The Influence of Attraction and Social Media-Based Promotion on Visitor Numbers at the Bajra Sandhi Monument of the Balinese People's Struggle

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Abstract: This study investigates the influence of attraction and social media-based promotion on visitor numbers to the Bajra Sandhi Monument, a significant historical and cultural landmark in Bali. In recent years, the monument has seen a decline in the number of visitors, prompting the need for this research to explore the factors contributing to the downturn. The study employs a quantitative approach with data collected through the distribution of questionnaires. A probability sampling technique was applied, selecting 100 respondents who were visitors to the monument. The research instrument consisted of a validated and reliable questionnaire to ensure accuracy and consistency. Data analysis was conducted using multiple linear regression to examine the impact of each independent variable—attraction (X1) and social media-based promotion (X2)—on the dependent variable, which is the number of visitors (Y). The regression equation derived from the analysis is Y = 17.266 + (0.237)X1 + (0.285)X2, with a t-table value of 1.662, an F-table value of 3.09, and a significance level of 5%. The partial tests revealed that both variables significantly influenced visitor numbers. The attraction (X1) had a t-value of 2.100, which was greater than the t-table value (1.662), and a significance level of 0.038, indicating a 12.7% contribution to visitor numbers. Similarly, social media-based promotion (X2) had a t-value of 2.607 and a significance level of 0.011, contributing 16.3%. The simultaneous test produced an F-value of 19.930, which exceeded the F-table value, with a significance of 0.000, indicating that both variables together significantly affected visitor numbers. The adjusted R² value of 0.277 suggests that 27.7% of the variation in visitor numbers is explained by attraction and social media promotion, while the remaining 72.3% is influenced by other factors not examined in this study.

Keywords: Attraction; Cultural Landmark; Promotion; Tourism; Visitor Numbers

1. INTRODUCTION

Tourism is a strategic sector in the Indonesian economy, playing a vital role in job creation, increasing regional income, and promoting Indonesia's cultural and natural diversity internationally. According to data from the Ministry of Tourism and Creative Economy (2023), this sector contributed approximately 4.1% to Indonesia's Gross Domestic Product (GDP) in 2022, making it a key pillar of the national economy.

Kusumanegara (2009:3) classifies the types of tourism as follows: ethnic tourism, cultural tourism, recreational tourism, ecotourism, city tourism, agro tourism (agro tourism consisting of rural tourism or farm tourism), resort city.

Bali, a prime tourist destination in Indonesia, boasts a unique charm renowned worldwide. Its primary appeal stems from its enchanting natural beauty, from beaches and mountains to terraced rice paddies, to its unique biodiversity. Furthermore, Bali boasts unique customs, traditions, culture, arts, and a vibrant social life that maintains its noble values.

Another factor that makes Bali a leading tourist destination is the hospitality of the local people, combined with the concept of local wisdom, making the island increasingly attractive to both domestic and international tourists (Nirmala et al., 2024).

Currently, the government and the community continue to innovate in developing various tourism facilities and infrastructure to enhance the tourist experience in Bali. Various efforts have been made, such as developing ecotourism, digitizing tourism promotions, and building environmentally friendly tourism facilities (Sudiana & Wirawan, 2023). In addition to providing comfort for tourists, the development of Bali tourism also has a significant impact on the local economy. Tourism plays a role in creating new jobs for local communities, including in the hospitality, culinary, transportation, and culture-based creative industries (Setiawan & Dewi, 2021). According to a report (Bali Provincial Statistics Agency, 2023), the tourism sector contributes more than 50% of Bali's Gross Regional Domestic Product (GRDP), indicating that this industry is the backbone of the regional economy.

Through various policies and strategies, it is hoped that Balinese tourism will continue to develop sustainably while maintaining the cultural values and local wisdom that are the island's primary identity. Thus, Bali will be known not only as a beautiful tourist destination but also as an example of a sustainable and globally competitive culture-based tourism model. Cultural tourism is designed for those who want to explore Bali's rich culture, traditions, customs, and history, which are so unique and rich in meaning. During this experience, tourists can witness various traditional ceremonies, dances, traditional music performances, and visit temples and historical sites.

Clyde Kluckhohn and Florence Kluckhohn, in their study of cultural anthropology, mentioned seven universal cultural elements. This concept was further developed by (Koentjaraningrat, 1987) in Indonesia. This theory states that all societies in the world have the same cultural elements, although in different forms according to their respective geographical conditions, history and technological developments. These seven universal cultural elements include (1) religious systems, (2) knowledge systems, (3) language systems, (4) arts systems, (5) livelihood systems, (6) technology systems, (7) social organization systems, each of which has an important role in human social life.

One of the cultural tourist attractions found in Bali is monuments. A monument is built to demonstrate the historical and cultural value of a region. A monument is a type of structure built to commemorate a person or event deemed important by a social group as part of a commemoration of past events.http://id.wikipedia.org/,2011), can also be a symbol of enthusiasm and

inheritance of the values of struggle contained therein. In the study of urban monuments are one of the art materials/art products that often become expressions of culture and identity so that they can be accommodated to fulfill local meaning and spirit of place, improve the aesthetic, physical, social and spiritual quality of a place in the urban environment. With the development of tourism activities, the attraction of monument tourism can also be used as educational tourism, especially for the younger generation.

A tourist attraction with high cultural and historical value in Bali is the Bajra Sandhi Balinese People's Struggle Monument, which not only symbolizes the Balinese people's struggle against colonialism but also represents the spirit and cultural identity of the local community. Attraction is a key factor influencing visitors' interest and decision to visit a tourist destination. In the context of the Bajra Sandhi Balinese People's Struggle Monument, this attraction can be seen from the historical, architectural, and cultural aspects of the monument. This monument not only symbolizes the Balinese people's struggle but also offers visual beauty and an educational experience for visitors (Press Unhi., 2019). Visual appeal, such as unique architectural design and beautiful surroundings, is an important element in attracting tourists. In addition, the historical value contained in this monument also adds to its appeal as an educational tourist destination.

With its distinctive architecture steeped in Hindu-Balinese philosophy, this monument offers visitors a profound historical tourism experience, both educationally and aesthetically. The monument is strategically located and easily accessible, as it is located in the heart of

Denpasar, precisely east of the Niti Mandala Renon area, the central government office area of Bali Province. Designed by Balinese architect Ir. Ida Bagus Gede Yadnya, the monument resembles a bajra (bell) used by Hindu priests in religious rituals. Construction began in 1987 and was inaugurated by President Megawati Soekarnoputri on June 14, 2003. The monument features distinctive Balinese architecture steeped in the symbolism of struggle, with the number of stairs, gates, and pillars reflecting the date of Indonesian independence (August 17, 1945). Inside, there are 33 dioramas depicting the history of the Balinese people's struggle, a historical artifact exhibition space, and a viewing platform that allows visitors to see the panorama of Denpasar from a height (Bagus Brata, nd).

As a historical icon, the Bajra Sandhi Monument is not only a center for historical education but also a tourist destination that attracts many visitors, both local and international. The monument is frequently used for cultural activities, such as art exhibitions and traditional festivals. Its presence serves as a reminder of the values of heroism and a means of preserving the culture and history of the Balinese people's struggle. With its distinctive architecture and profound historical value, the Bajra Sandhi Monument symbolizes the Balinese people's fighting spirit in defending their independence and serves as an important legacy for future generations.

Visitors to the Bali People's Struggle Monument come from a diverse range of backgrounds, including adults, children, and students. These visitors include not only domestic tourists but also international tourists, coming individually, as well as families, or in groups (UPTD Bali People's Struggle Monument, 2025).

However, in recent years, the number of visits to the Bajra Sandhi Monument has fluctuated, influenced by various factors, including tourism trends that are more oriented towards nature tourism, a lack of effective promotion, and changes in tourist visit patterns due to the COVID-19 pandemic.

Another issue contributing to the decline in visitor numbers is the lack of innovation in presenting historical information and the limited facilities that can attract the interest of the younger generation. In the digital era, tourists tend to seek more interactive and modern experiences, while most of the information presented at the Bajra Sandhi Monument is still based on dioramas and static text. Furthermore, competition with other, more popular tourist destinations, such as Kuta Beach and Ubud, makes the monument less of a priority on tourist itineraries (Yadnya, 2005). Therefore, improvements in digitalization, promotion, and the development of educational tourism programs are needed to increase its appeal and attract more visitors, while maintaining the existence of the Bajra Sandhi Monument as a leading historical and cultural tourism destination in Bali.

In today's digital era, social media-based promotions play a crucial role in increasing visitor awareness and interest in a tourist attraction. Social media platforms like Instagram, Facebook, and TikTok have become effective platforms for promoting tourist destinations due to their extensive reach and ability to present engaging visual content (Kotler & Keller, 2012). Promotion through social media allows monument managers to creatively convey information, such as photos, videos, and inspiring stories that can influence the perceptions and interests of potential visitors. For example, visual content showcasing the architectural beauty of Bajra Sandhi or engaging activities around the monument can enhance the destination's appeal.

Previous research (Shivanata & Purnama Dewi, 2023) has shown that digitalization plays a crucial role in the successful implementation of marketing strategies within the Bali People's Struggle Monument. However, its implementation remains simple and can be further developed as it adapts to current needs and can contribute to future development.

Furthermore, (Candra Dewi et al., 2024) in their study entitled "The Influence of Marketing Methods, Product Digitalization, and Service on Tourist Visits at the Bali People's Struggle Monument Technical Implementation Unit," showed that these three factors significantly influence the increase in tourist visits, with service quality being the most dominant factor, followed by marketing methods and product digitalization. However, several elements require further review.

These studies confirm that the implementation of digitalization plays a crucial role in the successful implementation of marketing strategies in the operational implementation of the Balinese People's Struggle Monument. However, its implementation at the Bajra Sandhi Balinese People's Struggle Monument is still very rudimentary, necessitating a more effective marketing strategy to promote its attractions and thereby increase visits to the Bajra Sandhi Balinese People's Struggle Monument. To date, no research has specifically examined the influence of social media-based attractions and promotions on the level of visits to the Bajra Sandhi Balinese People's Struggle Monument. Therefore, this study aims to fill this gap by analyzing the extent to which the monument's attractions and promotional strategies through social media influence the level of visits. The results of this study are expected to provide strategic recommendations for monument managers in increasing the number of visits by optimizing attractions and utilizing social media as a promotional tool.

Over the past four years, the Bajra Sandhi Monument management has leveraged social media as a key strategy to increase visitor numbers. They actively promote the destination through platforms like Instagram and Facebook, presenting engaging visual content, such as photos and videos showcasing the monument's architectural beauty and activities around the monument (Academia.edu, 2020). They also collaborate with relevant stakeholders to organize special events, such as cultural festivals and art exhibitions, which are then promoted through social media to attract tourists. However, this social media promotion remains suboptimal, with the number of likes, comments, and views on posts on the Bajra Sandhi Monument's social media accounts being suboptimal.

2. METHOD

This study adopts a quantitative approach using an associative-correlational research design, aiming to examine the influence of attraction and social media-based promotion on the tourist visitation rate at the Bajra Sandhi Monument of the Balinese People's Struggle. The research was conducted over a six-month period, from September 2024 to March 2025, involving visitors who had visited the monument within the past year. The primary research instrument was a Likert-scale-based questionnaire, accompanied by validity and reliability tests to ensure the accuracy of variable measurement, which included attraction (X1), social media promotion (X2), and visitation rate (Y) (Sugiyono, 2018; Tanzeh, 2009).

The population of this study consisted of all visitors to the Bajra Sandhi Monument in 2024, totaling 77,962 individuals. Using a simple random sampling technique and Slovin's formula with a 10% margin of error, a sample of 100 respondents was selected. The questionnaire instrument included indicators such as attractions, facilities, and accessibility for the attraction variable; online engagement, shared content, and social interaction for the social media promotion variable; and frequency, motivation, duration, and satisfaction for the visitation rate variable (Sujarweni, 2018; Sutrisno, 2002; Arikunto, 2019).

Data analysis was conducted using multiple linear regression with the assistance of SPSS version 23. Classical assumption tests including normality, multicollinearity, heteroscedasticity, and linearity were performed to ensure the validity of the model. The t-test was used to examine the partial influence of each independent variable on the dependent variable, while the F-test was employed to assess their simultaneous effect. The coefficient of determination (R^2) was analyzed to determine the extent to which attraction and social media-based promotion explain variations in the visitation rate (Utama, 2016; Sugiyono, 2018; Santosa, n.d.).

3. RESULTS AND DISCUSSION

Data Analysis Prerequisite Test Results

Data Distribution Normality Test.

Table 1. Recapitulation of the Results of the Normality Test of Data Distribution Using the Kolmogorov-Smirnov Test on the Attraction and Social Media-Based Promotion of the Visit Level of the Bajra Shandi Balinese People's Struggle Monument

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a, b]	Mean	.0000000
	Standard Deviation	2.80852483
Most Extreme Differences	Absolute	.074
	Positive	.035
	Negative	-.074
Test Statistics		.074
Asymp. Sig. (2-tailed)		.199[c]

Based on Table 1 above, the results of the normality test for data distribution on both variables were statistically 0.074 with a level of 0.199. Thus, it can be explained that for both variables, the Kolmogorov-Smirnov variable significance number obtained is greater than 0.05. This indicates that the scores for social media-based attraction and promotion at the Balinese People's Struggle Monument "Bajra Sandhi" are normally distributed. The results of the normality test for data distribution indicate a normal distribution, so the next step will be using parametric tests.

Linearity Test

Table 2. Linearity Test of the Relationship between Attraction and Social Media-Based Promotion on the Level of Visits to the Bajra Sandhi Balinese People's Struggle Monument

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Visits * Social Media Based Promotion	Between Groups	(Combined)	437,245	15	29,150	3,685	.000
		Linearity	285,382	1	285,382	36,073	.000
		Deviation from Linearity	151,864	14	10,847	1,371	.186
	Within Groups		664,545	84	7,911		
	Total		1101,790	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Visits * Attractions	Between Groups	(Combined)	421,297	15	28,086	3,467	.000
		Linearity	266,168	1	266,168	32,856	.000
		Deviation from Linearity	155,129	14	11,081	1,368	.187
	Within Groups		680,493	84	8.101		
	Total		1101,790	99			

The linearity test in this study was used to show the distribution pattern of the attractiveness variable data. Based on the analysis results, the Linearity value obtained in the testing parameter was 0.000 which is smaller than 0.05, while the deviation from linearity parameter obtained a significance value of 0.187 which is greater than 0.05.

While the distribution pattern of social media-based promotion variable data, based on the analysis results, the Linearity value obtained in the testing parameter was 0.00 which is smaller than 0.05, while the deviation from linearity parameter obtained a significance value of 0.186 which is greater than 0.05. It can be concluded Based on these two parameters, that the variable has a linear data distribution pattern.

Multicollinearity Test

Table 3. Multicollinearity Test of Social Media-Based Attraction and Promotion on Visit Rates to the Bajra Sandhi Balinese People's Struggle Monument

Coefficients

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1 (Constant)	17,286	2,818		6,134	.000		
Attractiveness	.237	.113	.259	2,100	.038	.479	2,086
Social Media Based Promotion	.285	.109	.322	2,607	.011	.479	2,086

Based on table 3, the data from the multicollinearity test analysis results from the SPSS 23.0 for Windows program shows that the tolerance value of the independent variable is 0.479, this shows that 0.479 > 0.01 and the VIF value is 2.086 < 10.00, which means that multicollinearity does not occur.

Heteroscedasticity Test
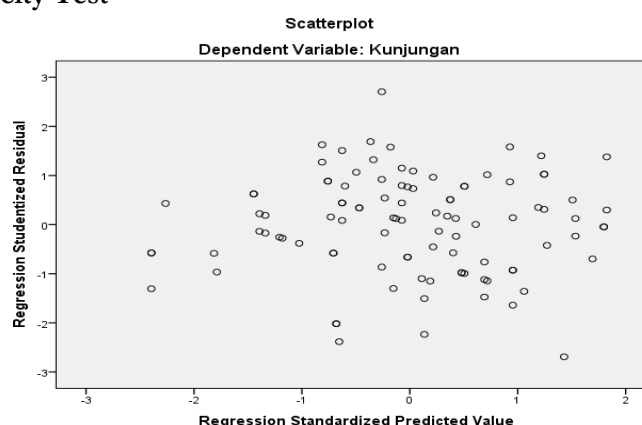
Figure 1. Scatterplot of Dependent Variable Visits

Hypothesis testing

Referring to the results of the theoretical study, a conceptual framework can be described through a conceptual model and hypotheses, such as a paradigm model of the relationship between the established variables. Based on this conceptual model, the hypothesis tested is that there is a significant influence between social media-based attraction and promotion on the level of visits to the Bajra Sandhi Balinese People's Struggle Monument.

Multiple Linear Regression Analysis Test

The multiple linear regression analysis test aims to determine the linear relationship or influence between two or more independent variables on one dependent variable (Priyatno, 2014:149). Based on the results of the SPSS table output analysis, it can be seen in the following table.

Table 4. Regression Test of the Effect of Social Media-Based Attraction and Promotion on the Level of Visits to the Bajra Sandhi Balinese People's Struggle Monument

Coefficients

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1 (Constant)	17,286	2,818		6,134	.000		
Attractiveness	.237	.113	.259	2,100	.038	.479	2,086
Social Media Based Promotion	.285	.109	.322	2,607	.011	.479	2,086

Based on the regression analysis, the regression equation obtained is Y = 17.266

+ (0.237)X1 + (0.285)X2. From the results of this equation it can be interpreted that

1) Constant Value
    With a constant variable for visits (Y) of 17.266, if all models in the study or all independent variables, namely social media-based attraction and promotion, have no influence on visits, then the Y value will remain the same as the applicable constant.
2) Regression Value
a. Attraction: 0.237
    The regression value on variable X1 or the attractiveness variable of 0.237 explains that every increase of 1 unit/point in attractiveness will have an effect and impact on increasing visits by 0.237 units/points.
b. Social Media Based Promotion : 0.285
    The regression value on variable X2 or the social media-based promotion variable of 0.285 explains that every increase of 1 unit/point in social media-based promotion will have an effect and impact on increasing visits by 0.285 units/points.

Partial Test (t-Test)

    After establishing that the overall model is significant, the t-test is used to evaluate the significance of each independent variable partially. The t-test helps determine whether each independent variable makes a significant contribution to the dependent variable when other variables are present in the model. With the t-test, we can identify independent variables that significantly influence the dependent variable and those that may be insignificant.

Table 5. t-Test of the Effect of Social Media-Based Attraction and Promotion on the Level of Visits to the Bajra Sandhi Balinese People's Struggle Monument

Coefficients

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Correlations Zero-order	Partial	Part	Collinearity Statistics Tolerance	VIF
1 (Constant)	17,286	2,818		6,134	.000					
attractiveness	.237	.113	.259	2,100	.038	.492	.209	.180	.479	2,086
based promotion social media	.285	.109	.322	2,607	.011	.509	.256	.223	.479	2,086

a. Dependent Variable: visits

Based on Table 5 t-test of the Influence of Attraction and Social Media-Based Promotion on the Visit Rate of the Balinese People's Struggle Monument Bajra Sandhi, the calculated t-value for the attraction variable is 2.100 compared to the t-table value of 1.661 so that the calculated t-value is > than the t-table. Furthermore, the significance value of the attraction variable is 0.038 compared to the alpha probability value of 0.05 so that the significance value is < from the alpha probability value. While the calculated t-value for the social media-based promotion variable is 2.607 compared to the t-table value of 1.661 so that the calculated t-value is > from the t-table. Furthermore, the significance value of the social media-based promotion variable is 0.011 compared to the alpha probability value of 0.05 so that the significance value is < from the alpha probability value.

The two proofs from the variables of Attraction and social media-based promotion, explain that attraction and social media-based promotion can have a positive and significant influence on the level of visits to the Bajra Sandhi Balinese People's Struggle Monument. Therefore, it can be concluded that the hypothesis that has been formulated in the previous chapter is proven to be accepted, namely the attraction variable both partially has a positive and significant influence on the level of visits and the social media-based promotion variable both partially has a positive and significant influence on the level of visits.

Simultaneous Test (F Test)

Table 6. F-Test of the Effect of Social Media-Based Attraction and Promotion on the Level of Visits to the Bajra Sandhi Balinese People's Struggle Monument

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	320,897	2	160,448		
	Residual	780,893	97	8,050	19,930	.000[b]
	Total	1101,790	99			

Based on the display of the SPSS output analysis results, it was found that the calculated F value of 19.930 was greater than the F value in table 3.09 and the significance value was 0.000.

Smaller than 0.050, this explains that social media-based attractions and promotions simultaneously have an influence on visits.

Discussion

Descriptive Analysis of Data and Research Results

The discussion related to descriptive analysis includes determining the average value of the measurement results for each variable. The goal is to determine the category level of the research variables.

First, the descriptive attractiveness variable shows the results that out of 100 respondents who responded to the statement on the attractiveness variable regarding visits to the Bajra Sandhi Balinese People's Struggle Monument, the average tends to be in the Very Good category of 20 respondents or 20%, the good category of 39 respondents or 39%, the moderate category of 17 respondents or 17%, the less category of 19 respondents or 19%, and the very less category of 5 respondents or 5%. Through this research, empirical data shows that most of the attractiveness categories at the Bajra Sandhi Balinese People's Struggle Monument are in the good category.

Second, the descriptive social media-based promotion variable shows that out of 100 respondents, 24 respondents or 24% are in the very good category, while the others are in the good category, as many as 35 respondents or 35%. The moderate category is 21 respondents or 21%, the less category is 9 respondents or 9%, while the very less category is 11

respondents or 11%. Through this research, empirical data shows that most of the social media-based promotion categories at the Bajra Sandhi Bali People's Struggle Monument are in the very good category.

Based on multiple regression analysis and t-test, this study successfully identified the relationship between the variables of attraction and social media-based promotion, which showed a significant influence on the level of visits to the Bajra Sandhi Balinese People's Struggle Monument. The discussion in this study focuses on the influence of the independent variables on the dependent variable. Based on this concept, the discussion of the hypothesis test can be presented as follows:

The Influence of Attraction on the Level of Visits to the Bajra Sandhi Balinese People's Struggle Monument.

Based on the display of the SPSS output analysis results, the calculated t value for the attraction variable is 2.100 compared to the t table value of 1.661 so that the calculated t value is > from the t table. Furthermore, the significance value of the attraction variable is 0.038 compared to the alpha probability value of 0.05 so that the significance value is < from the alpha probability value. Both of these proofs explain that attraction can have a positive and significant influence on the level of visits to the Bajra Sandhi Balinese People's Struggle Monument. The higher the attraction displayed, the more it can attract visitors to visit. So it can be concluded that the hypothesis that has been formulated in the previous chapter is proven to be accepted, namely the attraction variable both partially and simultaneously has a positive and significant influence on the level of visits. The Bajra Sandhi Monument has historical and cultural attractions that are of interest to visitors such as unique building architecture, dioramas depicting the struggle of the Balinese people, libraries, beautiful and attractive gardens and unique observation floors that can take visitors to enjoy the beauty of the city of Denpasar. The attraction of the Bajra Sandhi Balinese People's Struggle Monument can be seen in the following picture.

Figure 2. The Attraction of the Balinese People's Struggle Monument

This result is in line with previous research conducted by Dewi & Indra Bhaskara, n.d. (2023), entitled Tourist Perceptions of the Tourist Attractions of the Balinese People's Struggle Monument. In their research, it was stated that the results of tourist perceptions of the tourist attractions of the Balinese People's Struggle Monument Based on 4 (four) components of tourism products including attractions, accessibility, amenities and additional services (ancillary) this is proven through the analysis of 19 measured variables where 4 (four) variables received very good responses, thirteen variables received good responses and one variable received quite good responses. The variables stated as quite good are the cleanliness of the area and pool. In particular, the cleanliness of the monument pool needs to be improved because the cleanliness is still lacking so that the pool water looks mossy and gives a deep impression to visiting tourists. Therefore, cleanliness is the main thing in a tourist attraction.

These results also align with research by Indriani & Sunargo, n.d. (2021), entitled The Influence of Social Media Promotion and Attraction on Visitor Decisions to Visit Lembah Pelangi Tourism. This study showed that attraction influences visitor decisions to Lembah Pelangi tourism with a coefficient value of 57.6%. It is known that attraction has a positive and significant influence on visitor decisions. This means that the higher the attraction of Lembah Pelangi tourism, the higher the visitor's decision will be. Conversely, the lower the attraction provided by Lembah Pelangi, the lower the visitor's decision will be.

The Influence of Social Media-Based Promotion on the Level of Visits to the Bajra Sandhi Balinese People's Struggle Monument.

Based on the SPSS output display in table IV.15 of the t-test results, the calculated t-coefficient value for the social media-based promotion variable is 2.607 compared to the t-table of 1.661 so that the calculated t-value is > t-table. Furthermore, the significance value for the social media-based promotion variable is 0.011 and the alpha probability value is 0.05 or the significance value is < the alpha probability value. This proves and means that social media-based promotion can have a positive and significant influence on the level of visits to the Bajra Sandhi Bali People's Struggle Monument. Therefore, it can be concluded that the hypothesis that has been formulated in the previous chapter is proven to be accepted, namely that the social media-based promotion variable both partially and simultaneously has a positive and significant influence on the level of visits.

The results of this study align with those of Indriani & Sunargo, n.d. (2021), entitled The Influence of Social Media Promotion and Attraction on Visitor Decisions to Visit Lembah Pelangi Tourism. This study shows that social media-based promotions have a positive and significant impact on visitor decisions. The better Lembah Pelangi's promotions, the more visitors will come. Conversely, the lower Lembah Pelangi's social media promotions, the lower the visitor's decision to visit.

Another study that is in line with this research is from Priatmoko, (2017) entitled The Influence of Attractions, Social Media, and Infrastructure on Tourists' Visiting Decisions to Pentingsari Yogyakarta Tourism Village. The results of his research show that social media has a positive and significant influence on tourists' visiting decisions in Pentingsari Yogyakarta tourism village, the more active social media is in popularizing tourist attractions, the higher the tourist's visiting decisions will be.

The Influence of Social Media-Based Attraction and Promotion on Visit Rates at the Bajra Sandhi Balinese People's Struggle Monument.

Table 7. Determination Coefficient of Attraction Variable and Social Media-Based Promotion on Visit Level to the Bajra Sandhi Balinese People's Struggle Monument.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.540[a]	.291	.277	2,837

Based on the results of the SPSS display analysis in table 7 above, it shows that the R value is 0.540, R Square is 0.291 and the adjusted R Square value is 0.291. This explains that 27.7% of the independent variables, namely the attraction variable and the social media-based promotion variable, have a joint (simultaneous) contribution to influencing the level of visits to the Bajra Sandhi Bali People's Struggle Monument. Meanwhile, the remaining 72.3% can be influenced by other variables not explained in this study.

The results of this study align with previous research by Candra Dewi et al. (2024), which stated that tourist visitation to the Bali People's Struggle Monument is influenced by three factors: marketing methods, product digitalization, and service quality. Service quality was the most dominant factor, followed by marketing methods and product digitalization. However, several elements require further review.

4. CONCLUSION

Based on the research results, the discussion in the previous description of the results of hypothesis testing carried out using the multiple linear regression analysis method through the SPSS version 23.0 for Windows program, the following conclusions can be drawn: (1) The attraction variable (X1) partially has a positive and significant influence on the level of visits (Y) to the Bajra Sandhi Balinese People's Struggle Monument. (2) The social media-based promotion variable (X2) partially has a positive and significant influence on the level of visits (Y) to the Bajra Sandhi Balinese People's Struggle Monument. (3) The variables of attraction (X1) and social media-based promotion (X2) simultaneously have a positive and significant influence on the level of visits (Y) to the Bajra Sandhi Balinese People's Struggle Monument.

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