

Tourism Consumer Behaviour through Social Media

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The development of technology and information encourages practices to manage the marketing mix such as promotion to be more effective. One form of promotion that can be realised and can reach broad market groups is through social as a means of promoting a tourist destination. The purpose of study is to 1) produce a picture of the profile of internet users in Indonesia 2) produce an analysis of tourist behaviour in accessing social media as a means of information dissemination and promotion of tourism products. The research used a qualitative descriptive method. Where researchers will describe how the use of social media is related to effective tourism marketing. The results showed that social media is used in almost all ages, and can be used as an effective means of promotion and rapid dissemination of information.

Keywords: *Tourism, Consumer behaviour, Social media.*

Introduction

In optimising Indonesia's tourism potential, one must have the right strategy, one of the strategies in tourism management is the synergy between tourism stakeholders. The synergy, called the Penta Helix, is the key to developing Indonesian tourism. Synergy is carried out between the central and regional governments, the government and the community or the government with entrepreneurs and the community. Synergy is intended to encourage tourism development goals to be achieved. One of the keys in encouraging an increase in the number of visits as well as building an advantageous tourism brand is the effective management of the marketing mix including developing appropriate promotional strategies for the sustainability of tourist destinations. Tourism businesses must be able to manage the marketing mix in order to optimise efforts to attract tourists. Increased competition in the tourism sector has led to the emergence of various approaches and strategic thinking for the development of the tourism sector. Synergy is built to encourage tourism (Noor et al., 2019).

The development of technology and information encourages practices to manage the

marketing mix such as promotion to be more effective. Bizirgianni and Dionysopoulou (2013) asserts that: 'The influence of tourist trends of Youth Tourism through Social Media (SM) & Information and Communication Technologies (ICTs). The use of the internet in the digital age is a necessity, as interactive media internet is a marketing communication tool that allows its users to exchange value (exchange of value). Unlike television which is one-way communication, the internet provides with spaces for feedback, sharing information and testimonials between people (Suwatno, Mulyani, & Kurniawan, 2016). One form of promotion that can be realised and can reach broad market groups is through social media as a means of promoting a tourist destination (Zaitseva et al., 2016; Lee, 2019).

Literature Review

Internet Media

Shimp (2004) states that thousands of marketers have turned to the internet as media candidates to promote their brands and conduct sales transactions. Media promotion using internet media can be done through the web and other social networking sites such as Facebook and Twitter. According to Scott and Davis (2015), the web is used to convey thoughts and informative content through websites, blogs, e-books, white papers, images, photos, audio and video content, or even other forms such as product placement, games, and virtual reality. Situmorang and Mirzanti (2012) state that over time a social networking site or more sophisticated friendship sites such as MySpace, Friendster, Facebook and then Twitter will emerge. The internet as a means of communication was initially widely used for exchanging e-mails using Yahoo or Hotmail (Mozayan et al., 2018).

Social Media

Social media has become one of the most preferred media in conveying information and knowledge today. Social media emphasises the formation of social connections between people with similar interests and activities and who are involved in online interactions (Zhang, 2015). Social media refers specifically to sites that are defined as consumer and /or user community services, where an individual can build a public profile, connect with colleagues and share personal experiences and thoughts in a digital community (Bagozzi & Dholakia, 2002; Digital Analytics Association, 2008; Kasarda & Janowitz, 1974; McAlexander, Schouten, & Koenig, 2002). According to Kaplan and Haenlein (2010), social media is a group of internet-based applications built on the ideological basis of Web 2.0 which is a platform for the evolution of social media, which enables the creation and exchange of user-generated content. Social media expands opportunities to strengthen relationships with consumers, facilitate consumers so that they can engage with each other to interact (Van Doorn & Van Meeteren, 2003).

Mcquail (2015) argues that the main function of social media for society is:

1. Information.
2. Innovation, adaptation and progress.
3. Correlation.
4. Explaining, interpreting, commenting on the meaning of events and information.
5. Supporting established authority and norms.
6. Coordinating several activities.
7. Forming a deal.
8. Continuity.
9. Expressing the dominant culture and recognising the existence of cultures, specifically, subcultures and the development of new cultures.
10. Improving and preserving values.
11. Entertainment.
12. Providing entertainment, diversion and means of relaxation.
13. Relieving social dependency.
14. Mobilisation.

From the description above, it can be concluded that promotion on social media is straightforward and does not take much time. Because social media is now so close to millennials that if they want to do business or services, they can easily promote it on social media.

Consumer Behaviour (CB)

CB research in tourism is brought to bear in the broader CB and marketing literature. While CB and marketing studies have a considerable impact on the field of tourism CB, the latter has little impact on the former. The flow of knowledge from the field of tourism back to the broader CB and marketing literature can be improved by studying the unique hedonic and affective aspects of tourism consumption and how these are increasingly entangled with other facets of consumption in daily life and quality of life in general. Our review highlights a notable change from 2000 onwards when scholarly attention, both within tourism CB and in CB research more generally, is shifting from exploring the cognitive aspects of CB to the affective aspects. Tourism decision-making and consumption are often highly interpersonal and emotional. A large proportion of CB research in tourism rests on the assumption of bounded rationality and decision-making frameworks developed for consumer goods, without taking full account of the hedonic and emotional aspects of tourism consumption. CB research in tourism must take full account of these dimensions and this rich context to better develop our understandings of how travel behaviour interrelates with, and impacts upon, the broader consumption landscape (Cohen, Prayag, & Moital, 2014).

Research Methodology

The method used in this research is qualitative descriptive. Where researchers will describe related to the use of social media as effective tourism marketing for millennials. In addition, this study applied online surveys as the primary research instrument. The main limitation is related to the minor geographical area under study.

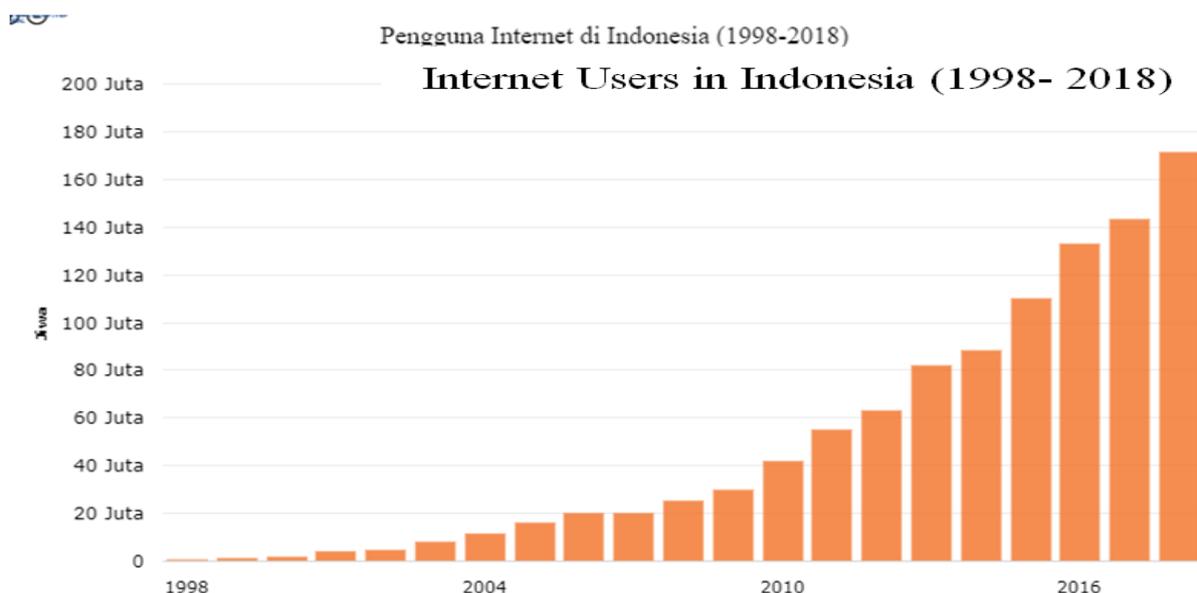
Results and Discussion

Internet User Profile in Indonesia

a. Number of Internet Users

Based on the results of the APJI and Polling Indonesia survey, the number of internet users in Indonesia is increasing every year, as shown in the figure below.

Figure 1. Indonesian internet users



Source: (Katadata.co.id, 2019)

(Note: Juta = Million)

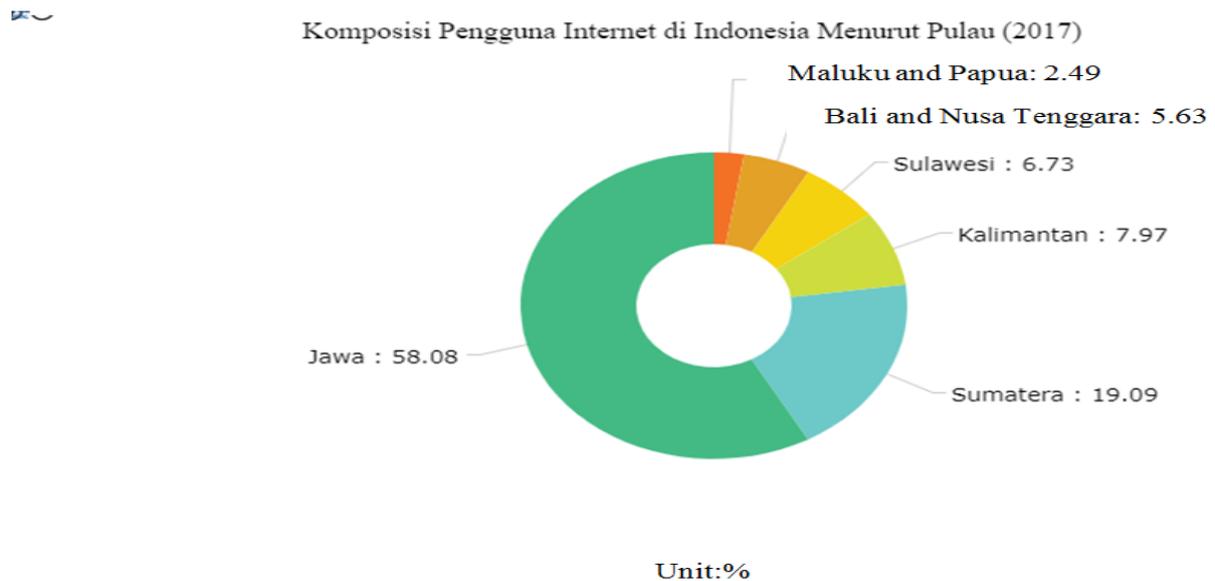
Based on Figure 1, the number of internet users in Indonesia in 2018 increased by 27.91 million (10.12%) to 171.18 million, meaning that internet user penetration in the country has increased to 64.8% of the total population of 264.16 million people.

b. Indonesian Internet Users Based on the Island

While spatially based, Java is still the largest internet user area in Indonesia, reaching 55%. The next largest internet users are Sumatra (21%), Kalimantan (9%), then Sulawesi, Maluku and Papua (10%), and Bali and Nusa Tenggara (5%).

Figure 2. Indonesian internet users by island

Composition of internet users in Indonesia according to the island (2017)



Source: (Katadata.co.id, 2017)

Internet users in Indonesia are still concentrated in Java, and the main obstacle to internet use in other areas is less than the maximum due to the lack of network infrastructure.

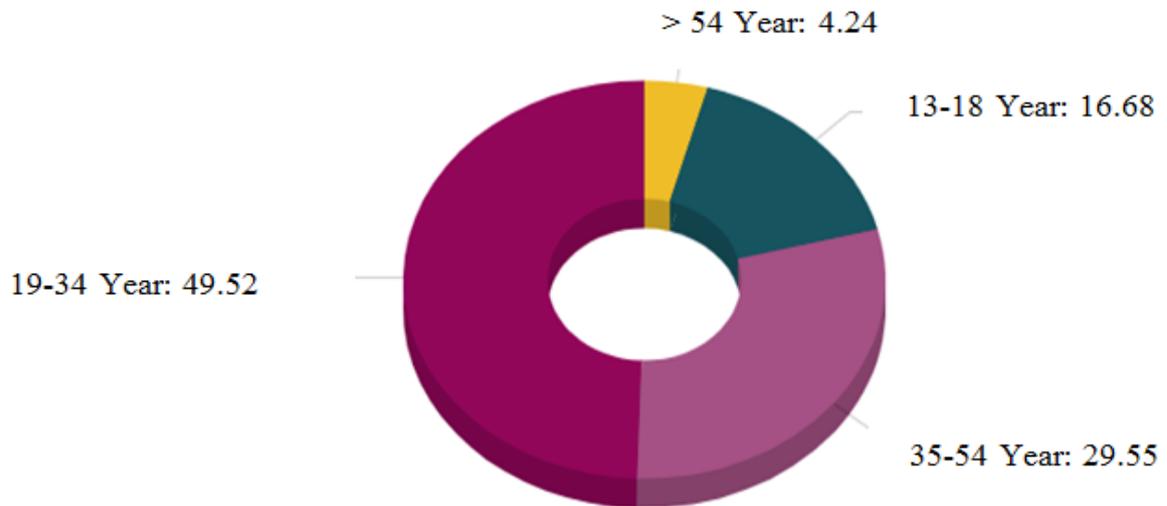
c. Indonesian Internet Users Based on Age

The productive age group is the most internet user in Indonesia. According to a survey of the Indonesian Internet Service Providers Association (APJII), almost half of the total internet users in Indonesia are aged 19-34 (49.52%). The second most internet users are the ages of 35-54 (29.55%), 13-18 (16.68%), and users over the age of 54 (4.24%).

Figure 3. Indonesian internet users by age



Internet users by Age Group (2017)

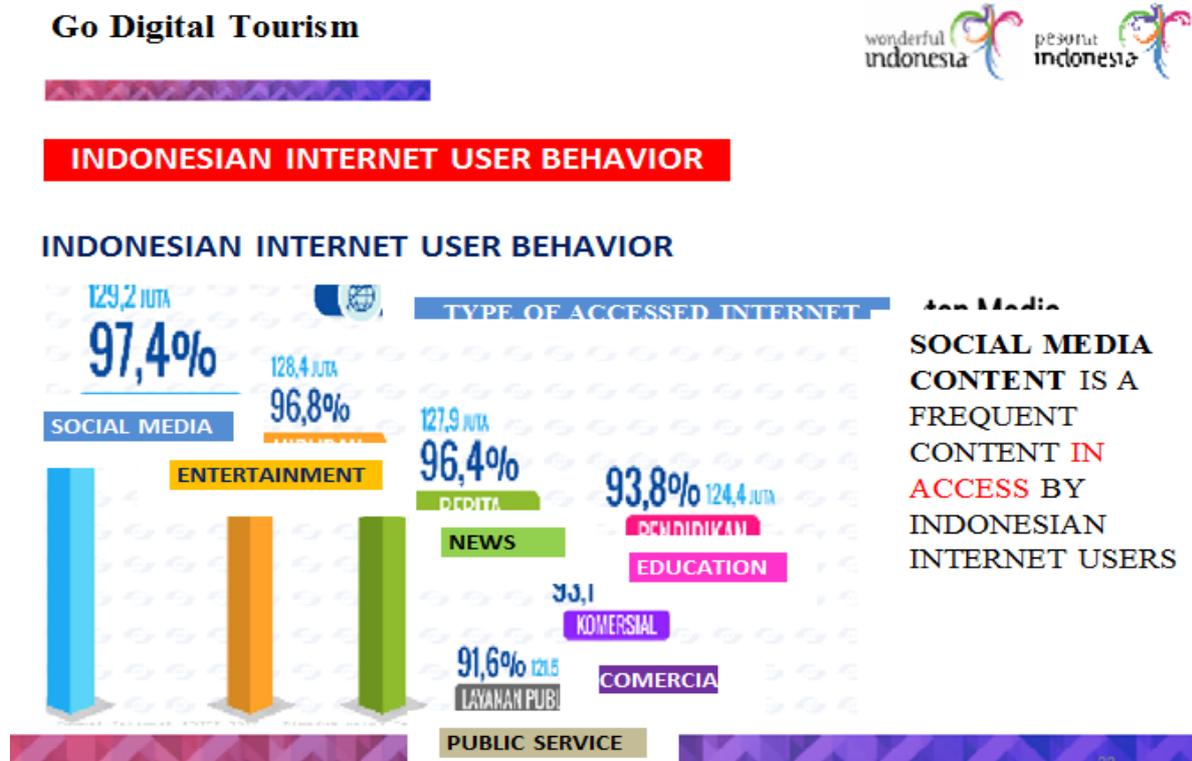


Unit: %

Source: (KataData, 2017)

The internet is not only used for work and educational purposes but also getting closer to daily needs.

Figure 4. Indonesian internet users



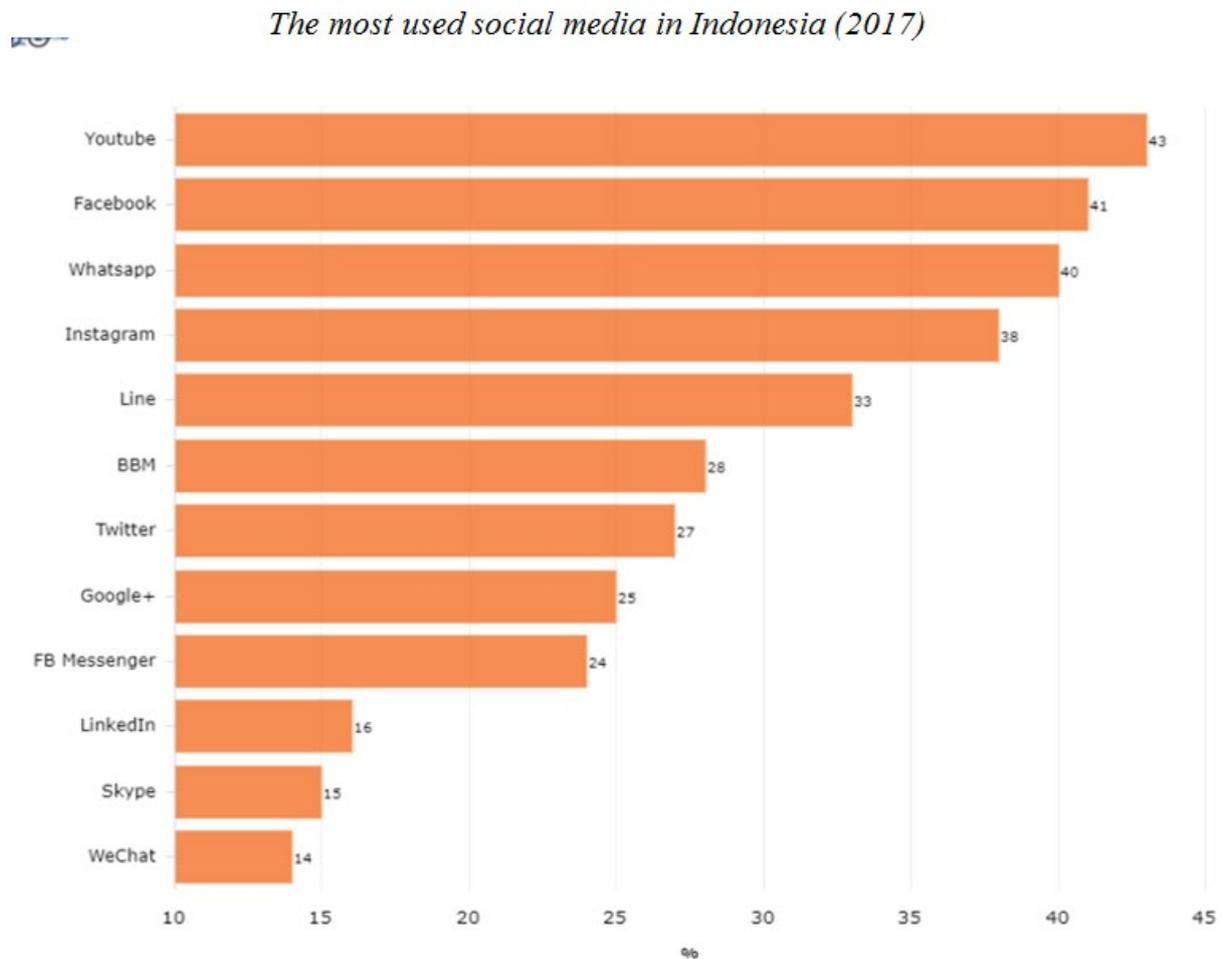
Source: Ministry of Tourism Exposure (2017)

From the figure above, it can be seen internet users in Indonesia often uses social media, and social media content is frequently accessed by users; the rest they access entertainment, news, education and also public services.

d. Use of Social Media is the Most Widely Used Internet User

Based on data from Hootsuite (2018), the development of internet usage in Indonesia is very rapid, which is increasing by 51% in one year. With a growth rate that far exceeds the growth rate of internet usage in the world, which is 10%, Indonesia ranks the second largest internet user in the world. More than 69% of Indonesian people access the internet using their mobile devices. This figure also exceeds the use of the internet via mobile globally, which is 50%. The number is the fourth highest in the world. The results of the global web index on internet users in Indonesia aged 16-64 show that there are several social media platforms actively used by the people of Indonesia. The platform is divided into two categories of social media, namely social networking media and messenger. Youtube ranks first with a usage percentage of 43%, second on Facebook, with a usage percentage of 41%, then Whatsapp with a usage percentage of 40%.

Figure 5. Use of Social Media that is most used by internet users



Source: (KataData, 2017)

Millennials born between 1980 and 2000 change the nature of travel. Millennials are the 'connected' generation and the generation who always uses social media wherever they are. Researching millennial generation travel trends is the first step for tourism providers to modify their offerings to suit the needs of the target market. The motivation and behaviour of the millennial generation influence the characteristics of contemporary tourism. They are the generation who are very familiar with the trends and use of the latest technology.

Internet User Behaviour

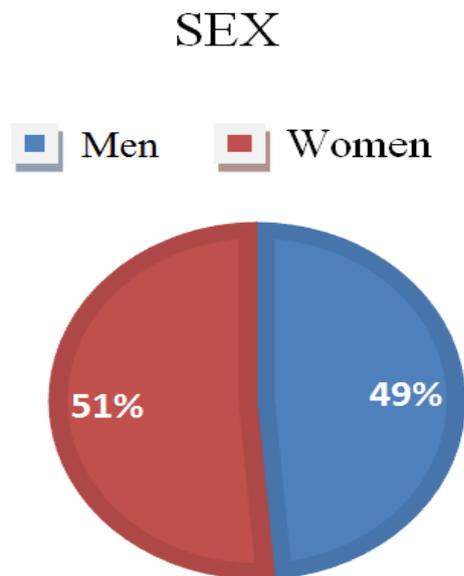
The results of the online survey from internet users were represented by 220 respondents distributed via Google form to the areas around West Java. The respondents were selected based on the random sampling technique. The statements that have been filled out by respondents and collected from 220 respondents are considered to be able to describe the overall characteristics of West Java respondents who use social media.

Profile of Laskar Pelangi Film Audience Respondents

Characteristics of Respondents by Gender

The results of the data collection of 220 respondents by gender are presented in Figure 6 as follows:

Figure 6. Characteristics of respondents by gender



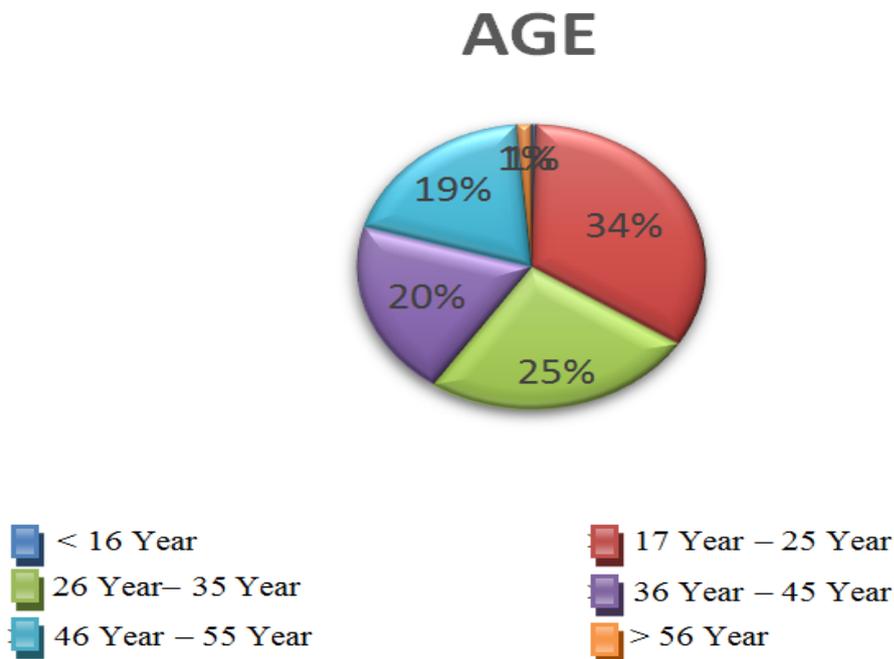
Source: Researcher's processed results (2019)

Based on the picture above, it can be concluded that the percentage of female respondents (51.4%) is higher than male respondents (48.6%) because women usually prefer to use social media to find all the information they want and need. However, the percentage of male respondents is not much different from the total percentage of female respondents. This means that social media is one of the needs in accessing information effectively.

Characteristics of Respondents by Age

The results of data collection from 220 respondents by age can be seen in Figure 7 as follows:

Figure 7. Characteristics of respondents by age



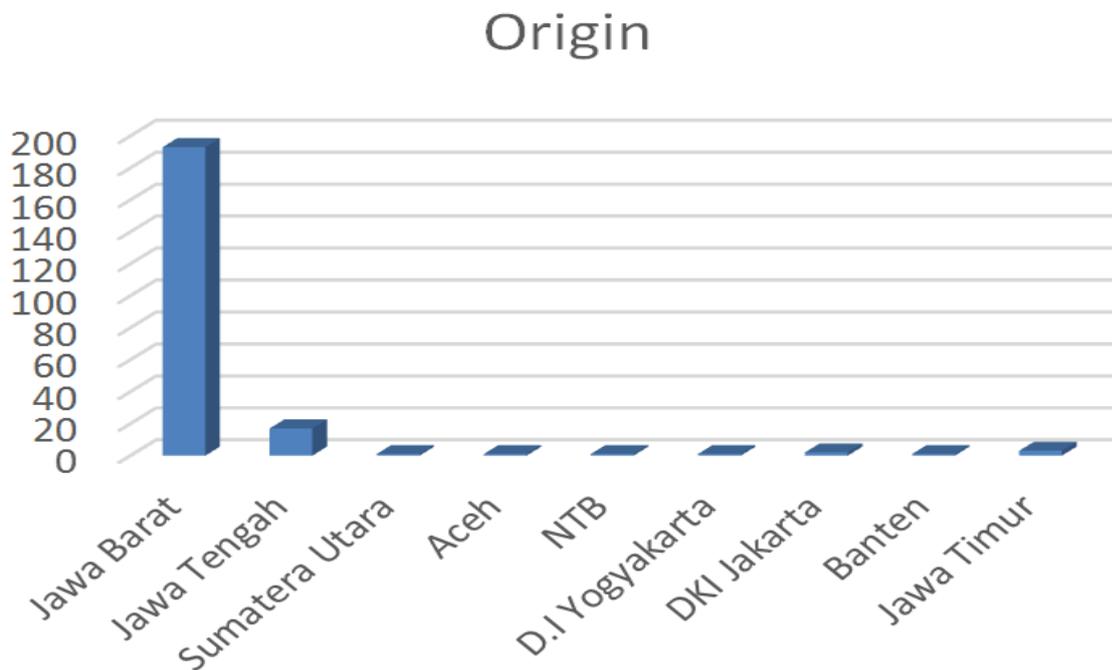
Source: *Researcher's processed results (2019)*

Based on Figure 7, it can be concluded that the respondents of social media users are dominated by respondents aged 17-25 (34%). This is because that age group is classified in the late adolescent category, which is a productive age group that has a penchant for accessing social media. Other viewers are at the age of 26 - 35 (25%) who are in the early adult category, 36 - 45 (20%) belonging to the late adult category, 46 - 55 (19 %) and the rest are aged over 56 and under 16.

Characteristics of Respondents by Origin

The results from 220 respondents by origin can be seen in Figure 8 as follows:

Figure 8. Characteristics of respondents by origin



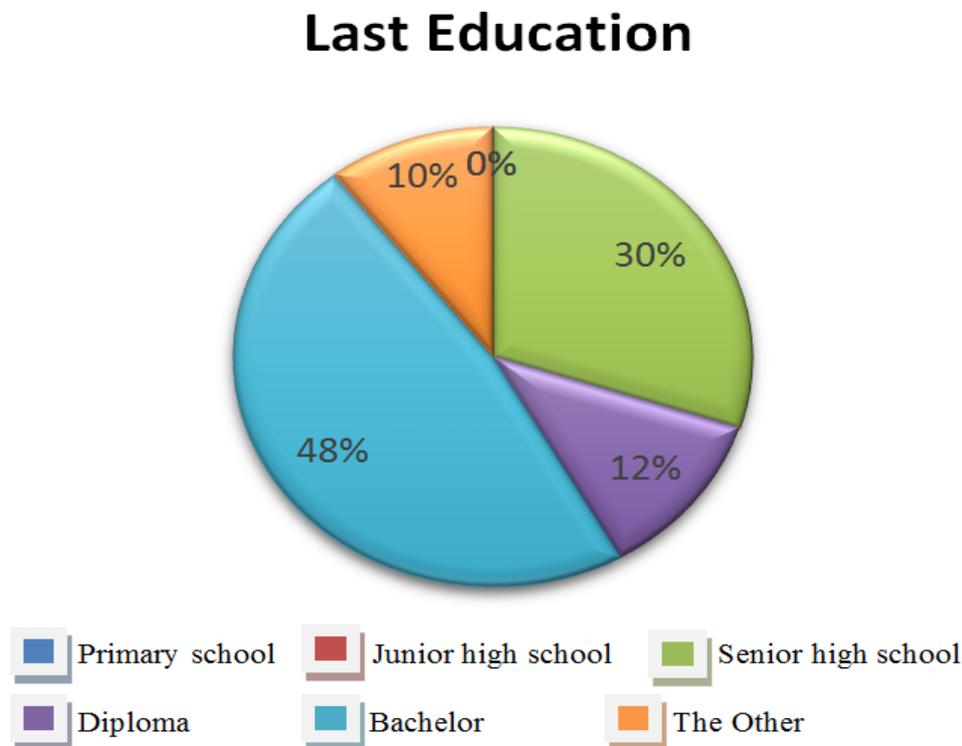
Source: Researcher's processed results (2019)

Based on Figure 8, it can be concluded that the respondents of almost all social media users are from West Java. They come from several cities or districts such as Bandung City, Bandung Regency, West Bandung Regency, Pangandaran Regency, and Cimahi City. Respondents also come from Central Java, from several cities or regencies such as Pemasang and Semarang. Some other people are from other provinces such as East Java, DKI Jakarta, Banten, Special Region of Yogyakarta, West Nusa Tenggara, Aceh and North Sumatra. Most respondents are from West Java; this is because people in Java have high curiosity characteristics of any information circulating through social media.

Characteristics of Respondents Based on Recent Education

The results of collecting data from 220 respondents by education can be seen in Figure 8 as follows:

Figure 8. Characteristics of respondents based on last education



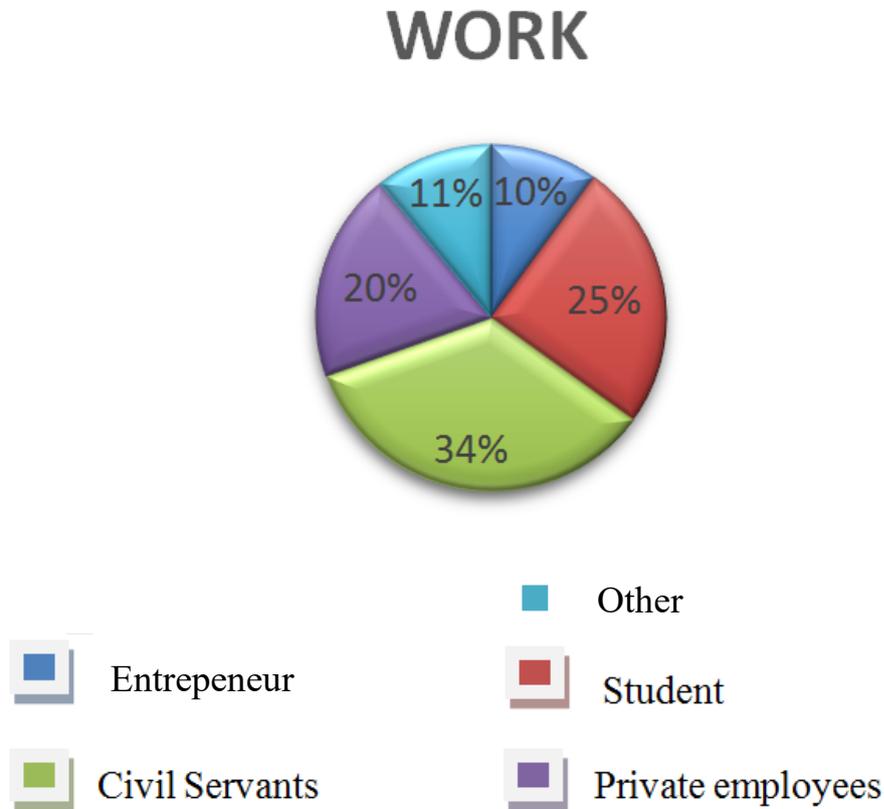
Source: Researcher's processed results (2019)

Based on Figure 8, it can be concluded that internet user respondents are dominated by viewers who have the last education S1 (48%), the last high school education (30%), and Diploma (30%) as well as respondents by choosing other options where they have Education finally S2, S3 and Professor. This means that people belonging to the millennial generation are those who have more curiosity and habits to always use and access social media.

Characteristics of Respondents Based on Employment

The results of data collection from 220 respondents by occupation can be seen in Figure 9 as follows:

Figure 9. Characteristics of respondents by occupation



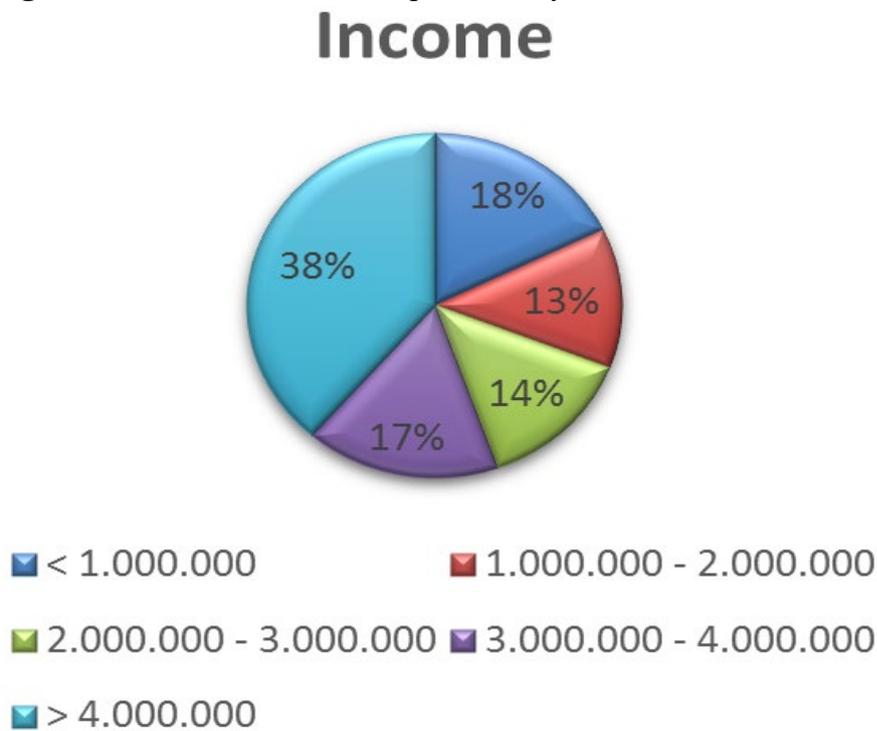
Source: Researcher's processed results (2019)

Based on Figure 9, responses are dominated by respondents who work as civil servants (34%), students (25%), and private employees (20%). This is because usually a worker or a student has free time outside their activities and has the need to access information or spread information through social media. Furthermore, some respondents are entrepreneurs (10%) and have other occupations such as honorary teachers, digital marketers, housewives, fresh graduates, and job seekers(11%).

Characteristics of Respondents Based on Income

The results of collecting data from 220 respondents by income can be seen in Figure 10 as follows:

Figure 10. Characteristics of respondents by income



Source: Researcher's processed results (2019)

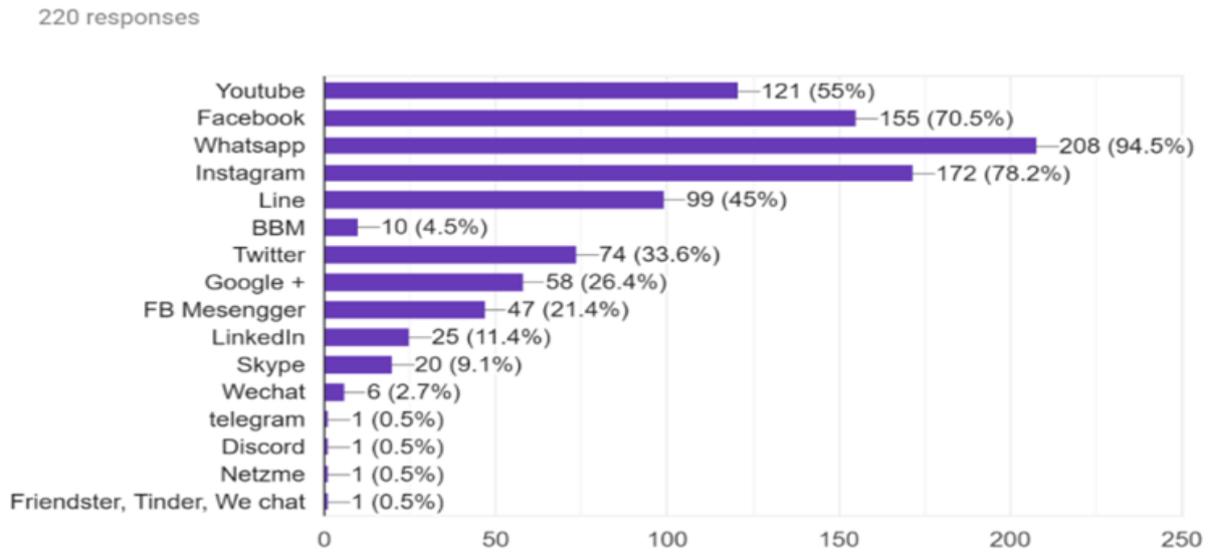
Based on Figure 10, respondents whose incomes are higher than Rp.4,000,000 account for the highest percentage (38%). The second highest percentage is dominated by the income lower than Rp.1,000,000 (18%), followed by the income of Rp. 3,000,000 - Rp.4,000,000 (17%), and Rp. 2,000,000 - Rp. 3,000,000 (14%). Those who have Rp. 1,000,000 - Rp. 2,000,000 income account for 13%. This indicates that respondents using social media enter the millennial generation who already have permanent jobs and enough to travel.

Characteristics of Respondents Based on Social Media

The results of data collection of 220 respondents based on owned social media can be seen in Figure 11 as follows:

Figure 11. Characteristics of respondents based on social media owned

Owned Social Media (Choose More Than One) If You Have More Than One Social Media



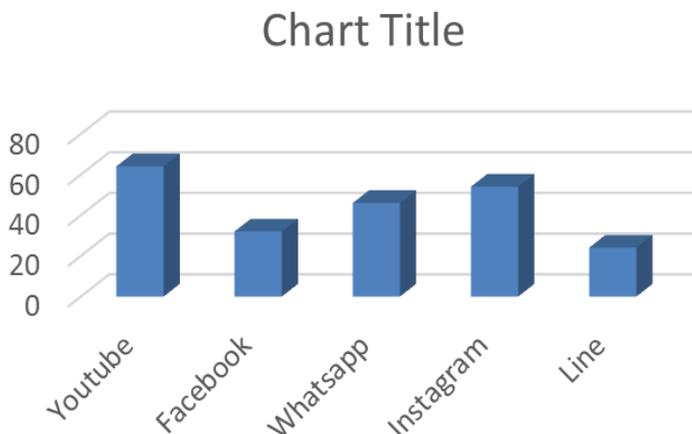
Source: Researcher's processed results (2019)

Based on Figure 11, respondents have more than one social media account. The social media choices that most respondents have are Whatsapp, Instagram, Facebook, Youtube and Line. This means that social media is a necessity for the community.

Social Media which is the Source of Information for Respondents

The results of data collection from 220 respondents can be seen in Figure 12 as follows:

Figure 12. Social media which is the main source of information



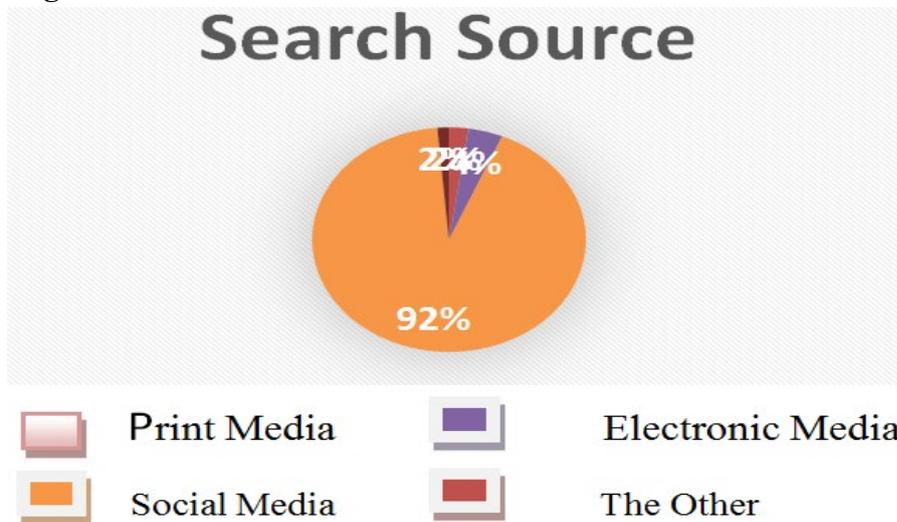
Source: Researcher's processed results (2019)

Based on Figure 12, respondents have more than one social media account for information retrieval. The social media choices that the respondents have to get the most information are Youtube, Instagram, Whatsapp, Facebook and Line. This means that social media becomes one of the tools and resources for finding the information needed.

An Effective Source of Information Search

The results of data collection from 220 respondents can be seen in Figure 13 as follows:

Figure 13. Source of effective information search



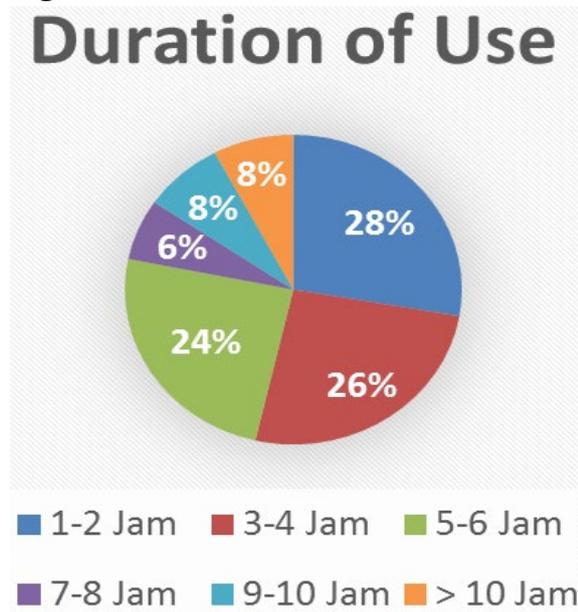
Source: Researcher's processed results (2019)

Based on Figure 13 it can be concluded that almost all respondents choose social media to get information, and some respondents choose electronic media, print media and other options such as word of mouth, and community. This means that social media can be an effective promotional tool in the dissemination of information that is wide and fast.

Duration in Accessing the Internet

The results of data collection from 220 respondents can be seen in Figure 14 as follows:

Figure 14. Duration of use



Source: Researcher's processed results (2019)

(Note: Jam = Hours)

As shown in Figure 14, the characteristics of respondents in using social media are around 1-2 hours (28%), 3-4 hours (26%), 5-6 hours (24%), 9-10 hours (8%), more than 10 hours (8%) and 7-8 hours (6%). This means that many respondents usually spend about 1-6 hours a day at certain times without interfering with their activities or work.

Conclusion and Recommendations

Conclusion

1. The number of Indonesian internet users is getting higher and higher every year, and the internet is becoming a need for Indonesian people to access information in a complete and fast way.
2. The behaviour of internet users in Indonesia, especially in West Java society, is an important requirement. According to the survey results, internet users in West Java have more than one social media, and they rely on social media as a need to access important and needed information. They can spend around 1-6 hours accessing social media they have.



Recommendation

1. Tourism businesses or tourism stakeholders and local governments should be able to optimise official social media to disseminate more information related to tourist destinations in their area.
2. The Government and tourism stakeholders may cooperate with travel vloggers or selebgram and public figures who are active in using social media to promote tourist destinations.



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