The Influence of Content Virality in Instagram on Visitor's Visiting Decision (Case Study at Bali Bird Park, Gianyar Regency, Bali)

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A B S T R A C T

The relevance of social media marketing has increasingly grown over time, especially after the COVID-19 pandemic. This trend has not gone unnoticed by Bali Bird Park, which has sought to enhance its social media presence on Instagram to attract more visitors. This study aims to determine the extent to which viral content can influence the decision to visit Bali Bird Park. Using both qualitative and quantitative methods, the study identifies the components of content virality in Bali Bird Park's social media marketing strategy through qualitative analysis, while also quantitatively analyzing questionnaire data from 96 respondents to establish the relationship between the concept of content virality, based on Jonah Berger's STEPPS model, and the variable of visit decisions using simple linear regression. The findings reveal that the STEPPS content virality model can be identified in Bali Bird Park's Instagram marketing strategy, and that content virality on Instagram has a positive and significant influence on the decision to visit Bali Bird Park.

Keywords: *Community Content Virality, Visiting Decision, Instagram, Social Media, STEPPS, Zoo*

1. Introduction

The revolution brought and initiated by the internet or the World Wide Web began many years ago, marking an extraordinary phenomenon at that time. Smartphones, the internet, and other technologies have enabled the world's largest databases to be within the grasp of every individual and accessible at any time. These characteristics define the current era—the digital era. This era has also given rise to various powerful multinational corporations such as Google, Amazon, Meta, and many more, which are among the largest companies in the world today. All of these companies are digital-based, indicating that in this era, the digital relationship between businesses and consumers plays a crucial role (Panggabean, 2021).

Tourism is one of the leading industries in adopting digitalization, particularly through the promotion of tourist destinations and other tourism products. Many travelers, before embarking on their journey, seek references for tourist destinations to include in their travel plans. For this purpose, digital media is widely used, such as review sites or videos, travel agency websites, accommodation business websites, destination websites, and social media. Social media is a type of communication and collaboration software that facilitates interaction through virtual platforms using the internet as its medium (Brogan, 2010). The journey of social media began with the emergence of Friendster, which allowed internet users to make friends and send text messages virtually from anywhere to anyone. Since then, the idea of social media has evolved continuously, leading to the emergence of various social media platforms in their respective formats (Haliyani, 2019).

The broad reach and extensive user base of social media provide businesses with the potential to market their products more efficiently and reach far more people than ever before without incurring significant costs. Marketing products through social media is often distinct from conventional media marketing. For instance, in advertisements, where conventional media advertising is one-directional—information is conveyed from the advertiser to potential consumers—social media enables two-way interactions. On social media, consumers can take real-time actions toward the advertisements they see, such as purchasing the advertised product, seeking more information about the product through links, or engaging in conversations with the advertiser about the offered product. Another advantage of social media marketing is the saving of time and costs. Unlike conventional marketing, which typically requires physical promotional materials such as pamphlets, banners, billboards, flyers, etc., placing advertisements on social media only requires a few clicks on a screen (Soemanagara, 2008).

The unique characteristics of social media, which are almost always real-time and interactive, have ultimately given rise to a phenomenon called Content Virality. The term "viral" in the context of social media refers to information that has reached and been known by a large number of people on the internet, becoming a topic of intense discussion and even influencing individuals' views and actions, potentially driving and affecting decision-making (Berger and Milkman, 2012). In his book, Berger (2016) introduced a concept explaining the crucial components that make content viral. This concept, known as STEPPS, is an acronym for six components: social currency, trigger, emotion, public, practical value, and stories.

The phenomenon of social media, which allows information to spread from person to person—or in this case, device to device—at an incredibly fast rate, has great potential for promoting products (Keagean and Roley, 2017). Among the many social media applications, Instagram is currently one of the most popular. Instagram emphasizes visual content, such as photos and videos, instead of text-based content like some other platforms. This characteristic is particularly suitable for tourism, as it is much easier to showcase a tourist destination, its geographical features, and the atmosphere of a region as a whole through visual media rather than writing. Additionally, photos and videos naturally capture more attention than text (Wardani, 2019).

Another impact of social media on tourism in Indonesia is related to the virality phenomenon mentioned earlier. In recent years, there have been many cases where tourist attractions experienced a sudden surge in popularity, evidenced by an influx of visitors, after photos or videos of these attractions went "viral" on social media. Some examples include "Negeri di Atas Awan" in Banten, "Kampung Warna Warni Jodipan" in Malang, "HeHa Skyview" in Gunung Kidul, "Desa Wae Rebo" in NTT, and Ranu Manduro in Mojokerto, a former mining site often compared to New Zealand. These locations saw a sharp increase in visitors in a short period due to indirect promotions by netizens on social media (Ningrum & Salim, 2021). Over time, the virality of tourist attractions has been seen as an opportunity by tourist attraction managers, who now use virality as a reference or target in their social media marketing campaigns (Widaningsih et al., 2020).

One tourist attraction seeking to explore the potential of social media virality is Bali Bird Park. Bali Bird Park is a conservation park that primarily features exotic birds as its main attraction. Like other tourist attractions, Bali Bird Park faced significant challenges during the COVID-19 pandemic, with no revenue for two years. The COVID-19 pandemic was a global crisis, but it also brought about changes in digital behavior within society. A study in Germany by Lemenager et al. (2021) found an increase in social media consumption during and after the pandemic. Another study by Rolandi et al. (2020) revealed that the COVID-19 pandemic led the senior generation (40-70 years old) to begin using social media. Bali Bird Park's marketing team seeks to leverage this momentum to expand and scale up their social media campaigns.

The COVID-19 pandemic significantly impacted the number of visitors to Bali Bird Park. In 2019, Bali Bird Park recorded 189,680 visitors, marking a considerable increase compared to 2018, with growth of 12.89%. However, after COVID-19 was declared a pandemic in mid-2020 and international travel was halted, visitor numbers dropped to only 111,776 and further declined in 2021 to just 41,391 visitors. Moreover, operational cost reductions during the pandemic forced Bali Bird Park to completely suspend its social media activities from 2021 to early 2022. This was in stark contrast to its two main competitors, Bali Zoo and Bali Safari & Marine Park, which managed to maintain their social media presence even during the pandemic.

This difficult situation highlights the critical importance of an effective social media marketing strategy to help Bali Bird Park recover, especially given the advantage in time and resources that their competitors possess. This challenge also motivated the management of Bali Bird Park to explore new methods of marketing in the post-pandemic era, aiming to attract as many visitors as possible.

A comparison of visitor numbers and revenue based on categories in 2019 and 2022 highlights a notable shift in trends due to the impact of the COVID-19 pandemic. 2019, as the last year before the pandemic, serves as a benchmark to illustrate these changes. According to the data presented, all segments experienced a decline in both visitor numbers and revenue, except for the walk-in segment or direct ticket purchases at Bali Bird Park. The management of Bali Bird Park views this data as evidence of a significant trend change post-COVID-19, where tourists are no longer heavily reliant on conventional travel agents and prefer to visit independently. This shift underscores the increasing importance of social media marketing as a primary tool to attract visitors, as travelers now rely less on travel packages from agents and more on social media as their primary source of information.

To capitalize on this shift, Bali Bird Park has implemented a comprehensive marketing campaign that includes creating short videos, improving the quality of Instagram content, collaborating with influencers, hosting giveaways, conducting brand collaborations, and expanding to emerging social media platforms like TikTok. These efforts aim to leverage the benefits of social media promotion and ultimately increase visitor numbers. In this context, Berger's concept of content virality has the potential to drive change. With its simple and easy-to-implement components, applying the concept of content virality to Instagram content creation could open new dimensions for Bali Bird Park's social media presence.

To understand the real potential of implementing the content virality concept at Bali Bird Park, this study aims to analyze the extent to which content virality influences visitors' decisions to visit Bali Bird Park.

2. Methodology

Data analysis techniques are methods used to interpret data in a study, as the function of data analysis is to serve as an instrument for concluding the research findings. In this study, the author employs two data analysis techniques: descriptive qualitative analysis and quantitative statistical analysis.

Qualitative data in this research are analyzed through three steps: data reduction, data presentation, and conclusion drawing (Miles and Huberman, 1992). The qualitative data obtained will be presented descriptively. Specifically, the qualitative data analyzed in this study will be used to address the first research problem by describing how content virality is applied in Bali Bird Park's Instagram marketing strategy.

The quantitative statistical data analysis technique is the primary method used to address the second research problem. More specifically, this study employs a correlational analysis technique to examine the relationship or influence between the two variables being analyzed (Neter et al., 1983). The correlational analysis is conducted in four stages: data feasibility testing, classical assumption testing, correlation analysis, and hypothesis testing.

1. Data Feasibility Testing: Includes validity and reliability tests.

2. Classical Assumption Testing: Includes normality and heteroscedasticity tests.

3. Correlation Analysis: Involves simple linear regression analysis and determination coefficient tests.

4. Hypothesis Testing: Conducted using a t-test.

These steps ensure a systematic approach to understanding the relationship between variables and provide reliable results for the research objectives.
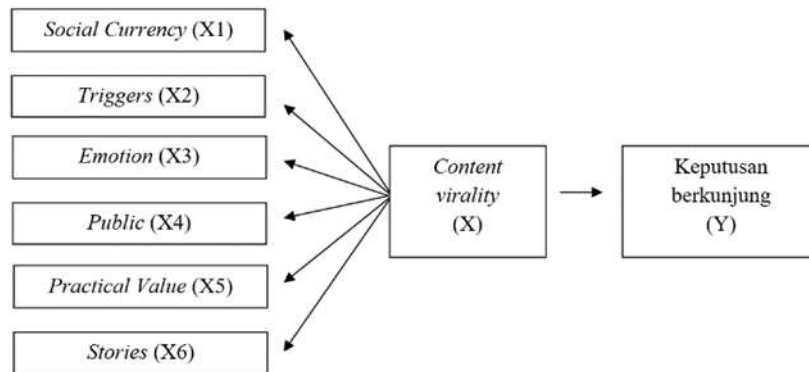
3. Results

Overview

Bali Bird Park is a zoological tourist attraction that focuses on avian species, specifically birds. Administratively, Bali Bird Park is located in Sukawati District, Gianyar Regency, Bali Province, precisely on Jalan Serma Cok Ngurah Gambir. Geographically, Bali Bird Park is situated at $8°\ 36'\ 0''$ S and $115°\ 15'\ 4''$ E. Visitors need an estimated travel time of 40-60 minutes by motor vehicle or public transport from Ngurah Rai International Airport to reach Bali Bird Park. From the Barong Statue, visitors continue straight along Jalan Raya Singapadu, then turn left after 600 meters onto Jalan Bird Park, where the entrance to Bali Bird Park is visible on the left side.

Bali Bird Park was officially inaugurated on October 24, 1995, by Edi Swoboda, in collaboration with Putu Sidharta and Zainal Tayeb, as one of the zoological attractions on the island of Bali. Ownership of Bali Bird Park has changed hands twice—first to Nigel Mason, the owner and founder of Mason Adventures Bali, in 2003, and later to Nick Blackbeard in 2007, who has served as the managing director until now.

The primary reason for establishing Bali Bird Park was the love of Edi Swoboda and Putu Sidharta for animals, especially birds. Through Bali Bird Park, they aimed to create a place for the preservation, conservation, and breeding of endemic birds of Bali and Indonesia. With an increasing collection of birds, they decided to open Bali Bird Park to visitors the following year, aiming to educate and raise awareness about Bali's native birds. Currently, Bali Bird Park is privately managed by PT. Taman Burung Citra Bali International with foreign investment.

Bali Bird Park houses over 1,300 birds representing 250 species from around the world. All animals at Bali Bird Park are licensed for care, display, and breeding through the Bali Provincial Natural Resources Conservation Agency (BKSDA). The welfare of all animals is overseen by a dedicated avian department responsible for their care. Additionally, the Department of Animal Husbandry and Veterinary Services supervises the birds' health with routine checks every two months. Bali Bird Park is also a member of the Indonesian Zoo Association (PKBSI) nationally and the South East Asian Zoo Association (SEAZA) internationally. Bali Bird Park spans an area of 2 hectares and is divided into 10 thematic zones.

Instagram is the primary social media platform used by Bali Bird Park for social media marketing purposes. The official Instagram account of Bali Bird Park, @balibirdparkofficial, has more than 32,000 followers and over 900 posts at the time this research was conducted. The Instagram account actively posts photos and videos related to animals, activities, and provides updates about promotions, the latest events, and other information concerning Bali Bird Park.

The @balibirdparkofficial account uploads up to three pieces of content to its feed each week. These posts may consist of photos or videos in the form of reels. In addition to feed content, the Bali Bird Park Instagram account regularly uploads stories daily. The content shared on stories typically includes show schedules, current promotions, daily updates in the form of "BBPtoday" videos, reposted stories from other Instagram users tagging the Bali Bird Park account, and occasional messages to commemorate important holidays.

Bali Bird Park also utilizes several Instagram features, such as hashtags and geotags. The hashtags frequently used by the Bali Bird Park Instagram account are "#BaliBirdPark" and "#BBPexperience," which collectively appear in over 35,000 posts on Instagram, including both photos and video reels. For geotags, Bali Bird Park ensures that every post includes a location tag pointing to Bali Bird Park so viewers can immediately recognize where the video or photo was taken. Through these geotags, users can directly view the location and directions to Bali Bird Park relative to their current position.

Implementation of Content Virality in Bali Bird Park's Instagram Marketing Strategy

As previously explained, Bali Bird Park only began allocating resources to its digital marketing efforts after the COVID-19 pandemic. This is evident from the reactivation of its Instagram account, @balibirdparkofficial, after a period of inactivity during the pandemic, along with the recruitment of social media staff and third-party advisors from a marketing agency to help develop Bali Bird Park's digital identity and Instagram marketing strategy. The chosen digital identity is titled "happy faces," reflecting Bali Bird Park's aim to showcase happiness in its digital campaigns—whether it's the joy of visitors interacting with the animals or the enthusiasm of bird keepers serving guests and caring for the birds. The primary target audience for this campaign is young families with children, as Bali Bird Park's offerings are particularly well-suited for children.

Although the concepts of content virality and the STEPPS model are not explicitly used in Bali Bird Park's digital marketing strategy, elements of these components can be identified in their Instagram content. According to Berger (2016), the virality of content can be explained using six STEPPS indicators: social currency, trigger, emotion, public, practical value, and stories. Below is a detailed analysis of the application of STEPPS in Bali Bird Park's Instagram marketing strategy.

1. Social Currency

Social currency, the first indicator in the STEPPS model, refers to people's tendency to want to appear cool, smart, or affluent in the eyes of others. According to Berger (2019:22), humans naturally care about how others perceive them, and sharing content is one way to influence others' perceptions, whether positively or negatively (Malinen, 2018:19). This phenomenon directly impacts social currency because if the content shared affects others' perceptions, people are more likely to share content that enhances their social value or currency.

For Bali Bird Park, several factors contribute to the phenomenon of social currency. One significant factor is Bali Bird Park's position as a conservation institution, which enhances its social currency effect. As previously mentioned, in addition to being a zoological tourist attraction, Bali Bird Park serves as a conservation institution involved in preserving and breeding several bird species listed as endangered or vulnerable on the IUCN Red List. Conservation and breeding activities are often featured on Bali Bird Park's Instagram to demonstrate its commitment to conservation. With growing public awareness of environmental damage and wildlife habitat loss, engaging with or sharing content related to conservation activities, such as those at Bali Bird Park, can create an impression that users are eco-conscious, thus enhancing their social currency.

Bali Bird Park also runs a special program called "Fighting Extinction" (FE), which allows visitors and potential visitors to learn more about endangered birds at the park. While the program's primary purpose is to raise awareness about endangered birds, its mechanism—encouraging members of the Fighting Extinction Club to share and invite others to join—aligns with the social currency phenomenon. In this program, users are directed to a dedicated website where they can register and provide their email addresses. After registering, FE club members receive an e-certificate, some merchandise, and, most importantly, updates on the status and conditions of endangered birds at Bali Bird Park. As eco-conscious individuals, these members are likely to share these updates and e-certificates on social media or by word of mouth, further enhancing their social currency.

Finally, in Bali Bird Park's daily Instagram management, visitors who upload photos or videos on their personal Instagram stories and tag Bali Bird Park's account will always be reposted. This has been a consistent part of Bali Bird Park's Instagram strategy. The purpose of these story reposts is to ensure visitors sharing their experiences at Bali Bird Park on social media feel appreciated, increasing the likelihood of them sharing more posts or even making repeat visits. Additionally, being reposted by an official account with a significant following, like Bali Bird Park's Instagram, can also boost the visitors' social currency, contributing to an overall positive experience.

2. Trigger

In the context of public relations, a "trigger" refers to an event that tends to encourage individuals with latent readiness to act (Jackson, 1998). According to Berger (2016:23), a trigger is an element that helps keep a product or idea "top of mind," meaning it ensures the idea remains present in the consumer's thoughts. Triggers are often characterized by their visual and memorable nature, frequently appearing in the form of mottos, logos, slogans, or even brand names. Associating a brand with specific common activities or events can provide significant advantages. For instance, Di Michele (2018) conducted a study revealing that playing French music in a grocery store increased sales of French wine, while playing German music in the same store boosted sales of German wine.

Visually, Bali Bird Park's Instagram showcases a very clear brand identity. This is evident from the consistent placement of the logo in its content and the use of the pre-defined brand color, green, in its visual communication design on Instagram. The use of this visual identity is not only limited to design elements but also extends to the color tone or nuance used in photo and video content, as seen in Figure 4.3. Bali Bird Park's brand identity is further represented by its logo, which depicts the silhouette of a Bali Starling with a human fingerprint texture, symbolizing the symbiotic relationship between birds and humans. Collectively, these elements create triggers for potential consumers or visitors.

The birds and activities displayed in Bali Bird Park's photo and video content also create iconic imagery that can serve as triggers. Rare and exotic birds are sights that most people do not often encounter, especially visuals of humans interacting closely with birds such as the Bird of Paradise or parrots. Because the images presented by Bali Bird Park's Instagram are highly unique and iconic, the expectation is that when Instagram users viewing this content see similar visuals in other content or real life, their first thought will be "Bali Bird Park." Psychologically, they have associated the "interaction between birds and humans" with Bali Bird Park.

3. Emotion

According to Berger (2016), another reason why content is shared is its ability to evoke emotions. Humans naturally want to share the emotions they feel, and content that triggers emotions can serve as an effective medium for expressing these feelings to their close circles. To generate emotions through stories, products, or ideas, it is crucial to focus on emotions that elicit high arousal feelings. High arousal feelings can be both positive and negative. Positive emotions include awe, enthusiasm, excitement, and humor, while negative emotions may consist of anger or anxiety (Berger and Milkman, 2012). Both types of high arousal feelings can make a product, idea, or content go viral and can therefore be utilized in social media marketing practices.

As previously mentioned, Bali Bird Park's Instagram marketing strategy focuses on a brand identity centered around "happy faces." This brand identity not only creates a positive image of Bali Bird Park but also evokes positive emotions in those who view the content. Naturally, humans can transmit happiness to others, especially when the content features children. Moreover, content focusing on birds and their habits, such as bathing, feeding, or dancing, can also evoke feelings of awe in viewers. This is because the habits of exotic animals like the birds at Bali Bird Park are often unfamiliar to the general public.

Negative emotion-evoking content can also be found in Bali Bird Park's Instagram posts. The park frequently shares content related to endangered species such as the Bali Starling, Bird of Paradise, and Yellow-Crested Cockatoo. Stories about how these birds are threatened by poaching, habitat loss, or climate change are often conveyed through captions or infographics in the posts. Such content can evoke feelings of sadness, anxiety, or anger about the plight of these birds, thereby encouraging people to share the content.

4. Public

The fourth element of content virality in the STEPPS model is *public*. This element emphasizes that an idea or product is more likely to spread widely and become popular if it can be easily seen and imitated by others (Pressgrove et al., 2018). Essentially, content is more likely to go viral if it has good accessibility, is widely recognizable, and is easy to replicate. This element is often found in tourism. For example, the iconic "BALI" signage at Ngurah Rai Airport's arrival gate encourages people to take photos and share them because it is widely recognized, everyone knows where the signage is located, and it is simple to take a picture and follow the trend.

In its social media marketing, Bali Bird Park often utilizes Key Opinion Leaders (KOLs), also known as influencers, to ensure that the park remains relevant in the public eye by increasing brand awareness. Engaging KOLs can help enhance Bali Bird Park's publicity, ensuring that as many people as possible are aware of its existence. Moreover, KOLs have their own impact on shaping Bali Bird Park's image and attracting visitors. For instance, when people see a KOL they follow visiting and creating content at Bali Bird Park, they are likely to be intrigued to visit as well, or at least keep Bali Bird Park at the top of their minds. This could also spark conversations with their close circles, further adding to the public value of Bali Bird Park.

As previously explained, iconic landmarks can also add to the public value. Bali Bird Park features the guyu-guyu corner, a spot where visitors can take photos with various birds against a backdrop bearing the "Bali Bird Park" logo. Assisted by the park's photographers, visitors can take these photos at no additional cost. The intended goal of the guyu-guyu corner is for visitors to take photos and potentially create a trend or, at the very least, establish an iconic location that is easily recognizable and easy to replicate, aligning with the characteristics of the public element in the STEPPS model.

5. *Practical Value*

The practical value element in the STEPPS model explains that people are inclined to share information if they find it useful or practical. In other words, if content demonstrates ways to save time, improve health, enhance personal experiences, or save money, people are more likely to share it, as humans naturally enjoy sharing helpful information (Tanyildizi & Yolcu, 2020:336).

Bali Bird Park's Instagram account provides various practical information that can help enhance visitors' experiences or save them money. For instance, the account frequently shares ticket discount promotions, including special discounts on their website, discounts for specific banks, or discounts for certain holidays or national days. This provides practical value as visitors can save money using the promotions they discover through Bali Bird Park's Instagram account.

Additionally, visitors can find information about show schedules, a map of the Bali Bird Park area, and the types of activities they can enjoy during their visit. This helps improve their visiting experience, thereby offering practical value. Both aspects aim to encourage Instagram users to share this practical content, which in turn can increase visits and boost brand awareness for Bali Bird Park.

6. Stories

The final element in the STEPPS model is stories. Stories, in this context, can take the form of education or entertainment and serve as a medium for people to discuss topics that are interesting or important to them (Pressgrove et al., 2018:3). Content in the form of stories tends to be more engaging because a well-crafted story leaves an impression and is easy to remember. Consequently, content built around a narrative or story often performs better than content that merely conveys information in a straightforward manner (Tanyildizi & Yolcu, 2020:337). For this reason, stories have a significant impact on people's willingness to share content (Berger, 2016:117).

Respondent Characteristics

The influence of content virality on Instagram on visitors' decisions to visit Bali Bird Park was assessed using a questionnaire based on a Likert scale to measure predetermined indicators. Distributed through social media, the survey gathered responses from 96 participants who had previously visited Bali Bird Park and interacted with its Instagram content. The respondent characteristics are summarized as follows:

1. Respondent Characteristics by Gender

Respondents were categorized into two gender groups: male and female. As shown in Figure 4.12, the majority of respondents were female, comprising 60% (58 respondents), while males accounted for 40% (38 respondents). This indicates that women are more active on social media, particularly in searching for activities or tourist destinations, including Bali Bird Park.

2. Respondent Characteristics by Age

Respondents were divided into four age categories: under 18, 18–25, 26–35, and 36–50 years. As illustrated in Figure 4.13, 4% of respondents (4 individuals) were under 18, 59% (57 individuals) were aged 18–25, 23% (22 individuals) were aged 26–35, and 14% (13 individuals) were aged 36–50. The majority of respondents fell into the 18–25 and 26–35 age groups, comprising 82% of the total sample. This reflects the high social media activity of Millennials and Generation Z, who are also the primary target market for Bali Bird Park's digital marketing, including young adults and young families.

3. Respondent Characteristics by Nationality

Respondents were asked to provide their nationality. The majority (91%) were Indonesian nationals, with 87 respondents. The remaining 9% were international visitors. Despite the smaller proportion of international respondents, they represented diverse countries, indicating Bali Bird Park's ability to attract both domestic and international visitors.

4. Respondent Characteristics by Information Source

Respondents were asked, "Where did you get information about Bali Bird Park?" with multiple-choice answers: 1) Social Media, 2) Friends or Family, 3) Travel Service Providers, and 4) Print Media. The results showed that 1 respondent chose print media, 5 respondents cited travel service providers, 39 respondents obtained information from friends or family, and 51 respondents learned about Bali Bird Park through social media.

The findings reveal that the dominant sources of information were social media (53%) and word of mouth (41%). This aligns with two components of the STEPPS model—social currency and public—highlighting the significant role of Instagram content virality in influencing how visitors discover Bali Bird Park.

Descriptive Analysis of Variables

In this study, respondents' answers to the distributed questionnaire were measured using a Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). To provide a clearer understanding of the distribution of respondents' answers, a descriptive analysis of variables was conducted using frequency distribution tables and interval classes. This approach allows the responses to each statement indicator to be categorized into five groups: strongly disagree, disagree, neutral, agree, and strongly agree.

1. Descriptive Analysis of the Content Virality Variable (X)

The descriptive analysis of the content virality variable serves to illustrate the frequency distribution of responses for each statement indicator in the questionnaire. The frequency distribution for the content virality variable, based on the responses of 96 participants, is presented in table.

No	Statement	SD	D	N	A	SA	Average	Category
Social Currency								
1	I visited Bali Bird Park because I saw Instagram content that shared information in the form of reviews.	2	6	15	45	28	3.95	Agree
Triggers								
2	I visited Bali Bird Park because I saw information about its existence on Instagram.	3	3	14	44	32	4.03	Agree
Emotion								
3	I visited Bali Bird Park because I saw emotionally engaging information on Instagram that motivated me to visit.	2	6	14	43	31	3.99	Agree
Public								
4	I visited Bali Bird Park because other Instagram users posted content about the park.	4	6	15	44	27	3.88	Agree
Practical Value								

5	I visited Bali Bird Park because I found practical information on Instagram that helped me learn about it.	3	3	14	43	33	4.04	Agree
Stories								
6	I visited Bali Bird Park because I saw interesting Instagram content that shared stories about the park.	2	7	12	39	36	4.04	Agree

Source: Research Data Analysis, 2025

The frequency distribution of the Content Virality variable (X) shows the total responses and averages from 96 respondents across the indicators of the content virality variable. Based on the six statements representing the six indicators, the overall average frequency score is 3.93, placing the Content Virality variable within the "Agree" interval category. This suggests that, on average, respondents agree with the statements provided in the questionnaire.

Looking more closely, it is found that all statement indicators fall within the "Agree" interval category. Statements 5 and 6 received the highest average scores of 4.04. However, overall, the average response frequencies are not significantly different from one another, ranging from 3.88 to 4.04. The lowest average score came from statement 4, which represents the "Public" indicator.

2. Descriptive Analysis of the Visiting Decision Variable (Y)

The descriptive analysis of the Visiting Decision variable (Y) aims to provide an overview of the frequency of responses to each statement indicator in the questionnaire. The frequency distribution of the Visiting Decision variable, based on 96 respondents, is presented in the table.

No	Statement	SD	D	N	A	SA	Average	Category
Needs Recognition								
1	I need the services of Bali Bird Park to spend my free time.	1	8	28	36	23	3.75	Agree
2	I visit Bali Bird Park because it matches my desires and needs.	0	4	11	47	34	4.16	Agree
Information Search								
3	I learned about Bali Bird Park after seeing content uploaded on Instagram.	3	5	17	41	30	3.94	Agree
Evaluation of Alternatives								
4	I compared Bali Bird Park with other zoos.	8	6	18	44	20	3.65	Agree
5	I decided to visit Bali Bird Park after discovering its uniqueness compared to other zoos.	0	4	16	41	35	4.11	Agree
6	I decided to visit Bali Bird Park because there were no good references to other zoos on Instagram.	13	23	26	20	14	2.99	Neutral
Purchase Decision								
7	I am confident in choosing Bali Bird Park as the right option to meet my needs for spending free time.	0	2	23	42	29	4.02	Agree
8	I chose Bali Bird Park to enhance my prestige and social status.	14	22	23	21	16	2.93	Neutral
Post-Purchase Behavior								
9	I feel satisfied and would revisit Bali Bird Park.	0	3	16	40	37	4.16	Agree
10	I would recommend Bali Bird Park to others via my social media.	0	3	11	38	44	4.28	Strongly Agree

The frequency distribution of the Visiting Decision variable (Y) summarizes the total responses and average scores from 96 respondents across the indicators of the Visiting Decision variable. Based on the 10 statements representing 10 indicators, the overall average frequency score is 3.80, placing

the Visiting Decision variable within the "Agree" interval category. This indicates that, on average, respondents agree with the statements provided in the questionnaire.

From all the responses to the Visiting Decision variable, 7 statements fall under the "Agree" category, 1 statement falls under the "Strongly Agree" category, and 2 statements fall under the "Neutral" category. The statement with the "Strongly Agree" category is statement 10, representing the "Post-Purchase Behavior" indicator: "I would recommend Bali Bird Park to others through my personal social media." This suggests that, on average, respondents strongly agree that Bali Bird Park is worth sharing on their personal social media platforms.

Meanwhile, the statements categorized as "Neutral" are: "I decided to visit Bali Bird Park because there were no other good zoo references on Instagram," and "I chose to visit Bali Bird Park to enhance my prestige and social status." These statements correspond to the "Evaluation of Alternatives" and "Purchase Decision" indicators, respectively. This indicates that respondents are unsure about whether there were no other good zoo references on social media or whether their visit to Bali Bird Park was driven by a desire to enhance their prestige and social status.

4. Data Analysis

Instrument Testing Results

- Validity Test: A total of 16 indicators (6 for Content Virality and 10 for Visiting Decision) were tested using Pearson Product Moment correlation with 30 respondents and a significance level of 5%. The results showed all indicators were valid as $r_{count} \geq r_{table}$ (0.361).

- Reliability Test: Reliability was assessed using Cronbach's Alpha with 30 respondents. Content Virality ($\alpha = 0.913$) and Visiting Decision ($\alpha = 0.852$) exceeded the reliability threshold of 0.60, confirming the consistency of the questionnaire.

Classical Assumption Tests

- Normality Test: Conducted using a probability plot. The data followed a diagonal line, confirming a normal distribution.

- Heteroscedasticity Test: A scatterplot analysis showed no distinct pattern, indicating the absence of heteroscedasticity, ensuring the regression model was homoscedastic.

Correlation Analysis

Bivariate Pearson correlation was applied to assess the relationship between Content Virality (X) and Visiting Decision (Y). Results indicated a significant positive correlation ($r = 0.695$, $Sig. = 0.000$), supported by a strong significance level of 1% ($p < 0.01$).

Simple Linear Regression Analysis

Regression analysis was conducted to determine the influence of Content Virality (X) on Visiting Decision (Y). The regression equation derived was: $Y = 16.176 + 0.911X$

The coefficient for Content Virality (0.911) indicates a positive and significant influence ($t = 9.365$, $Sig. = 0.000$).

Hypothesis Testing

Hypothesis testing confirmed the rejection of H_0 and acceptance of H_1, indicating a significant influence of Content Virality on Visiting Decision. This conclusion was drawn based on a significance value of $0.000 < 0.05$ and $t_{count} = 9.365 > t_{table} = 1.986$.

Coefficient of Determination (R²)

The determination test revealed $R^2 = 0.483$, indicating that 48.3% of the variability in Visiting Decision was explained by Content Virality, while 51.7% was influenced by other factors outside the study. Based on the classification of R^2, the relationship was categorized as "moderate."

5. Discussion

The analysis of respondent characteristics in this research demonstrates that although the distribution of the questionnaire was conducted through random sampling using social media, the demographic distribution of respondents—ranging from age, gender, nationality, and sources of information—can be considered representative of the entire target population. This population comprises visitors to Bali Bird Park who have previously interacted with or viewed the park's Instagram content. Based on age, the respondents were dominated by Generation Z and Millennials (Generation Y), who are the most active social media users, especially for seeking recommendations or references to tourist attractions. These generations are also the primary target of Bali Bird Park's digital marketing campaigns. From a gender perspective, the distribution was reasonably proportional, with 60% female and 40% male respondents. Regarding nationality, although the respondents were mostly Indonesian, the foreign respondents were diverse, which might be due to Indonesians being more willing to fill out such questionnaires compared to foreigners. Finally, in terms of sources of information, most respondents cited

social media and friends/family, indicating that word-of-mouth (WoM) and Bali Bird Park's social media promotions effectively attracted visitors. Overall, the respondent characteristics in this study do not show any signs of bias and represent the studied population well.

For the descriptive analysis of variables, first, the variable Content Virality (X) showed that all the statements received an average response of "Agree," with an overall average score of 3.93. However, the two statements with the highest average scores were statements 5 and 6, representing the indicators Practical Value and Stories, each scoring 4.04. This indicates that the most influential and memorable aspects of Bali Bird Park's Instagram are the practical information provided about the park and the stories shared through its Instagram account. This conclusion is supported by some responses from the open-ended questions in the questionnaire regarding the respondents' perspectives on the relationship between Bali Bird Park's Instagram and their visit experiences:

"The Instagram account @balibirdparkofficial helps me see the show schedule and provides a more detailed overview of the activities that can be done." (Trisna Octaviani, Bali)

"The Instagram account @balibirdparkofficial helps me get an idea of the activities available and an overview of Bali Bird Park, including the schedule and the types of birds there. Brief information about the birds in Bali Bird Park is also included on their Instagram, making me want to know more about them by visiting Bali Bird Park directly." (Bonaventura Erlangga, Semarang)

These comments indicate how respondents obtained practical value from Bali Bird Park's Instagram account, such as information on activity schedules and descriptions. This information enhances visitor experiences by giving them an idea of what activities they can do, even without the help of a guide within the attraction. Additionally, some responses highlight the Stories aspect of Bali Bird Park's Instagram account:

"The Instagram account @balibirdparkofficial helps me understand and learn about the types of birds available. It also includes photos of the birds, making it easier for anyone to identify or remember them. Not only does the tourist attraction provide information about each bird species and their brief descriptions, but their social media account also enriches knowledge for those who merely browse Bali Bird Park's Instagram." (Valencia Avicena, Probolinggo)

"Instagram shows me how Bali Bird Park takes excellent care of its birds. It is a must-visit place for educating children." (Iis Firdha, Bali)

These comments confirm that intriguing stories about the birds shared on Bali Bird Park's Instagram posts leave a lasting impression on potential visitors. Such content can attract Instagram users who come across Bali Bird Park's posts, encouraging them to share the posts or even decide to visit Bali Bird Park.

For the descriptive analysis of the Visiting Decision variable (Y), it was found that the average response scores varied more than those for Content Virality. Although the overall average score still falls within the "Agree" category, one statement falls into the "Strongly Agree" category, while two statements fall into the "Neutral" category. The statement in the "Strongly Agree" category is the 10th statement under the Post-Purchase Behavior indicator, which asks whether visitors would recommend Bali Bird Park through their social media accounts. This "Strongly Agree" rating indicates that Bali Bird Park's products and services were satisfactory enough that visitors were willing to share their positive experiences on social media.

The statements in the "Neutral" category are part of the Alternative Evaluation and Purchase Decision indicators. The Alternative Evaluation statement suggests respondents decided to visit Bali Bird Park because there were no other zoo alternatives available on Instagram. With 13 respondents answering "Strongly Disagree," it can be concluded that visitors tend not to consider the lack of alternatives as the primary reason for their visit. In reality, there are other alternatives, such as Bali Zoo and Bali Safari & Marine Park, which are also present on Instagram. The Purchase Decision statement, indicating that visitors came to Bali Bird Park to enhance their prestige, received the most "Strongly Disagree" responses (14 respondents). This suggests that visitors do not perceive Bali Bird Park as a place that can elevate their prestige. Instead, it is viewed as an opportunity to gain knowledge or relax with family.

The quantitative statistical analysis in this study included correlation analysis, simple linear regression analysis, hypothesis testing, and determination coefficient testing, all conducted on data from 96 respondents. The correlation analysis using the Bivariate Pearson method revealed a strong relationship between the variables, specifically between Content Virality and Visiting Decision. Even with a stricter significance level of 1%, the calculated r-value (r_{count}) remained greater than r_{table}, confirming the strength of the relationship between these variables.

The simple linear regression analysis resulted in the following equation:

$$Y = 16.176 + 0.911X$$

This equation indicates that implementing Content Virality on Bali Bird Park's Instagram positively influences the Visiting Decision variable. In other words, better application of Content Virality increases the likelihood of visitors deciding to visit Bali Bird Park. Conversely, the absence of Content Virality would negatively affect visiting decisions.

Hypothesis testing using the t-test revealed that t_{count} was greater than t_{table}, with a significance value of 0.000, leading to the acceptance of H_1. This confirms that there is a significant positive influence of Content Virality on Visiting Decision.

To determine the extent of this influence, the determination coefficient test was conducted, yielding an R^2 value of 0.483. This means that 48.3% of the variability in the Visiting Decision variable can be explained by Content Virality, while the remaining 51.7% is influenced by other factors outside this study. Based on R^2 classification, the relationship between Content Virality and Visiting Decision is moderate. However, considering the

complexity of social data and the multifactorial nature of decision-making processes, an $R2R^2R2$ value of 0.483 is considered substantial and significant in this context.

These findings align with prior studies, such as those by Nisa et al. (2022), which found that 53.5% of visiting decisions were influenced by Content Virality, slightly higher than the results of this study. Other studies, like Hasan and Setyaningtiyas (2015), found that electronic word-of-mouth influenced 39% of visiting decisions, suggesting that word-of-mouth may account for part of the unexplained variance in this study's findings.

6. Conclusion

The application of the elements of content virality according to the STEPPS model can be identified in the implementation of Bali Bird Park's Instagram marketing strategy. Although the strategy does not explicitly follow the STEPPS model, this study found that all its elements—social currency, trigger, emotion, public, practical value, and stories—are clearly reflected in the content on Bali Bird Park's Instagram. Furthermore, hypothesis testing revealed that the content virality variable (X) has a positive and significant influence on the visiting decision variable (Y). This indicates that by applying the elements of content virality in social media marketing on Instagram, Bali Bird Park effectively influences the decision-making process of visitors, ultimately increasing the number of visits. The findings also demonstrate that social media content creates a tangible and significant psychological impact on individuals' decision-making processes before visiting a tourist attraction. Therefore, the STEPPS model proves to be a highly relevant framework for developing effective social media marketing strategies for contemporary tourism destinations.

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