

LAPORAN PENELITIAN
THE SIGNIFICANCE OF TOURISM ATTRACTION AND SOCIAL MEDIA
PROMOTION ON THE INTEREST OF RETURN VISIT



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DAFTAR ISI

HALAMAN JUDUL	i
LEMBAR PENGESAHAN.....	ii
DAFTAR ISI	iv
ABSTRACT	v
INTRODUCTION.....	1
METHOD.....	4
RESULTS AND DISCUSSION	5
Umbul Ponggok Attraction	5
Promotional Efforts through Social Media	8
Instagram Account Profile @umbul_ponggok	9
Facebook Account Profile @umbul_ponggok's.....	10
DISCUSSION.....	11
The Respondents Characteristics	11
The Results of Descriptive Analysis of Tourist Attraction Variables (X1)	11
Results of Descriptive Analysis of Social Media Promotion Variables (X2).....	14
Results of Descriptive Analysis of Interest in Returning Variables (Y)	18
Inferential Analysis Results	19
The Influence of Tourist Attractions on Tourists' Revisit Interests	20
The Effect of Social Media Promotion on Tourists' Interest in Return Visit	21
CONCLUSION	24
REFERENCES.....	25

ABSTRACT

The interest of return visit in the tourism sector business is the most important factor. Tourist destinations that have unique attractions and their promotions that are always maximized will influence tourists to return to visit those tourist attractions. The purpose of this article was to analyze the influence of tourist attraction and social media promotion on the tourists' interest in returning visit to the *Umbul Ponggok Klaten*. The method applied in this research is quantitative with multiple linear regression approach. Primary data in this study were obtained through questionnaires and observation, while secondary data was obtained through literature study and documentation. The sample in this study by purposive sampling was 100 respondents who were Instagram and Facebook users and they have visited *Umbul Ponggok* at least once, and their age are about 17 years old and above. The results of this study show that tourist attraction and social media promotion have significance on return interest. As for the partial test the tourist attraction has a positive and significant effect on the return visit. While social media promotion has a negative and insignificant effect on interest in returning, the tourist attraction dominates more than the social media promotion.

Keywords: Tourist Attractions; Tourists' Revisit Interests; Umbul Ponggok