



The Relationship of Tiktok Content Trends Regarding Tourism Travel to The Travel Interest of Universitas Garut Students

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Abstract

This study aims to analyze the influence of TikTok content trends regarding travel on the travel interest of Garut University students. This study uses a quantitative approach method by examining the correlation of spearman rank with SPSS 26 data processing tools. The spearman rank correlation test is used to measure the relationship between two ordinal or interval variables. The test results showed a value of 82.5%, which means that there is a very strong relationship with a range between 80% - 100% between TikTok content trends regarding travel and travel interest of University of Garut students. With a sig value. 0.000 which is smaller than the alpha value of 0.05 indicates a positive relationship between TikTok content and the interest in traveling for University of Garut students.

Keywords: TikTok content, Travel, Travel interest

1 Introduction

Technology today is very advanced in the development of the times, one of which is in the field of communication. Communication technology is needed to process information by utilizing electronic devices, computers, and software applications to transform, protect, process, send, and enable access and retrieval of information anytime and anywhere.

Presence *new media* or new media also convey changes in public communication patterns (Yutanti, 2022). *New media* himself has some understanding, Jhon Vivian on (Yutanti, 2022) said that the internet, as a form of new media, has advantages in spreading messages compared to traditional media. This is due to the ability of the internet to penetrate geographical boundaries in interacting, having a large capacity for relationships, and most importantly being able to do it *real time*. One of the included *new media* is TikTok.

TikTok is a social media platform that presents content in the form of photo and short video edits. Launched in 2016 by a Chinese tech company, *ByteDance*, TikTok has become a global phenomenon that has gained immense popularity in recent years. With over 2 billion downloads worldwide, TikTok has changed the social media landscape and become one of the most used apps (Sulistianti & Sugiarta, 2022)

TikTok users are dominated by young people. Business of Apps data states that the most users for this TikTok application are aged 18 – 24 years old, which reaches 34% of the total users in 2022. Then followed by TikTok users aged 25-34 years old which was recorded at 28.2%. Then the adolescent age is 13-17 years old with data acquisition of 14.4%. Age 45 – 54 years is 6.3%. Meanwhile, the least users are the age group over 55 years old, with data acquisition of 3.4%. The following is presented with the 1.1 data image as follows:

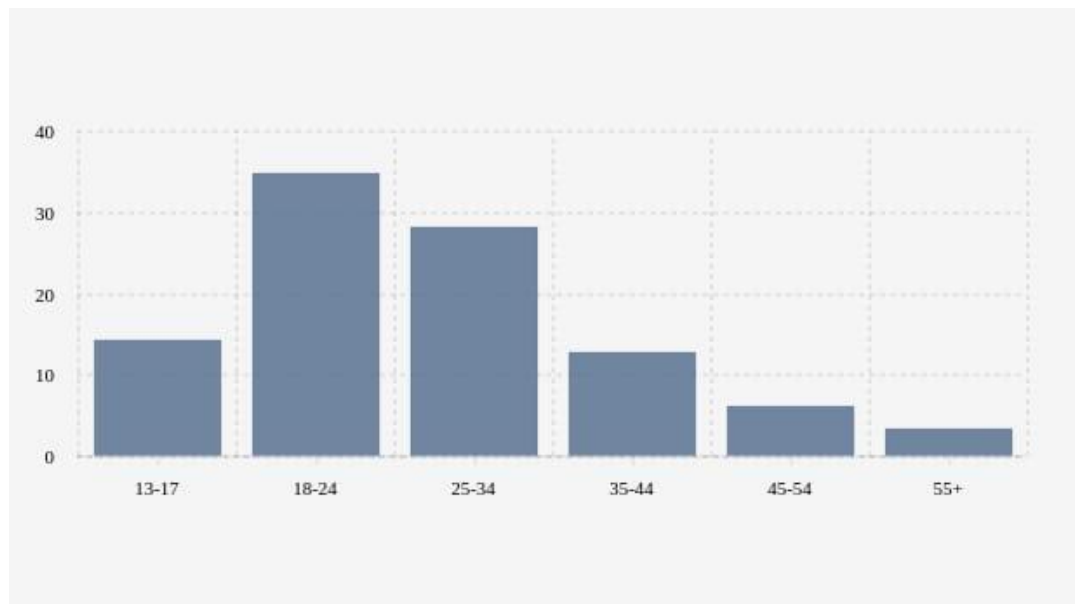


Figure 1.1 Age Group of TikTok App Users

Data source: <https://databoks.katadata.co.id/media/statistik/3997760dd2e3fd3/kelompok-anak-muda-jadi-pengguna-terbesar-tiktok-usia-berapa-mereka>

The uniqueness of TikTok lies in its sophisticated filtering algorithm. As users spend time watching various videos, TikTok learns about their preferences and adjusts the stream of content displayed. This algorithm allows users to find videos that are relevant to their interests, creating a more personalized and engaging experience. One of the key factors in TikTok's success is its inclusive and accessible approach, which appeals to a wide range of age groups, backgrounds, and interests. This creates space for everyone to express themselves and interact creatively. TikTok also provides opportunities for new content creators to gain popularity and gain followers through their unique videos (Gellysa Urva et al., 2022)

In TikTok content that has many videos with a unique and creative look, it can invite various people to see tourist travel shows. In this era of globalization, the internet has become one of the communication media that allows the development of various social media platforms. In practice, tourism promotion not only relies on traditional methods such as word-of-mouth promotions, leaflets, or advertisements on television and newspapers, but also thrives through advertising and various features that exist on social media. With access to tourism marketing through social media, the dissemination of information about tourist attractions has become easier, cheaper, and more efficient.

This research focuses on students at the University of Garut which is not far from smartphones. The purpose of this study is to find out whether there is an influence of tiktok content trends regarding travel on the travel interest of University of Garut students. And the benefits of this research are twofold, namely academic and practical benefits which in academia this research is expected to make a

significant contribution to the academic literature in the field of tourism, especially related to the influence of TikTok content trends regarding travel on the interest of Garut University students to visit a destination. He chose this title because it can be said that almost all students of the University of Garut have a TikTok account, by combining the trend of TikTok content related to tourism whether it can be a relationship to increase the interest of Garut University students to travel or not.

2 Literature Review

2.1 Social Media

Social media provides an overview of the schemes, aspects, and reviews of a tourism industry for the public interest so that the public can easily access information on tourist attractions (Artiningsih et al., 2020). The relationship between promotion and consumers can be studied with the concept that promotions given on social media will create an interest in visiting, it depends on how the manager of sub-urban tourist attractions can provide and package information properly.

Therefore, it is important to measure psychologically, sociologically, and behavioral patterns of trends that are happening and relate them to consumer behavior (Firmansyah & Nasution, 2020). By using marketing communication in social media, it can support efforts for return visits, this is by giving an impression to tourists and satisfaction with the services provided (Ahmed et al., 2014). In addition, in practice, in developing countries, tourism can be used to reduce economic inequality and development with developed countries (Wardhani, 2012).

2.2 TikTok

The TikTok platform has a huge amount of content created by content creators on a variety of topics, including cooking, makeup tutorials, information, dancing, challenges, comedy humor, travel, and much more content (Amartha & Anwar, 2023). TikTok's success as a marketing tool can be attributed to its unique design and engagement-driven features. TikTok encourages two-way communication and visually appealing content, which is in tune with the needs of the tourism industry (Wiguna et al., 2023). The platform's gallery view feature allows users to easily share content, such as photos and videos, highlighting their travel experiences and daily activities (Yudhistira, 2021).

2.3 Interest in Traveling

According to Mahfudz Shalahuddin in (P., 2019) Interest is attention that involves emotional elements. According to Onong Effendy in (Shahnias & Zulfebriges, 2018) which states that interest is a subsequent process of attention that is used as a starting point for the growth of a person's desire to act according to what is expected. Here are some aspects of interest, the first of which is interest. Interest is an indicator with the aim of knowing the attraction to pleasure, and attention to something.

Then then the desire which aims to find out the intensity of desire, and motivation for something. And the last is a belief that aims to find out the intensity of belief in doing an action. Ramadhan (2015) defines the interest in tourism as an encouragement in oneself, a person's desire to visit a place or area that he or she thinks is interesting (Widaningsih et al., 2020).

3 Research Methods

In this study, the research used was a quantitative approach with data analysis through IBM SPSS 26. Data was collected using a likert scale questionnaire to measure the influence of TikTok content trends regarding travel on the travel interest of Garut University students. To ensure the data is tested using Spearman rank correlation testing using SPSS 26. This test was carried out with a total of 50 respondents.

4 Research and Discussion Results

This study examines the correlation of spearman rank on TikTok content trends regarding travel to the travel interest of Garut University students as follows:

Table 4.1 Spearman Rank Correlation Test Results

<i>Correlations</i>				
			TIKTOK CONTENT	INTEREST IN TRAVEL
Spearman's rho	TIKTOK CONTENT	Correlation Coefficient	1.000	.825**
		Sig. (2-tailed)	.	.000
		N	50	50
	INTEREST IN TRAVEL	Correlation Coefficient	.825**	1.000
		Sig. (2-tailed)	.000	.
		N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the results of the tests conducted, a significance value (Sig.) of 0.000 indicates that there is a very significant relationship between TikTok content and travel interest. Since the value of Sig. (2-tailed) is less than 0.05, we can affirm that an alternative hypothesis is accepted, which means that there is a strong relationship between the two variables.

Furthermore, based on the value of the Spearman correlation coefficient of 0.825, which shows a positive relationship, meaning that the better or more interesting the TikTok content presented, the greater the public's interest in traveling. This correlation coefficient is in the range of 80-100%, which indicates a very strong relationship. In this case, it can be concluded that TikTok is not only an entertainment platform, but also an effective means of promoting tourist destinations.

Applicatively, this means that tourist destination managers can use TikTok to introduce tourist attractions, provide interesting information, and create content that inspires and arouses people's interest in visiting. Improving the quality and variety of TikTok content, such as creative, informative, and entertaining travel videos, can be an effective strategy in attracting tourists and increasing the

attractiveness of tourist destinations. This also opens up opportunities for MSME actors in the tourism sector to introduce local products through this platform, which in turn will encourage economic growth in these tourist destinations.

On the ground, these findings reflect the fact that the influence of social media—especially TikTok—is growing in shaping people's tourism perceptions and decisions. Many tourist destinations that were once less known have now become crowded after going viral on TikTok. For example, places such as hidden waterfalls, thematic cafes, glass bridges, or exotic natural spots that go viral through TikTok content have managed to attract thousands of visitors in just a short time.

In some areas, tourism actors and MSMEs have even started actively producing TikTok content, both in the form of video tours, travel tutorials, culinary content, and behind-the-scenes tourism operations. They realized that TikTok's algorithm, which is visual and easily viral, can be used to attract potential tourists from various regions, even abroad. Content like this usually displays the visual beauty of tourist destinations (natural scenery, unique atmosphere), honest reviews of travel experiences, accessibility and available facilities, local culinary or typical MSME products, interaction with local communities or cultural wisdom. In addition, in the field, collaboration between tourism managers and content creators is also starting to be seen to create interesting content and in accordance with TikTok trends. The local government and tourism office also encourage this social media-based digital marketing strategy as part of regional tourism promotion.

In other words, TikTok content not only has an impact on increasing the number of visits, but also boosts the tourism ecosystem and the local economy as a whole—from transportation, lodging, culinary, to souvenirs. Therefore, managing TikTok content strategically and sustainably can be a very effective and cost-effective promotional tool to increase interest and tourist visits.

5 Conclusions and Suggestions

Based on the results of the analysis above with the discussion of the Spearman Rank Correlation Test on TikTok content trends regarding tourism trips to the travel interest of Garut University students which has been carried out above using SPSS 26, it can be concluded that the results of the spearman rank correlation test of the TikTok content variable (X) have a significant value of less than 0.05, namely X is worth 0.000. Likewise, the Correlation Coefficient value shows a very strong relationship with a value range between 80% - 100%, namely X of 82.5%. So it can be concluded that the influence of TikTok content trends regarding travel on the travel interest of Garut University students has a very strong relationship based on the spearman rank correlation test on this simple linear regression model.

Based on the conclusions obtained from this study, some suggestions can be given:

1.) For Academics

This research is expected to be a reference for further studies related to the influence of social media on tourism interest, especially those who use TikTok as the object of study. Researchers can further expand the scope of the study by involving a more diverse sample or developing other variables such as psychological or demographic factors of social media users.

2.) For the Government and the Tourism Office

Local governments, especially the Tourism Office, can use TikTok as a creative promotional medium to introduce local tourism potential. TikTok's algorithm that prioritizes relevant content allows local tourist destinations to reach a wider audience effectively and efficiently. This strategy can increase tourist visits while supporting local economic growth.

3.) For Content Creators

Content creators, especially those engaged in tourism, can take advantage of trends on TikTok to create more engaging, educational, and informative content. By combining elements of storytelling, local cultural uniqueness, and attractive visuals, they can encourage people's interest in visiting certain tourist destinations.

4.) For Students

Students as part of the digital generation can use TikTok not only for entertainment, but also as a source of information about educational tourist attractions. By taking advantage of the trend of travel content on TikTok, they can be more selective and informed in planning travel activities.

5.) For Tourism Organizers

Tour operators or tourism business people can take advantage of the TikTok platform to promote their services. By understanding audience preferences and creating relevant content, they can capture the attention of potential travelers and create interactive experiences that build customer loyalty.

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