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ABSTRACT

Social Media Engagement on Outdoor Recreation Motivation Among Visitor at Temuan Hills Negeri Sembilan

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I. INTRODUCTION

This study explored how social media engagement influences outdoor recreation motivation among visitors at Temuan Hills, Negeri Sembilan. It identifies key engagement and motivation factors, examines gender-based differences, and assesses their interrelationship. The findings aimed to enrich understanding of digital media's role in nature-based tourism decisions, especially within localized Malaysian contexts experiencing increased recreational demand [1].

II. METHODS

This study employed a quantitative research method using a Google Form survey administered to 31 visitors at Temuan Hills, Negeri Sembilan. Data were analyzed using descriptive statistics and inferential statistics, including independent t-tests and Pearson correlation analysis, to evaluate gender-based differences and relationships between social media engagement and outdoor recreation motivation.

III. RESULTS AND DISCUSSION

A. Social Media Engagement Factors

Consumption with a mean score of 4.52 ($SD = 0.663$) emerged as the most prevalent engagement behavior, with visitors primarily using Instagram and TikTok to view outdoor content. Watching videos and viewing photos of natural settings sparked emotional and motivational responses.

B. Outdoor Recreation Motivation Factors

Social interaction with groups was the leading motivational factor, indicating that recreational outings at Temuan Hills are highly driven by companionship and shared experience. This supports the role of community and bonding in outdoor activities. The natural, accessible setting of Temuan Hills encourages socializing, making it an appealing destination for group-based recreation.

C. Gender Differences in Engagement

Female participants reported higher overall engagement with outdoor content on social media. While behavioural patterns such as posting and sharing were observed, no statistically significant gender differences were found. This suggests that although females might engage more frequently, both genders display relatively similar patterns of interaction with outdoor-related content with $t = -0.538$, $df = 29$, $p = 0.152$.

D. Engagement–Motivation Relationship

A significant positive correlation was found between social media engagement and outdoor recreation motivation. Consumption, particularly viewing visual content, showed a positive correlation. These findings indicate that passive media exposure not only informs but also inspires recreational intentions, demonstrating social media's role in shaping visitor motivation at Temuan Hills.

TABLE I
ENGAGEMENT – MOTIVATION RELATIONSHIP

Variables		Outdoor Recreation Motivation
Consuming	Pearson Correlation	0.456
	Significant (2-tailed)	0.010
	N	31
Contributing	Pearson Correlation	0.366
	Significant (2-tailed)	0.043
	N	31
Creating	Pearson Correlation	0.386
	Significant (2-tailed)	0.032
	N	31

IV. CONCLUSIONS

Social media engagement, especially content consumption, significantly influences outdoor recreation motivation among Temuan Hills visitors. Group-based social interaction emerged as a key motivator. Despite gender differences in engagement levels, patterns were similar. These insights highlight social media's role in fostering nature engagement and enhancing collective recreational experiences.

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