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INFLUENCE OF NEW MEDIA ON LANGKAWI AS A HERITAGE DESTINATION

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Abstract:

This paper is focused on the impact of new media on the intention of tourists to visit Langkawi as a heritage site. The impact of social media, online travel reviews (OTR), and short video on the travel intention of the tourists will be analysed in this study. Quantitative methodology was used for this research with the use of data collected from tourists who have been to or are going to go to Langkawi and interact with new media. The result obtained through multiple regression analysis shows that social media, OTR, and short video platforms increase the travel intention. Also, it has been observed that the effect of OTR is the most among other variables. 45.9% variance in travel intention has been explained by the model with no presence of any multicollinearity.

DOI:10.35631/JTHER.1144019**Keyword:**Online Travel Review, Short Video Platforms, Social Media,
Tourists' Intention

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Introduction

With fast-paced innovation and advancement in new media, there has been a significant shift in the way tourist destinations have been marketed and developed. Social media, OTRs, and short videos have made it possible for tourists to obtain timely information about various destinations, along with other interesting content, thus contributing toward decision-making and perception formation (Lin & Rasoolimanesh, 2023). With increasing significance being placed on cultural and environmental values of tourist destinations, digital media has become an important platform through which heritage destinations communicate their worth to diverse audiences. Langkawi, a UNESCO global geopark located in Malaysia, is not just a tourist destination because of its geographical characteristics but also because of its unique cultural and historical legacy, which includes Malay architecture, folklore, and ancient geological structures (Ling & Chan, 2020).

This study attempts to fill this void by studying the effects of social media, OTRs, and short video platforms on tourists' intention to visit Langkawi. Through a quantitative method and data obtained from surveys among people who have consumed new media content as either tourists or potential tourists, the impact of these channels is explored.

The findings of this study are expected to make both theoretical and practical contributions. Practically, it provides insights for destination marketers and policy makers to design targeted, inclusive, and effective digital campaigns that enhance tourist engagement and satisfaction. By addressing the intersection of new media in heritage tourism, this study contributes to more nuanced and evidence-based strategies for promoting destinations like Langkawi.

Literature Review

Tourist Visit Intention

Tourists visit intention means that an individual decides to visit an attraction because of certain perceptions and motivations as well as influences from external sources (Azhar et al., 2023). Heritage attraction encompasses historical and cultural sites as well as natural locations that serve as destinations for individuals wanting authentic experiences. The tourist intention to visit an attraction will be driven not only by the attributes of that attraction but also by information sources such as online media (W. Yang et al., 2022; Lim et al., 2023).

New Media

New media refers to digital media that enable instant interaction between people, such as social media, OTRs, and short video platforms (Zhang, 2023; Ait Hattani & Khoumssi, 2020). The difference with old media is that new media offers multidirectional communications that provide immersive, personalized, and accessible media content (Samarakoon, Johar & Khatibi, 2023). New media provides a great advantage in tourism through the promotion, interaction, and decision-making processes to make heritage places more interesting and interactive to public (Kalappan & Tham, 2025).

Social Media

Social media is an active medium through which people exchange experiences, get information, and connect with the tourism context (Xu et al., 2022; Wang & Yan, 2022). Social media helps shape tourist' perceptions, feelings, and behaviour in relation to tourism through visual content that creates interactions. High quality content on social media makes for more effective engagement of tourist and becomes an important medium in heritage tourism marketing (Amir et al., 2022a, 2022b; Cui et al., 2023).

Online Travel Reviews (OTRs)

OTRs are reviews created by customer themselves about their destinations, products, and experiences that can be found on online sites and act as one of the sources of eWOM. These reviews contribute to increased authenticity, decreased uncertainty, and affect tourists' decisions (Marine-Roig, 2021; Su et al., 2022). In heritage tourism, OTRs enhance the perceived authenticity and cultural value of destinations, thereby strengthening travel intentions (Anubha et al., 2025a; Tunjungsari et al., 2025).

Short Video Platforms

The short video platforms represent a type of digital marketing tool that is marked by short, visually appealing content and high user interaction (Han, 2022; Wu & Ding, 2023). Short videos make destinations more visible and create an immersive experience while helping to form impressions in the mind of tourists. Examples of successful campaigns that have used the power of short videos can be seen in Langkawi tourism promotions (Tourism Malaysia, 2023).

Conceptual Framework

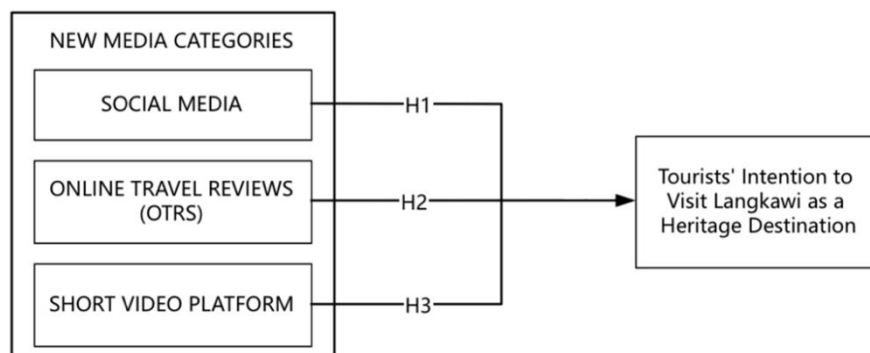


Figure 1: Framework

Research Hypothesis

H1: Social media positively influence tourists' intention to visit Langkawi as a heritage destination.

H2: Online Travel Reviews (OTRs) positively influences tourists' intention to visit Langkawi as a heritage destination.

H3: Short video platform positively influences tourists' intention to visit Langkawi as a heritage destination.

Methodology

Research Design

The research in this paper adopts the descriptive quantitative approach to investigate the impact of new media on the intentions of visitors to Langkawi as a heritage site. The data collection involved the use of a questionnaire to facilitate the quantification of the data and subsequent statistical analysis. This method promotes objectivity, hypothesis testing, and analysis of data in the larger population (Howard & Henderson, 2023).

Population and Sample

The target population consists of tourists who have visited or plan to visit Langkawi and have engaged with new media content related to the destination. The planned sample size is approximately 300 respondents, including both male and female participants (Ali Memon et al., 2020).

Sampling Technique

A convenience sampling method was employed to collect data efficiently from accessible participants. This approach, commonly used in tourism research, allows for practical and diverse sampling (Saidon et al., 2024).

Research Instrument

A structured questionnaire was used as the main tool for gathering data, which had sections that were related to demographics, perceptions about Langkawi as a heritage site, and the use of new media technologies. The questionnaire comprised mostly of closed-ended questions to guarantee consistency and statistical analysis of results.

Data Collection

The information was obtained by using the structured questionnaire in the span of two months among tourist who have used new media tools. The survey is helpful to collect data in a standardized way from a large sample size and can generalize findings across male and female samples (Coffey et al., 2024).

Data Analysis

Collected data were analysed using SPSS. Multiple regression analysis examined the effects of social media, online travel reviews, and short video platforms on tourists' intention to visit Langkawi. (Pratap Singh Kaurav et al., 2021).

Reliability Test

Cronbach's Alpha was used to assess the internal consistency of the questionnaire, measuring the reliability of items within the same construct. A value of 0.70 or higher was considered acceptable, ensuring that the instrument consistently measured the intended variables across respondents.

Table 1: Result of Reliability Test

Variable	Number of items	Cronbach's Alpha
Social media	5	0.739
Online travel review (OTRs)	5	0.827
Short travel video (STV)	5	0.828
Travel Intention	4	0.833

Findings

Demographic Profile

There was participation of 332 respondents; where out of total 44% were male, while 56% were female. It is evident that 77.1% of the respondents' age was below 25 years, whereas 16.3% were in the age group of 25-30 years. Nationals comprised of 51% of Malaysian citizens and rest belonged to other nationalities. As regards to visits to Langkawi Island, 79% never went there before, 16% visited once to three. TikTok was the most used social media (48.8%), followed by Instagram (14.8%), Facebook (4.8%), X (3.6%), and other platforms (28%).

Table 2: Result Demographic Profile

	Category	N=332	percentage
Gender	Male	146	44%
	Female	186	56%
Age	Below 25	256	77.1%
	25-30	54	16.3%
	31-35	9	2.7%
	36-40	7	2.1%
	41-45	5	1.5%
	45 Above	1	0.3%
Nationality	Malaysian	170	51%
	Non-Malaysian	162	49%
Frequency of travelling to Langkawi	Never	262	79%
	1-3 times	53	16%
	4-6 times	7	2%
	More than 6	10	3%

Most used social media platform	TikTok	162	48.8%
	Instagram	49	14.8%
	Facebook	16	4.8%
	X	12	3.6%
	others	93	28.0%

Findings and Discussion

Model Summary

Table 3: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.678 ^a	.459	.454	1.97090

Coefficients

Table 5: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
(Constant)	1.387	.667		2.079	.038		
Social media	.139	.041	.174	3.353	.001	.614	1.629
OTRs	.279	.044	.350	6.335	.000	.542	1.846
Short travel video	.253	.050	.270	5.085	.000	.588	1.700

Pearson Correlation

Table 7: Result Of Pearson Correlation

Correlations			Online Travel Review (OTR)	Short travel video (STV)	Travel intention
Social Media	Pearson Correlation	1	.580**	.532**	.524**
	Sig. (2-tailed)		.000	.000	.000
	N	332	332	332	332
OTR	Pearson Correlation		1	.603**	.613**
	Sig. (2-tailed)			.000	.000
	N			332	332
Short Travel Video	Pearson Correlation			1	.576**
	Sig. (2-tailed)				.000
	N				332
Travel Intention	Pearson Correlation				1

Sig. (2-tailed)

N

**. Correlation is significant at the 0.01 level (2-tailed).

Hypothesis Result

HYPHOTHESIS	β VALUE	t VALUE	P VALUE	STATUS
H1: Social media positively influence tourists' intention to visit Langkawi as a heritage destination.	0.274	3.353	p = .001	ACCEPTED
H2: Online Travel Reviews (OTRs) positively influences tourists' intention to visit Langkawi as a heritage destination.	0.350	6.335	p < .001	ACCEPTED
H3: Short video platform positively influences tourists' intention to visit Langkawi as a heritage destination.	0.270	5.085	p < .001	ACCEPTED

Major Findings

The study found that social media, online travel reviews (OTRs), and short travel videos significantly influence tourists' intention to visit Langkawi as a heritage destination. OTRs emerged as the strongest predictor ($t=6.335$, $p<.001$), highlighting the importance of credible, experience-based information for travel decisions. The findings of this study corroborate those of Islam, et. all (2025) where tourists rely heavily on online reviews for decision making in travels. It is evident that online reviews create more trust than short reviews (Molly Huang, 2025). On the other hand, short travel videos with ($t=5.085$, $p<.001$) comes as the second strongest predictor in influencing tourists' intention to visit Langkawi as a heritage destination. Short travel videos able to attract tourist by their visual attractiveness and its ability to communicate destination experiences efficiently. However, it still has a comparatively lower influence as too compared to online travel reviews. This aligns with the argument advanced by Lin, et. all (2025) that users browsing videos behaviour is just to pass the time, but it will not influence them in taking any action such as to travel. Turning to social media variable where it contributed positively to influence tourists' intention to visit a destination, though its effect was moderate ($t=3.353$, $p<.001$). Based on this result, Rapti and Gkouna (2022) infers that the infrastructure of the destination plays a significant role for tourist in choosing a destination. Moreover, the authenticity and visual appeal in destination is more important in selecting a destination (Chen & Chen, 2025). Generally, the demographic profile showed a diverse sample of young, digitally active participants from both Malaysia and other countries that might affect the result as this is consistent with previous research where Balogun and Ajagunna (2023) stated that various perspectives emerged from different groups.

Recommendations for Future Research

Future research may take the opportunity of incorporating probability sampling procedures in order to ensure better coverage among different groups of people with respect to their age,

gender, nationality, and digital literacy level. Including different media platforms, such as travel blogs, live streams, virtual reality, augmented reality, and AI-powered technology, would help gain better understanding of the impact of digital media use on tourism. Researchers need to look at other demographic, psychographic, and cultural characteristics that may play moderation roles in shaping the intention to travel, more so than the gender of an individual.

Conclusion

OTRs, short videos about travels, and social media altogether contribute to the decision-making process of people in terms of travelling, and OTRs have the highest effect on the decisions. The finding correlates with another research which indicated that positive online reviews would encourage people to travel more (Zhang, et. al, 2025). What is more, as mentioned by Godnov, et. al (2026), the gender issue also influences the reaction of tourists concerning their response to online travel reviews regarding Langkawi destination. From an academic point of view, this research has contributed much to the literature on how new media can be helpful in promoting heritage tourism in Malaysia. In practice, this research can contribute to the activities of tourism authorities to promote Langkawi destination.

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- Author Contribution Statement:** All authors contributed significantly to the development of this manuscript. [Rozzana Ihsanuddin, Noraihan binti Mohamad] was responsible for the conceptualization, methodology, and overall supervision of the study. [Yang Yashu, Ahmad Syarafuddin Shamsul Amri] handled data collection, analysis, and interpretation of results. [Yang Yashu, Ahmad Syarafuddin Shamsul Amri, Rozzana Ihsanuddin] contributed to the literature review, drafting, and critical revision of the manuscript. All authors read and approved the final version of the manuscript prior to submission.
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Appendix

Histogram

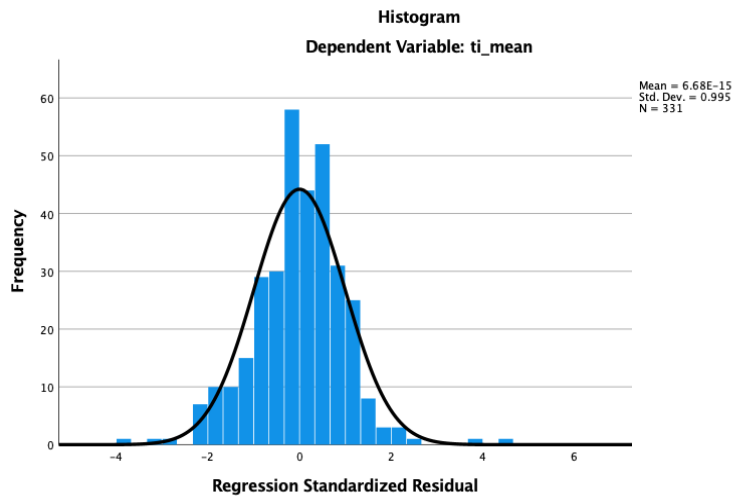


Figure 2: Histogram

Normal P-P Plot

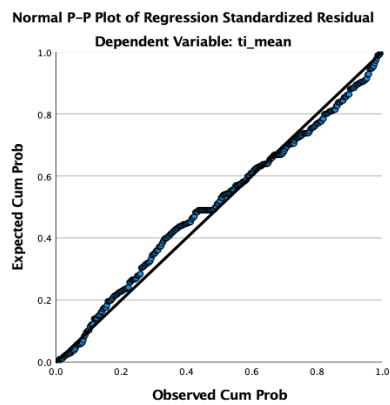


Figure 3: Normal P-P Plot of Regression Standardized Residual

Residuals vs. Predicted Values

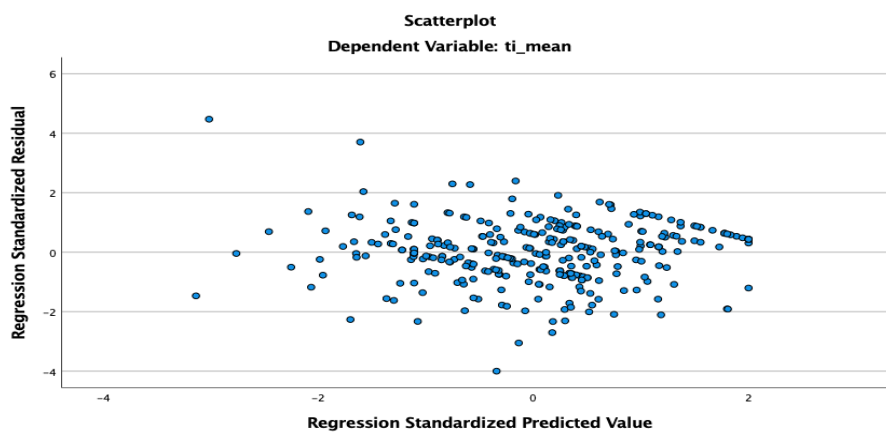


Figure 4: Scatterplot Of Standardised Residuals Vs Predicted