Analysis the Impact of Content Virality on Visitor's Decision to Visit Mïnoo Beach Club, Ungasan

Khoirotun Nisa[a], Saptono Nugroho[b], Nararya Narottama[c]

[a]*Faculty of Tourism, Udayana University, Bali, Indonesia*
[b]*Faculty of Tourism, Udayana University, Bali, Indonesia*
[c]*Faculty of Tourism, Udayana University, Bali, Indonesia*

A B S T R A C T

Mïnoo Beach Club, Ungasan is one of the tourism business that has just been inaugurated. The inauguration of Mïnoo Beach Club coincides with the determination of the pandemic status issued by WHO since March 2020. However, there is a lot of viral content on social media Instagram uploaded by users by marking the location and taging @minoobeachclub account in it. This is interesting to study in order to analyze the effect of content virality on the visit decision to Mïnoo Beach Club, Ungasan.

Using quantitative methods with independent variables, namely content virality which consisting of Social currency (X1), Triggers (X2), Emotion (X3), Public (X4), Practical value (X5), and Stories (X6) and the dependent variable is the visit decision. Data collection techniques in the form of literature study, interviews, observations, and questionnaires. The number of samples used in this study were 100 respondents. The data analysis technique used is descriptive statistical analysis technique in the form of validity test, reliability test, frequency test, F test, Pearson correlation analysis, and range scale.

The results showed that content virality simultaneously had an influence on the visit decision to Mïnoo Beach Club, Ungasan with a fairly close level of influence and a correlation strength level of 0.535 out of 1. The most dominant factor in influencing the visit decision to Mnoo Beach Club was identified from 100 respondents used a range scale is the social currency indicator with a score of 464. This research is useful to help tourism business actors to determine the effect of content virality on visit decision, so that it can be input in the preparation of marketing strategies to attract visitors.

1. Introduction

Many countries in recent years have made tourism as one of the sectors that contribute to state income, including Indonesia. Indonesia has a variety of very diverse resources, both natural, cultural, and artificial that can be used as tourism resources that can be sold to tourists. The tourism sector is also considered capable of helping the welfare of the community around the tourism area because of the high absorption of human resources in the operation of tourism activities. This is evidenced by the government program, especially the Ministry of Tourism of the Republic of Indonesia regarding the construction of 10 New Balis which are expected to be able to attract tourist visits to come to Indonesia reaching 20 million visits at the end of 2019 yesterday (Ministry of Tourism RI, 2020).

However, in 2021, Indonesian tourism is experiencing a very sharp decline in the number of tourist visits due to the spread of the COVID-19 Virus. This also has an impact on various other tourism sub-sectors such as transportation, accommodation, consumption, to the micro, small and medium business industry. The determination of the pandemic status issued in March 2020 by WHO (World Health Organization) caused a decline in the number of domestic and foreign tourist arrivals in various tourism destinations (Ministry of Finance of the Republic of Indonesia, 2021). As one of the popular tourism destinations in Indonesia, the island of Bali is also affected by the spread of the COVID-19 virus.

Compiled from the Bali Province Central Statistics Agency, in 2019 there were recorded a number of tourist arrivals to Bali amounting to 6,275,210 people, while in 2020 it decreased to 1,069,473 people (BPSPB, 2021). As a result of this pandemic, many tourism businesses on the island of Bali have to go out of business due to the lack of income earned to operate business activities due to the decreasing number of tourist visits coming to the island of Bali. The decline in tourist visits was also due to the policies and regulations set by the Central Government to the Regional Government regarding

restrictions and prohibitions on travel to various regions in Indonesia, both domestic and international travel. The policies and regulations issued are aimed at suppressing and reducing the spread of the COVID-19 virus, which is feared to be widespread in various regions.

Four months after the determination of the status of the COVID-19 pandemic and the imposition of travel restrictions and bans, in July 2020 the Provincial Government of Bali re-invigorated the promotion of Bali tourism with the slogan "Bali New Era". At the inauguration of the New Era of Bali program carried out by the Governor of the Province of Bali, he explained, the implementation of this program was divided into 3 stages, the first stage which was carried out on 9 July 2020 was intended for local communities, the second stage which was carried out on 11 September 2020 was carried out to expand activities in the area. tourism sector for domestic tourists and the last stage on September 11, 2020 which is intended for foreign tourists (Disparda Bali Province, 2020). The issuance of the Bali New Era program itself was welcomed by tourism business actors. With the re-opening of access for tourists to travel to the island of Bali, tourism businesses can resume operations by paying attention to existing health protocols.

One of the tourism businesses that take advantage of this moment is the Mïnoo Beach Club. Located on Melasti Beach, Mïnoo Beach Club was officially operational in July 2020, offering not only various types of food and drinks as its main dish, Mnoo Beach Club also provides a beautiful panoramic view of Melasti Beach. Every corner of the Mïnoo Beach Club offers a comfortable place to relax for its visitors and can also be an interesting photo spot because it faces directly towards Melasti Beach. In addition, Mïnoo Beach Club also has other advantages that are quite rare when compared to other Beach Clubs in Bali, namely facilities in the form of direct access to the beach and a swimming pool that is intended for children so that it is not only for adults, children can also enjoy the services and comforts offered by Mïnoo Beach Club.

Even though Mïnoo Beach Club is a newly operating beach club and its opening coincided with the COVID-19 pandemic, more viral content was found that pinned the Mïnoo Beach Club location on Instagram social media uploaded by netizens when compared to other beach clubs that were already operating. since a long time ago. This viral content is one of the phenomena in social media that involves netizens as users, or usually also referred to as Virality Content (content virality). Content virality can be a factor in triggering and influencing a person's decision to do something (Berger, 2012). Content virality itself is an upload that can contain news, stories or information that has the possibility to be spread and known by many people due to social influences, with virality content then it will lead to discussions that are discussed, shared or imitated by an individual or group. The phenomenon of the use of social media and the power of word of mouth can then be a great opportunity to promote a product (Keagean and Roley, 2017).

The use of social media used by Mïnoo Beach Club itself is not only through Instagram, but also through various other social media such as Facebook and Youtube. Of the three social media used by Mïnoo Beach Club, Instagram is the most actively used social media as seen from the intensity of uploads displayed on the @minoobeachclub account. The manager is active in sharing uploads in the form of documentation, promo information, upcoming events, and other information related to Mïnoo Beach Club operations. Based on Instagram engagement analysis data in July 2021, it shows a percentage of 0.98% engagement rate on the @minoobeachclub account with the number of followers owned by Mïnoo Beach Club accounts of more than 6000 followers. Mïnoo Beach Club also takes advantage of the hashtag feature found on Instagram in the form of #minoobeachclub which can be used not only on uploads belonging to the @minoobeachclub account but also by netizens. Meanwhile, based on Instagram analysis data, the hashtag #minoobeachclub itself has a total of 7,953 netizens' achievements on Instagram (https://analisa.io/).

It is interesting to study whether the presence of virality content can affect the interest of visitors to visit Mïnoo Beach Club. Based on data on the number of visits after the inauguration of the Mïnoo Beach Club, which was recorded starting in 2020 in October, the number of visits was 1,658 people, and there was a decrease in September with the number of visits of 1,462 people. There was an increase in the number of return visits in December, which is the peak season for Christmas and New Year's Day, to 2,685 people. Thus, in 2020 the total number of visits from October to December is 5,805 people. Meanwhile, in 2021 from January to April there was a decrease in the number of return visits to 4,013 people. This data then shows that the existence of the Mïnoo Beach Club is quite attractive to tourists even though the inauguration was carried out during the COVID-19 virus pandemic.

Because of the problems above, in order to find out the relationship between virality content and the decision to visit Mïnoo Beach Club, Ungasan. So the researchers made this topic the title of the study, namely "Analysis of the Effect of Content Virality on Visitors' Visiting Decisions to Mïnoo Beach Club, Ungasan"

It is interesting to study whether the presence of virality content can affect the interest of visitors to visit Mïnoo Beach Club. Based on data on the number of visits after the inauguration of the Mïnoo Beach Club, which was recorded starting in 2020 in October, the number of visits was 1,658 people, and there was a decrease in September with the number of visits of 1,462 people. There was an increase in the number of return visits in December, which is the peak season for Christmas and New Year's Day, to 2,685 people. Thus, in 2020 the total number of visits from October to December is 5,805 people. Meanwhile, in 2021 from January to April there was a decrease in the number of return visits to 4,013 people. This data then shows that the existence of the Mïnoo Beach Club is quite attractive to tourists even though the inauguration was carried out during the COVID-19 virus pandemic.

Because of the problems above, in order to find out the relationship between virality content and the decision to visit Mïnoo Beach Club, Ungasan. So the researchers made this topic the title of the study, namely "Analysis the Impact of Content Virality on Visitor's Decision to Visit Mïnoo Beach Club, Ungasan"

2. Method Research

Data analysis technique is a way of determining data in a study, because the function of this data analysis is as an instrument to conclude the results that have been obtained in research. The technique used by the author in analyzing the research data was carried out through 3 (three) stages, namely questionnaire test, statistical analysis, and hypothesis testing. The questionnaire test includes validity and reliability tests. Statistical analysis includes frequency testing and correlation analysis, while hypothesis testing is carried out using the F test.

Validity and reliability are two criteria that must be met by the data retrieval tool/questionnaire before being used. The validity and reliability tests were carried out by distributing questionnaires to 30 respondents as the initial test sample first, then the results of the questionnaires were tabulated and tested

using the SPSS test tool. If the results on the SPSS state that the questionnaire is valid and reliable, it means that the questionnaire is ready to be distributed to the actual respondents. The validity and reliability tests are explained as follows:

A. Validity test

Validity test is conducted to state the extent to which the questionnaire will measure what it wants to measure. The questionnaire is said to be valid if the variables in the questionnaire have a correlation value above 0.30 (Sugiyono, 2017). In this study, the questionnaire will be tested whether it can measure the effect of content virality on visiting decisions accurately or not.

B. Reliability test

Reliability test is used to measure a questionnaire which is an indicator of a variable. A measuring instrument is called reliable if the measuring instrument consistently gives the same results or answers to the same symptoms, even though it is used repeatedly, which means it remains stable, reliable, and consistent. Reliability was measured by measuring the Cronbach Alpha technique on SPSS. The measuring instrument is said to be reliable if Cronbach Alpha > 0.60 (Ghozali, 2011). In this study, the questionnaire will be tested whether it can provide the same answer when used on the same symptoms.

C. Test Frequency

This frequency test was conducted to briefly determine the percentage of respondent's choice of answers for each statement indicator. The percentage of answers will indicate the dominant response chosen by the respondent. With this frequency test, it will be known respondents' responses to activities related to virality content on Instagram social media and the decision to visit visitors to Mïnoo Beach Club, Ungasan.

D. F test

Next, a hypothesis test will be carried out, namely an analysis to test whether or not the influence of virality content on the decision to visit visitors to Mïnoo Beach Club, Ungasan. Hypothesis testing is done by doing the F test to find out whether the independent variable has an effect on the dependent variable simultaneously and assumes the other dependents are constant. The presence or absence of this influence can be determined by comparing the F-table value with the F-count value.

The way to do the F test with a significance level (α) = 0.05 is to compare the calculated F value with the F table. If the F-count > F-table, the independent variables simultaneously have an influence on the dependent variable. On the other hand, if the F-count < F-table, the independent variable simultaneously has no effect on the dependent variable. Mathematically it can be written as follows:

• F-count > F-table means H0 is rejected and H1 is accepted
• F-count < F-table means H0 is accepted and H1 is rejected

The F test can also be seen at the level of significance:

• If the level of significance <0.05, then H0 is rejected and H1 is accepted
• If the significance level is > 0.05, then H0 is accepted and H1 is rejected

E. Correlation Analysis

The next data analysis is correlation analysis to measure how strong the relationship between the independent variables is to the dependent variable. The closeness of the relationship is expressed by the name of correlation significance. The significance of the correlation was assessed with a range of correlation values from -1 to 1. Significance was also assessed with the signs – (negative) and + (positive). A negative result indicates that the direction of the relationship is opposite while a positive result indicates that the direction of the relationship is the same.

Decision making basis:

• If the significance value < 0.05, then it is correlated
• If the significance value is > 0.05, then there is no correlation

In this study, what will be measured is the correlation level of the content virality variable and the visiting decision variable so that later on the significance value of the influence of content virality on visiting decisions will be obtained.

F. Range Scale

Finally, the results of the research questionnaire that have been obtained are in the form of the influence of content virality on visiting decisions using a Likert scale (values 1-5) and then analyzed using a range scale. The value/distance range or range (R) scale is used to determine the ranking of the variables used in the questionnaire which fall into the assessment categories "Strongly Agree", "Disagree", "Neutral", "Disagree", or "Strongly Agree". The use of this range scale aims to determine which factor of virality content is dominant in this study.

3. Results

A. Overview of Mïnoo Beach Club

Mïnoo Beach Club, Ungasan was first established in July 2020 at Melasti Beach. The name Mïnoo Beach Club itself comes from Persian which means "Paradise" or "Heaven". Carrying the Bohemian Mediterranian concept, Mïnoo Beach Club offers a different atmosphere from the previous beach club concepts that have existed on the island of Bali. Not only offering convenience, Mïnoo Beach Club also offers friendly prices for visitors, one of which is by not holding a minimum nominal purchase and often holding promo packages for visitors on certain days. Mïnoo Beach Club also offers services and experiences that have a luxurious impression, one of which is by providing VIP Bungalows.

The inauguration of Mïnoo Beach Club in July 2020 coincided with the COVID-19 virus pandemic that was rampant in Indonesia. This then also has an impact on Mïnoo Beach Club as one of the service providers in tourism. Mïnoo Beach Club had to reduce several positions that were deemed less necessary in its management, such as in the HRD department. Based on interviews that have been conducted with the management, it is known that there are obstacles experienced by Mïnoo Beach Club during this pandemic period, namely a decrease in the number of visiting guests. To deal with this, Mnoo Beach Club then implements several health protocols with the aim of minimizing the spread of the COVID-19 Virus so that visitors who come can feel safe and comfortable during their visit so that they can enjoy the services provided by Mnoo Beach Club to the fullest.

The health protocols consistently implemented by Mïnoo Beach Club are in the form of implementing 3M, namely washing hands with soap or using hand sanitizer, wearing masks, and maintaining distance from one another. All three are implemented strictly by carrying out no mask no service, providing additional facilities in the form of a sink for washing hands and providing automatic hand sanitizer in several corners of the Mïnoo Beach Club, as well as maintaining a minimum distance between tables of one meter. Another health protocol that is also implemented by Mïnoo Beach Club is to check body temperature for visitors who come at the entrance assisted by security. Mïnoo Beach Club also takes care of the cleanliness and health of its working staff. Another health protocol implemented by Mïnoo Beach Club is to limit the capacity of visitors according to the health protocol recommended by the government, which is 154 pax per day.

In addition to the obstacles due to the current pandemic period, another external obstacle that is also experienced by Mïnoo Beach Club is the competition between new beach clubs in the Melasti Beach area. This competition then makes Mïnoo Beach Club increasingly improve the services it provides to attract visitors. To maximize the services provided, the Mïnoo Beach Club adds live entertainment in the form of live dj performances every Saturday and Sunday. The manager also regularly maintains and repairs shower facilities, deck areas, nets and selfie spots at the end of the boat which are the Mïnoo Beach Club icons to support visitor comfort. The competition between beach clubs that occurred was also managed by conducting online promotions through collaboration with applications such as fave, travelooka, Ovo and ticket.com in the form of online reservations by offering benefits to visitors in the form of price cuts. Other promotions that can be enjoyed by visitors are cocktail and bucket beer promos that are carried out on certain days, this promotional information is usually spread through uploading posts on Mïnoo Beach Club social media, one of which is Instagram.

One of the social media used by Mïnoo Beach Club as a means of promotion is Instagram. Through the @minoobeachclub account, Instagram Mïnoo Beach Club has more than 6000 followers. Managers are active in sharing uploads in the form of documentation, promo information, and upcoming events. Instagram itself is a social media page that can connect users to be able to interact and connect with each other. This is realized by the existence of various Instagram features that can make it easier for users to interact with other users. Some of the features include hashtags, Instagram location, bio, mentions, Instagram stories etc.

On his Instagram page, Mïnoo Beach Club always marks his uploads using the hashtag #minoobeachclub. This hashtag can then also be used by anyone who wants to upload their content with the hashtag #minoobeachclub to mark the location of Mïnoo Beach Club. There are more than 500 uploads, whether in the form of videos or photos that have been uploaded on Instagram.

Another feature that is also used by Mïnoo Beach Club is the Instagram location feature. Instagram location can be added in another Instagram user's upload if the address of the place/location in question is already registered in the business profile of an account (based on the help center of the Instagram application). Mïnoo Beach Club itself has added an address to the Instagram location feature which can be seen in their Instagram account bio via @minoobeachclub. In this feature, Instagram users can view other Instagram user content uploads that also mark the location of this Mïnoo Beach Club.

B. Visitor Characteristics of Mïnoo Beach Club

Data on respondents who visited Mïnoo Beach Club, Ungasan according to gender, namely:

1) Visitors are male, there are 32 respondents;

2) There are 68 female visitors;

The characteristics of visitors were dominated by women with a difference of 32 respondents because more female visitors came to visit Mïnoo Beach Club, Ungasan than male visitors. Based on observations that have been made at the research location, this is because female visitors prefer taking pictures compared to male visitors.

Data on respondents who visited Mïnoo Beach Club, Ungasan by age are:

1) Visitors aged 15-25 years as many as 38 respondents;

2) Visitors aged 26-35 years as many as 41 respondents;

3) Visitors aged >35 years were 29 respondents.

Visitors are dominated by the age of 26-35 years, this is because at that age they are categorized as productive working age where at that age the average visitor already has a job and a steady income. This is also supported by research by Keliwar, et al (2015) on the Pampang Cultural Village tourism object in Samarinda.

The number of visitors visitors by occupation in order are:

1) 43 respondents have professions as private employees;

2) 19 respondents have professions as Entrepreneurs;

3) 14 respondents have professions as students;

4) 9 respondents have a profession as housewives;

5) 8 respondents have professions as civil servants/BUMN employees;

6) 7 respondents have other professions.

Based on these data, it can be seen that visitors to Mïnoo Beach Club, Ungasan are dominated by private employees. The type of work correlates with the motivation of tourists to visit (Keliwar, et al, 2015), this is because the high level of fatigue that permanent workers get from their daily routines causes high motivation of visitors to travel or just to fill spare time with the aim of restore morale.

C. Analysis

In this study, a validity test was conducted which aims to measure the level of validity of a statement in the research questionnaire, using statement indicators, which are expected to accurately reveal the variables being studied. The validity test carried out in this study was the validity test of the content virality variable (X) and the visiting decision variable (Y). In the content virality variable, there are 6 statement indicators and in the visiting decision variable there are 10 statement indicators. The total of the two statement indicators which amounted to 16 indicators was then answered by 30 respondents. The questionnaire in this study was prepared using a Likert scale form to measure the level of validity of the statements given in the

questionnaire, then Pearson's test was carried out on the Correlation Coefficient and Two-tailed Test of Significance. The validity test criteria used in this study are:

a. If r count > r table = valid

b. If r count < r table = invalid

Information :

r count : Pearson Correlation calculation

r table : r table validity test

r table = n = 30

r table 5% = 0.361

The following is a table of validity test results for the statement indicator on the content virality variable (X) and the visiting decision variable (Y) obtained through SPSS version 26 calculations. -X6) with the total value of the variable content virality ($\sum X$). Meanwhile, the validity value of the visiting decision variable obtained will be assessed by taking into account the correlation between the indicators (Y1-Y10) and the total value of the visiting decision variable ($\sum Y$). If the result of calculating the calculated r value then has a value above the r table which is worth 0.361 then the statement indicator can be said to have a valid result, and vice versa if the resulting calculated r value has a value below the r table which is worth 0.361 then the statement indicator contained in the questionnaire should be reviewed.

Table 1. Validity Test Results
(n=30, significance level=5%)

No questionnaire	r count	r table	Information
X1	0,889	0,361	Valid
X2	0,833	0,361	Valid
X3	0,514	0,361	Valid
X4	0,886	0,361	Valid
X5	0,857	0,361	Valid
X6	0,820	0,361	Valid
Y1	0,628	0,361	Valid
Y2	0,450	0,361	Valid
Y3	0,405	0,361	Valid
Y4	0,365	0,361	Valid
Y5	0,524	0,361	Valid
Y6	0,749	0,361	Valid
Y7	0,539	0,361	Valid
Y8	0,763	0,361	Valid
Y9	0,611	0,361	Valid
Y10	0,525	0,361	Valid

Source: the results of the analysis of the data processed with SPSS v.26 (2021)

Based on table 1, it is known that all statement indicators on the content virality variable (X1-X6) and statement indicators on the visiting decision variable (Y1-Y10) used in the research questionnaire that is being carried out can be declared valid. It is indicated by the presence of a number greater than the calculated r value when compared to the r table value (0.361 with n = 30 and 5% significance level). Therefore, the 16 indicators contained in the questionnaire can be declared eligible for use in this study.

Reliability test is the stage of data processing in order to find out the results of measurements made during the research remain consistent. The questionnaire can be said to be reliable if the answers to the statements given to the respondents are carried out consistently or it can also be said that the existing answers have the same symptoms, even though they are used repeatedly, which means that the answers given by the respondents have symptoms that are fixed and stable. In this study, the reliability test was carried out on the content virality variable (X) and the visiting decision variable (Y). In the content virality variable, there are 6 statement indicators and the visiting decision variable is used as many as 10 statement indicators. The 16 indicators of the statements used were then answered by the respondents, totaling 30 respondents. In the reliability test, this study uses the Alpha Cronbach method, which is a specific reliability test used to measure attitudes or behavior and is equivalent to perception. Reliability is then measured by looking at the Cronbach Alpha number, if the resulting value shows a number more than 0.60 then the indicator of the statement being tested is declared reliable, whereas if the value obtained shows a number less than 0.60 then the indicator of the statement being tested is declared unreliable and must be revised again.

The following is the data for the reliability test table for the content virality (X) variable based on the results of the SPSS version 26:

Table 2. Content Virality (X) Variable Reliability Test Results

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.887	.887	6

Source: The results of the SPSS v.26 reliability test analysis (2021)

In accordance with table 2, it is known that all statement indicators contained in the content virality variable (X1-X6) used in the research being conducted can be declared reliable. This statement is indicated by the Cronbach's Alpha value of 0.887 which means it has a positive value and also has a greater value when compared to 0.60. So, 6 statement indicators on the content virality (X) variable are appropriate to be used in this study.

Furthermore, the following table is a table of reliability tests carried out on the visiting decision variable (Y) based on the results of calculations using SPSS version 26:

Table 3. Reliability Test Results of Visiting Decision Variables (Y)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.764	.760	10

Source: The results of the SPSS v.26 reliability test analysis (2021)

In accordance with table 3, it is known that all statement indicators on the visiting decision variable (Y1-Y10) used in the research being conducted can be said to be reliable. This statement is indicated by the Cronbach's Alpha value of 0.764 which is positive and also has a greater value when compared to 0.60. So it can be concluded as many as 10 indicators that exist in this study can be declared feasible to use.

The frequency test in this study is one of the stages in data analysis that aims to determine the percentage value in the selection of answers that have been filled in by respondents for each statement indicator. The percentage of answers is expected to show the results of the responses that dominate and are more chosen by the respondents. With this frequency test, it will be known what indicators are most chosen by respondents who are visitors to MïnooBeachh Club, Ungasan in accordance with the theory of content virality and the decision to visit visitors to MïnooBeachh Club, Ungasan. At this stage, a frequency test of the statement indicator variable content virality (X) and the visiting decision variable (Y) will be carried out. there are 6 statement indicators in the content virality variable (X) and 10 statement indicators in the visiting decision variable (Y). The frequency test carried out is based on the results of the answers that have been collected from 100 respondents with the aim of describing the answers based on the categories Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree.

Table 4. Frequency Test Results Indicator Statement Variable Content Virality (X)

No.	Statement	Answer				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
X1	I visited Mïnoo Beach Club because I saw content on Instagram that spread information in the form of ratings about Mïnoo Beach	2%	3%	22%	30%	**54%**
X2	I visited Mïnoo Beach Club because I saw information about the existence of a beach club that had just been inaugurated through Instagram.	2%	7%	18%	25%	**48%**
X3	I visited Mïnoo Beach Club because I saw information that appealed to me emotionally, be it happy or sad feelings that caused me to want to visit it.	1%	5%	12%	29%	**53%**
X4	I visited Mïnoo Beach Club because there were other Instagram users who uploaded content about Mïnoo Beach Club.	5%	7%	10%	29%	**49%**
X5	I find it helpful to get information about Mïnoo Beach Club because of the viral content on Instagram.	2%	6%	11%	26%	**55%**
X6	I visited Mïnoo Beach Club because I saw interesting content uploaded via Instagram that told about the existence of Mïnoo Beach Club.	0%	7%	12%	23%	**58%**

Source: The results of the SPSS v.26 reliability test analysis (2021)

Based on table 4, it can be identified that the dominant answer was chosen based on the assessment of 100 respondents, it can be seen that the dominant answer chosen by the respondent obtained the highest percentage value when compared to other answer choices.

In the X1 statement indicator, "I visited Mïnoo Beach Club because I saw content on Instagram that disseminated information in the form of an assessment of Mïnoo Beach Club" based on the results of the frequency test analysis, it was found that the Strongly Agree option dominated the answers chosen by respondents with a percentage value of 54. % or as many as 54 respondents.

In the X2 statement indicator, "I visited Mïnoo Beach Club because I saw information about the existence of a beach club which had just been inaugurated through Instagram" based on the results of the frequency test analysis, it was found that the Strongly Agree option dominated the answers chosen by respondents with a percentage value of 48%. or as many as 48 respondents.

In the X3 statement indicator, "I visited Mïnoo Beach Club because I saw information that attracted my attention emotionally, whether it was feelings of pleasure or sadness that caused me to want to visit it." respondents with a percentage value of 53% or as many as 53 respondents.

In the X4 statement indicator, "I visited Mïnoo Beach Club because there were other Instagram users who uploaded content about Mïnoo Beach Club" based on the results of the frequency test analysis, it was found that the Strongly Agree option dominated the answers chosen by respondents with a percentage value of 49% or as much as 49%. 49 respondents.

In the X5 statement indicator, namely "I find it helpful in getting information about Mïnoo Beach Club because of the viral content on Instagram" based on the results of the analysis of the frequency test, the results show that the Strongly Agree option dominates the answers chosen by respondents with a percentage value of 55% or as much as 55 respondents.

In the X6 statement indicator, "I visited Mïnoo Beach Club because I saw interesting content uploaded via Instagram that told about the existence of Mïnoo Beach Club." % or as many as 58 respondents.

Thus, it can be seen that the six statement indicators in the content virality variable (X) are dominated by Strongly Agree answers.

The following are the results of the analysis of the frequency test carried out by the visiting decision variable (Y), which consists of 10 statement indicators:

Table 5. Result of Frequency Test Indicator Statement of Visiting Decision Variable (Y)

No.	Statement	Answer				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Y1	I need Mïnoo Beach Club services to fill my spare time	1%	9%	20%	**38%**	32%
Y2	I visited Mïnoo Beach Club because it suits my wants and needs.	0%	3%	8%	42%	**47%**
Y3	I found out about Mïnoo Beach Club after seeing the content uploaded on Instagram	0%	5%	10%	28%	**57%**
Y4	I compare Mïnoo Beach Club with other beach clubs	1%	3%	18%	35%	**43%**
Y5	I decided to visit Mïnoo Beach Club after knowing the uniqueness that other beach clubs don't have.	0%	3%	19%	36%	**42%**
Y6	I decided to visit Mïnoo Beach Club because there were no other interesting beach club references on Instagram social media.	22%	**27%**	26%	14%	11%
Y7	I feel sure that visiting Mïnoo Beach Club is the right choice to fulfill my needs in my spare time.	0%	4%	21%	**38%**	37%
Y8	I choose to visit Mïnoo Beach Club to increase my prestige and prestige.	22%	**25%**	20%	22%	11%
Y9	I am satisfied and will make another visit to Mïnoo Beach Club.	0%	0%	17%	36%	**47%**
Y10	I will recommend Mïnoo Beach Club to others through my social media	1%	1%	6%	32%	**60%**

Source: The results of the SPSS v.26 reliability test analysis (2021)

Based on table 5, it can be identified that the dominant answer was chosen based on the assessment of 100 respondents, it can be seen that the dominant answer chosen by the respondent obtained the highest percentage value when compared to other answer choices.

In the Y1 statement indicator, namely "I need the services of Mïnoo Beach Club to fill my spare time" based on the results of the frequency test analysis, the results show that the Agree option dominates the answers chosen by respondents with a percentage value of 38% or as many as 38 respondents.

In the Y2 statement indicator, namely "I visited Mïnoo Beach Club because it was in accordance with my wishes and needs" based on the results of the frequency test analysis, it was found that the Strongly Agree option dominated the answers chosen by respondents with a percentage value of 47% or as many as 47 respondents.

In the Y3 statement indicator, namely "I know Mïnoo Beach Club after seeing the content uploaded on Instagram" based on the results of the analysis of the frequency test, the results show that the Strongly Agree option dominates the answers chosen by respondents with a percentage value of 57% or as many as 57 respondents.

In the Y4 statement indicator, namely "I compare Mïnoo Beach Club with other beach clubs" based on the results of the analysis of the frequency test, the results show that the Strongly Agree option dominates the answers chosen by respondents with a percentage value of 43% or as many as 43 respondents.

In the Y5 statement indicator, namely "I decided to choose to visit Mïnoo Beach Club after knowing the uniqueness that other beach clubs do not have." as many as 42 respondents.

In the Y6 statement indicator, namely "I decided to choose to visit Mïnoo Beach Club because there are no other interesting beach club references on Instagram social media" based on the results of the frequency test analysis, it was found that the option Less Agree Agree dominates the answers chosen by respondents with a percentage value by 27% or as many as 27 respondents.

In the Y7 statement indicator, namely "I feel confident visiting Mïnoo Beach Club as the right choice to meet my needs in filling my spare time" based on the results of the frequency test analysis, the results show that the Strongly Agree option dominates the answers chosen by respondents with a percentage value of 47 % or as many as 47 respondents.

In the Y8 statement indicator, namely "I choose to visit Mïnoo Beach Club to increase prestige and prestige" based on the results of the analysis of the frequency test, the results show that the Disagree option dominates the answers chosen by the respondents by having a percentage value of 25% or as many as 25 respondents.

In the Y9 statement indicator "I am satisfied and will make a repeat visit to Mïnoo Beach Club" based on the results of the frequency test analysis, the results show that the Strongly Agree option dominates the answers chosen by respondents with a percentage value of 47% or as many as 47 respondents.

In the Y10 statement indicator, namely "I will recommend Mïnoo Beach Club to others through my social media" based on the results of the analysis of the frequency test, the results show that the Strongly Agree option dominates the answers chosen by respondents with a percentage value of 60% or as many as 60 respondents. .

So with that it can be seen that 6 of the 10 statement indicators contained in the visiting decision variable (Y) are dominated by the Strongly Agree option, namely the statement indicators Y2, Y3, Y4, Y5, Y9, and Y10, then there are also 2 out of 10 statement indicators dominated by the Agree option, namely the Y1 and Y7 statement indicators, and there are also 2 out of 10 statement indicators dominated by the Disagree option, namely the Y6 and Y8 statement indicators.

Table 6. Calculation Results of Content Virality Frequency Weight Against Visiting Decisions

No	Indicators	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Sub Total
		F	F X Value	F	F X Value	F	F X Value	F	F X Value	F	FX Value	
1	I visited Mïnoo Beach Club because I saw content on Instagram that spread information in the form of ratings about Mïnoo Beach Club.	2	2	3	6	22	66	30	120	54	270	464
2	I visited Mïnoo Beach Club because I saw information about the existence of the newly inaugurated beach club via Instagram.	2	2	7	14	18	54	25	100	48	240	410
3	I visited Mïnoo Beach Club because I saw information that appealed to me emotionally whether it was a feeling of pleasure or sadness that caused me to want to visit it.	1	1	5	10	12	36	29	116	53	265	428

4	I visited Mïnoo Beach Club because another Instagram user posted content about Mïnoo Beach Club.	5	5	7	14	10	30	29	116	49	245	410
5	I find it helpful to get information about Mïnoo Beach Club because of the viral content on Instagram.	2	2	6	12	11	33	26	104	55	275	426
6	I visited Mïnoo Beach Club because I saw interesting content uploaded via Instagram that told about the existence of Mïnoo Beach Club.	0	0	7	14	12	36	23	92	58	290	432

Source: Research Data Processing Results (2021)

Based on the data contained in table 6, it is known that the indicator that has the highest score is the most dominant factor in influencing the decision to visit visitors to Mïnoo Beach Club, Ungasan, which is located on the X1 indicator "I visited Mïnoo Beach Club because I saw content on Instagram that disseminate information in the form of an assessment of the Mïnoo Beach Club" which is the Social Currency factor that is included in the rating scale category of Strongly Agree with a total score of 464.

Social currency in virality content is a sense of pride and concern that is owned by people so as to create a desire to spread information. If it is associated with the use of social media, then the information disseminated can be in the form of content regarding the assessment of the destinations that have been visited. In research from Narottama&Moniaga (2022) said that "Social Media marketing has changed the way companies and customers interact and influence one another, including the ability to influence choices and behaviour other people's consumption". Viral content that contains ratings can be the starting place that forms interactions on companies and social media users which then becomes an influence in making decisions to visit a destination.

The data above states that social currency is a factor in content virality that has the most dominant influence. This is also in accordance with the data found in the analysis results of the Y10 indicator frequency test, namely "I will recommend Minoo Beach club to others through my social media" which has a percentage of 60% with the category of strongly agreeing answers proving that the majority of visitors to Mïnoo Beach Club, Ungasan has a desire to spread information about the existence of Mïnoo Beach Club, Ungasan on its social media pages.

4. Conclusion

1. Referring to the results of hypothesis testing, the variable content virality (X) which consists of Social currency, Triggers, Emotion, Public, Practical value, and Stories simultaneously has a positive and significant effect on the decision to visit visitors to Mïnoo Beach Club, Ungasan.

2. Based on the results of the F test analysis, the F value calculates the content virality (X) variable which consists of Social currency (X1), Triggers (X2), Emotion (X3), Public (X4), Practical value (X5), and Stories (X6) has a value of 7.091 which means it has a nominal value greater than the nominal value of the F table, which is 2.20. The significance value obtained in the F test for the content virality variable is 0.000, which means it has a nominal value smaller than 0.05. Meanwhile, based on the correlation analysis of the content virality variable (X) to the visiting decision variable (Y) it has a correlation value of 0.535 and this value is in the correlation interval class 0.40 – 0.599. Thus, the content virality variable (X) and the visiting decision variable (Y) have a relationship that is classified into a fairly close relationship.

3. The most dominant content virality factor in influencing the decision to visit visitors to Mïnoo Beach Club, Ungasan which has been identified from 100 respondents and calculated using a range scale lies in the X1 variable indicator, namely "I visited Mïnoo Beach Club because I saw content on Instagram that spread information in the form of an assessment of Mïnoo Beach Club" which is the Social Currency factor with a total score of 464.

REFERENCES

Arif, Annisa Rizkia dan I Made Adhi Gunadi. 2018. Pengaruh Brand Image Dan Kualitas Produk Terhadap Keputusan Berkunjung Ke Resto Foresthree. Jurnal Pariwisata Universitas Pancasila. Vol. 6 No.2. 44-58.

Arikunto, S. 2006. Prosedur Penelitian ,Suatu pendekatan Praktek. Edisi Revisi V. Jakarta: Rineka Cipta.

Berger, J., & Milkman, K. L. 2012. What makes online content viral?. Journal of Marketing Research, 49(2), 192–205.

Bungin, Burhan. 2007. Penelitian Kualitatif. Jakarta: Kencana.

Concepts, Issues And Cases. United Kingdom : Thomson Learning.

Destina, Zilvany dan Narottama, Nararya. Strategi Diversifikasi Produk Wisata Untuk Menarik Minat Kunjungan Pengunjung Di Desa Celuk, Kabupaten Gianyar. Jurnal Destinasi Pariwisata, [S.1.], v. 8, n. 1, p. 66-73, July 2020. ISSN 2548-8937. Program Studi Sarjana Destinasi Pariwisata, Fakultas Pariwisata, Universitas Udayana

Keegan, B. J., & Rowley, J. 2017. Evaluation and decision making in social media marketing. Management Decision, 55(1), 15-31.

Keliwar, S. and Nurcahyo, A., 2015. Motivasi dan Persepsi Pengunjung terhadap Obyek Wisata Desa Budaya Pampang di Samarinda. Jurnal Manajemen Resort dan Leisure, 12(2).

Kotler, Philip and Kevin Lane Keller. 2012. Marketing Management, 12th edition. United States of America: Pearson

Kotler, Philip dan Armstrong, Gary. 2011. Principles of Marketing. 14th Eds. Pearson : USA.

Kotler, Philip dan Gary Armstrong. 2007. Prinsip-Prinsip Pemasaran. diterjemahkan oleh : Bob Sabran. Edisi kedua belas. Jilid 1. Jakarta : Erlangga.

Mahmudah, S.M. and Rahayu, M. 2020. Pengelolaan Konten Media Sosial Korporat pada Instagram Sebuah Pusat Perbelanjaan. Jurnal Komunikasi Nusantara, 2(1), pp.1-9.

Moleong, L. J. 2010. Metodelogi Penelitian Kualitatif. Bandung: Remaja Rosda Karya.

Narottama, N., &Moniaga, N. E. P. 2022. Pengaruh Social Media Marketing Terhadap Keputusan PembelianKonsumen Pada DestinasiWisataKuliner di Kota Denpasar. *Jurnal Master Pariwisata (JUMPA)*, 741-773.

Peter, J. Paul dan Jerry C. Olson. 2000. Consumer Behavior. Perilaku konsumen dan Strategi Pemasaran. Jilid 2. Edisi 4. Diterjemahkan oleh: Damos Sihombing. Jakarta: Erlangga.

Pitana, I Gde dan Putu G. Gayatri. 2005. Sosiologi Pariwisata. Yogyakarta: Andi

Pranitya, Ngurah Putu Nova Merta dan Ida Bagus Suryawan. 2017. Pengaruh Facebook Terhadap Keputusan Berkunjung Pengunjung Domestik Ke Pantai Pandawa Bali. Jurnal Destinasi Pariwisata. Vol. 5 No. 1. 137-143.

Pusat Bahasa. 2008. Kamus Besar Bahasa Indonesia Edisi Keempat. Jakarta: Gramedia Pustaka Utama.

Romadhoni, Riefky et al. 2019. Virality in Social Media Advertising: A Case Study in Bandung Tourism: The Asian Journal of Technology Management Vol. 12 No. 3 (2019): 204-211

Seaton, A. V., & Bennett, M. M. 1996. The Marketing Of Tourism Products:

Sugiyono. 2017. Metode Penelitian Kuantitatif Kualitatif dan R&D. Bandung: Alfabeta.

Suwena, I. K., Widyatmaja, I. G. N., & Atmaja, M. J. 2010. Pengetahuan dasar ilmu pariwisata. Udayana University Press.

Tjampan, K. M., & Nugroho, S. 2020. Persepsi Pengunjung Domestik Terhadap Wisata Entertainment di Daya Tarik Wisata Kawasan Luar Pura Uluwatu. Jurnal Destinasi Pariwisata, 8(2)

Umar, Husein. 2008. Metode Penelitian untuk Skripsi dan Tesis Bisnis. Jakarta : PT Raja Grafindo Persada

Undang-undang Republik Indonesia No. 10 Tahun 2009 Tentang Kepariwisataan.

Viciana, P. 2014, Pengaruh Iklan Melalui Social Media terhadap keputusan Pembelian Produk Maicih. Doctoral Dissertation. Universitas Widyatama

Wang, Qingliang et al. 2019. What Makes Online Content Vireal? The Contingent Effect Of Hub Users Versus Non-Hub Users On Social Media Platforms: Journal of the Academy of Marketing Science (2019) 47:1005–1026

Widyarini, I. G. A., & Sunarta, I. N. 2018. Dampak Pengembangan Sarana Pariwisata Terhadap Peningkatan Jumlah Pengunjung Di Wisata Alam Air Panas Angseri, Tabanan. Jurnal Destinasi Pariwisata, 6(2), 217-223.