




What tourists perceived? Social media preference in a tourism destination



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ABSTRACT

The tourism industry is a sector that continues to be developed by the Indonesian government. Especially during the current Covid 19 pandemic, tourism must be given a touch of differentiation to adapt to government regulations regarding the safety of tourism objects. The development of social media is essential in the world of tourism, where it can change the behaviour of tourists to enjoy tourism services. This study aims to understand the social media preference in tourist destinations so that tourism destinations can analyze social media marketing competitive strategy according to the target market. This study uses the MDS method and cluster analysis. This study collects data from 240 respondents. Respondents were asked to rate ten social media pairs where the social media observed were Instagram, YouTube, Facebook, Twitter, and Tik Tok. This research found that a perceptual map is essential to define consumer perceptions and preferences on social media.

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Introduction

The tourism industry is a sector that continues to be developed by the Indonesian government. Especially during the current Covid 19 pandemic, the tourism sector has been impacted greatly, so it needed a re-touching to bounce back when the pandemic is over. The idea is that it can adapt to the dynamic government regulations regarding health safety. The development of social media is important in the world of tourism, where it can bring changes in the behaviour of tourists to consume tourism services. The existence of technology indirectly influences consumers' active participation in social media (Bizirgianni & Dionysopoulou, 2013). In other words, promotion through social media is believed to be the most effective way to introduce tourism objects. Social media is often associated with its ability to disseminate information quickly and widely.

According to Gururaja & Rashmi (2015), utilizing tourism social media proves that it is a good strategy for improving the quality of the tourism business. As quoted from the journal Živković et al. (2014), from 4,600 respondents, around 50% of people tend to download travel applications while looking for destinations before travelling, and 44% stated that they strongly agree that Internet reviews posted by travel bloggers help them to decide on the initial vacation destination. Tourism must rely on information and communication technology for promotional activities, sales and development of tourist objects. This is related to how consumers' perceptions and preferences of various social media choices are appropriate in communicating a tourist spot.

Many new natural tourist destinations have sprung up in Malang Raya with their respective advantages. Not all natural tourist destinations have social media to market their products. Even though social media is very important in helping promote natural tourist destinations and has a very good speed of information dissemination, this is very helpful in forming a brand image for natural tourism destinations. In addition, most people already use social media and even have more than one social media account.

Based on the latest Hootsuite and We Are Social (2018), there are 175.4 million internet users in Indonesia. There was an increase of 17% or 25 million internet users in Indonesia compared to the previous year. Based on Indonesia's total population of 272.1 million

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means that 64% of Indonesia's population has access to the digital world. There are 338.2 million Indonesians who have cell phones or are connected to the internet, as for 160 million active users of social media. The most visited social media by internet users in Indonesia are YouTube, WhatsApp, Facebook, Instagram, Twitter, Line, FB Messenger, LinkedIn, Pinterest, WeChat, Snapchat, Skype, Tik Tok, and Tumblr.

The Central Statistics Agency (BPS) noted that in 2019 there were 2958 commercial tourism companies in Indonesia. Only 20.5% manage natural tourism objects. This shows that there is not much proportion of companies managing natural tourism objects. Introducing natural tourism objects to the people of Indonesia through social media is considered very necessary. Of course, this is because natural tourism is considered relatively safer compared to other tourist objects during this pandemic.

Based on these problems, natural tourism destinations need social media to form their brand image and increase the number of tourist visits. The next solution is to analyze the right social media marketing to communicate the development of tourism objects according to the target market. This research will examine how various social media marketing positions in natural tourism destinations are based on consumer perceptions and preferences.

Based on the explanation above, the formulation of the problem to be studied is as follows: What is the position of social media in tourist destinations in Malang Raya based on consumer perceptions and preferences? What is the social media marketing competitive strategy according to the target market group?

Literature Review

Theoretical and Conceptual Background

Social Media Marketing

In general, social media marketing can be defined as marketing activities through internet-based social media, for example, YouTube, Instagram, Facebook, Tiktok, and Twitter. However, social media marketing does focus on not only the media but also its characteristics and characteristics. According to Gururaja & Rashmi's research (2015), social media will have a very important role in the tourism industry sector, where the social media strategy is a good strategy to improve the Quality of the tourism business. Likewise, Živković et al. (2014) stated that social media is an information technology that can develop relationships with customers and create e-WoM (electronic word of mouth).

Social Media Attributes

Before discussing social media attributes, it is necessary to first convey the definition of product attributes. According to Kotler & Armstrong (2012:272), product attributes are everything that accompanies a product that reflects the nature or characteristics of a product. If a product has attributes that are what is expected by consumers, the product will be considered suitable. If a product has product attributes or characteristics that are in accordance with what is expected by consumers, the product is considered suitable by consumers. Such a product will be a successful product. The ability of management to position the product through product attributes that are owned correctly in the market is one of the determining factors for the success of a product in the market.

Social media is a product as a media promotion that supports product success in the market. The social media attributes used in this study adapted the research of Godey et al. (2016) and Aladwani (2017), namely: Entertainment is a hedonic perspective viewing social media users as pleasure seekers who are entertained and entertained and who experience pleasure interaction as social interaction describes users who contribute to brand-related social media platforms to meet other like-minded people, interact, and talk with them about a particular product/brand. Trendiness is trendy information on social media, including four sub-motivations: supervision, knowledge, pre-purchase information, and inspiration. Surveillance describes observing and keeping updated about a person's social environment. Customization is the extent to which social media channels provide customized information searches and services. WoM is consumers generating and disseminating brand-related information to friends, co-workers and other acquaintances without the constraints of consumer posting resulting in the information dissemination process, which includes branding comments, sentiments and opinions. Reflective Quality is a person's belief about how well social media content supports their needs. Stimulated Quality is a person's feeling of how well social media content serves the needs of his task. Practised Quality is using excellent social media content that meets one's needs. Advanced Quality is one's open endorsement of superior social media content that meets one's needs.

Consumer Perception

Suryani (2008) says if consumers perceive that a product has advantages that are different from other products and that advantage means a lot to consumers, then consumers will choose that product, even though the product is relatively like the others. Therefore, there is a belief that perception is more important than reality, so how consumers evaluate a service's Quality is largely determined by their perception. Suryani (2008) further stated that perception is formed from a series of information and attributes related to products or services.

Conditions for the occurrence of perception, according to Sunaryo (2004), are as follows:

- i. There is an object that is perceived, and then the object causes a stimulus that hits the senses or receptors,

- ii. The existence of attention as the first step to making a perception,
- iii. The existence of sensory devices or receptors as stimulus recipients and sensory nerves as a tool to transmit to the brain and then from the brain carried through motor nerves as a tool to make a response.

According to research by Gartner et al. (2020) related to social media in tourism, it is used to analyze tourists' perceptions of social media to determine important features based on their perceptions and preferences. This study also states that social media is important to support potential sustainability and is very important for creating value, sustainability, and creating value strategies for success and focus in tourism. Likewise, according to research by Gartner et al. (2020), when consumers adopt online technologies such as social media, they can simultaneously develop positive and negative attitudes towards the technology. This shows that consumer's willingness to adopt social media also involves social media.

Consumer Preference

According to Anggasari et al. (2013), consumer preferences mean preferences, choices or something that consumers prefer, which can be formed from consumer understanding and memory through product perceptions. Preferences are what consumers consider so that they determine the consumer's purchasing decision process for a product.

Sultana (2015) suggests that customer preferences include three responses, namely:

- i. Cognitive Response includes belief in the practical value of a brand. Utilitarian is the benefit felt by consumers when using a brand.
- ii. Affective response is an effective response that refers to the level of liking or support reflecting consumer feelings towards the brand.
- iii. Conative or behavioural response is a behavioural tendency represented by consumers, predicts or behaves close to the object. At the same time, Azizah (2008) states that several factors influence consumer preferences, namely: Attributes, Interests, Trust, and Satisfaction.

Analysis and Findings

To fulfil the first objective of this study, a perceptual map must be obtained to determine consumer perceptions and preferences of the observed social media. Respondents were asked to rate ten social media pairs where the social media observed were Instagram, YouTube, Facebook, Twitter, and Tik Tok. The social media pair is based on the level of similarity/dissimilarity using a Likert Scale of 1-5 with the following criteria.

Table 1: Criteria for Social Media Similarity

Similarity Score	Meaning
1	Two social media comparisons are identical
2	Two social media comparisons have many similarities
3	Two social media compared has balanced similarities and differences
4	Two social media compared to has many differences.
5	Two social media comparisons are distinguishable

Furthermore, using the help of the MDS-Alscal Program SPSS Program Package, a perceptual map was obtained to obtain the position of each observed social media. The position of each social media based on the processing results of the Alscal MDS-Program is shown as follows.

Table 2: The stimulus for Social Media Preference Map

Stimulus Number	Stimulus Name	Dimension 1 (Absis)	Dimension 2 (Ordinat)
1	Instagram	.3126	-1.3832
2	You Tube	-1.3594	.6608
3	Facebook	1.4115	.0652
4	Twitter	.6408	1.3460
5	TikTok	-1.0055	-.6887

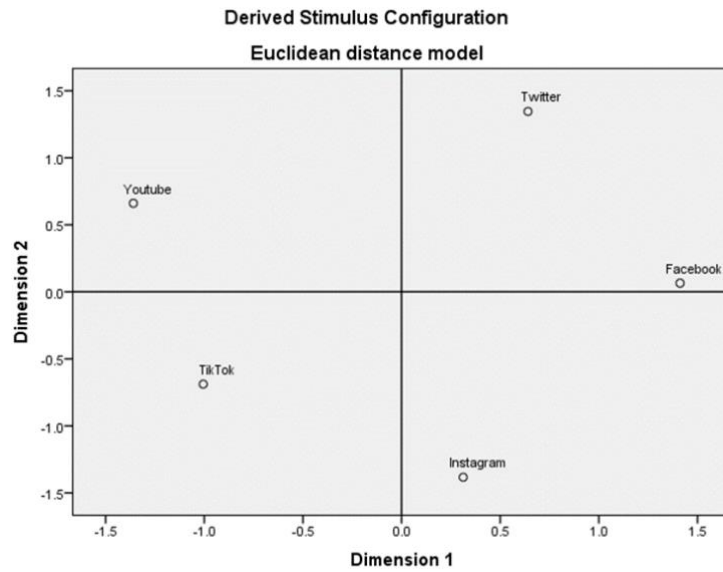


Figure 1: Dimension 1

Dimension 1 is the dimension of social media quality, while Dimension 2 is the dimension of entertainment and information. The picture shows that Twitter and Facebook are perceived to be able to provide entertainment and information that consumers want and are able to provide Quality according to consumer expectations. However, in terms of Quality, Facebook is relatively close to zero, which means that Facebook is perceived as lacking in Quality but at a level that can still be tolerated. While Instagram is perceived to be fairly good Quality, although the Quality is considered relatively low, it cannot provide entertainment and information according to consumer expectations. Youtube is perceived to have the ability to entertain and provide information but is not able to provide the Quality of social media that consumers expect.

TikTok is perceived by consumers as low social media in terms of Quality and ability to provide entertainment and information compared to the other four social media.

Cluster Analysis

After the social media position map configuration is formed, position grouping is carried out using Cluster Hierarchical Cluster Analysis. Social media that consumers perceive as having similarities will be close in the distance and then form a group. Meanwhile, social media perceived by consumers as having differences from the previous group will form another group.

This is described as follows

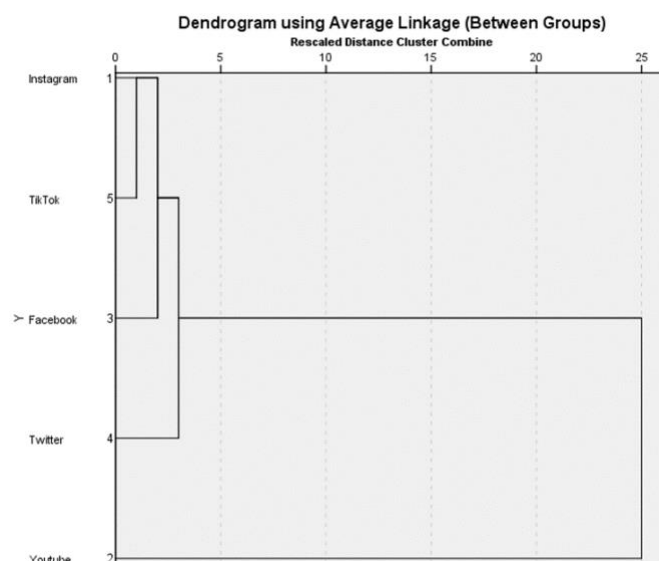


Figure 2: Dendrogram Between Groups

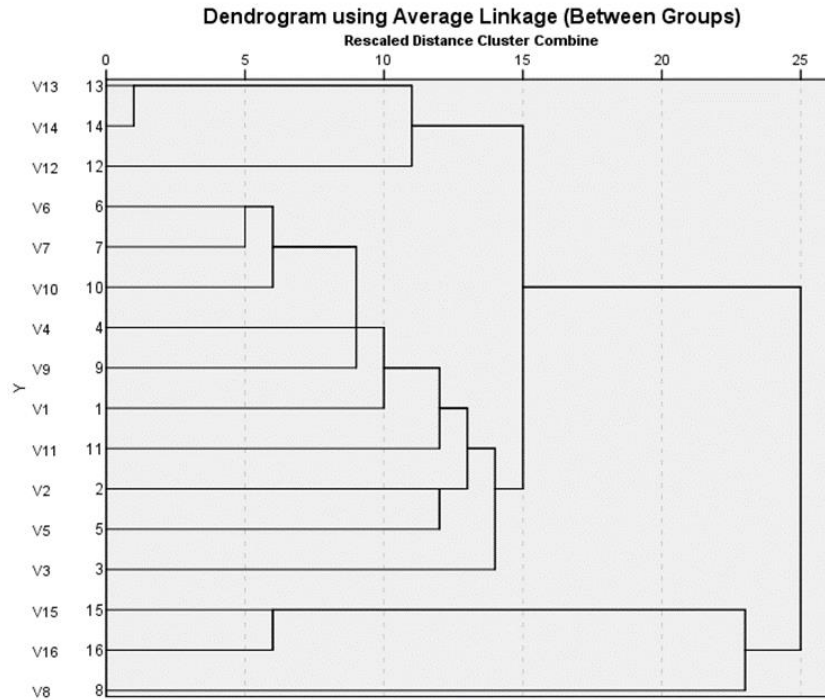


Figure 3: Dendrogram Between Groups

Based on Figure 2 and Figure 3, it can be explained that the formation of group 1 shows that based on consumer perceptions of similarity/dissimilarity ratings, Instagram, Tiktok, Facebook, and Twitter have similarities. So, it can be interpreted that the four social media are closely competitive. Items that are perceived as the same consist of 13 aspects based on the dendrogram as follows V13 (can support activities (Practiced)), V14 (to meet needs (Practiced)), V12 (can be used to fulfil goals (Stimulated)), V6 (Means of finding useful information), V7 (Means of disseminating helpful information), V10 (can do many things by utilizing information), V4 (Giving motivation for new ideas), V9 (Fulfillment of information (Reflective)), V1 (Displaying exciting things), V11 (can help when needing information (Stimulated)), V2 (Helps interact with fellow users), V5 (Can affect other people), and V3 (Privacy security).

While group 2 is occupied by only one social media, namely Youtube. This shows that Youtube has its own position and characteristics when compared to the other four social media observed. The difference is that Youtube has a difference in terms of V15 (informing others about advantages (Advocated)), V16 (telling reasons for liking this social media to others (Advocated)), and V8 (Content giving positive information).

Conclusions

All these social media in *Group 1 (Instagram, Tiktok, Facebook and Twitter)* compete because consumers perceive the four of them as having similarities based on 13 aspects. However, based on the perceptual map, Twitter is perceived as better in terms of Quality as well as entertainment and information according to consumer needs. Meanwhile, TikTok is perceived as having the lowest ability to compete in this group. Facebook is perceived as being similar to Twitter, but the entertainment and information aspects are relatively lower. Meanwhile, Instagram is perceived as good in terms of the Quality of social media but lacks entertainment and information. The strategy that must be carried out by TikTok in order to compete in this group is that Tiktok must be able to increase its capabilities as a social media which can be a means of finding helpful information, a means of disseminating useful information, can support activities, assisting, interaction with fellow users, and provide private security. The user. Sharma (2017) revealed that Word of Mouth (WoM) is a crucial element of marketing communications and is used on social media to increase customer engagement. The strategy that Instagram must carry out to be competitive is to improve the ability of its content to support activities, to be able to make its users do plenty of things by utilizing information, to motivate them to do new things, to be able to influence other people and to ensure the security and the privacy of its users. The strategy that Facebook must carry out to be competitive is to increase its ability to provide quality entertainment and information because this aspect is starting to get less consumer perception. Facebook integration with Instagram is the right strategy to compete in this group. Facebook and Instagram can support each other to improve their position regarding social media quality and entertainment and information aspects based on consumer perceptions. Shayne et al. (2012) state that a product or brand is discussed through social media, so that information dissemination is faster.

Youtube in *Group 2* is perceived as a social media that is different from the other four social media. So Youtube is considered to have characteristics that social media in group 1 lack. However, Youtube must improve its quality aspect as an interactive social media even though Youtube is perceived to be very good in terms of entertainment and informational content. Youtube is perceived as capable of providing a different e-WoM effect than social media in group 1. The influence of social media content on daily needs will affect the dissemination of information through electronic word of mouth to other people (Wu et al., 2016). Social media with specific characteristics will influence the formation of brand equity and consumers' desire to do e-WoM (Seo et al., 2020). However, the existence of a subscription fee so that users can enjoy YouTube facilities with minimal obstacles is one that customers complain about because customers are pretty disturbed by the number of ad frequencies and ad durations considered too long. Youtube should reduce ad frequency and shorten ad duration for non-subscribers.

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