

ABSTRAK

Skripsi dengan judul “Pengaruh *Digital Marketing* TikTok dan Daya Tarik Wisata terhadap Minat Kunjung Wisatawan di Blitar Park” ini ditulis oleh Emda Sefira Yessyanti, NIM. 126407211007, Prodi Pariwisata Syariah, Jurusan Bisnis dan Manajemen, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung, Dosen Pembimbing Citra Mulya Sari, S.E.,Sy.,M.E.

Kata Kunci: *Digital Marketing* TikTok, Daya Tarik Wisata, Minat Kunjung Wisatawan.

Penelitian ini dilatarbelakangi oleh pemanfaatan *digital marketing* untuk meningkatkan minat kunjung wisatawan di era digital, khususnya melalui platform TikTok yang sedang naik daun. Sebagai destinasi wisata buatan di Kabupaten Blitar, Blitar Park perlu mengoptimalkan pemasaran digital dan memperkuat daya tarik wisatanya agar mampu bersaing dengan destinasi lainnya. Pemasaran digital melalui TikTok berperan signifikan dalam membangun interaksi dengan calon wisatawan, baik melalui konten kreatif, tampilan situs yang ramah pengguna, hingga program promosi yang tepat sasaran. Di sisi lain, faktor daya tarik wisata seperti atraksi, aksesibilitas, fasilitas, dan layanan pendukung juga menjadi elemen penting yang mempengaruhi minat berkunjung wisatawan.

Penelitian ini bertujuan untuk (1) mengetahui pengaruh *digital marketing* TikTok dan daya tarik wisata terhadap minat kunjung wisatawan di Blitar Park; (2) mengetahui pengaruh *digital marketing* TikTok terhadap minat berkunjung wisatawan di Blitar Park; (3) mengetahui pengaruh daya tarik wisata terhadap minat kunjung wisatawan di Blitar Park.

Pendekatan yang digunakan pada penelitian ini adalah kuantitatif dengan jenis penelitian asosiatif. Data primer dikumpulkan melalui kuesioner kepada 100 responden yang pernah atau berminat berkunjung ke Blitar Park. Analisis data dilakukan dengan menggunakan SPSS, meliputi uji validitas, reliabilitas, uji asumsi klasik (uji normalitas dan multikolinearitas), regresi linier berganda, uji t, uji F, serta koefisien determinasi (R^2)

Berdasarkan hasil penelitian, secara parsial baik *digital marketing* TikTok maupun daya tarik wisata memiliki pengaruh positif dan signifikan terhadap minat kunjung wisatawan. Secara bersama-sama, kedua variabel tersebut juga terbukti berpengaruh signifikan terhadap minat kunjung wisatawan di Blitar Park. Nilai koefisien determinasi (R^2) sebesar 0,502 menunjukkan bahwa 50,2% variasi minat kunjung wisatawan dapat dijelaskan oleh *digital marketing* TikTok dan daya tarik wisata, sedangkan sisanya sebesar 49,8% dipengaruhi oleh faktor lain di luar penelitian ini.

ABSTRACT

Thesis entitled “The Influence of TikTok Digital Marketing and Tourism Attractions on Tourists’ Visiting Interest at Blitar Park” was written by Emda Sefira Yessyanti, student ID 126407211007, from the Sharia Tourism Study Program, Department of Business and Management, Faculty of Islamic Economics and Business, UIN Sayyid Ali Rahmatullah Tulungagung, supervised by Citra Mulya Sari, S.E., Sy., M.E.

Keywords: Digital Marketing TikTok, Tourist Attraction, Tourist Visiting Interest.

This research is motivated by digital marketing strategies to increase tourists’ visiting interest in the digital era, especially through the currently trending TikTok platform. As a man-made tourist destination located in Blitar Regency, Blitar Park needs to optimize its digital marketing and strengthen its tourist attraction in order to compete with other destinations. Digital marketing through TikTok plays a significant role in building engagement with potential visitors, whether through creative content, user-friendly website interfaces, or targeted promotional programs. On the other hand, tourist attraction factors such as attractions, accessibility, facilities, and supporting services are also key elements influencing tourists’ interest in visiting.

The study aims to (1) determine the influence of TikTok digital marketing and tourist attraction on tourist visiting interest in Blitar Park; (2) identify the influence of TikTok digital marketing on tourist visiting interest in Blitar Park; (3) examine the influence of tourist attraction on tourist visiting interest in Blitar Park.

The research uses a quantitative approach with associative research type. Primary data were collected through online questionnaires distributed to 100 respondents who have visited or are interested in visiting Blitar Park. Data analysis was conducted using SPSS, including validity and reliability tests, classical assumption tests (normality and multicollinearity), multiple linear regression, t-test, F-test, and coefficient of determination (R^2).

The results show that partially, both TikTok digital marketing and tourism attraction have a positive and significant effect on tourists’ visiting interest. Simultaneously, these two variables also significantly influence the visiting interest at Blitar Park. The coefficient of determination (R^2) value of 0.502 indicates that 50.2% of the variation in tourists’ visiting interest can be explained by TikTok digital marketing and tourism attraction, while the remaining 49.8% is influenced by other factors outside this study.