

ABSTRAC

This study aims to determine the potential market, electronic word of mouth (e-wom), social media that affect the image of the destination and have an impact on the interest in visiting the mangrove forest tourism park in Sebalang, Tarahan Village, South Lampung. Sebalang Hamlet, Sebalang Hamlet is a protected area of South Lampung Regency which has a mangrove forest covering an area of 5 ha and is overgrown with mangrove plants. Mangrove forest rehabilitation and management needs to be done to overcome the problem of mangrove forest damage by involving many parties, including the Sebalang Village community, local government, private parties and other stakeholders. The research method used is quantitative method that is verification, which basically wants to test the truth of a hypothesis which is done through data collection. The population in this study were the people and tourists who visited the mangrove forest tourism area in Tarah village. The data collection technique was done through a questionnaire with a sample size of 100 people. The sampling technique used is non-probability sampling with the accidental sampling method.

The variables in this study include Potential Market (X1), Electronic Word Of Mouth (X2), and Social Media (X3) as the independent variable, Visiting Interest (Y) as an intermediate variable, Destination Image (Z) as the dependent variable. The analysis method used in this research is Partial Least Square (PLS). It shows that the influence of Potential Market (X1) on Destination Image (Z) = 0.361, Electronic Word Of Mouth (X2) on Destination Image (Z) = 0.377, Social Media (X3) on Destination Image (Z) = 0.165, Potential Market Effect, Electronic Word Of Mouth and Social Media have a positive and significant influence on Destination Image. Then the second effect is Destination Image (Z) on Visiting Interest (Y) = 0.776, Social Media (X3) on Visiting Interest (Y) = 0.128, Electronic Word Of Mouth (X2) on Visiting Interest (Y) = 0.292, Potential Market (X1) on Visiting Interest (Y) = 0.280, The Influence of Destination Image, Social Media, Electronic Word Of Mouth and Potential Market have a positive and significant influence on Visiting Interest

Keywords: Potential Market, Electronic Word Of Mouth, Social Media, Destination Image, Visiting Interest