

# Hegemony Practice of Consumers in Disruption Era

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Disruption is interpreted as a change that occurs using new ways and patterns, this has affected many things including the tourism industry in Bali. Hegemony occurs massively through the use of information technology, especially social media, which is carried out by consumers and producers through their digital marketing networks. As one of the main destinations of world tourism, and very strong in maintaining its customs, culture and traditions, Bali must bow to disruption followed by transformation. The problem of this research is how is the practice of consumer hegemony in the era of disruption? The study was conducted in the Province of Bali, Indonesia, considering the choice of research locations due to rapid changes in community behaviour, in line with global cultural changes that affect cultural changes in local communities. Data was analysed descriptively, qualitatively and interpretatively, by collecting data through observation, interviews and participation in action research. Determination of informants in this study using purposive techniques, especially judgment and convenience through the interview process. Data validity testing is done by triangulation. The results show that there has been a hegemony over consumers in this era of disruption, which is practiced through the dominance of producers through social media. The marketing of tourism services has experienced a disruption, which includes a disruptive mindset and a disruption society on marketing agents who initiate sales of tour packages online, network and use applications. Consumers have become marketing agents for their environment, and are a reference to future consumer behaviour trends. Hegemony is carried out with social media as the primary means, and there is a transformation of local wisdom of the Balinese people, following the pattern of economic sharing, and the application of the principle of new public service by the government through the publication of several tourism regulations.

**Key words:** *Hegemony, Consumer Behavior, Disruption, and Transformation.*

## Introduction

Activities to find information and make small observations are things that consumers do before making a product purchase. This digital age makes it easy for consumers to interact with producers. The information obtained does not necessarily have a direct effect on consumers deciding on a purchase. Visentin et.al (2019) states the intention to buy consumers of products traced through news, store observations or brands do not have a direct impact on making a purchase. Furthermore, Kim & Han (2011) suggested that the quality of information and costs are important in determining behaviour changes, especially hedonists, which indicate excessive product consumption behaviour. The chain that has long stretched between producers and consumers is now getting shorter. This is the impact of the era of disruption, creating an entirely new market at a much cheaper price (Kasali, 2017). The younger generation, who are now more commonly referred to as the Z generation, or the millennials generation, exhibit different behaviours. The characteristics of consumers of this type, one of which is very familiar with the use of technological dominance. All their consumption activities are fully supported by technological facilities, such as the use of smartphones and other technological devices. Not only generation Z, the millennial generation born after 1995, but the generation born before have followed the behaviour of this generation including how they consume goods and services.

The travel industry which includes airplane ticket sales, hotel accommodations, villas to travel destination packages is one of the industries that experienced disruption. More sales are now done with online media through the use of information technology. Holiday package deals through social media are carried out very intensively, by displaying the best photo spots of attractions, hotels, villas, restaurants, shopping centres, spas and other destinations offered in one package. Payments can be made through account transfer banking services, after which proof of payment is photographed and submitted to the seller also through social media such as WhatsApp, in fact, everything can be done via a smartphone without the need to leave the house. The parties included in the package are subject to the marketing pattern offered by the agent. This condition also occurs in Bali as a world tourist destination, which is visited by approximately five to six million tourists per year. The hotel, villa, airline, restaurant business, tourist destination and other components engaged in tourism must keep up with changes in marketing. They also become part of online marketing, becoming one of the marketing objects, which must be ready to display the best photo spots, short promotional sentences, but can represent the superior product. No exception for tourism managers who have long applied conventional marketing patterns.

The practice of hegemony has occurred from producers to consumers. Personal factors of consumers such as self-actualisation, exclusive and have more value than others is one of the reasons they travel. Lee et.al. (2019) confirms the use of recreational class theory. Consumers

will explore the positive values of prestige obtained from consuming products. This affects their behaviour. Changes in the behaviour of millennial generation consumers like this are used by capitalists, entrepreneurs, producers and business people to race to make different products so that what is offered becomes interesting. Producers will deconstruct marketing strategies, from the form of products, prices, promotions carried out, and effective distribution methods through social media so that consumer interest continues to increase. Conceptually, that consumption is based on one's wants and needs (Kotler & Keller 2016). However, in reality, consumption is not based on needs but is caused by other factors. One factor is the prestige factor, mentioned by Lee et.al (2019); Subawa (2016). The producer factor is also the cause for consumers to take excessive consumption. Manufacturers' efforts to package or modify products to make them more attractive, large discount prices, promotional stimuli, soft payment methods and other activities cause consumers to become complacent and be controlled by producers. This form of producer activity is a form of hegemony (Emslie et.al. 2006), can naturally, unwittingly producers hold control, power and win the competition for maximum profits. Acts of hegemony that have been carried out by the producers constitute participation without coercion. This phenomenon shows that the hegemony in the marketing chain is very strong and exciting to be observed. The formulation of the problem in this research is how the practice of consumer hegemony in the era of disruption is?

### **State of the Art**

The results of research that have relevance and provide inspiration for those who research consumer behaviour include Tiago & Verissimo (2014) which confirms that there has been a change in consumer behaviour so companies must think of marketing strategies primarily within the digital domain, namely the use of social media by looking at the benefits and inhibitors, the use of second-generation Internet-based applications, enhance innovative forms of communication, and create content together with customers. Companies face internal and external pressure with a digital presence on social media platforms.

Paniagua & Sapena (2014) suggested that social media has become a place to communicate, build networks, and share content that is used by companies to look for marketing and business opportunities through this platform. Stephen (2016) emphasised the regulation of digital and social media marketing, by identifying five themes namely: digital consumer culture, responses to digital advertising, the effect of digital environments on consumer behaviour, the mobile environment, and online word of mouth (WOM). Consumers can experience, influence, and be influenced by the digital environment in which they are a part of their daily lives. Whereas, Subawa (2016) states that determining the right pricing strategy is very important to maintain and win the competition. The study was conducted to examine the meaning of the application of pricing strategies, especially the pricing of prestige for consumers who consume perfume products in the city of Denpasar. Psychological values and

prices that occur are precise. Producers maintain sales strategies accompanied by high prices in order to retain customers. Parise et.al. (2016) state that marketers face the challenge of a 'crisis of closeness' to meet the needs of consumers to receive personalised content, expertise and solutions in real-time. Current developments in digital technology such as video conferencing, location-based cellular applications, and augmented reality are highly personal and immersive environments that allow interactivity and a rich exchange of information between brands and consumers. Overby & JuLee (2006) state that in online shopping by consumers, there is a tendency for utilitarian values, rather than hedonic values.

The research above has similarities with the research conducted, which is both making online marketing as an object of research, and consumers who consume are no longer merely an effort to fulfil their needs, but rather on the consideration of achieving prestige value. The challenge of doing digital marketing is also very interesting to be examined further. The difference is in the products being marketed, the above research has not discussed digital marketing in the tourism industry especially in Bali, while the tourism industry dominates digital content. Bali has a uniqueness as a world tourism destination that is very strong in maintaining its customs, culture and traditions, but must be subject to disruption, and this is very interesting to be examined and discussed further.

## **Method**

The selection of research locations in the Province of Bali, Indonesia, which is one of the world's tourist destinations, has a high level of economic growth, high purchasing power and the presence of shopping centres and business centres. This is a consideration for the selection of research sites, rapid changes in community behaviour, as global culture changes that affect cultural changes in local communities. The use of technology, especially young people, is very high. The analysis technique in this research uses descriptive qualitative and interpretive, by collecting data through observation, interviews and participation in action research. Determination of informants in this study uses purposive techniques, specifically judgment and convenience through the process of interviews with foreign and domestic tourists who travel with tourist destinations to Bali, as well as using social media as a travel reference. Perpetrators of tourism in Bali, tourism marketers, consisting of content designers, tourism professionals are informants from the producer element. Informants in this study were 19 people. Data that was collected from primary data sources and secondary data subsequently underwent data reduction, validity testing through triangulation, before being concluded.

## Result and Discussion

### *Domination of Producer*

Discussing the marketing chain starts from the presence of producers who produce products, in connection with this research the producers include those who sell, package travel packages in Bali and market them digitally through social media. They take advantage of social media by installing a variety of price package options, displaying the most beautiful photo spots to portray the icons of the attractions, hotels, villas, restaurants they offer. So a photo of the existence of a temple on a high cliff with beautiful blue waves, the performance of the Kecak Dance at sunset is an icon to describe the beautiful Tanah Lot. The appearance of a flight attendant in a *kebaya* dress, using a long cloth with neatly arranged hair that shows his friendliness when serving passengers is an icon to include Garuda airlines in travel packages. The dashing and sturdy image of GWK (Garuda Wisnu Kencana), the crowd of the market that sells a variety of Balinese crafts, a woman who uses frangipani flowers in her ears in a relaxed position, smiling staring at the blue sea while enjoying the services of a spa therapist is a photo icon to show GWK attractions as the highest statue in Bali, Sukawati Market and spa that allows visitors to relax while enjoying the beauty of the high seas.

These images dominate social media offering travel packages to Bali, according to the opinion of Sarkar et.al. (1998) which confirms that the presence of dominant producers has moved to electronic marketing as an alternative channel for reaching customers as the development of virtual value chain theory. Following is the opinion of the informant Anto, a spa business owner;

"I have to dare to pay a photographer for a good picture so that my spa can be known in the social media, after that it is usually offered by the entry agent to become a tour package, if you use self-portrait shots the results are not good, my friends who have a spa, too."

Another informant who owns a restaurant business that is often a culinary destination in the Ubud area also said the same thing. To attract agents, he must have a photo document that displays the superior menu of his restaurant, then upload it on social media as part of the tour destination packages offered. Another restaurant entrepreneur also said something similar, pointing out that in dominating the producers, they did it by involving company owners who also involved photographers, so that they could produce the best images to convince consumers. Kuzgun & Asugman (2015) highlighted that there are joint creations made by producers in providing services to consumers. Not created by one actor and sent to another, but created together through the interaction of all actors involved. The value of the process of joint creation through this interaction involves the value raised by the company, the value created by the customer, the value that comes from customer-customer interaction, and the value that comes from many interactions. This condition is reinforced by Lancioni et.al. (2003) in their research findings suggest there are new trends in marketing, relying on web

sites, electronic purchases, fostering relationships with providers through the use of information technology to manage marketing chains. Moreover, for accommodation, booking can now be made using the application, which was dubbed Ozturk et.al (2016) as a cellular hotel booking technology (Mobile Hotel Booking MHB).

The traditional way of managing the supply chain has changed dramatically over the past 5 years. Face to face sales model, orders dominated by paper are outdated. Ellram & Murfield (2019) c confirms this by arguing that industrial marketing management has evolved. The current consumption chain has been simplified, Iyer & Muncy (2009) states that the simplification of the consumption chain is due to global impacts, which must ultimately be followed.

### ***Disruption of Marketing Services***

Disruption is not just an ordinary Change. Disruption bears a number of consequences due to information technology from the presence of young entrepreneurs operating across borders in the world with millennials. Disruption replaces the "old market" industry, and technology, and produces a more efficient and comprehensive novelty. He is destructive and creative, Christensen (Kasali, 2017). Destructive can be interpreted as something that destroy or destroys, concerning marketing services, then destructive tendencies has caused extraordinary changes, from conventional marketing towards digitalisation. In the past, consumers who wanted to take a tour package had to come to visit the travel office and were welcomed by the travel clerk by offering them a package of paper, and payment must be in cash. Currently, travel package products are offered all the time through social media in advertising and information packaging, and this phenomenon has received positive and negative responses from consumers. Cotte et.al. (2005) assessing consumers play an important role in assessing the world of advertising.

Pookulangara & Koesler (2011) argue that the development of information technology has created innovative ways in which people can communicate and interact through websites, social media is becoming a popular virtual meeting place for consumers to gather and share information, they post personal information, upload photos, send and receive message, join groups and blogs. Looking at the opinion above, showing that consumers have become marketing agents, consumers have also opened themselves to become market references. On the other hand, producers use the power of social networking to improve their overall marketing strategy. Researchers observing the existence of social media such as Instagram, people are very fond of posting photos and sharing their travel stories, unknowingly generating interest from others to visit the same place. Likewise, producers can easily find out the desire of the community to visit various places by listening to the public conversation on social media.



Changes in marketing patterns related to innovation, is a disruption, Wu (2018) assesses that product innovation is inherently dynamic, consumers feel a constant increase in product innovation that is current and continuously updated. Companies must also show their dynamic nature in innovation such as the use of technology and pricing. Wu's statement negates the occurrence of disruptions in marketing, including tourism service products, which are very complex, which disrupts consumption patterns, namely changes in the reason and designation of a person to consume tourism service products.

The following is data that shows the changes that occur in the marketing of travel package services that are not realised by consumers:

"I always update tourist objects, contemporary hangouts, hotels, spas, new coffee places in Bali from my friends' posts on IG, I am becoming more interested in joining travelling packages to Bali, and that is usually also offered through selling online tour packages complete with promo flight ticket prices".

Furthermore, the researchers asked whether this informant always uploaded photos of his trip to Bali? The informant who is an employee of a department stated as follows:

"Oh yes, it should be, in fact, I always make a vlog of each of my trips, starting from the trip, where else am I in, joining my trend too, and usually my friends would be interested to join to that place. Exciting now, everything can be done via smartphone, I also know my friends have gone anywhere, yes through social media".

The opinion of the informant is related to the statement of Baker et al. (2013) that communication through social media and blogs, has become an important component of community participation and work, as a link to a community of practice and more significant professional connections forming other online communities. Whereas, Jansson (2018) assessed the use of social media as entrenched in influencing tourism to post-tourism, expanding beyond existing boundaries. When post-tourism occurs, social conditions emerge that require de-differentiation between tourism and the social sphere, so that dominant trends can be identified. The opinion of Kiralova & Pavlicecka (2015) reinforces that social media plays an important role in the demand and supply of tourism, the public can interact directly with the internet platform and monitor and react to visitors. Referring to the opinions of informants and affirmations from experts, social media has become the cause and effect of someone going on a tour, has become part of their habits, movements and unpredictable distribution. This is very beneficial for producers, especially when the tour ends (post-tourism), producers can easily find trends in tourist products favoured by consumers, because their digital footprint is easily known from social media. Gerwen & Buskens (2018) refer to the occurrence of partnerships in social networks as a means of coordination among actors with heterogeneous preferences. Related to research topics, social networking partnerships

are established between consumers and consumers, consumers and producers (tourism industry players), and fellow producers.

### ***Hegemony through Social Media***

Hegemony occurs so massively in various fields as a matter that binds the community without using force, so also happens in the field of tourism. Social media has emerged as a primary means of hegemony, in which there are ideas, values, and beliefs that are not forced. Altheide (1984) put forward a dominant ideology through media hegemony. Lund et.al. (2018) highlights that the global community is currently in contact with each other through social media networks, where they share experiences and stories, which results in changes in perceptions and buying behaviour with one another. It is a challenge for destination actors when people share tourism experiences and share stories with people on social networks. The formation of power technology because social media has formed a social mechanism.

Informant Nina, who is 40 years old, said that the upload of photos of her colleagues while on vacation in Bali strongly influenced her desire to vacation in the same place. Here is the expression:

"I really want to go on vacation to Bali, stay in Ubud after my friends, post photos of their holidays in IG, happy to see the atmosphere of the hotel which is on the edge of the river clean and natural, imagine I can take pictures while yoga there. After that I immediately asked, what hotel name and where, then I traced it again on the internet, wow ... the more cool photo spots, the stronger the desire to vacation in Bali ".

This informant added his opinion, if work colleagues and many relatives are increasingly interested in frequent holidays to Bali after seeing photos of his partner's vacation, coupled with the many promotions offered by travel agents who also through social media. Interesting statement of Djafarova & Rushworth (2017) who assess the majority of Instagram users are young women, celebrity statements on Instagram influential in buying behaviour. References from coworkers also play an essential role in determining consumer interest in holidaying to Bali, Seo (2016) and Rosenbaum et.al. (2017) assess the journey of consumer decisions originating from specific organisations experiencing touchpoints that are just as important as getting attention. If they work as professionals with high workloads, they like shady and peaceful nature tourism, and if they are doctors, tourists like this will pay close attention to the hygiene factor of the tourist destination to be addressed.

The observations of researchers on the existence of social media such as Instagram are indeed filled with photographs of holidays to Bali by tourists, in addition to that the travel agent also presents photographs of favourite tourist attractions in Bali, especially new attractions such as



water sports, Pandanus War in Tenganan, The grand preservation of the Puri family, the natural beauty of Ubud, the beauty of unspoiled beaches in Nusa Penida, dive sites in Tulamben, historical tours of various temples in Bali such as Besakih Temple, Ayun Park, Uluwatu, Ulundanu Batur, Mount Batur Caldera, and various other attractions. The statement conveyed by the informant and the researchers' observations are related to the opinion of Obal & Lancioni (2013) which states that the development of technology and the emergence of new products make the interaction between buyer and seller change. Their relationship depends on new technology developing. While Cirucci (2013) added that social media can be observed as a mirror, stereotype, immersion, and definition. Relating to social media as a means of hegemony can be classified as a reflection of individual behaviour that appears in the choice of destination. Stereotypes can be interpreted if photographs of tourist destination objects on social media influence someone to be interested in visiting the place, even though it is not necessarily according to their tastes, and not necessarily according to their expectations. Social media also provides definitions to the public in the form of tourist attraction information, the definition of social class which is reflected in the choice of hotels, attractions and vacation facilities that they choose.

Fernback (2013) highlights the existence of Facebook as one of the social media forms in popular discourse as exploitation of individual privacy and personal information expressed by its users in preferences, and behaviour. Social media has indeed hegemony a person or group of people to visit Bali, on the one hand, it is also a means of communication that preaches privacy matters from its users and is very strong in influencing others to visit Bali. Brandt et.al. (2017) added that value creation is carried out in the tourism industry, such as for urban tourism. So that various cities have individual icons. As happened in the Province of Bali, Gianyar Regency is called an art area, Bangli as a cool city, Karangasem as a lava city, and others.

Interesting discussion from Bae et.al. (2017) states if sharing experiences carried out by tourists is information, and becomes a purchasing decision reference for others, it is classified as a smart tourism platform. Information shared with others in the form of experience, quality of travel, things felt after the trip. Information related to his visit, about the desires and expectations of consumers, is data for producers, part of Big Data in the industrial revolution 4.0. Erevelles et.al. (2016) mentioned that the Big Data revolution helped capture abundant data from phenomena experienced by consumers, useful for marketing activities, companies can exploit three physical, human, and organisational capital.

Researchers look at if social media has also become a means of delivering testimonials after the trip, consumers post comments that also make other people moved to visit Bali, such as "Bali is indeed a paradise of the world", "Wow ... Bali is wonderful island", "After a holiday in Bali now I am ready to work full time again, Bali makes the body and soul fresh again ",

and various other netizen expressions on social media. The testimony is a form of hegemony through social media, Jayasinghe et.al. (2019) highlights the close relationship of power theory and hegemony. This means that people who have visited first have knowledge related to tourist objects in Bali, to be further conveyed through the media such as studies conducted by Weder (2016) related to media and communication. Meanwhile Erkan & Evans (2016) highlights the existence of social media that creates electronic word of mouth (e-WOM), they discuss products and services with their friends and acquaintances. E-WOM on social media influences consumer purchase intentions. Labrecque (2013) asserts that the advent of the internet triggered the digital era, then it was revived by social media. The strong practice of social media hegemony in the era of disruption was recognised by Lee & Watkins (2016) who examined video blogs (vlogs) affecting consumers' perceptions of luxury brands, which emphasised the influence of physical attractiveness, social appeal, and homophily attitudes of video blogger (vlogger). Citing the opinion of Cromie & Ewing (2009), now a number of ways must be done to improve brand image so that there is no rejection of brand hegemony, including the image of Bali as a major destination for world tourism.

### ***Transformation of Local Wisdom in Balinese***

Local wisdom which is understood as the cultural resilience of a group of people who have been tested can survive, especially when the culture of the community meets with a new culture. The manifestation of local wisdom is reflected in their lifestyles, outlook on life and daily behaviour, especially in the postmodern era marked by technological developments, defining culture as part of daily activities, groups of meanings born from people's daily practices in various fields of life including the economic field. Thus, local culture and wisdom characterise the identity of people's behaviour. Reed et.al (2012) states five basic principles of identity formation and expression, namely: Identity Salience, identity as an active component of self; Identity Association: a person's response to stimuli; Identity Verification, which monitors their behaviour to test the strength and resilience of identity; and Identity Conflict, local wisdom of Balinese people is reflected in the resilience of the community to continue to support the tourism industry as the primary revenue sector for Bali, by following the transformation that accompanies the sustainability of tourism. Society is very responsive to the use of technology, various social media in marketing the products they produce, both goods and services. This reality is related to the opinion of Kartikawangi (2017) which emphasises the need for a clearer understanding of social factors by local community groups.

Attractions that show historical value, religious value, natural tourism objects such as Besakih Temple, Tirta Empul, Tanah Lot, Tegenungan waterfall, Kintamani area with Caldera view, Mount Batur, Kuta Beach, Nusa Dua, Nusa Penida Island, and Other tourist attractions have received serious attention from the Provincial Government of Bali. These

arrangements are contained in several Regional Regulations of the Province of Bali, including Regional Regulation Number 2 of 2012 concerning Cultural Tourism of Bali, Regional Regulation of the Province of Bali Number 10 of 2015 concerning the Regional Tourism Development Master Plan for the Province of Bali in 2015-2029. The local community element is actively involved in the management of these attractions, the surrounding community is actively involved in maintaining the cultural heritage. Tourists will get specific guidance related to how to visit attractions that are full of nuances of local wisdom. So that the values of wisdom that exist in these attractions, such as tradition, sacred value and holiness can continue to be maintained, because who knows the intricacies of attractions of the surrounding community. This is a practice of the new paradigm in the field of governance namely the New Public Service which requires all elements, from the public, private and government to be players, no one to be a spectator, joined-up thinking and joined-up action (Keban, 2014). The practice of transforming local wisdom is done through the introduction of historic sites in Bali through social media. Crawford & Gregory (2015) who rate this as cross-cultural advertising. Said to be advertising because the writing meets the criteria as an informational advertisement, inviting and convincing the public to visit. So the process of introducing tourist objects has been done informally by the netizen itself, to other netizens through social media.

The Balinese are involved in the tourism industry such as restaurants, spas, gift centre sales, hotels, villas, and photo spot managers. Including sellers of typical Balinese foods such as Pia, Balinese peanut food, business services rental photo of traditional Balinese clothing, and others, following the transformation. Manifestation is done is to market the products they produce at the centre of souvenirs that sell various handicrafts, garment products, paintings, sculptures, which are marketed in one area. Dry food sales are equipped with a restaurant, a large parking area making it easier for visitors to shop. In addition, all souvenir centers appear in a neat, clean arrangement, a large shopping area, using air conditioners, visitors can take their own products like when they are in a modern market, sold at fixed prices without bargaining as in traditional markets. The concept of economic sharing has been practiced, among tourism actors, precisely the producers, suppliers and sellers who have provided a place. This is consistent with the model introduced by Chen & Zhuang (2011) as supply chain coordination, coordination mechanism. Chen & Xiao (2009) strengthen the supply chain coordination model consisting of one producer, one dominant retailer, and several retailers. Huang & Wang (2018) highlights the price side as production decisions and licensing costs. Products sold at the centre of souvenirs still display local wisdom such as "Kamasan" puppet paintings, "Endek" fabrics using natural dyes. Hotels, villas, restaurants that have a natural view such as beaches, rivers, mountains, rice fields, caldera maintain the authenticity of the landscape, as a tangible manifestation of the strong commitment of the Balinese to maintain local wisdom. In the management and marketing of attractions, entrepreneurs will display the best photo spots with the background of natural authenticity to do their marketing. Then,

posted on social media or marketed together by agents. Hernández et.al. (2017) mentions that competitive battles are fought in the digital arena. Yan & Jiang (2018) mention the situation of online marketing, currently spreading this type of information simultaneously on social media, while Kannan & Alice (2017) state that digital marketing is experiencing and will have a significant impact. Leeflang et.al. (2014) asserts that internet usage continues to explode throughout the world with digital becoming a source of competitive advantage and increasingly important in marketing.

Culinary tourism is classified as a field that is receiving serious attention as part of the tourism industry. Some areas in Bali such as Ubud, restaurants serve the superior taste of Balinese foods such as Chicken "Betutu", "Lawar", various menus from Duck, "Sambal Matah", "Laklak" cake, "Batun Betil" cake, "Klepon", ice "Daluman" and others whose manufacturing process is still natural. The restaurant that sells also features Balinese architectural buildings, which use bricks, wooden or bamboo chairs, and even serve special food such as banquets in the style of kings in Bali. Surely this is very unique, not everyone knows the procedures for eating the royal family in Bali, who lives in "Puri", the name of the king's residence. They are specially served by servants using traditional Balinese clothes and trinkets, which are related to Balinese identity. Chaney & Goulding (2016) states that clothing and identity construction have received considerable attention. Especially in the tourism industry in Bali, almost all workers use the identity of Balinese clothing, such as using "Udeng" and "Saput".

Another uniqueness is the food that is served, must use "dulang", as a dish for the king's food, as a form of respect. The transformation has taken place, the uniqueness and privilege of serving food to tourists, which used to only be enjoyed by the royal family in Bali, can now be felt by all tourists. Lee et.al. (2019) mentions with the term premium food, it has emerged as a new form of food service, displaying a unique, high-quality dining experience with distinctive customer service. Restaurant entrepreneurs want to touch the exclusivity of consumers through unique services so that their prestige increases. Kim et.al. (2019) that a unique entertainment experience and the presence of consumer prestige values will trigger functional values, increase hedonic behaviour, social change, and finance that affect loyalty.

The novelty element is considered as a distinct advantage, so the presentation of Balinese specialties with the concept of a meal like a royal family is part of the transformation of local wisdom of the Balinese people. Then, the hedonist value also becomes the primary reference of the restaurant owner in packaging the culinary tour. Like the affirmation of Dedeoglu et.al. (2018) that the novelty value determines the behaviour of tourists visiting for the first time, then hedonic values emerge, emotional values, giving rise to an interest to come back and do it continuously and repeatedly. Overby & JuLee (2006) then added the utilitarian value, associated with the existence of a restaurant that served food like this royal family banquet,



then what we wanted to realise was the value of happiness obtained by tourists, served like royalty. There has been a cultural and political dynamic which is a process of construction, negotiation, and hegemonic transfer (Agnes, 2001). Syrjala (2016) emphasises transformation as a turning point, and he cited the transformation that occurs when casual fans become a serious hobby; transformation occurs at the micro and macro levels.

## **Conclusion**

The conclusion from the description contained in the discussion is that there has been a hegemony towards consumers in this era of disruption, which is practised through the dominance of producers through social media. Actively producers as tourism agents do marketing using social media, become part of online travel agents and network as part of the capitalism network, following directions from travel agents such as posting photos that show the best spots of their business. Marketing of tourism services has experienced a disruption, which includes a disruptive mindset that occurs in consumers and producers, consumers always want to share the story of their trip to Bali on social media, which influences other people to visit these attractions. Disruptive mindset on producers is a popular tourist trend awareness. Consumers have become marketing agents for themselves with the use of social media. A disruption society is formed in marketing agents who initiate sales of travel packages online, network and use applications. Hegemony through social media as a primary means of hegemony, ideas, values, and beliefs that are not forced but are done continuously through social media. There was a transformation of Balinese local wisdom, actively involved in maintaining and marketing tourist objects in their respective regions, in a culinary business that was uniquely presented, following the pattern of economic sharing in the sale of products that were carried out in a coordinated manner through the center of souvenirs such as modern markets. The next research recommendation that other researchers can do is research that discusses or deals with disruption in other fields.



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