Seeking Information used Digital Media to fulfill the Need for Maritime Tourism Information in Indonesia (Study on Youth in Jakarta)

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Abstract— Millennials nowadays are interested in maritime tourism as the destinations are unspoiled, bringing them back to nature, and several destinations also offer adrenaline attractions, such as mountains. In this technologically advanced era with social media, millennials tend to spend most of their time on social media. Search for maritime tourism destination information is also related to the usage pattern of social media. This study aimed to determine which of the digital media that was mostly used by the millennials who were studying in Jakarta to search maritime tourism destination information. This study employed seeking information theory. This study also used a quantitative descriptive survey method. The samples of this study are 100 students of Communication Studies of Mercu Buana University, gained by using the purposive technique. The data were analyzed using descriptive statistics. Results: The usage of Instagram and Youtube dominated the search for information regarding maritime tourism expense; the ideal time to travel; information regarding safety and convenience; information related to transportation; attraction or shows; culinary in maritime tourism attractions; also, local products that could be the souvenirs of maritime tourism destinations.

Keywords—Digital media, maritime tourism, Seeking information theory, the millennial generation.

I. INTRODUCTION

Since the recent decades, the government has been seriously focusing on Indonesia's tourism sector. Tourism is believed as an essential factor in developing the economy of all countries, as it could create job opportunities, increase businesses, and also support local government to develop the region. " The tourism opportunity is extremely potent. We are included in the top ten countries that are worth to be visited," claimed Jokowi as reported by Antara. Furthermore. It was explained that tourism in Indonesia has contributed 17 billion US dollars to our foreign exchange, greater than the number given by the palm oil sector. Recognizing the opportunity, Jokowi believes that Indonesia should have better management of tourism destinations. [1]

Related to the development of the tourism sector in Indonesia, the usage of social media shows that the revolution industry era 4.0 has arisen. This phenomenon has contributed to the advancement of communication media. Social media is more interactive, practical, and effective with the unlimited scope, and it has successfully changed the habit and behavior of many people in interacting with each other. Furthermore, Minister of Tourism of Indonesia, Arief Yahya, stated that "In order to change the world radically, there are two things that we can do, by regulation or technology. We choose digital technology in tourism activity to change the world." He also added that the growth of the tourism sector in Indonesia was also pushed by the interest of our society to travel, especially the millennials. A survey conducted by Alvara Research Center showed that 1 of 3 millennials in Indonesia would travel at least once a year." The promotion has been conducted, both in and outside the country. The promotion is also conducted through digital media or offline. We were helped by our millennials, and we could improve and develop several digital destinations in Indonesia," said Arief Yahya. [2].

As the maritime country that has 17.499 islands from Sabang to Merauke, Indonesia has potential maritime tourism that needs to be improved in order to attract domestic and international tourists. The Deputy of Marketing and Development I, Ministry of Tourism of Indonesia, Rizky Handayani Mustafa urged that maritime

tourism is Indonesia is very potential, thus, the government decided to give more focus on the maritime sector. "The ministry of tourism will develop ten new tourist destinations in Indonesia, and seven of those are maritime-based tourism," said Rizki H.M. In addition, The Rector of ITS, Prof. Ir. Joni Hermana stated that the potency of maritime tourism has reached 1.38 trillion USD, eight times greater than the current Indonesian Budget. "However, 25% of poverty in Indonesia was found in the coastal area. This is definitely the challenge for our country," he added. [3]

Based on the problem elaborated above, serious action is needed to support the maritime tourism by the usage of digital media to fulfill the need for maritime tourism destination information among the millennials in Jakarta who tend to travel to several maritime tourism destinations in Indonesia. Thus, an analytical and descriptive understanding of digital media that are mostly used by the millennials in Jakarta is needed, and also, the digital media studied are included websites, Facebook, Instagram, youtube, and blog.

According to the Constitution of the Republic of Indonesia No. 10 2009 on Tourism, especially Article 20 that "Every tourist has the right to get accurate information regarding tourist attraction" (Junaid, 2016) and the agenda of the Ministry of Tourism since October 2017 is to keep improving the promotion strategy, thus, a study that is able to analyze the message of the digital media used by the people in Jabodetabek is needed, especially the message of digital media that provide information regarding maritime tourism destination in Indonesia. The deeper and accurate understanding of the digital media chosen is expected to support the improvement of the promotion strategy of digital media. The changes in accessing information in this digital era, where there is an increase in interest and willingness to find information independently through the internet (Wilson, 2008). Kent, Taylor & White (Kent, Taylor, & White, 2003) websites for the corporation is not only to provide information but also as the public relations media for the institution. The search for information on the internet is triggered by the society who eager to know the information that they need. (Gottlieb, Oudeyer, Lopes, & Baranes, 2013). Furthermore, the search for information regarding tourism destination tends to the internet (Almeida-Santana & Moreno-Gil, 2017) and even social media (Kim, Joanna Sin, & Yoo-Lee, 2014), (Cahyanto et al., 2016)

Social media has successfully stimulated social engagement. Social engagement is the ability to maintain the scope of the relationships and social activity, or participation in social activity. (Mansur & Ali, 2017), (Cabiddu, Carlo, & Piccoli, 2014), (Dolan, Conduit, Fahy, & Goodman, 2016)

Based on the research conducted by *We Are Social,* 64% of the population in Indonesia are exposed to the internet and 59% of the population are the active users of social media. The five most used social media are Facebook, Youtube, Instagram, Tumblr, and QZone. (We Are Social, January 2020).

Fig.1: The Digitalization in Indonesia
(source: https://wearesocial.com/blog/2020/01/global-digital-report-2020)

The background above has led the researcher to the research question of this study, which is "How far the usage of digital media in fulfilling the need for a maritime tourism destination in Indonesia on millennials in Jakarta?"

II. LITERATURE REVIEW

A study on tourism in Indonesia attracted many groups, such as academics, tourism journalists, traveling community, and also the people who are interested in the development of culture, culinary, religious, shopping, and maritime tourism. However, the study on the usage of digital media to fulfill the need for information regarding maritime tourism destinations in Indonesia on millennials in Jakarta was never conducted until the present. Some of the studies analyzed the maritime tourism and digital media as an interactive promotion facility for the development of tourism in Indonesia.

Studies on tourism have been conducted, for instance, by Yeni Imaniar Hamzah on the Potency of Social Media as Interactive Promotion Facility for Tourism in Indonesia (Hamzah et al., 2013), the search for Indonesia's tourist destination (Sihite & Nugroho, 2018), Information System Strengthening on Digital-Based Tourism (Junaid, 2019), (Junaid, 2016), (Junaid, 2018).

Tourism promotion is generally about the facility and the access of transportation (Junaid, 2019) convenience (Goossens, 2000) safety (Junaid & D'Hauteserre, 2017), expenses (Gursoy & McCleary, 2004), culinary (Sayogi & Demartoto, 2018), souvenirs or local products (Sayogi & Demartoto, 2018), and hospitality (Sigala, Christou, & Gretzel, 2016), (Almeida-Santana & Moreno-Gil, 2017), (Cahyanto et al., 2016).

The youth who are familiar with social media will search for information regarding maritime tourism destination. This habit is in accordance with the studies on travel awareness through social media (Hanana, Elian, & Marta, 2017), searching for information through social media (Chung & Koo, 2015), trend in seeking information through social media (Almeida-Santana & Moreno-Gil, 2017), customer engagement (Harrigan, Evers, Miles, & Daly, 2017), traveling behavior (Rodríguez, 2009).

The behavior of seeking information through social media has been conducted by the millennials (Hamid, Bukhari, Ravana, Norman, & Ijab, 2016), the time that influences when someone is seeking information (Savolainen, 2006), search for information conducted by the travelers (Kambele, Li, & Zhou, 2015), search for information through social network (Borgatti & Cross, 2003), seeking information through Facebook (Asghar, 2015), and seeking information in digital library (Taylor, 2015).

III. METHOD

This study employed mixed methods which focused on the data collecting and analysis, also combining quantitative and qualitative data, both in single study and series study. According to Creswell(Cresswell, Plano-Clark, Gutmann, & Hanson, 2003), mixed-method is an approach that combines qualitative and quantitative research. There are several strategies in mixed-method, and this study used sequential explanatory. Creswell also urged that in employing the strategy, the first step to be executed is quantitative data collecting and analysis, followed by qualitative data collecting and analysis obtained based on the result of focus group discussion.

The population of this study is the students who study and live in Jakarta and several regions in Indonesia with characteristics as follows: (1) Students of Mercubuana University who are 17 – 24 years old. (2) Possess at least one experience of solo/family traveling to any maritime tourism destination in Indonesia. (3) An active user of digital media, such as websites, Facebook, Instagram, Youtube, and blog to fulfill their need for information

regarding maritime tourism destinations in Indonesia. The samples were limited to 100 students of Communication Studies of Mercu Buana University.

Data were collected by distributing questionnaires and conducting focus group discussions (Hennink & Leavy, 2015) with 30 informants involved (taken from 100 respondents that have answered the questionnaire) based on the interview guidance provided.

The researcher conducted an instrument test to measure whether the instrument or questionnaire that would be implemented could measure accurately. The result of Cronbach's Alpha Reliability Test is 0.959, which means that the instrument is reliable.

Meanwhile, the result of the validity test on the questionnaire instrument points, it was found that the result of all questions is above 0.3, which means that the entire instrument is valid. Data analysis employed is descriptive statistics. In addition, some analysis used are means, median, modus, and frequency table.

IV. RESULT AND DISCUSSION

This study was conducted in Mercu Buana University Jakarta by distributing a questionnaire to the students of the Faculty of Communication Studies. The results were described by explaining the identity of the respondents as follows: More than half of the respondents are female 76.9%, and the rest is male 23.1%. Most of the respondents are from Public Relations 94.9%, and the rest are from Marketing Communications and Broadcasting with each of 2.6%. More than half of the respondents accessed website once per week 68.4%, more than three times a week 17.1%, twice a week 10.3%, and three times a week 4.3%. More than half of the respondents accessed Facebook once per day (74.4%). The majority of the respondents accessed Instagram more than three times a day (75.2%). Almost half of the respondents (47.9%) accessed Youtube more than three times a day; once a day (24.8%). The majority of the respondents accessed the blog once a week (86.3%).

Tables 1. Seeking Information About Travel Cost

	Min	Max	Mean	Std. Deviation
Travel Cost Via Website	1	4	2.90	.607
Travel Cost Via Facebook	1	4	2.33	.743
Travel Cost Via Ig	1	4	3.09	.601
Travel Cost Via Youtube	1	4	2.95	.680
Travel Cost Via Blog	1	4	2.61	.731
Valid N (listwise)	117	117		

The respondents searched for information regarding maritime travel cost mostly through Instagram with the mean of 3.09, the second alternative is Youtube (2.95) and followed by Website (2.90)

Table 2. Seeking Information About Ideal Times

	Min	Max	Mean	Std. Deviation
Ideal Time Via Website	1	4	2.82	.624
Ideal Time Via Facebook	1	4	2.34	.745
Ideal Time Via Ig	1	4	3.12	.618
Ideal Time Via Youtube	1	4	3.03	.642
Ideal Time Via Blog	1	4	2.61	.787
Valid N (listwise)	117	117		

The majority of the respondents searched for information regarding ideal time to travel to the maritime destination is through Instagram (3.12) and the second alternative is through Youtube (3.03)

Table 3. Seeking Information About Safety

	Min	Max	Mean	Std. Deviation
Safety Via Website	1	4	2.84	.556
Safety Via Facebook	1	4	2.37	.794
Safety Via Ig	1	4	3.07	.612
Safety Via Youtube	1	4	3.04	.635
Safety Via Blog	1	4	2.59	.767
Valid N (listwise)	117	117		

The respondents searched for information regarding safety in maritime tourism destination through Instagram (3.07) and Youtube (3.04)

Table 4. Seeking Information About Convenience

	Min	Max	Mean	Std. Deviation
Convenience Via Website	1	4	2.94	.562
Convenience Via Facebook	1	4	2.46	.794
Convenience Via Ig	1	4	3.09	.616
Convenience Via Youtube	1	4	3.06	.606
Convenience Via Blog	1	4	2.62	.717
Valid N (listwise)				

The respondents searched for information regarding convenience is through Instagram (3.09) and Youtube (3.06)

Table 5. Seeking Information About Transportation

	Min	Max	Mean	Std. Deviation
Transportation Via Blog	1	4	2.65	.711
Transportation Via Youtube	1	4	2.99	.650
Transportation Via Ig	1	4	3.05	.641
Transportation Via Facebook	1	4	2.39	.809
Transportation Via Website	2	4	2.95	.585
Valid N (listwise)				

The respondents searched for information regarding transportation to reach maritime tourism destination is through Instagram (3.05) and Youtube (2.99), followed by website (2.95)

Table 6. Seeking Information About Attraction

	Min	Max	Mean	Std. Deviation
Attraction Via Website	1	4	2.88	.618
Attraction Via Facebook	1	4	2.40	.777
Attraction Via Ig	1	4	3.13	.595
Attraction Via Youtube	2	4	3.03	.579
Attraction Via Blog	1	4	2.60	.708
Valid N (listwise)				

The respondents searched for information regarding attraction provided in maritime tourism destination is through Instagram (3.15) and Youtube (3.03)

Table 7. Seeking Information About Culinary

	Min	Max	Mean	Std. Deviation
Culinary Via Website	1	4	2.88	.604
Culinary Via Facebook	1	4	2.42	.768
Culinary Via Ig	1	4	3.16	.601
Culinary Via Youtube	2	4	3.08	.559
Culinary Via Blog	1	4	2.62	.680
Valid N (listwise)				

The respondents searched for information regarding culinary in maritime tourism destination is through Instagram (3.16) and Youtube (3.08)

Table 8. Seeking Information about Local Product

	Min	Max	Mean	Std. Deviation
Local Product Via Blog	1	4	2.62	.717
Local Product Via Website	1	4	2.88	.607
Local Product Via Facebook	1	4	2.44	.771
Local Product Via Ig	1	4	3.09	.629
Local Product Via Youtube	2	4	3.03	.556
Valid N (listwise)				

The respondents searched for information regarding local products during their trip to maritime tourism destination through Instagram (3.09) and Youtube (3.03). The respondents also recommended well-known maritime tourism destinations. The majority of the destinations are reachable, accessible, and rare to be found in the urban area. The respondents also recommended the destinations to others.

Furthermore, according to the focus group discussion conducted, these results were obtained: maritime tourism is an activity of spending the time on the beach or near the sea, the rest understand maritime tourism as activity in the sea such as diving, snorkeling, and many more.

While traveling to the maritime tourism destination, there are several things to be followed and paid attention to, including Safety, avoid to get too close to the sea; Sunset or sunrise to take pictures; Cleanliness, Convenience; Food; Budget; Strong Physical Condition.

These are the information needed regarding maritime tourism: Understand the information regarding the location, condition; weather; as to snorkel we need to ensure that the weather could support our activity; Homestay, or information regarding the nearest villa. We also need to look into the information regarding other facilities, for instance, when we are going to dive or snorkel, we should understand what we will need for the activities. Information regarding safety and medical appliances is also needed to prevent and overcome any accident.

The convenience during maritime tourism is Safety, as when the place is safe, we will feel comfortable; Cleanliness; and the attractions. The road that we would pass by to reach the destination should also be considered a crucial part. We should ensure that the road is safe to minimize any obstacle.

It is also essential to ensure the equipment and tools needed. Several questions regarding safety such as dangerous species and corals should be asked to the guardian. The rules should be paid attention to.

The ideal time to travel to maritime tourism destination is when/during the sunset or sunrise; we have the plan to travel more than one day and we have written down things that we are going to do during the vacation; taste and chances, where each individual has their own taste and chances, such as during eid when the places were crowded or after the eid when most people went back to work. Some travelers also believe that the ideal time to travel is when the others are busy with their works or during the weekdays; most of us also tend to consider the weather before travel.

The locations categorized as a maritime tourism destination are the location with the calmer sea. The location is usually well-known for people. However, some people also prefer to go to more quiet places, where fewer people hear about it.

The maritime tourism expenses are transportation, logistics, tent, place, cleaning services, and guardian. The expenses for the accommodation or villa, and many more. The tourist attraction that could be found is snorkeling, diving, sand-castle building, and surfing.

Consumption pattern behavior of using social media among millennials is dominated by the usage of Instagram, Twitter, and Youtube. As explained by the respondents: Khairunnisa: I use Instagram and Snapchat more often; Natasa: Twitter—I love threads written on the timeline; Shania: I prefer Twitter because I can find any information regarding affordable trips, recommendations, and many more; Delta: Youtube on travel vlog; Ridho: I actually prefer Path, but now I use Instagram more often.

The reason why they choose social media is Delta: Instagram because it makes easier for me to find information. Nur Alfiyyah: Youtube, I have a certain satisfaction after watching videos regarding tourism and traveling. Esti Wiranti: Youtube, the information provided is clearer.

Every social media has its own characteristics, including the weakness and benefits, as stated by our respondents: Natasa: Prefer to upload only the positive sides; Reza: The reviews written on blogs are more honest and detail; Tannya: I choose Youtube and Instagram because the information is visualized and it makes people are more interested; Ridho: Youtube and Instagram only show the bright sides without providing detail and descriptive information, thus, I prefer to blog.

We could dig deeper into information regarding maritime tourism needed by the millennials. First, preferred media to gain information regarding the maritime tourism destination: Reza: Google reference, because we could see the reviews and rates by the visitors; Tia: From people who have visited the destination because it is more reliable and honest; Natasa: Instagram, because each destination has its own account, including the information regarding the travel package offered; Tannya: Google Reference and Blog, as the reviews on the destinations are more reliable and honest.

Furthermore, the respondents also discussed the expenses of maritime tourism: Shania: Twitter, there are plenty of threads talking about traveling and recommended destination; Natasa: I prefer through Apps such as Traveloka and Pegi-Pegi.

Meanwhile, if the respondents want to get information regarding the ideal time to travel, they have various opinion such as Natasha: I usually check it through the timing diagram provided by Google; Reza: From people that I know have visited the place; Alfiyyah: I choose to check through official website; Ridho: I do not think that the official website provides enough information, I prefer to set the time to travel by myself.

The millennials also consider the information regarding safety and convenience during the travel to maritime tourism destinations. Moreover, several regions are the potential to have a tsunami, earthquakes, or floods. Thus, the information regarding safety is essentially needed. The respondents explained: Tannya: I prefer to seek for information regarding the safety and convenience through websites because it will show the reviews from people who have visited the places; Reza: I choose twitter, there are some people who post pictures and information regarding the cleanliness of the places; Ridho: I choose information provided on Instagram.

Transportation is also considered by our millennial respondents. Some destinations are not accessible, Sawarna Beach, for instance, and many more. The respondents also stated that: Dian N: When I looked for information regarding the destination, I have also received the information regarding the transportation needed to get there; Reza: Blog, because there is detail information regarding the transportation; Ridho: From people that I know have visited the place, thus, I can also arrange the budget.

Besides the beauty of the sea, maritime tourism destination also offers the natural beauty of the beach and interesting attractions as the supporting facilities. Thus, the information regarding the attraction is essentially needed for the millennials. It is believed that by knowing the attractions, our respondents could prepare the equipment needed such as swimsuits, diving equipment, and many more. The respondents stated that: Dian N: I got the information regarding the attraction through TV and Youtube; Reza: I do the same thing, TV and Youtube provide clearer information regarding the attraction on maritime tourism destination; Tia: I seek for the information through people's update on social media, for example, Instastories (Instagram).

Another important thing that is needed is the traditional dish. Information regarding local food or traditional dish provided on maritime tourism destination could be gained through Graziani: Youtube, several content creators have vlogs that review traditional food in detail; Alfiyyah: I prefer seeking the information through TV because I can also know the price of each food; Dea P: I seek for the information through Zomato App, because I can see the information regarding the price and the menu.

Similar to traditional food, local products that are originally made in maritime tourism destination is also important. The local products could be bought and brought as souvenirs. Such as shells, pearls, and many more. The respondents looked for information regarding the local products through social media such as Shania: I love to find local products in social media because some of them are well-known such as Joger Bali; Reza: I hear from people who have visited the places. Thus, I can also know the information about the price and the quality; Alfiyaah: Official website, as there will be detail information provided regarding the products.

V. CONCLUSION

The maritime tourism destinations preferred by the millennials are the places that provide natural ambiance and also attractions that challenge their adrenaline, such as the mountains. In this advance technological era where the millennials tend to be dependent on social media, the search for information regarding maritime tourism destinations is also related to the usage of social media.

Based on the results, the usage of Instagram and Youtube is the most dominant in seeking for information regarding the expenses in maritime tourism destinations; ideal time; transportation; attractions or shows; culinary or traditional dish; and local products that can be bought as souvenirs.

Indonesia is a maritime country with a wide area of waters. Thus, the millennials recommended a lot of maritime tourism destinations that provide the beauty of our natural sea and ocean.

We suggest that the information could be delivered more detail and to be more appropriate to the what the tourists need. Especially the millenials, both domestic and foreign.

It Also suggested that the management or the government should put more attention and care toward the facilities provided onmaritime tourism destinations in order to provide a more convenient trip. The transportation, access, attraction, safety, and convenience also should be more considered.

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