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# The Influence of Tiktok Social Media and Destination Images on the Interest of Culinary Tourism Visits in Suryakancana Bogor on Followers @bogoreatery

**Charles Parnauli Saragi [*], Ade Mulyana, Isnan Mulia, Nafda Maulidia**
Institut Bisnis dan Informatika Kesatuan
Jl. Rangga Gading No.01, Gudang, Kecamatan Bogor Tengah, Kota Bogor, Jawa Barat 16123, Indonesia

| Article Info | ABSTRACT |
|---|---|
| | The Tiktok account @Bogoreatery is an account that provides information about culinary tourism in Bogor and often collaborates with culinary business owners to promote their culinary products. However, sometimes the uploaded content does not have complete information and is in accordance with the reality on ground, so that tourists who watch the content still feel dissatisfied with the information provided. Therefore, this research raises the variables of Tiktok Social Media, Destination Image and their influence on Interest in Visiting Culinary Tourism in Suryakancana among @Bogoreatery Followers. The aim of this research is to find out whether the quality of content uploaded to @Bogoreatery and the image of the destination displayed in that content can influence the increase in tourist interest in visiting. This research uses a quantitative method with a purposive random sampling data collection method on 112 respondents. The results of the research show that there is a significant positive influence on TikTok social media and destination image on interest in visiting culinary tourism in Suryakancana among @Bogoreatery followers. So it can be concluded that the social media value of TikTok has a positive influence of 0.322, and the destination image has a positive influence of 0.369. |
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*Corresponding Author:*

Charles Parnauli Saragi
Institut Bisnis dan Informatika Kesatuan

## INTRODUCTION

In the implementation of tourism activities, there are various products that support tourism that attract tourists to visit a destination and enjoy their vacation. There are 13 tourism products according to Article 14 of Law Number 10 of 2009 concerning Tourism, n.d. among them are e. Food and beverage services. This food and beverage service business is growing along with the development of tourism, with more modern packaging becoming culinary tourism. Food Tourism or Culinary Tourism is part of the travel experience where activities, behaviors and activities, as well as the destination of the choice of tourism are influenced by interest in food (Putra, 2021).

The tourism sector is the main economic source for various countries in the world. This industry helps economic growth significantly in developing countries to achieve three main goals: generating income, creating jobs, and increasing foreign income. In this case, tourism has an important role in driving economic growth (Rainanto, 2023).

With the variety of tourism attractions in Indonesia, making it a favorite tourist destination, supported by data from the Ministry of Tourism and Creative Economy which shows an increase in tourist visits in Indonesia. It was recorded that from 2018 to 2019, as many as 31 million foreign tourists came to Indonesia, mostly by sea, air, and land (Kemenparekraf, n.d.-a). In the same period, the number of Indonesian tourists also increased even though it was unstable. In March 2020, the covid-19 virus pandemic first entered Indonesia, so that all community activities were stopped due to restrictions on outdoor activities to minimize the transmission of covid-19.
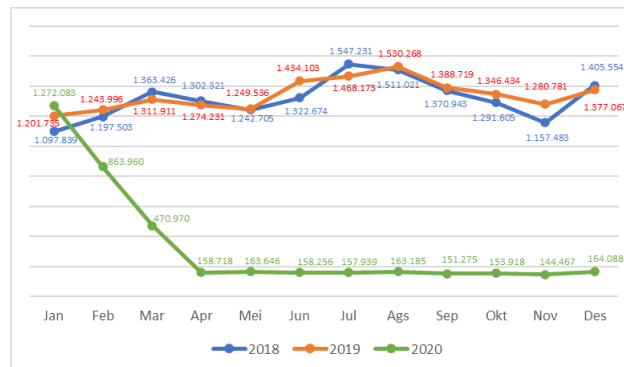


Source: Ministry of Tourism and Creative Economy, 2018 – 2020

The graph above shows that the entry of the Covid-19 virus into Indonesia in March 2020 had a significant impact on the decline in the number of foreign tourist arrivals. It can be seen that in 2018-2019 the number of visitors was fairly stable while in 2020 it dropped drastically since the beginning of the year (Ministry of Tourism and Creative Economy, n.d.-b). Because of this decrease in the number of visits, the Ministry of Tourism and Creative Economy and the government have made various efforts and policy-making to restore the tourism sector, one of which is with a policy to accelerate health recovery. Among them is the Large-Scale Social Restrictions (PSBB) policy which began in April 2020, where restrictions on activities outside the home such as learning, work, and worship activities. After the PSBB period, the government enforced the Enforcement of Community Activity Restrictions (PPKM) policy where there were restrictions on community activities but still with the implementation of strict health protocols. This is enforced due to the high level of community mobility while Covid-19 cases continue to increase.

 During the self-quarantine period, people who were previously able to travel outside the house were forced to stay silent and spend time at home, thus cutting off contact with the outside world because of this restriction. So at that time social media was widely used to get information quickly, get in touch with family and friends, as a means of entertainment by watching social media content, and even shop online to meet daily needs. Increasing

The use of social media during the pandemic also has an impact on people's habits in consuming information. This is because social media is not only used for entertainment, but also used to obtain information about various fields, such as politics, economics, social, education, culture, and ongoing topics. This is what causes social media to become one of the needs of society today. (Frederick & Maharani, 2021).

According to data from We Are Social, internet and social media topics in 2020 in Indonesia increased rapidly in 2020, this is comparable to population growth (Hootsuite (We Are Social), 2021). This shows that the use of the internet and social media has become very important for the daily life of the Indonesian people, especially during the Covid-19 pandemic.

Tiktok is one of the social media that is widely used by the Indonesian people, which is a social media containing short videos starting from 15 seconds, with a portrait video format with a ratio of 16:9. Tiktok's social media users are also very diverse, ranging from teenagers to adults, with the number of users as of April 2023 being 113 million users, making Indonesia ranked second globally. The first ranking was achieved by the United States with a total of 116.5 million users (Annur, 2023).

In the use of tiktok, in addition to being a personal social media, it can also be used as a promotional medium for a product because the impact produced is quite large for product or service marketing. In its use for business actors, in addition to creating their own accounts, many also use the services of influencers or content creators in the same field, and upload them on their social media to promote their products and reach more general audiences. One of them is content creators in the field of culinary tourism, namely @bogoreatery which is a media account based on information on culinary tourism destinations in Bogor. The video content displayed on this account is about reviewing food by coming directly to the place, explaining the concept of the place. access, prices and menus, as well as ratings of each menu. So it can be seen from the number of likes and comments on the content that many tourists are helped by the existence of this account.

Consumer behavior in general can be influenced by many factors, namely external factors and internal factors. Internal factors can be the motivation and personality of the traveler himself. In addition, there are external factors, namely tourists are influenced by other factors that are outside of themselves (Oktafia & Silintowe, 2019). External factors include social media and destination image, where both are significantly related to influence the perception and image of tourism destinations substantially, and play an important role in promoting and shaping the image of a tourist attraction, one of which is by creating content on social media about the tourist attraction to foster a good destination image in the eyes of a wide audience.

Aspects of the relationship between social media and destination imagery include One of the culinary tourism destinations that is often made into content is the Suryakancana culinary tourism area in Bogor. Where this area has the image of a destination as a legendary culinary tourism area and has an antique impression, complete with various Chinese ornaments that add to its tourist attraction. Because of the uniqueness of this culinary tourism area, many tourists from inside and outside the Bogor area are interested in coming to this area. It can also be seen from the content of @bogoreatery uploads about culinary on Suryakancana that many tourists are interested in coming after seeing this upload, especially if you look at the comments and the number of shares of the video.

However, in cases that occurred in the field, when tourists sought information by interviewing one of the TikTok users who saw the upload on the TikTok account, @Bogoreatery was considered not enough to satisfy tourists related to the information presented, besides that the way of presenting information packaged with video and voice over scripts presented was still not enough to meet tourist satisfaction. So sometimes tourists still doubt information about the image of the destination presented whether it is valid or not. This is due to the lack of trust among tourists in influencer accounts that are usually paid by tourist or culinary attractions to promote their products, so sometimes the reviews shared do not match the facts on the ground, so tourists look for other accounts or platforms to look for more honest and real reviews

**METHOD**

This study uses a quantitative method with a purposive random sampling data collection method, which is random questionnaire data collection based on the characteristics of a large population. The distribution of the questionnaire was carried out online using a google form on 112 followers @bogoreatery with the research object of the Suryakancana Culinary Tourism Area. With the data testing method, namely descriptive analysis. Classical assumption test which contains validity test, reliability test, normality test, multicollinearity test, and heteroscedasticity test. As well as hypothesis testing using multiple regression analysis, partial test (t) and simultaneous test (f).

**RESULTS**

The following is the result of an overview of the respondent's profile, the information was obtained from the results of the questionnaire distribution through google form. The results of the respondents' characteristics are as follows:

**Table 4.1 Respondents By Gender**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Man | 36 | 32.1 | 32.1 | 32.1 |
|  | Woman | 76 | 67.9 | 67.9 | 100.0 |
|  | Total | 112 | 100.0 | 100.0 |  |

Source: Output of data processing results in the SPSS application Version 25, 2024

In table 4.1, the respondents' answer data by gender amounted to 36 males and 76 females. Therefore, the largest number of respondents came from the female gender with a percentage of 67.9%.

**Table 4.2 Number of Respondents by Age**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 17 - 20 Years | 24 | 21.4 | 21.4 | 21.4 |
| | 21 - 25 Years | 45 | 40.2 | 40.2 | 61.6 |
| | 26 - 30 Years | 41 | 36.6 | 36.6 | 98.2 |
| | >30 Years | 2 | 1.8 | 1.8 | 100.0 |
| | Total | 112 | 100.0 | 100.0 | |

Source: Output of data processing results in the SPSS application Version 25, 2024

The data from table 4.2 respondents according to the age of the majority are 21-25 years old with a total of 45 people (40.2%). Meanwhile, the respondents with the least number are >30 years old, namely 2 people (1.8%). This can be because respondents are at a productive age of 21 - 25 years old where they like to try new things that are crowded on social media, such as tourist attractions or new culinary.

**Table 4.3 Number of Respondents by Job**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Students | 11 | 9.8 | 9.8 | 9.8 |
| | Student | 42 | 37.5 | 37.5 | 47.3 |
| | PNS | 10 | 8.9 | 8.9 | 56.3 |
| | A ...... | 41 | 36.6 | 36.6 | 92.9 |
| | Entrepreneurial | 8 | 7.1 | 7.1 | 100.0 |
| | Total | 112 | 100.0 | 100.0 | |

Source: Output of data processing results in the SPSS application Version 25, 2024

Data in table 4.3, the majority of respondents by occupation are students with a total of 42 people (37.5%), and the respondents with the lowest number are entrepreneurs, namely 8 people (7.1%).

**Table 4.4 Number of Respondents Based on Domicile**

| | Frequency | | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Jakarta | 26 | 23.2 | 23.2 | 23.2 |
| | Bogor | 37 | 33.0 | 33.0 | 56.3 |
| | Depok | 26 | 23.2 | 23.2 | 79.5 |
| | Tangerang | 20 | 17.9 | 17.9 | 97.3 |
| | Bekasi | 3 | 2.7 | 2.7 | 100.0 |
| | Total | 112 | 100.0 | 100.0 | |

Source: Output of data processing results in the SPSS application Version 25, 2024

From the data of table 4.4, the most respondents based on domicile came from Bogor with a total of 37 people (33.0%), while the least were respondents from Bekasi, which was 3 people (2.7%)

**Table 4.5 Number of Respondents Based on Frequency of Visits**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 Visit | 26 | 23.2 | 23.2 | 23.2 |
| | >1 times visited | 62 | 55.4 | 55.4 | 78.6 |
| | >3 times visited | 24 | 21.4 | 21.4 | 100.0 |
| | Total | 112 | 100.0 | 100.0 | |

Source: Output of data processing results in the SPSS application Version 25, 2024

From the data of table 4.5, the number of respondents based on the frequency of visits to the Suryakancana culinary tourism area is respondents who have visited more than 1 time, namely 62 people (55.4%), while the respondents with the least number are those who have visited more than 3 times.

**Results of Data Testing Analysis**

Data testing analysis was carried out with the application of SPPS (statistical package for the social sciences). In this study, spss was used by researchers to find out the results of data validity, reliability, t and f tests with the following test results

**Validity Test**

Based on the value distribution table with a significance of 5% and the number of samples 112, the r-table is obtained with the formula df = (N-2) where df = (112-2) = 110 which means that r- table with a value of 0.1857 is obtained. With the results of the validity test as follows:

**Table 4.6 Validity Test Results**

| Variable | Item | r-calculate | R-table | Information |
|---|---|---|---|---|
| Social Media (X1) | Content quality | 0,683 | 0,186 | Valid |
| | Content variety | 0,554 | 0,186 | Valid |
| | Video *editing* techniques | 0,608 | 0,186 | Valid |
| | *Caption* dan *Voice Over* | 0,643 | 0,186 | Valid |
| | *Hashtag* | 0,560 | 0,186 | Valid |
| Destination Imagery (x2) | Nature tourism | 0,542 | 0,186 | Valid |
| | Public Facilities | 0,522 | 0,186 | Valid |
| | Access | 0,573 | 0,186 | Valid |
| | Safe and Comfortable Environment | 0,456 | 0,186 | Valid |
| | Clean and Maintained Environment | 0,671 | 0,186 | Valid |
| | Fun environment | 0,460 | 0,186 | Valid |
| | Variety of food and beverages | 0,628 | 0,186 | Valid |
| | Affordable pricing | 0,632 | 0,186 | Valid |
| | Price according to quality | 0,612 | 0,186 | Valid |
| | Attraction Variations | 0,419 | 0,186 | Valid |
| | Fun experience | 0,616 | 0,186 | Valid |
| Visiting Interest (Y) | Interested in @Bogoreatery account | 0,637 | 0,186 | Valid |
| | Add destination insights | 0,562 | 0,186 | Valid |
| | Ketertarikan | 0,641 | 0,186 | Valid |
| | Buying interest | 0,603 | 0,186 | Valid |
| | Visiting decision | 0,556 | 0,186 | Valid |
| | Actively seeking more information | 0,621 | 0,186 | Valid |

Source: Output of data processing results in the SPSS application Version 25, 2024

Based on table 4.6 above, it is known that the calculation of the validity test for 112 respondents with a total of 22 question variables was declared valid. On the basis of decision-making, namely the r-count value > the r-table, each question item has an r-count value > r-table, which is 0.1857 with a significance level of 5%.

**Reliability Test**

In the data reliability test of this study, the basis for decision-making is used, namely the Cronbach Alpha factor. The data can be said to be reliable if the value of Cronbach Alpha > 0.60

**Table 4.7 Reliability Test Results**

| Variable | Item | Cronbach Alpha | Information |
|---|---|---|---|
| Tiktok Social Media | X1 | 0.601 | Reliable |
| Destination Image | X2 | 0.782 | Reliable |
| Tourist Interest | And | 0.644 | Reliable |

Source: Output of data processing results in the SPSS application Version 25, 2024

**Normality Test**

In the normality test, variables are said to be normal if the significance value is greater than 0.05 while if the significance value is less than 0.05, it is said to be abnormal. Based on the results of the normality test through the monte carlo approach, it is known that the significance value is 0.123. So it can be concluded that the residual values are normally distributed. Here are the results of normality:

**Table 4.8 Normality Test Results**

| **Unstandardized Residual** | | | |
|---|---|---|---|
| N | | | 112 |
| *Normal Parametersa,b* | *Mean* | | .0000000 |
| | *Std. Deviation* | | 1.13168962 |
| *Most Extreme Differences* | *Absolute* | | .110 |
| | *Positive* | | .110 |
| | *Negative* | | -.061 |
| *Test Statistic* | | | .110 |
| *Asymp. Sig. (2-tailed)* | | | .002c |
| *Monte Carlo Sig. (2-tailed)* | *Mr.* | | .123d |
| | *99% Confidence Interval* | *Lower Bound* | .115 |
| | | *Upper Bound* | .132 |

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 2000000.
Source: Output of data processing results in the SPSS application Version 25, 2024

**Multicollinearity Test**

Based on the tolerance value, if it is greater than 0.10, multicollinearity does not occur, while if it is less than 0.10, it means that multicollinearity occurs. Based on the VIF value < 10.00, there is no multicollinearity in the regression model.

**Table 4.9 Multicollinearity Test Results**

| Variable | *Tolerance* | BRIGHT | Information |
|---|---|---|---|
| Tiktok Social Media (X1) | 0,400 | 2,499 | No multicollinearity occurs |
| Destination Imagery (x2) | 0,400 | 2,499 | No multicollinearity occurs |

Source: Output of data processing results in the SPSS application Version 25, 2024

The results of the multicollinearity test in table 4.9 show that the Tiktok Social Media variable (X1) has a tolerance value above 0.10 which is 0.400 and a VIF value of less than 10,000 which is 2.499. The Destination Image variable (X2) also has a tolerance value above 0.10 which is 0.400 and a VIF value of less than 10,000 which is 2.499. So it can be concluded that the X1 and X2 variables in this study do not contain symptoms of multicollinearity.

**Heteroscedasticity Test**

In the heteroscedasticity test, a glacier test was carried out by regressing independent variables to absolute residual values or Abs_RES. On the basis of decision-making, if the Sig. value > 0.05, there are no symptoms of heteroscedasticity. However, if the value of Sig. < 0.05, then heteroscedasticity symptoms occur in the regression model.

**Table 4. 10 Heteroscedasticity Test Results**

| Variable | Mr | Sig Value | Information |
|---|---|---|---|
| Tiktok Social Media (X1) | 0,78 | 0,05 | Does not happen Heteroscedasticity |
| Destination Imagery (x2) | 0,110 | 0,05 | Does not happen Heteroscedasticity |

Source: Output of data processing results in the SPSS application Version 25, 2024

The results of this test use the glacier test, the output shows that there is no significant relationship between all independent variables to the residual absolute value, which is shown with a sig greater than 0.05, which means that this model is free from heteroscedasticity.

**Hypothesis Test Results**
**Multiple Linear Regression Analysis**

Multiple linear regression analysis was used to test the hypothesis of the influence of independent variables simultaneously or partially. In this analysis, it was used whether Tiktok Social Media and Destination Image were proven to have an influence on each other. The results of the multiple linear regression test are as follows:

**Table 4. 11 Multiple Linear Regression Test Results**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Mr. | Tolerance | BRIGHT |
| 1 | (Constant) | 1.540 | 1.335 | | 1.154 | .251 | | |
| | SOCIAL MEDIA TIKTOK | .322 | .093 | .256 | 3.458 | .001 | .400 | 2.499 |
| | IMAGE DESTINATIONS | .369 | .041 | .659 | 8.895 | .000 | .400 | 2.499 |

a. Dependent Variable: INTEREST IN VISITING TOURISTS

Source: Output of data processing results in the SPSS application Version 25, 2024

The interpretation of the regression equation can be stated as follows:
a. The constant a = 1.540 means that if the variable score of Tiktok Social Media and Destination Image is constant or 0, then the visit interest score is 1.540.
b. The value of the regression coefficient of Tiktok Social Media with a positive sign (0.322) indicates that there is a positive influence on Tiktok social media with tourist interest. Where the video content uploaded by @Bogoreatery on Tiktok, as well as the quality of the video and the delivery of information about culinary tourism in Bogor, especially video content about the Suryakancana culinary tourism area, allows to attract the interest of tourists.
c. The regression coefficient value of the Destination Image with a positive sign (0.369) indicates that there is a positive influence on the image of destinations with tourist interest. Where the image of the Suryakancana culinary tourism area in the eyes of the public is fairly good. With a wide selection of food and beverages for sale, as well as good public facilities, and a legendary location rich in Chinese history, it is possible to attract tourists.
d. The regression coefficient value shows that the destination image variable (0.369) has a greater presence than the tiktok social media (0.322) on tourist interest. This is because the image of the destination of the Suryakancana Area is already very legendary for tourists from Bogor and other cities. In addition, the image of Bogor's typical culinary tourism and Chinese culture is very attached to this area so that it is often the choice of destination to visit when visiting Bogor. One of the biggest cultural festivals in Bogor is also held here, namely the "Cap Go Meh Bogor Street Fest" which adds to the attraction of this area.

The role of tiktok social media here is as a medium for promoting video content that contains the image of the destination of the Suryakancana Culinary Tourism Area so as to help tourists in forming their perception of the Suryakancana Area. However, in this process, TikTok social media is not the only source of the image of the Suryakancana Area destination, but can also come from the testimonials of other people who have visited or other social media. So that in this study, the destination image variable has a greater influence on the interest of tourists to visit.

**Partial Test (t-Test)**

Based on table 4.11, it can be known:

a. Variable X1 partially affects Y because of the significance value of 0.001 < 0.05

b. Variable X2 partially affects Y because of the significance value of 0.000 < 0.05

**Simultaneous Test (Test F)**

**Table 4. 12 Simultaneous Significant Test Results**

| Model | Sum of Squares | | df | Mean Square | F | Mr. |
|---|---|---|---|---|---|---|
| 1 | Regression | 452.117 | 2 | 226.058 | 173.328 | .000b |
| | Residual | 142.160 | 109 | 1.304 | | |
| | Total | 594.277 | 111 | | | |

a. *Dependent Variable*: INTEREST IN VISITING TOURISTS

b. *Predictors: (Constant)*, CITRA DESTINASI, MEDIA SOSIAL TIKTOK

Source: Output of data processing results in the SPSS application Version 25, 2024

In the data of table 4.12, it is known that the significance value for the simultaneous influence of X1 and X2 on Y is 0.000 < 0.05

**DISCUSSION OF RESEARCH RESULTS**

This study aims to determine the influence of Tiktok Social Media and Destination Images on Culinary Tourism Visiting Interest in the Suryakancana Culinary Tourism Area. The results of the discussion of this study are as follows:

1. The Influence of Tiktok Social Media on Interest in Culinary Tourism Visits on the Suryakancana Culinary Tourism Area.

   In the discussion of the X1 variable, the results showed that the Tiktok Social Media variable (X1) obtained a calculated t-value of 3.458 with a significance value of 0.001 < 0.05, and a regression coefficient value of 0.322. So this study proves the hypothesis that Tiktok Social Media has a positive and significant influence partially on the interest of @Bogoreatery followers to visit the Suryakancana culinary tourism area. Which means H1 is accepted.

2. The effect of the Destination Image (X2) on the interest of @Bogoreatery followers visiting the Suryakancana culinary tourism area.

   In the discussion of the X2 variable, namely the Destination Image, a t-count value of 8.895 was obtained with a significance value of 0.00 < 0.05 and a regression value of 0.369. So it can be interpreted that the destination image partially has a significant influence on the interest of @Bogoreatery followers visiting the Suryakancana culinary tourism area. Then H2 is accepted.

3. The influence of Tiktok Social Media (X1) and Destination Image (X2) on the interest of @Bogoreatery followers visiting the Suryakancana culinary tourism area.

   From the results of the multiple regression analysis test in this study, an f-count value of 173,328 was obtained with a significance level of 0.000 < 0.05. So it can be concluded that the variables of Tiktok Social Media and Destination Image have a simultaneous and significant influence on the interest of visiting @Bogoreatery followers to the Suryakancana culinary tourism area. Then H3 is accepted

**CONCLUSION**

Based on the results of the research that has been conducted, it is proven that the influence of Tiktok Social Media and Destination Image on the Interest of Visiting @Bogoreatery followers to the Suryakancana culinary tourism area, and it can be concluded that:

1. Tiktok Social Media has a positive effect on the interest of visiting @Bogoreatery followers to the Suryakancana culinary tourism area. It is evidenced by the many interactions of @Bogoreatery followers such as likes and comments interested in coming to the Suryakancana culinary tourism area. In addition, the quality of the content and the delivery of information about culinary objects are complete so that it is easy for the audience to know the menu, price, and location, especially because the Suryakancana culinary tourism area is a culinary tourism area that is quite large so that the audience needs the right direction to come to the place. This is also proven by researchers who often use information from @Bogoreatery accounts to find culinary places that are being visited. So it can be concluded that this study proves the hypothesis that Tiktok Social Media has a positive and partially significant effect on the interest of @Bogoreatery followers visiting the Suryakancana culinary tourism area. Which means H1 is accepted.

2. The image of the destination has a positive effect on the interest of visiting @Bogoreatery followers to the Suryakancana culinary tourism area. With a variety of food and drinks sold there at affordable prices, tourists are happy to go on culinary tours here. In addition, the architecture typical of Chinese culture is very beautiful, especially after being revitalized in 2022. By adding many public facilities such as chairs along Suryakancana road. In addition, the alley area in this area is also cleaned and decorated with Chinese designs, making it one of the places to take pictures of tourists. This is evidenced by researchers who often come to the Suryakancana culinary tourism area to eat and travel. So it can be interpreted that the destination image partially has a significant effect on the interest of @Bogoreatery followers visiting the Suryakancana culinary tourism area. Then H2 is accepted

3. Tiktok Social Media and Destination Images have a positive and significant effect on the interest of visiting @Bogoreatery followers to the Suryakancana culinary tourism area. With Tiktok content uploads that contain the image of the destination of the Suryakancana culinary tourism area with good and attractive packaging, many tourists inside and outside the city come to this area, showing that this tour is never empty of visitors because of the satisfaction experienced by each tourist after visiting. Therefore, it can be concluded that the variables of Tiktok Social Media and Destination Image have a simultaneous and significant effect on the interest of visiting @Bogoreatery followers to the Suryakancana culinary tourism area. Then H3 is accepted.

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