

ABSTRACT

Bali Zoo Park is the largest zoo in Bali. However, the number of visits to the Bali Zoo Park Tourism Object in 2018 has decreased, and it is not known what cause it is. To increase sales or increase tourist visits, it can be done through social media by taking advantage of the increasing number of users and the amount of time used, coupled with the electronic word of mouth, it will allow users on social media to do this individually or through forums by sharing their experiences. . On the Tripadvisor website, there are also many reviews regarding the good and bad experiences of visitors when visiting Bali Zoo Park attractions. Public interest in visiting Bali Zoo Park is shown by their tendency to seek information related to the Bali Zoo Park Tourism Object.

The purpose of this research is to find out what kind of influence of reviews or electronic word of mouth contained in social media content, which in turn will affect the interest in visits and have an impact on tourist visiting visits, as well as to find out whether there is an influence on the Electronic Word Of Mouth variable (X) with the visiting decision variable (Y) to the Bali Zoo Park tourist attraction, the influence on the visiting interest variable (Z) with the visiting decision variable (Y) and the influence on the visiting interest variable (Z) with the visiting decision variable (Y).

The sampling technique used is non-probability sampling with purposive sampling type, so that the sample to be taken is as many as 400 visitors who visit after receiving information about the Bali Zoo Park Tourism Object through social media by filling out a questionnaire that has been distributed. The data obtained will then be analyzed with Path Analysis.

The results of this study indicate that the variable Electronic Word of Mouth (X) has a positive and significant effect on the variable of visiting interest (Z), the variable of Electronic Word of Mouth (X) has a positive and significant effect on the variable of visiting decision (Y) and the variable of visiting interest (Z). does not have a significant effect on the variable Visiting Decision (Y).

Based on the research results, you should communicate more frequently via social media to consumers or visitors in order to increase interest and also encourage visits.

Keywords: *Electronic Word Of Mouth, Visiting Interest, Visiting Decision.*