

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

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## 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

Tourism attraction, Social media promotion, Return visit

## Introduction

Tourism is everything related to tourism, including the management of objects and tourist attractions and businesses related to these fields (Bahiyah et al., 2018). The trend of tourism development from year to year shows a very rapid increase. Therefore, tourism development must always pay attention to environmental and service quality. The existence of unique and interesting tourism potential in an area can be utilized through good tourism development (Khotimah & Wilopo, 2017). Awareness of the tourism sector development can build and advance an area into a tourist destination. In the development of the tourism industry, it directly causes multiple impacts or benefits for a country, local government, and society (Basri, 2019).

Indonesia is a country that is well-off in various natural resources which are managed properly, thus providing great benefits for the country. One of its uses is to create the area into a tourist destination facility (Setiawan, 2015). The tourism potential such as natural, historical, and cultural tourism is the main attraction that is very striking. The nature, flora, fauna, as well as various historical relics that are always maintained are a wealth of capital resources for development and tourism development owned throughout Indonesia (Nandi, 2016). Tourism in Indonesia is one sector which has great potential to support the country's economy. Various tourist sites with various inherent cultures can be found throughout Indonesia increasingly attract the attention of both local and foreign tourists. This is the strength for tourism development in Indonesia recently (Indiyati et al., 2018). One of the areas in Indonesia that always develop its tourism is Central Java Province.

Central Java province has assets of tourism consisting of nature, such as mountains, beaches, oceans, and other natural potentials. There is heritage tourism which consists of various cultural heritages such as temples, palaces, and other relics as well. The potential for artificial tourism is for instance in the form of water booms, culinary tours, buildings of worship place and others (Dewa et al., 2018). The Central Java area has quite a potential and well-known tourist destination. This condition is also supported by political and security conditions in Central Java which are relatively stable. It gives a positive image of the comfort and safety of visiting this area (Basiya & Rozak, 2012).

Klaten Regency as one of the areas which is developing its tourist destinations, besides its culture also offers natural beauty such as panoramas located in mountainous areas (Yulianto & Kumalaningrum, 2020). Various types of tourism in Klaten include cultural tourism such as temple sites, museums, and cultural heritage, natural tourism such as water recreations, mountains, and waterfalls, artificial tourism, and other tours. The tourism sector that is being developed in Klaten is water-based nature tourism. Therefore, Klaten Regency has the nickname "The Regency of One Thousand and One Springs", thus making it different from other areas for local and foreign tourists to do tourist activities in Klaten Regency (Anggraheny et al., 2020). The *umbul* that is widely known and visited by many people for tourism is *Umbul Ponggok*, which is located in Ponggok Village, Polanharjo District, Klaten.

The name of *Umbul Ponggok* comes from the word *umbul* which means springs, and Ponggok from the name of the village. This spring has a bathing pool area of about

6000 m<sup>2</sup> with a depth of approximately 1.5 meters for the edges and the middle can reach a depth of 3 meters (Saputra, 2015). Historically, before being used as a tourist destination, *Umbul Ponggok* was used to meet the needs of clean water for daily activities of citizens since the Dutch era. Besides being used for agricultural irrigation, it is also used for drinking water, washing, and bathing. However, since it becomes a tourist destination, local residents have not done those activities anymore. The *Umbul Ponggok* tourist destination is managed directly by the local community which was formed into a Tirta Mandiri Community-Owned Enterprise. The Ponggok Village Government then revitalized *Umbul Ponggok* baths totally with funds from the Village Revenue and Expenditure Budget to encourage the acceleration of the tourism sector, especially in attracting tourists (Sidik et al., 2018).

The decision to visit tourists is influenced by several factors, one of which is influenced by tourist attraction (Dholym, 2018; Widagdyo, 2017; Setiyorini & Kristiyana, 2019). Previous research has proven that the quality of tourist attractions is a factor that significantly determines the travel experience (Hermawan et al., 2019). Tourist attraction is proven empirically as a factor that determines tourist satisfaction and loyalty to a destination (Naidoo et al., 2011; Adom et al., 2012; Soebiyantoro, 2010; Darsono, 2015).

Because of the attractiveness, it is able to encourage tourists to visit a tourist destination. The attraction of a tourist destination can be a competitive advantage with other tourist destinations. Tourist attraction is everything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural and man-made assets which is the target and destination of tourist visits and tourism destinations, hereinafter referred to as tourist destinations (Law Number 10 of 2009 concerning Tourism, 2009). Therefore, it is important to manage attractiveness well and correctly (Wardani & Fitriani, 2020). The tourist attraction of *Umbul Ponggok* lies in the condition of the water which is always clean and clear because it comes from a spring. *Umbul Ponggok* also presents a variety of uniqueness so the visitors can do various activities such as swimming, snorkeling, diving, walker diving, and doing underwater photos. Doing underwater photos are a mainstay activity at *Umbul Ponggok*. In addition, there are attractions such as properties provided for taking underwater photos to keep attracting tourists (Nabila & Widiyastuti, 2018).

In addition to tourist attraction, promotional factors also influence the decision to visit. Promotion of tourism products is the most important part because the optimal promotion of tourist destination will widen the market in knowing a tourist destination well. The purpose of the promotion includes improving the image of a tourist destination, bringing honor to the local people, and helping to improve the welfare of the community through providing jobs to build or manage tourist destinations (Azizah & Suprajang, 2020).

The management of the *Umbul Ponggok* always carries out promotional activities so that tourists can find out the existence of the *Umbul Ponggok*, as well as to attract tourists to visit again. This promotional activity is carried out through conventional media, such as brochures and leaflets, social media, such as Instagram and Facebook, and online media, such as websites. However, along with the times, the management

becomes more active in promoting *Umbul Ponggok* tourism through social media. Because the management thinks that after uploading tourist activities to social media, the *Umbul Ponggok* tourist destination is better known by tourists (Oktaviani & Fatchiya, 2019). The criteria for a good social media promotion management are those that meet: 1) Context, meaning how we form a story or message (information) such as the form of a message itself, the use of language and the content of the message; 2) Communication means how to share stories or messages as well as we listen, respond and grow in ways that make things better; 3) Collaboration means how to work together to make things better; 4) Connection means how to maintain a more developed relationship (Syahbani & Widodo, 2017).

Research on interest in visiting is very important because it can be used as material to determine strategies in the development of *Umbul Ponggok* tourist destinations in the future by the management. Therefore, the determinants of tourist interest in visiting again really need to be investigated. Based on the background, this article presents a comprehensive overview of the significance of tourist attraction factors and social media promotions on the interest of returning tourists to the *Umbul Ponggok* Tourism Destination, Klaten Regency.

## Method

The type of research applied in this research is quantitative associative research. The research location was conducted in *Umbul Ponggok*, Ponggok Village, Klaten Regency, Central Java, Indonesia. The location of the *Umbul Ponggok* Tourist Destination was chosen as the research location because the number of tourist visits before the Covid-19 pandemic in *Umbul Ponggok* every year relatively increased. Another reason is because the tourist attractions offered are gorgeous, and they have promoted through social media (Facebook and Instagram) to attract tourists to visit. The allocation time to do the research was three months in March-May 2021.

The research subjects studied were tourists who had visited and enjoyed the tourist activities in *Umbul Ponggok*, Klaten Regency at least one visit. While the research object observed was the variable of tourist attraction, the variable of social media promotion, and the variable of tourists' interest in returning visit.

The sample is determined by purposive sampling method, which is the method of selecting samples based on certain considerations. The criteria for respondents taken as samples are visitors (man or woman) who have visited *Umbul Ponggok* tourist destinations at least once since 2020. Their age ranging is about 17 years old and above, and they know *Umbul Ponggok* from social media (Instagram and Facebook). Determination of the sample size using the Lemeshow method then obtained a sample size of 100 samples.

The data search instrument applied in this research is questionnaire, observation, and documentation. The degree of instrument validity was tested using the pearson product moment correlation statistical method, while the reliability was measured using the cronbach' alpha statistical method. Assumption tests were also carried out including normality test, linearity test, heteroscedasticity test and multicollinearity test.

Analysis of research data was carried out by two methods, namely descriptive data analysis and inferential analysis using multiple linear regressions which included F statistic test, t test and R2 test.

## Results and Discussion

### *Umbul Ponggok* Tourist Attraction

The *Umbul Ponggok* destination is located in Ponggok Village, Pulanharjo District, Klaten Regency, Central Java. The name of *Umbul Ponggok* comes from the word *Umbul* which means a spring, and Ponggok from the name of the village. This spring has a bathing pool area of about 6000m<sup>2</sup> with a depth of approximately 1.5 meters for the edges and the center of the pool can reach a depth of 3 meters. The tourist attraction of *Umbul Ponggok* locates in the condition of the water which is always clean and clear because it comes from a spring. The atmosphere of the bottom of the pool is not changed while still remain as its nature, which is in the form of river sand and rocks. In addition, the unique thing is that the water is never murky even though many tourists swim in it.

Initially, *Umbul Ponggok* offered water-based tours, such as freshwater baths in general. However, what distinguishes the *Umbul Ponggok* from the other spring is the presence of fish that live in the spring. The tourists can also swim with the fish which makes it the main attraction. *Umbul Ponggok* also presents a variety of uniqueness by offering various interesting activities. So that tourists do not just do swimming activities. Activities that can be done at *Umbul Ponggok* besides swimming are doing underwater photos, snorkeling, diving, and walker diving. *Umbul Ponggok* has adequate facilities. The facilities at *Umbul Ponggok* are also neatly arranged. The management also always maintains the cleanliness of the facilities and the entire *Umbul Ponggok* area.

After being appointed as a tourist destination there are fish specifically tilapia fish can be found in *Umbul Ponggok* pond. The tourists can swim with these fish. Then for the aesthetics aspect, the management added koi fish. The choice of koi fish because the fish has beautiful color. The fish in *Umbul Ponggok* consist of various types and sizes, some are big and some are small. Moreover, the tourist can swim with these fish or just enjoy the beauty of *Umbul Ponggok*.



Figure 1. Swimming with the fish in Umbul Ponggok  
Source: Researcher Data, 2021

In addition, the *BUMDes* Tirta Mandiri, Ponggok Village also put in other tourist attractions. Considering the condition of the pond which looks like a river because there are sand and rocks at the bottom and there are various beautiful fish, the management creates underwater photos. Underwater photos are one of the most popular activities for tourists and the main tourism activities in *Umbul Ponggok*. Tourists can take underwater photos with different interesting spots, such as taking pictures with the concept of watching TV, riding motorbikes or bicycles, sitting on chairs, and many more. Recently, the management has prepared a camera that can be used underwater and there are professional photographers who are able to capture tourist activities underwater. Underwater photo activities are also accompanied directly by the management to maintain the safety of tourists. The addition of these attractions such as properties when taking underwater photos is done to keep tourists interested.



Figure 2. Underwater photos at Umbul Ponggok  
Source: Instagram @umbul\_pongkok

It is not enough to add underwater photos, *BUMDes* Tirta Mandiri also improve the tourist attractions such as snorkeling and diving. Tourists who visit *Umbul Ponggok* also enjoy snorkeling activities. By doing snorkeling, tourists can swim and enjoy the

unique atmosphere of the pool with very clear water. Tourists can also see directly a variety of fish with different types and colors.



*Figure 3. Snorkeling at Umbul Ponggok*

Source: Instagram @umbul\_pongok

Diving activities fascinate the tourists besides enjoying the atmosphere of the bottom of the pool and observe various fish. It is also used as a means to learn diving. Diving equipment is also prepared properly and correctly by the management of *Umbul Ponggok*. Many tourists come to *Umbul Ponggok* to learn how to dive.



*Figure 4. Diving in Umbul Ponggok*

Source: Instagram @umbul\_pongok

BUMDes Tirta Mandiri Ponggok Village added walker dive tourist attraction in 2016. Walker dive is an activity to walk at the bottom of the pool while wearing a waterproof helmet. The helmet is equipped with clear glass and has been supplied with pure oxygen to maintain the safety of tourists. The tourists can breathe just as usual. By considering the area and depth of the pool, the walker dive is safe for tourists. Walker



dive is also suitable for tourists who cannot swim but they want to enjoy the atmosphere of the bottom of the pool and see the fish.



Figure 5. Walker Dive at Umbul Ponggok  
Source: Instagram @umbul\_pongkokwalker

## Promotional Efforts through Social Media

Among the existing attractions, *BUMDes* Tirta Mandiri began to carry out promotions in introducing and promoting tourist attractions in *Umbul Ponggok*. The promotion was started in 2012 in order that the tourists can find out *Umbul Ponggok* and attract tourists to visit. This promotional activity is done through conventional media, such as brochures and leaflets, through social media, such as Instagram and Facebook, and through online media, such as the website.

However, as the time goes by, around 2015 the management was more active in promoting *Umbul Ponggok* tourist destination through social media. The selected social media as a means of promotion are Facebook and Instagram. They choose Facebook and Instagram is because many people already have these social media accounts. Managements also think that after uploading tourist activities to social media accounts, *Umbul Ponggok* tourist destination will be better known. By promoting in Instagram, the management also collaborates with accounts that have a large number of followers such as @*exploreklaten*, @*klatenkita*, and so on.

However, in 2020, *Umbul Ponggok's* Instagram account was hacked by an irresponsible party. The management tried to take over the hacked *Umbul Ponggok* Instagram but the Instagram account that has been created since 2012 cannot be taken back. In the end the management created a new Instagram account.

### Instagram Account Profile @*umbul\_pongkok*

The Instagram account @*umbul\_pongkok* is the official Instagram account belongs to Umbul Ponggok. This account is used as an online promotion media.



Figure 6. Instagram account @umbul\_pongok  
Source: www.instagram.com

Based on picture 6, @umbul\_pongok has 3,712 followers and 633 followings, with a total of 340 photos and videos uploaded. Most of the uploaded photos and videos are the result of reposts from Instagram users who tagged the @umbul\_pongok account. In addition, there are also highlights that contain information about ticket prices, operating hours, and attractions in *Umbul Pongok*.

### Facebook Account Profile umbul\_pongok's

*Umbul\_pongok's* Facebook account is the official Facebook account of *Umbul Pongok*. This account is used as online promotion media.



Figure 7. Facebook account umbul\_pongok  
Source: www.facebook.com

Based on Figure 7, it can be seen that the *umbul\_pongkok* Facebook account has 1,332 people who like the account, 3,712 followers, and a large number of uploads. The uploads are in the form of photos, videos, and information related to ticket prices, operating hours, and attractions in *Umbul Pongkok*.

## Discussion

### The Respondents Characteristics

Collecting data uses a questionnaire with a sample of 100 respondents. In the research that has been done, the research results were analyzed using the IBM SPSS Statistics 26.0 program. Based on the statistical results, the results are summarized in table 1 below:

Table 1  
*Characteristics of respondents*

No	Characteristics of Respondents	Most Percentage
1	Age	60% of respondents are around 17-23 years old
2	Sex	51% of respondents are male
3	Origin	52% of respondents are from Central Java
4	Education	59% of respondents are Senior High School graduates
5	Social Media Choice	Instagram 78% and Facebook 22%
6	Frequency of Visiting Umbul Pongkok	61% is the first time coming

Of 60% respondents who visited *Umbul Pongkok* were around 17-23 years old. Male tourists dominate as 51% compared to female tourists with a percentage of 49%. Based on their origin, the visitors are also dominated by tourists from Central Java with a percentage of 52%. Judging from the recent education background, it can be seen that the majority of those who visited were senior high school graduates with a percentage of 59%. Most of tourist information sources to find out *Umbul Pongkok* through Instagram are 78% compared to Facebook with a total of 22%. In addition, the majority of tourists have visited *Umbul Pongkok* for once with a total of 61%.

### The Results of Descriptive Analysis of Tourist Attraction Variables (X1)

Previous research has been conducted to find out the information related to the respondents' assessment to the social media promotion variable. Data collection has been done using a questionnaire to the respondents about 100 respondents. The results obtained were then analyzed using the IBM SPSS Statistics 26.0 program. The results of the descriptive assessment are then summarized in table 2 below:

Table 2.  
Descriptive assessment of tourist attraction variables (X1)

No	Indicators	Statement Item	Assessment Result in Percentage (%)				
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Uniqueness	Umbul Ponggok has interesting underwater photo spots that can't be found anywhere else	0	5	10	35	50
		Umbul Ponggok tourists can swim along with the fish	0	3	9	31	57
		Umbul Ponggok has freshwater snorkelling and diving activities that can't be found anywhere else	0	8	22	32	38
		Umbul Ponggok has a unique activity, which is the walker dive	0	5	14	37	44
2	Beauty	Tourist facilities are arranged neatly and harmoniously	0	3	15	32	50
		The Umbul Ponggok tourist destination is always kept clean	0	6	15	34	45
3	Benefit	It can release fatigue from daily routine	0	5	13	49	33
		Traveling in Umbul Ponggok is also considered comparable to the costs paid by tourists	0	6	12	42	40
		Traveling in Umbul Ponggok is worth for the vacation	0	3	10	50	37
4	Originality	Umbul Ponggok comes from natural springs and there is no added chlorine	2	7	18	40	33
		The concept of the pool has not been changed by remaining the sand and rocks at the bottom of the pool as its nature	3	6	0	35	56

In the descriptive analysis of the tourist attraction variable (X1), the uniqueness indicator has a positive response which explains that *Umbul Ponggok* has appealing underwater photo spots that cannot be found anywhere else. The underwater photo spot is equipped with various unique properties such as photos with motorbikes, bicycles, chairs, and others. Positive results can also be seen from the assessment which states that in *Umbul Ponggok* tourists can swim along with the fish. Moreover, the tourists will not be bored because it is extraordinary thing that cannot be found in other destinations. The next positive response stated that *Umbul Ponggok* has freshwater snorkeling and diving activities that only can be done there. Snorkeling and diving activities are accompanied by professional staff. It must be done to keep the tourist safe in *Umbul Ponggok*. Positive results can also be observed in the statement that *Umbul Ponggok* has a special activity, such as the walker dive. The professionals will accompany the tourists when they are doing these activities in the water. The availability of a walker dive makes *Umbul Ponggok* becomes more special for tourists, that is why it is also known as the "Bunaken of Klaten".

In the descriptive analysis, the authenticity indicator has a positive response which explains that the water in *Umbul Ponggok* comes from natural springs and there is no additional chlorine. The source of the *Umbul Ponggok* spring is from the bottom of the

pool in which the water is always flowing, and the water is clear. In addition, the water is not contaminated with chlorine. The positive response was also to the statement that the pool concept was not changed by keep remaining the sand and rocks at the bottom of the pool. The management did it to maintain the authenticity of *Umbul Ponggok*. It is done to make the tourists able to swim just like in the natural river.

In the descriptive analysis, the beauty indicator has a positive response which explains that the ticket window facilities, food stalls, prayer rooms, toilets, parking lots, information centers, rest areas, event spaces, mini markets, diving equipment rentals and properties are arranged neatly and harmoniously. The management organizes the facilities so that tourists feel comfortable in visiting and they are interested to revisit. A positive response was also found in the statement that *Umbul Ponggok* tourist destination was kept clean. The management always maintains the cleanliness of the environment and facilities for its beauty so that the places do not look worn out and tourists will feel relaxed during their visit to *Umbul Ponggok*.

In the descriptive analysis, the benefits or value indicators have positive responses which explain that tourists can release fatigue from their daily routines by enjoying the various attractions offered in *Umbul Ponggok*. In addition, it can also provide psychological satisfaction. Traveling in *Umbul Ponggok* is also considered comparable to the costs spent by tourists. Tourists will be charged an entrance ticket at an affordable price without a time limit for visiting. Tourists can also do tourist activities such as underwater photos and rent other swimming equipment in inexpensive price. A positive response was also found in the response to the statement that traveling in *Umbul Ponggok* was comparative to the vacation time spent. The tourist attraction in *Umbul Ponggok* is different from other destinations around the region. It can be said that the tourists have nothing to lose if they visit *Umbul Ponggok*.

## Results of Descriptive Analysis of Social Media Promotion Variables (X2)

Previous research has been conducted to find out information related to respondents' assessment on social media promotion variables. Data collection has been done using a questionnaire to 100 respondents. The results obtained were then analyzed using the IBM SPSS Statistics 26.0 program. The results of the descriptive assessment are then summarized in table 3 below:

Table 3  
*Descriptive Assessment of Social Media Promotion Variables (X2)*

No	Indicator	Statement Item	The Results in Percentage (%)				
			Strongly Disagree	Disagree		Agree	Strongly Agree
1	<i>Hastag</i>	<i>Hastag</i> quickens up and makes it easier to promote <i>Umbul Ponggok</i> tourist destinations and eases for tourists to find information about these tourist destinations	0	1	14	37	48

		<i>Umbul Ponggok's</i> Instagram and Facebook accounts provide recent information about tourist attractions, policies, and entrance fees.	0	0	12	51	37
2	Context	The promotions shared by <i>Umbul Ponggok</i> through social media Instagram and Facebook are very informative	1	3	15	48	33
		The photos of <i>Umbul Ponggok</i> on social media Instagram and Facebook are very appealing	1	5	23	51	20
		The choice of social media (Instagram and Facebook) used by <i>Umbul Ponggok</i> for effective and efficient promotional media	0	0	11	32	57
3	Communication	Instagram and Facebook account admins in answering questions are very responsive	0	0	9	37	54
		Instagram and Facebook account admins respond to questions from followers kindly and friendly	0	1	28	47	24
		Admin's answers are easy to understand/communicative	0	1	17	51	37
4	Collaboration	<i>Umbul Ponggok</i> cooperates with parties who have social media accounts to do promotions	0	1	25	46	28
		Followers upload photos and videos by tagging <i>Umbul Ponggok's</i> social media account	0	1	20	41	38
5	Connection	Photos and videos on Instagram accounts have lots of likes from followers	0	1	16	40	43
		Photos and videos on Instagram accounts have a lot of comments	0	5	25	48	22
		Photos and videos on Facebook accounts have lots of comments from followers	0	11	19	42	28

In the Instagram and Facebook accounts, the management shares photos and videos of *Umbul Ponggok* with a range of unique attractions available so that tourists are always interested in visiting. In Table 3, generally, respondents have a positive response that the choice of social media (Instagram and Facebook) used by *Umbul Ponggok* for promotion is effective and efficient.

Managements apply social media such as Instagram and Facebook because there are many Instagram and Facebook users in Indonesia. Indirectly, it gives benefits to the

management in introducing *Umbul Ponggok*. Moreover, the promotions through Instagram and Facebook are saving time and money. Positive results can also be seen in Table 3 that the hash tag eases the tourists to search for photo or video posts. Utilizing hash tags quicken and make it easier to promote *Umbul Ponggok* tourist destinations. In addition, the tourists are able to find information about these tourist destinations easily.

The positive response can be found in the statement that *Umbul Ponggok's* Instagram and Facebook account provide current information on tourist attractions, policies, and entrance fees. The management always provides up to date information regarding tourist attractions, policies, entrance fees, and information on the closing time of *Umbul Ponggok* for sterilization during the current Covid-19 pandemic.

In the descriptive analysis, the communication indicator has a positive response which explains that the admin who manages the Instagram account is very responsive in answering questions. Positive results can also be seen in Table 3 that the admin who manages the Facebook account in responds quickly as well when there are questions from Facebook users. It is also a promotional media to attract tourists to visit. The positive response is that the admin who manages Instagram and Facebook accounts answers to questions from followers friendly and kindly. Responding to messages in a friendly manner is a way that makes followers or potential visitors feel comfortable. Another positive responses were also found in the statements that the admin who manage Instagram and Facebook accounts give easy-to-understand explanation. Responding to messages communicatively makes the information conveyed well to followers or potential visitors.

In the descriptive analysis of the collaboration indicators, Table 3 has a positive response which explains that the management of *Umbul Ponggok* tourist destination collaborates with parties who have social media accounts to promote. The management of *Umbul Ponggok* in doing the promotional activities, collaborates with accounts that have a large number of followers such as @exploreklaten, @klatenkita, and others. The goal is that to make *Umbul Ponggok* more familiar to many people. Positive results can also be seen in Table 3 that followers upload photos and videos by tagging *Umbul Ponggok's* social media account. This way makes *Umbul Ponggok* more popular.

In the descriptive analysis of the connection indicators, Table 3 has a positive response which explains that photos and videos on Instagram accounts have a lot of likes from followers. Positive results can also be observed in Table 3 that photos and videos on Facebook accounts also have lots of likes from followers. The followers give the like signs on photos and videos that attract the followers' attention. Table 3 also has a positive response that photos and videos on Instagram accounts have a lot of comments from followers. Not only giving likes, the followers also give comments. The number of comments on photo or video uploaded indicates that the posts are popular and attract attention. However, Table 3 has a positive response with only small number stating that photos and videos on Facebook accounts have a lot of comments from followers. It is because in the followers' opinion, uploading photos and videos on Facebook accounts is considered less distinctive. The caption given is also less attractive. The promotions carried out by the management are also boring.

## Results of Descriptive Analysis of Interest in Returning Variables (Y)

Previous research has been conducted to find out information related to respondents' assessment of social media promotion variables. Data collection has been done using a questionnaire to 100 respondents. The results obtained were then analyzed using the IBM SPSS Statistics 26.0 program. The results of the descriptive assessment are then summarized in Table 4 below:

Table 4  
Descriptive Assessment of Interest in Returning Variables (X2)

No	Indicator	Statement Item	The Results in Percentage (%)				
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Reference Interest	I will recommend <i>Umbul Ponggok</i> to others	0	0	6	51	43
		I will invite other people to visit the <i>Umbul Ponggok</i> tourist destination	0	0	5	42	53
2	Return Visit Interest	I find <i>Umbul Ponggok</i> very interesting to visit again	0	0	4	38	58
		I will revisit <i>Umbul Ponggok</i> next time	0	0	9	34	57
3	Visit Preference Interest	I will revisit the <i>Umbul Ponggok</i> tourist destination because it has a positive reputation					

In the descriptive analysis of the indicators of reference interest to visits, Table 4 generally has a positive response which explains that tourists will recommend *Umbul Ponggok* to others. Positive results can also be seen in Table 4 that tourists will invite other people to visit the *Umbul Ponggok* tourist destination. Tourists will recommend *Umbul Ponggok* and invite people they know to visit, indicating that *Umbul Ponggok* has an interesting attraction. Besides that, the attractions provided in *Umbul Ponggok* are also not boring.

In the descriptive analysis of the indicators of interest in visiting preferences, Table 4 has a positive response which explains that tourists will return to the *Umbul Ponggok* tourist destination because it has positive reputation. This is because *Umbul Ponggok* guarantees a qualified experience for tourists. A reputable destination guarantees



qualified experience as long as the tourists visit a tourist destination. Reputation can be classified in several areas such as service quality, tourist attraction, promotion, and others. For tourist destinations, having a positive reputation means the tourist's interest in visiting is always increasing (Wahdiniwaty, 2014).

### Inferential Analysis Results

The R<sup>2</sup> Test (Coefficient of Determination) shows an R Square as 0.304 or 30.4% which means that the variables of tourist attraction (X1) and social media promotion (X2) which simultaneously affect the interest of return visit (Y) are 30, 4%, while the other 69.6% were influenced by other factors. Other influences are such as service quality, amenities, accessibility, and others.

Table 5  
*The Results of the Coefficient of Determination*

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.521 <sup>a</sup>	.317	.304	1.524
a. Predictors: (Constant), Media Social Promotion, Tourist Attraction				

Tabel 6  
*The Result of F Test*

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	42.174	2	21.087	6.853	.002 <sup>b</sup>
	Residual	298.466	97	3.077		
	Total	340.640	99			
a. Dependent Variabel: The Interest to Return Visit						
b. Predictors: (Constant), Media Social Promotion, Tourist Attraction						

Based on the results of the F test, it can be concluded that tourist attraction and social media promotion simultaneously or together affect the interest in revisiting. This is proved by the number of the significant level (0.002) < 0.05 with the value of F Count (6.853) > F table (3.09). However, the results of the partial test state that social media promotion has no effect on the interest in revisiting. So it can be concluded that the tourist attraction variable dominates or becomes a predictor of interest in return visit.

Based on the results of the analysis on the t statistical test in this study, it is presented in the following table:

Tabel 7  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	15.287	1.992		7.673	.000
	Tourist Attraction (X1)	.090	.038	.244	2.376	.019
	Media Social Promotion (Y)	.051	.030	.176	1.715	.090
a. Dependent Variable: The Interest to Return Visit						

Based on the results of the T statistical test in Table 7 above, it can be concluded that several important points from the research will be explained as follows:

### The Influence of Tourist Attractions on Tourists' Revisit Interests

Based on the results of the T test in table 7, it shows that the tourist attraction variable (X1) shows the t count (2.376) is greater than the t table (1.98472) with a significance value (0.019) smaller than the alpha value (0.05), so it can be concluded that Ho is rejected and Ha is accepted. It means that there is a significant influence of the tourist attraction variable (X1) on the interest of returning visit (Y).

This study is also in line with previous research which found that tourist attraction has a positive and significant effect on the interest of returning visit (Susanto & Astutik, 2020; Adom et al., 2012; Naidoo et al., 2011). Maintaining and developing existing attractions will give a positive impression on a tourist destination. The attractiveness of a tourist destination will also be able to attract the tourist to revisit (Hary Hermawan et al., 2019; Heliastuti, 2018).

The uniqueness of tourist attractions in a place is the most important in the tourism product chain. This is because the main factor that makes visitors or tourists to visit tourist destinations is the potential and attractiveness of the tourism object that is different from the others (Devy & Soemanto, 2010). 2017). The better and more attractive the attraction in a tourist destination will make tourists interested in visiting again, on the contrary, the worse the quality of the attraction will also reduce tourist' interest (Wiradiputra & Brahmanto, 2016).

*Umbul Pongkok* tourist destination has a bathing pool area of about 6000m<sup>2</sup> with a depth of approximately 1.5 meters for the edges and the center of the pool can reach a depth of 3 meters. *Umbul Pongkok* has many uniqueness and interesting attractions which are different from other places.

The tourist attraction of *Umbul Pongkok* lies in the condition of the water which is always clean, clear, without any additional chlorine because it comes from a natural

spring. There are many kinds of beautiful fish so tourists can swim with the fish. The bottom of the pool has sand and rocks so that tourists can swim like in a natural river.

In addition, the tourists can also enjoy various tourist activities such as snorkeling, diving, walker dives, and underwater photos. These diverse activities are very unique and different from other destinations. Moreover, *Umbul Ponggok* is never deserted by tourists. *Umbul Ponggok* also has adequate facilities such as toilets, prayer rooms, rest areas, event spaces, and other facilities. The facilities are neatly arranged so that tourists feel comfortable.

The strength of the *Umbul Ponggok* tourist attraction in attracting tourists to visit can also be seen in the results of the descriptive statistical test in Table 2. The results of the descriptive analysis show the tendency of positive respondents' assessment of the aspects of uniqueness, authenticity, beauty and benefits of *Umbul Ponggok* tourist attraction.

Attraction in tourist destinations is one of the main assets that must be managed to improve, develop, and maintain the reputation of the destination and tourist attraction. The existence of a tourist attraction in a tourist destination is the most important chain in a tourist destination. This is because the main factor that makes visitors or tourists to visit a tourist destination is the potential and attractiveness of the tourism object that is different from the others (Devy & Soemanto). , 2017).

### **The Effect of Social Media Promotion on Tourists' Interest in Return Visit**

Based on the results of the t-test in Table 7, it shows that the social media promotion variable (X2) in this study shows the t-count value (1.715) is smaller than the t-table (1.98472) with a significance level (0.09) greater than the alpha value (0.05), so it can be concluded that  $H_0$  is accepted and  $H_a$  is rejected. It means that there is no significant effect of the social media promotion variable (X2) on the interest of returning visit (Y).

This research is in line with the research studied by Maheasy (2019) which states that there is no significant effect of the promotion mix variable on the desire of tourists to visit again. The lack of a management's strategy in carrying out promotions is not able to influence the desire of tourists to visit. The results of these studies are also relevant in this study.

In 2012, BUMDes Tirta Mandiri Desa Ponggok began to promote through conventional media, such as brochures and leaflets, through social media, such as Instagram and Facebook, and through online media, such as websites. However, starting in 2015, BUMDes Tirta Mandiri Desa Ponggok in promoting *Umbul Ponggok* is more focused on social media Instagram and Facebook.

*Umbul Ponggok's* Instagram social media account is @umbul\_pongkok. *Umbul Ponggok's* Instagram account has 3,712 followers and follows 633 accounts. Tourists who have visited *Umbul Ponggok* mostly always take photos or videos and then upload them on Instagram and tag the *Umbul Ponggok* Instagram account. Then the uploaded videos or photos are re-uploaded or the management reposts on the @umbul\_pongkok account. Moreover, the photos and videos uploaded by *Umbul Ponggok* managements are mostly the result of reposts from followers or tourists. In addition, there are also

highlights containing information about ticket prices, operating hours, and attractions in *Umbul Ponggok*. The information provided is always up to date or new especially in the Covid-19 pandemic related to the closure of the *Umbul Ponggok* for sterilization. *Umbul Ponggok's* Instagram account also has many likes and comments.

Of the several advantages that Instagram accounts have, they also have some disadvantages. Photos and videos uploaded to Instagram accounts seem monotonous because they only repost tourists' uploaded photos and videos. The management of *Umbul Ponggok* also rarely uploads photos and videos from the management's personal documentation.

*Umbul Ponggok's* Facebook social media account is *umbul\_pongok*. The *Umbul Ponggok* Facebook social media account has 1,332 people who like the *Umbul Ponggok* Facebook account, 3,712 followers, and a large number of uploaded photos and videos. They are in the form of photos, videos, and information related to ticket prices, operating hours, and attractions in *Umbul Ponggok*. On the *Umbul Ponggok* Facebook account, the information provided is always up to date.

However, photo and video uploads have quite a lot of likes but only have a few comments from followers. This is because the *Umbul Ponggok* management only re-uploads what is on Instagram. Moreover, uploaded photos and videos on Instagram @*umbul\_pongok* and Facebook *umbul\_pongok* is the same. Thus, it is considered too monotonous because photos and videos are only reposted from Instagram without uploading photos and videos of personal documentation from the management. It can be said that the promotion that the management does through Facebook is less attractive. In addition, at this time there are fewer Facebook users compared to Instagram users because Instagram's features are now more complete and interesting. Many Facebook users are less active in using Facebook social media. It can be said that uploaded photos and videos on Facebook have fewer comments compared to Instagram.

It can be indicated that there is no effect of social media promotion on interest in revisiting, supposedly due to several factors, including: (1) The respondent is less active in opening Facebook social media so that tourists who have visited the *Umbul Ponggok* tourist destination do not know the latest developments from *Umbul Ponggok*; (2) Instagram and Facebook social media promotions that have been carried out seem monotonous and less attractive because the management only reposts uploaded photos and videos from tourists or followers; (3) The management rarely uploads photos or videos from the management's personal documentation so that it seems that the management find the simple way.

## Conclusion

This research studies about the significance of tourist attraction and social media promotion on tourist' interest in returning to visit *Umbul Ponggok*. From the results of the discussion, it can be concluded that the majority of tourists who visit the *Umbul Ponggok* Tourism Destination are between 17-23 years old. Meanwhile, based on gender, there are more male tourists than female. Based on regional origin, tourists mostly come from Central Java. Based on the latest education, the majority of tourists

who visit *Umbul Ponggok* have a senior high school education background. In addition, based on the majority of occupation is as a student or college students. The majority of tourists who visit *Umbul Ponggok*, based on the information sources about *Umbul Ponggok* tourist destinations, are obtained through Instagram, with the number of visits being dominated by once.

Tourist attraction and promotion of social media simultaneously have an effect on interest in revisiting. However, the partial test results state that social media promotion has no effect on revisit interest. So it can be concluded that the tourist attraction variable dominates in influencing the interest in return visit.

Tourist attraction affects a pleasant experience, thus creating tourists' interest in returning to visit *Umbul Ponggok*. There is no significant effect of the social media promotion variable on the interest of returning visit. It can be said that promotions carried out by tourist destination managements (BUMDes Tirta Mandiri Desa Ponggok) are not able to increase tourist' interest in return visit.

Based on the results of the discussions that have been presented, the following recommendations can be obtained: 1) *Umbul Ponggok* Managements must always develop the tourist attractions that are already available in *Umbul Ponggok* and be able to improve other tourist attraction that can attract more tourists to visit ; 2) Current social media promotions do not have an effect on increasing tourist interest in visiting, presumably because the management only reposts or re-uploads from tourists. It is hoped that the management can upload photos or videos that are original from the management's personal documentation. The good image quality will attract more tourists to visit *Umbul Ponggok*; 3) It is expected that further researchers can improve other variables in tourists' interest in return visit.

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