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Exploring the Role of Social Media Platforms in Promoting Tourism Diversity

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A B S T R A C T

This study explores the effectiveness of social media platforms for promoting various tourist attractions, including natural, man-made, and cultural tourism sites. By employing a descriptive research approach with a quantitative method, the study utilizes conjoint analysis with 100 respondents to gather insights. The findings reveal distinct tourist preferences regarding social media platforms for different attractions. Specifically, Instagram emerges as the most effective platform for promoting natural tourism, while Twitter shows less success. Conversely, YouTube is preferred for promoting cultural tourism, while Twitter is less effective. Twitter is perceived as relatively successful for man-made tourism, although not as effective as YouTube. These results highlight the importance of tailoring social media strategies based on the characteristics of each tourist attraction type rather than solely relying on platform popularity.

1. INTRODUCTION

The tourism industry plays a pivotal role in a nation's economy, with social media emerging as a potent marketing tool for travel destinations amidst technological advancements and the digital revolution. As social media usage becomes increasingly prevalent and necessary due to shifting consumer behavior, crafting an effective promotional plan on these platforms is imperative for attracting visitors, building a destination reputation, and garnering attention. To achieve success in tourism destination marketing, it is crucial to possess a comprehensive understanding of various social media advertising methods (Hvass & Munar, 2014).

In the ever-evolving landscape of the tourism industry, factors such as the emergence of new travel destinations (Goeltom et al., 2023), the accessibility of quick and affordable transportation options, innovative marketing strategies and technologies, and evolving consumer preferences contribute to increased competitiveness across all levels. Consequently, using social media platforms to promote travel destinations has become increasingly prevalent. With many travelers turning to the internet to research destinations, service providers, and cost options to inform their decision-making process, effectively leveraging social media has become paramount for destinations seeking to raise brand awareness. However, achieving success in this endeavor requires patience, meticulous planning, and creativity (Mulec, 2016).

Social media has evolved into a crucial element of marketing strategy, revolutionizing how tourist destinations communicate and serving as a primary source of tourist information (Asnawi, 2021; Hays et al., 2013). Additionally, it has the potential to influence consumer behavior and provide valuable insights for marketing strategies aimed at promoting tourism destinations (Octafiola & Yuliati, 2023). However, integrating social media into destination management organizations' operations presents challenges and opportunities in marketing and communications (Bosio et al., 2018). To effectively harness the power of social media, tourism industry players must consider specific platforms such as Instagram, Facebook, Twitter, TikTok, and YouTube, which offer creative spaces for direct interaction with their target audience. Studies have identified these platforms as effective tools for tourism marketing, influencing tourists' visiting intentions and providing visually appealing representations of destinations (Silaban et al., 2022; Michaelidou et al., 2013). Moreover, research suggests that a well-developed tourism communication strategy centered on social media can significantly enhance a destination's visibility (Chatterjee & Dsilva, 2021). Ultimately, the success of sustainability marketing efforts for tourism destinations hinges on consumer engagement and responses to advertising and promotions.

The success of a destination in reaching its target market and increasing tourist visits hinges greatly on the choice of social media platforms that align with the characteristics and interests of its potential audience (Satghare & Sawant, 2018). Demographic factors, such as user age, play a significant role in platform selection, as each platform attracts different demographics. For instance, Instagram and TikTok are more effective at targeting younger users, particularly Generation Y and Z, emphasizing visual content (Zheluk et al., 2022). Moreover, it's essential to consider each platform's unique features and algorithms. Effective use of hashtags on Instagram, engaging video strategies on TikTok, and targeted advertising on Facebook can provide a competitive advantage. Therefore, when choosing social media platforms, it's crucial to assess the benefits and distinctiveness of each to maximize campaign effectiveness. User engagement is another critical factor in selecting social media as a marketing strategy. Platforms facilitating direct interaction, comments, and content sharing

enable tourism destinations to forge closer user relationships. Through active engagement, destinations can cultivate loyal communities and foster organic promotion (Pillai, 2017).

Choosing social media as an effective destination marketing strategy goes beyond simply selecting the most popular platform; it involves understanding the unique characteristics of each platform and integrating them into the marketing strategy plan for various tourist attractions (Hays et al., 2013). Tourist attractions typically fall into categories such as natural, man-made, and cultural (Suryadana & Octavian, 2015), each with distinct marketing needs. However, not all destinations utilize social media effectively to promote their attractions, often missing out on opportunities to reach wider audiences. For instance, natural tourist destinations known for their beauty and adventure often underutilize visual platforms like Instagram or YouTube, neglecting to showcase their unique offerings. This oversight underscores the importance of understanding the potential of social media as a marketing tool. Consequently, there is a need for research to identify appropriate and effective social media strategies tailored to different types of tourist attractions. Hence, this study seeks to ascertain tourists' preferences for effective social media platforms for natural, man-made, and cultural tourism attractions.

2. LITERATURE REVIEW
Social Media On Tourism

Social media platforms and online systems enabling users to communicate, share content, and establish virtual connections have revolutionized how information is shared and consumed. Among the most prominent social media platforms are Facebook, Twitter, Instagram, TikTok, and YouTube (Carr & Hayes, 2015). Social media plays a significant role in the development of tourism by influencing various aspects of the industry. It serves as a tool for providing information to prospective visitors, aiding in destination discovery, trip planning, and influencing tourist behavior (Muskananfola & Tawami, 2020; Shinta Dhewi et al., 2023; Vlasich et al., 2023; Wibowo et al., 2020). Social media platforms enable tourism service providers to share information, create value, and engage with stakeholders, contributing to the tourism experience (Agyapong & Yuan, 2022; Senyao & Ha, 2022). The use of social media in tourism has been widely acknowledged as essential for sustainable tourism development, emphasizing the importance of environmental sustainability in rural tourism (Subekti et al., 2022; Vlasich et al., 2023).

Furthermore, social media profoundly affects tourists' decision-making processes, with advancements in information and communication technology (ICT) significantly shaping consumer behavior in the tourism sector (Peng et al., 2021). The influence of social media on holiday travel planning varies among different tourism source markets, with cultural differences playing a pivotal role in determining its impact (Fotis et al., 2012). Moreover, leveraging social media in tourism marketing necessitates interdisciplinary collaboration to formulate effective predictive models for marketing strategies in the digital era (Lin et al., 2020).

Throughout the COVID-19 pandemic, social media has bolstered tourism development, particularly in destinations such as Bandung (Wahyuni et al., 2021). Moreover, social media platforms have emerged as effective tools for promoting conservation efforts within the tourism industry, urging stakeholders to embrace sustainable practices (Kurniawati et al., 2022). The proliferation of user-generated content on social media platforms enhances tourist satisfaction and enriches the tourism market by disseminating valuable information (Khan et al., 2022).

Tourist Attraction

Tourist attractions serve as focal points in the tourism industry, attracting visitors with diverse motivations and experiences. The means-end chain theory has been employed to explore the travel motivations of international outbound tourists, analyzing attributes, consequences, and values (Jiang et al., 2015). This theory facilitates comprehension of the underlying reasons that compel individuals to visit particular destinations. Furthermore, the Peircean semiotics perspective has been utilized to create festival tourist attractions, elucidating the semiotic construction process within this domain (J. Li & Yu, 2023).

The Stimulus-Organism-Response (S-O-R) framework has played a crucial role in examining tourist behavioral intentions towards heritage conservation, particularly concerning the perceived Outstanding Universal Value (OUV) attractiveness of World Heritage Sites (Nian et al., 2023). This framework elucidates the dynamic relationship among stimuli, individual perceptions, and behavioral responses within the context of tourist attractions. Additionally, research has delved into the influence of UNESCO World Heritage Sites on inbound tourist flows, enriching theories on tourist attraction and inbound tourism (Xu et al., 2023).

Tourist experiences at attractions are shaped by various factors, including novelty seeking (Wulandari et al., 20230, familiarity, and the blend of novel and familiar elements (Larsen et al., 2019). Recognizing the elements contributing to attraction interest is essential for improving visitor satisfaction. Moreover, research has explored the link between destination attractiveness and tourists' environmentally responsible behavior, underscoring the mediating role of place attachment (T. Li et al., 2023). This underscores the significance of crafting attractive destinations while simultaneously fostering sustainable practices.

As elucidated by (L. Li et al., 2022), the tourist gaze theory was crucial in influencing tourists' perceptions and interactions with destinations, directing their exploration and experiences. Furthermore, commitment theory, as examined by (Chang & Stansbie, 2018), has been scrutinized to ascertain whether tourist attraction behaviors contribute to destinations' perceived attractiveness. This research illuminates how repeated visits and satisfaction levels affect individuals' perceptions of attraction sites.

Theories such as means-end chain theory, semiotics, the S-O-R framework, and the tourist gaze theory play significant roles in understanding tourist motivations, attraction construction, behavioral intentions, and destination perceptions. These theories provide valuable insights into the complex dynamics influencing tourist behaviors and experiences at various attractions.

3. METHODS

This study adopts a descriptive research design with a quantitative approach, aiming to test objective theories by examining the relationships between variables (Dodgson, 2017). Data collection involves distributing validated questionnaires to tourists who have visited destinations featuring natural, cultural, and man-made attractions, employing random sampling to select 100 respondents. Conjoint analysis is utilized for data analysis, a method used to determine preferences and attribute importance in product or service evaluation. In this approach, respondents are presented with various attribute combinations and asked to indicate their preferences. The collected data enable the measurement of each attribute's relative importance and identification of preferred attribute combinations. Initially, relevant attributes are identified, followed by the creation of attribute combinations for respondents to evaluate. Subsequently, respondents provide their preferences for each combination.

Conjoint analysis is a valuable tool in processing the collected preference data, offering insights into the relative importance of each attribute and its combinations. This method holds significance in marketing research and product/service development, enabling companies to understand consumer preferences more deeply. By identifying attributes significantly impacting consumer decisions, conjoint analysis empowers companies to optimize their product/service designs to meet market expectations. Through this approach, researchers can formulate more effective marketing strategies and comprehend the factors influencing product/service acceptance in the market (Ong et al., 2021).

4. RESULTS AND DISCUSSION

The characteristics of respondents are described based on gender, age, education, and type of social media frequently used every day, presented in the following table:

Table 1. Characteristics of Respondents

Variable	Frequency	Percentage
Gender		
Man	41	41%
Woman	59	59%
Age		
15 – 25 Years	42	42%
25 – 35 Years	40	40%
36 – 46 Years	18	18%
Income		
≤ 1,000,000	15	15%
1,000,000 – 5,000,000	67	67%
5,000,000 – 10,000,000	18	18%

Source: research data, 2024

Table 1 reveals demographic data regarding tourists who have visited natural tourist attractions, cultural tourism, and man-made tourism. Predominantly, female tourists represent 59% of the total, with males comprising only 41%. Additionally, the age distribution shows that the majority falls within the 15 – 25 age bracket, representing Generation Z, at 42%, whereas the lowest age range is 36 – 40 years, constituting 18%. Furthermore, 67% of tourists earn between 1,000,000 – 5,000,000 per month, while only 15% have an income of ≤ 1,000,000.

Table 2. Tourist Social Media Use

Variable	Frequency	Percentage
Instagram	66	66%
Facebook	9	9%
Twitter	2	2%
TikTok	17	17%
YouTube	6	6%

Source: research data, 2024

Table 2 illustrates the prevalent use of various social media platforms among tourists, including Instagram, Facebook, Twitter, TikTok, and YouTube. Notably, Instagram emerges as the most utilized platform, with 66% of tourists visiting natural, cultural, and man-made attractions to seek and share information, travel experiences, and photos with their social networks. The popularity of Instagram among travelers underscores its significant influence on their travel decisions and behaviors, aligning with previous research findings (Iglesias-Sánchez et al., 2020). Instagram's role extends beyond mere information dissemination; it

actively contributes to destination branding by shaping tourists' perceptions and choices. Particularly among younger travelers, Instagram travel influencers wield considerable sway, leveraging visual appeal and engaging content to influence visit intentions (Anuar et al., 2021). Despite its immense potential, the full utilization of Instagram as a marketing tool in the tourism sector remains untapped, presenting opportunities for further exploration.

Moreover, Instagram's impact on tourism decision-making is evident, as it helps shape visit intentions and fosters positive destination images (Gumpo et al., 2020). Its capacity to promote sustainable tourism is noteworthy, with its persuasive design and features influencing sustainable travel behavior. Furthermore, Instagram's efficacy in destination marketing, its role in tourism research, and its application in color psychology on the platform underscore its multifaceted significance. Lastly, its utilization by public administrations to preserve and promote a destination's gastronomic culture highlights its diverse roles within the tourism industry (James, 2019).

Twitter is the least utilized social media platform among tourists, with only 2% engaging. Nevertheless, Twitter serves as a vital tool for various travel-related purposes. Research conducted in 2015 indicates that tourists utilize Twitter to seek information, share experiences, and solicit recommendations. The platform facilitates direct engagement with destination marketing organizations, tourism businesses, and fellow travelers, enabling users to gather insights and plan their trips effectively. Given its real-time nature, Twitter provides travelers with immediate updates on events, attractions, and disruptions, enhancing travel planning and management. Through text and image-based tweets, travelers share their experiences, thereby contributing to destination promotion and influencing their followers' travel decisions. Notably, user-generated content on Twitter functions as electronic word-of-mouth, a phenomenon that significantly impacts travel behavior and destination selection (Hays et al., 2013).

Furthermore, Twitter's functionality extends to hashtags and geotagging features, enabling travelers to discover and engage with destination-specific content, connect with local businesses, and participate in destination-related conversations. However, once a primary choice for sharing brief thoughts and information, the platform appears to be losing favor among tourists. Several factors contribute to this decline, including evolving user preferences and the rise of visually oriented platforms like Instagram and TikTok. Over time, travelers have preferred sharing experiences through photos and videos rather than solely relying on text, which has been Twitter's primary mode of communication. Additionally, changes in Twitter's policies and algorithms have impacted content dissemination and discovery, diminishing its appeal to those seeking travel-related information or promotion.

Moreover, the proliferation of spam activity and irrelevant content on these platforms can significantly affect user satisfaction, prompting individuals to migrate to platforms offering a more curated and organized environment. Despite Twitter's diminished appeal among travelers, numerous communities thrive on the platform. Discussions, announcements, and article sharing are integral to Twitter's activity. Consequently, while the platform may no longer be the top choice for many tourists, it still serves as a vital real-time communication and information retrieval channel, albeit with reduced popularity compared to previous years.

Table 3. Selection of Tourist Destinations Based on Type of Tourist Attraction

Variable	Frequency	Percentage
Natural Tourism Attraction	63	63%
Man-made Tourist Attraction	27	27%
Cultural Tourism Attraction	10	10%

Source: research data, 2024

Table 3 illustrates the frequency distribution of tourists' destination preferences categorized by the type of tourist attraction, namely natural tourism, man-made tourism, and cultural tourism. The findings indicate that destinations boasting diverse natural attractions, such as scenic landscapes and adventure tourism opportunities in nature, are favored by most tourists, comprising 63%. This underscores the widespread popularity of natural tourism destinations among tourists of all age groups, providing immersive and captivating experiences across generations. The allure of breathtaking natural beauty serves as the primary draw for tourists from diverse backgrounds and interests.

Scenic vistas, including towering mountains, clear lakes, verdant forests, and exotic beaches, offer unparalleled tranquility and natural splendor, captivating the hearts of tourists. The allure of outdoor activities further enhances the appeal of these destinations, with options ranging from hiking, camping, and mountain biking to water-based adventures like snorkeling and rafting, promising thrilling experiences. Such activities provide entertainment and enable direct engagement with nature, fostering unforgettable memories. Moreover, an increasing number of natural tourist spots are equipped with family-friendly amenities and services, such as picnic areas, kid-friendly hiking trails, and nature education programs, catering to families seeking quality time amid nature's wonders (Gonia & Jezierska-Thöle, 2022). Additionally, growing awareness of sustainability and environmental conservation has bolstered the popularity of natural tourism. Tourists are now more conscious about preserving the environment and seek sustainable travel experiences. Consequently, destinations that prioritize environmental conservation and adopt eco-friendly practices have emerged as favored choices for environmentally conscious travelers, offering the opportunity to appreciate nature's beauty responsibly (Karhu et al., 2022).

Meanwhile, cultural tourism ranks as the least favored among tourists, with only 10% opting for it. Despite its inherent historical and unique value, cultural tourism appears to suffer from a trend that doesn't garner as much attention as natural tourism or modern entertainment. This shift in tourist preferences towards instant gratification and contemporary amusement might be a limiting factor. Many tourists nowadays seek immediate excitement and modern forms of entertainment, such as amusement parks or music festivals, rather than delving into and appreciating traditional cultural riches. The lack of promotion and understanding of cultural tourism attractions also plays a role. Cultural destinations often require extra effort in marketing and educating the public about their cultural significance. Insufficient information or awareness might lead tourists to prefer more familiar options.

Furthermore, some cultural tourism destinations may encounter challenges in organizing events or maintaining cultural heritage sites, potentially impacting tourist appeal. Neglect and poor maintenance can diminish tourists' positive experiences, prompting them to favor better-kept destinations. Nevertheless, many tourists still value and actively seek out cultural tourism experiences. In certain cases, enhanced marketing strategies, improved infrastructure, and a deeper understanding of cultural uniqueness can help boost tourist interest in cultural destinations. Promoting authentic and comprehensive cultural values can draw more attention and reshape tourists' perceptions of cultural tourism.

This research uses conjoint analysis to determine tourist preferences in the most effective and successful use of social media by tourists to promote various types of tourist attractions, with the following results:

Stimuli Design

An analysis of the attributes, levels, and levels used in this research is needed in designing stimuli. The following is an analysis of attributes, levels, and levels in this research:

Table 4. Attribute, Level, and Level Analysis

Attribute	Level	Levels
Natural Tourism	1	Instagram
	2	Facebook
	3	Twitter
	4	TikTok
	5	Youtube
Culture Tourism	1	Instagram
	2	Facebook
	3	Twitter
	4	TikTok
	5	Youtube
Man-made Tourism	1	Instagram
	2	Facebook
	3	Twitter
	4	TikTok
	5	Youtube

Source: research data, 2024

Table 4 is a stimulus design of 3 attributes and 15 levels. The number of possible combinations to be arranged is 125 stimuli (obtained from the product of each attribute level = 5 x 5 x 5). The stimulus design in this research is shown in the following table:

Table 5. Research Stimulus

natural tourism	culture tour	man-made_tourism	STATUS_	CARD_
Instagram	Twitter	Twitter	Design	1
Instagram	Facebook	Facebook	Design	2
Facebook	Twitter	Instagram	Design	3
Twitter	Instagram	Facebook	Design	4
TikTok	twitter	Facebook	Design	5
Twitter	YouTube	Instagram	Design	6
twitter	twitter	TikTok	Design	7
TikTok	TikTok	twitter	Design	8
YouTube	TikTok	Instagram	Design	9
Facebook	TikTok	Facebook	Design	10
Twitter	TikTok	YouTube	Design	11
TikTok	Instagram	YouTube	Design	12
YouTube	Facebook	TikTok	Design	13
YouTube	Twitter	YouTube	Design	14
Facebook	YouTube	Twitter	Design	15
YouTube	YouTube	Facebook	Design	16
Instagram	TikTok	TikTok	Design	17
Instagram	YouTube	YouTube	Design	18
Instagram	Instagram	Instagram	Design	19
TikTok	YouTube	TikTok	Design	20

natural tourism	culture tour	man-made_tourism	STATUS_	CARD_
YouTube	Instagram	Twitter	Design	21
Facebook	Facebook	YouTube	Design	22
twitter	Facebook	twitter	Design	23
TikTok	Facebook	Instagram	Design	24
Facebook	Instagram	TikTok	Design	25

Source: research data, 2024

Table 5 shows the stimuli generated from this research's attributes, levels, and levels. These stimuli are used to analyze social media (Instagram, Facebook, Twitter, TikTok, and YouTube) and successful promotional media for various tourist attractions (natural, cultural, and man-made).

Data processing

The next step in conjoint analysis is data processing. The following are the results of data processing using SPSS software:

a. Relative Importance Value

The relative importance value is the percentage level of each attribute presented in Table 6 below:

Table 6. Relative Importance Value

Attribute	Levels	Importance Value
Natural tourism	Instagram Facebook Twitter TikTok YouTube	65.34
Culture tour	Instagram Facebook Twitter TikTok YouTube	14.72
Man-made Tourism	Instagram Facebook Twitter TikTok YouTube	19.94

Source: research data, 2024

The aggregate attribute importance level test results show that the attribute of the type of tourist attraction that is considered the most important by tourists is the natural tourism attribute, with an importance value of 65.35%. Then the second most important attribute is man-made tourism, with an importance value of 19.94%. The attribute that is not important to tourists is cultural tourism, which has an importance value of 14.72%.

b. Usefulness Value of Each Attribute Level in Aggregate

There are three attributes in this research. Each attribute has a level and a useful value at different attribute levels. The attribute level value is obtained from the respondents' choice of the attribute level seen in the profiles provided. Like importance level values,

utility values exist at the individual and aggregate levels. The basis for assessing utility value is almost the same as the importance level value. However, the utility value can also have a minus value, which means that the respondent does not like the level of the attribute. The results of calculating aggregate utility value using SPSS 25 are presented in Table 7.

Table 7. Use Value

Attribute	Levels	Importance Value
Natural tourism	Instagram	2,3
	Facebook	2.0
	Twitter	-0.7
	TikTok	1,2
	YouTube	1,2
Culture tour	Instagram	-1.7
	Facebook	1.3
	Twitter	-0.5
	TikTok	2.1
	YouTube	2.9
Man-made Tourism	Instagram	2.6
	Facebook	0.8
	Twitter	2.9
	TikTok	1.8
	YouTube	-1.4

Source: research data, 2024

Table 7 shows the results of data processing using SPSS for conjoint analysis. Table 7 shows that natural tourism emerges as the primary focus. The research findings underscore tourists' preference for natural attractions as the most effectively promoted via Instagram social media, with a value of 2.3. In natural tourism, social media endeavors typically center around visualizing natural splendor and advocating for environmental conservation efforts. Instagram, in particular, has emerged as an exceptionally potent platform for showcasing breathtaking landscapes, documenting adventures, and rallying users behind conservation initiatives. Leveraging its visual-centric interface, expansive global reach, and versatile promotional tools, Instagram stands out as a formidable ally in promoting nature tourism. Its emphasis on visual content seamlessly aligns with the essence of tourism, which revolves around sights, experiences, and the immortalization of memories. Moreover, Instagram serves as a vital conduit for promoting various tourist destinations, including those rooted in nature, playing a pivotal role in crafting destination identities through captivating photography. Studies, such as the one conducted by (Tenkanen et al., 2017), underscore Instagram's efficacy in propelling nature tourism destinations into the spotlight, with over 60% of national parks worldwide actively engaging on the platform, thereby underlining its potential to disseminate global conservation messages.

On the other hand, the research findings reveal that utilizing Twitter social media for promoting natural tourism yields ineffectiveness, as indicated by a value of minus 0.7. This deficiency stems from the platform's limitations in conveying comprehensive information, particularly in the context of natural tourism. Given the intricate allure of natural landscapes,

which often require visual accompaniments and detailed descriptions to capture their essence, Twitter's character limit and emphasis on succinctness are restrictive.

Secondly, Culture tour. The research findings indicate that cultural tourism is most effectively promoted through YouTube social media channels, garnering a value of 2.9. YouTube's platform, characterized by its robust visual content and immersive storytelling capabilities, offers an ideal medium for showcasing the cultural richness of destinations. Through compelling videos such as documentaries or travel vlogs, tourism entities can vividly portray local traditions, cultural heritage, and scenic beauty, providing viewers with an immersive experience akin to real-life exploration. Collaborations with local influencers or prominent travelers further enhance the appeal and outreach of promotional efforts. By employing optimized hashtags, detailed descriptions, and active community engagement, cultural tourism promotion on YouTube proves instrumental in generating interest and fostering the preservation of cultural diversity across destinations.

Conversely, the research findings also reveal that promoting cultural tourism via Twitter social media yields lesser effectiveness, registering a value of minus 0.5. This drawback stems from the inherent limitations of Twitter's format, which prioritizes brevity and rapid dissemination of information. Cultural tourism, characterized by its depth and complexity, necessitates a more nuanced and contextualized approach, posing challenges within Twitter's concise format. The essence of cultural experiences, steeped in historical significance and local context, requires ample space and time for effective communication—attributes often at odds with Twitter's character limit. Consequently, conveying detailed information regarding cultural heritage and historical significance proves arduous within the platform's constraints, hindering successful promotional endeavors for cultural tourism.

Thirdly, man-made attractions are integral to tourism, offering unique experiences designed with creativity and innovation to captivate tourists. The research findings underscore the effectiveness of promoting man-made tourism through Twitter social media, with a utility value 2.9. These include amusement parks, themed attractions, specialized shopping centers, and modern tourist complexes (Hidayah & Fatimah, 2023). Leveraging Twitter as a promotional tool facilitates increased awareness and popularity of man-made tourism destinations. By accentuating their distinctive features, visual appeal, and experiential superiority, Twitter promotions captivate potential visitors and ignite public interest. The concise nature of Twitter's messaging compels marketers to deliver succinct yet compelling content, aligning with contemporary content consumption trends. As active Twitter users actively seek travel inspiration and destination recommendations, leveraging this platform enables man-made tourist destinations to effectively reach their target audience (Curlin et al., 2019).

Conversely, the research findings indicate the limited effectiveness of promoting man-made tourism through YouTube social media, registering a value of minus 1.4. Man-made tourism experiences often entail nuances and sensory elements that defy capture through video presentations alone. The essence of man-made tourist destinations thrives on immersive, real-time experiences that transcend the limitations of two-dimensional digital displays. Consequently, conveying the essence and allure of man-made attractions proves challenging through conventional video formats, hindering effective promotional efforts on YouTube.

Additionally, man-made tourism typically incorporates interactive and multisensory elements that surpass the capabilities of visual media alone. Tourists often immerse themselves in the ambiance, aromas, sounds, and other sensory nuances that cannot be faithfully replicated through video presentations. While YouTube videos may offer glimpses of these attractions,

they often fall short of capturing the depth and diversity of experiences provided by man-made tourist destinations. Moreover, promoting man-made tourism necessitates a multifaceted marketing strategy encompassing direct promotion, hands-on experiences, and tailored marketing campaigns. Therefore, a comprehensive approach is essential for effectively promoting man-made tourism, increasing the utilization of various media channels and direct engagement with potential tourists.

4. CONCLUSION

Based on the research findings, it is evident that tourists exhibit varying preferences regarding the effectiveness of social media platforms in promoting different types of tourist attractions. Natural tourism emerges as the most successful attraction promoted through Instagram, garnering a usability value 2.3. Conversely, promoting natural tourism on Twitter proves less effective, with a usability value of -0.7. In contrast, cultural tourism is deemed most successful when promoted via YouTube, with a usability value of 2.9. However, cultural tourism promotion via Twitter yields a lower usability value of 0.5. Interestingly, man-made tourism receives favorable promotion results on Twitter, registering a utility value 2.9. Nonetheless, promoting man-made tourism through YouTube proves less effective, evidenced by a usability value of -1.4.

The implications of these findings are significant for destination managers seeking to enhance their promotional strategies. For destinations featuring natural and man-made attractions, leveraging Twitter's potential for successful promotion is crucial. This can be achieved by crafting compelling tweet content and utilizing trending hashtags to maximize visibility and engagement. Additionally, managers of man-made tourist destinations should explore the potential of YouTube as a promotional tool. Creating detailed and captivating video content showcasing the destination's offerings and activities can effectively convey the destination's appeal and attract tourist interest.

In conclusion, understanding the varying effectiveness of social media platforms in promoting different types of tourist attractions is essential for destination managers. By tailoring their promotional efforts to suit the preferences and characteristics of each platform, they can optimize their outreach and attract more visitors to their destinations.

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