



The Effectiveness of Instagram and TikTok in Increasing Interest Tourism for Gen-Z

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Abstract. In general, before traveling, travelers tend to plan and look for reviews about their destination through information sources such as YouTube. The social media platforms currently trending among Gen-Z, featuring aesthetic photos and videos related to tourist destinations and reviews, are Instagram and TikTok. Gen-Z's interest in traveling is often sparked by viewing these aesthetic photos and videos on Instagram and TikTok. This research measures the effectiveness of Instagram and TikTok in increasing tourism interest among Gen-Z, who are frequent users of these platforms. The research assesses how effective these two social media platforms are in generating interest in travel. The study was conducted in five stages: concept exploration, analysis, data collection and analysis, and conclusion. The variables used to measure the effectiveness of Instagram and TikTok in increasing tourism interest include ease of use, content quality, and the interest in visiting. Based on hypothesis testing, it was concluded that both the ease of use and the quality of content on Instagram significantly influence tourist interest in visiting. Similarly, for TikTok, ease of use and content quality also significantly impacts tourist interest. Since effectiveness is measured by ease of use and content quality, and travel interest is measured by the interest in visiting, it can be concluded that Instagram and TikTok are effective in increasing travel interest.

Keywords: Effectiveness, Gen-Z, Healing, Instagram, TikTok

1 Introduction

The impact of the COVID-19 pandemic was felt across all aspects of life, particularly tourism. The pandemic led to a significant decline in travel interest, which directly contributed to a decrease in tourism throughout Indonesia. After the government declared COVID-19 an endemic, the economy slowly began to recover, and tourism followed suit. People started planning holidays and trips, resulting in a drastic increase in tourist visits compared to before. Traveling can be enjoyed by people of all ages, from children to the elderly. Recently, traveling has become associated with a popular term, "healing." Healing refers to an individual's reconciliation with their perception of personal needs after experiencing sad events (Sundari et al., 2023; Namisango et al., 2023). One way to engage in healing is through travel. Healing is not only done by

workers to unwind after a busy schedule, but it is also popular among Gen-Z. Gen-Z, the generation born in the 2000s, is significantly influenced by the digital world. There has been a shift in the media used to inspire travel interest. Traditionally, travelers would plan and seek out reviews about destinations through media such as YouTube. However, with the rise of social media platforms displaying reviews, photos, and videos of tourist spots, it has become easier for travelers to gather information about destinations. Among Gen-Z, Instagram and TikTok have gained popularity for showcasing aesthetic photos and videos of tourist destinations (Shoukat et al., 2023). As Gen-Z frequently uses these platforms, their interest in traveling is often sparked by viewing aesthetic content on Instagram and TikTok (Al-Maroofof et al., 2021). Instagram, for example, offers a feature for creating and posting photos and videos, with its “Reels” feature, which allows users to create short videos (Perea et al., 2021). Influencers often use these features to share their travel experiences and boost engagement, while tourism businesses use them to promote their attractions (Belanche et al., 2021). In addition to Instagram, TikTok has become a favored social media platform among young people (Barta et al., 2023; Rejeb et al., 2024). On TikTok, users can create short videos and, more notably, go live to interact directly with viewers (Mazumdar, 2022; Sadler, 2022). Research on the influence of TikTok in travel decisions has been conducted by Zhou et al. (2023) who found that TikTok significantly affects destination choices for both Millennials and Gen-Z. Another research by Wengel et al. (2022) analyzed TikTok’s impact on travel choices, particularly for tourists who rely heavily on social media. Femenia-Serra et al. (2022) researched Instagram, revealing that after the pandemic, influencers shifted their marketing strategies, with Instagram being one of the most effective platforms for promoting travel. This study measures the effectiveness of Instagram and TikTok in increasing travel interest among Gen-Z, who are the largest users of these platforms. Through this research, the effectiveness of these two social media platforms in promoting tourism interest can be better understood. By analyzing these developments, this study aims to provide more relevant and accurate insights into the role of Instagram and TikTok as effective tourism marketing tools for the younger generation, and to help the tourism industry adapt more effectively to digital marketing strategies. The objective of this research is to determine the extent of Instagram and TikTok’s effectiveness by measuring how Gen-Z’s ability to access these platforms influences their travel interest. Additionally, the research examines how the quality of content on Instagram and TikTok can impact Gen-Z’s interest in visiting a travel destination. The research hypothesis suggests that there is a significant positive relationship between the ease of access and the quality of Instagram and TikTok with Gen-Z’s travel interest, both partially and simultaneously.

2 Methodology

This research uses a survey approach to analyze the effectiveness of Instagram and TikTok in increasing travel interest among Generation Z. The aim of this research is to evaluate the relationship between the use of Instagram and TikTok and travel interest.

Data was collected through an online questionnaire to measure respondents’ preferences and behavior related to these two social media platforms. The research was conducted in five stages: concept exploration, analysis stage, data collection and analysis stage, and conclusion, as shown in Figure 1.

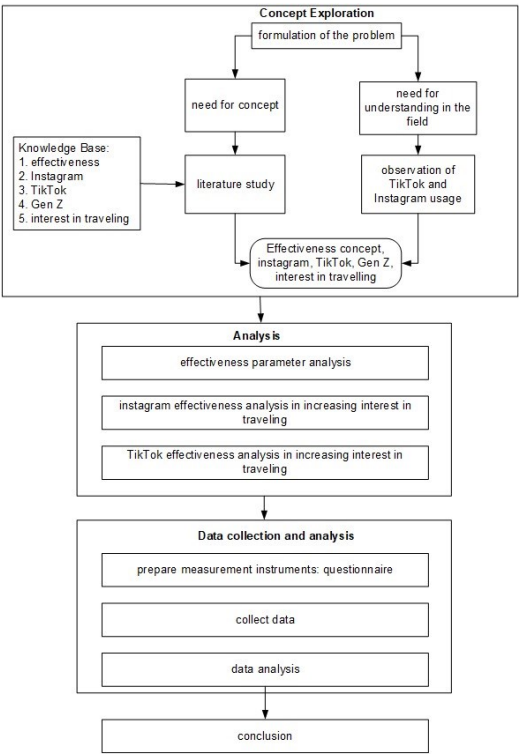


Figure 1. Research methodology

Figure 1 shows the research methodology where in the first stage, which is concept exploration, it is explained that based on the problem formulation previously established, a literature review was conducted on the concepts to be used in the study, namely the concepts of effectiveness, Instagram, TikTok, Gen Z, and travel interest. The results of the literature review and observations produced concepts and data that served as the basis for the analysis. In the analysis stage, the effectiveness parameters were examined, including an analysis of Instagram’s effectiveness in increasing travel interest and an analysis of TikTok’s effectiveness in increasing travel interest. The results of the analysis will be evaluated during the data collection and analysis stage. The concept exploration and analysis stages use a qualitative approach. During the data collection and analysis stage, measurement instruments in the form of questionnaires were developed, followed by data collection and analysis. The results from the questionnaire data will be processed and analyzed to produce conclusions in the

evaluation. The final stage of this research is concluding. The data collection and analysis stages use a quantitative approach.

3 Result and Discussion

3.1 Result

Analysis of Research Variables and Indicators. The starting point for preparing the instrument is identifying the research variables to be studied. Then, operational definitions for each variable are established, which will subsequently be measured. Based on these variables, question items are developed. Three variables are measured in this research: ease of use, quality, and interest in visits for both Instagram and TikTok. In this context, effectiveness is represented by the variables ease of use and quality, while travel interest is represented by the variable interest in visiting. The operational definitions for each variable are as follows: The operational definition of the ease of use variable refers to how easily users can navigate both Instagram and TikTok to achieve specific goals, which, in this research, involves searching for tourist destinations; The operational definition of the quality variable refers to the quality of both Instagram and TikTok in terms of their appearance, the information displayed, and the features available; The operational definition of the visiting interest variable refers to users' interest in visiting tourist destinations as a result of content or information found on both Instagram and TikTok; The research variables are determined by the the indicators to be measured. From these indicators, question items are then formed.

Table 1. Variables, indicators, research question items

Variables	Indicators	Research question items	Scale
Ease of use (X1)	Ability to operate social media (X1.1)	Instagram social media is easy to use	Likert
		I feel comfortable using Instagram	Likert
		I never feel confused using Instagram	Likert
	Ability to operate social media (X1.1)	The technology on Instagram makes it easy for me to get information related to tourist destinations	Likert
		I can use Instagram well	Likert
Quality (X2)	Attractive appearance (X2.1)	Instagram's social media display is attractive	Likert
	Up to date information (X2.2)	Information displayed on Instagram is up to date	Likert
	Completeness of information (X2.3)	The information displayed on Instagram is relevant to what I want	Likert
		The information displayed on Instagram is accurate	Likert
		Information displayed on Instagram is reliable	Likert
		Information on Instagram is complete	Likert

Visit interest (Y)	Completeness of features (X2.4)	Features on Instagram are complete	Likert
	Effective communication media (X2.5)	Instagram is an effective communication media	Likert
	Social media content motivates (Y1.1)	Content on Instagram motivates me to visit the tourist spot	Likert
	Social media content influences destination selection (Y1.2)	Content on Instagram influences the choice of tourist destinations	Likert
	Social media content influences activity plans (Y1.3)	Content on Instagram influences the activity plans to be carried out	Likert
	The willingness of tourists to share content (Y1.4)	On Instagram, tourists are willing to share content	Likert

Research Hypothesis. Based on research by Wijayanti (2021), the results of the variable analysis in this research, it can be concluded that this research will use two independent variables, namely ease of use and quality, and one dependent variable, namely interest in visiting. The research hypothesis consists of the Instagram research hypothesis and the TikTok research hypothesis which can be seen at Figure 2 and Figure 3.

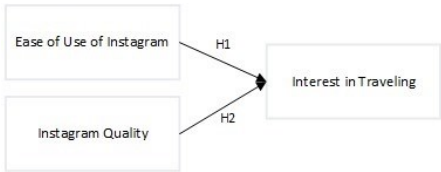


Figure 2. Instagram effectiveness research hypothesis

- H1: Ease of use of Instagram influences interest in traveling
- H2: The quality of Instagram influences interest in traveling

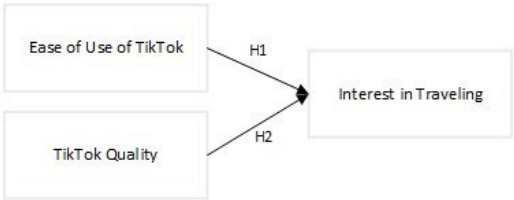


Figure 3. TikTok effectiveness research hypothesis

- H1: Ease of use of TikTok influences interest in traveling
- H2: The quality of TikTok influences interest in traveling

Respondent Characteristics. The respondents in this study were Gen Z. The respondents of the study were 224 people. The selection of samples or respondents used simple random sampling technique. The characteristics of respondents based on gender were 103 men and 121 women can be seen in Figure 4.

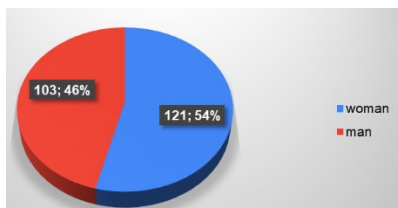


Figure 4. Characteristics of respondents based on gender

The characteristics of respondents based on age were 176 people aged 15-20 years and 48 people aged 21-25 years. Respondent characteristics based on age can be seen in Figure 5.

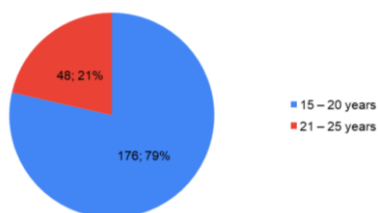


Figure 5. Characteristics of respondents based on age

Characteristics of respondents based on education, namely SMA/SMK as many as 19 people, D-III as many as 83 people, D-IV/S1 as many as 121 people. Respondent characteristics based on education can be seen in Figure 6.

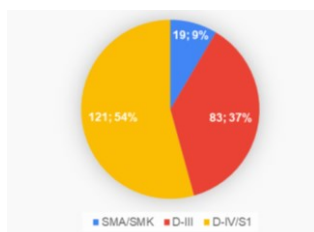


Figure 6. Characteristics of respondents based on education

Validity and Reliability Testing. The validity test in this study uses the Scale Corrected Item-Total Correlation value. R table with a probability of 0.05 (5%) is

0.1161. The question item is valid if $r \text{ count} > r \text{ table}$. R count for each question can be seen in Table 2.

Table 2. Variables, indicators, research question items

Item number	R count	R table (5%)	Status
KPI1	0.620	0.1161	Valid
KPI2	0.627	0.1161	Valid
KPI3	0.659	0.1161	Valid
KPI4	0.672	0.1161	Valid
KPI5	0.674	0.1161	Valid
KI1	0.693	0.1161	Valid
KPI1	0.620	0.1161	Valid
KPI2	0.627	0.1161	Valid
KI2	0.683	0.1161	Valid
KI3	0.624	0.1161	Valid
KI4	0.660	0.1161	Valid
KI5	0.623	0.1161	Valid
KI6	0.695	0.1161	Valid
KI7	0.655	0.1161	Valid
KI8	0.652	0.1161	Valid
MKI1	0.662	0.1161	Valid
MKI2	0.680	0.1161	Valid
MKI3	0.654	0.1161	Valid
MKI4	0.674	0.1161	Valid
KPT1	0.764	0.1161	Valid
KPT2	0.747	0.1161	Valid
KPT3	0.706	0.1161	Valid
KPT4	0.746	0.1161	Valid
KPT5	0.772	0.1161	Valid
KT1	0.764	0.1161	Valid
KT2	0.742	0.1161	Valid
KT3	0.750	0.1161	Valid
KT4	0.730	0.1161	Valid
KT5	0.735	0.1161	Valid
KT6	0.720	0.1161	Valid
KT7	0.765	0.1161	Valid
KT8	0.722	0.1161	Valid
MKT1	0.757	0.1161	Valid

MKT2	0.755	0.1161	Valid
MKT3	0.741	0.1161	Valid
MKT4	0.734	0.1161	Valid

Based on the results of the validity test, all question items are valid so all items are included in the research hypothesis analysis. Meanwhile, for reliability testing use Cronbach's Alpha value. This value is the overall test reliability value. Based on Table 4, the Cronbach's Alpha value can be seen as 0.940. If the Alpha value is > 0.9 , then the reliability is high so it can be concluded that all question items are reliable.

Table 3. Questionnaire reliability test results

Cronbach's Alpha	N of items
968	34

3.2 Discussion

Based on the hypothesis in Figure 2 and Figure 3, hypothesis testing was carried out using SPSS 25. The test data used was 224 data based on the results of distributing questionnaires. Testing is carried out using the Kendall-Tau correlation technique, which is a technique for finding relationships and testing hypotheses between two or more variables, if the data is in ordinal form. The results of hypothesis testing can be seen in Table 4.

Table 4. Hypothesis proving results

No	Hypothesis	Measurement results	Significance value
1	KPI→MKI	Significant. Significance Value $0.00 < 0.05$	Accepted
2	KI→MKI	Significant. Significance Value $0.00 < 0.05$	Accepted
3	KPT→MKT	Significant. Significance Value $0.00 < 0.05$	Accepted
4	KT→MKT	Significant. Significance Value $0.00 < 0.05$	Accepted

Based on the SPSS data analysis, the significance value (Sig) for the Instagram Ease of Use variable (KPI) is 0.00. Since the Sig value of 0.00 is less than the probability of 0.05, it can be concluded that H1, or the first hypothesis, is accepted, meaning that the ease of use of Instagram affects tourists' interest in visiting. The significance value (Sig) for the Instagram Quality variable (KI) is also 0.00. Since the Sig value of 0.00 is less than the probability of 0.05, it can be concluded that H2, or the second hypothesis, is accepted, indicating that the quality of Instagram affects tourists' interest in visiting. For TikTok, the SPSS data analysis shows that the significance value (Sig) for the User Satisfaction variable (KPT) is 0.00. Since the Sig value of 0.00 is less than the

probability of 0.05, it can be concluded that H1, or the first hypothesis, is accepted, meaning that the ease of use of TikTok affects tourists' interest in visiting. The significance value (Sig) for the Quality variable is also 0.00. Since the Sig value of 0.00 is less than the probability of 0.05, it can be concluded that H2, or the second hypothesis, is accepted, indicating that the quality of TikTok affects tourists' interest in visiting.

Through this hypothesis testing, it is understood that both Instagram and TikTok are effective in generating travel interest and influencing travel decisions among Gen-Z. Instagram and TikTok both play significant roles in shaping Gen Z's travel interest. Instagram is more effective in creating travel aspirations through aesthetic content and influencer marketing, while TikTok is more effective in driving quick and spontaneous travel decisions with authentic and viral content. The combination of these two platforms makes Gen Z more interested in exploring both popular and new, unique travel destinations. Instagram and TikTok are two highly influential social media platforms in shaping trends among Gen Z, including travel interest. The quality of Instagram and TikTok are assessed based on attractive appearance, up-to-date information, completeness of information, feature availability, and effective communication media. These three variables have a dominant impact on Gen Z's interest in visiting destinations in Bali.

The quality of Instagram, as a dominant factor affecting visit interest, is heavily determined by the content presented. When designing content, several factors must be considered, such as image quality, duration, and narration. High-quality images in videos or photos on Instagram influence users to pay close attention. The duration of video playback should be aligned with the ideal time someone spends watching videos. Videos that are too long may cause boredom and may not be watched in full, resulting in the information or message at the end not being conveyed. The ideal average time for watching videos is around two minutes. In this case, short, concise, and interactive video designs are needed to maintain viewer numbers. Short videos can be designed without omitting important information or parts of the video. Instagram videos can use the Instagram TV (IGTV) feature.

4 Conclusion

This research shows that Instagram and TikTok are effective social media platforms in increasing travel interest among Generation Z. Based on SPSS data analysis, it was found that the ease of use and quality of Instagram significantly affect tourists' interest in visiting. The same applies to TikTok, where the ease of use and quality of TikTok also positively impact tourists' interest in visiting. Instagram proves to be more effective in creating travel aspirations through aesthetic content and influencer marketing strategies, while TikTok is more effective in driving quick and spontaneous travel decisions with authentic and viral content. The combination of both platforms can increase Generation Z's interest in exploring travel destinations, whether they are popular or new and unique. Instagram's quality is assessed based on its attractive appearance, up-to-date information, completeness of information, available

features, and effective communication media. These variables influence Gen Z's travel interest, particularly in the context of visiting destinations in Bali. The quality of Instagram content, including high-quality images, ideal video duration, and engaging narration, plays a crucial role in influencing user interest. Similarly, TikTok's short, concise, and interactive content can significantly boost travel interest. Overall, Instagram and TikTok are two highly influential platforms in shaping travel interest trends among Generation Z. Both platforms have their strengths in capturing attention and motivating travel decisions, making it important for the tourism industry to effectively leverage both platforms in their marketing strategies.

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