The Role of Social Media in Tourist Destination Promotion during the Eid Holiday

[1]Aulia Salsabila, [2]Naadiyah Hanuun, [3]Wiji Endah Rahayu, [4]Suciana Wijirahayu
Universitas Muhammadiyah Prof. DR. HAMKA [1,2,3,4]
[1]auliasalsabila385@gmail.com; [2]naadiyahanuun@gmail.com; [3]wijiendahr@gmail.com;
[4]sucianawijirahayu@uhamka.ac.id

Abstract: Social media has emerged as a highly influential tool for disseminating information. This study aims to understand the role of social media in promoting tourist attractions during the Eid holiday period. This research employs a descriptive quantitative approach. Data will be collected through Likert-scale questionnaires distributed to respondents. The questionnaire will explore their perceptions regarding the influence of social media on their choice of tourist attractions during Eid. The findings of this study are expected to offer valuable insights into the effectiveness of tourism promotion via social media platforms, particularly during the Eid holiday period.

Keywords: *Social media, Tourism promotion, Tourist attractions, Eid holiday*

INTRODUCTION

The Eid holidays represent one of the most anticipated periods for the tourism industry in Indonesia. This time is widely utilized by the public for travel, encompassing both family gatherings and leisure vacations. Consequently, it presents significant opportunities for tourist attractions across Indonesia, as a substantial number of people seek to enjoy quality time with their families.

In recent years, the landscape of tourist attraction promotion has been significantly transformed by social media. Platforms such as Instagram, Facebook, TikTok, and YouTube have become prevalent tools for dissemination. The inherent nature of social media makes it a relatively cost-effective and accessible tool for promoting diverse tourist attractions.

Given the crucial importance of the Eid holiday period for the tourism sector and the increasingly dominant role of social media in contemporary communication, this research is expected to offer relevant insights into the influence of social media on the tourism sector, specifically concerning tourist destination choices during this peak holiday season.

LITERATURE REVIEW

Social media platforms have become integral in online travel information search, fundamentally reshaping how travelers gather and process information (Xiang & Gretzel, 2010). Amidst global challenges like the COVID-19 pandemic, platforms such as TikTok have been effectively utilized as a promotional tool for tourist destinations, significantly enhancing visibility and engagement (Endrianto et al., 2021). Furthermore, TikTok's particular impact on the travel choices of Generation Z and Millennials holds significant relevance, as it actively shapes their perceptions and decision-making processes (Alejo et al., 2025).

Similarly, Instagram serves as a highly effective social media platform for promoting tourism, demonstrably enhancing destination appeal and tourist motivation (Hapsari & Raharjo, 2020). These observations align with the Diffusion of Innovations theory, which posits that innovation is communicated through various channels over time among members of a social system (Rogers, 2003).

METHOD

1. Research Tools and Methods

This research employs a quantitative approach utilizing a survey method. The survey design was chosen for its suitability in collecting data on students' perceptions regarding the role of social media in promoting tourist attractions during the *Eid* holiday season. Data will be gathered by distributing structured questionnaires to students from a private university in East Jakarta.

2. Survey Questionnaire

The questionnaire is divided into two sections. The first section comprises 13 Likert-scale questions designed to measure respondents' level of agreement with statements concerning the influence of social media on their decision-making for choosing tourist attractions during the *Eid* holiday period. The second section includes two open-ended, essay-style questions aimed at understanding the specific reasons that motivate their interest in visiting a tourist spot seen on social media during *Eid*.

3. Data collection process

The questionnaire will be distributed online via platforms such as Google Forms. To reach the target respondents, the questionnaire will also be disseminated through online communication channels, specifically WhatsApp groups. Participation in this survey is entirely voluntary, and the confidentiality of all respondents' identities will be maintained to encourage honest and open responses.

4. Software and Hardware

The primary software utilized for this research includes Google Forms for questionnaire distribution and data collection, and Microsoft Word (or Google Docs) for report compilation. Essential hardware comprises a personal laptop with a standard operating system for accessing online platforms, processing data, and generating reports. A stable internet connection is crucial for online questionnaire distribution and communication throughout the research process.

5. Data Analysis

Quantitative data obtained from the questionnaire responses will be analyzed using

descriptive statistics. This analysis aims to outline the general trends and collective views of respondents concerning the role of social media in promoting tourism during the *Eid* holiday.

6. Assumptions and Theories

This research operates under the assumption that participating students will provide accurate and candid descriptions of their views regarding the influence of social media on their choices of tourist attractions during the *Eid* holiday season.

FINDINGS AND DISCUSSION

This study utilized a quantitative descriptive method, involving 26 social media active respondents. Data were collected via a questionnaire that incorporated both Guttman scale items and open-ended questions. The Guttman scale was specifically employed to assess the extent of respondents' exploration and to measure the cumulative level of particular behaviors related to social media and tourism.
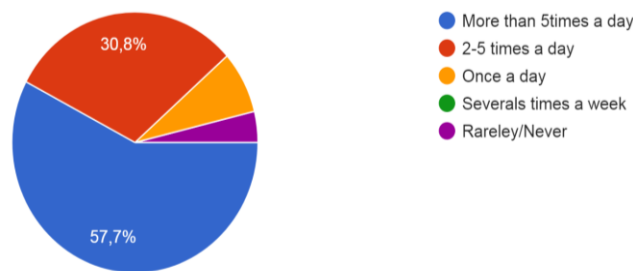

Figure 1: How often did you use Instagram/TikTok during the Eid holiday?

[Source: Data Primary]

Our findings indicate a remarkably high intensity of social media usage among respondents during the Eid holiday. The majority of respondents (57.7%) reported using Instagram/TikTok more than five times a day, while another 30.8% accessed these platforms 2 to 5 times daily. Notably, only a small percentage (11.5%) used social media once a day or less frequently, with no respondents selecting the "several times a week" option. This strongly suggests that the overwhelming majority of respondents accessed social media on a daily basis during the Eid holiday period.

In conclusion, the quantitative descriptive approach reveals that Instagram/TikTok usage during the *Eid* holiday among our respondents is exceptionally high. This consistent daily access highlights the significant potential of these platforms as powerful promotional tools, particularly during peak holiday seasons. This aligns with existing literature, such as the work by Xiang and Gretzel (2010), who emphasize that social media has become a primary source of travel information, profoundly influencing tourist behavior and choices.
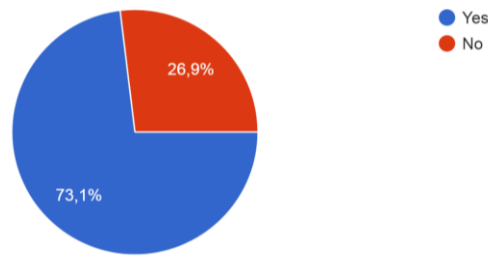
Figure 2: I have visited a tourist destination because it went viral on TikTok/Instagram.

[Source: Data Primary]

Further analysis reveals the significant influence of viral social media content on travel behavior. A substantial majority of respondents (73.1%) reported visiting a tourist destination specifically because it had gone viral on TikTok or Instagram. Conversely, 26.9% of respondents indicated that their travel destination choices were not influenced by such viral content.

These findings strongly conclude that social media plays a pivotal role in shaping travel decisions, particularly when destinations gain viral traction. This reinforces the effectiveness of TikTok and Instagram as powerful promotional tools within the tourism industry. Our results align with the observations of Alejo et al. (2025), who posited that TikTok directly influences the decisions of young travelers (Generation Z and Millennials) to visit destinations that achieve viral status on the platform.
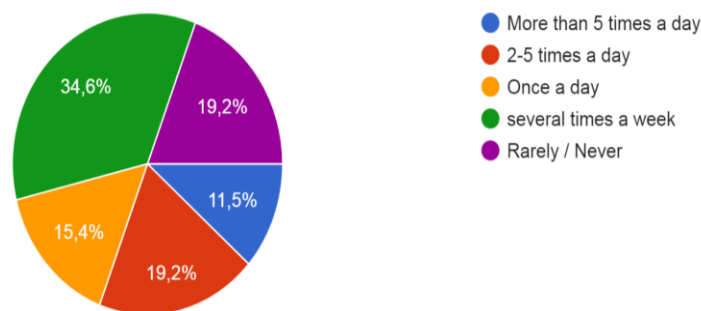

Figure 3: How often do you create your own content (photos/videos) while traveling and upload it to social media?

[Source: Data Primary]

The study revealed a very high intensity of social media usage among respondents during the Eid holiday. Specifically, the majority (57.7%) reported using Instagram/TikTok more than

five times daily, while a significant portion (30.8%) accessed these platforms 2-5 times a day. Only a small minority (11.5%) used social media once a day or less frequently, and no respondents selected the "several times a week" option, indicating consistent daily access for the majority during the holiday period.

In conclusion, these quantitative descriptive findings demonstrate that Instagram/TikTok usage among respondents during the Eid holiday is exceptionally high. The prevalence of daily access highlights the substantial potential of these platforms as effective promotional tools during the holiday seasons. This high engagement aligns with research by Alejo et al. (2025), which reinforces the dominant TikTok usage among Generation Z and Millennials, particularly during holidays, fostering both sharing behavior and the consumption of travel-related content.

Quantitative Descriptive Analysis :

1. Most Frequently Mentioned Social Media Platforms

From a total of 26 qualitative responses:

TikTok: Directly or indirectly mentioned by 17 respondents (65%).

Instagram: Mentioned by 3 respondents (11.5%).

2. Mentioned Travel Destinations

Respondents frequently mentioned a diverse range of tourist attractions. Each of the following destinations was cited by one respondent:

Tourist Attractions	Frequency
Jogja	1
Dufan	1
Bali	1
Pangandaran	1
Sunda Kelapa and Istiqlal Mosque	1
Safari Park	1

Lombok (Gilie and Mandalika)	1
Camping Ground West Bandung	1
Central Java (Beach)	1

3. Type of Response Pattern

The open-ended responses exhibited the following patterns:

Social Media Platform Only: Approximately 10 respondents specifically mentioned a social media platform without detailing a particular tourist destination.

Tourist Destination Only: Approximately 12 respondents specifically mentioned a tourist destination without directly linking it to a social media platform in their explanation.

Combined (Social Media & Tourist Destination): Approximately 4 respondents explicitly mentioned both a social media platform and a specific tourist destination in their response.

4. Qualitative Insights Summary

Based on the analysis of these open-ended responses, several key insights emerge:

TikTok's Dominance: TikTok is overwhelmingly the most frequently mentioned social media platform for seeking tourist information during the Eid holiday, indicating its significant role in travel planning.

Diverse Travel Interests: The wide array of tourist destinations mentioned (including natural, religious, and entertainment tourism) highlights travelers' varied interests in exploring different parts of Indonesia during the holiday period.

Social Media as Initial Inspiration: The tendency of some respondents to mention social media platforms without an initial target destination suggests that these platforms serve as a primary source of inspiration, generating public interest before a specific travel plan is formed.

CONCLUSION

This study decisively reveals the significant influence of social media on the promotion of tourist destinations during the *Eid* holiday, particularly among young, urban travelers. Platforms such as Instagram and TikTok have emerged as essential tools for destination marketing, effectively leveraging visually engaging content, authentic storytelling, and influencer endorsements to shape travel decisions. During festive periods like *Eid al-Fitr*, there is a notable

surge in social media activity related to travel, with users actively seeking inspiration and information for their holiday destinations.

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