

ABSTRAK

MARIA FITRI. 3213131027. Pengaruh Media Sosial Terhadap Minat Berkunjung Wisatawan Pada Objek Wisata Di Kabupaten Samosir Tahun 2025.

Penelitian ini bertujuan untuk menganalisis : (1) Pengaruh media sosial terhadap minat berkunjung wisatawan. (2) Faktor-faktor geografis yang mempengaruhi minat berkunjung wisatawan.

Metode Penelitian ini menggunakan metode deskriptif kualitatif. Teknik pengumpulan data dilakukan melalui observasi lapangan, penyebaran kuesioner kepada wisatawan, serta dokumentasi. Sampel penelitian berjumlah 150 wisatawan yang diambil secara random sampling pada 15 objek wisata di Kabupaten Samosir. Variabel penelitian meliputi pengaruh media sosial, minat berkunjung wisatawan, serta faktor geografis pada objek wisata. Teknik analisis data menggunakan model Miles dan Huberman yang meliputi reduksi data, penyajian data, serta penarikan kesimpulan dan verifikasi.

Hasil penelitian menunjukkan bahwa media sosial berperan penting dalam membentuk minat berkunjung wisatawan. Media sosial yang paling banyak digunakan wisatawan untuk memperoleh informasi wisata Kabupaten Samosir adalah TikTok sebesar 48%, diikuti Instagram 39%, YouTube 8%, dan Facebook 5%. TikTok dinilai efektif karena menyajikan konten yang cepat, menarik, dan mudah dibagikan. Jenis konten yang paling diminati wisatawan adalah video singkat (reels/TikTok), travel vlog, video panorama alam, serta ulasan pengalaman pengunjung. Konten-konten tersebut mampu membangun persepsi positif dan meningkatkan ketertarikan wisatawan untuk mengunjungi objek wisata di Kabupaten Samosir. Selain itu, wisatawan lebih mempercayai ulasan dari pengunjung biasa dibandingkan promosi dari akun resmi pariwisata maupun influencer. Ditinjau dari faktor geografis, daya tarik utama objek wisata Kabupaten Samosir terletak pada keindahan panorama Danau Toba, perbukitan, serta keunikan budaya Batak. Aksesibilitas menuju objek wisata secara umum dinilai cukup baik, dimana mayoritas wisatawan menyatakan kondisi jalan mudah atau cukup mudah dilalui dengan permukaan jalan yang relatif mulus, meskipun pada beberapa titik masih terdapat jalan berlubang sebagian. Fasilitas pendukung seperti papan informasi, area parkir, dan kebersihan lingkungan di sekitar objek wisata juga dinilai cukup baik oleh wisatawan.

Kata Kunci: Media Sosial, TikTok, Minat Berkunjung, Faktor Geografis, Kabupaten Samosir.

ABSTRACT

MARIA FITRI. 3213131027. The Influence of Social Media on Tourists' Visiting Interest at Tourist Attractions in Samosir Regency in 2025.

This study aims to analyze: (1) the influence of social media on tourists' visiting interest, and (2) geographical factors that affect tourists' visiting interest.

This research employs a qualitative descriptive method. Data were collected through field observations, questionnaire distribution to tourists, and documentation. The research sample consisted of 150 tourists selected using random sampling across 15 tourist attractions in Samosir Regency. The research variables include the influence of social media, tourists' visiting interest, and geographical factors of tourist attractions. Data analysis was conducted using the Miles and Huberman model, which consists of data reduction, data presentation, and conclusion drawing and verification.

The results show that social media plays an important role in shaping tourists' visiting interest. The most widely used social media platform by tourists to obtain information about tourism in Samosir Regency is TikTok (48%), followed by Instagram (39%), YouTube (8%), and Facebook (5%). TikTok is considered effective because it presents fast, engaging, and easily shareable content. The types of content most preferred by tourists are short videos (reels/TikTok), travel vlogs, natural panorama videos, and visitor experience reviews. Such content is able to build positive perceptions and increase tourists' interest in visiting tourist attractions in Samosir Regency. In addition, tourists tend to trust reviews from ordinary visitors more than promotions from official tourism accounts or influencers. From a geographical perspective, the main attractions of tourist destinations in Samosir Regency lie in the beauty of Lake Toba's panorama, surrounding hills, and the uniqueness of Batak culture. Accessibility to tourist attractions is generally considered quite good, with most tourists stating that road conditions are easy or fairly easy to pass and relatively smooth, although there are still some sections with potholes. Supporting facilities such as information boards, parking areas, and environmental cleanliness around tourist attractions are also considered fairly good by tourists.

Keywords: Social Media, TikTok, Visiting Interest, Geographical Factors, Samosir Regency.