ABSTRACT

Marketers and advertisers have been challenged to measure the effectiveness of new media, e.g.: social media such as blog/ vlog, and social network against the goal of the marketing communication campaign. Meanwhile, advertising has more robust measurements to justify its campaign. This study is performed to provide an alternative point of view to measure the effectiveness of blog/ vlog and social network, as well as advertising in the tourism industry. The objective of this research is to measure the influence of blog/vlog, social network, and advertising campaign toward travel intention to a tourist destination in Indonesia.

This research employed multilinear regression analysis to develop a model, which explains the influence of three marketing communication channels: blog/vlog, social network, and advertising toward the travel intention.

The research concludes that all three channels are significant and have positive influences on travel intention (F=89.027, F-sig<0.05). Blog/ vlog has regression coefficient of 0.315, t=6.146 and p<0.001. The social network has a coefficient of 0.411, t =7.650, and p<0.001; and advertising has a coefficient of 0.113, t=2.600, p<0.05. These results indicate that the influences of social network and blog/ vlog toward travel intention are far stronger than advertising. And therefore given the same message or deliverables, the effectiveness of social network and blog/ vlog, are higher than advertising.

Keywords: Blog, Vlog, Social Network, Advertising, Travel Intention