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The Model of Social Media Tourism Consumer Behavior

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Abstract: The advancement of innovation and data empowers honos to oversee the promoting blend such as advancement to be more successful. One frame of advancement that can be realized and can reach wide advertise bunches is through social media that can be a implies of advancing a visitor goal. The reason of think about these incorporate 1) deliver a picture of the profile of Web clients in Indonesia 2) create an investigation of traveler behavior in getting to social media as a implies of data dispersal and advancement of tourism items. The inquire about strategy utilized may be a subjective expressive strategy. Where analysts will portray related to the utilize of social media as an compelling tourism promoting. The comes about appeared that social media is utilized in nearly all ages and social media can be utilized as an compelling implies of advancement and fast spread of data.

Keywords: Tourism, consumer behavior, Social Media

INTRODUCTION

In optimizing Indonesia's tourism potential, one must have the correct procedure, one of the procedures in tourism administration is the cooperative energy between tourism partners. The cooperative energy, called the Penta Helix, is the key to creating Indonesian tourism. Collaboration is carried out between the central and territorial governments, the government and the community or the government with business people and the community. Collaboration is planning to empower tourism improvement objectives to be accomplished. One of the keys in empowering an increment within the number of visits as well as building a tourism brand that has preferences is the viable administration of the showcasing blend counting in creating suitable limited time methodologies for the maintainability of visitor goals. Tourism businesses must be able to oversee the showcasing blend in order to optimize endeavors to pull in visitors. Expanded competition within the tourism segment driven to the development of different approaches and key considering for the improvement of the tourism segment. Collaboration is built to energize tourism (Arianto et al., 2022; Limakrisna, 2008, 2018a, 2018b; Limakrisna & Yoserizal, 2016; Maryatmi & Limakrisna, 2020).

The advancement of innovation and data empowers honed to oversee the promoting blend such as advancement to be more compelling. ((Limakrisna et al., 2016, 2018; Priatna et al., 2017; Priatna & Roswinna, 2019)) attests that:

The impact of traveler patterns of Youth Tourism through Social Media (SM) & Data and Communication Technologies (ICTs). The utilize of the web within the digital age could be a need, as an intelligently media web may be a promoting communication device that permits its clients to trade esteem (trade of esteem). Not at all like tv which is one-way communication, the web gives space for input, sharing data and tributes between people (Kurniawan et al., 2020; Lusiana et al., 2021; Romansyah et al., 2021; Roswinna et al., 2020; Suwandi et al., 2022; Widanengsih & Yulianti, 2022; Yulianti & Lasminingrat, 2021). One frame of advancement that can be realized and can reach wide advertise bunches is through social media that can be a implies of advancing a traveler goal.

LITERATURE REVIEWS

Internet media

(Shimp, 2004) states that thousands of marketers have turned to the web as media candidates to advance their brands and conduct deals exchanges. Media advancement utilizing web media can be done through the internet, and other social organizing locales such as (Facebook & Twitter). (Agustina et al., 2020; Ahmadi et al., 2020; Febrian et al., 2020; Harnani et al., 2020) web is utilized to communicate considerations and enlightening substance through websites, blogs, e-books, white papers, pictures, photographs, sound and video substance, or indeed other shapes such as item situation, diversions, and virtual reality. (Pratiwi Putri et al., 2020) states that over time a social organizing location or more sophisticated friendship locales such as MySpace, Friendster, Facebook and after that Twitter will develop. The web as a implies of communication was initially broadly utilized for trading e-mails utilizing Yahoo or Hotmail.

Social media

Social media has ended up one of the foremost favored media in passing on data and information nowadays. Social media emphasizes the arrangement of social associations between individuals with comparative interface and exercises and who are included in online intelligent (T. Anggraeni et al., 2021, 2022; Sukmayana, 2019). Social media alludes particularly to destinations that are characterized as buyer and / or client community administrations, where an person can construct a open profile, interface with colleagues and share individual encounters and considerations in a computerized community (Pratiwi Putri et al., 2020; Tisna Amijaya & Siti Komariah, 2020). Concurring to (A. F. Anggraeni et al., 2021; A. F. Anggraeni & Winarningsih, 2021) social media could be a bunch of internet-based applications that are built on the ideological basis of Web 2.0 which may be a stage for the advancement of social media, which empowers the creation and trade of Client Produced Substance. Social media grow openings to fortify connections with shoppers, encourage customers so that customers can engage with each other to connected (Harnani, 2020).

Contentends that the most work of social media for society is (Limakrisna et al., 2016; Priatna et al., 2017; Priatna & Roswinna, 2019):

1. Data
2. Advancement, adjustment and advance.
3. Relationship
4. Clarify, translate, comment on the meaning of occasions and data.
5. Back built up specialist and standards.
6. Planning a few exercises.
7. Frame a bargain.

8. Progression
9. Express the overwhelming culture and recognize the presence of culture. Particularly (subculture) and the improvement of modern societies.
10. Progress and protect values.
11. Excitement
12. Gives amusement, redirection and implies of unwinding.
13. Soothes social reliance
14. Mobilization

From the depiction over it can be concluded that advancement on social media is exceptionally simple and does not take much time. Since social media is presently so near to millennials that in case they need to do trade or administrations, they can effectively promote it on social media.

Shopper Behavior (CB)

CB inquire about in tourism are brought to bear on the more extensive CB and showcasing writing. Whereas CB and promoting ponders have impressive affect on the field of tourism CB, the last mentioned small impacts the previous. The stream of information from the field of tourism back to the more extensive CB and promoting writing can be moved forward by examining the interesting hedonic and emotional viewpoints of tourism utilization, and how these are progressively snared with other aspects of consumption in standard of living and quality of life in common. Our survey highlights a outstanding alter from 2000 onwards where scholarly consideration, both inside tourism CB and in CB inquire about more for the most part, is moving from investigating the cognitive viewpoints of CB to the emotional viewpoints. Tourism decision-making and utilization are regularly profoundly interpersonal and passionate. A expansive extent of CB investigate in tourism rests on the suspicion of bounded judiciousness and decision-making frameworks created for buyer merchandise, without taking full account of the hedonic and passionate viewpoints of tourism utilization. CB research in tourism must take full account of these measurements, and advance mine this wealthy setting to superior create our understandings of how travel behaviour interrelates with, and impacts upon, the broader utilization scene (Ekonomi et al., 2021; Roswinna et al., 2020).

METHODS

The strategy utilized in this inquire about is clear subjective strategy. Where analysts will depict related to the utilize of social media as an successful tourism promoting for millennials. In expansion, this think about applies online studies as the most investigate instrument. The most restriction is related to the minor geological region beneath think about.

RESULTS AND DISCUSSION

Internet User Profile in Indonesia

Number of Internet Users

Based on the comes about of the APJI and Surveying Indonesia overview the number of web clients in Indonesia is expanding each year, this could be seen within the figure underneath.

Internet Users in Indonesia

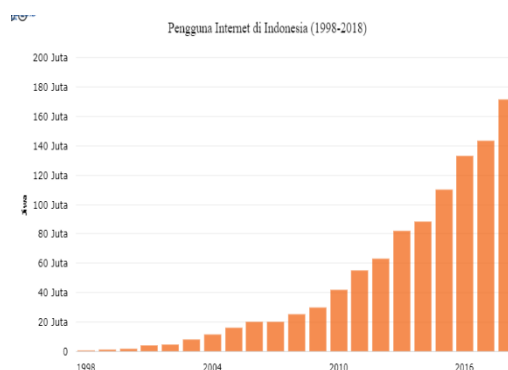


Figure 1 Indonesian Internet Users
Source: (Katadata.co.id, 2019)

Based on Figure 1, the comes about of the APJI and Surveying Indonesia study the number of web clients in Indonesia in 2018 expanded by 27.91 million (10.12%) to 171.18 million. This implies that web client entrance within the nation has increased to 64.8% of the full populace of 264.16 million individuals.

Indonesian web clients based on the island

Whereas spatially based, Java is still the biggest web client zone in Indonesia, coming to 55%. The another biggest web clients are Sumatra (21%), Kalimantan (9%). At that point Sulawesi, Maluku and Papua (10%) and Bali and Nusa Tenggara (5%).

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

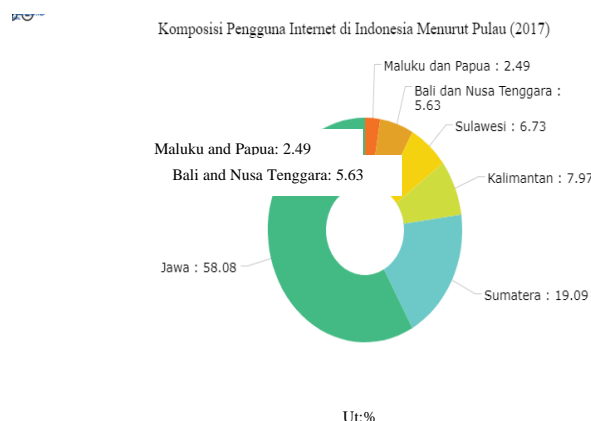


Figure 2 Indonesian internet users by island
Source: (Katadata.co.id, 2017)

Web clients in Indonesia are still concentrated in Java, the most impediment to web utilize in other regions is less than the most extreme due to need of organize foundation.

Indonesian web clients based on age

The productive age bunch is the foremost web client in Indonesia. Agreeing to a overview of the Indonesian Internet Service Suppliers Affiliation (APJII), nearly half of the whole web clients in Indonesia are individuals within the age gather of 19-34 a long time (49.52%).

Whereas the moment most n clients are the age gather of 35-54 a long time (29.55%), the age bunch 13-18 a long time (16.68%), and clients over the age of 54 a long time (4.24%).

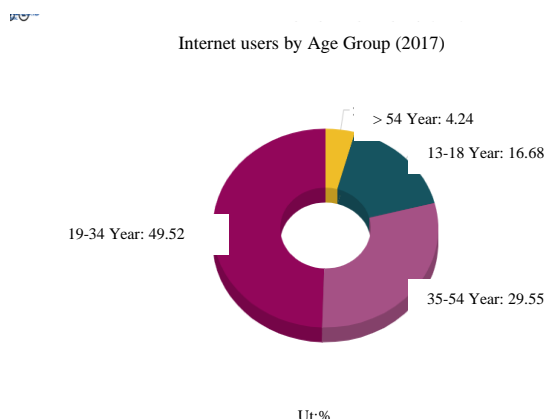


Figure 3 Indonesian Internet users by age
 Source: (KataData, 2017)

The web isn't as it were utilized for work and educational purposes, but is additionally getting closer to every day needs.



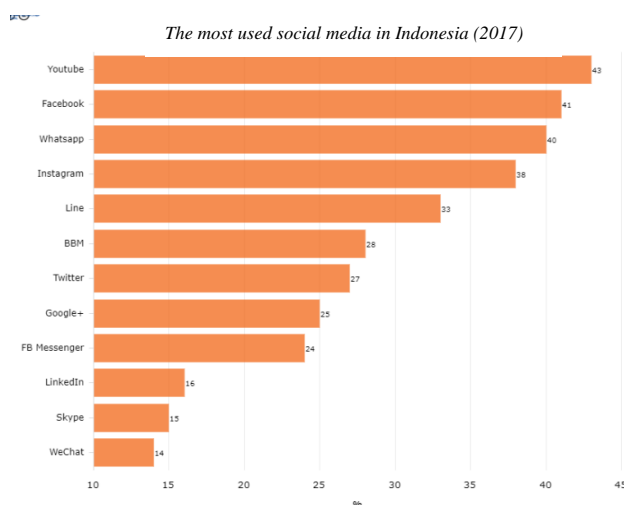
Figure 4 Indonesian Internet Users
 Source: Ministry of Tourism Exposure (2017)

From the picture over it can be seen that the behavior of web clients in Indonesia regularly employments social media, and social media substance is substance that's regularly gotten to by clients, the rest they get to entertainment, news, instruction additionally open administrations.

Use of Social Media is the foremost broadly utilized web client

Based on information from (Hootsuite, 2018), the improvement of web utilization in Indonesia is exceptionally fast, which is developing 51% in one year. With a development rate that distant surpasses the development rate of web utilization within the world, which is 10%, Indonesia positions the moment biggest web client within the world. More than 69% of Indonesian individuals get to the web utilizing their versatile gadgets. This figure too exceeds the utilize of the web by means of portable universally, which is 50%. The number is the fourth most elevated within the world. The comes about of the worldwide web list on web clients in Indonesia within the age run of 16-64 a long time, appeared that there are a few social media stages that are effectively utilized by the individuals of Indonesia. The stage is isolated into

two categories of social media, specifically social organizing media and flag-bearer. Youtube positions to begin with with a utilization rate of 43%, moment on Facebook with a utilization rate of 41%, at that point Whatsapp with a usage percentage of 40%.



Source: (KataData, 2017)

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

Millennials born between 1980 and 2000 alter the nature of travel. Millennials are the 'connected' era and the era that continuously employs social media wherever they are. In inquiring about millennial era travel patterns is the primary step for tourism suppliers to alter their offerings to suit the wants of the target showcase. The inspiration and behavior of millennial era, impacts the characteristics of modern tourism. They are the era who are exceptionally recognizable with the patterns and utilize of the most recent innovation.

Web Client Behavior

Depictions of the comes about of the online study from web clients were spoken to by 220 respondents conveyed through Google shape to the zone around West Java. The respondents were chosen based on the irregular testing procedure utilized in this consider. The articulations that have been filled out by respondents and collected from 220 respondents are considered to be able to depict the generally characteristics of West Java respondents who utilize social media.

Profile of Laskar Pelangi Film Audience Respondents

Characteristics of Respondents by Gender

The results of data collection of 220 respondents from the sex can be seen in Figure 6 as follows:

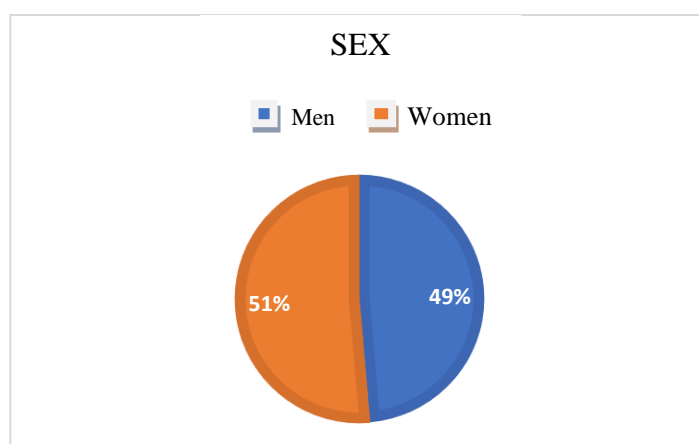


Figure 6 Characteristics of Respondents by Gender
Source: Researcher's processed results (2019)

Based on the picture over, it can be concluded that the rate of female respondents (51.4%) is higher than male respondents (48.6%). Since ladies more often than not favor to utilize social media to discover all the data they need and require. Whereas for male respondents with 48.6% the rate of this number isn't much different from the whole rate of female respondents. This implies that social media is one of wants in getting to data successfully.

Characteristics of Respondents by Age

The comes about of information collection from 220 respondents from the sex can be seen in Figure 7 as takes after:

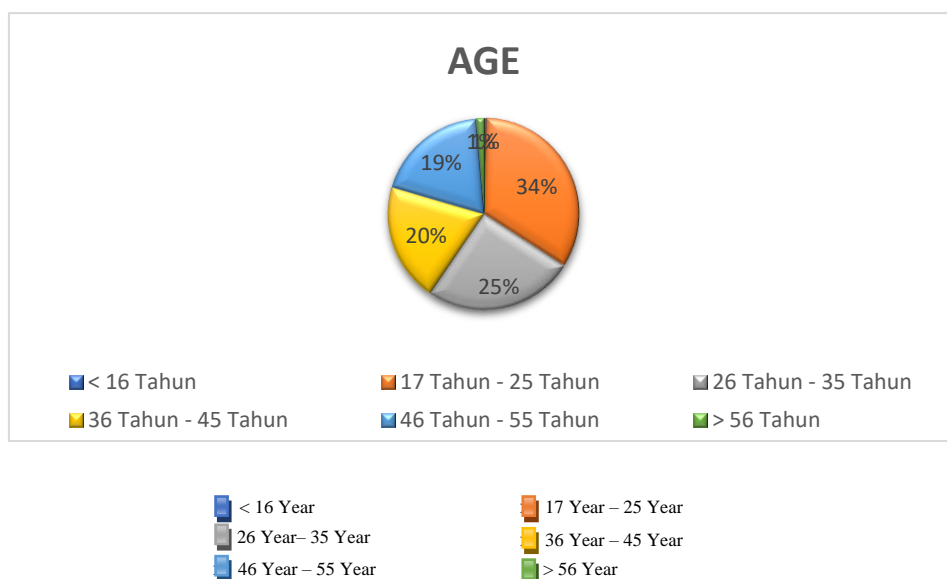


Figure 7 Characteristics of Respondents by Age
Source: Researcher's processed results (2019)

Based on Figure 7, it can be concluded that the respondents of social media clients are ruled by respondents matured 17-25 a long time (34%), this is often because at that age is classified within the late adolescent category where that age may be a beneficial age that encompasses a affinity for getting to social media. Other watchers are at the age of 26 a long time - 35 a long time (25%) who are within the early grown-up category, at that point at the age of 36 a long time - 45 a long time (20%) having a place to the late grown-up category, at that point at the age of 46 a long time - 55 a long time (19 %) and the rest are > 56 a long time ancient and <16 a long time ancient.

Characteristics of Respondents by Beginning

The comes about of collecting information from 220 respondents from the sex can be seen in Figure 8 as takes after:

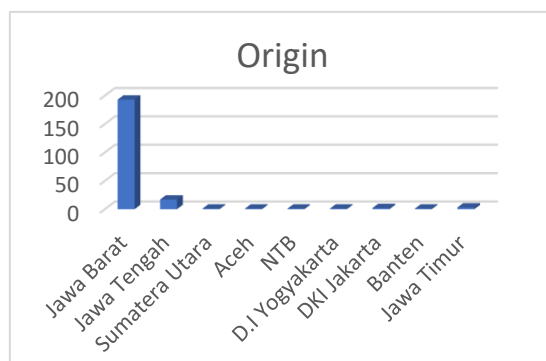
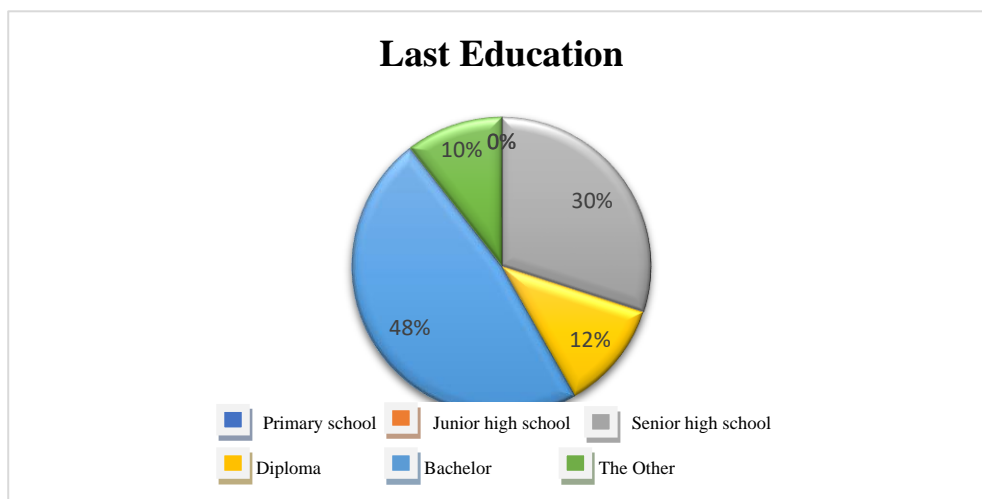


Figure 8 Characteristics of Respondents by Origin
 Source: Researcher's processed results (2019)

Based on Figure 8 it can be concluded that the respondents of nearly all social media clients are individuals from West Java, these individuals come from a few cities / locale such as Bandung City, Bandung Rule, West Bandung Rule, Pangandaran Rule, Cimahi City and so on. At that point there are moreover respondents from Central Java, respondents from a few Cities / Regencies such as Pemalang, Semarang etc., there are moreover respondents from other territories such as East Java, DKI Jakarta, Banten, Uncommon Locale of Yogyakarta, West Nusa Tenggara, Aceh and North Sumatra. The foremost respondents are respondents who come from West Java, this is often since individuals who come from Java have tall interest characteristics of any data circulating through social media.

Characteristics of Respondents Based on Later Instruction

The comes about of collecting information from 220 respondents from the sex can be seen in Figure 8 as takes after:



Source: Researcher's processed results (2019)
Figure 8 Characteristics of Respondents Based on Last Education

Based on Figure 8 it can be concluded that web client respondents are ruled by watchers who have the final instruction S1 (48%) at that point the final tall school instruction (30%) and who have the final instruction Recognition (30%) as well as respondents by choosing other choices where they have Instruction at long last S2, S3 and Teacher. This implies that those having a place to the age that can be categorized as the millennial era are the ages where they have more interest and propensity to continuously utilize and get to social media

Characteristics of Respondents Based on Work

The comes about of information collection from 220 respondents from the sex can be seen in Figure 9 as takes after:

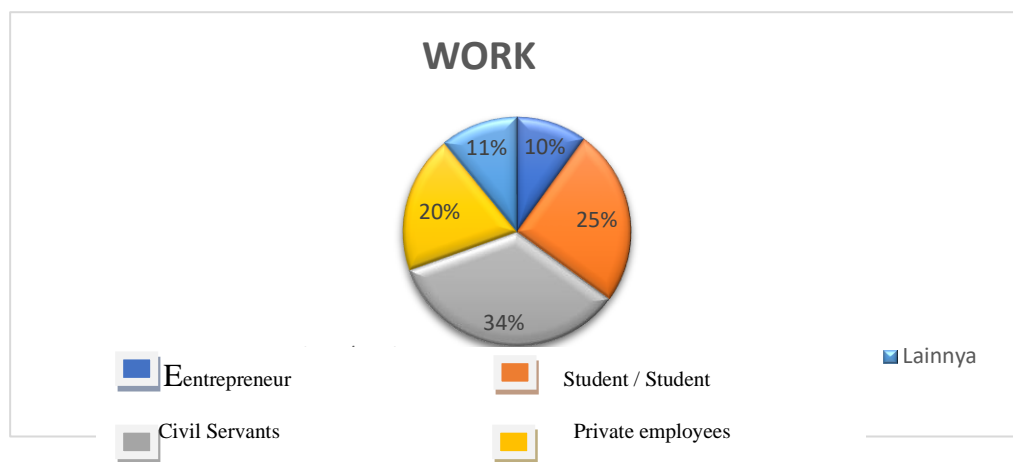


Figure 9 Characteristics of Respondents by Occupation
 Source: Researcher's processed results (2019)

Based on Figure 9, it can be concluded that respondents based on their work are ruled by respondents who have work foundations within the frame of Gracious Hirelings (34%), and understudies / understudies (25%) and Private Employees (20%) this is often since ordinarily a specialist or understudy / students always have free time exterior their exercises and have a got to continuously get to data or spread data through social media. Besides there are moreover respondents who have work foundations within the shape of business people (10%), and others within the shape of privileged instructors, computerized marketers, housewives, freshgraduated, work searchers etc. (11%).

Characteristics of Respondents Based on Wage

The comes about of collecting information from 220 respondents from the sex can be seen in Figure 10 as takes after:

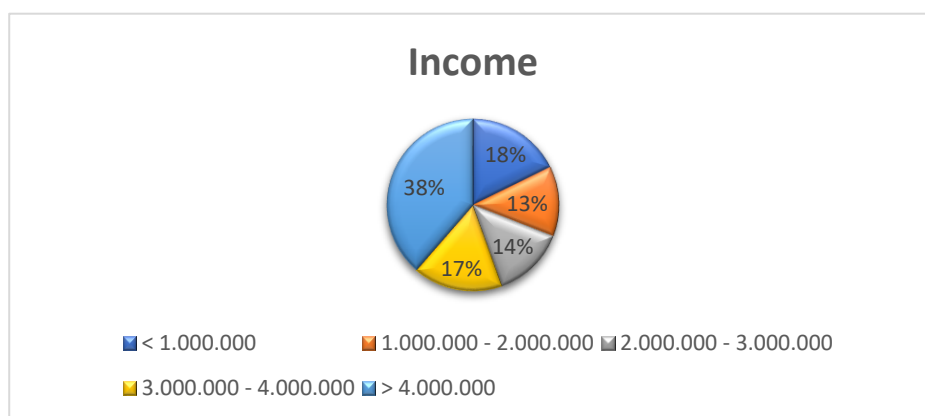


Figure 10 Characteristics of Respondents by Income
 Source: Researcher's processed results (2019)

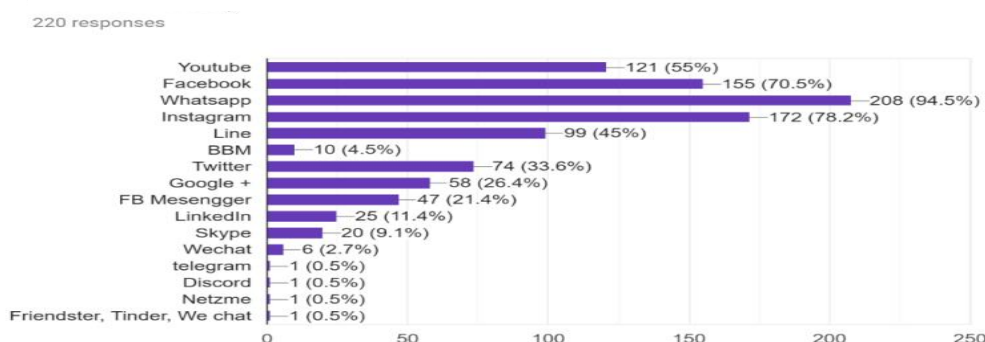
Based on Figure 10 it can be concluded that respondents based on salary are overwhelmed by respondents who have pay of > Rp.4,000,000 (38%), at that point ruled by pay < Rp.1,000,000 (18%), at that point with pay of Rp. 3,000,000 - Rp.4,000,000 (17%), and with respondents who have an salary of Rp. 2,000,000 - Rp. 3,000,000 (14%) and those who

have an salary of Rp. 1,000,000 - Rp. 2,000,000. This implies that respondents of social media clients enter the millennial era who as of now have changeless employments and sufficient to travel.

Characteristics of Respondents Based on Social Media

The comes about of information collection of 220 respondents from the sex can be seen in Figure 11 as takes after:

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



Source: Researcher's processed results (2019)

Figure 11 Characteristics of Respondents Based on Social Media Owned

Based on Figure 11 it can be concluded that respondents have more than one social media account. The social media choices that most respondents have are Whatsapp, Instagram, Facebook, Youtube and Line. This implies that social media may be a need for the community.

Social media which is the source of data for respondents

The comes about of information collection from 220 respondents can be seen in Figure 12 as takes after:

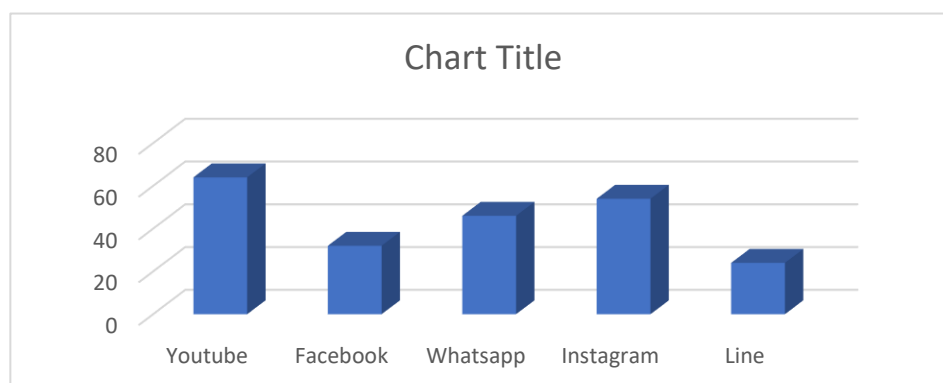


Figure 12 Social Media Which Is the Main Source of Information

Source: Researcher's processed results (2019)

Based on Figure 12 it can be concluded that the respondent has more than one social media account for data recovery. The social media choices that the respondents ought to get the foremost data are Youtube, Instagram, Whatsapp, Facebook and Line. This implies that social media gets to be one of the instruments and assets in finding the data required.

An compelling source of data look

The comes about of information collection from 220 respondents can be seen in Figure 13 as takes after:

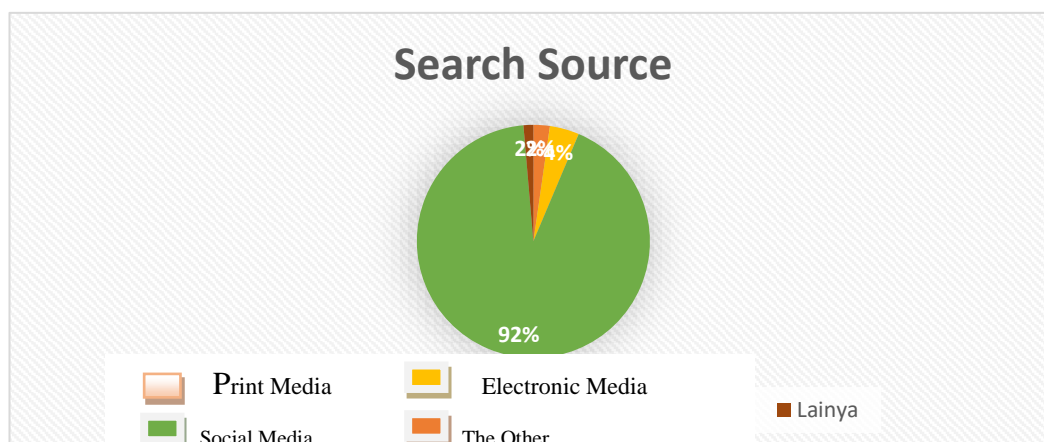
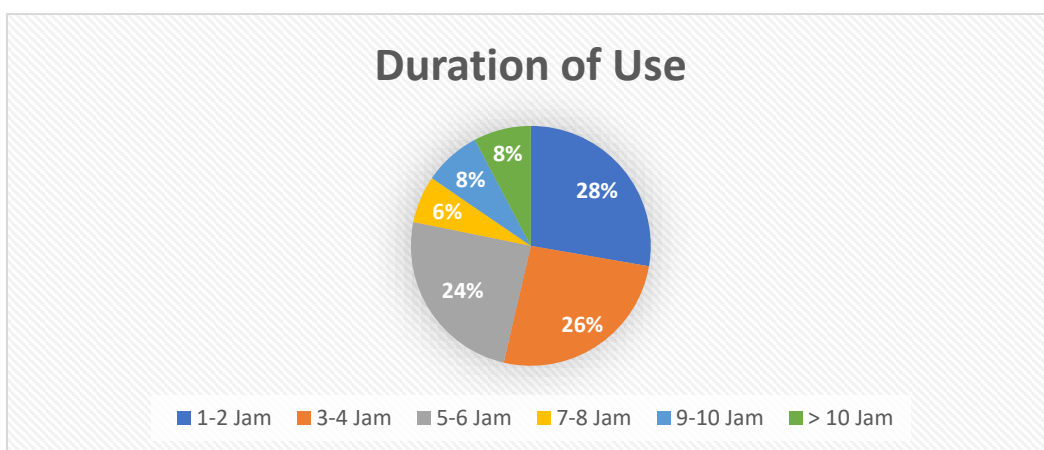


Figure 13 Source of effective information search
Source: Researcher's processed results (2019)

Based on Figure 13 it can be concluded that nearly all respondents chose social media in getting data, and a few respondents chose electronic media, print media and chose other choices (word of mouth, community) in getting data. This implies that social media can be an compelling limited time instrument within the dissemination of data that's wide and quick.

Term in getting to the web

The comes about of information collection from 220 respondents can be seen in Figure 14 as takes after:



Source: Researcher's processed results (2019)
Figure 14 Duration of Use

Based on Figure 14 it can be concluded that the characteristics of respondents in utilizing social media are around 1-2 Hours (28%), 3-2 Hours (26%), 5-6 Hours (24%), 9-10 Hours (8%), > 10 Hours (8%) and 7-8 Hours (6%). This implies that numerous respondents more often than not spend approximately 1-6 hours a day at certain times that don't meddled with their exercises or work .

CONCLUSION

Indonesian web clients are getting higher each year, web is getting to be a require for Indonesian individuals to get to data in a total and quick way. The behavior of web clients in Indonesia particularly in West Java society is an critical prerequisite, concurring to the overview comes about that web clients in West Java have more than one social media and they depend on social media as their needs in getting to imperative and required data. They can spend around 1-6 hours getting to social media they have.

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