

ABSTRAK

Perkembangan industri pariwisata yang diiringi pesatnya teknologi digital mendorong perubahan perilaku wisatawan. Penelitian ini bertujuan untuk mengetahui pengaruh terpaan *user generated content* TikTok wisata air di Desa Ponggok terhadap minat berkunjung yang dimoderasi oleh terpaan media sosial pengelola. Penelitian ini mengkaji penggunaan media beserta efek yang dihasilkan berdasarkan pada Teori *Uses and Effect*. Metode penelitian yang digunakan adalah kuantitatif survei. Populasi penelitian adalah mahasiswa aktif di Daerah Istimewa Yogyakarta. Pengambilan sampel dilakukan menggunakan teknik *purposive sampling* dengan total 385 responden. Analisis data dilakukan menggunakan teknik regresi linear sederhana, korelasi parsial dan *moderated regression analysis*. Hasil penelitian menunjukkan bahwa terpaan media sosial pengelola terbukti memoderasi hubungan antara terpaan *user generated content* TikTok dan minat berkunjung. Selain itu, terpaan *user generated content* TikTok berpengaruh positif dan signifikan terhadap minat berkunjung. Temuan ini menunjukkan bahwa pengaruh *user generated content* terhadap minat berkunjung semakin kuat ketika mahasiswa juga terpapar konten resmi dari pengelola destinasi.

Kata Kunci: Terpaan *User Generated Content*, Terpaan Media Sosial, Minat Berkunjung, Desa Wisata Ponggok, *Uses and Effect Theory*.

ABSTRACT

The development of the tourism industry accompanied by rapid digital technology is driving changes in tourist behavior. This study aims to determine the effect of exposure to TikTok user-generated content about water attractions in Ponggok Village on the intention to visit moderated by exposure to the official destination account's social media. This study examines the use of media and the resulting effect based on the Uses and Effect Theory. The study employed a quantitative survey method. The research population was active university students in the Special Region of Yogyakarta. The sampling technique used was purposive sampling with 385 respondents. Data analysis involved simple linear regression, partial correlation, and moderated regression analysis. The results indicate that exposure to the official destination account's social media was found to moderate the relationship between exposure to TikTok user-generated content and intention to visit. Furthermore, exposure to TikTok user-generated content has a positive and significant effect on visitation interest. These findings suggest that the effect of user-generated content on the intention to visit is stronger when university students are also exposed to the official destination account's social media.

Keywords: *User-Generated Content Exposure, Social Media Exposure, Interest in Visiting, Ponggok Tourism Village, Uses and Effect Theory.*