Journal of Mathematics Instruction, Social Research and Opinion
Vol. 5, No. 4, December 2026, pp. 2667 – 2684, https://doi.org/10.58421/misro.v5i4.2150
ISSN 2962-7842

Digital Marketing Transformation in Tourism: The Effectiveness of Social Media Promotion Strategies in Attracting Millennials to Agrotourism Destinations in Baubau City

Haerunianti[1], Hasrin[2], Muhdir[3], Maya[4]
[1,2,4]Program Studi Agribisnis, Fakultas Pertanian dan Peternakan, Universitas Muslim Buton, Indonesia
[3]Program Studi Manajemen Ritel, Fakultas Ekonomi dan Bisnis, Universitas Muslim Buton, Indonesia

Article Info

Article history:

Received 2026-09-16
Revised 2026-11-11
Accepted 2026-11-15

Keywords:

Agrotourism Promotion Strategy
Digital Transformation
Millennial Tourists
Social Media Effectiveness
Tourism Marketing

ABSTRACT

Digital transformation in tourism has had a major influence on promotional strategies, especially those targeting millennial tourists. This study aims to (1) analyze the implementation of digital marketing transformation in the promotion of agrotourism destinations; (2) analyze the effectiveness of social media as a promotional tool for attracting the interest of millennials in agrotourism destinations; and (3) analyze the influence of promotional strategies, in terms of content types and social media platforms, on millennials' interest in visiting agrotourism destinations. Using a mixed-methods design that combined qualitative and quantitative descriptive approaches, data were collected through questionnaires and in-depth interviews with 35 respondents, including tourism managers and tourists, as well as through social media content analysis and surveys. The qualitative data were analyzed using Miles and Huberman's interactive model, which comprises data reduction, data presentation, and conclusion drawing. The quantitative data were analyzed using multiple linear regression. The results show that Betoambari's digital marketing transformation has effectively supported promotion and increased millennials' interest in visiting. The promotion's success was mainly driven by the destination's attractiveness, strengthened through visual content, digital interaction, and user-generated content on social media. Social media, particularly Facebook and YouTube, plays a significant role in attracting millennial tourists to agrotourism destinations. Attractive visual content, digital interaction through comments and likes, and user-generated content such as reviews and recommendations have proven effective in increasing visits. The regression results show that the model explains 95.9% of the variation in millennials' interest in visiting. Attractiveness was the most dominant variable and had a significant influence, whereas content creativity did not have a significant effect.

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Corresponding Author:

Haerunianti
Program Studi Agribisnis, Universitas Muslim Buton, Indonesia
Email: haerunianti1@gmail.com

1. INTRODUCTION

Digital transformation has changed various industrial sectors, including tourism, which increasingly relies on digital technology for destination marketing and promotion [1]. Advances in information and communication technology have driven significant changes in tourist behavior, particularly among the millennial generation, who tend to rely on social media to seek information and plan trips [2]. The tourism industry also contributes strategically to regional economic growth. Given the rapid development of the tourism sector, an effective strategic approach is needed to increase the competitiveness and attractiveness of tourist destinations [3]. In this context, tourism industry players conduct marketing through digital platforms because most of Indonesia's population is inseparable from internet-connected devices and a fast-paced lifestyle [4].

Digital media effectively disseminates information by reaching all segments of society worldwide [5]. Tourist attractions, such as natural beauty, cultural richness, and recreational activities, are major determinants of tourists' destination choices [6]. Research on the influence of social media on tourism promotion has shown that appropriate digital marketing strategies using visual and interactive content on social media increase tourist engagement and strengthen the attractiveness of tourist destinations [7]. Research has also shown that social media platforms such as Instagram and YouTube significantly increase the popularity of tourist destinations through user-generated content, which creates viral effects and encourages tourists to visit the promoted locations [8]. Indonesia, as one of the countries with rapid growth in internet users, has a great opportunity to use social media as a promotional tool for tourist destinations [9]. In this regard, digital promotion is a marketing activity carried out through internet-based media to increase consumer engagement and expand market reach [10]. More specifically, it is a marketing strategy that uses various digital platforms, including social media, websites, and digital applications, to increase brand visibility and influence purchasing decisions [11].

Agrotourism destinations in Baubau City face challenges in attracting more tourists, especially millennials. Although they offer various attractions, such as gardens, gazebos, prayer rooms, toilets, photo spots, and scenic areas with greenery and commodity plants (e.g., papaya, orange, crystal guava, longan, chili, mango, Miyazaki, jackfruit, and dragon fruit) [12], these destinations still need to improve their marketing strategies to suit the preferences of modern tourists. In this context, the effectiveness of social media as a promotional tool, and its potential to increase tourism and strengthen these destinations' appeal to millennial tourists through digital-based promotional strategies, merit examination. Digital transformation has brought major changes to the tourism industry, especially to agrotourism destinations. Social media has become a major tool for tourism promotion, replacing conventional methods that have been less effective in reaching the millennial generation. However, using social media as a promotional strategy still faces challenges and uncertainties about its effectiveness, particularly in attracting millennials, who have distinctive patterns of social interaction, information consumption, and tourism preferences. Moreover, although digital technology is developing rapidly, many tourist destinations, including agrotourism destinations, have not yet used social media effectively for promotion.

Agrotourism managers still lack adequate digital capabilities, resulting in promotional content that is inconsistent, unattractive, and misaligned with millennials' communication style. Agrotourism destinations limit social media use to posting photos without clear features, and they have not conducted target market analysis, such as content scheduling, influencer use, and communication collaborations that increase promotional reach. Consequently, the company uses social media suboptimally as a digital promotional strategy to attract the millennial generation. This is due to weak content quality, limited understanding of digital tools among millennials, the absence of a clear digital marketing strategy, and weak evaluation of the effectiveness of promotions that attract tourists, particularly millennials. Accordingly, this study aims to (1) analyze the implementation of digital marketing transformation for tourism promotion in agrotourism destinations, (2) analyze the effectiveness of social media as a promotional tool for attracting the interest of the millennial generation in agrotourism destinations, and (3) analyze the influence of promotional strategies, in terms of content types and social media platforms, on attracting the tourism interest of the millennial generation in agrotourism destinations.

2. METHOD

This research uses a mixed-methods approach with a sequential explanatory design. The qualitative stage analyzes the implementation of digital transformation and the effectiveness of social media using an interactive analysis model consisting of three main stages: data reduction, data presentation, and conclusion drawing and verification [13]. The quantitative stage then analyzes the influence of the tourism promotion strategy completely, accurately, and comprehensively, using multiple linear regression analysis of data collected through questionnaires and interviews [14]. Data collection was conducted from June to August 2026.

Respondents were selected using purposive sampling, that is, selection based on specific criteria that align with the research objectives [15]. The respondent criteria were as follows: members of the millennial generation aged 18 to 44 years, active social media users, and people who have seen tourism promotions on digital platforms. The sample comprised 35 respondents, considered representative of the population and sufficient for statistical analysis.

2.1. Data Analysis

1. The analysis used to address the first research objective was a qualitative descriptive analysis using an interactive model approach with three stages: data reduction, data presentation, and conclusion drawing [16]. Data were obtained through surveys, in-depth interviews, and documentation, then analyzed using thematic analysis techniques to identify patterns in millennials' perceptions of agrotourism promotion through social media, as well as the influence of content type and social media platform on this generation's interest in visiting. This analysis shows a shift in promotion strategy from conventional to digital, emphasizing visual content and social media interaction as key factors in increasing tourism attractiveness.

2. To address the second research objective, this analysis used narrative analysis [17] covering visual content, digital interaction, user-generated content, content creativity, and attractiveness. This analysis shows that visual content, social media platforms, influencers, and aesthetic visual content on Facebook and YouTube strongly influence tourists' interest in agrotourism destinations.
3. The analysis used to address the third research objective was a quantitative analysis with a multiple linear regression approach, which was used to determine the influence of promotion strategy, through content type and social media platform, in attracting the tourism interest of the millennial generation toward agrotourism destinations. Data were collected through questionnaires and interviews and analyzed using linear regression. Equation II [18] presents the multiple linear regression model.

$$Y=a+b1X1+b2X2+b3X3+b4X4+e$$

In this equation, Y is millennial generation visiting interest; a is the constant value; b is the regression coefficient; X1 is visual content; X2 is digital interaction; X3 is user-generated content; X4 is content creativity; and X5 is attractiveness.

3. RESULTS AND DISCUSSION

3.1. Overview and Potential of Betoambari Agrotourism

Agrotourism is one of the tourist attractions in the City of Baubau and is a form of tourism that utilizes agricultural, plantation, and livestock businesses as its main attractions. Tourists not only enjoy the scenery but can also learn about, interact with, and participate directly in agricultural activities.

The agrotourism area is located near the city, only 5km from Kepala Naga, on Jalan Mayjen Sutoyo, Wale Village, Wolio District, and is part of the City of Baubau's recreational center. It has developed as a form of nature and educational tourism that combines the agricultural sector with tourism. This potential is supported by horticultural agricultural land, plantations, and natural beauty that remains unspoiled.

The Betoambari agrotourism destination in Baubau City resulted from the transformation of agricultural space and extension institutions into an agriculture-based educational tourism area. Betoambari initially developed as an agrarian region with community garden land and small-scale agricultural activities, which were residents' main source of income. Development moved toward the agrotourism concept when the local government, together with the Betoambari Agricultural Extension Center (BPP), optimized demonstration plot land and extension facilities for use as public education media. Agricultural activities were thus no longer limited to farmers but expanded into learning facilities for students, community members, and tourists. Consequently, the area's function shifted from production to social interaction and agricultural education.

Betoambari agrotourism was strengthened through the diversification of plant commodities, the enhancement of its function as an agricultural innovation center, and integration with local government programs in the food security and tourism sectors.

Supporting infrastructure, technical assistance, and community participation also reinforced the area's appeal as an educational destination. Agrotourism developed gradually through land-use changes, stronger agricultural institutions, and collaboration between the government and the community. Betoambari agrotourism thus represents not only a productive agricultural area but also a center for education, innovation, and local economic development based on agricultural tourism. Betoambari agrotourism has potential as an agricultural education tourism center, where tourists can learn how to select seeds, care for plants, apply fertilizer, and understand harvesting techniques. Educational attractions for millennial tourists include planting crops, dragon fruit pruning, an introduction to organic fertilizer, and education on dry-land-resistant agriculture. One of the strongest narrative attractions is the story of land transformation: the Betoambari agrotourism area was previously considered difficult to make productive, with a composition of 70 percent rock and the remainder soil, but it was later successfully planted with dragon fruit and became a siompu orange breeding location. One aspect of millennial branding is that the area embodies values of sustainability, agricultural innovation, the utilization of critical land, environmental education, and local economic inspiration, as critical land has been turned into a productive garden.

3.2. Tourism Attraction Potential as a Millennial Tourism Target at the Betoambari Agrotourism Destination

3.2.1. Dragon Fruit Garden as the Main Icon of Agrotourism

The dragon fruit garden has the strongest potential. Betoambari Agrotourism has developed dragon fruit cultivation, and the BPP Betoambari land in Batumaali, originally barren and rocky, is now used for dragon fruit cultivation and is expected to become an agrotourism site. This agrotourism appeals to millennials because dragon fruit has an attractive color and a unique plant shape, and it is easy to turn into content such as photos or short videos. The activities offered include dragon fruit garden tours, picking fruit directly from the tree, dragon fruit cultivation education, fertilizing and plant care, photo sessions in the garden corridor, and fresh fruit tasting. This finding aligns with the research of [19], which states that the main selling point is the fresh experience: visitors not only see the plants but also participate directly in the agricultural process.

3.2.2. Siompu Orange Breeding as Local Identity

Betoambari Agrotourism also has strong potential through developing siompu oranges, an attraction rooted in Buton and Baubau's local identity. Millennial tourism requires not only a good place to take photos but also a story. Siompu oranges serve as local germplasm, a means of plant conservation, and a source of regional pride. This appeal provides authentic value, as millennials tend to favor destinations with local character over places that feel generic and can easily be found elsewhere.

3.2.3. Pick-Your-Own and Buy-From-The-Garden Tourism

Betoambari Agrotourism can also be developed as fruit-picking tourism with direct purchase from the garden. Agricultural education tourism attractions in Baubau City allow

visitors to learn vegetable cultivation, observe traditional and modern agriculture, pick their own crops, weigh and buy them, and then take them home. This concept can be applied to dragon fruit, siompu oranges, vegetables, or other horticultural plants developed in the agrotourism area. For millennials, self-picking provides a more personal experience, and visitors can create content from their harvest directly in the agrotourism garden.

3.2.4. Photo Spots and Digital Content

Visual appeal is very important for millennial tourism. Betoambari Agrotourism can create special pathways for digital content, such as the dragon fruit garden corridor, harvest photo areas, mini gardens for close-up plant photos, and outdoor seating areas with a garden backdrop. Nature- and agriculture-based tourism destinations in Baubau have used facilities such as selfie areas, photo spots, outbound activities, toilets, handwashing stations, and fruit-weighing stations as part of the tourism experience. For millennial tourism, photo spots are not merely a complement but also a free promotional tool, because tourists share their experiences through social media.

3.2.5. Agrotourism Packages for Schools, Campuses, and Communities

Betoambari Agrotourism can serve as an open laboratory for education. Its target audience includes not only general tourists but also agriculture students, school students, environmental communities, MSME communities, photography communities, and tourist families. The packages offered include dragon fruit cultivation education, Siompu orange conservation, fruit picking, organic farming, agrotourism content creation, and school field trips. The main strength of these packages is their combination of recreation and knowledge.

The facilities available at Betoambari Agrotourism include the following:

1. Siompu orange nursery
2. Agricultural education area
3. Photo spot
4. Parking area
5. Visitor pathway
6. Gazebo/resting place
7. Public toilet
8. Education/meeting room
9. Fruit weighing station
10. Information board and trash bins

3.3. The Role of Social Media as a Promotional Medium to Attract the Millennial Generation at Betoambari Agrotourism

Based on the research results, social media, especially Facebook and YouTube, has significantly increased tourist appeal to Betoambari agrotourism. An interview with one of the Betoambari agrotourism managers revealed the following:

"Since we started actively using Facebook for promotion, especially by displaying visual content such as photos and video reels, the number of visits has increased by about 50% in the last six months." [20].

Historical data from the manager show that before intensive social media use, tourist visits averaged about 100 per month; after social media optimization, this rose to 265 per month, indicating significant growth.

This result aligns with research by [21], which states that digital marketing strategies implemented through social media can increase user engagement and strengthen the image of tourist destinations. This finding is also supported by [22], which states that visual content and direct interaction on social media can create emotional attachment among prospective tourists, thereby increasing tourist numbers.

3.4. The Role of Facebook and YouTube in Social Media at the Betoambari Agrotourism Destination

The social media platforms used to promote the Betoambari agrotourism destination include the following:

3.4.1. Facebook

To promote the Betoambari agrotourism destination, the tourism manager uses several social media platforms, such as Facebook and YouTube, to report actively on activities at the destination and promote the tourist attraction. One such channel is Safaruddin's personal Facebook account. In addition, we created a general Facebook account, #Destinasi Agrowisata Betoambari Kota Baubau, to promote all agricultural and educational activities carried out at the agrotourism location, so that the destination appears attractive to tourists who view the visual content or images shared on the account.

The agrotourism destination manager recognizes that social media promotion (in this case, Facebook) requires branding so the product or service becomes better known to the public, especially the millennial generation. The manager offers the beauty of the agricultural education area, such as the Siompu orange nurseries, fruit plant education, and direct fruit picking by visiting tourists, as branding, which is then sold as an added-value attraction at the destination. By utilizing this branding, visitors to the agrotourism destination will be happy and proud to post about their visit on their Facebook accounts. This result aligns with research by [23], which states that one advantage of social media promotion is that it requires little capital yet can quickly convey information to a wider community.

Promotion of the agrotourism destination through social media is also assisted by millennial visitors to the site, who share images or their experiences on Facebook. This aligns with research by [24], which states that social media promotion, such as Facebook, requires strong branding that can sell products or tourist attractions. The agrotourism destination manager and agricultural education serve as branding for the main attraction. The researcher views the millennial generation as very important to the branding used to promote this agrotourism destination, especially on Facebook accounts. The manager has also used Facebook as a promotional medium; this use began in 2022 on the manager's personal Facebook account. The manager recognizes that the images or videos posted will

receive many responses from the public regarding information about what is available at the agrotourism destination.

The researcher searched Facebook using #Destinasi Agrowisata Kota Baubau in the search column of the Facebook account. As of August 13, 2026, the search recorded more than 800 public posts, including 37 postings and 100 social media user interactions with the visual content.

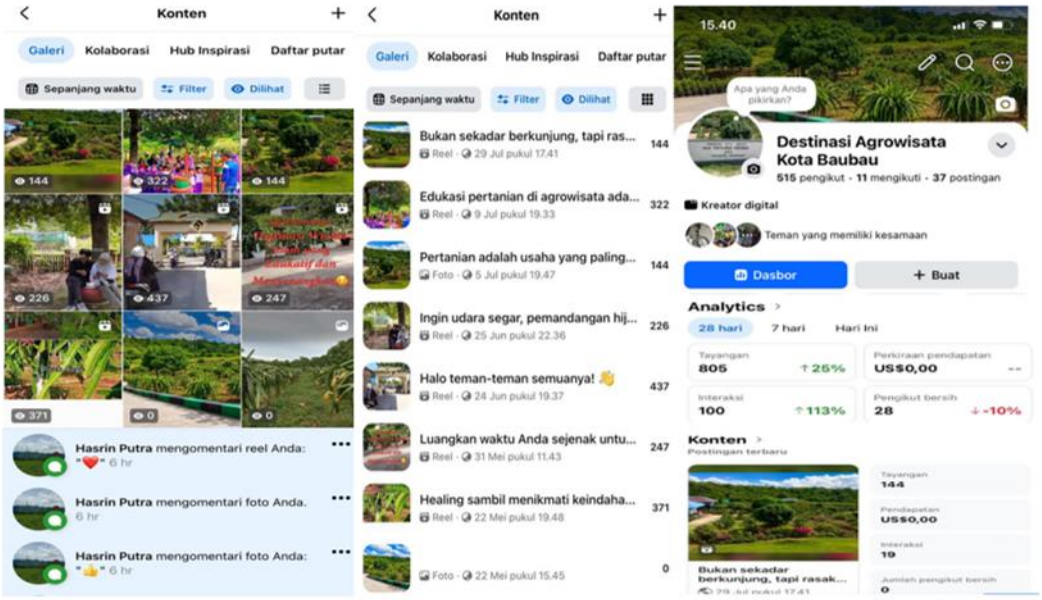


Figure 1. Screenshot of Agrotourism Destination Posts on Facebook
(Source: Facebook Account of Betoambari Agrotourism Destination, Baubau City)

The Facebook account of the Baubau City agrotourism destination has a fairly large following of more than 515 followers, up from only about 160 previously. After several visual content pieces in the form of videos and images were posted on Facebook, the number of followers increased further, and the reach of the posts on social media grew, with more shares and likes. With more than 350 followers added over three months, communication can be established among Facebook users, who can respond with likes, comments, or shares, making photo and video posts the most popular.

Uploading videos and photos is one of Facebook's main functions. As of August 13, 2026, the destination's account had 37 photo posts. Likes and comments are also important: Facebook lets users respond to a photo or video post, and others can show their approval with the like button. However, not many users have clicked it yet, so it is recommended that, after visiting, visitors give feedback to the agrotourism destination through social media by liking, commenting, and sharing.

In addition to the photos themselves, captions play an important role. A caption (photo description) on Facebook is more attractive when a photo post is accompanied by further descriptive text. The Facebook administrator can describe the photo through the caption feature, mention other users, and add hashtags. Such captions often prompt many millennials to search for more information about what they see on Facebook.

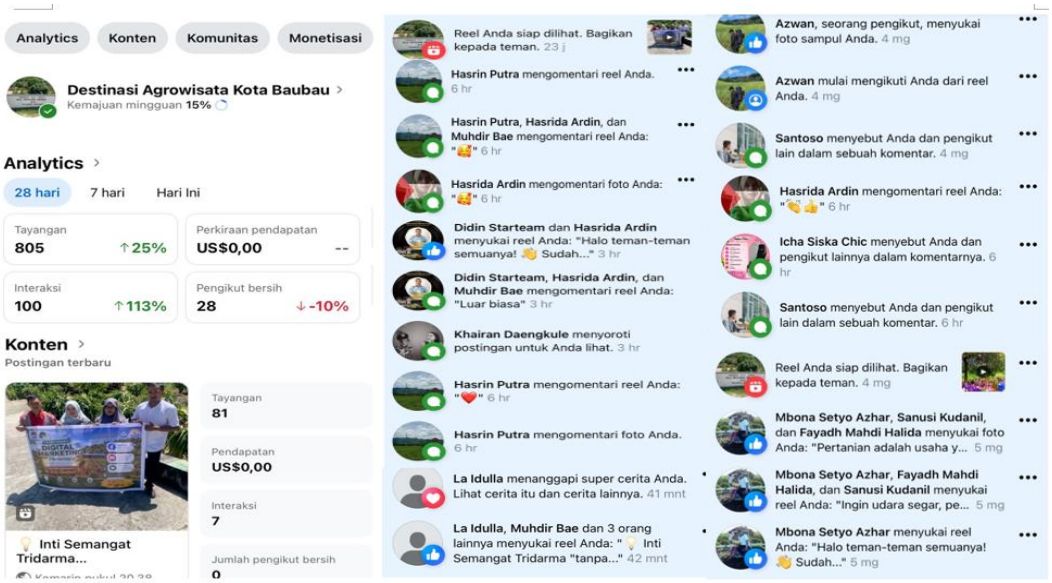


Figure 2. Screenshot of Tourist Responses via Facebook
(Source: Facebook Account of Betoambari Agrotourism Destination, Baubau City)

Facebook Stories is the newest feature offered by Facebook accounts. Many members of the millennial generation view posts through Facebook Stories because users can upload photos or short videos in real time, and each upload remains visible for 24 hours.

3.4.2. YouTube

YouTube is one of the social media platforms currently favored by many people across all groups; 85% of YouTube users are millennials, which is why many companies target this generation as their main audience. YouTube is accessible on mobile devices and reaches many people aged 18 to 44 years. It is also the second-largest search engine after Google, and many people search YouTube for information through images or videos. Similarly, for agrotourism destinations, millennials post more content that highlights dragon fruit tourism and agricultural education, with smartphone videos averaging 5-10 minutes. This aligns with research [25], which states that millennials use YouTube as a testimonial platform, where social media users can see the overall appeal of a tourist destination through videos of only a few minutes. For millennials, interesting content arouses curiosity about a YouTube video's content. However, uploads about Betoambari agrotourism have not yet led to the creation of an account on the agrotourism destination's own channel. In relation to the appeal of agrotourism, millennials create videos and post them on YouTube about agricultural education. A YouTube search for #Destinasi Agrowisata Betoambari Kota Baubau shows 6 posts by millennials, watched by more than 760 people, with the most-watched post attracting the highest number of views. This result aligns with the research of [26], which states that several tourism managers have made YouTube one of the social media platforms for promoting the Lake Toba tourist destination.

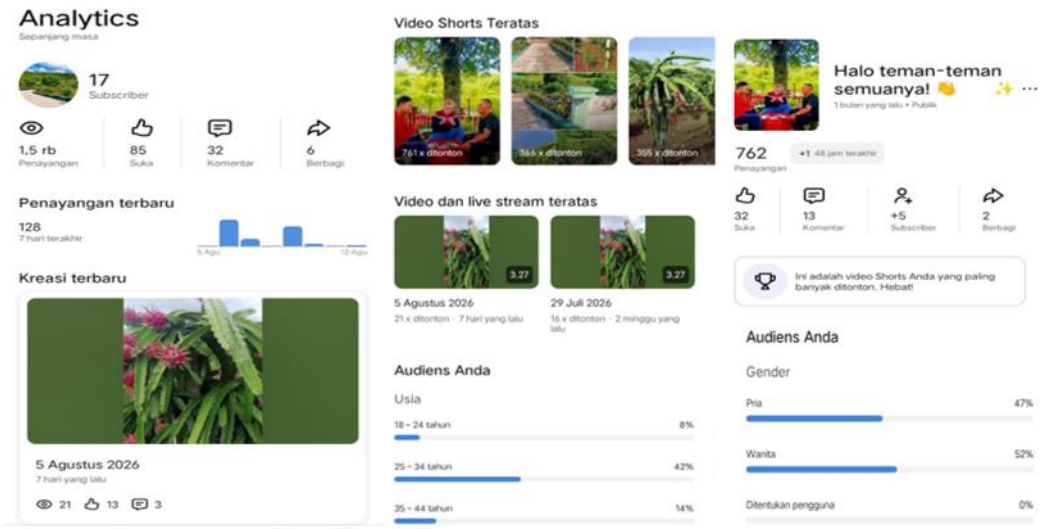


Figure 3. Screenshot of Tourist Responses via YouTube
(Source: YouTube Account of Betoambari Agrotourism Destination, Baubau City)

Betoambari Agrotourism has become an increasingly popular tourist destination, especially among millennials, because of its main attraction, agricultural education. Based on tourist visit data, the number of tourists has increased significantly, influenced by intensive promotion through social media such as Facebook and YouTube. This result aligns with the research of [27], which states that social media-based promotion strategies are not only cost-efficient but also more effective at attracting visits than conventional promotion methods. Accordingly, the branding strength built from the agrotourism manager's uploads is the main factor in increasing the popularity of the agrotourism destination.

The results show that social media, especially Facebook and YouTube, plays an important role in attracting tourists' interest in visiting Betoambari Agrotourism. Interview data reveal that 85% of respondents chose Facebook as their main platform for seeking information about the agrotourism destination because of its attractive visual content and interactive features, such as comments and likes. YouTube is also used to view video reviews from other visitors, which provide a deeper picture of the agricultural education experience at the agrotourism site.

The manager stated that, after social media optimization, interactions on the official Facebook account #Destinasi Agrowisata Betoambari Kota Baubau increased to an average of 35 to 85 likes per post, up from around 20 to 50 likes per post previously. In addition, comments and shares also increased significantly, indicating higher audience engagement with the promotional content on the agrotourism site.

These results align with [28], which states that social media-based digital marketing strategies can increase user engagement and attract more tourists. Attractive visual content and authentic narratives are key factors in increasing tourists' interest in visiting. This is also supported by [29], who state that two-way interaction between service providers and users on social media creates a personal relationship that strengthens tourist loyalty.

These results provide practical insights for agrotourism destination managers on using social media more effectively. With a focus on the millennial generation, agrotourism managers can create relevant, attractive content and use interactive features to increase engagement and the appeal of the agrotourism destination.

3.5. The Influence of Promotion Strategy through Content Type and Social Media Platform

Having discussed the role of social media in attracting visitors, this section examines the factors related to content type and social media platform, namely visual content, digital interaction, user-generated content, content creativity, and attractiveness, in attracting the millennial generation's tourism interest toward the agrotourism destination. These factors were tested using multiple linear regression analysis. Table 1 shows the most dominant factor influencing the millennial generation's visiting interest in the agrotourism destination in Baubau City.

Table 1. Factors Influencing Promotion Strategy through Content Type and Social Media Platform to Attract Millennial Generation Tourism Interest toward the Agrotourism Destination in Baubau City, 2026

Variable	Standardized Coefficients (Beta)	t-calculated	Sign
Constant	-	14,852	0,000
Visual Content	0,186	3,641**	0,001
Digital Interaction	0,212	3,973**	0,000
User-Generated Content	0,098	2,319**	0,028
Content Creativity	0,054	0,936	0,357
Attractiveness	0,826	13,482**	0,000
R^2	0,959		
Adjuted	0,951		
F-hitung	134,137		
T-tabel	1,699		
Sig	0,000		
N	35		

Source: Processed Data, 2026

Note: t-table criteria a = 0.05 (95%), t-table = 1.699 = **

3.5.1. Coefficient of Determination Test (R2)

The regression results in the table above indicate that the coefficient of determination (R2) for the factors influencing the level of visiting interest of the millennial generation toward the agrotourism destination in Baubau City is 0.959, or 95.9%. This means that the level of millennial interest is influenced by visual content, digital interaction, user-generated content, content creativity, and attractiveness, while the remaining 4.1% is influenced by other factors outside the regression model.

3.5.2. F Test

The F test is used to determine whether the independent variables simultaneously influence the dependent variable. The regression results show that the calculated F value exceeds the F-table value (134.137 > 1.699), and the significance value is below the 5% probability value. Therefore, H1 is accepted, and H0 is rejected, meaning visual content, digital interaction, user-generated content, content creativity, and attractiveness simultaneously have a significant influence on the level of visiting interest among the millennial generation.

3.5.3. T Test (Significant If T-Calculated > T-Table)

Having established the simultaneous influence of the variables, the t test is used to determine which factor has the greatest partial influence on millennial visiting interest in the agrotourism destination. The influence of social media use through each factor affecting the level of millennial visiting interest is as follows:

3.5.4. 1) Visual Content

The regression analysis for the visual content variable yields a regression coefficient of 0.186 with a significance value of 0.001. The positive coefficient indicates a unidirectional relationship between visual content and the number of millennial visits. The partial test results show that the visual content variable has a t-calculated value of 3.641, while the t-table value is 1.699 at a 5% error rate (a = 0.05). Because the t-statistic, or t-calculated, exceeds the t-table value (3.641 > 1.699), H1 is accepted, and H0 is rejected. The regression results are further supported by the significance value of 0.001 < 0.05, indicating that the visual content variable has a positive and significant influence on millennials' visiting interest. This means that the better and more attractive the visual content presented through digital media, the greater the tendency for millennial visiting interest in the agrotourism destination to increase. In the context of digital agrotourism promotion, visual content includes photos, short reel videos, documentation of tourism activities, natural scenery, location atmosphere, facilities, and visitor activities.

The questionnaire results show that respondents are more interested in content that visually displays natural beauty, tourism activities, facilities, and tourist experiences. The interview findings also reveal that photo and video quality are the main factors in building positive perceptions of the tourist destination. For the millennial generation, who actively use social media, attractive visuals can serve as an initial stimulus that draws attention and interest to the agrotourism destination. This result is in line with the research in [30], which states that high-quality, informative, and authentic visual content, as well as content that conveys the uniqueness of a tourist destination, can increase the curiosity of prospective visitors and encourage the millennial generation to seek further information until they decide to visit the destination.

3.5.5. 2) Digital Interaction

The regression analysis results for the digital interaction variable show a regression coefficient of 0.212 with a significance value of 0.000. The positive coefficient indicates a

unidirectional relationship between digital interaction and the number of millennial generation visits. The t-calculated value is 3.973, while the t-table value is 1.699; because t-calculated > t-table (3.973 > 1.699) and the result is significant at a 5% error rate (α = 0.05), H1 is accepted and H0 is rejected. The significance value of 0.000 < 0.05 shows that digital interaction has a statistically significant influence on the level of millennial generation visiting interest. This means that the higher the intensity and quality of digital interaction between the destination manager and social media users, the greater the tendency for the millennial generation's visiting interest in the agrotourism destination to increase. The positive coefficient also shows that the relationship between digital interaction and the number of visits is positive, so increased interaction through digital media can be a factor that drives millennials' interest in visiting. Digital interaction here includes commenting, content sharing, liking, and communication between the agrotourism destination manager and social media users. High interaction indicates user engagement with the published content.

This result aligns with research in [31], which states that the more active the interaction, the higher prospective tourists' interest and trust in the promoted agrotourism destination. Social media functions not only as a means of one-way information delivery or promotion, but also as a two-way communication medium that allows managers to interact directly with prospective tourists. The more effective the digital interaction through social media, the greater the opportunity for millennials' interest in visiting the tourist destination to increase. Beyond manager-user interaction, user-generated content may also shape this interest, as examined next.

3.5.6. 3) User-Generated Content

The regression analysis shows that the User-Generated Content variable has a regression coefficient of 0.098 with a significance value of 0.028. The positive coefficient indicates that User-Generated Content has a unidirectional relationship with millennial visiting interest. The calculated t value is 2.319, while the t-table value is 1.699; that is, t-calculated > t-table (2.319 > 1.699), and the result is significant at a 5% error rate (α = 0.05). Therefore, H1 is accepted, and H0 is rejected. The significance value is likewise 0.028 < 0.05. This means that the better and more informative the content produced by users, the greater the tendency for millennial visitors to increase their interest in the agrotourism destination.

The regression results also show that content created and shared by tourists has a considerable influence on the decision to visit. This content, seen through the photos, videos, reviews, and tourism experiences uploaded by visitors, is considered more authentic and trustworthy than official promotional content. Respondents revealed that visitors tend to seek references from other tourists' experiences before deciding to visit an agrotourism destination. Digital promotion strategy therefore does not depend only on content produced by the agrotourism manager, but also needs to encourage visitors to produce and share content voluntarily. This result aligns with research by [14], which states that the more positive and authentic the content shared by users, the broader the information about the agrotourism destination that can reach prospective tourists.

3.5.7. 4) Content Creativity

The regression analysis for the content creativity variable shows a regression coefficient of 0.054 with a significance value of 0.357. The positive regression coefficient indicates a unidirectional relationship between content creativity and the level of millennial visiting interest. Based on the partial test, the content creativity variable has a calculated t value of 0.936, while the t-table value is 1.699; that is, t-calculated < t-table (0.936 > 1.699) [sic], and the result is significant at a 5% error rate ($\alpha = 0.05$), so H0 is rejected, and H1 is accepted. The significance value of 0.357 > 0.05 shows that content creativity does not significantly influence the level of millennial visiting interest. Nevertheless, the regression coefficient of 0.054 indicates a positive relationship between content creativity and the level of visiting interest.

An increase in content creativity tends to be accompanied by an increase in the level of visiting interest, but this increase is not statistically supported at the 5% error rate. In this case, content creativity has not yet emerged as a factor that genuinely determines the level of visiting interest among the millennial generation. In other words, every increase in content creativity tends to be followed by an increase in visiting interest among the millennial generation, but creative content does not necessarily encourage this generation to visit directly. Creative content can attract social media users' attention. However, the decision to visit may be influenced by other factors, such as destination attractiveness, information quality, digital interaction, accessibility, facilities, price, comfort, and the experience offered, all of which are important in building audience interest. Creative delivery of promotional messages also makes content more memorable and increases its chance of being shared with other users. Nevertheless, visually attractive or creative content needs to be supported by information that is clear, relevant, and trustworthy, and that accurately describes the destination's condition. This result aligns with [25], which found that content packaged innovatively through popular music, attractive filming techniques, travel storytelling, and clear information presentation can increase social media user engagement.

3.5.8. 5) Attractiveness

The regression analysis results for the attractiveness variable show a regression coefficient of 0.826 with a significance value of 0.000. The positive coefficient indicates a unidirectional relationship between attractiveness and millennials' visiting interest. The partial test results for the attractiveness variable show a t-calculated value of 13.482, while the t-table value is 1.699, that is, t-calculated > t-table (13.482 > 1.699), and the result is significant at a 5% error rate ($\alpha = 0.05$); therefore, H1 is accepted, and H0 is rejected. The significance value of 0.000 < 0.05 indicates that attractiveness has a statistically significant influence on millennials' visiting interest. This means that the more attractive the agrotourism destination, the higher the level of visiting interest among the millennial generation tends to be. The large coefficient of 0.826 also indicates that attractiveness has a fairly strong relationship with visiting interest in the regression model used.

This finding shows that the more attractive an agrotourism destination appears on social media, whether in terms of environmental beauty, uniqueness of activities, facilities,

photo spots, information quality, or promotional video appearance, the greater the likelihood that millennials will be interested in visiting it. This result is in line with the research of [32], which states that the success of digital promotion is determined by how attractive the offered object is to prospective visitors; digital promotion will be more effective when it is supported by a genuine destination attraction capable of providing an experience that matches tourists' expectations. Managers therefore need to maintain and enhance the destination's attractiveness by developing tourism activities, maintaining the environment, improving facilities, creating attractive spots, and creating unique tourism experiences. These attractions also need to be communicated consistently through social media in order to reach prospective visitors, especially the millennial generation.

3.5.9. Normality Test

The normality test is assessed by examining whether the data points remain close to the diagonal line. This indicates that the resulting regression equation will be BLUE (Best Linear Unbiased Estimator).

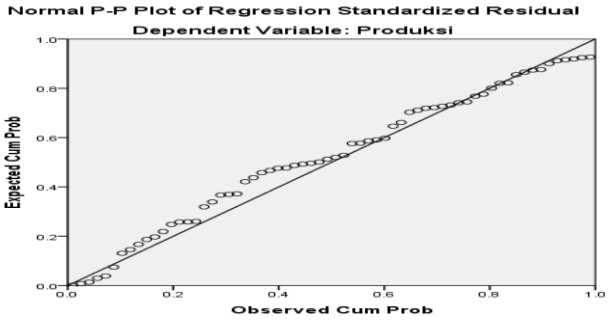


Figure 4. Normality Test

3.5.10. Source: Regression Results, 2026

Based on the results of the normality test using the Normal P-P Plot of Regression Standardized Residuals, the residual points generally follow and cluster around the diagonal line. Although several points deviate from the diagonal line, this deviation does not show a systematic pattern, and overall the points still follow the direction of the diagonal line. It is thus concluded that the residuals of the linear regression model are approximately normally distributed and that the assumption of residual normality has been met so that the regression model can be used for further analysis of the factors influencing the millennial generation.

3.6. Classical Assumption Test: Heteroscedasticity

The heteroscedasticity test aims to ensure that the data are heterogeneous, generally do not exhibit the same pattern of data movement, and do not accumulate or form a particular line pattern. As shown in the figure below, the data are randomly scattered, and it can be concluded that they are free from heteroscedasticity problems.

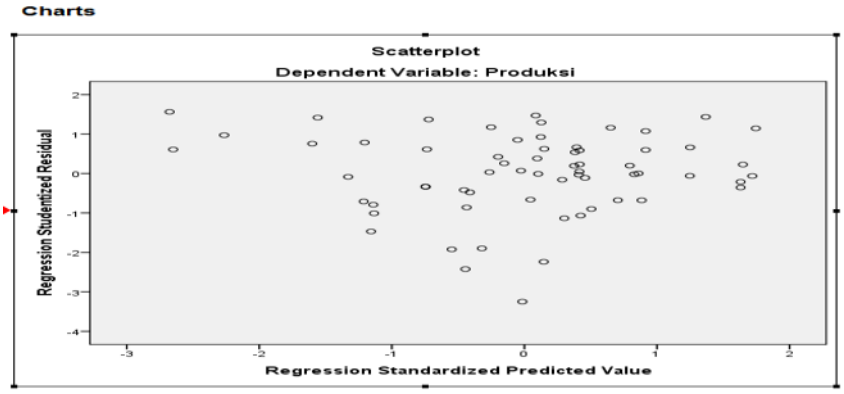


Figure 5. Classical Assumption Test: Heteroscedasticity

3.6.1. Source: Regression Results, 2026

The heteroscedasticity test, shown in the scatterplot, indicates that the Regression Studentized Residual points are randomly scattered above and below 0 on the Regression Standardized Predicted Value axis. These points do not form any particular pattern, such as a cone shape, a widening spread, a wave-like shape, or any other systematic pattern. Although several points have relatively high residuals, the overall spread of the residuals remains random. It is therefore concluded that the regression model shows no symptoms of heteroscedasticity and that the residual variance is relatively constant (homoscedasticity). Accordingly, the regression model used to analyze the influence of the independent variables on the dependent variable fulfills one of the classical assumptions of linear regression.

4. CONCLUSION

The results show that Betoambari's digital marketing transformation has effectively supported promotion and increased millennial interest in visiting. The success of the promotion is supported primarily by the destination's attractiveness, which is strengthened through visual content, digital interaction, and user-generated content on social media. In particular, Facebook and YouTube have proven capable of increasing information reach, engagement, branding, and tourist participation.

Social media, particularly Facebook and YouTube, plays a significant role in attracting millennial tourists to agrotourism destinations. Engaging visual content, digital interaction through comments and likes, and user-generated content such as reviews and recommendations have proven effective in increasing visits. Social media-based digital marketing strategies also have a greater impact than conventional methods in creating a viral effect and strengthening the image of the tourist destination. Moreover, the potential of the dragon fruit gardens, Siompu orange breeding, fruit-picking tourism, agricultural education, dry land utilization, and direct experience in an agricultural environment can be developed into digital products and narratives that carry educational, recreational, local, and sustainability value.

The regression results show that the model explains 95.9% of the variation in millennial visiting interest. The attractiveness variable is the dominant factor and has a

significant influence, whereas the content creativity variable has no significant effect. Consequently, digital promotion strategies will be more effective if social media is strengthened in an integrated way with the development of authentic, educational, and appealing tourism attractions and experiences for the millennial generation.

Recommendations for tourism managers and future researchers include examining how expanding promotion through Instagram and TikTok, which are better suited to visual content and short videos, influences tourists' destination choices.

ACKNOWLEDGEMENTS

The authors thank the Ministry of Higher Education, Science, and Technology (Kemdiktisaintek) for support and funding through the Beginner Lecturer Research Program and the National Competitive Research Program for the 2026 Implementation Year. Thanks are also extended to Universitas Muslim Buton, the Management of the Betoambari Agrotourism Destination, the Agriculture Office, PTSP, and the Chairperson of LPPM UMU Buton for their support, assistance, and cooperation throughout the research process, which enabled the achievement of the targeted research outputs.

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