

***THE INFLUENCE OF MARKETING THROUGH
SOCIAL MEDIA ON TOURIST INTEREST IN VISITING
PUJONKIDUL TOURIST VILLAGE***

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ABSTRACT

This research aims to identify and analyze the influence of social media marketing on tourists' interest in visiting Pujonkidul Tourism Village. The background of this study is the discovery of social media usage as a marketing medium in Pujonkidul Tourism Village. This research employs a quantitative method with a descriptive analysis approach. Data were collected through questionnaires distributed offline to visitors. The data analysis technique uses simple linear regression to test the influence of the independent variable. The results of the study indicate that marketing through social media has a significant partial effect on tourists' interest in visiting, with a significance value of 0,000. These findings provide important contributions for the management of Pujonkidul Tourism Village to maintain social media marketing to keep attracting tourists.

Keywords: *Tourism Village, marketing, Social Media, Tourist Visit Interest*