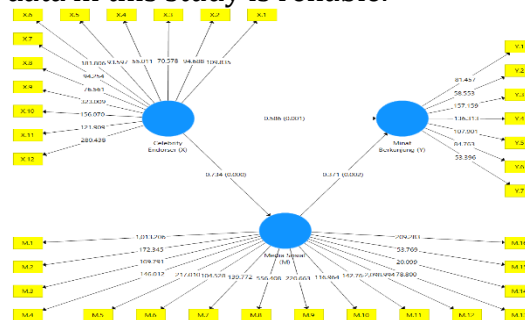


Figure 1. Inner Model

(Source: Primary data processed, 2022)

Table 5: R-square Test Results

	R Square	R Square Adjusted
Social Media (M)	0,538	0,536
Visiting Interests (Y)	0,800	0,798

(Source: Primary data processed, 2022)

Referring to the table that its R-square value for the celebrity endorser variable to social media is worth 0.538 including moderate which gives a picture of having an influence worth $0.538 \times 100\% = 53.8\%$. the R-square value for the celebrity endorser variable's interest in making visits worth 0.800 is good which gives an idea

of having an influence worth $0.800 \times 100\% = 80.0\%$. With a Q-square value of 0.908 so the model is relevant to its predictive value.

Table 6 Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Celebrity Endorser (X) -> Social Media (M)	0,734	0,749	0,013	55,243	0,000
Celebrity Endorser (X) -> Visiting Interests (Y)	0,586	0,581	0,019	30,149	0,001
Social Media (M) -> Visiting Interests (Y)	0,371	0,383	0,016	23,220	0,002
Celebrity Endorser (X) -> Social Media (M) -> Visiting Interests (Y)	0,272	0,287	0,007	39,567	0,001

(Source: Primary data processed, 2022)

Referring to the results of the research, it provides an illustration that the p-value $< \text{signifikan} (0,001 < 0,05)$, dengan nilai betanya bernilai positif 0,586, serta t-statistics="" (30,149 > 1.96), so it can be concluded that Celebrity endorsers have a significant influence on the interest in visiting Melasti beach tourism. This means that the better the celebrity endorser in promoting, the more interest in visiting Melasti beach tourism will increase

According to (Wijaya et al., 2015) celebrity endorser or celebrity supporter is an individual who is known to the public for the achievement of the supported product. Referring to the description, it can be stated that a person who does celebrity support is an individual who is known to the public for the achievement of the supported product. A message that can be informed from an interesting source can be faster and easier to attract the attention of a consumer. Celebrity endorsement is the use of celebrities in an advertisement that aims to provide recommendations in the use of a sponsored product (Wijaya et al., 2015).

This is according to research by (Grace et al., 2018) which states that the involvement of celebrity endorsers can significantly affect the interest in visiting Generation Y Hong Kong residents to tourist destinations in Hong Kong.

Referring to the results of the data analysis of the p-value $< \text{sig} > (0,002 < 0,05)$, with its beta value worth positive 0,371, and value t-statistics (23,220 > 1.96), it can be concluded that social media has a significant influence on the interest in visiting tourists on Melasti beach. This means that the more attractive the money on social media, the more attractive it will be to tourists on Melasti beach.

Social media is a medium used by a consumer in sharing information, videos,

sounds, and images either with the company or other people around him. (Kotler & Keller, 2014) provides an explanation that social media is an internet medium that provides the possibility of use in forming social relationships virtually, sharing information with other users, collaborating and interacting virtually.

Referring to the results of the data analysis of the $p\text{-value} < \text{sig} (0,001 < 0,05)$ dengan nilai betanya senilai positif 0,272 serta nilai t-statistics ($39,567 > 1.96$) it can be concluded that social media is able to mediate the influence of celebrity endorsers on interest in visiting tourists on Melasti beach. This means that the better the celebrity endorser in promoting and the more attractive the money on social media, the higher the interest in visiting tourists on Melasti beach will be

In general, the interest in visiting is a sense of wanting to visit a location that he finds interesting to visit. (Kotler & Keller, 2014), adding that interest in visiting is a step taken by consumers in deciding or choosing a visit to a tourist attraction according to their experience in doing tourists.

This is according to research by (Grace et al., 2018) which states that the involvement of celebrity endorsers can significantly affect the interest in visiting Generation Y Hong Kong residents to tourist destinations in Hong Kong.

CONCLUSION AND LIMITATIONS

The conclusions in this research are:

1. Celebrity endorsers have a significant effect on the interest in visiting Melasti beach tourism. This means that the better celebrity endorsers are at promoting, the more interest in visiting Melasti beach tourism will increase.
2. Social media is able to have a significant influence on the interest in visiting Melasti beach tourism. This means that the more attractive the money on social media, the more interest in visiting tourists in the tourist attraction of Melasti beach will increase.
3. Social media is able to mediate the influence of celebrity endorsers on the interest in visiting tourists on Melasti beach tourism. This means that the better the celebrity endorser in promoting and the more attractive the money in social media, the more interest in visiting Melasti beach tourism will increase.

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