

## **SOCIAL MEDIA AS A MODERATING VARIABLE OF GOVERNMENT TOURISM STRATEGY AND THE ROLE OF LOCAL YOUTH ON REGIONAL TOURISM PROGRESS STUDY OF SIDEBUK-DEBUK HOT SPRINGS TOURIST ATTRACTION IN KARO REGENCY**

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### **Abstract**

Having tourist attractions in one area will benefit the area in terms of business transaction turnover, where visitors from outside the area will come to places where tourism can attract foreign residents. The presence of foreign residents entering the area will certainly help the regional economy, especially in tourism management areas. The research analysis method used in this research is linear regression with a moderating model. There are three ways to test regression with moderating variables, namely the interaction test, absolute difference test and residual test. The population in this study is tourist visitors who come from outside the Karo district with age criteria of 20 to 50 years with a research sample of 185 people, social media is able to moderate the significant influence of the government's tourism strategy on tourism progress, the government's tourism strategy directly has a significant influence on the progress of regional tourism, social media is able to moderate the significant influence of the role of local youth on the progress of regional tourism, the role of local youth directly has a significant influence on progress regional tourism, social media directly has a significant influence on the progress of tourism in the Sidebuk-Debuk region of Karo Regency.

**Keywords:** Tourism Strategy, Local Youth, Tourism Progress, Social Media

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### **1. Introduction**

Tourism is a strategic place in the development of various businesses that can help the surrounding community in making profits, tourism can also help reduce unemployment, especially in the surrounding area. First, Tourism has an impact on economic improvement through several channels, first, the tourism sector as a foreign exchange earner to improve the country's economy, Second, tourism development advances the infrastructure sector. Third, the development of the tourism sector encourages the increase of other economic sectors. Fourth, tourism contributes to increasing employment opportunities and increasing income. Fifth, tourism causes positive economies of scale, meaning that it causes economic improvements in the community. (Rusadi & Wedayanti, 2019).

Tourism is an important factor in the dissemination of techniques in the knowledge of society, capable of encouraging research in society and also the spread of power in people's lives. Tourism is an important form of economic sector for a country and a promising form of economic sector for people living in tourism areas. (Waras Sayekti Pusat Penelitian et al., 2019)(Riyanda & Hidayat, 2022). In improving the economy of a country, the tourism sector plays a very important role, especially in reducing unemployment and increasing the productivity of a country. (Ramadhan et al., 2022).

Areas that have tourist attractions are one of the strategic sectors that must be utilized as tourism development as part of national development. The tourism sector is an important sector in the community's economy, especially people who have a residence around the tourist attractions will be very beneficial for the income sector in livelihoods. (Nurlina et al., 2021), (Ismail, 2020) (Kebijakan et al., 2019).

The arrival of tourists in a Tourist Destination Area (TDA) has provided prosperity and welfare for the local population. As with other sectors, tourism also affects the economy in a tourist destination area or country. The size of the influence differs between one region and another or between one country and another. (Kunci, 2019)(Soeswoyo, 2021).



**Figure 1.** Sidebuk-debuk Tourism Visit Chart 2018-2022

Source: Sidebuk-debuk Tourism Office

From the graph above, it can be seen that visitors to the sidebuk-debuk bathing place are in great demand by the community and even visitors from outside the karo district area, throughout 2018 more than 180,000 visitors came to the bathing place, in 2019 and 2020 it increased until it almost touched 200,000 visitors, but in 2021 there was a decrease in visitors, 2022 also did not show a significant increase. However, research before this research was made said that even the tourism sector was always included in the top three largest contributors to foreign exchange for the Indonesian state (FN RAhma, n.d.). The contribution made by tourism in 2017 was 4.84%, in 2018 it was 6.84%, in 2019 it was 5.20%, in 2020 it was 5.12%. The highest contribution occurred in 2018, which amounted to 6.84% and the lowest contribution occurred in 2017, which amounted to 4.84% of Regional Original Revenue. (Sihombing1 & Hutagalung, n.d.).

The role of the government in motivating and empowering young people in terms of regional tourism development is needed because youth will be more innovative and creative in carrying out promotional tasks, if youth are involved in positive things it will avoid negative activities that are now often found in regional tourist attractions where many young people on behalf of local youth to collect illegal fees from visitors which results in the inconvenience of visitors who come [trimbunnews.com](#).

Through the concept of Community-based Tourism (CBT), the Government maximizes involvement with tourism industry players, media, communities and stakeholders in efforts to develop digitalization of tourist destinations because it is effective in attracting tourists to visit. In the all-digital era along with the tendency of the world to be completely connected, especially the existence of social media, the main goal

of digitizing this destination is viral. Viral is an effective promotional strategy and has an unlimited reach. (Gumi et al., 2021a).

Social media plays an important role in promoting tourism potential in areas that are not widely known by the public at large. Through social media used by tourism-aware communities, social media is considered to have advantages and provide many benefits at this time. (Atiko et al., n.d.)(Lontoh et al., 2020). The implemented tourism strategy has several objectives to be achieved, including building awareness, increasing knowledge, and reminding the public about Jekekong tourism village and its tourism potential, especially its arts and culture, namely the wayang golek hermitage and the painting center. (Irma Suryani, n.d.)(Betari Avinda et al., 2016). Youth participation is only limited to the management and maintenance of tourism. (Wulandari et al., 2020)(Kadarisman, 2019). With the lack of roles given to youth, the ideas and ideas that should be present from the youth are also unable to be realized properly. The development of tourism potential needs cooperation between several parties such as academics, government, community and private parties to make tourism known to tourism enthusiasts. (Putra Rajagukguk & Sofianto, n.d.).

## **2. Theoretical Background**

### **2.1 Regional Tourism**

The definition of tourism according to Law Number 9 of 1990 concerning tourism is everything related to tourism, including the exploitation of objects and tourist attractions as well as businesses related to this field. Tourism is a series of travel activities carried out by individuals or families or groups from their place of residence to various other places with the aim of making tourist visits and not to work or earn a living at the destination. The visit in question is temporary and in time will return to the original place of residence. This has two important elements, namely: the trip itself and a temporary stay at the destination with various tourist activities. (Budhi Pamungkas Gautama et al., 2020).

Tourism is everything related to tourism, including entrepreneurs of tourist objects and attractions as well as businesses related to this field. (Agama et al., 2020). The definition of tourism as a temporary trip from a place of residence to another place that is not intended to try to make a living in the place visited, but solely to enjoy the trip. Tourism is a term given when someone travels itself, or in other words the activities and events that occur when a visitor travels. (Al Qita et al., 2022). Tourism can be briefly formulated as an internal activity of the community related to tourists (Program & Vokasi, 2020).

### **2.2 Tourism Strategy**

Tourism development strategy is an effort made to increase tourism potential in an area. The method used can be in the form of improving existing infrastructure, both physical and non-physical, so that all of that aims to improve the welfare of the community around the tourist destination.(Fauzan et al., 2020) stated that in the strategic planning of a tourist destination, environmental analysis and resource analysis are conducted. The purpose of this analysis is none other than to determine the strengths and weaknesses of the organization or institution responsible for tourism development in the tourist destination. There are things that must be considered when developing tourist areas, in other words, the development that is carried out cannot be done carelessly, there must be targets and goals that can be achieved, so that what is expected from the development of these tourist destinations can be fulfilled in accordance with expectations.

Development is a strategy that is carried out to add, improve and advance tourist attractions so that the number of tourists increases so that the community and government can feel the positive impact. According to (Al Qita et al., 2022) explains that tourism development is an effort made to improve and develop a product or add types of tourism products. According to (Program & Vokasi, 2020), explains that in tourism development there are 3 important elements needed, namely: 1. Human, is the main subject in carrying out all tourism activities. 2. Place, is a physical element that becomes the container of all tourism activities. 3. Time, is how long it takes tourists to travel to tourist attractions. According to (Ilmu et al., 2022), In developing tourism, there are 4 basic principles, which are as follows: 1. Ecological sustainability means that tourism development can ensure the maintenance of tourism. 2. Sustainability of life and culture means that tourism development increases the role of the community in everyday life and culture. 3. Economic sustainability means that tourism development ensures the sustainability of economic activities. 4. Improving and enhancing the quality of life of the community means providing a platform for them to develop tourism in the area.

### 2.3 Local Youth

Youth is an individual who when viewed physically is undergoing development and psychologically is experiencing emotional development, so youth is a human resource for development both now and in the future that will replace the previous generation. Youth is an individual with a dynamic character, even turbulent and optimistic but does not yet have stable emotional control (Oktavia et al., 2021) explains that youth means young men who will be the leaders of the nation, young men who always depend on the spirit of their parents and youth means young women who also take up arms. Youth can also be referred to as male and female congregants who are over the age of teenage and unmarried.

Psychologically, youth are people between the ages of 15-35. Youth are people who are mature enough both physically and psychologically to be able to work to provide for themselves and others. Youth are people who are 18-22 years old and live independently. According to (Rahayu, 2019), A young person is a person aged 18-25 who is always open and always establishes relationships with everyone and lives in discipline with various rules of the community environment.

Youth are people who are physically and mentally mature and able to think and act, youth are aged 18-34 years, at this age they are able to think and are full of future goals such as further studies to college, looking for work and choosing a life partner. Young people are people aged 18-34 years. 22 or 18-34 years old who have grown up so that they are able to live their lives independently and are able to make decisions that are beneficial to themselves and those around them. (Sujaya, 2021).

## 3. Methods

The sampling technique in this study uses non-probability sampling where sampling does not provide opportunities or opportunities for each element or member to be selected as a sample, using quota sampling to determine the sample of a population that has certain characteristics up to the desired number. The research sample taken in this study were visitors to Sidebuk-Debuk hot spring tourism who came from outside the Karo Regency area, both male and female visitors with age criteria ranging from 21 to 50 years, the desired sample size in this study was 185 visitors.

The analysis model used to test the hypothesis in this study is multiple regression analysis using the Smart PLS application. Multiple regression analysis is a statistical

method used to determine the magnitude of the influence between the independent variables, namely the government's tourism strategy and the role of local youth on regional tourism progress. The multiple regression model used is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:

- Y = Regional Tourism Progress
- A = Constant
- b<sub>1</sub>-b<sub>2</sub> = Variable Coefficient
- X<sub>1</sub> = Government Tourism Strategy
- X<sub>2</sub> = Local Youth Role
- E = Error

Moderating variables are independent variables that strengthen or weaken the relationship between other independent variables and the dependent variable. There are three ways to test regression with moderating variables, namely (1) interaction test, (2) absolute difference test, and (3) residual test. The test that will be carried out to test the moderating variable in this study is to use the residual test. The residual test regression equation is as follows:

$$DF = a + b_1X_1 + b_2X_2 + e \quad (1)$$

$$leI = a + b_2Y \dots (2)$$

Where:

- DF = Fiscal Decentralization (Moderating Variable)
- A = Constant
- b<sub>1</sub>-b<sub>2</sub> = Variable Coefficient
- X<sub>1</sub> = Government Tourism Strategy
- X<sub>2</sub> = Local Youth Role
- Y = Regional Tourism Progress

The data analysis technique used in this study uses the Square-based Structure Equation Model (Sem) (PLS) method which aims to conduct path analysis with latent variables, the application used is SmartPls ver 3 software for windows, the following is presented the structural model of the problem formulation

### 3.1 Outer Model Evaluation (Measurement Model)

Outer Model Evaluation is a requirement that must be met before carrying out hypothesis testing, namely the validity test and reliability test using the outer model to ensure that the measurement used is suitable for measurement (Valid and Reliable).

- a. Validity Test
- b. Convergent Validity
- c. Discrimination Validity
- d. Reliability Test
- e. Inner Model Evaluation (Structural Model Evaluation)

The next step after evaluating the outer model is to evaluate the inner model or called the structural equation to explain the effect of independent latent variables on dependent latent variables. Inner model analysis is usually also called inner relation, structural model and substantive theory which explains the relationship between latent variables based on substantive theory. Inner model analysis can be evaluated using R-square for dependent

constructs, Stone Geisser Q-square test for predictive and t-test and significance of structural path parameter coefficients.

#### 4. Results and Discussion

**Table 1.** Analisis Model Struktural (Inner Model)

	<b>R Square</b>	<b>R Square Adjusted</b>
<b>KM</b>	0,787	0,781

Based on Table 4.5 and Figure 4.2 above, it is known that the coefficient of determination for the Government Tourism Strategy variable (X1) and the Role of Local Youth (X2) moderated by the Social Media variable (Z) can explain the Regional Tourism Progress variable (Y) of 0.787, which means that the effect of variable X1 and variable X2 moderated by variable Z on Y can be said (good) to be able to influence Regional Tourism Progress by 78.7%, where the remaining 21.3% is influenced by other factors outside this study.

##### 4.1 f - Square

In addition to assessing whether or not there is a significant relationship between variables, a researcher should also assess the magnitude of the influence between variables with Effect Size or f-square (Wong, 2013). The measurement criteria are if the  $f^2$  value of 0.02 can be categorized as having a weak (small) effect of exogenous variables on endogenous variables, an  $f^2$  value of 0.15 can be categorized as having a moderate (medium) effect of exogenous variables on endogenous variables, and an  $f^2$  value of 0.35 can be categorized as having a strong (large) effect of exogenous variables on endogenous variables. The f-square value in this study can be seen in the figure below.

**Table 2.** Diagram *f* – Square

	<b>Original Sampel (O)</b>	<b>Sampel Mean (M)</b>	<b>Standar Deviation</b>
<b>X1→Y</b>	0,859	0,837	0,128
<b>X2→Y</b>	0,217	-0,198	0,126
<b>X1*Z→Y</b>	0,014	-0,045	0,198
<b>X2*Z→Y</b>	-0,016	0,047	0,201
<b>Z→Y</b>	0,266	0,272	0,095

Source: Data processed 2023

Based on the table above, it is known that the r-square test is as follows:

- The influence of government tourism strategy variables on regional tourism progress variables of 0.859 indicates that there is a very strong influence
- The influence of the local youth role variable on the regional tourism progress variable of 0.217 indicates that there is a moderate influence.
- The influence of social media variables on regional tourism progress variables of 0.266 indicates that there is a moderate influence.
- The influence of government tourism strategy variables on regional tourism progress moderated by social media variables has a path coefficient of 0.014 indicating a weak influence (small)

The influence of the role of local youth on the progress of regional tourism moderated by social media variables has a path coefficient of -0.016 indicating a weak influence (small).



#### 4.2 Hypothesis Test

Hypothesis testing is carried out based on the results of testing the Inner Model (structural model) which includes the r-square output, parameter coefficients and t-statistics. To see whether a hypothesis can be accepted or rejected, among others, by paying attention to the significance value between constructs, t-statistics, and p-values. Hypothesis testing in this study was carried out with the help of SmartPLS (Partial Least Square) 3.0 software. These values can be seen from the bootstrapping results. The rules of thumb used in this study are t-statistics > 1.96 with a significance level p-value of 0.05 (5%) and a positive beta coefficient.

**Table 3.** Result *Path Coefficient*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
X1→Y	0,859	0,837	0,128	4.948	0,000
X2→Y	-0,217	-0,198	0,126	2.697	0,006
Z→Y	0,266	0,272	0,095	2.260	0,027
X1*Z→Y	0,414	0,445	0,198	4,372	0,011
X2*Z→Y	-0,216	0,247	0,201	5,578	0,000

(Source: Data Processed 2023)

From the path coefficient above, it can be seen the original sample value, p value or t statistics which are used as a reference for making decisions on whether the hypothesis is accepted or the hypothesis is rejected. The hypothesis can be accepted if the t statistics value > t table or p value < 0.05.

- The first hypothesis social media Strengthens or Weakens the relationship between Government Tourism Strategy and Regional Tourism Progress explains the T statistical value of 4.372 > 1.960 with a p-value of 0.011 < 0.05. Based on the results in the table above, it can be seen that social media is able to moderate the relationship between government tourism strategies and regional tourism progress and it can be stated that the hypothesis H<sub>0</sub> is rejected and H<sub>a</sub> is accepted.
- The second hypothesis that Government Tourism Strategy Affects Regional Tourism Progress explains the statistical T value of 4.948 > 1.960 with a p-value of 0.000 < 0.05. Based on the results in the table above, it can be seen that the government's tourism strategy has an effect on regional tourism progress and it can be stated that the hypothesis H<sub>0</sub> is rejected and H<sub>a</sub> is accepted.
- The third hypothesis social media Strengthens or weakens the Relationship between the Role of Local Youth on the Progress of Sidebuk-debuk Regional Tourism in Karomen explained the statistical T value of 5.578 > 1.960 with p-values of 0.000 < 0.05. Based on the results in the table above, it can be seen that social media is able to moderate the relationship between the role of local youth on regional tourism progress and it can be stated that the hypothesis H<sub>0</sub> is rejected and H<sub>a</sub> is accepted.
- The fourth hypothesis that the role of local youth affects the progress of regional tourism in Sidebuk-debuk Karo Regency explains the statistical T value of 2.697 > 1.960 with a p-value of 0.006 < 0.05. Based on the results in the table above, it can be seen that accountability has a significant effect on the awareness of muzakki to pay zakat and it can be stated that the hypothesis H<sub>0</sub> is rejected and H<sub>a</sub> is accepted.

- e. The fifth hypothesis that social media has an effect on the progress of tourism in the Sidebuk-debuk area of Karo Regency explains the statistical T value of  $2.260 > 1.960$  with a p-value of  $0.027 < 0.05$ . Based on the results in the table above, it can be seen that social media has a significant effect on regional tourism progress and it can be stated that the  $H_0$  hypothesis is rejected and  $H_a$  is accepted.

#### 4.3 The Effect of Regional Tourism Strategy on Regional Tourism Progress Moderated by Social Media

Social media is able to moderate the influence of government tourism strategies on regional tourism progress, explaining the statistical T value of  $4.372 > 1.960$  with a p-value of  $0.011 < 0.05$ . The results of this study explain that the higher the use of social media in introducing regional tourism will make the influence of government tourism strategies stronger on the progress of regional tourism in the karo district.

Research conducted by (Sabrina et al., n.d.) stated in his research based on existing phenomena and surveys conducted in the regional expenditure section, it is clear that the revenue that dominates local revenue is the value of taxes, and it can be explained that the value of tourism sector revenue obtained does not match the actual value compared to the number of tourists because not all tourists visiting Palembang City travel with the aim of traveling, but there are tourists who travel to Palembang City with the aim of trading or doing business only.

#### 4.4 The Effect of Government Tourism Strategy on Regional Tourism Progress.

Based on the results of hypothesis testing, it is known that the Government Tourism Strategy Affects Regional Tourism Progress, explaining the statistical T value of  $4.948 > 1.960$  with a p-value of  $0.000 < 0.05$ . The results of this study prove that a good tourism strategy in advancing tourism will be able to invite migrants both from within the region and outside the region so that regional tourism can improve quality and be able to boost the economy of the surrounding community.

Comparable research was conducted by (Widiati & Permatasari, 2022) stated in his research that tourism strategy has a significant effect on the progress of regional tourism. The better the tourism management carried out by the local government, the more visitors will come to watch the tours in the environment so as to improve the quality of tourism and be able to have a good impact on the surrounding community.

The same research was conducted by (Hermawan, 2019) which states that tourism strategy has a significant effect on tourism progress. Where a good strategy is able to have a good effect on the progress of regional tourism, a strategy that is able to invite tourist visitors to come to enjoy the atmosphere of regional tourism will further improve the quality of tourism in the area.

#### 4.5 The Influence of the Role of Local Youth on the Progress of Regional Tourism Moderated by Social Media.

Based on the results of hypothesis testing, it is known that social media Strengthens or Weakens the Relationship between the Role of Local Youth on the Progress of Sidebuk-debuk Regional Tourism in Karomen explained the statistical T value of  $5.578 > 1.960$  with a p-value of  $0.000 < 0.05$ . From the results of this study it can be stated that the role of local youth is very good in advancing tourism in their area, youth who are able to empower social media as a promotional strategy in advancing regional tourism is more effective than other promotions.



Research conducted by (Lutur & Santoso, n.d.) Stating in his research based on the results of the research, the characteristic data shows that the majority who are interested in discussing tourism are teenagers who are still in school or college. Social media for this group has become part of daily life so that the information obtained is in accordance with the preferences of social media users themselves. In today's promotion, research promotion must be done in a way that follows current trends. One way to improve tourism promotion in the present is to promote it through social media. The results also show that the AISAS model which includes attention, interest, search, action and sharing variables affects the promotion variable. Each variable in the model discussed above is complete enough to provide information about promotion.

#### 4.6 The Influence of the Role of Local Youth on the Progress of Regional Tourism

Based on the test results, it is stated that the Role of Local Youth Affects the Progress of Tourism in the Sidebuk-debuk Region of Karo Regency, explaining the statistical T value of  $2.697 > 1.960$  with a p-value of  $0.006 < 0.05$ . The results of this study indicate that the role of youth in developing the region is needed, if local youth are able to provide services and are able to introduce tourism in the area around them, it will be significant to the progress of regional tourism.

The results of this study are in accordance with research conducted by (Kurniawan et al., 2021) stated that the role of youth has a significant effect on the progress of regional tourism. The more active youth with tourism concerns in their area will make the area develop with tourism visited by visitors from the surrounding area and outside the area that is able to invite visitors from abroad.

Similar research was also conducted by (Manajemen et al., 2020) which states that the role of local youth has a significant effect on the progress of regional tourism. Youth who are able to play an active role in involving themselves for the progress of the region will be significant in giving effect to the progress of the region so as to support the economy of the community where they live, with the many visitors who come to enjoy regional tourism, the community in the surrounding area will benefit from visitors who come.

#### 4.7 The Influence of Social Media on Regional Tourism Progress

Based on the test results, it is stated that Social Media Affects the Progress of Tourism in the Sidebuk-debuk Region of Karo Regency, explaining the statistical T value of  $2.260 > 1.960$  with a p-value of  $0.027 < 0.05$ . The results of this study state that social media has a significant influence on the progress of regional tourism, interested devices that are able to empower social media in promoting tourism in their area are more effective and significant in advancing tourism in their area because in this day and age humans are inseparable from social media.

The results of this study are in accordance with research conducted by (Astuti & Nurdin, 2022) who stated in his research that social media has a significant effect on the progress of regional tourism. Social media can be used as a promotional medium that is able to provide extensive information to the public about tourism in the regions so that tourism enthusiasts know the existence of tourism and come to enjoy it.

Similar results were also conducted by (Gumi et al., 2021) stated that social media is able to significantly influence the progress of regional tourism. Social media users will look for any information from the social media they use if it can be utilized to promote tourism so that tourists will know the location of both beauty and the point where they

can visit the tour so that it can be said that social media for now is the right media in promoting the beauty that exists in regional tourism.

## 5. Conclusion

The results of research conducted on regional tourism in the karo district, the researcher draws conclusions:

- a. Social Media is Able to Moderate the Significant Effect of Government Tourism Strategy on the Progress of Regional Tourism Sidebuk-Debuk Karo Regency.
- b. The Government Tourism Strategy Directly Has a Significant Effect on the Progress of Regional Tourism Sidebuk-Debuk Karo Regency.
- c. Social Media is Able to Moderate the Significant Effect of the Role of Local Youth on the Progress of Tourism in the Sidebuk-Debuk Region of Karo Regency.
- d. The Role of Local Youth Directly Has a Significant Effect on the Progress of Tourism in the Sidebuk-Debuk Region of Karo Regency.
- e. Social Media Directly Has a Significant Effect on the Progress of Tourism in the Sidebuk-Debuk Region of Karo Regency.

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