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The Effect of Social Media Marketing on Intention to Visit Through Local Wisdom

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Abstract

This study explores the interplay between Social Media Marketing (SMM) strategies and tourists' intention to visit, mediated by local wisdom, within the framework of Community-Based Tourism (CBT) in Magelang, Indonesia. Employing a quantitative approach, this research gathers data from 100 respondents selected through purposive sampling, targeting active social media users interested in visiting Magelang. The findings reveal that SMM significantly enhances tourists' intention to visit both directly and indirectly via the perception of local wisdom. Local wisdom emerges as a pivotal mediator, fostering cultural authenticity and strengthening emotional bonds with the destination. This underscores its dual role as a cultural preservation tool and a strategic enhancer of destination appeal. The study provides novel insights into the integration of traditional cultural elements into contemporary digital marketing practices. By merging modern technological platforms with rich cultural narratives, this research advances the discourse on sustainable tourism marketing, particularly in underrepresented regions. Implications for policy makers, tourism marketers, and community stakeholders are discussed, highlighting the potential of CBT to foster economic growth, cultural sustainability, and community empowerment.

Keywords

Social Media Marketing, Local Wisdom Integration, Tourists' Intention, Visit.

1. Introduction

The development of digital technology, especially social media, has changed the way tourist destinations promote themselves worldwide (Giotis & Papadionysiou, 2022; Widijowati, 2023). Currently, social media has become a crucial tool in expanding the reach of tourism marketing by enabling direct connections between travelers and destinations, even on an international level. The emergence of social media has transformed marketing strategies across various industries, especially tourism, where platforms like Instagram and Facebook significantly influence travel decisions (Asif, 2021; Park & Lee, 2024). Previous research shows that engaging content, frequent updates, and user interactions on social media channels play a crucial role in shaping tourist perceptions and driving travel interest. This study underscores the power of social media as an important tool for destination marketing, offering insights into effective strategies to enhance tourists' visit intentions in competitive tourist destination (Hafizhah et al., 2022; Rahayu et al., 2022). In the tourism sector, research shows that marketing through social media is effective in influencing tourists' intention to visit, expanding the appeal of destinations, and facilitating tourists in making travel decisions.

In the context of developing countries like Indonesia, social media has significant potential to promote destinations rich in cultural values, even if they are less known. Magelang, in Central Java, Indonesia, for example, has significant tourism potential, supported by its rich culture and local wisdom that are still preserved within its community. In addition to being famous for its natural beauty, Magelang is also known for its enduring culture and traditions, ranging from customs, arts, to highly esteemed traditional values. The increase in social media activity has had a significant impact on the marketing of nature-based tourist destinations (Doosti et al., 2016; Mariam et al., 2021). This phenomenon shows that user interactions on social media platforms are not just entertainment activities, but also an effective marketing tool in influencing consumer perceptions and interests (Gaffar et al., 2022; Lee & Kim, 2023). By effectively utilizing social media platforms, tourist destinations can create a stronger appeal through user recommendations and shareable content. This research is important to understand how a strategic social media marketing approach can strengthen tourists' visit intentions and provide new insights for tourism managers in optimizing social media use.

This research focuses on the relationship between social media marketing and tourists' intention to visit Magelang, with the mediating role of local wisdom. We hypothesize that effective social media marketing will influence tourists' intention to visit, through the perception of cultural authenticity represented by elements of local wisdom. Therefore, the main objective of this research is to explore how elements of local wisdom communicated through social media can strengthen tourists' intention to visit Magelang by creating an emotional attachment between the destination and potential tourists.

2. Literature Review

Social Media Marketing (SMM) is a modern marketing approach that leverages social media platforms to communicate value between businesses and consumers. This strategy focuses on creating and delivering marketing messages effectively through social media by utilizing technology, channels, and software to provide valuable information and insights to organizational stakeholders (Tuten & Solomon, 2018; Fitri et al., 2023). The primary goal of implementing SMM is to build online communities that allow consumers to connect through shared interests. These communities have the potential to foster progressive interactions, enhance brand

loyalty, and positively impact businesses (Stubbs & Cocklin, 2008; Culnan et al., 2010; Teece, 2010). Thus, the following hypothesis is proposed:

H1: Social media marketing has significant effect on intention to visit

Local wisdom, a term referring to the collection of values, traditions, and practices passed down through generations within a community, serves as a guiding principle in various aspects of life, including Community-Based Tourism (CBT). Fundamentally, local wisdom reflects the cultural identity of a region and is often applied to tourism development to encourage local community participation while preserving cultural and environmental sustainability (Thompson & Martinez, 2023; Syarifah & Hersugondo, 2024). For instance, in the development of Wae Rebo village tourism in Indonesia, local wisdom is leveraged to highlight the village's distinctive architecture and traditional products, which have become key attractions. This approach has successfully strengthened the local economy while promoting cultural heritage through the adoption of modern technologies (Setiawati et al., 2023; Hanggiani et al., 2024). In the context of CBT, local wisdom encompasses socio-cultural and managerial dimensions that synergize to foster sustainable tourism. The socio-cultural dimension emphasizes traditional values, customs, and local uniqueness, which serve as tourist attractions while reinforcing the identity of the local community. Examples include cultural festivals or handicrafts that provide educational value to visitors (Tanjung et al., 2021; Kim & Park, 2023). In Magelang, a collaborative approach to managing ecological and cultural sustainability has been exemplified in eco-tourism initiatives involving the government, local communities, and industry stakeholders. Research by Mulyani et al. (2021) highlights the importance of this tripartite collaboration in managing natural resources sustainably, contributing to environmental conservation and the well-being of local communities. The study reveals that while communities and private sectors are active in eco-tourism management, the government's role must be strengthened to support more effective on-ground efforts. This collaborative approach spans planning, implementation, and utilization, underpinned by a commitment from all parties to ensure environmentally friendly and sustainable tourism destinations in Magelang (Mulyani et al., 2021; Ramadhan et al., 2024).

H2: Social media marketing has significant effect on local wisdom.

Visit intention is a crucial concept referring to the likelihood of tourists visiting a specific destination. It reflects the probability of tourists choosing to visit a destination (Luo & Ye, 2020; Helal et al., 2023). Visit intention often serves as the initial factor underlying tourist behavior (Hunter, 2006; Hallmann et al., 2015) and can trigger a strong desire to visit a destination (Koo et al., 2016; Keong, 2020). As a dependent variable, intention to visit demonstrates a significant positive response to the implementation of social media marketing in the tourism context. Empirical studies show that tourists' visit intention increases substantially when exposed to informative, entertaining, and credible social media content. Personalization and interactivity of social media platforms play a critical role in shaping destination preferences (Mulyana et al., 2022; Zhang & Lee, 2023). Research by Rahman et al. (2022) and Li et al. (2024) reveals that visit intention is strengthened through the formation of a positive destination image via visual storytelling on social media. Additionally, user-generated content and authentic reviews enhance tourists' trust in the destination. The cognitive and affective aspects of visit intention are positively influenced by the quality of information and social media engagement. Accurate and timely information aids tourists in making informed decisions about visiting a destination (Su et al., 2020; Chen & Wang, 2024).

H3: Local wisdom has significant effect on intention to visit.

H4: Local wisdom mediates the relationship between social media management and intention to visit.

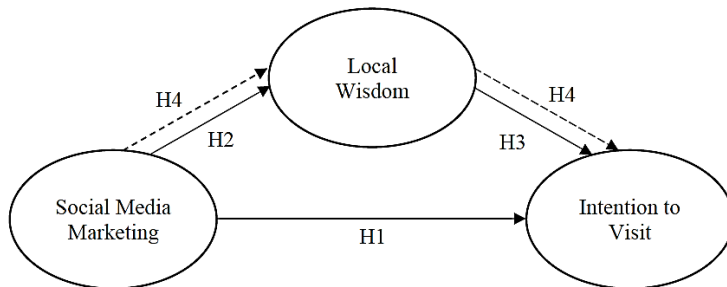


Figure 1. Research framework

3. Methods

The research methodology employed is quantitative, utilizing an explanatory research approach to systematically explain the relationships between variables. The sampling technique applied is non-probability sampling, specifically purposive sampling, where respondents are selected based on specific criteria, such as being at least 18 years old, active social media users, having an interest in visiting tourism destinations in Magelang, and willing to complete the questionnaire. According to recommendations, a minimum sample size of 100 respondents is required (Amiyani, 2016). Primary data is collected through questionnaires, while secondary data is obtained from relevant documents. Data analysis is conducted using SPSS Statistics 25 software, with a measurement scale based on a 5-point Likert scale to assess respondents' attitudes and perceptions.

4. Results

The data obtained through a survey of 100 respondents will be processed using SPSS to process data statistics. The data is described descriptively which includes data related to the interpretation of the results of the validity and reliability test, correlation test, coefficient of determination, simple linear regression test, hypothesis test, and Sobel test.

Table 1. Validity Test

Variable		r value	r table	Information
Social Media Marketing (X)	X.1	0.832	0.1654	Valid
	X.2	0.840	0.1654	Valid
	X.3	0.798	0.1654	Valid
	X.4	0.746	0.1654	Valid
Local Wisdom (Z)	Z.1	0.837	0.1654	Valid
	Z.2	0.784	0.1654	Valid
	Z.3	0.800	0.1654	Valid
	Z.4	0.804	0.1654	Valid
	Z.5	0.846	0.1654	Valid
	Z.6	0.790	0.1654	Valid
Intention to Visit (Y)	Y.1	0.663	0.1654	Valid
	Y.2	0.637	0.1654	Valid
	Y.3	0.738	0.1654	Valid
	Y.4	0.743	0.1654	Valid
	Y.5	0.801	0.1654	Valid
	Y.6	0.764	0.1654	Valid

The results of the validity test in Table 1 indicate that each indicator under the variables Social Media Marketing (X), Local Wisdom (Z), and Intention to Visit (Y) has an r-value (correlation coefficient) that exceeds the r-table value threshold of 0.1654. This finding confirms the validity of each item in the measurement instrument, as all items display an r-value ranging from 0.637 to 0.846, significantly surpassing the required minimum. The indicators (X.1 to X.4) of Social Media Marketing variable (X) show r-values between 0.746 and 0.840, establishing their validity. Similarly, the Local Wisdom variable (Z) has six indicators (Z.1 to Z.6) with r-values from 0.784 to 0.846, all above the threshold, indicating strong construct validity. Lastly, the Intention to Visit variable (Y) includes six indicators (Y.1 to Y.6), with r-values from 0.637 to 0.801, all above the required 0.1654. These results demonstrate that each item on the instrument reliably measures the intended constructs, validating the items' ability to accurately represent the underlying variables in this study.

Table 2. Reliability Test

Variable	Cronbach's Alpha (α)	Criteria	Information
Social Media Marketing (X)	0.797	$\alpha > 0.6$	Reliable
Local Wisdom (Z)	0.893	$\alpha > 0.6$	Reliable
Intention to Visit (Y)	0.812	$\alpha > 0.6$	Reliable

The reliability test results in Table 2 demonstrate the internal consistency of each variable, assessed using Cronbach's Alpha (α). For a variable to be considered reliable, Cronbach's Alpha should exceed the threshold of 0.6, indicating that the items within the variable are consistently measuring the same underlying concept. In this study, all variables satisfy this criterion. The Social Media Marketing variable (X) has a Cronbach's Alpha of 0.797, indicating good reliability. The Local Wisdom variable (Z) exhibits an even higher Cronbach's Alpha of 0.893, suggesting excellent internal consistency. Finally, the Intention to Visit variable (Y) has a Cronbach's Alpha of 0.812, confirming its reliability as well. These results establish that the measurement tool used is consistent across items and reliably measures the constructs of interest in this study.

Table 3. Correlation and Determination Coefficient Test

Relationship Variables	R	R Square	Adj. R Square	Estimate
Social Media Marketing (X) on Intention to Visit (Y)	0.716	0.512	0.507	2.682
Social Media Marketing (X) on Local Wisdom (Z)	0.692	0.478	0.473	2.735
Local Wisdom (Z) on Intention to Visit (Y)	0.770	0.593	0.589	2.451

The results of the correlation coefficient and determination coefficient tests in Table 3 indicate a significant relationship between the variables studied. The relationship between social media marketing (X) and intention to visit (Y) has a correlation coefficient of 0.716, indicating a strong positive relationship. This means that the more effective the marketing strategy through social media, the higher the interest of tourists to visit tourist destinations. In addition, the determination coefficient value of 0.512 indicates that 51.2% of the variation in intention to visit can be explained by the effectiveness of social media marketing, while the remaining 48.8% is influenced by other variables outside the research model. The relationship between social media marketing (X) and local wisdom (Z) also shows significant results, with a correlation coefficient of 0.692. This indicates that an effective social media marketing strategy can increase appreciation for local cultural values and

traditions that are the main attractions of tourist destinations. The determination coefficient value of 0.478 indicates that 47.8% of the variation in the perception of local wisdom can be explained by social media marketing, while the remaining 52.2% is influenced by other factors.

Meanwhile, the relationship between local wisdom (Z) and intention to visit (Y) has a correlation coefficient of 0.770, indicating a very strong relationship. This result shows that the higher the appreciation of tourists towards the elements of local wisdom in promotion, the more likely they are to visit the destination. The determination coefficient value of 0.593 indicates that 59.3% of the variation in intention to visit can be explained by the perception of local wisdom, while the rest is influenced by other factors not included in the study.

Table 4. Simple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9.897	1.378		7.184	.000
Social Media Marketing	.896	.088	.716	10.148	.000

a. Dependent Variable: Intention to Visit

The results of the simple linear regression coefficient test presented in Table 4 indicate a significant relationship between the variables under study. Regarding the relationship between Social Media Marketing (X) and Intention to Visit (Y), the regression coefficient of 0.896 demonstrates that each one-unit increase in social media marketing leads to an increase of 0.896 units in the intention to visit. With a t-value of 10.148 ($p < 0.001$), this effect is statistically significant. This finding suggests that an effective social media marketing strategy significantly contributes to enhancing tourists' intention to visit a destination.

Table 5. Simple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	12.718	1.405		9.053	.000
Social Media Marketing	.853	.090	.692	9.480	.000

a. Dependent Variable: Local Wisdom

In Table 5, the relationship between Social Media Marketing (X) and Local Wisdom (Z) is examined, with a regression coefficient of 0.853 indicating that a one-unit increase in Social Media Marketing enhances appreciation of local wisdom by 0.853 units. With a t-value of 9.480 ($p < 0.001$), this relationship is also statistically significant. These results affirm that social media can serve as an effective tool for promoting appreciation of local cultural elements in destination marketing.

Table 6. Simple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.476	1.703		2.041	.044
Local Wisdom	.781	.065	.770	11.945	.000

a. Dependent Variable: Intention to Visit

Meanwhile, the relationship between Local Wisdom (Z) and Intention to Visit (Y), as presented in Table 6, reveals a regression coefficient of 0.781, indicating that a one-unit increase in appreciation of local wisdom results in a 0.781-unit increase in

the intention to visit. With a t-value of 11.945 ($p < 0.001$), this relationship is highly statistically significant. This finding underscores the importance of local wisdom as an emotional appeal in influencing tourists' decision-making.

Table 7. Hypothesis Test of Direct Effect

Hypothesis	t value	t table	Information
H1	10.148	1.6606	Ha is accepted and Ho is rejected
H2	9.480	1.6606	Ha is accepted and Ho is rejected
H3	11.945	1.6606	Ha is accepted and Ho is rejected

The results of the direct hypothesis testing demonstrate that all relationships among the variables in this study are statistically significant. The first hypothesis (H1), which examines the direct effect of Social Media Marketing (X) on Intention to Visit (Y), yielded a calculated t-value of 10.148. This value far exceeds the critical t-value of 1.6606 at a 5% significance level for a one-tailed test. With a p-value < 0.001 , the alternative hypothesis (Ha) is accepted, and the null hypothesis (Ho) is rejected. This indicates that Social Media Marketing significantly influences Intention to Visit. A regression coefficient of 0.896 suggests that each one-unit increase in Social Media Marketing leads to a 0.896-unit increase in tourists' intention to visit. This finding underscores the crucial role of effective social media marketing strategies in boosting tourists' interest in visiting destinations. The second hypothesis (H2) evaluates the direct effect of Social Media Marketing (X) on Local Wisdom (Z). The test results show a calculated t-value of 9.480, which also far exceeds the critical t-value of 1.6606. With a p-value < 0.001 , Ha is accepted, and Ho is rejected, confirming that Social Media Marketing has a significant effect on Local Wisdom. A regression coefficient of 0.853 indicates that each one-unit increase in Social Media Marketing enhances perceptions of Local Wisdom by 0.853 units. These results suggest that social media marketing strategies not only promote destinations but also reinforce local cultural elements as authentic tourism attractions. The third hypothesis (H3) investigates the direct effect of Local Wisdom (Z) on Intention to Visit (Y). The test yields a calculated t-value of 11.945, which is highly significant as it far exceeds the critical t-value of 1.6606 at a 5% significance level. With a p-value < 0.001 , Ha is accepted, and Ho is rejected, demonstrating that Local Wisdom has a direct impact on Intention to Visit. A regression coefficient of 0.781 indicates that each one-unit increase in perceptions of Local Wisdom results in a 0.781-unit increase in Intention to Visit. These findings reinforce the argument that elements of local wisdom not only capture tourists' attention but also drive their intention to visit a destination.

Input:		Test statistic:	Std. Error:	p-value:
a	0.853	Sobel test: 7.44136916	0.08952559	0
b	0.781	Aroian test: 7.42553292	0.08971652	0
s _a	0.090	Goodman test: 7.45730715	0.08933426	0
s _b	0.065	Reset all	Calculate	

Figure 2. The results of the Sobel Test

A mediating variable is one that influences the relationship between an independent variable and a dependent variable (Baron & Kenny, 1986). To test whether Local Wisdom (Z) serves as a mediating variable, the Sobel Test can be employed to determine if the mediation effect is significant or absent altogether. The Sobel Test evaluates the strength of the indirect effect of the variable Social Media Marketing (X) on Intention to Visit (Y) through the mediating variable Local Wisdom (Z). The results of the Sobel Test indicate that Local Wisdom (Z) acts as a

significant mediator in the relationship between Social Media Marketing (X) and Intention to Visit (Y). The calculated Sobel Test value is 7.441, with a p-value of less than 0.001, demonstrating statistical significance. In the Sobel Test, significance is assessed by comparing the calculated z-value with the critical z-value from the z-table. At a 5% significance level ($\alpha = 0.05$), the critical z-value is 1.645 for a one-tailed test. If the calculated z-value exceeds the critical z-value, the fourth hypothesis (H4) is accepted, indicating a significant mediation effect. The calculated z-value of 7.441 is substantially greater than the critical z-value of 1.645. Therefore, it can be concluded that Local Wisdom significantly mediates the relationship between Social Media Marketing and Intention to Visit.

This study demonstrates that Social Media Marketing (SMM) plays a crucial role in enhancing tourists' intention to visit destinations, particularly in Magelang. The effectiveness of SMM not only boosts destination awareness but also fosters emotional connections with prospective tourists through engaging, informative, and visually appealing content. This is supported by regression results indicating that a one-unit increase in SMM can enhance visit intention by 0.896 units. Furthermore, the findings highlight the significance of local wisdom as a mediating element in the relationship between SMM and tourists' visit intentions. Integrating local wisdom into social media content creates a perception of authenticity and cultural appeal, strengthening the emotional bond between tourists and destinations. A regression coefficient of 0.853 for the relationship between SMM and local wisdom suggests that an effective social media marketing strategy also amplifies local cultural elements.

In addition, appreciation of local wisdom has been shown to have a direct and significant impact on visit intention, as evidenced by a regression coefficient of 0.781. This underscores the potential of cultural elements to serve as a powerful attraction for tourists, particularly within the context of Community-Based Tourism (CBT), which emphasises local community involvement and sustainable tourism practices. The Sobel test results further support the finding that local wisdom significantly mediates the relationship between SMM and tourists' visit intention, with a calculated z-value of 7.441, far exceeding the critical z-value. This affirms that marketing approaches integrating modern technology with traditional cultural values can have a substantial impact on the success of destination marketing strategies.

5. Conclusion

This study successfully demonstrates a significant relationship between Social Media Marketing, local wisdom, and tourists' intention to visit. Several key conclusions can be drawn as follows. First, Social Media Marketing has been proven to have a significant positive effect on tourists' intention to visit by enhancing destination appeal through engaging, informative, and authentic content. Second, local wisdom plays a crucial role as a mediating element, strengthening tourists' emotional connection to the destination while enhancing perceptions of authenticity and cultural appeal. Thirds, integrating local cultural elements into social media-based marketing strategies not only increases tourists' interest in visiting but also supports cultural preservation and empowers local communities through Community-Based Tourism (CBT). This research contributes both theoretically and practically to the tourism marketing literature, particularly in the context of destination management in developing regions such as Magelang. This approach could serve as a relevant model for promoting other destinations with similar cultural richness.

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