

ABSTRAK

Nur Syifa Nadiastuti: “Pengaruh *Social Media Marketing*, *User-Generated Content*, dan *Destination Image* terhadap *Visit Intention* di Desa Wisata Wae Rebo”. Skripsi, Jakarta: Program Studi S1 Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Negeri Jakarta, Tim Pembimbing: Dr. Andrian Haro, S.Si., M.M. & Nofriska Krissanya, S.E., M.B.A.

Perkembangan transformasi digital telah membawa perubahan signifikan dalam industri pariwisata, khususnya dengan semakin dominannya peran media sosial sebagai media utama dalam promosi destinasi serta pengambilan keputusan perjalanan. Penelitian ini bertujuan untuk mengkaji pengaruh *social media marketing* (SMM) dan *user-generated content* (UGC) terhadap *visit intention*, dengan *destination image* sebagai variabel mediasi, pada studi kasus Desa Wisata Wae Rebo. Penelitian ini dilakukan dengan pendekatan kuantitatif melalui penyebaran survei online kepada 390 responden yang merupakan pengikut akun Instagram @waerebo.official, namun belum pernah berkunjung langsung ke lokasi tersebut. Pengolahan data dilakukan menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 4.1. Hasil analisis menunjukkan bahwa *social media marketing* memiliki pengaruh positif dan signifikan terhadap *destination image* dan *visit intention*, baik melalui jalur langsung maupun tidak langsung (parsial). Sementara itu, pengaruh UGC terhadap *visit intention* terbukti signifikan hanya melalui jalur tidak langsung dengan peran *destination image* sebagai mediasi penuh. Temuan ini menegaskan pentingnya penguatan *destination image* sebagai penghubung antara stimulus *social media marketing* dan *user-generated content* dan *visit intention* wisatawan, sesuai dengan konsep teori Stimulus–Organism–Response (S-O-R). Secara praktis, hasil penelitian ini memberikan rekomendasi bagi pengelola destinasi agar tidak hanya mengandalkan promosi resmi, tetapi juga mendorong terbentuknya UGC yang autentik dan emosional. Pendekatan komunikasi digital yang mengombinasikan aspek informatif dan emosional terbukti lebih efektif dalam membangun persepsi positif terhadap destinasi dan mendorong minat kunjungan wisatawan.

Kata kunci: *Social Media Marketing, User-Generated Content, Destination Image, Visit Intention, Pariwisata Digital, Wae Rebo.*

ABSTRACT

Nur Syifa Nadiastuti: *“The Influence of Social Media Marketing, User-Generated Content, and Destination Image on Visit Intention at Wae Rebo Tourism Village.”* Undergraduate Thesis, Jakarta: Bachelor of Management Study Program, Faculty of Economics and Business, Universitas Negeri Jakarta. Supervisors: Dr. Andrian Haro, S.Si., M.M. & Nofriska Krissanya, S.E., M.B.A.

The advancement of digital transformation has brought significant changes to the tourism industry, particularly with the increasingly dominant role of social media as a primary platform for destination promotion and travel decision-making. This study aims to examine the effects of social media marketing (SMM) and user-generated content (UGC) on visit intention, with destination image serving as a mediating variable, using the case study of Wae Rebo Tourism Village. The research employed a quantitative approach by distributing an online survey to 390 respondents who follow the Instagram account @waerebo.official but have not yet visited the location in person. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4.1 software. The results indicate that social media marketing has a positive and significant impact on both destination image and visit intention, through both direct and indirect (partial) pathways. Meanwhile, the influence of UGC on visit intention was found to be significant only through an indirect pathway, with destination image acting as a full mediator. These findings underscore the importance of strengthening destination image as a link between the stimuli of social media marketing and user-generated content and the response of tourist visit intention, consistent with the Stimulus–Organism–Response (S-O-R) theory framework. Practically, this study recommends that destination managers not only rely on official promotions but also actively encourage the creation of authentic and emotional UGC. A digital communication approach that combines informative and emotional elements proves more effective in building positive perceptions of the destination and stimulating tourists' intention to visit.

Keywords: Social Media Marketing, User-Generated Content, Destination Image, Visit Intention, Digital Tourism, Wae Rebo.