

ABSTRAK

Taman Apung Mas Kemambang merupakan destinasi wisata buatan di Purwokerto yang mengalami peningkatan jumlah kunjungan pada tahun 2022-2024, kemudian mengalami penurunan sekitar 29,9% pada tahun 2025. Namun demikian, Taman Apung Mas Kemambang justru memperoleh peringkat pertama dalam jumlah kunjungan wisatawan di Kabupaten Banyumas pada tahun 2025, meskipun tanpa strategi branding yang terstruktur maupun pemasaran berbayar. Informasi mengenai destinasi ini menyebar secara organik melalui *user generated content* (UGC) di TikTok dan *word of mouth* (WOM). Penelitian ini bertujuan menganalisis bagaimana wisatawan memproses informasi dalam mengambil keputusan berkunjung menggunakan perspektif *Elaboration Likelihood Model* (ELM). Penelitian menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data berupa wawancara mendalam, observasi, dan dokumentasi. Informan terdiri atas pengelola, tim pemasaran, dan wisatawan yang memperoleh informasi melalui TikTok maupun WOM. Analisis data dilakukan menggunakan model analisis interaktif Miles dan Huberman (1994) yang terdiri atas reduksi data, penyajian data, serta penarikan kesimpulan dan verifikasi, sedangkan keabsahan data diuji melalui triangulasi sumber. Hasil penelitian menunjukkan bahwa keputusan berkunjung dipengaruhi oleh interaksi jalur sentral (*Central Route*) dan jalur periferal (*Peripheral Route*). Pada jalur sentral, wisatawan mencari, membandingkan, dan mengevaluasi informasi sebelum mengambil keputusan. Sementara itu, pada jalur periferal, keputusan dipengaruhi oleh daya tarik visual konten TikTok, popularitas konten, dan kepercayaan terhadap sumber rekomendasi. Penelitian ini menyimpulkan bahwa konten organik TikTok dan WOM mampu mengaktifkan kedua jalur pemrosesan informasi, sehingga keputusan berkunjung dipengaruhi oleh motivasi, kemampuan kognitif, dan konteks masing-masing wisatawan.

Kata Kunci: *Elaboration Likelihood Model* (ELM), keputusan berkunjung, TikTok, *user generated content* (UGC), *word of mouth*.

ABSTRACT

Mas Kemambang Floating Park is an artificial tourist destination in Purwokerto that saw an increase in visitors from 2022 to 2024, then experienced a drop of about 29.9% in 2025. Despite this decline, Taman Apung Mas Kemambang still ranked first in the number of tourist visits in Banyumas Regency in 2025, even without a structured branding strategy or paid marketing. Information about this destination spread organically through user generated content (UGC) on TikTok and word of mouth (WOM). This study aims to analyze how tourists process information in making visit decisions using the perspective of the Elaboration Likelihood Model (ELM). The research employs a descriptive qualitative approach, with data collected through in-depth interviews, observation, and documentation. Informants consist of the site manager, the marketing team, and tourists who obtained information through TikTok and WOM. Data analysis was conducted using the interactive analysis model of Miles and Huberman (1994), comprising data reduction, data display, and conclusion drawing/verification, while data validity was tested through source triangulation. The results show that visit decisions are influenced by the interaction between the Central Route and the Peripheral Route. Through the Central Route, tourists actively search for, compare, and evaluate information before making a decision. Meanwhile, through the Peripheral Route, decisions are influenced by the visual appeal of TikTok content, content popularity, and trust in the recommendation source. This study concludes that organic TikTok content and word of mouth are able to activate both information-processing routes, such that visit decisions are shaped by tourists' motivation, cognitive ability, and individual context.

Keywords: *Elaboration Likelihood Model (ELM), TikTok, user generated content (UGC), word of mouth, visit decision.*