(RESEARCH ARTICLE)

Analysis of the influence of tourism promotion through influencers on increasing brand awareness of Kwala Serapuh village tourism destinations, Langkat

Husni Muharram Ritonga *, Annisa Sanny, M. Chaerul Rizky and Ayu Juni Sihombing

Management Study Program, Faculty of Social Sciences, Universitas Pembangunan Panca Budi, Indonesia.

Abstract

The purpose of this study was to analyze the effect of tourism promotion through influencers on increasing brand awareness of Kwala Serapuh Village Tourism Destinations, Langkat. Tourism has become one of the important sectors in the regional economy. Kwala Serapuh Village in Langkat has great potential in tourism development. However, the brand awareness of this village tourism destination needs to be improved. The use of influencers in tourism promotion has become a trend, but there have not been many studies examining their influence on tourist destination brand awareness. This study is expected to provide a deeper understanding of the effect of using influencers in tourism promotion on tourist destination brand awareness. The sample in this study was 50 respondents. The method used is SmartPLS analysis. The results showed that based on the direct effect test, Tourism Promotion has a significant positive effect on Tourism Destination Influencers. Tourism Promotion has a significant positive effect on Increasing Brand Awareness of Tourist Destinations. Influencers have no positive and insignificant effect on increasing brand awareness of tourist destinations. While the results of the indirect effect test, Tourism Promotion has no positive and insignificant effect on Increasing Brand Awareness through Tourism Destination Influencers.

Keywords: Promotion; Influencers; Brand Enhancement; Tourism Destinations

1. Introduction

The rapid development of technology makes it easier for people to find information, one of which is from social media. Instagram is a popular and widely used social media today. The quality of human resources is an absolute matter in the implementation of a country's development [1]. Based on data, it is known that Instagram users in Indonesia in 2021 were 92.53 million of the total population [2]. Instagram has various features that allow one to share photos and videos with others on the platform. Some Instagram features such as photo/video sharing, image filters, hashtags, and categorical content (such as, food, fashion, health, traveling and lifestyle) are used to get information and create content. Other features such as Instagram stories and Instagram live also allow people to express opinions, interact, promote and share daily stories, thus influencing others' perceptions and creating engagement to follow and share with other users [3]. Meanwhile, according to [4] in [5] development is an effort made to improve an order that aims to develop independently.

Many people travel to several destinations to release fatigue from daily routines and to take advantage of leisure time. Travel interest results from a process that causes an action and motivation to become behavior [6]. This interest is described as planning to travel to visit a particular destination at a particular time [7]. The number of tourist destinations today makes competitiveness very tight. Almost all business people compete to offer facilities and rides owned by their tourist attractions. This makes tourists face many choices of tourist attractions to visit so that tourists have many choices in determining visiting decisions according to their interests. Marketers are aware that consumer perceptions of a company or product brand are a synthesis of a set of contacts that consumers experience and messages

---

* Corresponding author: Husni Muharram Ritonga

received by consumers [8]. Indonesia is famous for its abundant natural wealth. This has a positive impact on the country's tourism sector, so many destinations are used as tourist areas to attract the attention of both domestic and foreign tourists. This is in line with efforts to improve the living standards of farmers and increase national agricultural production which is directly or indirectly influenced by working capital factors, work experience owned and so on [9].

Promotion plays a role to inform, starting from introducing, persuading and reminding the public about something that we will market to form a good image of the party carrying out promotional activities to the public. Whereas marketing is a strategic process that tries to match a destination's resources with market opportunities [10]. A good promotion is a promotion whose message can be easily accepted by the audience so that it can cause several attitudes ranging from awareness to purchase [11]. Instagram is a social media owned by Facebook.inc in which users can upload photos, videos through feeds, stories and also Instagram TV or IGTV and accompanied by captions [12].

On Instagram, people who have a large number of followers or followers are called Celebgrams or Instagram celebrities which are one of the influencers. Influencers are figures on social media who have many followers and can influence their followers [13]. One of the roles of influencers is to increase the number of followers and promote products from a company. The utilization of influencers is currently seen as an appropriate marketing strategy, including for the tourism sector [14], especially for promotional activities [15]. Influencers, whose activities are dominantly carried out on social media, are considered to be able to provide some interesting things from the tourism sector that they want to promote on their social media accounts through photos or videos. Kwala Serapuh Village is one of the tourist villages located in Langkat Regency, North Sumatra Province. This village has considerable tourism potential. Despite having great potential, Kwala Serapuh Village is still not widely known by tourists. This is caused by promotions that have not been optimized. One of the promotional strategies that can be done to increase brand awareness of tourist destinations is to use influencers. Influencers are people who have great influence on social media. They have a large and active following.

Kwala Serapuh Village Tourism has been officially designated as a charming tourist destination, not only because of the distinct visual nature of the vibrant houses and the abundance of mural art, but also because of its potential to offer visitors an authentic cultural encounter. This metamorphosis not only enhances the aesthetics of the area, but also has the potential to boost the local economy through tourism [16].

Nevertheless, the main obstacle faced is how to maintain and increase tourist visits in the long term, while also maintaining the involvement and sustainability of local communities, such as the community has not fully understood the benefits of tourism for them in the long term, the community does not know how to get involved in tourism activities, the community does not feel benefited by tourism, the community is not united in developing tourism, the community does not help each other in promoting tourism, the content shared on social media is not informative, the community does not know how to create interesting content on social media. One of the key challenges lies in effectively integrating local communities into tourism promotion strategies to ensure the durability and authenticity of the tourism experience.

Social media presents a tremendous opportunity for the promotion of tourist destinations such as Kampung Pelangi. Its ability to reach a wide audience, facilitate interaction, and disseminate information quickly makes it a highly effective tool [17], [18], [19]. However, the utilization of social media in tourism promotion requires the implementation of appropriate strategies to create a substantial impact on increasing tourist visits and community engagement [20], [21].

Influencers are a strategy in marketing. In recent years, influencers have increased especially on Instagram and also the high number of Instagram users with the amount of time a person spends is important in this development. Many marketers use influencers to promote goods and services to consumers. Marketers also see the effectiveness and number of followers of influencers credibility so as to make them a model to influence consumer behavior (Hwang & Zhang, 2018). Influencers also play a role in tourism promotion. Influencer credibility on Instagram influences other Instagram users. Through posts, Instagram users who follow the influencer can see the influencer's journey. So tourists can get a lot of information about tourist destinations through travel posts shared by influencers.

2. Literature Review

2.1. Tourism Destinations

According to [22] Chapter 1, Article 1 concerning Tourism, tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government, and local governments. According to [23], argues that etymologically the word "tourism" is identified with the word "travel" in English which is defined as a journey made many times from one place to another. On that basis, by looking at the current situation and

conditions, tourism can be interpreted as a planned trip made by individuals or groups from one place to another with the aim of getting satisfaction and pleasure.

According to [24], explains that tourism is a trip made for a while, organized from one place to another, with the intention not to business or make a living in the place visited, but solely to enjoy the trip for sightseeing and recreation or to fulfill diverse desires. Therefore, it can be concluded that tourism is a trip made for a while organized from one place to another with the intention of not doing business or doing work and making a living in the place visited, but solely to fulfill diverse desires.

[25] explains that tourist destinations are places with a form that has real or perceived boundaries, whether in the form of physical (island), political, or market-based boundaries. According to [26], a destination is a specific area chosen by a visitor where he can stay for a certain time. The word destination can be used for a planned area, which is partly or entirely with amenity and tourist product services, recreational facilities, restaurants, hotels, attractions, retail shops needed by visitors.

2.2. Brand Awareness

Brand awareness is a customer's ability to recognize or remember a brand in a particular product category [27]. There are 4 (four) levels of brand awareness ranging from the lowest level to the highest level including unawared of brand, brand recognition, brand recall, and top of mind [28]. Furthermore, brand awareness is the expertise to recognize brands in product categories in detail to make purchasing decisions [29].

Meanwhile, according to [30] brand awareness is the ability of a consumer to examine products with brands as a medium based on other consumer perceptions. Based on the opinions of experts on brand awareness, it can be concluded that brand awareness is the ability or ability of a consumer to recall a brand and connect the brand with a particular product.

Brand awareness is often the main target of advertising in the early months or years of a new product introduction. Consumers will tend to buy familiar brands because they feel safe with something they already know. In other words, a known brand has the possibility of being reliable, stability in business, and quality that can be accounted for so that consumers tend to buy these well-known brands. Based on these theories, it can be concluded that brand awareness is the awareness of a buyer to recognize a brand in a certain product category.

2.3. Tourism Promotion

Promotion is a process used to deliver information data to the target market, regarding matters relating to the product, price, and place of the product being sold by carrying out invitation or persuasion with the aim that the target is willing to make a purchase [24]. Basically the purpose of the word promotion is to inform, persuade or remind more deeply [24]. Promotion is an activity to communicate product advantages and persuade target consumers to buy it (Kotler & Armstrong, 2014. Promotion is a communication activity that seeks to disseminate information, influence and remind target markets and their products so that they are able to accept, buy and be loyal to the products offered by related companies [32]. The main objective in activities is to persuade, inform, and remind consumers about the company and its marketing. In essence, promotion is related to efforts to control a consumer in order to be able to find out the company's product which is then impressed with the product so that it finally buys and keeps the product in mind.

Promotional activities are more effectively carried out through various media, both print and electronic, on an ongoing basis that can reach the intended target. Tourism promotion is related to communication activities and publications aimed at building an image of tourism. Tourism products are something that can be offered to tourists both locally and abroad. In tourism promotion activities Morizka explains the role of promotion in the tourism sector, namely to stimulate the purchase of tourism products by buyers and increase sales effectiveness in a short time and companies are able to attract new potential customers [33]. With tourism promotion, tourist destinations that have potential can be disseminated using various publication media that attract tourist visits.

2.4. Definition of Influencer

Influencer is taken from the word influence or in Indonesian it is called influencing, meaning that an influencer is someone who is influential or someone who influences others. Influencer is a figure or person found on social media with many followers and something conveyed on social media can influence the behavior of his followers [34] in [35]. Influencer is the ability to change and influence someone's behavior and opinions [36] in [35]. Influencers are parties who have a large audience or followers on social media and have a big influence on their followers, for example

YouTubers, bloggers, celebrities, artists, and others, accessed from kumparan.com [37]. In accordance with the cintalia.com article [38], an Instagram Influencer is someone who has an active and successful account on Instagram, has the capacity to influence a large number of followers, markets goods from Instagram, and is paid handsomely according to his photo uploads. In addition to this, Instagram Influencers can achieve maximum goals even according to the target market.

3. Research Methods

3.1. Research Approach

This research method is a quantitative research method using research data in the form of numbers and analysis using statistics. In collecting these data using research instruments, data analysis is quantitative with the aim of testing predetermined hypotheses. In quantitative research is a survey when the problem is clear. The sequence in the quantitative research process starts from building hypotheses from theory, collecting facts or data, using data to test hypotheses and finally drawing conclusions from the results of data processing [39].

3.2. Population and Sample

According to [40] population can be interpreted as a generalization area consisting of objects and subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population in this study were people who were responsible for Kwala Serapuh village tourism as many as 50 respondents. While the sample according to [40] states that the sample is part of the number and characteristics possessed by the population. According to [41] says that if the subject is less than 100, then the entire population becomes the research sample. So the sample in this study was 50 respondents who were business people in Kwala Serapuh Village.

3.3. Data Analysis Method

Data analysis was carried out using the Partial Least Square (PLS) method using SmartPLS version 4 software. PLS is one of the methods of solving Structural Equation Modeling (SEM) which in this case is more compared to other SEM techniques. SEM has a higher level of flexibility in research that connects theory and data, and is able to conduct path analysis with latent variables so that it is often used by researchers who focus on social science. Partial Least Square (PLS) is a fairly powerful analysis method because it is not based on many assumptions. Data also does not have to be multivariate normal distribution (indicators with categorical, ordinal, interval to ratio scales can be used in the same model), the sample does not have to be large [42].

Partial Least Square (PLS) can not only confirm the theory, but also explain whether or not there is a relationship between latent variables. In addition, PLS is also used to confirm the theory, so in prediction-based research PLS is more suitable for analyzing data. Partial Least Square (PLS can also be used to explain whether or not there is a relationship between latent variables. Partial Least Square (PLS can simultaneously analyze constructs formed with reflexive and formative indicators. This cannot be done by covariance-based SEM because it will become an unidentified model.

The choice of the Partial Least Square (PLS) method is based on the consideration that in this study there are 4 latent variables formed with reflexive indicators and variables measured with a reflexive second order factor approach. The reflexive model assumes that the construct or latent variable affects the indicator, where the direction of the causality relationship from the construct to the indicator or manifest so that confirmation of the relationship between latent variables is needed [42]. The approach to analyzing second order factors is to use a repeated indicators approach or also known as a hierarchical component model. Although this approach repeats the number of manifest variables or indicators, this approach has the advantage that this model can be estimated with standard PLS algorithms [42].

4. Results and Discussion

4.1. Description of Respondents

In this study, data collection used a questionnaire, which was given to 50 respondents with various characteristics such as gender and age. The results of the respondent description test are presented in Table 4.1 below:

Table 1 Description of Research Respondents

Description	Sum	Percentage
Gender		
Man	19	38.0
Woman	31	62.0
Age		
20-30 years old	13	26.0
31-40 years old	21	42.0
41-50 years old	13	26.0
>50 years	3	6.0

Source: SPSS Output v. 25, 2024

Based on Table 1 above, it can be described the identity of respondents based on gender identity shows that 19 respondents are male (38.0%) and 31 respondents are female (62.0%). Age identity shows that onden aged 20-30 years as many as 13 people (26.0%), aged 31-41 years as many as 21 people (26.0%), aged 41-50 years as many as 13 people (26.0) and aged >50 years as many as 3 people (6.0%).

4.2. Data Analysis of Research Results

The research data were processed using SmartPLS 4.0 with the following chart:
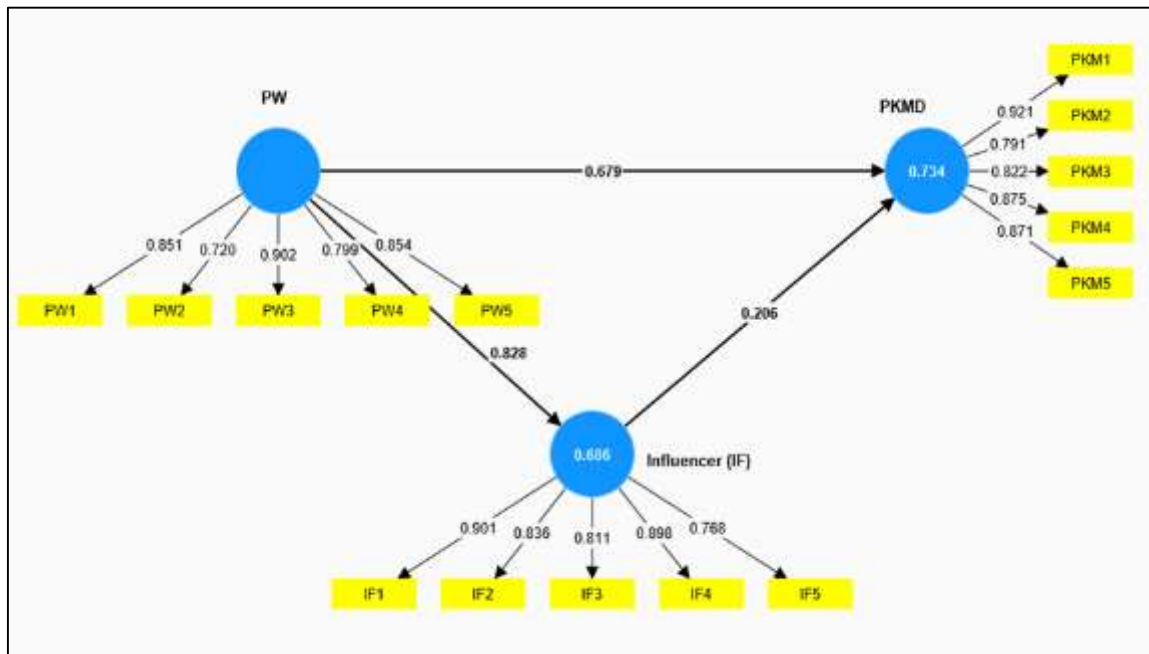
Source: SmartPLS v. 4 output, 2024

Figure 1 PLS Data Processing Results

4.2.1. Measurement Model (Outer Model)

Convergent Validity

The following is the first data processing based on 3 variables with a total of 15 statements.

Table 2 Loading Factor

Variable	Indicators	*Loading Factor*	*Rule of Thumb*	Conclusion
Influencer (IF)	IF1	0.901	0.700	Valid
	IF2	0.836	0.700	Valid
	IF3	0.811	0.700	Valid
	IF4	0.898	0.700	Valid
	IF5	0.768	0.700	Valid
Increasing Destination Brand Awareness (PKM)	PKM1	0.921	0.700	Valid
	PKM2	0.791	0.700	Valid
	PKM3	0.822	0.700	Valid
	PKM4	0.875	0.700	Valid
	PKM5	0.871	0.700	Valid
Tourism Promotion (PW)	PW1	0.851	0.700	Valid
	PW2	0.720	0.700	Valid
	PW3	0.902	0.700	Valid
	PW4	0.799	0.700	Valid
	PW5	0.854	0.700	Valid

Source: SmartPLS Output v. 4, 2024

Based on the results of data processing in Figure 1 and Table 2, the instruments above have met the criteria of more than 0.700. Based on Table 4.2 on the Influencer variable, the largest loading factor value is in the IF1 statement of 0.901. In the Brand Awareness Raising variable, the largest loading factor value is in the PKM1 statement of 0.921 and in the Tourism Promotion variable, the largest loading factor value is in the PW3 statement of 0.902.

Discriminant Validity

Discriminant validity assessment has become a generally accepted prerequisite for analyzing the relationship between latent variables. For variance-based structural equation modeling, such as partial least squares, the FornellLarcker criterion and cross-loading checks are the dominant approaches to evaluating discriminant validity. Discriminant validity is the degree of differentiation of an indicator in measuring the instrument construct. To test discriminant validity, it can be done by checking Cross Loading, namely the correlation coefficient of the indicator against its association construct (cross loading) compared to the correlation coefficient with other constructs (cross loading).

The value of the indicator correlation construct must be greater against its associated construct than other constructs. This greater value indicates the suitability of an indicator to explain its association construct compared to explaining other constructs [43].

Table 3 Fornell-Larcker Criterion Discriminant Validity

	Influencer (IF)	Increasing Destination Brand Awareness (PKM)	Tourism Promotion (PW)
Influencer (IF)	0.844		
Increasing Destination Brand Awareness (PKM)	0.768	0.857	
Tourism Promotion (PW)	0.828	0.849	0.828

Source: SmartPLS Output v. 4, 2024

The results of Table 3 show that the loading value of each indicator item against its construct is greater than *the cross loading* value. Thus, it can be concluded that all constructs or latent variables already have good discriminant validity, where in the block the construction indicator is better than other block indicators.

Composite Reliability

After testing the validity of the construct, the next test is the reliability test of the construct measured by the Composite Reliability (CR) of the indicator block that measures the CR construct used to display good reliability. A construct is declared reliable if the composite reliability value is >0.6. According to [9], [44] the composite reliability coefficient it should be greater than 0.7 although a value of 0.6 is still acceptable. However, an internal consistency test is not absolute to be performed if the validity of the construct has been met, because a valid construct is a reliable one, whereas a reliable construct is not necessarily valid [45].

Table 4 Composite Reliability

Variable	Composite reliability	Rule of Thumb	Conclusion
Influencer (IF)	0.914	0.600	Reliable
Increasing Destination Brand Awareness (PKM)	0.913	0.600	Reliable
Tourism Promotion (PW)	0.892	0.600	Reliable

Source: SmartPLS Output v. 4, 2024

Based on Table 4., That the results of the composite reliability test show a value of >0.6 which means that all variables are declared reliable.

4.2.2. Inner Model Analysis

After evaluating the model and obtaining that each construct has met the requirements of Convergent Validity, Discriminant Validity, and Composite Reliability, the next step is the evaluation of the structural model which includes model fit testing (model fit), Path Coefficient, and R^2. Model fit testing is used to determine if a model has a match with the data.

Path Coefficient

Based on Figure 1., which is the result of PLS data processing, the Tourism Promotion variable has an influence on the Brand Awareness Increase variable by 0.679 or 67.9%. The Tourism Promotion variable has an influence on the Influencer variable by 0.828 or 82.8%. The Influencer variable has an influence on the Brand Awareness Increase variable by 0.206 or 20.6%.

Model Fit

Table 5 Model Fit

	Saturated model	Estimated model
NFI	0.535	0.535

Source: SmartPLS Output v. 4, 2024

Based on Table 5, NFI values starting from 0 -1 are derived from the comparison between the hypothesized model and a particular independent model. The model has a high match if the value is close to 1. Based on the table above, the NFI value is at 0.754 which means it has a model match that can be declared good [46].

R Square

The inner model (inner relation, structural model, and substantive theory) describes the relationship between latent variables based on substantive theory. The structural model is evaluated using R-square for the dependent construct. The R^2 value can be used to assess the influence of certain endogenous variables and exogenous variables whether they have a substantive influence [46]. R^2 results of 0.67, 0.33, and 0.19 indicate that the model is "good", "moderate", and "weak" [46].

Table 6 R Square

	R-square	R-square adjusted
Influencer (IF)	0.686	0.679
Increasing Destination Brand Awareness (PKM)	0.734	0.723

Source: SmartPLS Output v. 4, 2024

Based on Table 6, the R Square value of the Influencer variable was 0.686 or 68.6% and the Brand Awareness Increase variable was 0.734 or 73.4%. So it can be said that the R Square in this variable is moderate.

Direct Influence Hypothesis Test
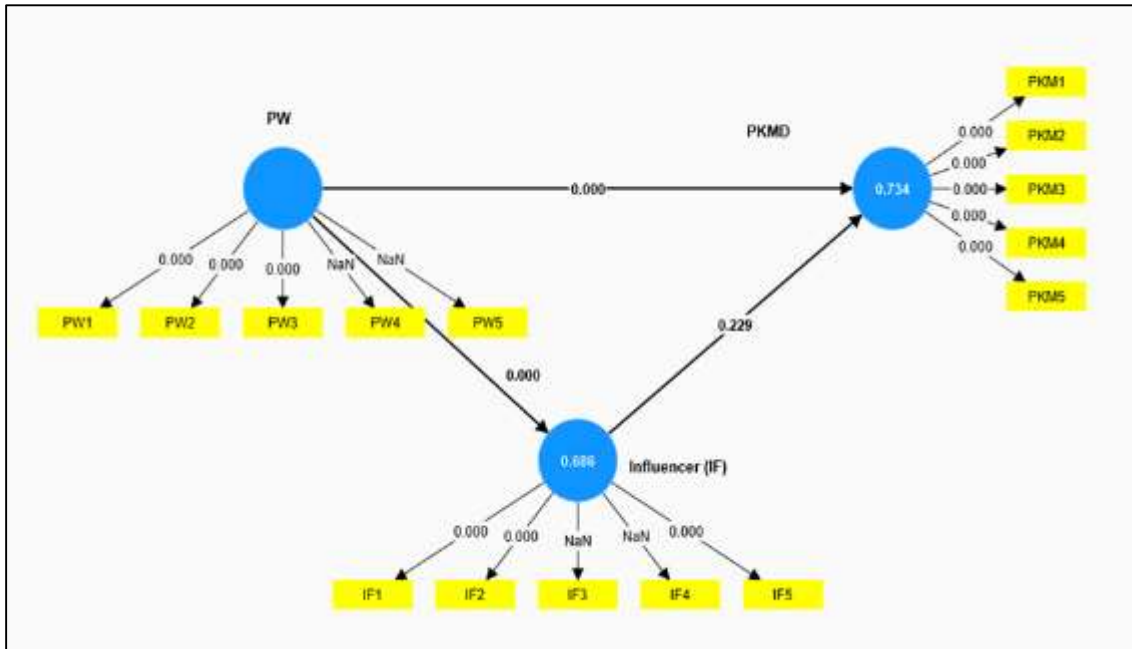
Source: SmartPLS Output v. 4, 2024

Figure 2 Hypothesis Test Results

To determine the structural relationship between latent variables, hypothesis testing of the path coefficients between variables must be carried out by comparing the p-value with alpha (0.005) or t-statistic of (>1.96). The magnitude of the P-value and also the t-statistics are obtained from the output on SmartPLS using the bootstrapping method. This test is intended to test a hypothesis consisting of the following 4 (four) hypotheses:

- H.1 Tourism promotion has a significant positive effect on influencers.
- H.2 Tourism Promotion has a significant positive effect on increasing Brand Awareness of Tourist Destinations.
- H.3 Influencers have a significant positive effect on Increasing Brand Awareness of Tourist Destinations.
- H.4 Tourism Promotion has a significant positive effect through Influencers on Tourist Destination Influencers.

Table 7 Direct Effect

Criterion	Tourism Promotion (PW)	
t-Statistics	15.202	**Influencer (IF)**
P-value	0.000	

Source: SmartPLS Output v. 4, 2024

Hypothesis Test 1

- o Ho1: There is no effect of Travel Promotion on Influencers.
- o Ha1: There is an influence of Tourism Promotion on Influencers.

Based on Table 7. with a P-Value of 0.000 <0.05 or with a tstatistic of 15,202 >1.96, Ho1 is rejected and Ha1 is accepted, which means that Tourism Promotion has a significant positive effect on Influencers of Tourism Destinations in Kwala Serapuh Village, Langkat.

Table 8 Direct Effect

Criterion	Tourism Promotion (PW)	
t-Statistics	12.573	**Increasing Destination Brand Awareness (PKM)**
P-value	0.000	

Source: SmartPLS Output v. 4, 2024

- **Hypothesis Test 2**
  - o Ho2: There is no effect of Tourism Promotion on Increasing Destination Brand Awareness.
  - o Ha2: There is an influence of Tourism Promotion on Increasing Destination Brand Awareness.

Based on Table 8,. with a P-Value of 0.000 <0.05 or with a statistic of 12,573 >1.96, Ho2 is rejected and Ha2 is accepted, which means that Tourism Promotion has a significant positive effect on Increasing Brand Awareness of Tourism Destinations in Kwala Serapuh Village, Langkat.

Table 9 Direct Effect

Criterion	Influencer (IF)	
t-Statistics	1.203	**Increasing Destination Brand Awareness (PKM)**
P-value	0.229	

Source: SmartPLS Output v. 4, 2024

- **Hypothesis Test 3**
  - o Ho1: There is no influence of Influencers on Increasing Destination Brand Awareness.
  - o Ha1: There is an influence of Influencers on Increasing Destination Brand Awareness.

Based on Table 9. with a P-Value of 0.229 >0.05 or with a tstatistic of 1.203 <1.96, Ho3 is accepted and Ha3 is rejected which means that Influencers have no positive and insignificant effect on Increasing Brand Awareness of Kwala Serapuh Village Tourist Destinations, Langkat.

Table 10 Indirect Effect

Criterion	Tourism Promotion (PW)	
t-Statistics	1.157	**Increasing Destination Brand Awareness (PKM) Through Influencers (IF)**
P-value	0.247	

Source: SmartPLS Output v. 4, 2024

- **Hypothesis Test 4**
  - o Ho4: There is no effect of Tourism Promotion on Increasing Destination Brand Awareness through Influencers.
  - o Ha4: There is an Influence of Tourism Promotion on Increasing Destination Brand Awareness through Influencers.

Based on Table 10. with a P-Value of 0.247 >0.05 or with a tstatistic of 1,157 <1.96, Ho4 is accepted and Ha4 is rejected which means that Tourism Promotion has no positive and insignificant effect on Brand Awareness Improvement through Influencers of Kwala Serapuh Village Tourism Destination, Langkat.

Table 11 Hypothesis Results

Hypothesis		Conclusion
Hypothesis 1	Tourism Promotion has a significant positive effect on Influencers	Accepted
Hypothesis 2	Tourism Promotion has a significant positive effect on Increasing Brand Awareness of Tourist Destinations	Accepted
Hypothesis 3	Influencers have a significant positive effect on Increasing Brand Awareness of Tourist Destinations	Rejected
Hypothesis 4	Tourism Promotion has a significant positive effect through Influencers on Tourist Destination Influencers	Rejected

Source: SmartPLS Output v. 4, 2024

5. Conclusion

Based on the results of the research that has been presented, here are some suggestions that can be implemented to increase the effectiveness of tourism promotion and influencer marketing in Kwala Serapuh Village, Langkat:

- Strengthening Tourism Promotion Strategies
  - o Conduct in-depth market research to understand their target audience and preferences in traveling.
  - o Develop interesting and informative promotional content, according to the target audience and social media platforms used.
  - o Maximizing the use of various social media platforms to reach a wider target audience.
  - o Collaborate with the right influencers and have a positive reputation among your target audience.
  - o Utilizing local mass media to promote tourist destinations in Kwala Serapuh Village, Langkat.
  - o Holding interesting and unique tourist events to attract tourists.
  - o Improving the quality of infrastructure and tourist facilities in Kwala Serapuh Village, Langkat.
- Increasing the Effectiveness of Influencer Marketing
  - o Choosing the right influencer with a target audience that suits the tourist destination of Kwala Serapuh Village, Langkat.
  - o Build good relationships with influencers through open and transparent communication.
  - o Give influencers creative freedom in creating promotional content, but still in accordance with the desired message and goals.
  - o Monitor and evaluate influencer performance regularly to ensure the effectiveness of promotional campaigns.
  - o Provide rewards and incentives to influencers who show good performance.
  - o Organizing workshops and training to improve influencers' ability to create attractive and effective promotional content.
- Increasing Brand Awareness of Tourist Destinations
  - o Conducting a consistent and targeted branding campaign to build a strong brand identity for the tourist destination of Kwala Serapuh Village, Langkat.
  - o Creating a tagline and logo that is easy to remember and able to represent the essence of the tourist destination of Kwala Serapuh Village, Langkat.
  - o Involving the local community in promoting the tourist destination of Kwala Serapuh Village, Langkat.
  - o Building cooperation with local and national media to publicize the tourist destination of Kwala Serapuh Village, Langkat.
  - o Promoting the tourist destination of Kwala Serapuh Village, Langkat at various tourism exhibitions and festivals.
  - o Providing the best service to tourists to increase their satisfaction and loyalty.

Compliance with ethical standards

Disclosure of conflict of interest

No conflict of interest to be disclosed.

Statement of informed consent

Informed consent was obtained from all individual participants included in the study.

References

[1]   E. D. Yanti, M. M. Sari, and N. Sihombing, Peningkatan Kualitas SDM dan Perekonomian Masyarakat Desa Kwala Serapuh Melalui Pendidikan Berbasis Ekonomi Lokal, Journal of Social Responsibility Projects by Higher Education Forum, vol. 4, no. 2, pp. 96–100, 2023.

[2]   Databoks, Juta Pengguna Internet di Indonesia Awal 2022, 2022.

[3]   C. C. Chen, C. W. Chen, and Y. C. Tung, Exploring the Consumer Behavior of Intention to Purchase Green Products in Belt and Road Countries: An Empirical Analysis, Sustainability (Switzerland), vol. 10, no. 3, p. 854, 2018.

[4]   C. K. dkk Putra, R. N. Pratiwi, and Suwondo, Pengelolaan Alokasi Dana Desa Dalam Pemberdayaan Masyarakat Desa (Studi pada Desa Wonorejo Kecamatan Singosari Kabupaten Malang), Jurnal Administrasi Publik (JAP), vol. 1, no. 6, pp. 1203–1212, 2013.

[5]   M. M. Sari, E. D. Yanti, and R. R. Doni, Pengembangan Potensi Ekonomi Masyarakat Desa Kwala Serapuh: Pendekatan Berbasis Pemberdayaan Ekonomi, Journal of Social Responsibility Projects by Higher Education Forum, vol. 4, no. 2, pp. 108–116, 2023.

[6]   et, al. Jang, The Investigation on the Distribution of Malassezia Yeasts on the Normal Korean Skin, 26S rDNA PCR-RFLP. Ann Dermatol, vol. 2, no. 1, pp. 18–26, 2009.

[7]   A. Woodside and S. Lysonski, A General Model of Traveler Destination Choice, J Travel Res, vol. 27, no. 4, pp. 8–14, 1989.

[8]   R. R. Agustin and R. Andika, Marketing Communications for UMKM In Klambir 5 Kebon, Hamparan Perak, Deli Serdang, North Sumatera, Jurnal Scientia: Jurnal Scientia is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License (CC BYNC 4.0), vol. 12, no. 4, pp. 88–93, 2023.

[9]   M. T. Daulay and A. Sanny, Analysis of Structural Equation Modeling Towards Productivity and Welfare of Farmer's Household in Sub-District Selesai of Langkat Regency, International Journal of Research & Review, vol. 6, no. 11, pp. 117–123, 2019.

[10]   H. M. Ritonga, M. I. Indrawan, and D. S. Sari, A SEM Analysis Of Visitors' Interest In Pari City Village Tourism, Pantai Cermin District, Serdang Bedagai Region, JCRS: Journal of Community Research and Service, vol. 6, no. 2, pp. 126–134, 2022.

[11]   J. H. Cheah, H. Ting, T. H. Cham, and M. A. Memon, The effect of Selfie Promotion and Celebrity Endorsed Advertisement on Decision-Making Processes: A Model Comparison, Internet Research, vol. 29, no. 3, pp. 552–577, 2019.

[12]   L. Margaretha and Sunarya D. M., Instagram Sebagai Media Sosialisasi 9 Program Unggulan Pemerintah (Studi Kasus pada Bagian Hubungan Masyarakat Kementrian Koperasi dan Usaha Kecil dan Menengah Republik Indonesia pada Instagram @kemenkopUKM), Communication, vol. 8, no. 2, pp. 88–105, 2017.

[13]   N. Mustaqimah and A. H. Rahmah, Peran Digital Influencer dalam Memberikan Edukasi Pemilihan Produk Kecantikan pada Akun Instagram @dr. richard_lee, Journal of Communication and Society, vol. 1, no. 01, pp. 1–13, 2022.

[14]   X. Xu and Stephen Prat, Social Media Influencers as Endorsers to Promote Travel Destinations: An Application of Self-congruence Theory to the Chinese Generation Y, Journal of Travel & Tourism Marketing, vol. 35, no. 7, pp. 958–972, 2018.

[15]   M. Haenlein, E. Anadol, T. Farnsworth, H. Hugo, J. Hunichen, and D. Welte, Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, Tik Tok, & Co, Calif Manage Rev, vol. 63, no. 1, pp. 5–25, 2020.

[16] M. Zulaika and F. A. Trisakti, Community Based Ecotourism: Partisipasi Pokdarwis Dalam Mengembangkan Objek Wisata Pantai Pelawan Kabupaten Karimun, Jurnal Riset Mahasiswa Dakwah dan Komunikasi, vol. 3, no. 5, p. 295, 2022.

[17] C. K. Anggraini, Analisis Strategi Promosi Wisata Dinas Kebudayaan dan Pariwisata Banyuwangi dalam Peningkatan Kunjungan Wisatawan di Kabupaten Banyuwangi, 2018.

[18] M. Permatasari, D. Prattiyudha, and M. Taslim, The Role of Sosial Media To Develop Homestay in Desa Terong Belitung, In Core.Ac.Uk, 2018.

[19] C. Widyawati, Peranan Partisipasi Masyarakat Lokal Dalam Pengembangan Wisata Heritage di Trowulan., In Jurnal Pariwisata, vol. 5, no. 2, pp. 83–94, 2018.

[20] A. Kadarisman, Peran Generasi Muda dalam Pemanfaatan Media Sosial untuk Mempromosikan Geopark Ciletuh, Ultimacomm: Jurnal Ilmu Komunikasi, vol. 11, no. 2, pp. 92–108, 2019.

[21] D. A. Morgana, S. H. Rizal, F. Bilankawa, A. Ramadhian, and N. DA. Rahmat Ardi Candra, Strategi Video Kreatif Melalui Media Sosial Sebagai Penguat Promosi Desa Wisata Rotan Trangsan, In Jurnal Capture, vol. 10, no. 2, pp. 1–2, 2019.

[22] Undang-Undang Nomor 10, Tentang Kepariwisataan, 2009.

[23] Wardiyanto, Perencanaan Pengembangan Pariwisata. Bandung: Lubuk Agung, 2011.

[24] O. A. Yoeti, Pengantar Ilmu Pariwisata. Bandung: Angkasa, 1996.

[25] P. Kotler and G. Armstrong, Principles of Marketing, New York: Pearson, 2018.

[26] K. Hadinoto, Perencanaan Pengembangan Destinasi Pariwisata. Jakarta: UI Press, 1996.

[27] L. J. B. Apriliya, Pengaruh Word Of Mouth, Kesadaran Merek dan Kualitas Produk terhadap Keputusan Pembelian (Studi Pada Mie Akhirat di Surabaya)., vol. 8, no. 2, pp. 237–252, 2018.

[28] G. Permadi, Pengukuran Tingkat Kesadaran Merek (Brand Awareness) pada Motor Honda (Studi Kasus pada Mahasiswa Fakultas Ilmu Sosia dan Ilmu Politik Universitas Riau), JOM FISIP, vol. 3, no. 2, pp. 1–2, 2016.

[29] P. Kotler and K. L. Keller, Marketing Management, 15th Edition, New Jersey: Pearson Pretice Hall, Inc, 2016.

[30] Prihani and H. P. Manurung, Pengaruh Citra Merek Dan Kesadaran Merek Terhadap Keputusan Pembelian Sabun Cuci Piring Sunlight (Studi Pada Warga Desa Danau Sijabut), Jurnal Manajemen, Ekonomi Sains (MES), vol. 3, no. 1, pp. 21–31, 2021.

[31] P. Kotler and G. Armstrong, Principle of Marketing, 15th Edition, New Jersey: Pearson Pretice Hall, 2014.

[32] F. Tjiptono, Strategi Pemasaran. Yogyakarta: Andi, 2019.

[33] M. Zebua, Pemasaran Pariwisata (Menuju Festival Sail Daerah). Yogyakarta: Deepbulish, 2018.

[34] N. Hariyanti and A. Wirapraja, Pengaruh Influencer Marketing Sebagai Strategi Pemasaran Digital Era Moderen (Sebuah Studi Literatur), Jurnal eksekutif, vol. 15, pp. 113–146, 2018.

[35] Maulana, A. Gilang, A. M. Muliawati, D. S. Salsabillah, and R. Firmansyah, Fenomena Influencer Marketing dalam Pembentukan Perilaku Konsumtif Mahasiswa (Studi Fenomenologi Terhadap Mahasiswa Jurusan Akuntansi Universitas Negeri Malang), in Prosiding National Seminar on Accounting, Finance and Economics (NSAFE) Volume 1 No. 8, 2021, pp. 100–111.

[36] L. W. Evelina and F. Handayani, Penggunaan Digital Influencer dalam Promosi Produk. Warta ISKI (Ikatan Sarjana Komunikasi Indonesia), vol. 1, no. 7, pp. 71–82, 2018.

[37] SociaBuzz Influencer Marketing Platfrom, Apa Itu Influencer Marketing?, 2017.

[38] L. Zelnovra, Simak 5 Penjelasan Mengenai, Apa Itu Influencer Instagram?. , 2018.

[39] A. Kurniawan, Metode Riset untuk Ekonomi dan Bisnis: Teori, Konsep dan Praktik Penelitian Bisnis (Dilengkapi Perhitungan Pengolahan Data dengan IBM SPSS 22.0). Bandung: Alfabeta, 2014.

[40] Sugiyono, Metode Penelitian Pendidikan (Pendekatan Kuantitaif, Kualitatif, dan R&D). Bandung: CV Alfabeta, 2018.

[41] S. Arikunto, Prosedur Penelitian Suatu Pendekatan Praktik. Jakarta: Rineka Cipta, 2016.

[42]   I. Ghozali, Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23 (Edisi 8). Cetakan ke VIII. Semarang: Badan Penerbit Universitas Diponegoro, 2016.

[43]   J. Henseler, C. M. Ringle, and M. Sarstedt, A New Criterion for Assessing Discriminant Validity in Variance-based Structural Equation Modeling, J Acad Mark Sci, vol. 43, pp. 115–135, 2015.

[44]   et al Hair, Multivariate Data Analysis, New International Edition, New Jersey : Pearson, 2014.

[45]   Cooper and Schindler, Bussiners Research Method, New York: McGrawHill, 2014.

[46]   I. Ghozali, Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi. Semarang: Badan Penerbit Universitas Diponegoro, 2013.