ABSTRACT

Social media has emerged as the primary platform in the digital age for sharing experiences and obtaining information about tourist attractions through user-generated content. This content is used as a consideration for tourists in deciding to visit tourist sites in a particular area, such as the Ciwidey tourism area. The purpose of this study is to identify the important factors of user-generated content on social media that influence tourists' decisions to visit Ciwidey Nature Tourism.. This descriptive quantitative research employs non-probability purposive sampling and factor analysis methods, and online questionnaires were distributed to tourists who have visited Ciwidey tourism area to collect data. The results reveal four important factors of user-generated content, including content quality, content appeal, contribution level, as well as popularity and reputation of content, with content quality being the most significant factor in contributing to tourists' decision to visit Ciwidey Nature Tourism.

Keywords: Social media ; user generated content ; important factors