

The Influence of Intensity in Accessing @canro.simarmata's TikTok Account Toward Followers' Mountaineering Interest

Muhammad Iqbal Prasetyo* · Haryadi Arief Nur Rasyid

Department of Communication Sciencest, University of Muhammadiyah Yogyakarta, 55183, Indonesia

*Corresponding author's email: muhammadiqbalprasetyo7@gmail.com

ABSTRACT

Keywords

TikTok; Social Media; Audience Interest;
Mountain Hiking; Digital Content

This study examines how frequent access to the TikTok account @canro.simarmata affects the interest in mountain hiking among its followers. This study aims to determine whether consistent exposure to hiking-related content on TikTok affects followers' desire to engage in hiking activities. Using quantitative methods and a survey approach, data were collected from 400 respondents through a questionnaire. The analysis shows a significant influence effect between the intensity of access and the interest in hiking. The results of the determination coefficient test show that the variable of the intensity of accessing the TikTok account @canro.simarmata has an influence of 55.8% on the interest in mountain hiking among followers. This finding suggests that digital media content can shape outdoor activity preferences through frequent and interesting exposure.

1. Introduction

The development of technological media has changed the communication system in society, namely the absence of distance and time in communication due to the presence of communication technology media that can eliminate distance and time (Mardiana, 2018). In the digital era, the limitations of space and time are no longer relevant, so that a condition has emerged which is known as the era of globalization (Qadaruddin et al., 2023). The rapid development of information technology in the era of the Industrial Revolution 4.0 has significantly transformed various aspects of human life. From communication to lifestyle, technological advancements have reshaped how people interact, learn, and make decisions. This shift marks a transition from an industrial-based society to an information-based society, where access to digital media is not only inevitable but essential. As (Wuryantai, 2013). notes, understanding the dynamics of the information society is crucial to analyzing the broader development of social structures.

Among the major transformations of the digital age is the emergence of social media as a primary platform for communication and content dissemination. Social media plays a vital role in promoting businesses, enhancing social interaction, and facilitating educational activities. However, it also poses challenges such as misinformation, digital addiction, and content oversaturation. Among the leading platforms, TikTok has distinguished itself through its unique short-video format that supports entertainment and educational purposes (Fitri et al., 2021).

TikTok's popularity has surged globally, particularly during the COVID-19 pandemic when mobility restrictions led to increased digital consumption (Krisdanu & Kiranastari Asoka Sumantri, 2023). Various stakeholders—including governments, medical professionals, and educators—have

utilized TikTok to communicate public service messages and raise awareness on different issues (Utami, 2021). Within this context, TikTok has also emerged as an influential tool in promoting outdoor activities like hiking and nature exploration. As more people turn to social media for inspiration and encouragement, it's important to understand how reels and short videos influence hiking behavior (Safitri Nor Intan, 2024). One notable example is the TikTok account @canro.simarmata, which shares content related to mountain climbing and the natural beauty of Indonesia. With more than 77,000 followers, the account has built a digital community of nature enthusiasts. Its content, which combines visual appeal and motivational narratives, has the potential to influence followers' interest in outdoor recreational activities, particularly hiking.

While many studies have examined the influence of social media on behavior, limited research has specifically focused on TikTok as a platform for promoting outdoor recreational interests, especially within the Indonesian context. Furthermore, previous studies have often emphasized general user engagement or tourism promotion, without isolating the effects of consistent content exposure on specific behavioral outcomes such as hiking interest. Therefore, this research seeks to fill that gap by exploring how themed content, when accessed regularly, can shape interest and intention among users. The continuous exposure to such inspirational content may influence users' behavioral intentions through mechanisms outlined in social learning theory. According to Bandura (1986), individuals tend to emulate observed behavior, especially when the content is engaging, repetitive, and reinforced socially. This research aims to examine the extent to which the intensity of accessing content from the TikTok account @canro.simarmata affects the interest in mountain hiking among its followers.

By employing new media and social learning theoretical frameworks, this study seeks to contribute to the growing field of digital communication and behavioral studies. The practical significance of this research lies in its potential to inform content creation strategies for tourism promotion and outdoor activity campaigns. Understanding how social media content influences audience interests may help optimize digital outreach in the context of nature-based tourism development.

2. Method

This study uses a quantitative approach with an explanatory research type. Data collection techniques were carried out by distributing questionnaires to 400 respondents who were followers of the TikTok account @canro.simarmata. The sampling method used was convenience sampling with the Slovin formula. The research instrument was compiled based on indicators of access intensity variables (attention, appreciation, duration, and frequency) and climbing interest (attention, interest, desire, and action) using a Likert scale. Validity tests used Confirmatory Factor Analysis (CFA), and reliability was tested using Cronbach's Alpha method. Data were analyzed using a simple linear regression test to determine the effect of independent variables on dependent variables.

3. Result and Discussion

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.722	.515		11.117	.000
PENGARUH	.386	.017	.747	22.399	.000

a. Dependent Variable: MINAT

Dependent Variable: Followers' Visiting Interest

This study aimed to test whether the intensity of accessing TikTok accounts and interest in mountain climbing influence the intensity of access. Based on the results of the data that have been obtained, the coefficient X has a value of 0.386 while the constant value is 5.722. Then, the depiction

of the form of the relationship between the variable intensity of accessing accounts and the interest in climbing in the regression equation can be described:

$$Y = a + bX$$

$$Y = 5.722 + 0,386X$$

With the conclusion that:

- The constant value of the unstandardized coefficients is 5.722. This number means that if there is no intensity of accessing the account (X), then the value of interest in climbing (Y) is 5.722.
- The regression coefficient of the intensity of accessing the account (X) of 0.386 states that for every 1% increase in the value of the intensity of accessing the account, the interest in climbing will increase by 0.386.
- The regression coefficient is positive, so it can be said that the intensity of accessing the TikTok account (X) and the interest in climbing (Y) are optimistic.
- Based on the significance value obtained from the table above, it is $0.000 < 0.05$
- Based on the t value, the calculated t value of the intensity of accessing the account (X) is 5.722. Therefore, it can be concluded that the variable of the intensity of accessing the account (X) has an effect on the variable of interest in climbing (Y).

Hypothesis testing is done using 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 intensity of accessing the account has a significance value of 0.000. This significance value is smaller than the value of α (0.05). With this, the intensity of accessing the TikTok account has an effect on the interest in climbing in followers. With this, the alternative hypothesis (H_a) in this study can be accepted.

Table 3. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.747 ^a	.558	.557	1.761

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

The results of the coefficient of determination test show that the variable of the intensity of accessing the TikTok account @canro.simarmata has an influence of 55.8% on the interest in mountain climbing among followers. However, 44.2% of other variations are not explained by the model. These variations most likely come from other factors that have not been included in this study, such as demographic factors (age, gender, educational background), social roles (status as a student or worker), and individual environmental and psychological conditions. In addition, exposure to similar content on other social media, such as Instagram or YouTube, can also be a variable that contributes to this interest.

The findings of this study indicate a significant influence between the intensity of accessing TikTok content from the account @canro.simarmata and followers' interest in mountain hiking. The regression coefficient of 0.386 and significance value ($p < 0.05$) support the hypothesis that frequent exposure to themed content on social media can influence individual behavioral intentions. This aligns with the premise of social learning theory, which posits that individuals learn and replicate behaviors through observation and media modeling (Bandura, 1986).

The visual richness and motivational tone of the content posted by @canro.simarmata act as key stimuli in encouraging viewers to develop an interest in hiking. This supports prior findings by Risdayani (2020), who emphasized that well-curated outdoor content can effectively spark recreational interests. However, unlike Risdayani's focus on Instagram, this study highlights TikTok as a more dynamic and interactive platform, offering short-form videos that combine storytelling,

visual cues, and algorithmic personalization—features that are particularly engaging for younger audiences.

Furthermore, the results corroborate the new media theory, which emphasizes the convergence of media platforms and user participation in shaping communication experiences (McQuail & Izzati, 2011). TikTok's algorithmic design personalizes content based on user preferences, leading to increased exposure and emotional connection with certain content themes. In this context, nature-based content has the potential to stimulate both curiosity and desire for outdoor exploration. From a practical standpoint, this study offers valuable insights for content creators and tourism stakeholders. Content that is visually appealing, emotionally resonant, and consistently posted has a higher chance of influencing audience attitudes and behaviors. For instance, by presenting mountain climbing as an achievable and rewarding activity, the content not only entertains but also motivates action.

Despite these contributions, the study acknowledges that 44.2% of the variance in hiking interest remains unexplained by the model. This indicates that other factors, such as demographic characteristics, environmental influences, past hiking experiences, or alternative media exposure, may also shape interest in outdoor activities. Future research should explore these variables using a multi-variable or qualitative approach to gain a deeper understanding of user motivation and media influence. In sum, the findings underscore the power of short-form video content in shaping real-world interests and behaviors. TikTok serves not just as a platform for entertainment but as a catalyst for lifestyle changes, particularly in areas such as tourism, education, and wellness.

4. Conclusion

This study investigated the influence of content exposure from the TikTok account @canro.simarmata on followers' interest in mountain hiking. The findings demonstrate a statistically significant relationship between the intensity of content access and the level of interest in hiking activities. With a regression coefficient of 0.386, the results suggest that frequent and engaging exposure to visually appealing climbing content on TikTok can effectively stimulate interest in outdoor activities.

Drawing on social learning theory and new media perspectives, the study confirms that social media platforms like TikTok can serve not only as entertainment channels but also as influential behavioral drivers. The observational and modeling mechanisms within social learning play a key role in shaping individual preferences, particularly when the content is consistently presented in an inspiring and relatable manner. Practically, this research highlights the strategic potential of TikTok as a platform for tourism promotion and environmental education. Content creators and tourism stakeholders can benefit from producing well-designed, motivational, and informative short videos that resonate with target audiences. By leveraging TikTok's interactive and algorithm-driven nature, digital campaigns can enhance engagement and positively influence public interest in nature-based activities. Nonetheless, the study also acknowledges its limitations. It did not account for external factors such as personal experiences, socio-economic status, or exposure to similar content on other platforms, which may also influence audience behavior. Future research is encouraged to incorporate these variables and adopt a mixed-methods approach to gain a more comprehensive understanding of digital media's impact on behavioral intention.

In conclusion, TikTok content, when effectively crafted and consistently disseminated, can serve as a powerful medium for inspiring interest in mountain hiking and other nature-related activities. The insights from this study contribute to both academic discourse and practical strategies in digital communication, media influence, and tourism marketing.

5. References

- Fitri, A. N., Pertiwi, L. B., & Sary, M. P. (2021). Pengaruh Media Sosial TikTok terhadap Kreativitas Mahasiswa Ilmu Komunikasi Universitas Negeri Jakarta Angkatan 2019. *Komuniti : Jurnal Komunikasi Dan Teknologi Informasi*, 13(1), 37–46. <https://doi.org/10.23917/komuniti.v13i1.13045>
- Krisdanu, C. A., & Kiranastari Asoka Sumantri. (2023). TikTok sebagai Media Pemasaran Digital di Indonesia. *Jurnal Lensa Mutiara Komunikasi*, 7(2), 24–36.

-
- <https://doi.org/10.51544/jlmk.v7i2.4173>
- Mardiana, M. (2018). Pengaruh Media Sosial Terhadap Tingkat Pidana Narkotika di Sulawesi Tenggara. *Communicatus: Jurnal Ilmu Komunikasi*, 2(2), 109–122. <https://doi.org/10.15575/cjik.v2i2.3659>
- McQuail, D., & Izzati, P. iva. (2011). *Teori komunikasi massa* (Ed 6). Jakarta : Salemba Humanika, 2011.
- Qadaruddin, M., Bakri, W., Md Shah, J., Cahyadi, I., & Sasriani, A. (2023). Determinism of Media Technology and Distortion of Siri' Culture. *Communicatus: Jurnal Ilmu Komunikasi*, 7(2), 163–184. <https://doi.org/10.15575/cjik.v7i2.30458>
- Safitri Nor Intan, A. M. F. N. (2024). *Exploring the Influence of Reels and Short Videos on Hiking Motivation*. 16(4), 107–125.
- Utami, A. D. V. (2021). Aplikasi Tiktok Menjadi Media Hiburan Bagi Masyarakat Dan Memunculkan Dampak Ditengah Pandemi Covid-19. *MEDIALOG: Jurnal Ilmu Komunikasi*, 4(1), 40–47. <https://doi.org/10.35326/medialog.v4i1.962>
- Wuryantai, A. E. W. (2013). Digitalisasi Masyarakat: Menilik Kekuatan dan Kelemahan Dinamika Era Informasi Digital dan Masyarakat Informasi. *Jurnal ILMU KOMUNIKASI*, 1(2), 131–142. <https://doi.org/10.24002/jik.v1i2.163>
-