

Investigating Movie-Induced Tourism Potential of Ada Apa Dengan Cinta (AADC) 2

Analisis Potensi Movie-Induced Tourism Pada Film Ada Apa Dengan Cinta (AADC) 2

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Abstract

On the past few years, the grown up of the film in Indonesia made us know that tourism participate a lot. Film is one important marketing tool that can play an effective role in the promotion strategy of tourism destinations. One of the destination in Indonesia is Yogyakarta. From all the films that were shot at Yogyakarta, the film AADC 2 is a film that gets quite a lot of interest managed to become the top box office Indonesian Not only because of the enthusiasm of the people that waiting for this film or the story line that make us feel touched by the love story. This film also gives us about the hidden place that attract us as the watcher to be wanted to visit the location which mean increase desire to visit. This reearch uses quantitative with descriptive based on push factor and pull factor on desire to visit. The sample in this research is 100 respondent who have been watching AADC 2. The sampling technique uses non-probability sampling. The push factor significant affected desire to visit, pull factor ignificant affected desire to visit, and push and pull factor significant affected desire to visit.

Key Words: Push Factor, Pull Factor, Desire to Visit, and AADC 2

Abstrak

Dalam beberapa tahun terakhir, tumbuhnya film di Indonesia membuat kita tahu bahwa pariwisata banyak berpartisipasi. Film merupakan salah satu alat pemasaran penting yang dapat berperan efektif dalam strategi promosi destinasi pariwisata. Salah satu destinasi di Indonesia adalah Yogyakarta. Dari sekian banyak film yang syuting di Yogyakarta, film AADC 2 merupakan film yang cukup banyak diminati berhasil menjadi top box office Indonesia Bukan hanya karena antusiasme masyarakat yang menunggu film atau jalan cerita ini. yang membuat kami tersentuh dengan kisah cintanya. Film ini juga memberikan kita tentang tempat tersembunyi yang menarik kita sebagai pengamat untuk ingin mengunjungi lokasi yang berarti meningkatkan keinginan untuk berkunjung. Penelitian ini menggunakan kuantitatif dengan deskriptif berdasarkan faktor pendorong dan faktor penarik terhadap keinginan berkunjung. Sampel dalam penelitian ini adalah 100 responden yang pernah menonton AADC 2. Teknik pengambilan sampel menggunakan non-probability sampling. Faktor pendorong berpengaruh signifikan terhadap keinginan berkunjung, faktor penarik berpengaruh signifikan terhadap keinginan berkunjung, dan faktor pendorong berpengaruh signifikan terhadap keinginan berkunjung.

Kata Kunci: Faktor Pendorong, Faktor Penarik, Keinginan Berkunjung, dan AADC 2

I. INTRODUCTION

1.1 Research Background

The arise of movie here in Indonesia day by day are growing up so fast. With some reason, all life changing that happen because of film that are inspired by. They have been several relations between film and tourism. So many people still have their interest on watching movies whether because of the actor and actress or the destination that the

film gave. Nowadays, the tourism sector within this rapid year become the attraction ecause they attached to be shown in the film. Furthermore, with the phenomenon that exist we can know from a movie that has tourist attraction in it could increase the visitor that coming after watched the certain movies. Films have proven to have a major impact in boosting tourism[1]. One of the cities that is a tourism destination in Indonesia is Yogyakarta. The desire to visit Yogyakarta is increasing and higher because the rapid tourism attraction. Yogyakarta is often used as the background for film shooting, this is because there are many interesting or appropriate places story in the film. Natural beauty, cultural richness, and usually culinary become a part that is indirectly shown in a film. Not only local tourist that put Yogyakarta as their list of vacation but many international tourist also put Yogyakarta as their list for vacation.

Ada Apa Dengan Cinta? 2 (English: What's Up with Love? 2) is a 2016 Indonesian teen film directed by Riri Riza by MILES FILMS. PT Mira Lesmana Production Services, doing business as Miles Films (also known as Miles Productions). Miles Films is an Indonesian award-winning film production company established in March 1995, now headed by Mira Lesmana and Riri Riza. The film AADC 2 is a film that gets quite a lot of interest managed to become the top box office Indonesian film. The film AADC 2 managed to capture audience of 3.6 million viewers[2]. Not only because of the enthusiasm of the people that waiting for this film or the story line that make us feel touched by the love story. This film also gives us about the hidden place that attract us as the watcher to be wanted to visit the location. One place that can be used as an example is the natural tourism which is featured in the film, which garnered more than 2.5 million viewers, also increased the number of visitors to Ratu Boko Temple. Suryono, ticket window keeper and parking manager for Ratu Boko Temple, said visitors who came before AADC 2 were only 200-300 tourists per day, now it can reach 500 tourists. On holidays, it will increase up to two times with a total of more than a thousand tourists. It is directly proportional to the increase in the number of visitors, the turnover that is obtained is also increasing[3].

Based on this phenomenon and research background, the researcher is interested in conducting research,by taking the title ” **INVESTIGATING MOVIE-INDUCED TOURISM POTENTIAL OF ADA APA DENGAN CINTA (AADC) 2”**.

1.2 Formulation of The Problem

1. How is the Push Factor of the tourism location?
2. How is the Pull Factor of the tourism location?
3. How is the Desire to Visit of the tourism location?
4. How the effects of Push and Pull Factors on Desire to Visit Yogyakarta of the tourism location?

1.3 Research Purposes

1. To analyse the Push Factor of tourism location.
2. To analyse the Pull Factor of tourism location.
3. To analyse the Desire to Visit of tourism location.
4. To analyse the effects of Push Factor and Pull Factor on Desire to Visit of tourism location.

II. LITERATURE REVIEW

2.1 Push Factor

Push factors simply explained as psychological need and an invisible force that encourages tourists to travel. Furthermore, the excitement of visiting basically comes in this factors. Most of the push factors are intrinsic motivations, such as relaxation, self-esteem, health, social interaction, interests, novelty, knowledge, prestige, adventure, cultural value, exercise, and so forth. Prior psychological needs encourage travel decisions, and they often precede the influence of the pull factors. Therefore, push factors should be incorporated in the theoretical framework while considering the attractiveness of adaptive heritage reuse[4].

2.2 Pull Factor

Whereas pull theory is related to something that attracts the audience to visit the place which is represented by 3P: Place, Personality, and Performance. Place is the location where The Movie (or particular scene) is shot, whether it real or fictional. It involves film location attributes, such as unique scenery or landscapes which are quickly identifiable and attractive[5]. Performance provokes audience curiosity from the screenplay, storyline, customs, and tradition. This also includes particular stories and genres, that is the plot's drama, the elements of the theme and people experience's in the film[6].

2.3 Desire to Visit

The decisions that consumers make that related to travel is tourist's decision to visit tourist attraction. Traveler's decision to choose a tourist attraction basically is a form of taking decision. Humans in general act rationally in taking into account the type of information available and consider everything risks arising from their actions before performing a behaviour certain. Therefore, before decide to make a purchase. There are five stages that consumers go through in the buying process, namely the introduction of problem, information search, evaluation alternatives, purchasing decisions, and buying behaviour[7].

2.4 Research Framework

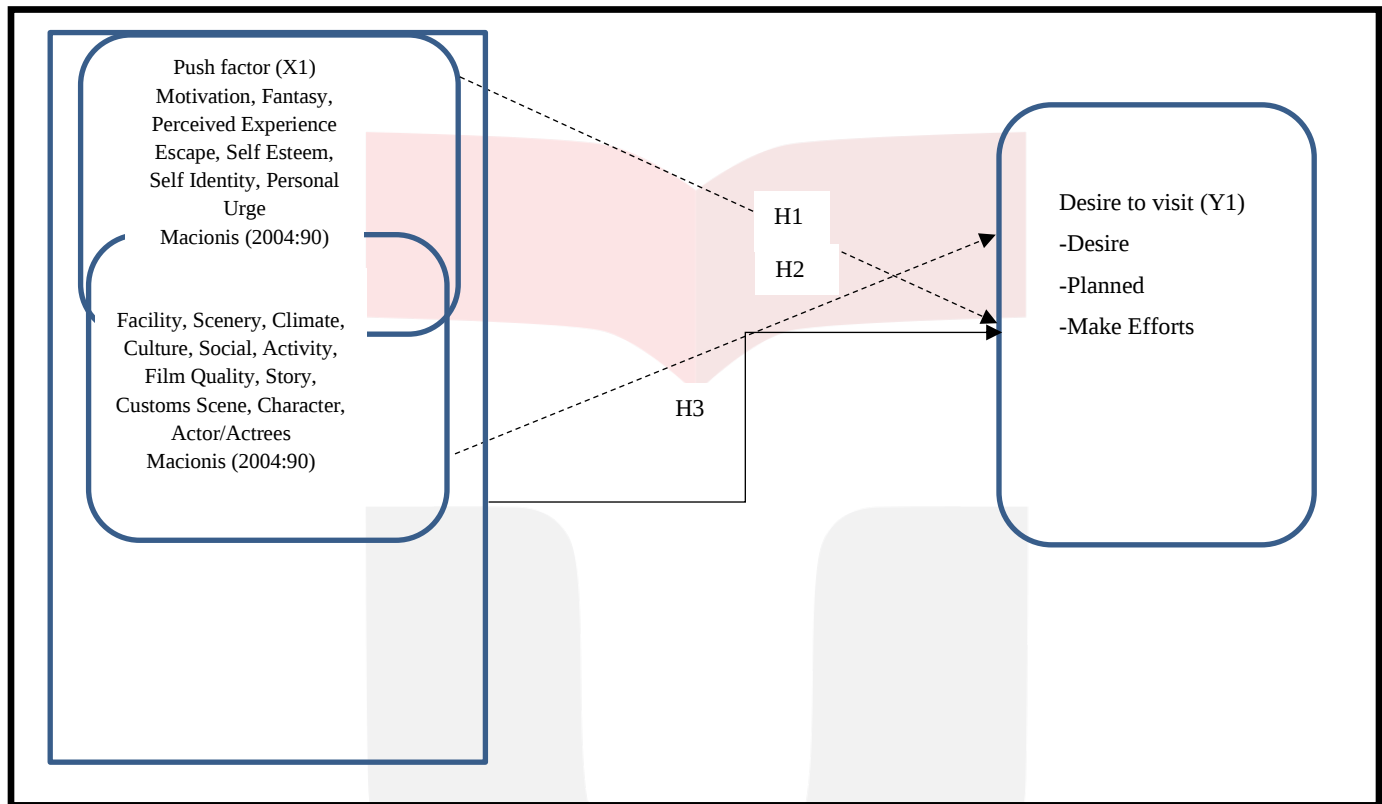


Figure 1. Research Framework

Source: Data Processed by Author,2021

2.5 Research Hypothesis

Based on the framework that has been delivered by the researcher, the hypothesis proposed is as follows:

- H1: Push Factor significantly affect with desire to visit.
- H2: Pull Factor significantly affect with desire to visit.
- H3: Push and Pull Factor significantly affect with desire to visit.

III. METHOD OF RESEARCH

3.1 Type of Research

This study uses a quantitative approach. This type of research is descriptive analysis. The research object is AADC 2 movie. The measurement scale uses Likert scale. The population of respondent is people who have been watched AADC 2 movie and when they watched the movie. Data collection techniques through primary data. The data analysis techniques in this research is descriptive analysis and multiple regression analysis.

IV. RESULT AND DISCUSSION

4.1 Descriptive Analysis Result

Respondent's response regarding Push Factors

The total score for Push Factors is 2674 or 76%. Thus, the Push Factor on AADC 2 movie is in the high category.

Respondent's response regarding Pull Factors

The total score for Pull Factor 4286 or 78%. Thus, the Pull Factor on AADC 2 movie is in the high category.

Respondent's response regarding Desire to Visit

The total score for Desire to Visit is 1139 or 76%. Thus, Desire to Visit on AADC 2 movie is in the high category.

4.2 Analysis Result

Table 1. T Test Analysis

Coefficients ^a						
Model		Unstandardized Coefficients B	Standardized Coefficients Beta	t		Sig.
1	(Constant)	-0.389	0.847		-0.459	0.647
	Push Factor	0.176	0.061	0.358	2.871	0.005
	Pull Factor	0.154	0.039	0.487	3.908	0.000

a. Dependent Variable: Desire to Visit

Source: Result of SPSS Processing, 2021

Based on the SPSS output above, it can be concluded that:

1. The t-count value of Push Factor (X1) obtained is 2.871 or greater than the t-table (1.66071), and the sig value is < 0.05. Thus, H1 accepted. Therefore, it can be concluded that Push factor partially has a significant effect on Desire to Visit of the audiences of AADC 2 movie.
2. The t-count value of Pull Factor (X2) obtained is 3.908 or greater than the t-table (1.66071), and the sig value is < 0.05. Thus, H1 accepted. Therefore, it can be concluded that Pull Factor partially has a significant effect on Desire to Visit of the audiences of AADC 2 movie.

Table 2. F Test Analysis

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	426.905	2	213.453	99.928	.000 ^b
	Residual	207.198	97	2.136		
	Total	634.104	99			

a. Dependent Variable: Desire to Visit

b. Predictors: (Constant), Pull Factor, Push Factor

Source: Result of SPSS Processing, 2021

Based on the SPSS result above, obtained the f-count value of 99.298 or > f-table (2.696), and the sig. value is < 0.05. Thus, H1 accepted. Therefore, it can be concluded that Push Factor and Pull factor simultaneously have the significant effects on Desire to Visit of the audiences Of AADC 2 movie.

4.3 Determination Coefficient Test Result

Table 3. Determination Coefficient Test Result

Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821 ^a	.673	.667	1.46153

a. Predictors: (Constant), Pull Factor, Push Factor
b. Dependent Variable: Desire to Visit

Source: Result of SPSS Processing, 2021

From the calculation above, it can be concluded that Push Factor and Pull Factor have the effects of 67.4% on Desire to Visit. The remaining value of 32.6% is contributed by other variables besides Push Factor and Pull Factor.

4.5 Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients B	Standardized Coefficients Beta	t		Sig.
1	(Constant)	-0.389	0.847		-0.459	0.647
	Push Factor	0.176	0.061	0.358	2.871	0.005
	Pull Factor	0.154	0.039	0.487	3.908	0.000

a. Dependent Variable: Desire to Visit

Source: Result of SPSS Processing, 2021

For knowing the effect of Push Factor and Pull Factor on Desire to Visit of AADC 2 Movie, the multiple linear regression is used by using the following equation:

$$y = b_0 + b_1x_1 + b_2x_2 + e$$

Based on the SPSS result above, the form of multiple linear regression as follows:

$$y = -0.389 + 0.176x_1 + 0.154x_2$$

1. Based on the result, obtained a constant value of -0.389. Therefore, if Desire to Visit is not influenced by the two independent variables, then the average amount of Desire to Visit of the audiences of AADC 2 movie will be worth -0.389.
2. The regression value for Push Factor that is 0.176 or in a positive direction. This indicates that if Push Factor (X1) increased by one unit, it will also increase Desire to Visit of the audiences of AADC 2 movie on 0.176.
3. The regression value for Pull Factor that is 0.154 or in a positive direction. This indicates that if Pull Factor (X2) increased by one unit, it will also increase Desire to Visit of the audiences of AADC 2 movie on 0.154.

V. CONCLUSION

5.1 Conclusions

Based on the result of this study regarding Investigating Movie-Induced Tourism Potential Of Ada Apa Dengan Cinta (Aadc) 2. The conclusion are obtained to answer the several questions in this study. The conclusion obtained by the author are as follows:

1. According to the result of the descriptive analysis, based on respondent's response, the Push factor obtained the percentage score of 76%, which in high category.
2. According to the result of the descriptive analysis, based on respondent's response, the Pull Factor obtained the percentage score of 78%, which in high category.
3. According to the result of the descriptive analysis, based on respondent's response, the Desire to Visit obtained the percentage score of 76%, which in high category.

4. According to the results of the Hypothesis Test, the Push Factor and Pull Factor has a positive and significant effect on Desire to Visit, it will be followed by an increase in the Desire to Visit.
5. According to the results of the Hypothesis Test, Push Factor (X1) obtained is a positive and significant effect on Desire to Visit. Therefore, it can be concluded that Push factor partially has a significant effect on Desire to Visit of the audiences of AADC 2 movie.
6. According to the results of the Hypothesis Test, Pull Factor (X2) obtained is a positive and significant effect on Desire to Visit. Therefore, it can be concluded that Pull factor partially has a significant effect on Desire to Visit of the audiences of AADC 2 movie.

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