

EXPLORING THE USE OF SOCIAL MEDIA PLATFORM AS MARKETING TOOL IN PROMOTING VIEWSCAPE NATURE PARK AS A TOURIST ATTRACTION OF TANAY, RIZAL

ABSTRACT

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In the digital era, social media has become an essential marketing tool for tourism destinations. Viewscape Nature Park in Tanay, Rizal exemplifies how platforms such as Instagram, Facebook, and TikTok are utilized to influence public perception and encourage visitor engagement. These platforms allow for the wide sharing of picturesque content that highlights the natural beauty and unique charm of the park. This study explores how social media is used to market Viewscape Nature Park and its effectiveness in attracting tourists. This study employs a quantitative research design using survey questionnaires to collect data on user engagement metrics, such as likes, shares, and comments, across different social media platforms. Data collection was conducted within a specific timeframe, covering either a week or a month. The study analyzes the relationship between engagement levels and the use of various platforms using statistical tools such as frequency, percentage, ranking, weighted mean, and Pearson r correlation to identify patterns and significant associations. The study's methodology facilitated the systematic collection, presentation, and interpretation of relevant data. The results showed a notable correlation between engagement metrics and the effectiveness of social media marketing. Platforms like Facebook and TikTok generated higher levels of interaction, suggesting their strong influence in promoting tourist interest. The findings also highlighted the impact of visual content in drawing audience attention and converting interest into actual visits. The findings affirm the value of social media as a strategic marketing tool in promoting tourism destinations such as Viewscape Nature Park. The study recommends that tourism stakeholders enhance their content strategies, focusing on consistent posting, visually engaging media, and interaction with audiences to maximize online reach. These efforts can help sustain tourist interest and increase actual visitor turnout, supporting the long-term growth of local tourism in Tanay, Rizal.

RECOMMENDED CITATION

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