

INTISARI

Nira Camper Village adalah penginapan dengan konsep *bubble glamping* di Kabupaten Sleman yang video TikToknya viral dan termasuk ke dalam lima besar video terpopuler di TikTok pada tagar #staycationjogja. TikTok merupakan salah satu aplikasi video pendek yang menduduki peringkat satu di dunia pada saat pandemi. Salah satu kegunaan TikTok adalah sebagai sarana komunikasi marketing salah satunya dalam pariwisata. Penelitian ini bertujuan untuk mengetahui apakah terdapat hubungan yang signifikan antara media sosial TikTok dengan keputusan wisata *staycation* di Nira Camper Village saat memasuki tahun kedua pandemi. Dalam penelitian ini, unsur kemudahan, kepercayaan, dan kualitas informasi media sosial TikTok dianalisis korelasinya terhadap keputusan wisata *staycation*. Penelitian ini merupakan penelitian kuantitatif menggunakan uji korelasi dengan metode Spearman's Rank. Hasil penelitian terhadap 100 responden yang mengisi kuesioner secara daring, menyatakan bahwa hubungan antara media sosial TikTok terhadap keputusan wisata *staycation* di Nira Camper Village tergolong kuat dengan jumlah r hitung sebesar 0.597.

Kata Kunci : Media Sosial TikTok, Staycation, Analisis Korelasi, Keputusan Wisata, Nira Camper Village

ABSTRACT

Nira Camper Village is a villa with bubble glamping concept in Sleman Regency whose TikTok video has gone viral and is included in the top five most popular videos on TikTok under the hashtag #staycationjogja. TikTok is one of the short video applications that was ranked number one in the world during the pandemic. One of the uses of TikTok is to be a marketing communication platform, especially for tourism. This study aims to determine whether there is a significant correlation between social media TikTok and the tourist purchase decision to staycation at Nira Camper Village when entering the second year of the pandemic. In this study, the elements of convenience, trust, and quality of TikTok social media information were analyzed for their correlation to staycation tourism decisions. This research is a quantitative research using correlation test with Spearman's Rank method. The results of the study of 100 respondents who filled out online questionnaires, stated that the correlation between TikTok social media and staycation tourist decisions in Nira Camper Village was quite strong with an r count of 0.597.

Keywords : TikTok, Staycation, Correlation Analysis, Tourist Purchase Decision, Nira Camper Village