

## The Effect of Marketing Strategy and Digital Literacy Through Social Media Marketing on Visiting Decisions

Fika Septiandari<sup>1\*</sup>, Cipto Wardoyo<sup>2</sup>, Ludi Wishnu Wardana<sup>3</sup>  
Faculty of Economics and Business, Universitas Negeri Malang  
**Corresponding Author:** Fika Septiandari,  
[fika.septiandri.2204258@students.um.ac.id](mailto:fika.septiandri.2204258@students.um.ac.id)

---

### ARTICLE INFO

*Keywords.:* Marketing Strategy, Digital Literacy, Social Media Marketing, Visiting Decision

*Received :* 23, February  
*Revised :* 24, March  
*Accepted:* 25, April

©2024 Septiandari, Wardoyo, Wardana: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

This study aims to determine the significant influence between variables, following the hypothesis in this study. This research has both theoretical and practical benefits to the world of education, especially concerning marketing strategies and visiting decisions in educational tourism. This research uses a quantitative approach with descriptive research methods. The population in this study were all visitors to the Kampung Coklat educational tour whose numbers were not known with certainty while the sample used in this study was 222 respondents. The sampling technique in this study is classified as a non-random / non-probability sampling method with incidental sampling. The results showed that there was a direct and significant positive influence between Marketing Strategy on Visiting Decisions. In addition, there is a direct and significant positive influence between Digital Literacy on Visiting Decisions. The ability to use technology and information from digital devices is very helpful to be more effective and efficient in various tourism marketing contexts that collaborate with YouTube, TikTok, and Instagram. Furthermore, there is a direct and significant positive influence between Marketing Strategy on Social Media Marketing. In addition, there is no influence between Digital Literacy on Media Social Marketing.

---

## INTRODUCTION

East Java Province is one of the provinces most frequently visited by local tourists. This can be seen from the data released by BPS (Central Bureau of Statistics), in 2022 The number of domestic tourist trips in East Java was 198,913,339 or ranked first out of 33 provinces in Indonesia with a total of 734 864 693 tourist trips (Central Bureau of Statistics, 2022).

Educational tourism is one of the unique types of tourism in East Java. Educational tourism utilizes the potential of natural wealth as a tourist attraction. Visitors to educational tourism will get a learning experience from the natural wealth at that location (Syahputra & Andjarwati, 2019). As explained (Gibson, 1998) educational tourism is a combination of several sub-types of tourism such as ecotourism, historical and cultural tourism, and rural tourism that provides learning experiences to visitors. Based on data released by BPS in 2013-2016, during that time there were five new educational tours in East Java, namely Eco Green Park, Kampung Coklat, Belimbing Agrotourism, Kediri Eco Park, and PUSLITKOKA.

Since its establishment in 2014, Kampung Coklat has been the most visited educational tourism compared to Eco Green Park, Agro Tourism Belimbing, Kediri Eco Park, and PUSLITKOKA. Educational Tourism in Kampung Coklat during 2020-2023 experienced a growth in the number of visitors around 13.68%.

Marketing strategy is a variable that influences a person's decision to a tourist attraction. This can be proven from several previous studies. Research by Dethan et al., (2020) found that the marketing mix and service quality have a significant effect on return visit intentions. In the research results of Pasaribu et al., (2019), marketing strategies (product, price, promotion, place, packaging, program, HR, and partnership) simultaneously have a significant effect on visiting decisions at Bukit Doa.

Similar results were also found in the research of Fatimah et al., (2022), that the marketing mix strategy (service methods, price, location, and advertising) influences the decision of visitors to Tasnan Bathhouse Tourism in Bondowoso Regency. Likewise, research Santoso et al. (2020), the marketing mix consisting of product, price, promotion, location, people, process, and physical evidence simultaneously affects visiting decision-making.

Although marketing strategy has a significant effect on visiting decisions, it cannot be fully concluded as a variable that has a very dominant influence. Nowadays, marketing strategies are no longer effective if only done directly. Marketing strategies will be effective and influential in achieving company goals if carried out through social media (social media marketing). This is in line with the opinion of Amalina et al. (2022), that technological advances and the tendency of consumers to use social media require conventional marketing strategies to switch to social media marketing.

Directly proportional to the reasons for the above transition, the results of Patma et al.'s research (2021) show that the adoption of internet/e-business technology and social media marketing has succeeded in explaining the mediating role between the variables of usability, ease of use, and cost of

internet/e-business adoption on the sustainability of SMEs during the Covid-19 pandemic. Therefore, the research conducted by Kurniasari & Budiatmo (2018) and Farih et al. (2019) found a positive significant influence between promotion through social media on purchasing decisions.

The influence of marketing strategies through social media marketing is not even only in the aspect of purchasing decisions. Analysis of the results of research conducted by Zakiyah & Gunawan (2022) shows that Instagram social media has a significant influence on visiting decisions at Kopi Taji Lereng Bromo. Similar to the results of Khotimah's research (2022), electronic word of mouth (e-Wom) through social media has a significant influence on the interest and decision to visit visitors to historical tourist attractions in Surabaya.

Contrary to several explanations of the research results above, in 2020 the effectiveness of social media did not have a significant effect on visiting decisions at Curug Goa Jalmo Tourism, Pasuruan Regency. The decision to visit this tourist location is significantly influenced by tourist attractions and the price of admission (Tina & Kholid, 2020).

Digital literacy according to the results of Hasanah & Setiaji's research (2019) affects entrepreneurial intentions in electronic business (e-business). Meanwhile, the results of Sulistianingsih et al.'s research (2021) found that digital illiteracy affects a person's financial behavior. These two research results show that digital illiteracy affects a person's intentions and behavior in electronic business.

The urgency in this research raises the known problem that there are still inconsistencies or differences from the results of previous findings on the influence of marketing strategies and digital literacy through Social Media Marketing on the decision to visit visitors to Kampung Coklat Blitar Educational Tourism. This difference is due to different research subjects, less active digital media in promoting tourist attractions, small sample coverage, and internal and external factors. Related to this condition, researchers feel the need to review the relationship between these interconnected research variables to test and prove the hypothesis in this study so that it can be used as literature and follow-up material for further research. It is necessary to conduct research on marketing strategies and digital literacy through social media marketing because it can help a business reach more audiences than conventional methods. In addition, social media marketing is also more cost-effective and measurable.

Novelty in this study can be seen from several variations in variables such as the effect of marketing strategies and digital literacy on social media marketing on visiting decisions in Blitar City, East Java. In addition, no previous research literacy has been found that discusses the effect of marketing strategies and digital literacy on social media marketing on visiting decisions in Blitar City, East Java.

Based on the entire description above, it can be assumed that the manager of Blitar Chocolate Village Educational Tourism applies marketing strategies through Social Media Marketing to influence visiting decisions. However, this has never been an object studied by previous researchers. On the other hand,

the number of followers on the social media accounts of Wisata Edukasi Kampung Coklat indicates the digital literacy of the community towards the media owned by the tourist attraction. Thus, research on marketing strategies and digital literacy through Social Media Marketing on visiting decisions (Study on Visitors to Blitar Chocolate Village Educational Tourism) is important to carry out.

## **LITERATURE REVIEW**

### *Marketing Strategies*

Expert opinions about marketing strategy are very diverse. However, at the very least, among several expert opinions, marketing strategy can be concluded as a comprehensive, integrated, and unified plan in the field of marketing goods and services. Marketing strategy means a series of policy goals and objectives, as well as rules related to marketing efforts for goods and services. The form of a directed plan in the field of marketing, to obtain an optimal result can also be called a marketing strategy As Kotler (2014) argues, "marketing strategy is marketing logic and based on it business units are expected to achieve marketing goals marketing strategy which consists of making decisions about marketing costs."

Based on the above opinion, it can be concluded that marketing strategy is a series of activities that are organized to achieve goals and with an innovative and creative thinking pattern to deal with trends that occur within the company and outside the company, which affect the interests and future of the company itself.

H1: Marketing strategy has a significant effect on visitor decisions

### *Digital Literacy*

Literacy according to UNESCO (2005), is the ability to identify, understand, interpret, create, communicate, calculate, and use printed and written materials interrelated to achieve the goal of developing knowledge and participating fully in society. iEshet (2004) emphasizes that digital literacy is more than just the ability to use various digital resources effectively but also a certain way of thinking.

Based on Bawden's concept, digital literacy is more associated with the technical skills of accessing, assembling, understanding, and disseminating information in digital media. There are 4 indicators of digital literacy, namely internet search, hypertext direction, information content evaluation, and knowledge preparation.

H2: Digital Literacy has a significant effect on visiting decisions

### *Social Media Marketing*

Social media marketing is more about building and utilizing social media areas as a means or place to build a target market for online businesses. In the development of social media marketing, keep in mind that business people must build groups or target markets with mutual respect and always communicate with target markets. Each social media used has different usage procedures. Therefore, Evans & Mckee (2013) said that social media marketing

techniques must be carried out by website owners and online businesses because social media marketing techniques are easier, cheaper, and more efficient. The way social media marketing works is by building a market area and online business website links that are shared to various social media. Links that have been shared can have an impact on attracting many new visitors who are interested and may become regular visitors to the online business website.

H4: Digital Literacy has a significant effect on Social Media Marketing

#### *Visiting Decision*

Kotler (2014) states that a visiting decision is the real action of a consumer and is a quality of action that includes stability in a product, giving recommendations to others, and making repeat purchases. Thus, the indicators used to measure consumer visiting decisions include Frequency of visits, namely the frequency of a consumer visit or reach products from marketing activities, steadiness, namely consumer confidence in using the company's products or services obtained from a marketing activity, Recommendations, namely consumer actions due to the influence of frequency of visits and steadiness on products or services so that they recommend products or services that have been felt to other people or potential consumers, and Repeat visits, namely consumer interest in the company's products or services so that they decide to make a repeat visit.

H5: Social Media Marketing has a significant effect on visiting decisions

H6: Marketing strategy has a significant indirect effect on visiting decisions through Social Media Marketing

H7: Digital literacy has a significant indirect effect on visiting decisions through Social Media Marketing.

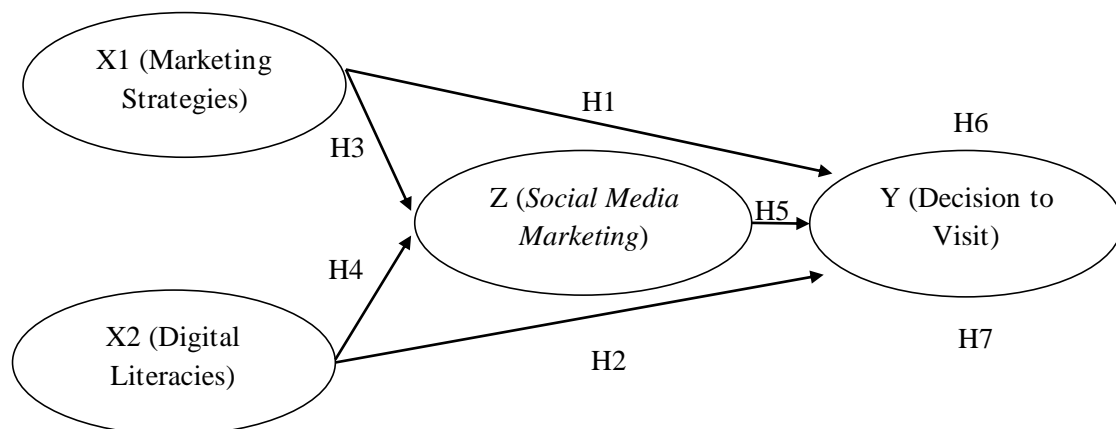


Figure 1. Conceptual Framework

Source: Processed by Researchers (2023)

## **METHODOLOGY**

This research uses a descriptive method, which is a method that focuses on solving problems by collecting data, testing, analyzing, and interpreting

descriptively Ajak Rukajat (2018). The approach used in this research is quantitative. According to Creswell (2009), a quantitative approach is a research approach used to test certain theories by examining the relationship between variables measured using research instruments and statistical procedures.

With this method and approach, this research will be conducted to collect, test, analyze, and interpret the influence of marketing strategy and digital literacy on the decision to visit visitors to Kampung Coklat Educational Tourism in Blitar descriptively using statistical procedures to find the relationship between each variable.

Quantitative data is obtained through the distribution of questionnaires/instruments aimed at the perception of visitors to Blitar Chocolate Village Educational Tourism about digital literacy through social media marketing. Marketing Strategy as an independent variable (X1) Digital Literacy as an independent variable (X2) and also Social Media Marketing as a mediating variable (Z) are connected to how they influence Visiting Decisions as the dependent variable (Y). Data analysis was carried out using the Partial Least Square (PLS) method using SmartPLS software version 3. PLS is one of the methods of solving Structural Equation Modeling (SEM) which in this case is more compared to other SEM techniques. Because this research is quantitative, the data analysis technique uses Sugiyono's statistics (2017).

**RESEARCH RESULT**

*Hypothesis Testing of Direct Influence*

The analysis results show that if the t-statistic value > 1.96 there is a significant direct effect between exogenous variables (variables X1 and X2) and endogenous variables (variables Z and Y) and the p-value < 0.05 so it can be concluded that the hypothesis (Ha) is accepted and has a positive effect if the Path Coefisients (Original sample (O)) is positive. The results of testing the direct effect hypothesis include the following:

Table 1. Results of Direct Effect Path Coefficients Resampling Bootstrap

Hypothesis	Relationships between Variables	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistic	P Values	Decisions
H1	Marketing Strategy -> Visiting decision_	0.666	0.668	0.090	7.368	0.000	<i>Not Rejected</i>
H2	Digital Literacy -> Visiting decision_	0.209	0.209	0.096	2.164	0.031	<i>Not Rejected</i>
H3	Marketing Strategy -> Visiting decision_	0.954	0.954	0.019	50.903	0.000	<i>Not Rejected</i>

		Social Media Marketing					
H4	Digital Literacy -> Social Media Marketing	0.031	0.031	0.022	1.405	0.161	<i>Rejected</i>
H5	Social Media Marketing -> Visiting decision_	0.935	0.885	0.256	3.651	0.000	<i>Not Rejected</i>

Source: Data processed by researchers (2023)

Table 1. above shows that hypotheses 1,2,3, and 5 have a T statistical value of more than 1.96 and a p-value <0.05. Therefore, the hypothesis is accepted (not rejected) and the hypothesis has a positive effect except for hypothesis 4 which is rejected. The more detailed description is as follows:

#### **The Effect of Marketing Strategy on Visiting Decisions**

The first hypothesis in this study is based on the research conceptual framework in Chapter II, namely H1: Marketing Strategy has a direct and significant influence on visiting decisions based on the results of the data analysis above, the t-statistic value > 1.96 (t-statistic of 7.368) and p-value <0.05, namely 0.000 and the value of path coefficients (original sample (O)) of 0.666 so that H1 is statistically accepted or there is a direct and significant positive influence of 0.666 between Marketing Strategy on Visiting decisions

#### **The Effect of Digital Literacy on Visiting Decisions**

The second hypothesis in this study is H2: Digital Literacy has a direct and significant influence on visiting decisions based on the results of the data analysis above, the t-statistic value > 1.96 (t-statistic of 2.164) and p-value <0.05, which is 0.031 and the value of path coefficients (original sample (O)) of 0.209 so that H2 is statistically accepted or there is a direct and significant positive influence of 0.209 between Digital Literacy on visiting decisions.

#### **The Effect of Marketing Strategy on Social Media Marketing**

The third hypothesis in this study is H3: The influence of Marketing Strategy has a direct and significant influence on Social Media Marketing based on the results of the data analysis above, the t-statistic value > 1.96 (t-statistic of 50,903) and p-value <0.05, which is 0.000 and the value of path coefficients (original sample (O)) of 0.954 so that H3 is statistically accepted or there is a direct and significant positive influence of 0.954 between Marketing Strategy on Social Media Marketing.

#### **The Effect of Digital Literacy on Social Media Marketing**

The fourth hypothesis in this study is H4: The effect of Digital Literacy has a direct and significant effect on Social Media Marketing based on the results of the data analysis above, the t-statistic value <1.96 (t-statistic of 1.405) and p-value > 0.05, which is 0.161 and the value of path coefficients (original

sample (O) of 0.031 so that H4 is statistically rejected or there is no direct influence of 0.031 between Digital Literacy on Social Media Marketing.

**Social Media Marketing on Visiting Decisions**

The fifth hypothesis in this study, namely H5 Social Media Marketing (Z) has a direct and significant influence on visiting decisions (Y) based on the results of the data analysis above, the t-statistic value > 1.96 (t-statistic of 3.651) and p-value <0.05, which is equal to 0.000 and the value of path coefficients (original sample (O)) of 0.935 so that H5 is statistically accepted or there is a direct and significant positive influence of 0.935 between Social Media Marketing (Z) on visiting decisions (Y).

**Hypothesis Testing for Indirect Influence**

There is a significant indirect effect between endogenous variables (variable Y) and exogenous variables (variables X1 and X2) if the t-statistic value > 1.96 and the p-value <0.05 so it can be concluded that the hypothesis (Ha) is accepted and has a positive effect if the Path Coefisients (Original sample (O)) are positive. The results of indirect effect hypothesis testing are to determine whether exogenous variables have an indirect effect on endogenous variables through mediating variables. The research results in this study include the following:

Table 2. Results of Indirect Effect Path Coefficients Resampling Bootstrap

Hypothesis	Relationships between Variables	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistic	P Values	Decisions
H6	Digital Literacy -> Visitor Decision	0.029	0.026	0.021	1.366	0.172	<i>Rejected</i>
H7	Marketing Strategy -> Visitor Decision	0.891	0.845	0.247	3.609	0.000	<i>Not Rejected</i>

Source: Data processed by researchers (2023)

*Indirect Influence of Marketing Strategy on Visiting Decisions Through Social Media Marketing*

The sixth hypothesis in this study is based on the research conceptual framework in Chapter II, namely H6: there is a positive and significant indirect effect of Marketing Strategy on Visiting Decisions through Social Media Marketing. Based on the results of the data analysis in Table 4.20 above, the t-statistic value <1.96 (t-statistic of 1.366), and p-value > 0.05, which is 0.172 and



the value of the path coefficients (original sample (O) of 0.029 so that H6 is statistically rejected or there is a direct and significant positive influence of 0.029 between Marketing Strategy on Visiting Decisions through Social Media Marketing.

The results of this analysis can also mean that the intervening variable Social Media Marketing does not play a role in mediating the relationship between an exogenous variable (Marketing Strategy) and its endogenous variable (Visiting Decisions), so it can be concluded that, Social Media Marketing does not directly influence through Marketing Strategy on Visiting Decisions and does not play a role in providing the influence of Marketing Strategy on Visiting Decisions without going through Social Media Marketing.

#### *Indirect Influence of Digital Literacy on Visiting Decisions Through Social Media Marketing*

The seventh hypothesis in this study is based on the research conceptual framework in chapter II, namely H7: there is a positive and significant indirect effect of Digital Literacy on Visiting Decisions through Social Media Marketing. Based on the results of the data analysis table 4.20 above, the t-statistic value > 1.96 (t-statistic of 3,609) and the p-value < 0.05, which is 0.000 and the value of the path coefficients (original sample (O) of 0.891 so that H7 is statistically accepted or there is an indirect and significant positive influence of 0.891 between Digital Literacy on Visiting Decisions Through Social Media Marketing.

The results of this analysis can also be interpreted that the intervening variable Social Media Marketing plays a role in mediating the relationship between an exogenous variable (Digital Literacy) and its endogenous variable (Visiting Decisions) so that it can be concluded that Social Media Marketing influences directly through Marketing Strategy on Visiting Decisions so that it plays a role in providing the influence of Marketing Strategy on Visiting Decisions through Social Media Marketing.

## **DISCUSSION**

In this study, the dependent variable is the Visiting Decision while the independent variables are Marketing Strategy, and Digital Literacy, while Social Media Marketing is the Intervening variable.

#### *The Effect of Marketing Strategy on Visiting Decisions*

As the results of the data analysis described in the previous chapter, it can be seen that the first hypothesis tester Marketing Strategy has a significant effect on visiting decisions. Thus, the hypothesis proposed is tested and proven, namely that there is a direct and significant influence between the Marketing Strategy that is carried out to produce better, visiting decisions are also getting better. The company is more concerned with developing marketing where, with the realization of a new marketing strategy, it can increase the company's income and also make the company more famous. With this realization, it is necessary to improve good marketing communication by adding promotions through clans,

personal selling, and public relations (Nasruddin, 2021). The decision to visit is a real action including the stability of a product, as well as providing recommendations to others (Kotler, 2014). In the decision to visit someone also assesses the novelty of the new Marketing Strategy. Because it affects the frequency of visitors and the stability of the product or service so that it can be recommended to others. To increase consumer interest in a place and product to decide to visit again.

This is in line with the results of research conducted by Pasaribu et al., (2019) which shows that the marketing strategy which consists of product, price, promotion, place, packaging, program, HR, and partnership variables simultaneously has a significant positive effect on tourist visiting decisions. This shows that the better the strategy carried out by a tourist attraction, it can increase the number of tourist visitors.

### ***The Effect of Digital Literacy on Visiting Decisions***

As the results of the data analysis described in the previous chapter, it can be seen that the second hypothesis tester Digital Literacy has a significant effect on visiting decisions. These results prove the findings of Helina et al., (2022) and Pratama et al., (2021) which state that digital literacy has a significant positive effect on visiting decisions, so the better the use of digital literacy carried out by a tourist attraction, it can increase the number of tourist visitors. The results of this study are in line with previous research conducted by Sulistianingsih et al. (2021) which found that Digital Literacy affects Visiting Decisions. In addition, this research is in line with previous researcher Cristian F. Freisleben Teutscher (2015) who found that Digital Literacy affects Visiting Decisions.

### ***The Effect of Marketing Strategy on Social Media Marketing (Z)***

As the results of the data analysis described in the previous chapter, it can be seen that the third hypothesis tester Marketing Strategy has a direct and significant effect on Social Media Marketing. This proves the findings of Moriansyah (2015) which states that Marketing Strategy has a significant positive effect on Social Media Marketing. So, it can be described that social media is one of the marketing tools that can be used to formulate a more effective and efficient strategy following the object of tourism marketing. With better social media capabilities, marketers can formulate marketing strategies according to better marketing objectives. Based on the results of the research, companies that implement Marketing Strategies need to develop targets with an innovative and creative mindset to deal with trends that occur in tourist attractions. The company also applies online promotions through social media marketing through advertisements, instagram, and tiktok to ensure that the tourist attraction is attractive to visitors. According to previous researcher Zarella (2010) social media marketing is a strategy of marketing activities that use social media sites. Social media itself supports marketing activities that have a tremendous impact on companies with this social media tourist attraction companies can be seen by all people in the world.

### ***The Effect of Digital Literacy on Social Media Marketing***

As the results of the data analysis described in the previous chapter, it can be seen that the fourth hypothesis tester The effect of Digital Literacy has a direct and significant influence on Social Media Marketing. This proves the findings of Fharas et.al. (2022) state that Digital Literacy has a direct and significant influence on social media marketing. Higher Digital Literacy can increase e-marketing literacy (Social Media Marketing) which is expected to increase the adoption of e-marketing of tourist attractions to visitors. The results of this study are in line with previous research conducted by Tina & Kholid (2020) which also states that the effectiveness of social media and digital literacy has no significant effect on visiting decisions at Curug Goa Jalmo Tourism, Pasuruan Regency. The decision to visit this tourist location is significantly influenced by tourist attractions and the price of admission tickets.

### ***Social Media Marketing on Visiting Decisions***

As the results of the data analysis described in the previous chapter, it can be seen that the fifth hypothesis tester Social Media Marketing has a direct and significant influence on visiting decisions. This proves the findings of Mohd Azhar et.al. (2023) state that social media marketing has a significant effect on visiting decisions. The higher the number of social media marketing users, the higher a person's decision to visit. The results of this study are in line with previous research conducted by iZakiah & Gunawan (2022) which shows that Instagram social media has a significant positive influence on visiting decisions at Kopi Taji Lereng Bromo. In addition, the results of this study are in line with previous research conducted by Khotimah (2022), electronic word of mouth (e-Wom) through social media has a significant influence on the interest and visiting decisions of visitors to historical tourist attractions in Surabaya which shows that social media can mediate and influence visitors' decisions to visit tourist attractions. Thus social media marketing can be a variable that mediates marketing strategies in influencing a person's decision to visit a tourist attraction.

### ***Indirect Effect of Marketing Strategy on Visiting Decisions Through Social Media Marketing***

As the results of the data analysis described in the previous chapter, it can be seen that the sixth hypothesis tester has a positive and significant indirect effect on Marketing Strategy on Visiting Decisions through Social Media Marketing. Thus the results of the analysis are tested and it is proven that the intervening variable Social Media Marketing does not play a role in mediating the relationship between an exogenous variable (Marketing Strategy) and its endogenous variable (Visiting Decision). This research is in line with previous researchers Mei Dong (2022) also states that marketing strategies on social media do not have a significant effect on the decision to visit tourist visitors. In the current implementation system, the application of marketing strategies through social media is a form of communication conveyed in the form of promotions delivered to tourist visitors which can be conveyed properly and efficiently so that it can increase the decision to visit the tourist attraction. This is supported by the existence of marketing tools in social media marketing in the form of content

creation, content sharing, connecting, and community building which have a simultaneous and significant influence on visitor decision variables at culinary tourist destinations.

### ***Indirect Effect of Digital Literacy on Visiting Decisions Through Social Media Marketing***

As the results of the data analysis described in the previous chapter, it can be seen that the seventh hypothesis tester there is a positive and significant indirect effect of Digital Literacy on Visiting Decisions Through Social Media Marketing. Thus, the results of the tested analysis can describe that the intervening variable Social Media Marketing plays a role in mediating the relationship between an exogenous variable (Digital Literacy) and its endogenous variable (Visiting Decisions).

From the research results that have been described, it can be seen that Social Media Marketing directly affects Marketing Strategy on Visiting Decisions so it plays a role in providing the influence of Digital Literacy on Visiting Decisions through Social Media Marketing. It can be stated that Digital Literacy can influence Visiting Decisions through the intervening variable of Social Media Marketing.

Referring to previous research related to the use of digital technology, it is proven that digital literacy can provide benefits to increase tourist attractiveness (Jariah, 2021), efficient and effective tourism promotion (Pratama et al., 2021), and increase tourist visits through social media marketing (Herlina et al., 2022).

## **CONCLUSIONS AND RECOMMENDATIONS**

As a finding of the research conducted by researchers, it can be concluded that there is a direct and significant positive influence between Marketing Strategy on Visiting Decisions. This follows the initial assumption that the better the strategy carried out by a tourist attraction, it can increase the number of tourist visitors. Companies tend to realize that currently entering the millennial era. Where the company creates a Marketing Strategy by realizing a directed plan in the marketing field to achieve optimal results with an innovative and creative mindset.

In addition, there is a direct and significant positive influence between Digital Literacy on Visiting Decisions. This is following the assumption that the better the use of digital literacy carried out by a tourist attraction, it can increase the number of tourist visitors. The ability to use technology and information from digital devices is very helpful to be more effective and efficient in various contexts of tourism marketing in collaboration with YouTube, TikTok, and Instagram.

## **ADVANCED RESEARCH**

For other researchers, development can be carried out by conducting research with a broader scope by adding other variables that can influence visiting decisions. For further research, can expand the subject and object of research, so that it is not limited to visitors to Kampung Coklat Educational Tourism but rather tourist attractions that have play areas, culinary tours, and

also the sale of chocolate products, and expand supporting variables that can influence visiting decisions such as other variables.

## ACKNOWLEDGMENTS

We would like to thank all those who have helped in completing the writing of this article, especially the supervisor and colleagues.

## REFERENCES

- Agung, H., Marta, R. F., & Christanti, C. (2021). Dampak Strategi Pemasaran Digital Shopee terhadap Pembelian Impulsif Produk Kesehatan selama Pandemi di Indonesia. *Communication*, 12(2), 122. <https://doi.org/10.36080/comm.v12i2.1500>
- Agyapong, E. and Yuan, J. (2022) Social Media Impact on Tourism Destination Decision: Evidence from International Students in China. *Open Journal of Applied Sciences*. 12 (12): 2055-2080. doi: [10.4236/ojapps.2022.1212143](https://doi.org/10.4236/ojapps.2022.1212143)
- Aisyah, N. (2023). Keputusan Berkunjung Wisata ke Dunia Fantasi (Dufan) Yang Dipengaruhi Oleh Fasilitas Tempat Wisata Dengan Loyalitas Sebagai Variabel Mediasi. *Portofolio: Jurnal Manajemen Dan Bisnis*, 2(1).
- Ajak Rukajat. (2018). *Pendekatan Penelitian Kuantitatif*. Yogyakarta: Deepublish.
- Amalina, D. N., Anwar, M., & Rachmawati, G. (2022). Strategi Wisata Syariah Melalui Instagram. *Reinforce: Journal of Sharia Management*, 1(2), 149–162. <https://doi.org/10.21274/reinforce.v1i2.6393>
- Andriani, A., & Sa'adah, T. (2021). Peran Strategi Diferensiasi dalam Meningkatkan Jumlah Wisatawan (Studi Kasus Kampung Coklat Blitar). *Journal of Management and Sharia Business*, 1(1), 65–78. <https://doi.org/https://doi.org/10.30762/almuraqabah.v1i1.145>
- Ansori, M. 2020. *Metode Penelitian Kuantitatif Edisi 2*. Surabaya : Airlangga University Press.
- Arikunto, S. (2014). *Prosedur Penelitian: Suatu Pendekatan Praktek*. Jakarta: Rineka Cipta.
- Azhar, M. E., Nurdin, D. U., & Siswadi, Y. (2020). Pengaruh Disiplin Kerja dan Kompensasi Terhadap Kepuasan Kerja Karyawan. *Jurnal Humaniora*, 4(1), 46–60.
- Azwar, S. (2007). *Metode Penelitian*. Yogyakarta : Pustaka Pelajar
- Babin, B. J., Hair, J. F., & Boles, J. S. (2008). Publishing research in marketing journals using structural equations modeling. *Journal of Marketing Theory and Practice*, 279-285.
- Badan Pusat Statistik. (2022). Jumlah Perjalanan Wisatawan Nusantara 2020-2022. Retrieved May 16, 2023, from bps.go.id website: <https://www.bps.go.id/indicator/16/1189/1/jumlah-perjalanan-wisatawan-nusantara.html>
- Bahru Ilmi Dafiq, Amalia Nuril Hidayati, & Muhammad Alhada Fuadilah Habib. (2022). Pengaruh Literasi Keuangan, Literasi Digital, Digital Marketing, Brand Image dan Word of Mouth Terhadap Minat Generasi Z pada Bank Syariah. *Fair Value : Jurnal Ilmiah Akuntansi Dan Keuangan*, 4(11),

- 4971–4982. Retrieved from <https://journal.ikopin.ac.id/index.php/fairvalue>
- Bawden, D. (2001). Information and Digital Literacies: A Review of Concepts. *Journal of Documentation*, 57(2), 218–259. <https://doi.org/https://doi.org/10.1108/EUM0000000007083>
- Buhaichuk, O., Nikitenko, V., & Voronkova, V. (2023). FORMATION OF A DIGITAL EDUCATION MODEL IN TERMS OF THE DIGITAL ECONOMY (BASED ON THE EXAMPLE OF EU COUNTRIES). *Baltic Journal of Economic Studies*, 9(1), 53–60. <https://doi.org/10.30525/2256-0742/2023-9-1-53-60>
- Cahyani, A., Fitriyanti, F., Ahmad, J., & Ramlan, P. (2022). Consumer Legal Protection from the Decoy Effect Through Digital Literacy. *Substantive Justice International Journal of Law*, 5(2), 193. <https://doi.org/10.56087/substantivejustice.v5i2.196>
- Christian F. Freisleben-Teutscher. (2015). Digital Literacy bei Lehrenden und Lernendengezielt fördern. *Medienimpulse*, 53(4). <https://doi.org/https://doi.org/10.21243/mi-04-15-11>
- Creswell, J. W. (2009). *Research Design (Pendekatan Kualitatif, Kuantitatif, dan Mixed)*. Yogyakarta: Pustaka Pelajar.
- David Caldevilla-Domínguez, Alba-María Martínez-Sala, and Almudena Barrientos-Báez. (2021). Tourism and ICT. Bibliometric Study on Digital Literacy in Higher Education. *Educ. Sci.* 11(17) : 1-17
- De la Hoz, A., Cubero, J., Melo, L., Durán-Vinagre, M. A., & Sánchez, S. (2021). Analysis of Digital Literacy in Health through Active University Teaching. *International Journal of Environmental Research and Public Health*, 18(12), 6674. <https://doi.org/10.3390/ijerph18126674>
- Dethan, A. G., Ayu, G., Suryawardani, O., & Wiranatha, A. S. (2020). The Effect of Marketing Mix and Service Quality on Satisfaction and Revisit Intention to Kampung Coklat, Blitar Regency. *Journal of Tourism*, 7(2), 323–348. Retrieved from <http://ojs.unud.ac.id/index.php/eot323><http://ojs.unud.ac.id/index.php/eot324>
- Dewi Ayu Kusumaningrum, & Teresa Gabriella. (2021). STRATEGI PEMASARAN TWA MANGROVE ANGKE KAPUK JAKARTA TERKAIT KUNJUNGAN WISATAWAN DI MASA PANDEMI. *JIP: Jurnal Inovasi Penelitian*, 2(7). Retrieved from <https://stp-mataram.e-journal.id/JIP/article/view/979/804>
- Eshet, Y. (2004). Digital Literacy: A Conceptual Framework for Survival Skills in the Digital era. *Journal of Educational Multimedia and Hypermedia*, 13(1), 93–106. Retrieved from [http://www.editlib.org/p/4793/%5Cnfiles/364/Eshet and Eshet -2004 - Digital Literacy A Conceptual Framework for Survi.pdf%5Cnfiles/459/4793.html](http://www.editlib.org/p/4793/%5Cnfiles/364/Eshet%20and%20Eshet-2004-Digital%20Literacy%20A%20Conceptual%20Framework%20for%20Survival%20Skills.pdf%5Cnfiles/459/4793.html)
- Evans, D., & Mckee, J. (2013). *Social Media Marketing: The Next Generation Of Business Engagement*. . Canada: John Wiley & Sons, Inc.

- Farih, A., Jauhari, A., & Widodo, E. (2019). Pengaruh Promosi Melalui Media Sosial Terhadap Pengambilan Keputusan Kursus Bahasa Inggris Pare Dengan Viral Marketing Sebagai Variabel Intervening. *JMK (Jurnal Manajemen Dan Kewirausahaan)*, 4(1), 41. <https://doi.org/10.32503/jmk.v4i1.361>
- Fatimah, F., Ibrahim, F., & Nursaidah. (2022). Pengaruh Strategi Marketing Mix Terhadap Keputusan Pengunjung Wisata Pemandian Tasnan Kabupaten Bondowoso. *Jurnal Manajemen Dan Bisnis Indonesia*, 08(02), 171-179. Retrieved from <http://jurnal.unmuhjember.ac.id/index.php/JMBI/article/view/4975/4283>
- Fharaz, V. H., Kusnadi, N., & Rachmina, D. (2022). Pengaruh Literasi Digital Terhadap Literasi E-Marketing Pada Petani. *Jurnal Agribisnis Indonesia*, 10(1), 169-179. <https://doi.org/10.29244/jai.2022.10.1.169-179>
- Ghozali, I. (2011). *Aplikasi Analisis Multivariate dengan Program SPSS* (4th ed.). Semarang: Badan Penerbit Universitas Diponegoro.
- Gibson, V. (1998). *Organisasi dan Manajemen* (Keempat). Jakarta: Erlangga.
- Gumelar, A. F., Komariah, N., & Kurniasih, N. (2023). ANALISIS PENGARUH PEMASARAN DARI MULUT KE MULUT TERHADAP KEPUTUSAN BERKUNJUNG PEMUSTAKA DI PERPUSTAKAAN UMUM KABUPATEN BEKASI. *Jurnal Pustaka Budaya*, 10(1), 1-9. <https://doi.org/10.31849/pb.v10i1.10394>
- Hague, A. C., & Payton, S. (2010). *Digital Literacy Across The Curriculum*. Retrieved from [http://www2.futurelab.org.uk/resources/documents/handbooks/digital\\_literacy.pdf%5Cnwww.futurelab.org%5Cnwww.futurelab.org.uk/%5Cnprojects/digital-participation](http://www2.futurelab.org.uk/resources/documents/handbooks/digital_literacy.pdf%5Cnwww.futurelab.org%5Cnwww.futurelab.org.uk/%5Cnprojects/digital-participation)
- Hair, J. F., Anderson, R. E., Babin, B. J., & Black, W. C. (2010). *Multivariate Data Analysis 7th Edition*. Harlow England : Pearson. Education Limited.
- Hartanto, Y., Firmansyah, M. A., & Adhrianti, L. (2022). *Implementation Digital Marketing Pesona 88 Curup in to Build Image for the Decision of Visit Tourist Attraction*. <https://doi.org/10.2991/assehr.k.220407.121>
- Hasanah, U. U., & Setiaji, K. (2019). Pengaruh Literasi Digital, Efikasi Diri, Lingkungan Terhadap Intensi Berwirausaha Mahasiswa Dalam E-Business. *Economic Education Analysis Journal*, 8(3), 1198-1215. <https://doi.org/10.15294/eeaj.v13i2.17051>
- Hidayat, F. P., & Dewi, A. S. (2019). Pengaruh Implementasi Bauran Pemasaran Jasa Terhadap Keputusan Wisatawan Mengunjungi Objek Wisata Pula Pasumpahan. *OSF Preprints Bf8mz, Center for Open Science*. <https://doi.org/10.31219/osf.io/bf8mz>
- Iulia Elena Varga & Manuela Rozalia Gabor. (2021). The Influence of Social Networks in Travel Decisions. *Economics*. 9(2) : 1-15
- Kampung Coklat Blitar. (2023a). Kampung Coklat. Retrieved from Youtube website: [https://www.youtube.com/channel/UCoL7B\\_8GFnkRAIvNYRGcKDg](https://www.youtube.com/channel/UCoL7B_8GFnkRAIvNYRGcKDg)

- Kampung Coklat Blitar. (2023b). *kampung\_coklat*. Retrieved from Instagram website: [https://www.instagram.com/kampung\\_coklat](https://www.instagram.com/kampung_coklat)
- Kampung Coklat Blitar. (2023c). *kampungcoklatbltr*. Retrieved from TikTok website: <https://www.tiktok.com/@kampungcoklatbltr>
- Kampung Coklat Blitar. (2023d). Wisata Edukasi Kampung Coklat Blitar. Retrieved from <https://kampungcoklat.id/>
- Khotimah, I. (2022). Pengaruh Electronic Word of Mouth (Ewom) di Media Sosial Terhadap Minat dan Keputusan Berkunjung di Surabaya (Studi Pada Wisatawan yang Pernah Mengunjungi Wisata Sejarah Surabaya). *Jurnal Pendidikan Tata Niaga (JPTN)*, 10(2). Retrieved from <https://ejournal.unesa.ac.id/index.php/jptn/article/view/47117>
- Kotler, P. (2014). *Manajemen Pemasaran* (Bahasa Indonesia, Vol. 1). Prentice Hall.
- Kurniasari, M., & Budiarmo, A. (2018). Pengaruh Social Media Marketing, Brand Awareness Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening Pada J.Co Donuts & Coffee Semarang. *Jurnal Ilmu Administrasi Bisnis*, 7(3), 152-159.
- Marsdenia Marsdenia. (2022). Digital Literacy of Rural Community to Achieve Economic Resilience: Development of Tourism Local Destination. *Proceedings*. 83(1) : 1-4
- Mei Song, Tianjiao Niu, Linna Wang, and Xiaoyi Wang. (2022). The Validity of Marketing Strategy of Tourist Attractions Based on Experiential Marketing. *Hindawi Security and Communication Networks*. 1-10
- [Mohd Azhar](#), [Rehan Husain](#), [Sheeba Hamid](#) & [Mohd Nayyer Rahman](#). (2023). Effect of social media marketing on online travel purchase behavior post-COVID-19: mediating role of brand trust and brand loyalty. *Future Business Journal*. 9(13) : 1-13
- Narottama, N., Erinda, N., & Moniaga, P. (2022). PENGARUH SOCIAL MEDIA MARKETING TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA DESTINASI WISATA KULINER DI KOTA DENPASAR. *JUMPA*, 8(2). Retrieved from <https://datareportal.com/reports/digital-2021-global-overview-report>
- Nasution, A. (2021). Strategi Pemasaran Bisnis Kuliner Menggunakan Influencer Melalui Media Sosial Instagram. *Jurnal Bisnis Corporate*, 6(1), 11-18. <https://doi.org/10.46576/jbc.v6i1.1484>
- Pasaribu, N. I. S., Massie, J. D. D., & Poluan, J. G. (2019). Pengaruh Strategi Pemasaran Pariwisata Terhadap Keputusan Berkunjung di Bukit Doa Mahawu Tomohon. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 7(4).
- Patma, T. S., Wardana, L. W., Wibowo, A., Narmaditya, B. S., & Akbarina, F. (2021). The Impact of Social Media Marketing for Indonesian SMEs Sustainability: Lesson from Covid-19 Pandemic. *Cogent Business & Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1953679>
- Poluan, J. G., & Karuntu, M. M. (2021). THE INFLUENCE OF PERSONAL AND PSYCHOLOGICAL, FACTORS ON FOREIGN TOURISTS DECISION TO VISIT TOURISM OBJECTS IN TOMOHON CITY NORTH SULAWESI PROVINCE. *Pengaruh Faktor Pribadi... 23 Jurnal EMBA*, 9(1), 23-33.



- Posumah Yire Chelsea Poli, S. L. H. V. Joyce Lopian, & Sjendry S. R. Loindong. (2023). THE EFFECT OF TOURISM ATTRACTION AND FACILITIES ON THE DECISION TO VISIT INTOURIST OBJECT KASIH KANONANG HILL. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 11(1).
- Purnamasari, M., & Budiarmo, A. (2019). Pengaruh Promosi Dan Kualitas Pelayanan Terhadap Kepuasan Pengunjung Dengan Keputusan Pengunjung Sebagai Variabel Intervening Pada Objek Wisata Candi Borobudur Kabupaten Magelang. *Jurnal Ilmu Administrasi Bisnis*, 8(3), 89-96. Retrieved from <https://ejournal3.undip.ac.id/index.php/jiab/article/view/24022>
- Putra, G. B. P. A., & Wulandari, N. L. A. A. (2023). Pengaruh Daya Tarik Wisata, Fasilitas Wisata dan Citra Destinasi Terhadap Keputusan Berkunjung Wisatawan Pada Obyek Wisata Taman Sari Buwana Tradisional Farming di Kabupaten Tabanan. *Widya Amrita: Jurnal Manajemen, Kewirausahaan Dan Pariwisata*, 3(2), 397-407. Retrieved from <https://ejournal.unhi.ac.id/index.php/widyaamrita/article/view/2501/1470>
- Rizal, V. Z. (2015). Pengaruh Social Media Marketing Twitter Terhadap Terbentuknya Brand Image Restoran Burger Gaboh Pekanbaru. *JOM FISIP*, 3(1), 15. Retrieved from <https://jom.unri.ac.id/index.php/JOMFISIP/article/view/2419/2359>
- Rodríguez-De-dios, I., Igartua, J. J., & González-Vázquez, A. (2016). Development and Validation of a Digital Literacy Scale for Teenagers. *ACM International Conference Proceeding Series, 02-04-November-2016*, 1067-1072. Association for Computing Machinery. <https://doi.org/10.1145/3012430.3012648>
- Santoso, R., Shintawati, R. A., & Aliffianto, A. Y. (2020). Pengaruh Marketing Mix Produk Jasa Terhadap Keputusan Berkunjung Wisata Bahari Jawa Timur. *KINERJA*, 17(1), 69-79. Retrieved from <http://journal.feb.unmul.ac.id/index.php/KINERJA>
- Savero, K., Handoko, Y., & Pradiani, T. (2021). PENGARUH MARKETING MIX TERHADAP KEPUTUSAN BERKUNJUNG PADA WISATA EDUKASI KAMPOENG KIDZ BATU. *Jurnal Ekonomi Manajemen Dan Bisnis*, 2(1), 34-42. <https://doi.org/10.32815/jubis.v2i1.445>
- Sidi, A. P., Yogatama, A. N., Penulis, N., Agus, :, & Sidi, P. (2019). Mediasi Intellectual Capital atas Pengaruh Digital Marketing Terhadap Kinerja Pemasaran. *Iqtishoduna*, 15(2). Retrieved from <http://ejournal.uin-malang.ac.id/index.php/ekonomi>
- Sudarmawan, T., & Sofiani. (2023). PENGARUH PROMOSI ONLINE TERHADAP KEPUTUSAN BERKUNJUNG KE SEA WORLD ANCOL. *Kepariwisata: Jurnal Ilmiah*, 7(1). Retrieved from <http://ejournal.stipram.ac.id/index.php/kepariwisataan/article/view/189/173>
- Sugiyono. (2015). *Metode Penelitian Kuantitatif dan R&D*. Bandung: Alfabeta.

- Suherdi, D., Rezky, S. F., Apdillah, D., Sinuraya, J., Sahputra, A., Syahputra, D., & Wahyuni, D. (2021). *Peran Literasi Digital Di Masa Pandemi*. Retrieved from [https://books.google.co.id/books/about/Peran\\_Literasi\\_Digital\\_Di\\_Masa\\_Pandemi.html?id=gs5DEAAAQBAJ&redir\\_esc=y](https://books.google.co.id/books/about/Peran_Literasi_Digital_Di_Masa_Pandemi.html?id=gs5DEAAAQBAJ&redir_esc=y)
- Sukmawati, M. D., & Negara, G. N. J. A. (2022). ANALISIS PENGARUH APLIKASI DIGITAL MARKETING SEBAGAI STRATEGI PEMASARAN DALAM MENINGKATKAN MINAT BELI KONSUMEN. *Prosiding Sintesa*, 5, 267–272. Sintesa.
- Sulistianingsih, H., Maivalinda, & Riski, T. R. (2021). Dampak Literasi Digital dan Faktor Demografi Terhadap Perilaku Keuangan Pinjaman Online di Masa Pandemi Covid-19. *Jurnal Akuntansi Unihaz: Jaz*, 4(2), 250–270. Retrieved from <https://www.journals.unihaz.ac.id/index.php/jaz/article/view/2450>
- Syahputra, S., & Andjarwati, A. L. (2019). Pengaruh Kualitas Layanan dan Experiential Marketing terhadap Niat Berkunjung Ulang dengan Kepuasan sebagai Variabel Mediasi (Studi pada Pengunjung Wisata Edukasi Kampung Coklat Blitar). *Jurnal Ilmu Manajemen (JIM)*, 7(1).
- Taprial, V., & Kanwar, P. (2012). *Understanding Social Media*. Ventus Publishing.
- Tina, R., & Kholid, M. (2020). Pengaruh Efektivitas Media Sosial, Daya Tarik, Harga Tiket, dan Fasilitas Pelayanan Wisata Terhadap Keputusan Berkunjung di Curug Goa Jalmo Kabupaten Pasuruan. *MALIA*, 12(1), 125–136. <https://doi.org/10.35891/ml.v12i1.2392>
- UNESCO. (2005). Education for All: Literacy for Life. Retrieved June 17, 2023, from UNESCO.org website: <http://www.uis.unesco.org/Library/Documents/gmr06-en.pdf>.
- Yetti, S. (2020). Pengaruh Strategi Promosi dan Fasilitas Terhadap Pemilihan Tempat Wisata Anai Land. *Jurnal Pundi*, 04(03). <https://doi.org/10.31575/jp.v4i3.332>
- Zakiah, N. N., & Gunawan, U. R. (2022). Pengaruh Media Sosial Instragram Terhadap Keputusan Berkunjung di Kopi Taji Lereng Bromo. *Jurnal Sains Komunikasi Dan Pengembangan Masyarakat*, 6(1), 145–156. <https://doi.org/https://doi.org/10.29244/jskpm.v6i1.842>
- Zarella, D. (2010). *The Social Media Marketing Book*. Jakarta: Serambi Ilmu Semesta Anggota IKAPI