SOCIAL MEDIA STRATEGIC INFLUENCE IN CHOICE OF TOURISM DESTINATION

by Dewa Putu Oka Prasiasa

SOCIAL MEDIA STRATEGIC INFLUENCE IN CHOICE OF TOURISM DESTINATION

(Case Study at Jatiluwih Tourism Village in Tabanan Regency Bali Province)

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Abstract. This research which located at Jatiluwih World Culture Heritage are focused to problem of social media influenced as choice of vacation in tourism destination. According this research, that there are significant different between domestic tourist and foreign tourist in order to use social media as preference tourism destination choice. Domestic tourist not impacted by social media in choice of tourism destination, however foreign tourist impacted by social media in choice of tourism destination for vacation motivation.

Keywords: world culture heritage, social media, tourism destination

1 Introduction

The selection of tourism destinations as a place of vacation is influenced by various factors which is complex as a result of the different characteristics of each tourism destinations. The difference in the characteristics of the tourism destinations affect travelers in utilizing social media (internet, website, face book, and twitter) with the goal of keeping information on the social media can be one of the considerations in the selection of tourism destinations as a place of vacation. To realize these goals, tourism destinations need to plan, implement and control the utilization of the network information technology integrated with the participation of the public, the perpetrators of tourism, and the Government in order to improve the quality of service, management and promotion of tourism destinations to improve the number and quality of tourists.

The use of social media in election tourism destinations related to the culture and behavior of the tourists. Integrating social media as part of their information technology needs to be coupled with an attitude of vigilance since each tourist destinations have different characteristics, in addition to information technology that fits on a country is not necessarily suitable applied for tourism destinations in Indonesia. If the incompatibility condition imposed, application of information technology may give rise to the condition of the counter-productive towards tourism destinations. One thing is undeniable, the technologies relate closely with human life and the presence of the new social landscape. Thus, the technology does not only affect technologies (hardware), informations (documents/information contained therein), and organizations (Institute for applied technology places), but it will effect also on humans (man involved) i.e. tourists and local people in tourism destinations. The influence of the use of technology in the form of social media in the repackaged product information can affect the choice of a tourism destination by domestic tourists and foreign tourists.

Concept of social media has been defined in various ways. Social media is a wide term defining writings on blogs and forums, photographs, audio records, videos, links, profile pages on social networking sites and all different content forming many other social networks [9]. Social media has been defined as the group of applications based on internet, allowing the creation and change of the content developed by the user and based on the technological and ideological foundations of internet [11]. Establishments gain an important advantage over their competitors when they use the social networking sites for marketing purposes. Number of people taking part in the social networking sites increase day by day and the fact that the number is high makes it possible for the entries to be spread rapidly in a very short time to many people. So it gives opportunity for the positive news and hearsays about the establishments in the social network to be expanded rapidly [14].

Bali as one of the main destinations in Indonesia has developed cultural tourism in Bali. The year 2012 is one of the important milestones in the world of Bali tourism viewed from the context of the development of cultural tourism. It is to be important because in 2012, Bali Provincial Government reaffirmed as the cornerstone of the development of cultural tourism through the establishment of Bali Provincial Regulation Number 2 of 2012 on Bali Tourism Culture. In addition, in June 2012, Bali received special recognition from UNESCO with determination *subak* as world cultural heritage by the label Cultural Landscape of Bali Province: the Subak System as a Manifestation of the *Tri Hita Karana* Philosophy.

In determining the Bali cultural landscape or Subak as a World Cultural Heritage, the attention of the public in Bali and Indonesia focused on the vast paddy fields in Jatiluwih tourism village [22]. Jatiluwih village is a tourism village located in Penebel District, Tabanan Regency. This tourism village has a beautiful natural scenery with a unique staircase steps rice fields at the foot of Mount Batukaru. The air is also relatively cool because it is located at an altitude of 700 meters above sea level. Lifestyle of the people in Jatiluwih Tourism Village is agrarian religious. Jatiluwih Tourism Village established based on decision letter of Regent Tabanan Number 180/HK/& 33703 HAM/2016. Jatiluwih Tourism Village are on the world cultural heritage area (World Heritage Culture) established by UNESCO at the hearing to-36 in St Petersburg Russia 29 June 2012. Jatiluwih Tourism Village as one of the mainstay tourism destinations in Bali, in its development can't be detached from the role of social media to provide information about the potential tourism village and its community culture to domestic tourists and foreign tourists.

Related to the strategic role of social media in providing information to tourists to make choices towards a tourism destination especially for Jatiluwih Tourism Village, the research became more important to do. The purpose of this research was to study the role of social media in the choice of Jatiluwih Tourism Village for domestic tourists and foreign tourists.

2 Research Methodology

This study uses qualitative methods, namely the research methods used in natural nature object condition by researchers as a key instrument. Informants from the management of Jatiluwih Tourist Attraction determined by purposive, while for tourists determined are accidental. The data were descriptive qualitatively analyzed. This approach is used to describe the inherent nature of the answers from the managements and tourists about the role of social media as a source of information that will determine their choice of Jatiluwih Tourism Village.

3 Literature Review

3.1 Tourist Motivation

According [13], tourists are pushed by their own motivation towards places where they expect their needs to be satisfied. In [8] push motivations have been seen to be useful in explaining the desire for travel, as they are recognized as the starting point of understanding tourists' behavior. Pull motivations are those that attract people to a specific destination once the decision to travel has been made. They are destination-specific attributes, such as natural attractions, food, people, recreation facilities, or activities. Thus, pull motivations determine which destination travelers will choose to go from those destinations that match travelers' motivations.

The research by [18] on "Destination Quality and Tourists' Behavioral Intentions: Rural Tourist Destinations in Malaysia". This research aims to test the direct influence of the quality of destinations perceived behavioral intentions towards tourists and the effects indirectly through customer satisfaction, in the context of the rural tourism in Malaysia. The results of this study revealed there are eight main attributes, namely accessibilities, facilities, logistics, experience, information, security, cleanliness, and friendliness that contributes to the quality of destinations. Perceived destination quality significantly influenced satisfaction which in turn significantly influenced behavioral intentions. Furthermore, tourists who have made prior visit or visits to rural tourism destinations in Malaysia were less satisfied with the quality of these destinations than tourists who visited these destinations for the first time. Also, international tourists, who are satisfied, would be more likely to revisit these destinations and recommend them to others, compared to domestic tourists. The quality of destinations perceived significantly affect satisfaction which in turn significantly affect behavior intention.

Furthermore, research on "Motivating Foreign Tourists to Visit the Rural Site in Jordan, the Village of Petra" written by [4]. The findings of this research is facilitated with the rural environment is either the primary motivation for visiting Petra. The motivation of travel to rural areas showed that there were five motivational factors that attracted foreign tourists to visit rural areas in Jordan. These factors are rural environment, facilities, weather, cultural link, and adventure. Therefore, to provide important experience revitalizing program as well as a much-needed strategy including market segmentation analysis, to improve the social and economic impact.

Research on "The Influence of Destination Image and Tourist Satisfaction on Tourist Loyalty: A Case Study of Chinese Tourists in Korea", written by [7]. The purpose of his study to explore both the cognitive and affective images an examine the effects of destination image through both aspects on satisfaction levels and tourist loyalty. The results showed that the cognitive image had a direct influence on the affective image and confirmed the formation process of the destination image. Both cognitive and affective images had positive influences on satisfaction, and in turn, satisfaction predicted tourist loyalty. Moreover, the relationship between destination image and loyalty revealed that the affective image had a direct influence on tourist loyalty. Although the cognitive image showed no direct linkage to tourist loyalty, the authors found that it had an indirect influence on tourist loyalty through affective image and satisfaction.

According [6] verified that, regarding cultural implications, cultural integration was the main factor influencing tourism attractiveness, followed by cultural recognition and characteristics. This study show that the implications of culture and cultural integration are the main factors that affect the tourism appeal, followed by culture and characteristics. Comprehensive functions and activities at the festival allows tourists to relax and

gain new experience which may affect the loyalty of travelers. [1] in his research about "Tourist Loyalty to a Local Cultural Event: the Case of Turkmen Handicrafts Festival", the purpose of this research was to examine a comprehensive model of attendee loyalty at a local festival. More specifically, the research tested a model linking festival authenticity to festival quality, value, satisfaction, trust and loyalty to a given festival. The results show that authenticity the perceived influence of perception of the quality, value, and customer satisfaction. The direct effect of quality, satisfaction, and trust. Perceived value to customer satisfaction, confidence, and quality. Satisfaction direct effect on loyalty and trust.

3.2 Social Media on Tourism Destinations

Research on the influence of the use of social media on the number of tourists visit is already done in some countries include United States, Germany, Japan and the United Kingdom. The four countries are the biggest internet information technology users in the world, namely reaching 79% of the world's internet population. The four countries accounted for 41% of world tourism income [21]. The Internet is not solely a result of the findings, but technology can educate people to find information (including everything about tourism destinations) that can be used as one reference for Domestic tourists and foreign tourists in choosing the destination of tourism for the purpose of a vacation. Thus, the use of social media to select destinations tourism for tourists can make life much easier and travelers can relate to information sources without going through intermediaries.

Up to this point in Indonesia which consists of social media website is a medium or a very powerful tool to promote tourism destinations and tourism products. However, according to [17] related to note the use of information technology is the quality of information shown includes originality, accuracy and truth, and the use of technology for tourism related stakeholders. Specifically the latter is important, because the use of technology becomes less effective and sometimes unproductive due to unready the community recipient as a result of barriers of culture (culture barrier). Efficacy of the role of the website in promoting tourism, destinations among marketing known new-truth below.

> "if you are not online, then you are not on-sale. If your destination is not on the Web then it may well be ignored by the millions of people who now have access to the internet and who expect that every destination will have a comprehensive presence on the Web. The Web is the new destination marketing battleground and if you are not in there fighting then you cannot expect to win the battle for tourist dollars."

The result of the implementation of online sales against tourism destinations in several countries can be described as follows: (a) the Netherlands, on-line sales continue to grow with the growth rate of 20% more. Total online sales in 2008 was up to the value of EUR 2.3 billion. This value is 24% of the total sales value in 2008; (b) South Korea, outbound tourists, 34.1% obtained information from the internet in preparation for a trip to the outside in 2007 using a travel agent. Online Travel Agent, one of the key online travel agents, experienced 33% increase in sales came from outbound tourists in 2007, sales of plane tickets and hotel rooms are also increased; (c) Australia, though still a small segment, spa package experienced the fastest development in 2008 increased 32%. Booking online at retail travel reached 11% of the total retail market travel, largely derived from the transaction as simple as from airline and hotel reservations; (d) Germany, online booking is growing with the increasing broadband penetration and strategic

alliances in the form of complementary services and advertising sales. The highest share of the internet market in air transport (43%), car rental (30%) and hotels (24%) [16].

Sweeney and Craig consider that the four most important pillars in a successful communication strategy social media based are: communicating with the consumer, collaborating with the consumer, educating the consumer, entertaining the consumer. Based on these frames, companies can build a successful strategy in order to better know their target clients, to determine more precisely their needs and expectations. The purpose is, in the end, to be able to promote, efficiently and effectively, their products and services, but also, to be able to properly react when their products and services are affected by the bad publicity likely to arise from unhappy customers and expressed through social media [20]. The company needs also to take into consideration the fact that the targeted public may behave differently to the message and react in different ways. The following types of behavior may be encountered: active, reviewer, viral, passive, and indifferent [19]. Social media may be used in all developing stages of a product or a brand [2]. Social media have taken tourism and travel experiences to a new level. They enable visitors to communicate with not only the destinations but also with visitors who have recently visited that same destination. Using social media tourists can gather information first-hand from other tourists and make decisions about the travel. Information gathering is possible through blogging, experience sharing; story writing that can be published on personal internet site of other people who have experienced the destination, so that the information is based on opinion and perceived authentic experience [12].

In [5] points out the importance of Internet as a source of information for consumers to become familiar with this emerging world of information. According [3] address that the viral marketing using existing social networks to promote branding or other promotional objectives, based on viral scientific reincarnation in the world of computing and the Internet similar to viruses reincarnation in the biosphere. According to [10] information originates in numerous and diverse sources. Firstly, induced information includes promotional material (brochures, posters), as well as tour operators' and travel agents' opinions. Secondly, self-information also plays a role and it is obtained from mass media and popular culture. Finally, organic information comes from friends and relatives, as well as from personal experience.

Research conducted by [15] about "Believe it or not: the Credibility of Blogs in Tourism". The purpose of this research is to find out whether consumers argued that blogs as credible sources of information products, and in particular, to determine how the credibility of online word-of-mouth (in the form of private and corporate blogs) as compared to the traditional word-of-mouth. This study shows there is nothing to beat the traditional word-of-mouth in obtaining information. The traditional way of word-of-mouth is one of the most influential sources in the pre-purchase information. Characteristics of word-of-mouth is very unique, it is usually considered more credible, trustworthy, and more accessible through a network of social media.

4 Results of Study

The use of social media (internet, website, face book, and twitter) to meet the information needs of Jatiluwih Tourism Village with varying potential and its appeal to domestic tourists and foreign tourists is currently still facing constraints. Based on the results of interviews with the Management and Executive Operational Management of Jatiluwih Tourist Attraction, the constraints as table below.

Table 1: The Constraints of Social Media in Giving Information
About Jatiluwih Tourism Village

Media	Constraints
Website	1. **Update the information** about Jatiluwih Tourism Village on websites is often too late. These things have an impact on tourists, that tourists do not get the information fast and up to date about the event as well as a tourist attraction. 2. **The limited number of local's human resources in Jatiluwih Tourism Village capable of organizing the information** about tourism product in Jatiluwih Tourism Village on the website, so a lot depends on the experts (consultants) from outside of the village. 3. **Limited website with interactive features** that present a potential for natural beauty and culture of Jatiluwih Tourism Village. 4. **Support communication network** in Jatiluwih Tourism Village to operate social media was **very limited**.
Facebook	**Facebook usage related to the topic, if the topic is interesting can cause large response.** Topics that are interesting may have been created by the operational management of Jatiluwih Tourism Village, among others on trekking, spiritual tourism, culinary and cultural attraction. However this has not yet been fully implemented, still required the creativity and innovation of operational management as the provider of Jatiluwih Tourism Village.
Twitter	The use of twitter is intimately connected with the object, therefore if twitter use in informing potential of Jatiluwih Tourism Village, then elections should be the main consideration of the object so that distribution of information can be evenly **distributed to all strata of society** as well as the existing can attract tourists to visit Jatiluwih Tourism Village.
Internet	**This media is very selective in presenting information about Jatiluwih Tourism village.** With the relatively low cost of media then became one of the main sources in search of information about Jatiluwih Tourism Village as a tourism destination for the purpose of vacation.

Source: Result of Research (2017)

Foreign tourists visiting Jatiluwih Tourism Village by 2014 to 2017 (until April) are 475.779, and domestic tourists are 67.232 (Operational Management Jatiluwih Tourist Attraction, 2017). Tourists who traveling to Jatiluwih in addition caused by the tourism village of Jatiluwih as part of World Cultural Heritage, as well as an environment that offered really reflect the environment with the rural atmosphere in Bali, the image and the quality of the destinations are good, traditional culture in the field of agriculture which is still awake and well maintained with a typical agricultural character of Jatiluwih, as well as the existence of Jatiluwih Agriculture Festival as the main attraction of Jatiluwih Tourism Village.

If associated with previous research, environmental aspects in Jatiluwih Tourism Village that reflect the environment with typical rustic atmosphere with characteristic agriculture in Bali, reinforcing findings of [4] that the environment of the village needs to be facilitated by either so that tourists are motivated to visit the village, as well as the findings of [18] stated that destinations must have characteristics.

As a major destination in Tabanan Regency, based on research conducted from the aspect of perception of tourists against the image of Jatiluwih Tourism Village obtained the following results. For foreign tourists, out of 50 respondents, 38 people (76%) rate that Jatiluwih Tourism Village image was very good, while 12 people (24%) rate the better. For domestic tourists, from

50 people taken as samples, 43 people (86%) rate Jatiluwih Tourism Village image was very well, while 7 persons (14%) rate the better. The results of this study reinforce the research results [7], stating that the image destination becomes a factor that encourage and motivate tourists to travel to tourist destinations.

Assessment of Jatiluwih Tourism Village image can't be detached from the culture with all its appeal presented by Jatiluwih Tourism Village. The culture that served was traditional Balinese farming culture. Agriculture is carried out with the use of organic materials as well as environmentally friendly, so the result for consumption. The most important crop is organic red rice, organic black rice, and processed products as well as like red rice tea. In the process of processing rice fields until harvest, each stage is followed by a traditional ceremony of Jatiluwih also known as *pula pali metandur padi ring carik*. Agricultural processing is loaded with value of this culture, reinforcing findings of [6] that became one of the cultural motivation of the tourists visiting the village. Furthermore, Jatiluwih Agriculture Festival as a vehicle to show off how agriculture with tourism organized by Jatiluwih Tourism Village, is a local festival that is expected to give entertainment at once educational to tourists and the public about the importance of preserving traditional farming systems in order to support the development of tourism. Jatiluwih Agriculture Festivals reinforce the findings of the [1] stating that the festival attracts local loyalty and presence of tourists to the village.

In spite of all obstacles as outlined in table 1, based on the research results obtained that the use of social media (website) to find information about Jatiluwih Tourism Village as a preferred vacation mostly used by foreign tourists with the number reaching 95% or 451.990 people who visit to Jatiluwih Tourism Village period 2014 through April 2017, the rest still refers to the word-to-mouth (WOM). As for domestic tourists, who use social media (websites) in search of information about the Jatiluwih Tourism Village as a place of vacation options only reaches 30% or 20.169 domestic tourist visiting period 2014 until April 2017. Rest as much as 70% of domestic tourist or 47.063 still use traditional word-of-mouth in obtaining information. The traditional of word-of-mouth is one of the most affecting domestic tourist in search of information related pre-purchase Jatiluwih Tourism Village. Word-of-mouth is considered unique and more credible, and reliable. The results of this study if associated with research conducted by [15], that only domestic tourists still dominant use the traditional ways of finding information pre-purchase tourist-related products in Jatiluwih Tourism Village.

The low use of social media among domestic tourists is meant that low use of the social media among tourists. This as the influence of the quality of the information presented on the website as well as other social media. They believe more of the information conveyed by a friend (word-to-mouth), let alone the information from their friends who have been visiting Jatiluwih Tourism Village. While on foreign tourists occurred meaning so the magnitude of their confidence in the information presented on the website or other social media, so that the website be used as main source of information in determining their vacation options to Jatiluwih Tourism Village.

Based on the results of interviews with foreign tourists, some of the advantages that can be obtained using the website as a main source of information in Jatiluwih Tourism Village choose as a destination for vacationing is (1) speed up the mistakes in Jatiluwih Tourism Village related information of the information source to them (tourists); (2) cut a path of bureaucracy, because the substance of which will be delivered directly can be sent to them (tourists) and without going through intermediaries; and (3) information submitted are open and can be accessed by anyone.

The use of social media in Jatiluwih Tourism Village contemporary cultural phenomenon is that can only be understood in its totality, i.e., relationships as well as the main rules or codes that set

them up so that it is capable of producing specific significance (meaning). The choice of signs (paradigmatic) and the rules of the game must be combined so that the meaning is socially produced. In the era of the 'media ' in it media developed as part of the process of industrialization. Industrialization that form of mass media in the form of social media. This means Jatiluwih Tourism Village have entered into an era of media and part of the spirit of industrialization (mass production). Nonetheless it is hoped information about Jatiluwih Tourism Village not characteristic for information on mass media tend to be of low quality, down, cheap, vulgar, common or average. The term 'mass' is usually associated with the group majority-controlled by minority groups that have a higher standard of living. Associated with the issue of taste, the term 'mass' shows on a standard 'tastes most' there was a 'taste' of the mass (mass taste). For it to be done selection of the information to be presented mainly on the website of Jatiluwih Tourism Village, so being able to attract tourists who are classy (tasteful) and coupled with product offerings as well as a quality event.

Social media is a form of human position as 'individual' to 'subject', i.e. as a target or people who feel 'called' by an idea, product, and service. Social media often become spaces for naturalization a painting reality actually is false 'reality' (pseudo reality). In other words, social media is often formed the subject of wrong (false subject line). In regard to making social media as responsible media in marketing (responsible marketing) against potential and attractiveness of Jatiluwih Tourism Village, to the marketers required honesty in informing all potential and current attraction that is in Jatiluwih Tourism Village. This is to minimize or negate the distrust of tourists in the information of tourism destinations on social media.

5 Conclusions

The use of social media in the giving information about Jatiluwih Tourism Village to foreign tourists and domestic tourists still find obstacles, either with the use of the website, face book, twitter, or the internet. 95% foreign tourists using a website in search of election-related information about Jatiluwih Tourism Village as tourism destinations for a vacation destination for tourists, while only 30% of domestic tourists are using social media in the form of a website in search of election-related information of Jatiluwih Tourism Village as tourism destination for purposes of a vacation. The traditional of word-of-mouth is one of the most affecting domestic tourist in search of information related pre-purchase Jatiluwih Tourism Village. Word-of-mouth is considered unique and more credible, and reliable. The low use of social media among domestic tourists is meant that low use of the social media among tourists. This as the influence of the quality of the information presented on the website as well as other social media.

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