



The Role of Digital Communication via X in Increasing Tourist Visits to the Mandalika Area, Central Lombok Regency

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Abstract

Mandalika tourism serves as a key economic driver in Central Lombok, West Nusa Tenggara, contributing significantly to regional revenue. To boost tourist arrivals, the local government uses social media, particularly X, as a digital communication platform to promote the destination. This study explores the impact of X-based communication on tourists' perceptions and decision-making, while also identifying factors that influence the effectiveness of destination promotion. A combination of qualitative and quantitative methods was employed, including a survey of thirty respondents from both within and outside Lombok and a content analysis of tourism-related X posts published between July - December 2024. The survey data were analyzed using descriptive statistics and multiple linear regression techniques. Findings demonstrate that X plays a significant role in shaping tourists' perceptions and increasing awareness of Mandalika. Information relevance and visual content quality emerged as the most influential factors in travel decision-making. However, excessive posting frequency can lead to reduced interest, whereas positive engagement with content increases visitor attraction. Content analysis further reveals high engagement levels, with seventy five percent of posts reflecting positive sentiment and strong support from official accounts and local influencers. The study concludes that X is an effective promotional tool for tourism when supported by relevant, engaging, and data informed communication strategies. These results provide practical insights for tourism stakeholders and policymakers aiming to enhance digital marketing efforts in Mandalika and similar emerging destinations.

Introduction

Tourism is one of the strategic sectors that plays a significant role in driving regional economic development (Dewanti et al., 2018; Laut et al., 202; Calero et al., 2020), including in Central Lombok Regency, West Nusa Tenggara Province. According to data from the Ministry of Tourism and Creative Economy as of October 2024, the cumulative number of international tourist arrivals in Indonesia from January to August 2024 reached 9.09 million, representing a 20.38 percent increase compared to the same period in 2023. Similarly, the number of both domestic and international tourist visits to West Nusa Tenggara has shown a consistent upward trend over the years. In 2022, tourist visits were recorded at 900 thousand by September. In 2023, the figure rose to 1.7 million by July. As of September 2024, tourist visits to West Nusa Tenggara increased further, reaching 2 million (Sinta and Widiyantoro, 2024).

One of the destinations currently receiving significant development focus is the Mandalika Special Economic Zone (SEZ) (Hidayatullah et al., 2023). This area not only offers

brehtaking natural beauty but is also supported by the organization of various international events, such as the MotoGP, which provides extensive exposure both nationally and globally. These major events have undoubtedly had a significant impact on increasing tourist visits, both domestic and international, as many come to Mandalika to witness these international championships firsthand. This is further supported by data indicating that tourist visits to Central Lombok in 2023 were targeted to reach 90,000 people. This target was exceeded thanks to the international events held in March, despite the fact that visitors in that month accounted for only 20% of the total visits. This shows that these events have a significant impact on attracting large numbers of tourists. In 2024, Central Lombok targets welcoming 133,000 visitors (Ugeng and Sakurniawan, 2023). Despite the international attention Mandalika has garnered from these large events, tourist visits to the area still experience fluctuations, particularly outside the major event periods. This suggests that the true tourism potential of Mandalika has not been fully maximized. Given the decline in tourist numbers outside of major event seasons, a more effective and sustainable promotional strategy is needed to fully capitalize on Mandalika's tourism potential. One approach to achieving this is by utilizing social media as a promotional tool, considering the rapid digitalization trend occurring worldwide, including in Indonesia (Ekaputra et al., 2024; Astari, 2025; Suryawardani et al., 2025).

In an effort to increase tourist visits to Mandalika, the local government, along with stakeholders, has leveraged advancements in communication technology, particularly social media, as an effective promotional tool (Wulandari, 2019). X (formerly Twitter), as one of the social media platforms with real-time and interactive characteristics, holds significant potential for quickly disseminating information to a broad audience. The retweet, mention, and hashtag features enable content to spread virally, making X a strategic medium in destination marketing campaigns (Wati et al., 2022; Nautiyal et al., 2023; Li Wang et al., 2025). Digital communication through X not only conveys information but also shapes public perception, creates opinions, and influences tourists' decisions in selecting destinations (Andzani et al., 2024). However, the effectiveness of X as a tourism promotional medium has not been extensively researched, particularly in local contexts such as Mandalika. X is a highly effective tool for facilitating direct and dynamic communication between destination managers and their audience. It fosters relationships with the audience through direct interaction; X allows two-way communication between the destination and the audience via replies, mentions (@), and direct messages (DM). This helps create closeness, builds a sense of involvement, and strengthens audience loyalty. Empowering communities through open discussions using specific hashtags, destinations can create fan communities that interact, share experiences, and support promotions. X becomes a platform to receive feedback, answer questions, or address tourists' complaints transparently and quickly. This approach enhances public trust in the destination managers (Amalia and Sudiwijaya, 2020; Idrus et al., 2025; Sambronska et al., 2025).

Several previous studies have discussed tourism communication and promotion strategies through social media in Indonesia. (Akasse & Ramansyah, 2023; Kurniawan et al., 2021). Emphasized the importance of targeted communication strategies and the use of official media in supporting tourism promotion. (Wisnujati et al., 2024; Avraham, 2020) found that advertising is the most dominant variable in influencing tourists' intention to visit. Andzani et al. (2024) highlighted the role of social media in shaping the image of destinations through engaging narratives and visual content, as well as serving as a platform for interaction and user participation. Additionally, (Ilma, 2023) examined the digital communication patterns used by influencers in promoting tourism in Papua through social media.

Nevertheless, there is still a limited number of studies that specifically examine the role of the X platform in influencing tourists' perceptions and decision-making. Therefore, this study aims to analyze the influence of digital communication on X on tourist perceptions, examine its impact on the decision to visit Mandalika, and identify the factors that make X effective as a medium for tourism promotion.

Methods

This study employed a mixed-methods approach, integrating both quantitative and qualitative strategies to provide a comprehensive understanding of the role of digital communication via X in increasing tourist visits to the Mandalika area (Agustini, 2023). On the quantitative side, the study adopted a deductive approach grounded in the Uses and Gratifications Theory (UGT). UGT posits that individuals actively seek out media content to satisfy specific needs such as information, entertainment, or social interaction. In the context of tourism, this theory serves as a framework for understanding how exposure to X content may influence tourists' travel decisions. Data collection was conducted through a Likert-scale questionnaire, developed based on UGT constructs and adapted from Sepira et al. (2024). The instrument measured three core aspects: exposure to X content related to Mandalika tourism, perceived usefulness and engagement with such content, and intention or decision to visit. A total of 30 respondents participated in the survey. Given the limited sample size, the quantitative findings are treated as exploratory rather than generalizable. The data were analyzed using descriptive statistics and linear regression (Cahyani et al. ,2024; Dewi, 2022; Taqwa and Atnan. 2020) to examine the influence of digital communication on travel intentions. The qualitative component of the study adopted an inductive approach through content analysis of tweets posted by the official Mandalika tourism X account over a six-month period (July–December). This inductive approach follows the methodology recommended by analysis (Suriyah et al., 2017), emphasizing iterative coding and theory-building from empirical data. Drawing on the method used by Syani et al. (2024), the content analysis applied open coding to extract emerging themes such as narratives about nature, international events, and the role of influencers. The coding process was conducted iteratively to refine thematic categories and included an assessment of audience engagement based on the number of likes, retweets, and replies. The qualitative findings were then interpreted in relation to the theoretical assumptions, in order to evaluate whether they support, contradict, or extend the conceptual framework.

Results and Discussion

The Influence of Digital Communication via X on Tourists' Perceptions

To examine the influence of digital communication via X on tourists' perceptions, a survey was conducted using a Type 1 questionnaire comprising 12 Likert-scale statements (1 = Strongly Disagree to 5 = Strongly Agree). The survey involved 30 respondents from both within and outside Lombok Island. The collected data were analyzed descriptively using Microsoft Excel to calculate the mean, median, and standard deviation. Detailed items and analytical results are presented in Tables 1 through 3. The analysis revealed that respondents' scores ranged from 68.00% to 77.33% of the maximum possible score, indicating a general tendency to select responses between neutral and agree. The mean values for all items fell within the "agree" category, except for item number 6, which leaned toward neutrality. Standard deviations ranged from 1.10 to 1.38, reflecting relatively low variability and consistent responses across participants. Median scores ranged from 3.5 to 4.0, further reinforcing the finding that respondents generally held positive perceptions of digital communication via X.

Table 1. list of type 1 questionnaire items

Code	Question Description
P1	Information about the tourist destination on X is easy to understand
P2	The information shared on X is relevant to my needs as a tourist.
P3	Images and videos on X capture my attention to learn more about the tourist destination.
P4	I trust the information shared by official tourism destination accounts on X.
P5	The information on X helps me feel more confident about visiting a particular tourist destination.
P6	I am often influenced by recommendations of tourist destinations from other users on X.
P7	Interactions with other users on X influence my decision in choosing a tourist destination.
P8	Communication on X encourages me to seek more information about tourist destinations.
P9	I am interested in the tourism promotions shared on X.
P10	Discussions about tourism promotions on X help me understand the value of the tourist destination.
P11	Communication on X influences my decision to visit a particular tourist destination.
P12	I feel that communication on X increases my awareness of various destination options.

Table 2. the data obtained from the Type 1 questionnaire

Respondent number	Answer scores from questions 1 to 12 (P1–12)											
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12
1	4	4	4	4	4	4	4	4	4	4	4	4
2	5	5	5	5	5	5	5	5	5	5	5	5
3	3	3	3	3	3	4	4	4	3	5	4	4
4	1	1	1	1	1	1	1	1	1	1	1	1
5	1	1	1	1	1	1	1	1	1	1	1	1
6	3	2	4	4	5	1	3	3	3	2	2	1
7	3	1	1	5	2	1	4	4	5	5	1	4
8	4	4	5	4	3	3	3	3	4	4	3	3
9	3	3	3	3	3	2	2	3	2	3	2	3
10	4	3	4	4	4	3	4	3	3	3	3	2
11	4	4	4	4	4	5	4	4	5	4	5	4
12	4	4	4	3	3	3	3	4	3	3	3	3
13	4	4	4	4	4	3	5	4	4	3	4	4
14	5	5	5	5	5	5	5	3	5	5	3	5
15	3	4	3	4	4	2	4	3	4	4	4	4
16	3	4	2	5	4	4	4	3	3	4	4	3
17	3	1	2	3	2	2	2	2	2	2	2	2
18	5	4	4	4	4	3	5	5	5	5	5	5
19	4	4	4	5	4	5	3	5	5	5	5	5
20	4	4	5	5	5	4	4	4	5	5	5	5
21	4	4	5	5	5	4	4	4	4	3	3	3
22	4	4	4	3	3	4	3	3	4	3	3	3
23	3	3	4	4	4	4	4	4	4	4	5	5
24	2	3	4	2	3	3	3	2	2	1	3	4
25	5	5	5	5	5	5	5	5	5	5	5	5
26	4	3	5	4	5	5	3	2	3	3	1	5
27	4	4	3	4	3	2	4	4	3	4	3	4
28	2	3	4	3	4	4	4	4	4	4	4	3
29	5	5	5	5	5	5	5	5	5	5	5	5
30	5	5	5	5	5	5	5	5	5	5	5	5

Table 3. results of type 1 questionnaire data analysis

Measures of central tendency	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12
Total Score	108	104	112	116	112	102	110	106	111	110	103	110
Percentage (%)	72,00	69,33	74,67	77,33	74,67	68,00	73,33	70,67	74,00	73,33	68,67	73,33
Mean	3,60	3,47	3,73	3,87	3,73	3,40	3,67	3,53	3,70	3,67	3,43	3,67
Median	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	3,50	4,00
Standard deviation	1,10	1,22	1,26	1,14	1,17	1,38	1,12	1,14	1,24	1,30	1,38	1,30

Furthermore, respondents perceived that information about tourist destinations delivered through X was easy to understand, relevant to travelers' needs, and presented in an engaging manner. Visual content such as images and videos was considered effective in capturing attention, while information disseminated through official accounts was deemed trustworthy, thereby enhancing tourists' confidence in visiting the destination. Although recommendations from other users did not directly influence visitation decisions, the social interactions occurring on X encouraged further information-seeking behavior and fostered initial interest in the destinations. Overall, these findings suggest that digital communication via X plays a significant role in shaping tourists' perceptions, particularly in enhancing understanding and

awareness of destination values. These results align with the framework of the Uses and Gratifications Theory (UGT), whereby tourists actively utilize social media to obtain information and fulfill cognitive needs prior to travel.

The Influence of Digital Communication via X on Tourists' Decision to Visit Mandalika

To determine the influence of digital communication on X on tourists' decision to visit Mandalika, a survey was conducted using a Type 2 questionnaire. The survey had 30 respondents. Respondent data includes age, gender, place of residence, and how frequently respondents use digital communication via X in a day. The majority of respondents were aged 21–30 years, accounting for 43% (13 people). Respondents under 20 years old and those aged 31–40 years each made up 20% (6 people), while those over 40 years old made up 17% (5 people). The respondents consisted of 67% male (20 people) and 33% female (10 people). The highest number of male respondents was 64.5%, and female respondents were 35.5%. Respondents residing on Lombok Island made up 50% (15 people), and those from outside Lombok Island also made up 50% (15 people). The majority of respondents used X less than once per day, accounting for 67% (20 people); those who used X, 1–3 times per day made up 20% (6 people), and those who used X more than 3 times per day made up 13% (4 people).

There are 4 questions that will be asked to respondents, which will later become the independent variables, namely x_1 , x_2 , x_3 and x_4 as follows:

x_1 : How often do you see promotional content about Mandalika on X?

x_2 : How many times have you liked, retweeted, or commented on content about Mandalika on X?

x_3 : Is the information presented on X about Mandalika relevant to your needs as a tourist?

x_4 : How appealing are the images or videos about Mandalika that you see on X?

There are 2 questions that will be asked to respondents, which will later become the dependent variables, namely y_1 and y_2 , as follows:

y_1 : How likely are you to visit Mandalika after seeing promotions on X?

y_2 : How much influence does content on X have on your decision to visit Mandalika?

The data from the Type 2 questionnaire (which uses a Likert scale) is analyzed using multiple linear regression with Microsoft Excel to measure the influence of digital communication on X on tourists' decision-making. The survey data analysis results using type questionnaire 2 are presented in Table 4.

Table 4. recapitulation of type 2 questionnaire data

Respondent	x₁	x₂	x₃	x₄	y₁	y₂
1	1	1	3	3	3	3
2	1	1	3	2	3	2
3	1	1	3	3	4	4
4	4	1	3	3	1	2
5	2	2	3	3	3	2
6	1	1	2	2	3	2
7	2	1	3	3	3	2
8	2	1	3	3	2	1
9	3	1	3	3	4	3
10	2	1	3	3	4	3
11	2	1	3	3	3	4
12	2	2	3	3	3	2
13	2	2	3	3	3	2
14	1	1	1	2	2	2
15	1	2	3	3	4	4
16	2	2	3	3	4	3
17	2	2	3	3	3	2
18	2	2	3	3	4	3
19	2	3	3	3	3	3
20	2	2	3	3	3	3
21	1	1	2	3	2	2
22	2	2	3	3	3	2
23	2	1	3	3	2	2
24	2	1	2	3	3	4
25	1	1	2	2	3	3
26	2	1	3	4	3	4
27	3	1	2	3	3	3
28	2	2	3	3	4	3
29	2	2	3	3	4	3
30	1	1	2	2	3	2

Results of multiple linear regression analysis of respondent data using a Likert scale for the dependent variable y_1

The interpretation of the calculation results shows that the Multiple R value of 0.4937 indicates a moderate positive relationship between the independent variables (x_1, x_2, x_3, x_4) and the dependent variable (y_1). The R Square (R^2) value of 0.2438 means that the regression model explains approximately 24.38% of the variation in y_1 , while the remaining 75.62% is influenced by other factors outside the model. The lower Adjusted R^2 value of 12.28% suggests that not all independent variables contribute significantly to explaining y_1 , indicating the possible inclusion of irrelevant variables in the model. The standard error of 0.6927 indicates

that the average prediction error of the model is around 0.69 units. The F -test result shows a significance value of 0.123123, which is greater than the significance level of 0.10. This implies that the overall regression model is not statistically significant, and the independent variables do not have a strong collective influence on the dependent variable. However, the t -test for individual variables yields a p -value of 0.054385, which is less than 0.10, indicating that the independent variables individually have a statistically significant effect on y_1 at the 90% confidence level, although the effect remains weak. In this case, the linear regression equation follows the formula as follows: $y_1 = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4$ where β_0 : intercept: 1,799547, β : regression coefficients for each independent variable with, β_1 : -0,35776, β_2 : 0,30815, β_3 : 0,423768 and β_4 : 0,112687. From the analysis, the regression equation model is obtained as shown in Equation (1).

$$y_1 = 1,799547 - 0,35776x_1 + 0,30815x_2 + 0,423768x_3 + 0,112687x_4 \dots\dots\dots(1)$$

Explanation of coefficients and constants, the intercept coefficient (1.7995) represents the baseline probability of an individual visiting Mandalika when all independent variables are set to zero. Although this value is not particularly significant substantively, it indicates a small inherent interest in the destination, even in the absence of any exposure to promotions on X. The coefficient for x_1 is -0.3578, which suggests that the more frequently respondents view promotional content about Mandalika on X, the less likely they are to visit the area. This implies that excessive or unappealing promotions may lead to fatigue or resistance, negatively impacting the intention to visit. The coefficient for x_2 is 0.3081, indicating that the more actively a person engages with content about Mandalika on X (such as liking, retweeting, or commenting), the higher the likelihood they will visit the destination. This reflects that active user engagement on social media corresponds to genuine interest and attraction toward the promoted destination. The coefficient for x_3 is 0.4238, the highest among the variables, showing that the relevance of information presented to tourists' needs has the most significant impact on the intention to visit. This means that when information provided through X aligns with the tourists' needs—such as travel routes, prices, activities, or location recommendations—it is highly effective in driving the decision to visit Mandalika. The coefficient for x_4 is 0.1127, which is also positive, meaning that the more engaging the images or videos featured in promotional content, the higher the likelihood tourists will be interested in visiting. However, the influence of this variable is relatively small compared to the others, suggesting that visuals alone are insufficient without supporting relevant and interactive content. Overall, the results demonstrate that the effectiveness of digital communication via X in influencing tourists' intention to visit Mandalika is predominantly determined by the quality of the information and user engagement, rather than the mere quantity of promotions or visuals.

Results of multiple linear regression analysis of respondent data using a Likert scale for the dependent variable y_2

The calculation results using Excel show that the Multiple R value of 0.4583 indicates a moderate positive correlation between the independent variables (x_1, x_2, x_3, x_4) and the dependent variable (y_2). The R Square (R^2) value of 0.2100 means that only 21% of the variation in y_2 can be explained by the model, while the remaining 79% is due to other factors. The lower Adjusted R^2 value of 8.4% suggests that not all independent variables significantly contribute to the model, and some may be irrelevant. The standard error of 0.7680 indicates that the average prediction error is approximately 0.77 units.

The F -test result shows a significance value of 0.1903, which is greater than the 0.10 threshold, indicating that the regression model is not statistically significant overall. Additionally, the t -test yields a p -value of 0.447, which is also above 0.10, meaning that individually, none of the

independent variables significantly affect y_2 . In conclusion, both collectively and individually, the independent variables do not have a significant influence on the dependent variable y_2 . In this case, the linear regression equation follows the formula as follows: $y_2 = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4$, where β_0 : intercept: 0,7636, β : Koefisien regresi untuk masing-masing variabel independent with β_1 : -0,32364, β_2 : -0,05098, β_3 : -0,20135 and β_4 : 1,088316. From the analysis, the regression equation model is obtained as shown in Equation (2).

$$y_2 = 0,7636 - 0,32364 x_1 - 0,05098 x_2 - 0,20135 x_3 + 1,088316 x_4 \dots\dots\dots(2)$$

Explanation of coefficients and constant, the constant (intercept) indicates that if all independent variables (x_1, x_2, x_3, x_4) are equal to zero, the value of the dependent variable (y_2)—the influence of X content on the decision to visit Mandalika is 0.7636. This suggests that even in the absence of any content exposure, there remains a baseline influence, potentially arising from other factors not captured within the model. The regression coefficient for x_1 is negative, at -0.32364. This means that for every one-unit increase in the frequency of viewing promotional content about Mandalika on X, the influence on the decision to visit decreases by 0.32364 units, assuming all other variables remain constant. This interpretation suggests that overly frequent exposure, especially in the absence of engaging or varied content, may lead to audience fatigue or generate negative perceptions. The regression coefficient for x_2 is also negative, at -0.05098. This indicates that each additional interaction (such as liking, retweeting, or commenting) with X content related to Mandalika reduces its influence on the decision to visit by 0.05098 units. This may imply that user engagement does not always reflect genuine interest in visiting, and could instead be driven by factors such as curiosity, peer influence, or the controversial nature of the content itself. The coefficient for x_3 is -0.20135, also indicating a negative relationship between the perceived relevance of the information and the decision to visit. This suggests that, although the information may be deemed relevant, it does not necessarily enhance the intention to travel. This could imply that informational relevance alone is insufficient without the support of strong emotional or visual appeal. In contrast to the other variables, x_4 has a positive and the largest coefficient, valued at 1.088316. This indicates that a one-unit increase in the attractiveness of images or videos on X increases the influence on the decision to visit Mandalika by 1.088316 units. It can be concluded that visual content has the most dominant impact in attracting attention and influencing tourists' travel decisions. Based on the regression model above, it can be concluded that visual content (x_4) has the most significant and positive influence on the decision to visit. Meanwhile, x_1, x_2 and x_3 each show negative relationships, warranting further investigation through qualitative analysis or follow-up surveys to better understand audience perceptions of the quality and format of X content. This interpretation provides important insights for tourism policymakers and social media managers to optimize visual content and evaluate the effectiveness of current digital promotion strategies.

Identifying the factors that make X an effective medium for tourism promotion.

Based on the content analysis conducted, X has proven to be an effective medium for promoting tourism in Mandalika due to several factors, including a high engagement rate. The use of hashtags in promoting Mandalika has generated significant attention, with tourism-related tweets receiving a high number of retweets. With 75% positive sentiment, this indicates that the promotion of Kuta Mandalika has been very successful in attracting interest and creating a favorable impression among the audience. The 15% neutral sentiment suggests that although the audience did not express strong emotional reactions, they still paid attention to the posted content. Meanwhile, the 10% negative sentiment shows there is room for improvement, but this is not a major issue given the small percentage. The @MotoGP account, which used the hashtag #Mandalika, has 3,268,069 followers, while the Ministry of Tourism and Creative

Economy's account, which used hashtags such as #WisataMandalika and #ExploreLombok, has 901,600 followers. These accounts helped the Mandalika (MotoGP) promotion go viral. The quality of photos and videos shared on X is very clear, and many influencers from West Nusa Tenggara have been involved in promoting Mandalika tourism on the platform. Based on this analysis, X can be identified as an effective medium for promoting tourism in Mandalika. However, its effectiveness can be further enhanced by considering relevant recommendations.

Recommendations

Based on the regression analysis, which revealed that not all aspects of digital communication via X have a positive impact on tourists' intentions to visit Mandalika, while visual content (images and videos) exerts the strongest positive influence, and other variables such as viewing frequency, interaction, and information relevance show negative or limited effects, the following recommendations are proposed: Prioritize creating high-quality visual content, as visual elements have a strong impact. Tourism authorities, local governments, and creative industries should invest in producing visually appealing, engaging, and informative content, such as cinematic videos, drone footage, and storytelling that highlight authentic tourist experiences in Mandalika. The content should not only be attractive but also convey meaningful narratives that connect with the target audience. Optimizing the frequency and strategy of promotional content is crucial, as excessive viewing frequency can cause user fatigue. Promotional campaigns should be well-timed, with fresh and engaging content, avoiding repetitive or overly frequent posts to maintain audience interest and prevent disengagement. Improve user interaction and engagement by shifting from focusing on high engagement numbers to fostering meaningful conversations, such as discussing travel itineraries, tips, or sharing real testimonials. Interaction alone may not directly lead to the intention to visit. Integrate relevant information with emotional and visual appeal. Practical information, like transportation or event schedules, should be presented through engaging visuals such as infographics, rather than plain text, to better capture tourists' attention and meet their needs. Encourage active user engagement by creating interactive content like quizzes, polls, visual challenges, or Q & A sessions about Mandalika. Such campaigns enhance involvement and strengthen emotional connections with the destination. Regularly evaluate promotional strategies using both quantitative and qualitative methods. Supplement metrics like engagement rates with user satisfaction surveys or perception studies to inform future strategies and ensure their effectiveness. Conduct further research on audience perception, as some variables showed unexpected negative effects. Qualitative methods, such as interviews or focus groups, are needed to understand the reasons behind these effects and refine promotional strategies based on audience preferences. Strengthen collaboration with trusted travel influencers and local tourism communities on social media. Partnering with skilled photographers, videographers, and visual storytellers can enhance digital campaigns' effectiveness and expand reach to a broader audience.

Conclusion

Based on the descriptive statistical analysis of respondent data using questionnaire type 1, it was found that the information conveyed through X has a significant impact. Communication occurring on X influences respondents' perceptions of visiting certain tourist destinations and increases their awareness of the variety of available destination options. Based on the multiple linear regression analysis of respondent data using Questionnaire Type 2, the findings are as follows: (a). The factor with the greatest influence on the likelihood of respondents visiting Mandalika after viewing promotions on X, according to the multiple linear regression model, is the relevance of information (x_3), which has the strongest positive effect on the intention to visit Mandalika. This suggests that the more relevant the information presented on X is to the

needs of tourists, the more likely they are to consider visiting. Additionally, the frequency of interaction (x_2) and the appeal of visual content (x_4) also exert positive influences, indicating that active user engagement with content, or the presence of attractive images and videos, can enhance positive perceptions. On the other hand, the frequency of viewing promotions (x_1) has a negative effect, implying that overly frequent promotional exposure may reduce positive perceptions of Mandalika. These findings suggest that promotional strategies should be more selective, emphasizing the quality of information and visual appeal. (b). The factor with the strongest influence on the respondents' actual decision to visit Mandalika, according to the regression model, is the attractiveness of images or videos (x_4) shared on X, which shows the strongest positive effect. In contrast, the frequency of content exposure (x_1), user interaction (x_2), and information relevance (x_3) have negative effects, indicating a need to evaluate current promotional strategies. The value of the constant suggests that other external factors beyond the model may also influence decision-making. Overall, the power of visual content emerges as the key driver in attracting tourist interest. Based on content analysis, X can be identified as an effective medium for promoting tourism in Mandalika. However, its effectiveness can be further enhanced by considering relevant recommendations.

A key limitation of the current study lies in its oversimplification of digital communication into a few measurable variables (x_1 – x_4), which fail to capture the emotional, interactive, and contextual dynamics of engagement on platforms like X. Important elements such as message tone, authenticity, and user sentiment are not addressed. Moreover, the sole use of Likert-scale responses limits interpretive depth. Future research should incorporate richer metrics—such as sentiment analysis and interaction networks—alongside qualitative methods to better understand user behavior, emotional responses, and decision-making processes in digital tourism communication.

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