

THE INFLUENCE OF INFLUENCERS AND SOCIAL MEDIA AS PROMOTIONAL MEDIA ON THE INTEREST IN VISITING THE LOK BANTAN FLOATING MARKET

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ABSTRACT

This study aims to determine the relationship and how much influence between Influencers and Social Media on Visiting Interest in the Lok Baintan Floating Market. The population in this study were Nusantara visitors in 2023 and a sample of 100 respondents. Data was collected using a questionnaire and analyzed by multiple linear regression using spss027 for window. The results showed that simultaneously the Influencer and Social Media variables had a significant effect on visiting interest in the Lok Baintan Floating Market. Partially, the Influencer variable has a significant effect on visiting interest in the Lok Baintan Floating Market while the Social Media variable has no significant effect on visiting interest in the Lok Baintan Floating Market. simultaneously the Influencer and Social Media variables affect the Interest in Visiting the Lok Baintan Floating Market. Influencer is an independent variable that has a dominant effect on Interest in Visiting the Lok Baintan Floating Market.

KEYWORDS Influencers, Social Media, Interest in Visiting



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INTRODUCTION

Currently the world is experiencing changes in various ways, science and technology are developing and advancing rapidly, one of which is followed by the existence of the internet which is increasingly easy to access. Based on a survey by the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia reached 215.63 million people in the 2022-2023 period. (Indonesiabaik, 2023). With the increasingly easy internet coverage, it is very supportive of the existence of social media which is currently the most popular need among internet users.

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According to (Azevedo et al., 2018) in (Herviani et al., 2020) social media Influencers are social media users with a high number of followers on social media, who are trusted by the general public and can spread information on social media easily and at any time, influencers publish a post this will immediately reach many other users.

According to (Nabila et al., 2020) social media is an online media that operates with the help of web-based technology that makes changes in terms of communication which used to be one-way and turned into two-way or can be called interactive dialog.

In his promotion, an influencer certainly uses several social media such as Instagram, Tiktok, and Youtube, in this application they will create interesting content which is sure to influence the people who watch their content.

According to (Manap 2016) in (Lestari et al., 2023) Social media has an important role in developing tourist destinations. With an influencer and social media, potential tourists can find out in detail about tourist destination information. So that it can attract the interest of visiting tourists who ultimately decide to visit a tourist attraction.

Lok Baintan Floating Market is located in Lok Baintan village, Sungai Tabuk Subdistrict, Banjar Regency, South Kalimantan Province Lok Baintan Floating Market is a form of local wisdom of the South Kalimantan Community which is one of the tourist destinations in South Kalimantan. Floating Market is a market where the buying and selling process is carried out on river water using water transportation (Jukung, sabora, and boat). The distinctive and unique nuances of the floating market are traders who look for or come to the buyer to offer their merchandise and are not fixed in a place, but continue to move with the flow of the river (Normelani, 2019: 7) in (Tamini, 2022). (Tamini, 2022).

With the influencer, people who have a lot of followers or people who have a lot of influence, and of course with the existence of social media, this promotional strategy is very appropriate, because in one post, there are hundreds of thousands of people who see, according to (Manap 2016) in (Lestari et al., 2023). (Lestari et al., 2023) Social media has an important role in developing tourist destinations. With an influencer and social media, potential tourists can find out in detail about tourist destination information. So that it can attract the interest of visiting tourists from within the country and abroad who ultimately decide to visit the Lok Baintan Floating Market tourist attraction.

This study aims to evaluate the influence of influencers and social media on tourists' interest in visiting Lok Baintan Floating Market, both simultaneously and partially. In addition, this study also seeks to identify the most dominant variable between the two in influencing interest in visiting. The benefits of this research include contributions to science, increasing knowledge in the academic field, and as a practical reference for future researchers who want to examine similar topics.

Theoretical Foundation

Influencers

The Influence of Influencers and Social Media as Promotional Media on the Interest in Visiting the Lok Baintan Floating Market

Influencer comes from the word Influence which means the power to influence a person, thing, or situation. Influencer in KBBI, means a person who uses social media to promote something.

According to (Evelina and Fitrie, 2018) in (Maulana et al., 2020) Influencers are people who have a large enough following or audience on social media and they have a strong influence on their followers, such as actresses, celebrities, bloggers, youtubers, and so on. They are liked and trusted by their followers and audience so that what they wear, say or do can inspire and influence their followers, including to try, visit and buy a product, (Pustaka et al., 2004) in (Juniasih et al., 2021).

The use of Influencers as a means to help promote the existence of the Lok Baintan Floating Market is certainly quite influential for the interest of tourists to visit, besides being able to capture moments of taking pictures on the jukung, tourists can also shop from food, snacks, fruits from the community's harvest and souvenirs processed by the people of South Kalimantan.

For the Floating Market Influencers themselves are actresses, celebrities, bloggers, Youtubers, and people who have a lot of followers where when they visit the Lok Baintan Floating Market tour they will do a video about the floating market that is quite influential, not to be paid but they indirectly promote the existence of the Lok Baintan Floating Market to their followers through videos or photos that they upload on their social media accounts, so people who do not know about the existence of the Lok Baintan floating market and its uniqueness which is an attraction for tourists they will have an interest in visiting the floating market.

Social Media

Social Media according to KBBI, is an application that allows users to create and various contents or engage in social networking. Social media is a tool on the internet that allows users to present themselves or communicate with various texts, images, videos, and form virtual social ties (Nasrullah, 2017) in (Zulanda, 2021).

Social media according to Kotler and Keller (2012) in (Pratiwi et al., 2021) is a means for consumers to share text, audio, image, and video information with each other and vice versa. The increasingly advanced business world with very rapid technological developments has made the role of social media increasingly recognized in advancing the performance of a business. Through social media, one can always connect with everyone who joins the same social media to share information and communicate. For the current era, millennials use social media in order to be able to give each other reviews or reviews about experiences experienced and exchange information online.

In the floating market itself there are already several sellers who already understand about the existence of social media and utilize social media to promote their sales and the existence of the Lok Baintan Floating Market, for example, which is very famous at this time promoting the Floating Market, namely "Acil Ibay" the owner of the Tik-Tok account "Acil pantun" which currently has 89,2 rb followers and Live viewers who increase every day, the Acil Pantun account does Live every day to directly highlight the activities of the Lok Baintan Floating Market starting from buying and selling between traders and farmers which is carried out at 6am and traders with tourists starting at 7am until completion.

Visiting Interest

According to the Big Indonesian Dictionary (KBBI), interest is a high inclination towards something, passion, and desire for something. Interest is a condition where a person is intrinsically motivated because of an interest when doing something or engaging in an activity. (Jea et al., 2019) in (Aditya et al., 2023) Interest is a feeling of attraction shown by individuals to an object, both objects in the form of living and non-living objects, as well as a person's driving force in carrying out activities with full awareness and bringing pleasure, pleasure, and joy.

According to the Big Indonesian Dictionary (KBBI), visiting can be defined as going and coming to see, visiting each other, traveling, and passing through a place, therefore it can be concluded that visiting interest is a desire or tendency that arises to visit a place.

Interest in visiting is basically a feeling of wanting to visit an interesting place to visit. According to (Kotler and Keller, 2014) in (Nurbaeti, 2020) visiting interest is a consumer action in choosing or deciding to visit a tourist attraction based on the experience of traveling. The four main components of tourist destinations: attractions, amenities, accessibility, and additional services (Cooper et al. 2008) in (Alvianna, 2020). (Alvianna, 2020).

The interest in visiting tourists, both domestic and foreign tourists to visit the Lok Baintan Floating Market, of course, is also due to seeing posts about the Floating Market on Social Media promoted by Influencers where once posted they will reach people from various regions, from people who do not know about the local wisdom of South Kalimantan about the existence of a market that is quite interesting to visit and the buying and selling that is carried out on jukungs following the river current, then with some of these promotions they will be curious and will visit the Lok Baintan Floating Market.

Lok Baintan Floating Market

Lok Baintan Floating Market is located in Lok Baintan Village, Sungai Tabuk District, Banjar Regency, South Kalimantan Province. Lok Baintan Floating Market is the same as the market in general, the only difference is that it is located in the place of buying and selling, if the market is usually buying and selling activities carried out on land, different from the Lok Baintan Floating Market which has its own characteristics where buying and selling is carried out on boats and follows the flow of the Martapura River.

Every day hundreds of jukungs gather at Lok Baintan, apart from Lok Baintan, the traders come from several villages scattered not far from the Martapura tributaries such as Sungai Paku Alam, Sungai Lenge, Sungai Saka Bunut, Sungai Tanifah, and Sungai Madang, to sell their various sales such as fruits from the garden, vegetables, regional specialties, morning meals such as soup, satay, yellow rice, ketupat and handicrafts that are suitable as mementos or souvenirs.

According to (Normelani, 2019: 7) in (Tamini, 2022) the distinctive and unique nuances of the Lok Baintan Floating Market are traders who look for or come up to buyers to offer their merchandise and are not fixed in one place, but continue to move with the flow of the river. If there are boats of tourists coming

then the boats jostle each other to offer their sales, which adds to the uniqueness of the Lok Baintan Floating Market, most of the sellers are mothers using tanggui or wide-brimmed hats made of thatched leather and cold pupils on their faces, and the way they offer merchandise to buyers is quite unique, namely with seduction and rhymes.

The existence of the Floating Market initially only functioned as a place to exchange goods or barter between the community from plantation and agricultural products, but with the advancement of the times, this system no longer applies and uses a buying and selling system using the prevailing currency (Izzati and Wilopo, 2018) in (Pradana, 2020). (Pradana, 2020).

Previous research shows that social media, influencers, and digital marketing strategies have a significant influence on tourist interest in visiting various tourist destinations. Dewi (2022) found that social media contributed 43.2% to tourist interest in Sukawana Sunrise. Research by Juniasih et al. (2021) shows that influencers have a significant impact on the decision to visit Petitenget Kerobokan Beach. Other studies by Zulanda (2021) and Saununu (2024) also confirmed the positive influence of social media and influencers on interest in visiting other destinations. However, Rahmadayanti (2020) and Sari (2021) found that social media did not always have a significant effect, especially in certain regions and during the pandemic. Instead, local attractiveness and service quality play a greater role in revisit interest. Research by Ikayanti (2020) shows that advertising on Instagram is more effective than influencers in tourism marketing.

Hypothesis

H1 : Influencers and Social Media simultaneously have a significant effect on visiting interest in the Lok Baintan Floating Market.

H2 : Influencers and Social Media have a significant effect partially on visiting interest in the Lok Baintan Floating Market.

H3 : Influencers have a dominant effect on interest in visiting the Lok Baintan Floating Market.

RESEARCH METHOD

This study uses a correlational quantitative method to examine the relationship between the independent variables (influencers and social media) and the dependent variable (visiting interest). This research involved a population of Nusantara tourists at the Lok Baintan Floating Market, with a sample taken using the Slovin formula of 100 respondents. Primary data was collected through questionnaires, while secondary data was obtained from existing sources, including visitor data during 2019-2024.

This study uses validity and reliability tests to ensure that the instruments used in this study are valid and reliable. Data analysis was conducted using multiple linear regression techniques to determine the influence of influencers and social media on visiting interest. In addition, a classical assumption test was conducted which included normality, multicollinearity, and heteroscedasticity tests.

In collecting data, researchers used observation, questionnaires, and documentation. The data collected was then analyzed to test the hypothesis using the t

test and F test, with the aim of seeing the significant effect of the independent variable on the dependent variable partially and simultaneously. This study also includes a detailed research schedule from preparation to report preparation.

RESULT AND DISCUSSION

Overview of Research Objects

Lok Baintan Floating Market is a traditional market located in Lok Baintan Village, Banjar Regency, South Kalimantan, Indonesia. The market is famous for its buying and selling activities carried out on traditional boats floating on the Martapura River. Lok Baintan Floating Market offers a unique experience for visitors. Boats crammed with various local products such as food, drinks, clothing, handicrafts and other merchandise are anchored along the river. Travelers can interact directly with the sellers and purchase products that interest them.

Apart from being a place to shop, the Lok Baintan Floating Market also offers a beautiful panoramic view of the Martapura River and surrounding landscape. Travelers can enjoy the serene river scenery, green mangrove forests, and a distinctive natural atmosphere. At Lok Baintan Floating Market, tourists can also sample South Kalimantan's specialty foods and drinks, such as apam balik, rawon, soto Banjar, and so on. In addition, vendors often perform local art and cultural performances, such as traditional dances and traditional music, which add to the atmosphere of hospitality and uniqueness of this market.

Lok Baintan Floating Market is one of the most attractive tourist destinations in South Kalimantan, especially for those who want to experience shopping and interact with the rich local culture. This market offers a diversity of objects, natural beauty, and culinary diversity that makes visitors feel the charm and appeal of this traditional market.

Research Results

Respondent Characteristics

Number of Respondents

Table 4.1 Number of Respondents

N Valid	100
Missing	0

Source: Processed by researchers, 2024

Based on the data in table 4.1 valid (entered) totaling 100 respondents, and missing (missing) totaling 0. Then the overall tabulation data has been processed in SPSS27.

Characteristics Based on Gender of Respondents

Table 4.2 Gender of Respondents

Valid	Total	Percent
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Male	42	42%
Female	58	58%
Total	100	100%

Source: Processed by Researchers, 2024

Based on table 4.2, most of the respondents in this study were female, totaling 58 respondents or 58%, while the remaining 42 respondents were male or 42%.

Characteristics Based on Respondent's Age

Table 4.3 Age of Respondent

Valid	Total	Percent
Under 20 years old	10	10%
20-25 years old	39	39%
26-30 years old	23	23%
31-35 years old	9	9%
Above 35 years old	19	19%
Total	100	100%

Source: Processed by Researchers, 2024

Based on table 4.3, most of the respondents in this study were aged 20-25 years, namely 39 respondents or 39%, while the remaining 23 respondents or 23% were respondents aged 26-30 years, 19 respondents or 19% for respondents aged over 35 years, 10 respondents or 10% for respondents aged under 20 years, and 9 respondents or 9% for respondents aged 31-35 years.

Characteristics Based on Number of Visits

Table 4.4 Number of Respondent Visits

Valid	Total	Percent
1 time	53	53%
2 times	25	25%
3 times	9	9%
4 times	3	3%
Above 4 times	10	10%
Total	100	100%

Source: Obtained by Researcher, 2024

Based on table 4.4, most of the respondents in this study made 1-time visits totaling 53 respondents or 53% while the rest made 2 visits as many as 25 respondents or 25%, above 4 times as many as 10 respondents or 10%, 3 times as many as 9 respondents or 9% and 4 times as many as 3 respondents or 3%.

Results of Respondent Answer Tabulation Data

Table 4.5 Respondent Answer Tabulation Data

Variables	Total	Average
Influencer		
Youtubers are influential in introducing Lok Baintan Floating Market	403	4,03
Tiktoker is influential in introducing the Lok Baintan Floating Market	416	4,16
Celebgrams are influential in introducing Lok Baintan Floating Market	399	3,99
Influential artist in introducing Lok Baintan Floating Market	393	3,93
Bloggers are influential in introducing Lok Baintan Floating Market	384	3,84
Social Media		
I visited Lok Baintan Floating Market after seeing the content on Youtube	335	3,35
I visited Lok Baintan Floating Market after seeing the content on Instagram	341	3,41
I visited Lok Baintan Floating Market after getting information from Whatsapp.	340	3,40
I visited Lok Baintan Floating Market after seeing the content on Facebook	315	3,15
I visited Lok Baintan Floating Market after seeing the content on Tik-tok	342	3,42
Interest in Visiting		
Lok Baintan Floating Market is a unique market.	453	4,53
Lok Baintan Floating Market has a beautiful view	437	4,37
Lok Baintan Floating Market location is easy to reach	375	3,75
Availability of dock facilities to pick up tourists to the Lok Baintan Floating Market	423	4,23
Availability of internet network in Lok Baintan Floating Market	411	4,11

Source: Processed by Researchers, 2024

Based on Table 4.5, it can be seen that there are 3 variables studied, namely Influencers, Social Media, and Visiting Interest. By looking at the average respondent's answer to the Influencer variable with an average value of 4, it means that the tendency is to agree. This indicates that Youtubers, Tiktoker, Celebgrams, artists and Bloggers have an influence in introducing the Lok Baintan Floating Market, which is agreed by the respondents. The Tiktoker indicator is the statement most chosen by respondents, totaling 4.16, because TikToker often has a unique and creative way of conveying information. They can use visual effects, storylines, or interesting anecdotes to make their content easy to understand and entertaining. In the context of the Lok Baintan floating market, TikToker can introduce historical information, culture, and tourist experiences in an interesting and inspiring way. And the lowest average statement is on the Blogger indicator statement, namely 3.84, this is because respondents may have certain preferences in obtaining

information, such as through videos, podcasts, or other social media platforms. If respondents are more interested in getting information through these sources, they may not consider bloggers as the main choice in introducing the Lok Baintan floating market.

Social Media shows that the average value is + 3, meaning that the tendency of consumers to answer Neutral. This indicates that Youtube, Instagram, Whatsapp, Facebook, and Tik-Tok are still unknown whether they have an effect or not because the respondents' answers are neutral. The Tik-tok indicator is the statement most chosen by respondents, which amounts to 3.42 Because TikTok has become a very popular social media platform, especially among the younger generation. Many people follow and engage in content shared by famous TikTokers. Therefore, respondents are more likely to choose TikToker because of its popularity and power in reaching a larger audience. And the lowest average statement is on the Facebook indicator statement, namely 3.15 this is because Facebook is less able to present a rich and in-depth visual picture of the experiences available about the Lok Baintan Floating Market.

In Visiting Interest shows that the average value is + 4, meaning that the tendency of consumers to answer agrees. This indicates that the Lok Baintan Floating Market is a unique market, has a beautiful view, an easily accessible location, the availability of dock facilities to facilitate tourists and the availability of an internet network that affects the interest in visiting the Lok Baintan Floating Market is indeed agreed by the respondents. The statement "Lok Baintan Floating Market is a unique market" is the statement most chosen by respondents, which amounted to 4.53 and the lowest average statement is in the statement "The location of the Lok Baintan Floating Market is easy to reach", namely 3.75 this is because to get to the Lok Baintan Floating Market through the countryside where the road is narrow and there are still damaged roads, and to get to the floating market requires a jukung or boat.

Research Instrument Test Results

Validity Test Results

Table 4.6 Validity Test

Variables	Item	r_{count}	r_{tabel}	Description
Influ- encer(X1)	X1.1	0,897	0,165	Valid
	X1.2	0,799	0,165	Valid
	X1.3	0,835	0,165	Valid
	X1.4	0,790	0,165	Valid
	X1.5	0,810	0,165	Valid
Social Me- dia (X2)	X2.1	0,881	0,165	Valid
	X2.2	0,903	0,165	Valid
	X2.3	0,842	0,165	Valid
	X2.4	0,841	0,165	Valid
	X2.5	0,780	0,165	Valid

Interest in Visiting (Y)	Y1	0,783	0,165	Valid
	Y2	0,815	0,165	Valid
	Y3	0,622	0,165	Valid
	Y4	0,875	0,165	Valid
	Y5	0,760	0,165	Valid

Source: Data processed by researchers, 2024

A questionnaire is said to be valid if the correlation value for the variable is compared with the r table at $n = 100$ with the formula $df = n-2$ with a significance level of 0.1 so that the r table is 0.165.

- If Pearson Correlation $r_{count} > 0.1$ with a significance of 0.10% then the data is declared valid
- If the test sig. (2-tailed) < 0.10 (alpha) then the data is declared valid.

In table 4.6 above, the validity test for the Influencer variable, social media, and visiting interest is declared valid because the person correlation r_{count} value is greater than 0.1 and sig. (2-tailed) is smaller than 0.10.

Reliability Test Results

Table 4.7 Reliability Test

Variables	Cronbach's alpha	Description
X1	0,883	Reliable
X2	0,903	Reliable
Y	0,824	Reliable

Source: Processed by Researcher, 2024

If the Cronbach Alpha coefficient > 0.70 , the question is declared reliable or a construct or variable is declared reliable. Conversely, if the Cronbach Alpha coefficient < 0.70 , the question is declared unreliable. In table 4.7 the statement is declared reliable because the Cronbach alpha value is 0.865, which is greater than 0.70.

Classical Assumption Test Results

Normality Test Results

Table 4.8 Normality Test

One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	100
Normal Parameters ^{a,b} Mean	.0000000
Std. Deviation	2.70959483
Most extreme Absolute Differences	.070
Positive	.049
Negative	-.070
Test Statistic	.070
Asymp. Sig. (2-tailed) ^c	200 ^d

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- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.
- e. Lilliefors' method based on 10000 monte carlo samples with a starting seed of 2000000.

Source: Processed by Researchers, 2024

Kolmogorov-Smirnov formula with the provision of normally distributed data if Asymp. Sig. (2-tailed) > 0.10 then the data can be said to be normal. Kolmogorov-Smirnov formula with the provisions of non-normally distributed data if Asymp. Sig. (2-tailed) < 0.10 then the data can be said to be abnormal. In table 4.8 the data is said to be normal because the asymp.sig. (2-tailed) value of 0.200 is greater than 0.10.

Multicollinearity Test Results

Table 4.9 Multicollinearity Test

Variables	VIF	Tolerance	Description
Influencer (X1)	1.158	0.863	No multicollinearity
Social Media (X2)	1.158	0.863	No multicollinearity

Source: Processed by researchers, 2024

The regression model is said to be free from multicollinearity if it has a tolerance value for the independent variables of more than 0.10 with VIF less than 10. In table 4.9 the regression model is free from multicollinearity because it has a tolerance value of $0.863 > 0.10$ and a VIF value of $1.158 < 10$.

Heteroscedasticity Test Results

Table 4.10 Heteroscedasticity Test

Variables	Significant	Description
Influencer (X1)	0.103	No heteroscedasticity
Social Media (X2)	0.980	No heteroscedasticity

Source: Processed by Researcher, 2024

- If the significance value > 0.10 then the data does not occur heteroscedasticity.
- If the significance value < 0.10 then the data occurs heteroscedasticity.

Table 4.10 concludes that there are no symptoms of heteroscedasticity, because the significance value obtained is greater than 0.10 (statistical confidence level of 90% or 0.10).

Multiple Linear Regression Test Results

Partial Test Results (t Test)

Table 4.11 Partial Test (t Test)

Mode	B	Unstandardized coefficients	std.error	Standardized coefficients Beta	t	Sig.
(Constant)	15.357	1.602			9.583	<,001
Total_X1	.296	.082		.369	3.615	<,001
Total_X2	-.016	.063		-.026	-.250	.803

a. Dependent Variable: TOTAL_Y

Source: Processed by Researcher, 2024

- If the value of $t_{count} < t_{tabel}$ then H_0 is accepted and H_a is rejected so it can be concluded that partially the independent variable has no significant effect on the dependent variable.
- If the value of $t_{count} > t_{tabel}$ then H_0 is rejected and H_a is accepted so that it can be concluded that partially the independent variable has a significant effect on the dependent variable.

Formula: $(\alpha/2; n-k-1)$

$(0,10/2 : 100-2-1)$

$(0,05 : 97)$

T table = 1.984

In table 4.11, it is known for the influencer variable (X1) t_{count} with a value of 3.615 and t_{table} 1.984, meaning that $t_{count} > T_{table}$, the influencer variable (X1) is declared to have a significant effect on the visiting interest variable. As for the social media variable (X2), the t_{count} with a value of -0.250 means that the $t_{count} < t_{table}$, the social media variable does not have a significant effect on the visiting interest variable.

Simultaneous Test Results (F Test)

Table 4.12 Simultaneous test (F test)

ANOVA^a

Model	Sum of squares	Df	Mean square	F	Sig.
Regression	108.141	2	54.071	7.216	.001 ^b
Residuals	726.849	97	7.493		
Total	834.990	99			

a. Dependent variable: TOTAL_Y

b. Predictors: (Constant), TOTAL_X2, TOTAL_X1

Source: Processed by Researchers, 2024

- If $F_{count} < F_{table}$, then H_0 is rejected and H_a is accepted so it can be concluded that simultaneously the independent variable has no effect on the dependent variable.
- If $F_{count} > F_{table}$, then H_0 is accepted and H_a so it can be concluded that simultaneously the independent variable has a significant effect on the dependent variable.

Formula: $(k; n-k)$

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(2: 100-2)
 (2: 98) (df 2: 98 f table)
 F table = 2.36

In table 4.14, it is known that the Fcount value is 7,216 and Ftable 2.36, meaning that Fcount > Ftable, it can be concluded that simultaneously the influencer variables (X1) and social media (X2) have an effect on visiting interest.

Uji Coefficient of Determination I

Table 4.13 Determination Coefficient Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.360 ^a	.130	.112	2.737

a. Predictors: (Constant), TOTAL_X2, TOTAL_X1

b. Dependent variable: TOTAL_Y

Source: Processed by Researchers, 2024

The results of the Model Summary have the use of knowing the relationship between two or more variables in the regression equation. Here what is seen is the R-Square value. The R-Square value in these results shows a value of 0.130 or 13%. This value means that the influence of Influencers (X1), Social Media (X2), on visiting interest (y) is 13%, the remaining 87% is influenced by other variables besides the independent variables in the study.

Discussion

Influencer Effect on Interest in Visiting

Based on the results of multiple linear regression analysis in table 4.11, it is known that Influencer with a tcount value of 3.615 and a ttable of 1.984 with a significance value of 0.001. The calculation results show that the tcount is greater than the ttable or 3.615 > 1.984 and the significance level is 0.001 < 0.10. This shows that Influencers have an effect on Visiting Interest. This study shows that influencers can effectively promote the existence of the Lok Baintan Floating Market because it has a direct and significant impact on interest in visiting.

Influencers are liked and trusted by their followers and audience so that what they wear, say or do, can inspire and influence their followers, including to try, visit and buy products, (Pustaka et al., 2004) in (Juniasih et al., 2021) Influencers often have large audiences and loyal followers. Through their content, they can build strong relationships with their followers and establish a sense of trust. If an influencer recommends or reviews positively about Lok Baintan Floating Market, it can influence their followers to be interested and interested in visiting the market.

The results of this study are in line with research conducted by (Juniasih et al., 2021) in his research entitled "Instagramable and Influencer Influence on the Decision to Visit Millennial Travelers to Petitenget Kerobokan Beach". shows that Influencers have a positive and significant influence on visiting interest. This shows that Influencer is one of the factors in increasing interest in visiting.

The Influence of Social Media on Visitor Interest

Based on the results of multiple linear regression analysis in table 4.12, it is known that Social Media with a tcount value of -0.250 and a t table of 1.984 with a significance value of 0.803. The calculation results show that the tcount is smaller than the ttable or $-0.250 < 1.984$ and the significance level is $0.803 > 0.10$. This shows that Social Media has no effect on Visiting Interest.

Social media according to Kotler and Keller (2012) in (Pratiwi et al., 2021) Social media variables do not have a significant effect on visiting interest in the Lok Baintan Floating Market because although social media can reach a large number of users, the influence in terms of visiting interest usually depends on other factors such as recommendations from friends, family, or reviews found outside of social media.

The results of this study are in line with research conducted by (Rahmadayanti, 2020) in his research entitled "The influence of social media effectiveness, attractiveness, ticket prices, and tourist service facilities on visiting decisions at Curug Goa Jalmo Pasuruan Regency" shows that the effectiveness of social media is not a factor in increasing interest in visiting.

The Influence of Influencers and Social Media on Interest in Visiting

Based on the results of multiple linear regression analysis in table 4.12, it is known that Influencers and Social Media on Interest in visiting is $0.001 < 0.10$ and f count $7,216 > f$ table value 2.36. This proves that there is an influence of Influencers and Social Media on Interest in Visiting.

Influencers are liked and trusted by their followers and audience so that what they wear, say or do, can inspire and influence their followers, including to try, visit and buy a product, (Pustaka et al., 2004) in (Juniasih et al., 2021) and Social media according to Kotler and Keller (2012) in (Pratiwi et al., 2021) is a means for consumers to share text, audio, image, and video information with each other and vice versa.

The results of this study are in line with research conducted by (Saununu, 2024) in his research entitled "The influence of social media marketing and influencer marketing on tourist interest in Maluku province". The results showed that there was a positive and significant influence of influencers and social media marketing on visiting interest.

CONCLUSION

Based on the results of the discussion, it can be concluded that the results show that influencers and social media simultaneously have a positive and significant influence on interest in visiting the Lok Baintan Floating Market, with influencers being the most dominant factor. Partially, influencers have a significant impact, while social media does not. It is recommended that bloggers improve interactions and virtual experiences to attract more visitors, while the Lok Baintan Floating Market Facebook account needs to update the content strategy to be more appealing to young audiences. In addition, infrastructure improvements around the market location are needed to improve accessibility and tourist attraction.

The Influence of Influencers and Social Media as Promotional Media on the Interest in Visiting the Lok Baintan Floating Market

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