

Marketing Communication Model for Situ Tujuh Muara Bojongsari Tourism in Depok City

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Abstract

This study aims to develop a marketing communication model for Situ Tujuh Muara tourism to increase the attractiveness of the tourist destination and the number of existing tourists visits so that it is more attractive and can be sold more widely. The study uses a mix method approach, namely qualitative with quantitative strengthening. The results show that the marketing communication model (15%), tickets (10%), distribution model (10%), human resources (10%), process (11%), physical form (15%), and for networking (11%) necessarily the total percentage is 82% which impacts the use of tourism promotion technology Y1 and the use of social media promotion Y2. This means that the remaining percentage, which is around 18 %, comes from factors outside the seven variables. Meanwhile, the promotional strategy has no influence. The aforementioned variables were measured using SPSS software (version 25) to generate numerical data, which were then analyzed and interpreted in conjunction with the theories underpinning this study.

Keywords:

Marketing Communication; Tourism; Technology Utilization; Tourism Promotion; Situ Tujuh Muara Depok.

1. INTRODUCTION

Lakes are important ecosystems that function as water catchment areas and have the potential to become natural tourist destinations. Depok City has around 40 lakes, but currently only about 23 are still active. Some lakes have been converted into residential areas, reducing their tourism potential (Syah, 2017).

One lake with significant potential is Situ Tujuh Muara, located in Bojongsari District, Depok City. Covering an area of approximately 28.5 hectares and reaching a depth of 9 meters, this lake offers a variety of tourist activities, including water sports, nature tourism, and culinary tourism (Syah, 2019b).

Until finally, the lake located in Bojongsari Village Subdistrict Bojongsari began by embracing conservation concepts, as it can serve as a water reserve and a tourist destination. Furthermore, the Depok City Government is controlling the lake by addressing its shallowing, cleaning it, though not routinely, and performing simple maintenance (Syah & Syafgani, 2021). From here, Situ Tujuh Muara gradually began to experience changes in its management, especially since the presence of the Tourism Awareness Group (Pokdarwis) was able to provide a good understanding to local residents. (Syah, 2020).

The management of Situ Tujuh Muara currently involves the Tourism Awareness Group (Pokdarwis), which plays a role in developing the area's tourism potential (Herawati et al., 2022). However, tourism promotion efforts are still limited, thus failing to attract maximum tourists. Therefore, an effective marketing communication strategy is needed, utilizing digital technology, such as promotional videos using drones (Ruiz Estrada et al., 2020).

It's acknowledged that lakes have enormous potential, yet they are often underutilized. When these areas are managed seriously, systematically, and in an integrated manner, they can become more than just recreational spots, but also significant drivers of the local economy (Ristiawan & Tiberghien, 2021).

The key to the success of this management lies in the active involvement of the local community through the Pokdarwis (tourism group) management. Through this Pokdarwis management role, the community becomes not merely spectators, but active participants in development. This indirectly opens up various new

job opportunities, such as ticket management, tour guides, water ride providers, culinary management, and even cleaning and security personnel (Jackson, 2025). The impact of this job creation is an increase in household income for the local community (Joun & Kim, 2020).

Gradually, this is expected to help alleviate poverty and improve village welfare. Furthermore, active community involvement in tourism management will stimulate the economy, ultimately making a tangible contribution to economic growth and demonstrating the success of the partnerships established in the research, which are considered to be well-run and harmonious.

This synergy is further strengthened by the innovations in the field of marketing technology that are implemented (Chamboko-Mpotaringa & Tichaawa, 2025). New discoveries, such as digital platforms or tourism marketing applications, have proven capable of supporting marketing and increasing the visibility of lake tourism to a wider audience, thereby accelerating the increase in tourist visits. The serious management of the Situ Tujuh Muara tourist area by the Tourism Group (Pokdarwis), supported by innovative marketing technology, has successfully created a sustainable tourism model. This approach has proven effective in integrating community empowerment, poverty alleviation, and regional economic growth.

Previous research has shown that tourism marketing communications plays a crucial role in increasing tourist visits. The use of digital and visual media, such as promotional videos, has been shown to enhance the attractiveness of tourist destinations. However, research on the use of drones as a promotional medium for Situ tourist destinations is still limited, making this study novel in developing a visual technology-based marketing communications model.

Therefore, this marketing model is appropriate because it allows the development of the lake to assess the current and effective tourism marketing communications. The tourism marketing communications implemented by the Situ Tujuh Muara Tourism Group (Pokdarwis) include social media channels like YouTube, Instagram, and TikTok, as well as word of mouth from visitors who have experienced adventures at Situ Tujuh Muara. (Syah, 2019a). With the formulation of the problem, what is the current marketing communication model for Situ Tujuh Muara tourism?

2. RESEARCH METHOD

This research uses a mixed method, namely a qualitative method with a descriptive approach and a quantitative method to strengthen the statistical data. The research stages include (Creswell, 2015):

- a. Field Observation. Identifying the conditions of Situ Tujuh Muara and the ongoing tourism activities.
- b. Initial Stage of Questionnaire Distribution. By gathering information from local people and tourists who already know and understand the conditions of Situ Tujuh Muara, using the Slovin formula, a maximum sample of 100 people was obtained.
- c. The next stage is an in-depth interview. Conducted with tourism managers, Pokdarwis, and local communities to find out the marketing strategies that have been implemented.
- d. Marketing Communication Analysis. Review the use of promotional media that has been used and evaluate its effectiveness.
- e. Promotion Model Development. Designing a marketing communication concept by creating promotional videos using drones for publication via social media.
- f. Model Evaluation. Measuring the effectiveness of promotional models in increasing the attractiveness of tourist destinations.

Following the data collection process, quantitative and qualitative data analysis were conducted using SPSS to accurately understand marketing communications at Situ Tujuh Muara. The desired outcome is an effective tourism destination marketing communications model that can be implemented by tourism managers (Creswell, 2009).

3. RESULTS AND DISCUSSION

This research is quantitative in nature where the data produced will be in the form of numbers. From the data obtained, analysis was carried out using SPSS software version 25. This research aims to analyze the influence of the Marketing Communication Model (X1), Tickets (X2), Promotion Strategy (X3), Distribution Model (X4), Human Resources (X5), Process (X6), Physical Form (X7), and Network (X8) on the Utilization of Technology in Tourism Promotion (Y1) and the Utilization of social media in Promotion (Y2).

Data were collected using a questionnaire from 150 respondents, consisting of Pokdarwis (tourism group), local residents, and tourists visiting the Situ Tujuh Muara tourist destination. The questionnaire was distributed in a closed manner using a Likert scale of 1-4. This study used a total of 10 variables, consisting of 8 independent variables and 2 dependent variables.

3.1. Respondent Characteristics

Respondent characteristics represent the diverse backgrounds of the respondents themselves. These characteristics are used to determine the respondents' backgrounds. In this study, the respondents' backgrounds focused on gender, age, and occupation. The results obtained are as follows table 1.

Table 1. Gender Characteristics Testing

Gender	Frequency	Percentage
Man	72	48%
Woman	78	52%
Total	150	100%

Source: Processed Data (2026)

Based on Table 1 above, this study used 150 respondents. Of the selected samples, 52% were female and 48% were male. This indicates that the majority of respondents reside in Situ Tujuh Muara. Meanwhile, from the age characteristics (table 2).

Table 2. Age Characteristics Testing

Age	Frequency	Percentage
< 20 Years	24	16%
21 – 35 Years	24	16%
36 – 55 Years	81	54%
> 56 Years	21	14%
Total	150	100%

Source: Processed Data (2026)

The results of the analysis of Table 2 provide an illustration that from the sample taken as many as 150 respondents among the respondents, it turns out that in terms of age there are 4 groups and 81 of the most taken are in the productive age between 36 years to 55 years who like sports as much as 54%, then those over 56 years and teenagers under 35 years who are 14% and 16% respectively.

Table 3. Job Characteristics Testing

Age	Frequency	Percentage
Students	54	36%
Self-employed	21	14%
ASN	15	10%
Housewife	60	40%
Total	150	100%

Source: Processed Data (2026)

The results of table 3 illustrate that of the 150 respondents taken, the largest sample was housewives (60 or 40%), followed by students (54 or 36%), as they make free visits and are not tied to workdays. Meanwhile, self-employed and civil servants were next in line, at 21 and 15, or 14% and 10%, respectively.

3.2. Respondent's Answer Description

Table 4. Variable Description Results

Variables	Average
Marketing Communication Model (X1)	3.00
Ticket (X2)	3.75
Promotion Strategy (X3)	3.00
Distribution Model (X4)	2.25
HR (X5)	3.24
Process (X6)	2.25
Physical Form (X7)	2.50
Network (X8)	3.00
Utilization of Technology in Tourism Promotion (Y1)	3.00
Utilization of social media in Promotion (Y2)	3.00

Source: Processed Data (2026)

Table 4, Variable Description Results, Average Ticket (X2) is the highest value because it is 3.75 because it meets the needs of tourists who do not have access to pay when entering Situ Tujuh Muara, aka free. Furthermore, Human Resources (X5) is ranked second, namely 3.24 where Pokdarwis always provides good

service even though there are no tickets, through monitoring or providing directions when there are confused tourists at Situ Tujuh Muara.

The management of Situ Tujuh Muara currently involves the Tourism Awareness Group (Pokdarwis), which plays a role in developing the area's tourism potential (Herawati et al., 2022). However, tourism promotion efforts are still limited, thus failing to attract maximum tourists. Therefore, an effective marketing communication strategy is needed, utilizing digital technology such as promotional videos using drones (Ruiz Estrada et al., 2020). Admittedly, the lake has enormous potential, yet it is often underdeveloped. When this area is managed seriously, systematically, and in an integrated manner, it will become more than just a recreational spot but a significant driver of the local economy. (Lindstrom & Larson, 2016).

The key to the success of this management lies in the active involvement of the local community through the Pokdarwis (tourism group) management. Through this Pokdarwis management role, the community becomes not merely spectators, but active participants in development. This indirectly opens up various new job opportunities, such as ticket management, tour guides, water ride providers, culinary management, and even cleaning and security personnel. (Jackson, 2025). The impact of this job creation is an increase in household income for the local community. (Joun & Kim, 2020). Gradually, this is expected to help alleviate poverty and improve village welfare. Furthermore, active community involvement in tourism management will stimulate the economy, ultimately making a tangible contribution to economic growth and demonstrating the success of the partnerships established in the research, which are considered to be well-run and harmonious.

Meanwhile, the Distribution Model (X4) and Process (X6) have the lowest average of 2.25. This is because they do not have a significant direct influence on Situ Tujuh Muara at this time. The distribution carried out by Pokdarwis related to Situ Tujuh Muara has not been optimal so that the number of tourists visiting is still minimal and is also considered not far from the surrounding environment (still in Depok City). Meanwhile, the process carried out by Pokdarwis in developing Situ Tujuh Muara is less standardized because the human resources they have are not yet focused on handling it, where it is still a side job and they have main jobs outside as employees.

3.3. Data analysis

3.3.1. Validity Test and Reliability Test

This test was conducted to determine whether the data obtained in the field was truly worthy of research. This test used validity and reliability tests.

3.3.1.1. Validity Testing

Validity testing is used to measure the validity of a questionnaire. A questionnaire is considered valid if its questions are able to reveal what it is intended to measure. The method used to assess the validity of a questionnaire is the product-moment correlation or the use of multiple variables.

Table 5. Validity Test Results

Variables	R Count	R Table	Note
Marketing Communication Model (X1)	0.709	0.134	Valid
Ticket (X2)	0.432	0.134	Valid
Promotion Strategy (X3)	0.333	0.134	Valid
Distribution Model (X4)	0.436	0.134	Valid
HR (X5)	0.432	0.134	Valid
Process (X6)	0.436	0.134	Valid
Physical Form (X7)	0.872	0.134	Valid
Network (X8)	0.709	0.134	Valid

Source: Processed Data (2026)

Based on Table 5 above, it shows that there are 8 variables that are the subject of research. Of the eight variables studied, the average question item is 4, except for the marketing communication model, the network which is actually higher, and the physical form which is eight because it is close to the West Square. Meanwhile, the small value is the promotional strategy with a value of three because it is admitted that Pokdarwis has not carried out any promotions intensively so far due to the busyness of each member.

3.3.1.2. Reliability Testing

Reliability testing is used to measure a questionnaire as an indicator of a variable or construct. A questionnaire is considered reliable if a person's responses to the statements are consistent or stable over time. A variable is considered reliable if it produces a Cronbach's Alpha value > 0.60 .

Table 6. Reliability Test Results

Variables	R Count	R Table	Note
Marketing Communication Model (X1)	0.831	0.60	Reliable
Ticket (X2)	0.840	0.60	Reliable

Promotion Strategy (X3)	0.333	0.60	NOT
Distribution Model (X4)	0.786	0.60	Reliable
HR (X5)	0.914	0.60	Reliable
Process (X6)	0.786	0.60	Reliable
Physical Form (X7)	0.760	0.60	Reliable
Network (X8)	0.765	0.60	Reliable

Source: Processed Data (2026)

From Table 6, the results of the Cronbach's Alpha Reliability Test, there is a Promotion Strategy variable (X3) which was ultimately removed because it was not used because it had a value below 0.60 and was considered unreliable. The Situ Tujuh Muara Tourism Group also admitted that they were not optimal in promoting activities during their time at the destination, so Situ Tujuh Muara was not widely known by tourists.

3.3.2. Classical Assumption Test

Meanwhile, other variables were assessed for reliability, and then the classical assumption testing phase was continued. This process involved several tests to determine whether the data used deviated from the classical assumptions. In the assumption test carried out, there are 3 tests used, namely the normality test, the multicollinearity test, and the heteroscedasticity test.

3.3.2.1. Normality Test

Normality test is used to test whether the confounding variables or residuals in a regression model have a normal distribution. The normality test method that can be used to test the normality of residuals is the Kolmogorov-Sminov (KS) test.

Table 7. One-Sample Kolmogorov-Smirnov Test

		X1Kom Pemas	X2 Tickets	X4 Distribution Model	X5 HR	X6 Process	X7Physical Form	X8 Network
N		150	150	150	150	150	150	150
Normal Parameters ^{a,b}	Mean	3.0067	3.7533	2.2533	3.2467	2.2533	2.5067	3.0067
	Standard Deviation	.70944	.43252	.43638	.43252	.43638	.87275	.70944
Most Extreme Differences	Absolute	.250	.469	.466	.469	.466	.466	.250
	Positive	.250	.284	.466	.469	.466	.466	.250
	Negative	-.250	-.469	-.281	-.284	-.281	-.281	-.250
Test Statistics		.250	.469	.466	.469	.466	.466	.250
Asymp. Sig. (2-tailed)		.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Processed Data (2026)

Table 7, results testing normality Kolmogorove - Smirnov with a value of $0.469 > 0.05$ which means it is normally distributed. Meanwhile, if we look at the P-Plot diagram as follows figure 1.

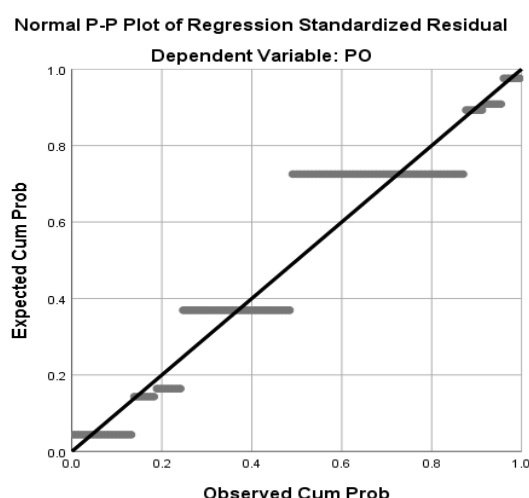


Figure 1. P-Plot diagram (Source: Processed Data, 2026)

This means the data is still normally distributed because the points are not spread out and still form a straight line. The next step is to test for multicollinearity.

3.3.2.2. Multicollinearity Test

Multicollinearity test aims to test whether the regression model finds a correlation between independent variables. A good regression model should not have any correlation. between independent variables. To determine the presence of multicollinearity in the regression model, the Variance Inflation Factor (VIF) value can be seen.

Table 8. Multicollinearity Test Results

Variables	Tolerance	VIF	Note
Marketing Communication Model (X1)	0. 778	1,286	No Multicollinearity Occurs
Ticket (X2)	0.724	1,381	No Multicollinearity Occurs
Distribution Model (X4)	0.725	1,451	No Multicollinearity Occurs
HR (X5)	0/772	1,381	No Multicollinearity Occurs
Process (X6)	0.712	1,255	Multicollinearity does not occur
Physical Form (X7)	0.724	1,286	No Multicollinearity Occurs
Network (X8)	0. 778	1,541	No Multicollinearity Occurs

Source: Processed Data (2026)

The condition to be free from multicollinearity is if the Tolerance value is above 0.10 and the VIF is below 10, then there is no multicollinearity interference between variables X. And the results above fulfill both conditions which means it can be said that the data does not experience multicollinearity. The next step in the classical assumption stage is the heteroscedasticity test.

3.3.2.3. Heteroscedasticity Test

This final test aims to determine whether the regression model exhibits unequal variances between residuals or other observations. Several methods exist to determine the presence or absence of heteroscedasticity in a regression model, but this study uses the Glejser test.

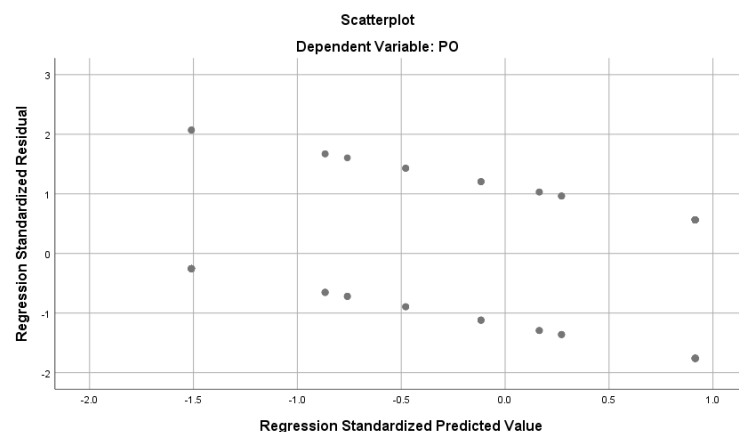


Figure 2. Heteroscedasticity Test Results (Source: Processed Data, 2026)

Based on Figure 2, it shows that this test uses a Scatterplot Diagram with the dependent variable being increased turnover. The results show that the points that appear are spread in a one-way pattern in forming a straight line, meaning they have a very strong/perfect correlation. That is, the points forming a straight line indicate that the two variables have a very close linear relationship, whether the pattern goes from the bottom left to the top right or vice versa. However, the image above shows that the points are spread from the top left to the bottom right, which means they have a negative correlation because the independent variable has a strong influence on the dependent variable.

Table 9. Heteroscedasticity Test Results

Variables	Thitung	Sig	Note
Marketing Communication Model (X1)	0. 475	0. 280	No Heteroscedasticity Occurs
Ticket (X2)	1,588	0.636	No Heteroscedasticity Occurs
Distribution Model (X4)	0.676	0.289	No Heteroscedasticity Occurs
HR (X5)	0. 475	0.636	No Heteroscedasticity Occurs
Process (X6)	1,588	0.280	No Heteroscedasticity Occurs
Physical Form (X7)	1,588	0.116	No Heteroscedasticity Occurs

Network (X8)	0.676	0.636	No Heteroscedasticity Occurs
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Source: Processed Data (2026)

Table 9, produces a test that all T counts and Sig all variables do not experience heteroscedasticity, because the N value Sig is greater than 0 . 05. After the classical assumption test, a linear regression test was carried out consisting of the t test, F test, and Determinant Coefficient (R2).

3.3.3. Multiple Regression Analysis

The tool used in testing the hypothesis is multiple regression analysis. This analysis is used to measure the strength of the relationship between the independent and dependent variables, as well as to indicate the direction of the relationship between these variables. This analysis will form an equation whose results can be explained in table 10.

Table 10. Linear Regression Analysis Results

Variables	Coefficient B	Standard Error
Constant	1,165	0.252
Marketing Communication Model (X1)	0.172	0.156
Ticket (X2)	0.276	0.104
Distribution Model (X4)	0.313	0.102
HR (X5)	0.327	0.106
Process (X6)	0.263	0.114
Physical Form (X7)	0.250	0.158
Network (X8)	0.306	0.117

Source: Processed Data (2026)

Based on table 10, above, it shows that the β coefficient is a form of a regression equation that can be produced as follows: $Y = 1.165 + 0.172 X_1 + 0.276 X_2 + 0.313 X_4 + 0.327 X_5 + 0.263 X_6 + 0.250 X_7 + 0.306 X_8 + e$. From the equation above, it can be used as a reference to be interpreted as follows:

- Constant Coefficient has a positive value, meaning that when the use of technology in tourism promotion and the use of social media in promotion do not take into account the marketing communication model, tickets, distribution model, HR, process, physical form, and network, there will still be tourists.
- Marketing communication model coefficient is positive, meaning that any increase in the marketing communication model can also be attributed to the use of tourism promotion technology and social media. Similarly, any decrease in marketing communication is due to a lack of a marketing communication model and the inadequate use of tourism promotion technology and social media. Ticket coefficient is positive, meaning any increase in ticket prices can be attributed to sales leveraging tourism promotion technology and social media. Similarly, any decrease in ticket sales is due to a lack of marketing communications and insufficient use of tourism promotion technology. Furthermore, Situ Tujuh Muara currently does not charge a ticket price (it's free).
- distribution model coefficient is positive, indicating that any increase in the distribution model can be attributed to the use of tourism promotion technology and social media. Similarly, any decrease in the distribution model is due to the lack of a distribution model that utilizes tourism promotion technology and social media in promotions from the Situ Tujuh Muara Tourism Awareness Group (Pokdarwis).
- HR coefficient indicates that any increase in HR leads to an increase in the use of tourism promotion technology and social media. Similarly, any decrease in HR leads to a lack of expertise in utilizing tourism promotion technology and social media.
- Positive process coefficient means that each process can utilize tourism promotion technology and social media for promotion. Similarly, any decline in the process is due to insufficient use of tourism promotion technology and social media for promotion.
- Physical form coefficient is positive, meaning any increase in physical form can be attributed to the use of tourism promotion technology and social media. Similarly, any decrease in physical form is due to insufficient use of tourism promotion technology and social media.
- The network coefficient is positive, meaning any increase in the network can be attributed to the use of tourism promotion technology and social media for promotion. Similarly, any decrease in the network is due to a lack of networks utilizing tourism promotion technology and social media for promotion by the Situ Tujuh Muara Tourism Group (Pokdarwis).

If the percentage generated from each variable from the equation above is for the marketing communication model (X1) of 15 %, for tickets (X2) of 10 %, distribution model (X4) of 10%, for HR (X5) of 10%, for the process (X6) of 11 %, for physical form (X7) of 15 %, and for networks (X8) of 11 % so that the total percentage is 82 %. This means that the remaining percentage of about 18 % comes from factors outside the seven variables or those not studied here. Therefore, in utilizing tourism promotion technology and utilizing

promotional social media, there are still other strategies to be able to increase from outside the seven variables that have an influence above.

3.3.3.1. Partial t-Test

The purpose of this test is to determine the influence of the independent variables individually in explaining the variation of the dependent variable. To provide an interpretation of the t-test, it can be explained in Table 10, as follows:

- a. The calculated t value generated on the marketing communication model variable is 0.172 with sig 0.009. The analysis result sig. 0.009 is smaller than 0.050, meaning that individually the marketing communication model variable has a significant influence on the use of tourism promotion technology and the use of promotional social media, because the marketing communication model can produce a variety of interesting content for tourists. It takes stimulation to create encouragement and curiosity from tourists, so that when tourists have opened the link and seen the video, they can then try to come to Situ Tujuh Muara. This is in accordance with the concept of (Kotler et al., 2017) that what is very influential on tourist destinations includes: destination image, integrated marketing communications, and promotional mix. This concept can help managers (Pokdarwis) form positive perceptions, unify promotional messages, and attract tourist interest.
- b. The calculated t-value generated for the ticket variable is 0.276 with a sig. 0.009. The sig. 0.009 analysis result is smaller than 0.050, meaning that individually the ticket variable has a significant effect on the use of tourism promotion technology and the use of promotional social media. The results of the research analysis of this partial variable indicate that when the ticket set by the Situ Tujuh Muara Tourism Group is competitive and affordable (according to purchasing power), tourists can thus trigger a surge in demand volume and impact the increase in the number of tourists. Although currently still considered free, it could be that tourist visits are not optimal due to the support of the existing marketing communication model. Still according to (Huh & Singh, 2007), in tourism science, the assumption that the price or availability of tickets in economics and tourism, free or cheap has a major influence because it can significantly increase the number of tourist visits. This is in line with the law of demand, where the lower the price of a product or service, the higher the interest or demand from tourists. Tourists often prioritize the main attraction, uniqueness, and emotional experience of a place.
- c. The calculated t-value for the promotional strategy variable is 0.201 with a significance level of 0.076. The analysis result of sig. 0.076 is greater than 0.050, meaning that individually, the promotional strategy variable has no significant effect on the use of tourism promotion technology and the use of promotional social media. This illustrates that the promotional strategy intensified by the Situ Tujuh Muara Tourism Group (Pokdarwis) has had no impact whatsoever. Moreover, the Situ Tujuh Muara Group is often unable to read and build internal competencies in responding to market changes, resulting in a lag in the competition to attract tourists by creating an attractive tourist destination. This, in fact, can be used as promotional material. This concept actually compares favorably with Kotler's first theory and findings from South Subang (Syah et al., 2021). Promotions that have no significant impact are due to minimal and poor human resources, especially in the implementation of digital media or e-marketing. Meanwhile, the reasons for the failure of the promotion are from these human resources, including: 1) One-way communication, where promotions require active operators to respond to the market; if workers are passive, promotional messages will stop. 2) The absence of creative content means that staff do not understand how to create photos, videos, or manage social media in an attractive way. 3) The service does not match the promotion, so good advertising is meaningless if the Pokdarwis welcome at the tourist destination is bad and unfriendly. All of these inhibiting factors in the field are inseparable from the Pokdarwis which lacks training and does not receive technical guidance in the field of promotion, so that in carrying out promotional work it is not directed and creates content haphazardly without clear targets.
- d. The calculated t value generated on the distribution model variable is 0.313 with sig 0.09. The analysis result sig. 0.09 is smaller than 0.050, meaning that individually the distribution model variable has a significant influence on the use of tourism promotion technology and the use of promotional social media, because the distribution model can strategically disseminate information regarding the existence of Situ Tujuh Muara to potential tourists. So that when tourists already know, they can come and try the destination as a reference for vacations or other activities. This is in accordance with the concept (Gunn & Var, 2020) that the distribution model has a major influence on the flow of visits and the development of tourist destinations because it views tourism as an open, interconnected system. Where a destination occurs due to movement involving main elements such as the tourist's area of origin, transit routes as travel routes passed by tourists, to the final tourist destination with accommodation equipped with supporting facilities managed to attract and accommodate visitors. The reason this model is influential is because it impacts the tourism industry such as travel agents, transportation, and hotels.
- e. The calculated t-value for the HR variable is 0.327 with a significance level of 0.009. The analysis result of sig. 0.009 is smaller than 0.050, meaning that individually, the HR variable has a significant effect on the use of tourism promotion technology and the use of promotional social media. The results of the partial analysis of this variable indicate that HR, in this case the Situ Tujuh Muara Tourism Awareness Group

(Pokdarwis), is the main figure in providing services to tourists. Without Pokdarwis, it would be difficult for Situ Tujuh Muara to survive and develop for the better. This is in accordance with the view of (Suansri, 2003) where community development ensures that tourism can truly be managed from, by and for the community in order to give local residents full control over their village assets.

- f. The calculated t-value for the process variable is 0.263 with a sig. 0.009. The analysis result of sig. 0.009 is smaller than 0.050, meaning that individually the process variable has a significant effect on the use of tourism promotion technology and the use of promotional social media. This illustrates that the process intensified by the Situ Tujuh Muara Tourism Group has had a significant impact. Moreover, the Situ Tujuh Muara Tourism Group often has stages starting from routine meetings held every week to read the current situation in order to respond to market changes and make new decisions. This is also intended to map realistically starting from the activities of identification, formulation, execution, to evaluation of the results that have been carried out. This concept is in accordance with the theory (Telfer & Sharpley, 2007) where the process of a tourist area growing begins with several life cycles. For example, exploring areas where tourist arrivals are still low, then the local community becomes actively involved in providing facilities until tourist visits begin to increase. Ultimately, there is development of the tourist destination through the entry of investors and government development assistance. Finally, there comes a time when tourist numbers reach a maximum (stagnation) until the destination begins to lose its appeal. There is a decline or there needs to be a rejuvenation of tourist destinations so that tourists continue to come with new innovations.
- g. The calculated t-value for the physical form variable is 0.250 with a sig. 0.009. The analysis result of sig. 0.009 is smaller than 0.050, meaning that individually, the physical form variable does not have a significant effect on the use of tourism promotion technology and the use of promotional social media. This illustrates that the physical form in the Situ Tujuh Muara environment is very attractive and can attract tourists. Moreover, the Situ Tujuh Muara Pokdarwis is able to arrange it to be more beautiful and make Situ Tujuh Muara look good to tourists. This concept agrees with the theory (Gunn & Var, 2020). which states that physical form has a major influence on tourist destinations, becoming the main attraction. Starting from the physical layout and the surrounding environment, it forms the image of the destination. in the eyes of tourists, attractions, supporting physical facilities are attractive.
- h. The calculated t-value generated for the network variable is 0.306 with a sig. 0.009. The analysis result of sig. 0.09 is smaller than 0.050, meaning that individually the distribution model variable has a significant influence on the use of tourism promotion technology and the use of promotional social media, because the network can approach many stakeholders and shareholders who have interests and power in various fields. Of course, this benefits Pokdarwis and the community around Situ Tujuh Muara to better manage Situ Tujuh Muara. This is in accordance with the concept (Gretzel et al., 2020) argue that the development and management of tourist destinations in the context of tourism requires a network for progress and survival. This network encompasses not only human actors (such as managers, government, and tourists), but also non-human actors (such as technology, social media, road infrastructure, and nature). This equal and closely connected relationship between human and non-human elements is the primary lever that determines the life or death of a tourist destination. The influence on tourist destinations like this can be a strength in terms of competitiveness, innovation, and the dissemination of information in a tourist destination is very much determined by how strong and centralized the collaboration structure is between actors in the network.

3.3.3.2. F Test (Simultaneous)

This test aims to determine the extent to which the independent variables used together are able to explain the dependent variable. In this study, the marketing communication model (X1), tickets (X2), distribution model (X4), human resources (X5), process (X6), physical form (X7), and network (X8) are simultaneously related to the dependent variables, namely the use of tourism promotion technology (Y1) and the use of promotional social media (Y2).

Table 11. 3.3.3.2. F Test (Simultaneous)

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	8,434	3	2,811	15,181	.000 ^b
	Residual	21,297	115	.185		
	Total	29,731	118			

a. Dependent Variable: PO

b. Predictors: (Constant), SP, Price, KP

Source: Processed Data (2026)

Based on table 4.1 1. the calculated F value is 15.181 with F sig. 0.000 where F sig. 0.000 is smaller than 0.05 then Ho is rejected. It can be interpreted that simultaneously the marketing communication model (X1), tickets (X2), distribution model (X4) , HR (X5), process (X6), physical form (X7) , and network (X8) have a

significant effect on the use of tourism promotion technology (Y1) and the use of promotional social media (Y2).

3.3.3.3. Determinant Coefficient (R2)

The coefficient of determination (R2) to measure the ability of the model to explain the variation of the dependent variable. The R2 value is between 0 and 1. A small R2 value means that the ability of the independent variables to explain the variation of the dependent variable is very limited. The R square value of 0.284 (28.4%) can be interpreted that the ability of the marketing communication model (X1), tickets (X2), distribution model (X4), HR (X5), process (X6), physical form (X7), and network (X8) explains the variation of the variable of use of tourism promotion technology (Y1) and use of promotional social media (Y2) by 28.4% and the rest is influenced by other independent variables of 71.6% which were not examined in this study.

4. CONCLUSION

From the above research, it can be concluded that the current Situ Tujuh Muara tourism marketing communication model that has an influence is the marketing communication model itself by 15 %, tickets because there are still no fees (free) by 10 %, distribution models by spreading through the use of technology by 10%, human resources namely Pokdarwis and local communities who have made efforts to carry out promotional activities by 10. In addition, the process of marketing communication activities can also ultimately increase by 11 %, the physical form becomes attractive to tourists by 15 %, and forming external networks both to the government and investors by 11 % with a total percentage of 82 %. All of these influences lead to the use of tourism promotion technology (Y1) and the use of promotional social media (Y2). This means that the remaining percentage of around 18 % comes from factors outside the seven variables. Meanwhile, the promotional strategy variable has no influence on the use of tourism promotion technology (Y1) and the use of promotional social media (Y2).

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