CHAPTER I

INTRODUCTION

1.1 Object Overview

1.1.1 The Special Region Of Yogyakarta

The Special Region of Yogyakarta, abbreviated as DIY "Daerah Istimewa Yogyakarta. The Special Region of Yogyakarta is a province of students and culture in Indonesia. The land area of DIY is 3,185.80 km2, or 0.17% percent of the land area of the Unitary State of the Republic of Indonesia (Mutijo et al. et al., 2016)

The Special Region of Yogyakarta has various quality tourist facilities spread over five districts, namely Sleman, Kulon Progo, Gunung Kidul, Bantul and the city of Yogyakarta.

According to data from Yogyakarta Tourism Office in 2016, the number of tourist objects in Yogyakarta city has 25 sites, Sleman as many as 31 sites, Bantul as many as 16 sites, Gunung Kidul as many as 11 sites, and Kulon Progo as many as 14 sites, bringing the total to tourist attractions.

Figure 1. 1 Merapi Mountain

Source: Kumparan.com

In general, the geographical condition of the Special Region of Yogyakarta consists of a plain area located at the foot of Mount Merapi to the coast of the Indonesian Ocean (south coast). Furthermore, the site area consists of mountains,

namely the slopes of Merapi in the north, the Menoreh mountains in the west, and the Southern mountains (Gunung Kidul) in the southeast, called the Thousand Mountains.

Figure 1. 2 Malioboro Street Sign
Source: tourjogja.com

1.2 Research Background

According to UNWTO, The UN noted international tourists' arrival inversional down about 1 billion or 74 percent between January and December 2020. In the first quarter of 2021, the barometer UNWTO world tourism shows a decrease of 84 percent. As a result, United Nations Conference on Trade and Development (UNCTAD) estimates the tourism sector will still be at a loss globally worth between US$1.7 trillion to US$2.4 trillion compared to the year 2019 (Wahyuni, 2021).

The same condition also occurs in Indonesia. The outbreak of Covid-19 has indirectly affected tourism in Indonesia. The tourism sector has contributed to state revenue through foreign exchange earnings, regional income, development, investment, and energy absorption work. Throughout 2019, the realization of country visas from tourism reaches IDR 280 trillion, contributing to the national GDP of 5.5 percent (Susanto, 2020). The decline in tourist arrivals followed a decrease in the hotel's room occupancy rate (TPK).

The Covid-19 pandemic has caused the cancellation of travel plans to

Indonesia which means accommodation cancellation. Throughout 2020 the average TPK in Indonesia only reached 34.30 percent or decreased compared to 2019, which went 53.80percent (Susanto, 2020). As a result, several hoteliers have closed their hotels because the operating costs incurred are not proportional to their income. In addition, the Covid-19 pandemic also leads to a reduction in working hours. Around 12.91 million people in the tourism sector experienced reduced working hours to reduce their income. During 2020, BPS recorded approx. 409 thousand workers in the tourism sector had to lose their jobs due to the Covid-19 pandemic (Ministry of Tourism and Creative Economy/Tourism Agency and E-creative economy (Yogyakarta, 2021)

According to the Yogyakarta tourism department (2021), the number of tourist visits to the Special Region of Yogyakarta in 2020 was 1,384,781, consisting of 40,570 foreign tourists and 1,344,211 domestic tourists. The highest total of foreign tourists was in January with 20,805 tourists and the least in June with 64 tourists. Domestic tourists still dominate Yogyakarta, with the highest number in January with 303,497 tourists and the lowest number in June with 2,376. With the improvement of health protocols, the government of the Special Region of Yogyakarta has tourism potential even during the Covid-19 pandemic (Yogyakarta, 2021).
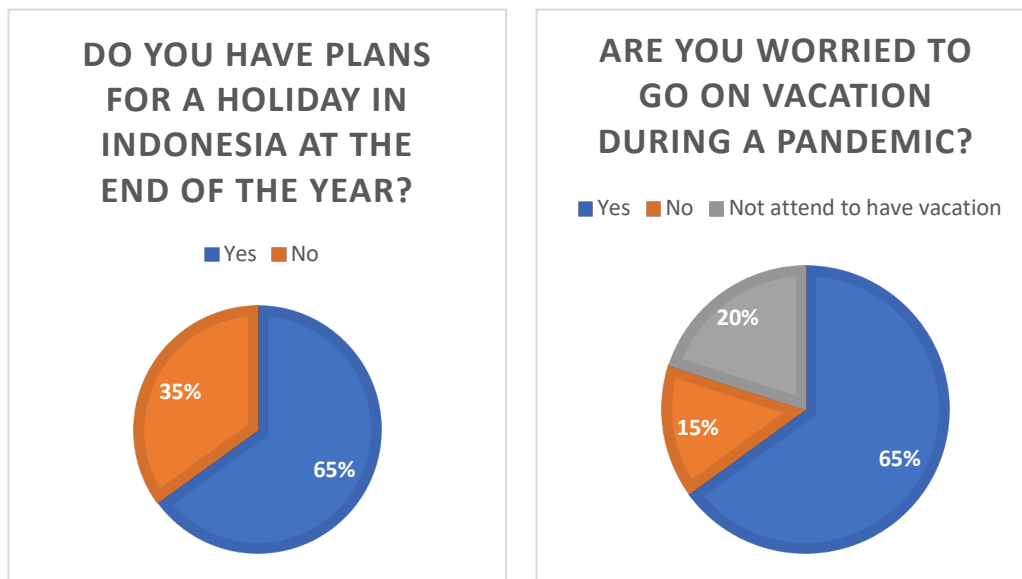
Figure 1. 3 Indonesian Community Vacation Plans

Source: Info.populix.com, 2020.

The development of internet technology in today's marketing dynamics impacts consumer behavior, such as expressing opinions about a tourist destination digitally, also known as electronic word of mouth (EWOM) (Suastini, 2016). Furthermore, Suastini explained that electronic word of mouth is social communication on the internet where web users send or receive related information with online products. This information sharing and socializing activity then gave birth to social media (Suastini, 2016). Widiyanto (2017) explains that social media can make it easier for experienced visitors to share information with potential visitors. Photos and videos uploaded on Instagram, for example, represent what a tourist attraction has or even show facts about the condition of a tourist attraction (Suastini, 2016). Posting something good about object tourism (EWOM) contributes to the image of tourist destinations, satisfaction, and tourist loyalty (Widiyanto, 2017). Good communication in the form of likes, comments, or an invitation through electronic media is called Electronic Word of Mouth, which is believed to be one of the communication mix marketing that can influence people's interests and visiting decisions other.

According to (Lian, 2020), social media is one example of E-WOM's online version. TikTok was the world's most downloaded app in 2020, as it took the top

spot from Facebook Messenger, digital analytics company App Annie. TikTok's largest markets are the U.S., Indonesia, and Brazil (Iqbal, 2022). TikTok's algorithm is sharp and provides precise videos to serve. TikTok provides its users with a lot of organic reach. Even without followers, these posts have the potential to go viral and reach millions of people (Kemp, 2021)
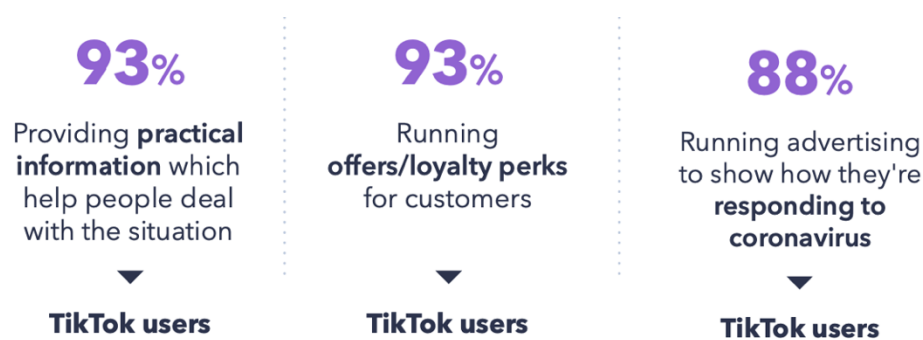

Figure 1. 4 Users Expect More In Terms Of Communication And Interaction Source: GlobalWebIndex.com, 2021.

According to Global Web Index (2021), TikTok is a platform that rose in popularity during the lockdown and high approval rates for coronavirus response marketing. 93% of TikTok users provide practical information that helps people spread situation information, 93% of TikTok users are running loyalty perks for customers, and 88% of TikTok users are advertising to show how they are responding to coronavirus (Kemp, 2021). Through Tiktok, companies can build interactions with consumers through hashtags and photos about their brand, so the feedback influences consumers in determining their decision to visit. (Akram, M., & Wibowo, S., 2016). Electronic Word of Mouth (E-WOM) about Special Region Of Yogyakarta tourist attractions and activities can be viewed from several TikTok videos (Susanto, 2020). TikTok content creators and influencers often share videos about tourism content, such as tips and tricks, new place recommendations, and honest reviews. They usually edit, add effects and use other features that are on TikTok for the videos.
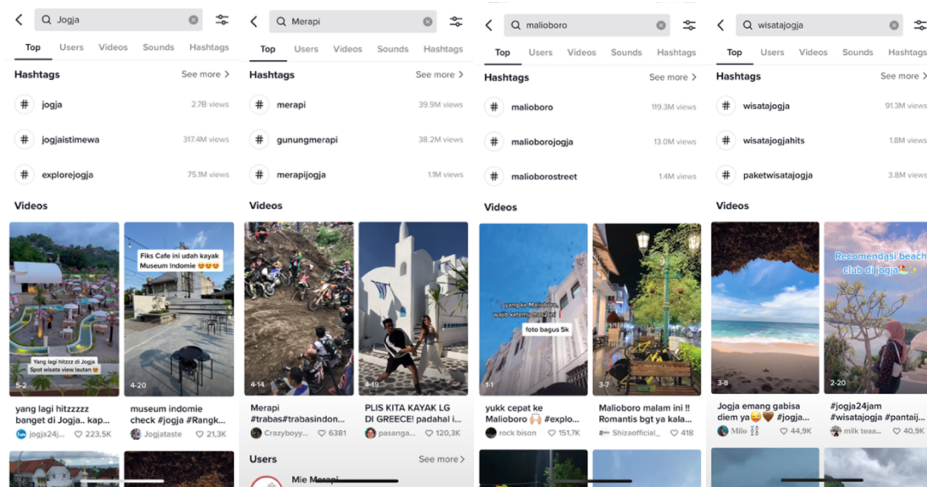
Figure 1. 5 TikTok Keywords Search about Yogyakarta
Source: Screenshot from TikTok, July 2021.

TikTok helps people discover a new place and allows people looking for some references with hashtags #Jogja reached 2.7 billion views, #Merapi for 39.9 Million views, their essential tourist center #Malioboro for 119.3 Million views, and #wisatajogja for 91.3 Million Views in July 2021. On Indonesian TikTok, for content about tourism products, the creators usually put the hashtag such as #wisatajogja, #racunTikTok, #jogjaviral, and #fyp, which means "for your page" the primary interface showing other creators' videos. Figure 1.9 shows the public's interest in visiting the Special Region Of Yogyakarta, which their tendency to seek information through Tiktok related to the Special Region Of Yogyakarta. (Cornella, 2021).
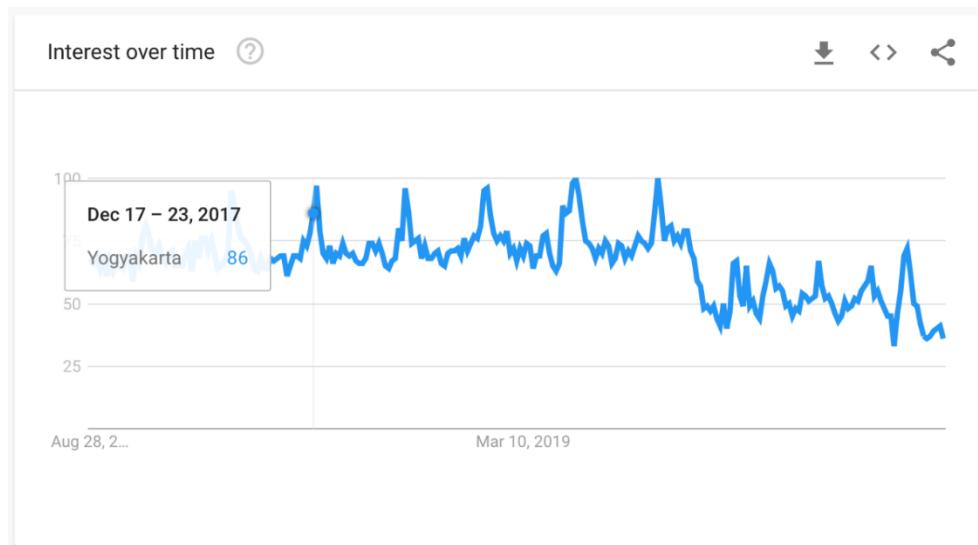
**Figure 1. 6 Relative Search Interest of Keyword Yogyakarta
from 2016 until 2020.**
Source: Google Trends, 2021.

Google Trends is used to research comparative keywords and identify spikes in searches for specific keywords within a predetermined period. It can be seen that the point in public interest in searching with the keyword "Yogyakarta" started from August 28, 2016, to August 28, 2021. The highest search for Special Region of Yogyakarta in December 2019. Figure 1.10 shows the public's interest in visiting the Special Region Of Yogyakarta, indicated by their tendency to search. Information via the internet related to Yogyakarta. According to Ferdinand in Suwarduki et al. (2016), exploratory interest is the attitude of someone who is always seeking knowledge about the topic of interest. Experimental curiosity will cause the public to have many considerations gained via social activities due to electronic word of mouth, so it must be considered before visiting.

Several previous studies regarding the effect of EWOM on the decision to visit showed different results. Previous research on the destination's image on the decision to visit also shows results differently. According to (Dewa, 2021), Tiktok was an effective medium of promotion during the Covid-19 pandemic. Researchers concluded that Tiktok had become an effective promotional media because Tiktok has many users, is easy to use, is popular with millennials, is often used by

celebrities, and has Tiktok ads feature that can optimize content distribution. (Madhani, 2021)

Based on the description, the writer is interested in examining how significant electronic word of mouth influences visit decisions by mediation on tourist intention in an object study by titles **"THE INFLUENCE OF ELECTRONIC WORD OF MOUTH ON TOURIST INTENTION AND ITS IMPACT ON VISIT DECISION" (CASE STUDY TIKTOK ON TOURISM DESTINATION IN SPECIAL REGION OF YOGYAKARTA).**

1.3 Problem Statement

To entice people to visit The Special Region of Yogyakarta, the Electronic Word of Mouth variable is used in promotional videos on TikTok. Increasing visit intention around the Special Region of Yogyakarta is hoped to improve decision-making for tourists who will visit the Special Region of Yogyakarta. Based on the background, the problem can be formulated as follows;

1. Does Electronic Word of Mouth (X) significantly affect Tourist intention (Z)?
2. Does Electronic Word of Mouth (X) significantly affect Visiting Decision (Y)?
3. Does Tourist intention (Z) significantly affect Visiting Decision (Y)?
4. Does Electronic Word Of Mouth (X) have a significant effect on Visiting Decision (Y) with mediation by Tourist intention (Z)?

1.4 Research Objectives

Based on the problem statement above, the research objectives are as follows:

1. To find out whether there is an effect on Electronic Word Of Mouth (X) with Tourist intention (Y).
2. To find out whether there is an effect on Electronic Word Of Mouth (X) with Visiting Decisions (Y).
3. To find out whether there is an influence on Tourist intention (Z) with Visiting Decisions (Y).
4. To find out whether there is an influence on Electronic Word Of Mouth (X) on Visiting Decisions (Y) with mediation by Tourist intention (Z).

1.5 Research Benefits

The results of the research carried out are expected to have the following uses:

1. For the government, It hopes that tourism development carried out from Electronic Word of Mouth can increase visitors to the Special Region of Yogyakarta. The Government of the Department of Culture and Tourism also participates in improving tourism products in the Special Region of Yogyakarta by further developing existing tourism and providing innovations in promoting destinations in the Special Region of Yogyakarta to attract more tourist visitors Special Region of Yogyakarta.
2. For the author, this research can obtain knowledge and information that is very useful regarding the Effect of Electronic Word of Mouth on increasing the productivity of the number of visitors. Significantly regarding tourism development carried out by the Special Region of Yogyakarta Culture and Tourism Office and tourism development through Electronic Word of Mouth to increase Original income in the Special Region of Yogyakarta.

1.6 Writing Structure

Writing Structure gives an overview of what this research will be done. Thefollowing chapters are explained below:

CHAPTER 1: INTRODUCTION

This chapter serves as a general and concise description of the research, including the research objective, background, problem statement, research questions, research benefits, and writing structure.

CHAPTER II: LITERATURE REVIEW

This chapter explains about theories used with a description related to the research.

CHAPTER III: RESEARCH METHODOLOGY

This chapter mentioned about type of research used, research approach, and method for data analysis.

CHAPTER IV: RESEARCH RESULT DISCUSSION

This chapter is about research results according to the discussion in chapter III and how data attained and gathered is being analyzed.

CHAPTER V: CONCLUSION AND SUGGESTIONS

Conclusion and suggestions are obtained based on all data analyses discussed in previous chapters. Hopefully, this research can be used for the region's development.