

The Impact of E-WOM Social Media in Influencing Destination Image and Visit Intention in the Context of Tourism Industry: An Empirical Investigation of Social Media Enterprise Instagram Followers in Malang Raya, East Java

Muhamad Rizky Ramdan^{1*}, Mochammad Al Musadieq², Edy Yulianto³, Edriana Pangestuti⁴

Universitas Brawijaya, Indonesia

Corresponding Author: Muhamad Rizky Ramdan rizky.ramdan92@gmail.com

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ABSTRACT

Promotion of tourism using social media in the current era is no longer something new, this is a special attraction for tourism industry players in promoting tourist attractions. Rapid technological changes and changes in tourist behavior have changed competition in the tourism industry. So, this can have an impact on drastically increasing digital tourism opportunities. This research aims to test and explain electronic word of mouth (E-WOM) can influence destination image and its impact on visit intention on followers of enterprise social media Instagram accounts operating in the tourism sector in Malang Raya. This research is explanatory research with quantitative methods. Data was obtained from 400 followers of enterprise social media Instagram accounts. Structural Equation Modeling (SEM) with SmartPLS 4.0 is used as a data analysis tool. The research results show that electronic word of mouth (E-WOM) has a positive and significant effect on destination image and visit intention. This means that the role of social media enterprises operating in the Malang Raya tourism sector is good in improving the image of available tourist destinations and increasing tourists' intention to visit tourist destinations in Malang Raya currently.

INTRODUCTION

The tourism sector has potential that must continue to be developed. Tourism is part of a strategic industrial sector and can generate foreign exchange for the country. The development of the Indonesian tourism industry is very important in improving the Indonesian economy. In a dynamic and ever-evolving tourism industry, effective communication, collaboration and information sharing are critical to the success of the tourism sector.

social media enterprise, is able to provide transformative solutions by leveraging the power of social media and business networks to increase collaboration, simplify operations, and provide experiences in the tourism industry. By connecting businesses, facilitating communication, and encouraging the exchange of insights, these social media platforms can also empower tourism organizations to provide experiences, adapt to market trends, and create sustainable destinations. By embracing social media enterprise can increase sustainable tourism.

Platform social media enterprise in the tourism sector, it functions as a tool to promote destination marketing and management. Destination management organizations can take advantage platform this is to engage with local businesses, tourism stakeholders and residents to co-create and promote effective destinations. Social media has become an indispensable part of companies and is one of the best ways to reach customers and clients (Susanto and Astutik, 2020).

Apart from that, to adapt to the tourism industry which is dynamic and continues to develop with the existence of social media, social media companies continue to develop content that is uploaded in the form of visual cues and verbal cues to explain information related to tourist attractions currently taking place at tourist destination. Scalability on information quality *E-WOM* This forms consumer perceptions with two categories; *visual cues* And *verbal cues* to explain ongoing tourist attractions (Filiari et al., 2021). With that aim, the derivation of tourism marketing communication channel organism reception provides a good perception of the destination image, so that it can increase tourists' intention to visit tourist destinations (Jiang et al., 2022). Apart from destination image as an element of assessing the physical quality of tourist destinations, attitude towards destination also participates as an element of affective evaluation in forming interest in visiting (Zarrad & Debabi, 2015).

In this study, researchers present new research related to developments in literature regarding Electronic Word of Mouth (E-WOM) in the context of tourism. Then, explain related to scope the social media used as the research object is an Instagram social media account which specifically contains tourism content to improve tourism destination image And attitude towards destination for prospective tourists/followers of social media accounts of enterprises operating in the tourism sector so as to increase tourists' intention to visit tourist destinations available in the Malang Raya area.

LITERATURE REVIEW

Electronic Word of Mouth (E-WOM) and Destination Image

Electronic word of mouth (E-WOM) the dynamic and ongoing process of exchanging information between potential and actual consumers regarding a

product, service, brand, or company, made available to many people and institutions via the Internet (Ismagilova et al 2017). E-WOW are reviews or comments made by customers and marketers that are uploaded to their personal pages, while reviews or comments that are uploaded to related company web pages or third party company web pages are called online customer reviews (OCR) (Mudambi and Schuff 2010). Whereas destination image is the objective knowledge, prejudices, imagination and emotional thoughts of individuals and groups towards a particular location. Tourists' desire to travel causes tourists to be actively involved in searching for information and using certain information sources. Then, Godes and Mayzlin (2004) explained that communication E-WOM is a mainstay of the tourism industry because this communication can attract new tourists and is also an indicator of how satisfactory the services have been provided to tourists by tourism service providers.

According to Setiawan (2014), the destination image is formed because visitors often share travel experiences through photos on social media. This is supported by previous research from Jalilvand & Samiei (2012) which states that recommendations from friends and relatives are the most honest and trustworthy communication channel, which can influence the image of a destination. This argument is strengthened by the research results of Ramdan et al., (2017) which show that tourist information shared via the Instagram platform can create a destination image. This destination image is formed from photo and video reviews that someone shares via Instagram, so that Instagram can increase someone's knowledge of the destination and their travel intentions to visit tourist destinations. In line with research conducted by Soliman (2021) which shows that the communication formed between destination service providers and tourists is able to provide information regarding tourists' knowledge and experience when visiting tourist destinations in Egypt to tourists who have never visited before. Use of E-WOM makes it easier for tourists to find information about the tourist destination they are going to because it is more modern, fun, and easier to trust than information provided by travel service companies (pourfakhimi et,al, 2020). In other research, Ramdan et,al (2017) also found that E-WOM has a positive and significant influence on destination image. Based on this description, the following hypothesis is proposed:

H1: electronic word of mouth (E-WOM) has a positive and significant influence on destination image.

Electronic Word of Mouth (E-WOM) and Visit Intention

Electronic word of mouth (E-WOM) is the process of sharing information, reviews, or recommendations through electronic platforms such as social media, forums, or review websites (Kudeshia & Kumar, 2017). In relation to forming interest in visiting, the social influence of E-WOM can make individuals feel that the place is worth visiting based on other people's experiences (Ramdan et al., 2017). In addition, the E-WOM messenger factor plays a role when reviews or recommendations come from people they trust, such as family, friends, or influencers they follow, individuals tend to trust the information and are more likely to have the intention to visit (Teng et al., 2017). As the growth of the internet is accompanied by a shift in new ways of consumer trends, especially consumers

in the tourism sector. With the growth of internet users, people are looking for information about tourism services such as accommodation, available entertainment, regional specialties and the condition of the community around tourist destinations via the internet. Seeing such consumer trends, service providers are becoming increasingly active and starting to provide reliable platforms for providing tourist information. Then it was discovered that E-WOM was able to influence the formation of visit intention (Kusumawati et al., 2019). This is in line with the opinion of (Prayogo et al., 2017) which explains that E-WOM is able to influence visit intention.

From the results of previous research, Doosti et al. (2016) explained that E-WOM directly has a significant positive effect on city image, attitudes towards tourism cities and intentions to visit, and attitudes towards tourism cities are important antecedents of city image. From several previous studies, it can be concluded that the E-WOM variable can directly influence the Visit Intention of prospective tourists who want to visit tourist attractions. Apart from information originating from external sources such as reviews and comments from fellow online accounts, destination image also influences potential tourists' perceptions regarding their interest in visiting (Soliman, 2021). Positive discussions through E-WOM can be used as an effective and efficient promotion to attract potential visitors by reaching a larger market (Choirisa et al., 2021). Based on this description, the following hypothesis is proposed:

H2: Electronic word of mouth (E-WOM) has a positive and significant influence on visit intention.

Destination Image and Visit intention

According to Martínez-lópez et al., (2014) destination image is an important factor for tourists in choosing a tourist destination. The destination image formed from tourists who have visited a destination can have a stronger influence on interest in visiting, so that the destination image can influence tourists' decisions in choosing a tourist destination. This argument is not in line with the results of research conducted by Gosal et al., (2020) which shows that destination image has no effect on intentions to travel to Bandung. Based on short interviews with several respondents, it is known that respondents understand the image of Bandung City as one of the most popular cities for tourists in Indonesia, but not all respondents intend to travel to Bandung.

Destination image can be used as a recommendation for the same tourist destination to other people, so that it can encourage tourists' intention to visit that tourist destination (Stylidis et al., 2017). Sharma & Nayak (2018) also argue that a positive destination image has a significant impact on tourists' intentions to revisit and recommend the destination visited to others. This argument is strengthened by the results of Soliman's (2021) research which shows that a positive image of a tourist destination in Egypt can influence a person's intention to travel (again) to Egypt. Positive tourism experiences can form a positive destination image. Positive reviews regarding tourist destinations that someone uploads on social media can influence other people to visit the same tourist destination (Jalilvand & Samiei, 2012). A person's efforts to search for information about a destination on social media greatly influences the choice of tourist

destination to visit (Pietro & Virgilio, 2012). Based on this description, the following hypothesis is proposed:

H3: Destination image has a positive and significant influence on visit intention.

METHODOLOGY

Measurement

All research instruments in the questionnaire were adapted and modified from previous research. Electronic Word of Mouth adopts 11 items from (Filieri, et,al 2015) which concentrate on two indicators of visual cues and verbal cues. Destination image is measured with 12 items from (Jiang et al., 2022) which focus on three indicators: cognitive image, affective image and conative aspect. Then, visit intention adopts 4 items from (Sharif & Miura, 2019) which focus on two indicators of willingness to travel and considering travel plans. All instruments are measured using a 5-point Likert scale where point 1 strongly disagree and point 5 strongly agree.

Data were analyzed using SPSS version 26 and SmartPLS 4.0. In this research, inferential statistical analysis was carried out using Structural Equation Modeling (SEM) techniques based on Partial Least Squares (PLS). PLS analysis is a multivariate statistical technique that functions to explain the relationship between independent variables and multiple dependent variables (Jogiyanto and Abdillah, 2015). As a predictive modeling tool, PLS defines latent variables as linear aggregates and their indicators. The method for estimating the weights of latent variables is carried out by building a structural model that connects variables (inner model) and a measurement model to produce a specified one (outer model). Meanwhile, the residual variance in the dependent variable can be minimized to produce an optimum prediction score (R^2).

Data Collection

This research was conducted in followers Instagram account of a social media enterprise operating in the tourism sector located in Malang Raya, East Java, Indonesia. Sampling technique was used purposive sampling with several sampling criteria: followers enterprise social media Instagram account: (@amazingmalang,@exploremalang,@malangrayainfo,@Information_malangraya,@rekomendasimalangraya,@explore_batu,@kulinermalang,@malangfoodies,@Katalogmalang,@Exploremalangraya and @batuexplore) actively watch uploaded content and are at least 17 years old. A total of 415 questionnaires were distributed online via gform to followers then filled in by them. The number of questionnaires that can be used for analysis is 400.

RESEARCH RESULT

Respondent Profile

In this study the sample used was 400 followers on the Instagram account of a social media enterprise operating in the tourism sector in Malang Raya, East Java. The profile of respondents in this study includes: desire to travel because of social media, gender, age, generation, education level, occupation, income level and how often they watch content uploaded by the social media enterprise's Instagram account. The respondent profile is shown in Table 1.

Table 1. Respondents' Demographic Characteristics

Demographic Information		Frequency (N=400)	Percentage
Tourism because of social media	Yes	364	91.0
	No	36	9.0
Gender	Male	142	35.5
	Female	258	64.5
Age	17-23	198	49.5
	24-30	109	27.2
	31-37	49	12.2
	38-44	44	11.0
Education	High School	115	28.8
	Associate's Degree	15	3.8
	Bachelor's Degree	149	37.2
	Master's/ Doctoral Degree	121	30.2
Work	Government employee	34	8.5
	Private sector employee	121	30.2
	Entrepreneur	67	16.8
	Student	120	30.0
	other	58	14.5
Household Income	<1.000.000 IDR	57	14.2
	1.000.000-3.000.000	146	36.5
	3.000.000-5.000.000	106	26.5
	5.000.000-10.000.000	68	17.0
	>10.000.000 IDR	23	5.8
Content Viewing Frequency	Very rarely	33	8.2
	Seldom	34	8.5
	Quite often	100	25.0
	Often	154	38.5
	Very often	79	19.8

Measurement Model

Measurement model has 4 constructs including: E-WOM, destination image and visit intention. Evaluation of a measurement model is a stage for evaluating the validity and reliability of a construct. There are three criteria for employing data analysis techniques with SmartPLS to evaluate the outer model: convergent validity, discriminant validity, and composite reliability. Convergent validity from a measuring model with reflexive indicators is evaluated based on the correlation between items score/component score which is estimated with Software PLS 4.0. An individual reflexive measure is said to be high if it correlates more than 0.70 with the construct being measured. However, according to Chin, 1998 (in Ghozali, 2006) for research in the initial stages of developing a value measurement scale loading 0.5 to 0.6 is considered adequate. In this research,

limits will be used loading factor of 0.50. Table 2 displays the convergent validity and reliability of the first order factors, as well as the ≥ 0.5 value for all AVE loading factors and items. This has been shown to satisfy the criterion for convergent validity. The CR value exceeds 0.7 and Cronbach's alpha is ≥ 0.6 , indicating reliability (Ghozali & Latan, 2012).

Table 2. Reliability and Validity Construct

	Item	Outer loadings	Standard Deviation	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
E-WOM	EW1	0,788	0,022			
	EW2	0,801	0,024			
	EW3	0,781	0,021			
	EW4	0,747	0,028			
	EW5	0,736	0,029			
	EW6	0,817	0,020			
	EW7	0,747	0,034			
	EW8	0,742	0,032			
	EW9	0,772	0,029			
	EW10	0,754	0,033			
	EW11	0,740	0,032			
				0.930	0.931	0.687
Destination Image	Des1	0,815	0,024			
	Des2	0,868	0,016			
	Des3	0,871	0,017			
	Des4	0,844	0,022			
	Des5	0,873	0,021			
	Des6	0,860	0,018			
	Des7	0,871	0,017			
	Des8	0,795	0,027			
	Des9	0,787	0,023			
	Des10	0,730	0,029			
	Des11	0,737	0,033			
				0.952	0.954	0.680
Visit Intention	Vis1	0.864	0,020			
	Vis2	0.986	0,014			
	Vis3	0.935	0,008			
	Vis4	0.913	0,013			
				0.925	0.947	0.816

Meanwhile, discriminant validity from the measurement model is assessed based on the measurements cross loading with construct. If the correlation of the construct with the main measurement (each indicator) is greater than the size of the other construct, then the latent construct predicts the indicator better than the other construct. From table 3 it can be seen that the overall

measurements cross correlation from the variable: E-WOM, destination image and visit intention produce loading factor which is bigger than cross correlation on other variables. Thus it can be stated that each variable is able to measure the latent variable that corresponds to the indicator.

Table 3. Discriminant Validity

	E-WOM	<i>Destination image</i>	<i>Visit intention</i>
E-WOM	-	-	-
<i>Destination image</i>	0.823	-	-
<i>Visit intention</i>	0.742	0.800	-

Structural Model

Testing of the inner model or structural model is performed to determine the relationship between the research model's significance value constructions R-square and Q-square. In this research, the structural model evaluation uses the Goodness of Fit (GoF) model whose function is to explain how much information can be explained by the structural model (relationship between variables) from the results of SmartPLS analysis. Results of Goodness of fit (GoF) model shown in Table 4.

Table 4. Goodness of fit model

Variable	R-Square	Q-Square
<i>Destination image</i>	0.602	0.601
<i>Visit intention</i>	0.645	0.638

Hypothesis Test Results

Direct influence between E-WOM and destination image has a positive and significant influence (path coeff 0.776, t-statistics \geq t-table 1.96 and $p < .001$). Thus, H1 is supported. The research results show that E-WOM has a positive and significant effect on visit intention (path coeff 0.147, t-statistics \geq t-table 1.96 and $p < .001$). Thus, H2 is supported. Then, destination image positive and significant effect on visit intention (path coeff 0.349, t-statistics \geq t-table 1.96 and $p < .001$). Thus, H3 is supported. The results of the hypothesis test are shown in Figure 1 and table 5.

Testing indirect effect performed with the goal of assessing whether there is an indirect influence of the independent variable on the dependent variable through the mediating variable. To determine the estimated mediation effect and indirect effect, According to the test requirements, if t-statistics \geq t-table (1.96), it indicates a strong indirect influence of exogenous variables on endogenous variables via mediating variables. Based on Table 5, the values can be seen t-statistics shows the influence of E-WOM on visit intention through destination image The t statistics value obtained is 5,099 (t-statistics \geq t-table 1.96).. Thus it can be stated that the variables destination image are able to partially mediate the influence of E-WOM on visit intention.

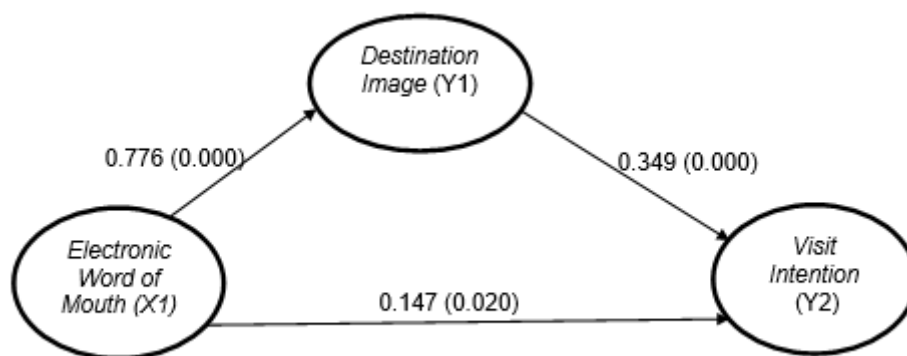


Figure 1. Results of hypothesis test

Table 5. Summary of hypotheses tests and results finding

Hypothesis	Direct Effect	Indirect Effect	T Score	P value	Conclusion
E-WOM → DI	0.776	-	20.757	0.000	Accepted
E-WOM → VI	0.147	-	2.335	0.020	Accepted
DI → VI	0.349	-	5.215	0.000	Accepted
E-WOM → DI → VI	-	0.271	5.099	0.000	Accepted

N = 400

*Sig. p-value < 0.10; **Sig. p-value < 0.05; ***Sig. p-value < 0.01

DISCUSSION

Based on Table 6, there are several research results that can be discussed in this article. The first finding in this research shows that E-WOM has a positive and significant effect on destination image. This result means it is getting better social media enterprise Instagram accounts: (@amazingmalang, @exploremalang, @malangrayainfo, @Information_malangraya, @rekomendasimalangraya, @explore_batu, @kulinermalang, @malangfoodies, @Katalogmalang, @Exploremalangraya, @batuexplore) in making content uploads utilizing electronic word of mouth (E-WOM) social media Instagram then destination image a tourist destination that has become highlight in posts is increasing. These results also show that visual and verbal posts uploaded by social media enterprises are proven to be able to provide information to followers (tourists) in choosing the destination they want to go to, to focus on priority destinations, influence tourists to carry out the same activities at tourist attractions and are also able to provide information related to tourist destinations in an accurate, detailed, complete, relevant and attractive way for tourists, thus improving the image of the tourist destination. This fact illustrates that visual content uploaded by social media companies is considered to have an important role for followers (tourists) in assessing the image of a destination. This is in line with the opinion that destination image is formed because visitors often share travel experiences through photos on social media (Setiawan, 2014).

The first findings in this study confirm the measurement theory electronic word of mouth (E-WOM) proposed by Filieri et al., (2021) explains that measuring ability electronic word of mouth (E-WOM) on shaping consumer

perceptions in the context of social media which prioritizes visual and verbal content. Jalilvand & Samiei (2012) stated that recommendations from friends and relatives are the most honest and trustworthy communication channels, which can influence a destination's image. Tourist information shared via the Instagram platform can create a destination image. Destination image can be formed through reviewing photos and videos shared by someone via Instagram, so that Instagram can increase a person's knowledge of the destination and travel intentions to visit tourist destinations (Ramdan et al., 2017). The results of this research also support the research of Choirisa et al., (2021) which shows that E-WOM can be used as an effective and efficient promotion to attract potential visitors through social media discussions on Komodo Island tourism. Furthermore, the findings of this research also support the research of Abubakar & Ilkan, (2016) which explains that E-WOM has a positive and significant effect on the destination image of tourists visiting Türkiye. E-WOM also has a positive and significant effect on the destination image in Tehran, Iran (Reza Jalilvand et al., 2012). The findings of this research are not in line with the results of research by Prayogo et al., (2017) which shows that E-WOM positive but not significant effect on destination image. Based on the results of descriptive analysis of the demographic characteristics of respondents based on the frequency of watching content uploaded by social media enterprise Instagram accounts in Table 1, it is known that the majority of respondents in this study often watch post content uploaded by Instagram accounts. social media enterprise. By frequently watching content posts uploaded by social media enterprise Instagram accounts regarding available tourist destinations, this can create followers (tourists) know more complete information about the availability of interesting tourist attractions, events being held, available facilities and accommodation costs (entrance tickets, transportation, souvenirs, food and drink consumption, etc.) so that it directly increases destination image from tourist destinations in Malang Raya.

The second finding from the results of this research shows that there is a positive and significant influence between E-WOM and visit intention. The results of this study confirm research by Choirisa et al., (2021) which shows that E-WOM can be used as an effective and efficient promotion to attract potential visitors through social media discussions. The results of this research also confirm research by Ramdan et al., (2017) which explains that in relation to forming interest in visiting, the influence of social media from E-WOM can make individuals feel that the place is worth visiting based on other people's experiences. In addition, the information carrier factor E-WOM comes into play when reviews or recommendations come from people you trust, such as family, friends, or influencers, individuals tend to trust the information and are more likely to have intention to visit (Teng et al., 2017). Then Doosti's research et al. (2016) which explains that E-WOM directly has a positive and significant effect on the city's image, attitudes towards the tourism city and intentions to visit. As the internet grows, it is accompanied by a shift in new ways of doing things to trend consumers, especially consumers in the tourism sector. With the growth of internet users, people are looking for information about tourism services such as

accommodation, available entertainment, regional specialties and the condition of the community around tourist destinations via the internet. From the results of the analysis of respondent profiles in table 1 regarding intentions to travel due to social media, it shows that 91.0% of respondents said yes (agree). This means that the role of E-WOM through social media has been proven to be able to increase tourist interest in visiting. Posts uploaded by social media companies, both visually and verbally, provide the information needed by followers (tourists) thereby increasing tourists' intention to visit the tourist destination highlighted in that post.

Furthermore, finding three in this research suggests that destination image has a positive and significant effect on visit intention. The results of this research confirm the theory of Jiang et al., (2022) which states that there are three aspects that underlie the formation of a destination image, including: cognitive aspects, affective aspects and conative aspects in developing dimensions. destination image. Destination image is an important factor for tourists in choosing a tourist destination. The destination image formed from tourists who have visited a destination is able to have a stronger influence on interest in visiting, so that the destination image is able to influence tourists' decisions in choosing a tourist destination (Martínez-lópez et al., 2014). Destination image can be used as a recommendation for the same tourist destination to other people, so that it can encourage tourists' intention to visit that tourist destination (Stylidis et al., 2017). The results of this research support the opinion of Sharma & Nayak (2018) who explained that a positive destination image has a significant impact on tourists' intention to revisit and recommend the destination visited to others. This research is also in line with the results of research by Soliman (2021) which shows that the positive image of tourist destinations in Egypt can influence a person's intention to travel again. The research results interpret that the destination image of tourist destinations uploaded by social media enterprises is considered to have an important role for followers (tourists) in improving visit intention tourists towards tourist destinations recommended by social media enterprises. This is supported by the results of the descriptive analysis in table 1 based on the frequency of watching content uploaded by social media enterprise Instagram accounts which explains that the majority of respondents often watch Instagram account post content. Social Media Enterprise Greater Malang. By frequently watching content posts uploaded by social media enterprise Instagram accounts related to available tourist destinations, we create followers (tourists) know positive and complete information about the availability of interesting tourist attractions, event-event held, the facilities available and accommodation costs (entrance tickets, transportation, souvenirs, food and drink consumption, etc.) so that it directly increases destination image tourist destination for followers (traveler). In line with the opinion of Soliman, (2021) who explains that information comes from external sources such as review as well as comments from fellow accounts online, the image of the destination also influences the perception of potential tourists regarding their interest in visiting. Positive tourism experiences can form a positive destination image. Positive reviews regarding tourist destinations that someone uploads on social media can

influence other people to visit the same tourist destination (Jalilvand & Samiei, 2012).

CONCLUSIONS AND RECOMMENDATIONS

This study has theoretical implications on the relationship between E-WOM, destination image, and visit intention. The research results obtained provide new insights, especially in studies that discuss the tourism sector with the use of social media entrepreneurship in assisting promotions related to tourist destinations and tourism marketing that have not been found in previous studies. The research results also enrich the concept of E-WOM industry tourism as a dynamic capability to be able to achieve new forms of influence visit intention tourists in today's digital era. Ability to create destination image as well as visit intention which is good through social media companies operating in the tourism sector, which is the focus of social media activists. Based on the results of the study, there are practical implications that social media activists need to study in more depth regarding opportunities for using social media in facing market changes and competition in the current tourism sector. The quality and suitability of the information contained in the content uploaded by social media companies determines whether it is good or bad destination image for followers (tourists) towards existing tourist destinations. This can influence tourists' interest in visiting tourist destinations in Malang Raya. Apart from that, information obtained from social media can be used as a consideration for making decisions for users stakeholders related to carrying out innovative and adaptive actions.

ADVANCED RESEARCH

The limitation in this research is that there are still many other variables that can influence its destination image, attitude towards destination And visit intention. This research assumes that participants understand the survey questions and answer them honestly. It takes a long time to obtain questionnaire data because the respondent's activities cannot be known. Distribution of online questionnaires uses g-form so that the response time of potential respondents cannot be determined according to the availability of respondents to answer the questionnaire. This research is limited to use methodology quantitative, perhaps you can get different, or better results if you use methodology qualitative or mixed method. And this research only took samples from followers of 10 Instagram accounts on social media enterprises used to be the tourism sector in Malang Raya from the many accounts and platforms of other social media that both create themed content about tourist destinations in Malang Raya.

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