

The Influence of @museum.benteng.vredeburg's TikTok Content Attractiveness Toward Followers' Visiting Interest

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ABSTRACT

Keywords

TikTok; Content Attractiveness; Interest in Visiting; Digital Communication; Museum

This study explores how the attractiveness of TikTok content on the @museum.benteng.vredeburg account influences followers' interest in visiting the museum. The research used a quantitative explanatory method by distributing questionnaires to 366 respondents selected through convenience sampling. The analysis was carried out using simple linear regression. The test results show an influence between the dependent and independent variables at 49.1%. This study proves that the attractiveness of TikTok content @museum.benteng.vredeburg affects followers' interest in visiting.

1. Introduction

In the 21st century, the rapid advancement of technology and media has become an inseparable part of modern society. In this digital era, social media has emerged as a powerful tool that significantly influences various aspects of human life, including the tourism industry. Social media serves as a platform for individuals to interact and express their creative ideas as a manifestation of modern transformation. It is also one of the most common forms of digital marketing in business. (Talalu, Putri, & Mokodompit, 2021). Many tourism researchers have stated that social media is a powerful tool for the industry, particularly for information-seeking and decision-making processes. (Fotis, 2015).

One social media platform that has shown remarkable growth in recent years is TikTok. TikTok can be a digital marketing tool to increase brand awareness and expand market reach (Sri et al., 2022). In addition, TikTok is also an effective promotional medium for specific products or services (Zayyan & Saino, 2021). In 2024, TikTok demonstrated significant growth in Indonesia, reaching 127 million users and becoming the second most popular social media platform after YouTube (Slice.id, 2024). Furthermore, data revealed that 73.5% of internet users in Indonesia were active TikTok users as of early 2024 (Databoks, 2024).

This phenomenon has also influenced cultural institutions such as museums, which have begun leveraging TikTok for promotional and educational purposes. Museum Benteng Vredeburg Yogyakarta is one such institution that has implemented this strategy through its official TikTok account, @museum.benteng.vredeburg. The account promotes and educates the public about this historical tourism site through creative and informative short videos. Tourism marketing through TikTok has become a strategy many institutions adopt to increase public interest in visiting (Adzra Muthi'ah Hafizhah et al., 2022). Social media platforms directly impact tourists' final decision-making processes (Gebreel & Shuayb, 2022).

Museum Benteng Vredeborg faces challenges in attracting younger generations, more familiar with digital platforms. To address this, the museum utilizes TikTok to disseminate information visually engagingly. The museum seeks to shift public perceptions through its content, transforming museums from boring to enjoyable and relevant destinations (Farrell, 2015). The account engages its youthful audience through visual effects, trending music, and interactive features such as comment responses. Over time, the growing number of museum visitors correlates with the implementation of TikTok-based promotional strategies. This reflects a shift in visitor behavior, wherein online platforms play a key role in shaping travel interests. The current study is prompted by whether the attractiveness of TikTok content significantly influences the intention to visit among followers.

Although several studies have discussed the role of social media in increasing interest in visiting tourism and cultural destinations, few have focused specifically on content attractiveness as a determinant. Previous research has not thoroughly examined the specific content elements that appeal to users. A study by Almunawaroh & Djamhur (2024) revealed that video visualization on TikTok positively influences visit interest. Thus, this study aims to fill the research gap by focusing on the content attributes influencing followers' interest in visiting the museum. Using a quantitative explanatory approach, this research analyzes the influence of TikTok content attractiveness on followers' intention to visit the @museum.benteng.vredeborg account. The findings are expected to enhance understanding of how digital content can effectively promote cultural heritage and offer practical insights for museums to develop impactful social media strategies.

2. Method

This indicates that for every 1-point increase in content attractiveness, visiting interest increases by 0.372 points. The positive coefficient and the significance value of 0.000 (<0.05) confirm a statistically significant effect. Additionally, the t-value of 18.724 further supports the hypothesis that content attractiveness positively influences followers' intention to visit. The coefficient of determination (R^2) is 0.491, indicating that 49.1% of the variation in visiting interest can be explained by content attractiveness. However, the remaining 50.9% is influenced by factors not examined in this study, such as user demographics, prior knowledge, or exposure to other media channels.

These findings support that attractive TikTok content, defined by clarity, relevance, originality, consistency, and visual appeal, can shape behavioral intentions. This aligns with Social Influence Theory, which suggests that mediated social interactions can influence individuals' attitudes and behaviors. In this context, TikTok content is a digital form of indirect communication that conveys social cues, such as peer recommendations or virtual experiences, which can be highly persuasive. Compared to previous studies that highlight the general role of social media in tourism marketing (Adzra Muthi'ah Hafizhah et al., 2022; Gebreel & Shuayb, 2022), this research narrows the focus by examining specific content attributes. Almunawaroh & Djamhur (2024) emphasized the substantial impact of video-based visualization, which this study confirms, while expanding the discussion to include other qualitative aspects of content.

Despite these positive findings, the unexplained variance of 50.9% invites further investigation. Potential influencing factors could include the frequency of exposure to content, the TikTok algorithm, personal motivations, or social environments such as peer influence. Future studies could incorporate multiple variables or use qualitative methods to understand the dynamics behind visiting interest better.

Practically, this study underscores the strategic value of content planning in social media management for museums. Content integrating educational narratives with popular trends, appealing visuals, and interactivity can shift public perception of museums from static, formal institutions to dynamic, engaging cultural spaces. The power of short-form video to convey emotional and informative messages makes TikTok a particularly effective platform for cultural promotion. Overall, the results demonstrate that TikTok content attractiveness is a tool for engagement and a driver of real-world behavior. Museums and similar institutions can leverage this insight to strengthen their

digital communication strategies, aligning with the media consumption habits of younger generations.

3. Results and Discussion

Table 1. Simple Linear Regression Test

<i>Model</i>	Coefficients				<i>t</i>	<i>Sig.</i>
	<i>Unstandardized (B)</i>	<i>Coefficients Std. Error</i>	<i>Standardized Coefficients (Beta)</i>			
(Constant)	13.884	0.694			20.008	0.000
TikTok Content Attractiveness	0.372	0.020	0.700		18.724	0.000

Dependent Variable: Followers' Visiting Interest

This study aims to test whether there is an influence of the attractiveness of TikTok content and visiting interest. Based on the results of the data that has been obtained, the coefficient X has a value of 0.372 while the constant value is 13,884. Then, the depiction of the relationship between the attractiveness of content variables and visiting interest in the regression equation can be described as

$$Y = a + bX$$

$$Y = 13,884 + 0.372X$$

With the conclusion that:

- The constant value of the unstandardized coefficients is 13,884. This number means that if there is no attractiveness of content (X), then the value of visiting interest (Y) is 13,884
- The regression coefficient of the attractiveness of content (X) of 0.372 states that for every 1% increase in the attractiveness of content, the interest in visiting will increase by 0.372.
- The regression coefficient is positive, so the attractiveness of TikTok content (X) to visiting interest (Y) is positive.
- Based on the significance value obtained from the table above, is $0.000 < 0.05$
- Based on the t value, the calculated t value of content attractiveness (X) is 18,724. Therefore, it can be concluded that the content attractiveness (X) variable affects the interest in visiting (Y).

Hypothesis testing is done with a Partial Test or t-test. This test is done to partially determine the effect on each variable. This test is done by comparing the significance value of t with the value of α (0.05). Table 2 shows that the attractiveness of the content has a significance value of 0.000. This significance value is smaller than the value of α (0.05). With this, the attractiveness of TikTok content affects followers' interest in visiting. This study's alternative hypothesis (H_a) can be accepted.

Table 2. Coefficient of Determination Model Summary

R	R Square	Adjusted R Square	Std. Error of Estimate
0.700	0.491	0.489	1.744

Predictors: (Constant), TikTok Content Attractiveness
Dependent Variable: Followers' Visiting Interest

The data shown in Table 3 indicates that the correlation value (R) is 0.700, resulting in a coefficient of determination (R^2) of 0.491. This means that 49.1% of the variation in visiting interest can be explained by the perceived attractiveness of TikTok content. In other words, nearly half of the audience's motivation to visit the museum is influenced by how engaging and appealing the content is. Meanwhile, the remaining 50.9% is likely shaped by other variables not examined in this study, which may include factors such as the quality and depth of the uploaded content, posting frequency, the way TikTok's algorithm distributes content, levels of interaction between the account and its followers, and demographic characteristics such as age, gender, location, or even digital literacy levels.

These findings emphasize the critical role of content design in influencing user behaviour on social media platforms. The content elements—clarity, relevance, originality, consistency, and visual appeal—are not merely aesthetic features; they serve as key communicative tools that enhance the message's delivery, evoke emotional responses, and construct a more valuable and immersive representation of the museum experience. This aligns with the framework of social influence theory, which suggests that mediated communication, such as that found in TikTok videos, can significantly shape attitudes, preferences, and behaviours through indirect peer influence, social cues, and perceived social norms embedded within the content.

However, while the influence of content attractiveness is evident, the unexplained 50.9% variation indicates that visiting interest is a multidimensional construct, likely affected by a complex interplay of internal and external variables. When encountering the content, psychological factors such as personal interest in history or art, prior museum experiences, or even mood and situational context could impact decision-making. Additionally, environmental and social aspects—like influence from friends, community trends, or exposure to related promotions on other platforms—may contribute to the audience's intention to visit.

This opens meaningful opportunities for future research to adopt a more holistic approach by incorporating a wider range of variables that may affect visiting interest. Exploring these additional determinants could provide a more nuanced and comprehensive understanding of what drives audiences to engage with cultural institutions in the digital era. Furthermore, insights from such research could help museums and similar organizations refine their digital communication strategies to better align with the evolving expectations, preferences, and behaviours of their online audiences.

4. Conclusion

This study aimed to determine the extent to which the attractiveness of TikTok content on the @museum.benteng.vredeburg account influences followers' visiting interest. Based on the analysis using simple linear regression, the coefficient of determination (R^2) was found to be 0.491. This indicates that the attractiveness of TikTok content explains 49.1% of the variation in visiting interest, while the remaining 50.9% is influenced by other factors not examined in this study. The t-test results also demonstrate that TikTok content attractiveness significantly influences visiting interest, with a

significance value 0.000 (<0.05). This finding confirms that the more engaging the content shared by the museum's TikTok account, the stronger the intention of followers to visit in person. Therefore, social media content, particularly on short-video platforms like TikTok, is essential in cultivating public interest toward cultural institutions such as museums.

These findings contribute to the broader digital communication and tourism marketing field by emphasizing the strategic importance of content quality in shaping user behavior. From a practical perspective, consistent, creative, and informative content creation is critical for increasing engagement and motivating visits. Future research can explore other influencing factors beyond content, such as algorithmic distribution, user demographics, or cross-platform promotional strategies, to provide a more comprehensive understanding of social media effectiveness in the cultural tourism sector.

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