

Short Research Article

The Influence of Social Media on the Domestic Tourist's Travel Motivation

Case study: Kota Tua Jakarta, Indonesia

ABSTRACT

The growth of information and technology has given significant influence on the tourism industry and system, both positive and negative impacts. As of now, through social media, tourists and destinations or tourism attractions may interact with one another, monitor, and give opinions, as well as evaluate every form of service given firsthand, by various internet platforms. One of the heritage site tourism attractions that utilize social media in attracting tourists' interest is Kota Tua. This study aims to identify social media used by the Kota Tua tourism area manager as a media to promote; furthermore, this study compares the performance of each social media platforms. Also, this study examines the influence of social media toward tourist motivation in visiting Kota Tua Jakarta. The approach utilized in this study is quantitative with a descriptive method. Whereas the sampling technique used is incidental sampling with the number of involved respondents of 100 people. Gathered data is then analyzed through linear regression analysis method by using SPSS v.25.0 program. Linear regression analysis is conducted to see if there are any social media influences toward the tourist motivation of visit. This study has found that visitors that come to Kota Tua are mostly high school students, whereas the most frequently used type of social media to access information about Kota Tua is Instagram. The result of data analysis also shows that there is indeed a correlation between social media variable with the tourist motivation of visit to Kota Tua Jakarta. This study is expected to be a reference related to the role of social media for the tourism industry, especially historical heritage attractions. The limitations of this study are respondents who are limited and cannot represent or be generalized as domestic tourists in general (Indonesian scope).

Keywords: *social media, domestic tourist, travel motivation, heritage site*

1. INTRODUCTION

Tourism is one of the fastest-growing industries, United Nation World Tourism Organisation (UNWTO) in 2019 noted, that tourism has produced 10.4% Gross Domestic Product on the global average (indirectly), and 4.6% Gross Domestic Product directly. While materially, this industry has opened jobs, of which 1 in 10 jobs are related to tourism, and besides, this business has produced exports as large as through Visitor exports generated at USD 1,494.2 billion (6.5% of total exports) in 2017. This phenomenon grew by 3.9% in 2018 and consistently estimated to grow in a row by 4.1% from 2018-2028, becoming estimated at USD 2,311.4 million in 2028 (6.9% of total).

This growth is believed to be triggered by the development of global technology and information, known as the digital era. This era also considers that the Z generation or millennial is a great potential for various tourism industries in the future. The Z generation is expected to become the main target market in the next five to ten years [40]. What's interesting is that this generation has behaviour that is strongly influenced by technological and internet developments. Where they are active socialists in online media, or often known as "netizens". Their behavior

regarding the use of technology has also attracted the attention of tourism business actors, such as the fields of accommodation, transportation, travel agents, creative industries and managers of tourist attractions [21,26,40,50,54].

The current generation's "addiction" towards digital technology has influenced almost every line of industry, including tourism. This phenomenon is proved by how online media users have given a significant impact on hotel bookings, especially in changing the hotel business model into more digital data-based. This phenomenon pushed hotel managers to further understand the consumers' behaviour and progress also distribution track in the millennial era [47,50,58]. Based on the result of the study, the millennial generation utilizes technology by finding information, ordering, travelling, until they return from vacation and share experiences and give impressions or ratings [31,40].

Based on World Internet and Social Media Trend data [18], of the total population (population) of 7.676 billion people, more than 50% are internet users (4.388 billion people), of which 3.484 billion people are active social media users and 3.256 billion people are mobile social media users. Whereas in Indonesia, from total population (population) 268.2 million people (up 1% or around 3 million population from 2018), more than 40% are Internet users of 150 million (up 13% or around 17 from 2018), of which 150 million people (up 15% or around 20 from 2018) are active social media users, and as many as 130 million people (up 8.3% or around 10 from 2018) are users of mobile social media. What's interesting is the data distribution by region, where Java has the largest internet users, 55 per cent, followed by Sumatra island 21 per cent, Papua 10 per cent, Kalimantan 9 per cent, Bali and Nusa Tenggara have the smallest internet users, which is only 5%. This percentage is also influenced by the large distribution of the population in each island. The role of population distribution is also evident from the distribution of users in Java, where West Java is 16.6 per cent, Central Java is 14.3 per cent, East Java is 13.5 per cent, DKI Jakarta 4.7 per cent, Banten 4.7 per cent), and DI Yogyakarta 1.5 per cent [7].

This percentage (40%) can be categorized as high considering that Indonesia is still in the developing phase related to technology and information. Even though it is in the developing phase, but internet users in Indonesia can be said to be "active users", where the average duration per day of using the internet through any device is 8 hours, 36 minutes and on average per day when using social media through any device for 3 hours, 26 minutes. While the most active usage percentage of social media platforms are Youtube (88%), Whatsapp (83%), Facebook (81%), and Instagram (80%). This data shows how technology and information have developed very rapidly over time, as the development of infrastructure is increasingly supporting.

Shifting people's behaviour towards digital indirectly has an impact on the tourism ecosystem, especially related to the media used to access all information related to tourism activities. At present, social media plays an important role in the development of tourism, both from the supply side (producers or stakeholder tourism) and demand (consumers or tourists). This media allows tourists and destinations to interact, monitor, respond (opinion), and evaluate all forms of services provided directly with various internet platforms [23,24,31,39,49]. The internet has also revolutionized the tourism industry in destinations, both in terms of information seeking (promotion), ordering and as media sales. Currently, traveller reviews, photos, videos (microfilms), stories and recommendations, online marketing can bring destinations closer to their potential tourists. As a result, social media is often the main determining factor for tourists

in making travel decisions or called "travel-related social media" (TSM) [1,19,27,40,41,49,50]. Even so, factors such as experience, nationality, and cultural background, is still believed as the driving factor of a social media user [19].

Nowadays, globalization and tourism trends have increased the level of competition that requires new strategies or approaches, mainly related to internet communications. Currently, tourists not only believe in advertising but rather see the advantages and uniqueness of a tourist destination. Tourists need a personal, intelligent, creative, interactive, communicative, and message approach that can influence their emotions and empathy. They want to be more involved and connected with the products they want to buy. Hence, social media may help a destination in showing a creative, communicative and interactive content. [24,27] Also, destinations are also required to be able to create tourist experiences and perceptions, or shape the image of tourist destinations, to have a multiplier impact on publications and influence other potential tourists [27].

Social media, in its development, not only benefits the tourism industry. But on the contrary, social media can also bring negative impacts if it is not managed properly. Various problems from the social media phenomenon in the tourism industry have attracted the attention of academics to conduct studies and find the best solutions [56]. As of now, historical heritage-based cultural tourism is less attractive to people than natural and man-made tourist attractions. Meanwhile, the sustainability of historical heritage can be "helped" through tourism activities, so that it can get the economic impact that can be used to manage the heritage. Therefore, most heritage site managers began to use social media to introduce and attract tourists to visit.

One of the heritage sites that use this strategy is Kota Tua. Kota Tua has potential as a tourist attraction because it has a high historical value. Besides that, the condition of Kota Tua building is still quite maintained compared to other historical relics. Another advantage is the location of the Kota Tua in the capital city of Indonesia, Jakarta. And currently, to attract tourists, especially the millennial generation, Kota Tua Tourism has established social media accounts as a source of information, means of promotion, and media interaction with tourists. Several accounts run by Kota Tua are Instagram (@kotatua_jkt), Twitter (@kotuJkt), and Facebook (Upk Kota Tua Jakarta). This strategy is expected to improve society's motivation to visit heritage sites, especially Kota Tua. This phenomenon encourages researchers to examine how the role of social media influences the motivation of tourists in deciding to visit Kota Tua.

Based on this background, the objectives of this study include: to identify social media used by Kota Tua tourism area managers in promoting tourist areas to the community; reviewing the comparison of the performance of social media used by Kota Tua tourism area managers in influencing tourist motivation; In addition, this study also identified the most popular types of social media in providing information about the tourist area of Kota Tua Jakarta. This research is expected to be a reference related to the role of social media for the tourism industry, especially historical heritage attractions. The limitations of this study are the limitations of respondents who cannot be represented or generalized as domestic tourists in general (Indonesian scope).

1. MATERIAL AND METHODS

2.1 MATERIAL

2.1.1 Digital Tourism and Tourist

Digital tourism is an evolution of conventional tourism activities which in its development utilizes the dominant aspects of information and technology, both as providers of information, medium for ordering, interacting, and providing responses from tourism products and services [15,57]. Information and technology media can also be the main attraction or support for a tourist destination.

While digital generation tourists are tourists who travel by utilizing technological advancements ranging from the stages of seeking information, planning travel activities, making reservations, during the trip, to returning to their original place. A distinctive feature of this type of tourist is always publishing their journey through social media owned [40]. Their dependence on information and technology has influenced their habits in travelling.

The types of digital tourists based on their habit of using social media while travelling can be categorized as follows [1].

1. Inactive: This segment barely uses social media for travel purposes, whether for consumption or making.
2. Occasional Consumers and Apathetic Creators: This segment sometimes uses social media before travelling but rarely makes travel-related content.
3. Occasional Consumers and Creators: This segment occasionally uses social media for travel purposes, both for consumption and creation. However, in general, it consumes more than making content (creation).
4. Consuming Enthusiasts and Apathetic Creators: This segment uses social media very often, both before and while travelling. However, they rarely share their travel experiences with others.
5. Fully engaged: This segment consists of tourists who are active consumers and creators of travel content through social media, both before, during and after travelling. [1]

Social media users are classified into five of them; troll, activist, socialite, social critic, and information seeker [30].

Although the motives of visiting tourists are very diverse, in general, Based on McIntosh [29] Motives has categorized the cause of motivation in making a visit, which is grouped into 4 major, namely:

1. Physical or Physiological Motivation: this type of motivation is very much related to the desire to restore physical condition, rest, relax, exercise, or maintain health so that the excitement of work arises again.
2. Cultural Motivation: the urge to learn about culture, customs, regional and other artistic traditions. Included also relates to cultural heritage objects (historical monuments).
3. Social Motivation: the desire of someone to visit relatives, friends or the desire to avoid the work environment, to find new friends, to do things that are considered to bring prestige, carry out pilgrimage, escape from boring situations and so on.
4. Fantasy Motivation: the fantasy that in other areas a person will be able to escape the tedious daily routine, and ego enhancement that provides psychological satisfaction.

2.1.2 Heritage Sites

The relation between heritage and tourism is a strategic field in reviewing heritage tourism [52]. The relationship between heritage and tourism is not only about how heritage supports tourism, but also vice versa that tourism supports heritage in the business of sustainability [9]. This cultural commercialization is believed to be able to support the conservation and revitalization of historical heritage [2,53]. This is because the cultural heritage of both large and small each has a value of information about the period of manufacture, technology, function, beauty, and views or minds of individuals and/or the creator community, this information can be an attraction for the public or tourists [3]. Besides that, changing local culture and lifestyle as a commodity sold to foreigners is a phenomenon of heritage tourism [11].

Prentice [32] argues that based on tourism perspective, the meaning of heritage is not just a landscape, historical buildings and cultural traditions, but also a unity of various elements that can be used as a means of promotion for a tourism product.

2.1.3 Social Media

Social Media is a unified communication media and collaboration tool that allows many types of interactions that were previously not available to ordinary people [10]. Whereas Dailey [13] argues that social media is online content that is created using publishing technology that is very accessible and measurable.

"Social Media is a media where users easily participate in it, share and create messages, including blogs, social networks, wikis / online encyclopedias, virtual forum forums, including virtual worlds such as; avatar / 3D character " [28].

Based on the views of experts, social media can be categorized as the latest communication media that allows users to interact intensely online through internet networks. The special characteristics of social media according to Purnama [35] include:

1. Reach: The reach of social media from a small scale to a global audience
2. Accessibility: Social media is more accessible to the public at an affordable cost.
3. Usability: Social media is relatively easy to use because it does not require special skills and training.
4. Immediacy: Social media can provoke a faster response from the audience.
5. Permanence: Social media can replace comments instantly or easily edit.

While the types of social media can be categorized into seven Badri [8] including:

1. Social networking, like Facebook, MySpace, and Bebo. This site allows people to help personal web pages and connect with friends to share communication content.
2. Blog, is the best form of social media, in the form of online journals with the best loading of posts, ie the latest posts are on the front page.
3. Wikis like Wikipedia and the online encyclopedia website, wikis get anyone to fill in or edit information in it, acting as a communal document or database.
4. Podcasts provide audio and video files by subscribing through services such as iTunes from Apple.

5. Forum or areas for online discussion, around specific topics and interests. The forum already existed before social media and became a strong and popular online community.
6. Content Community, like Flickr (for sharing photos), del.icio.us (bookmarked links) and YouTube (video). This community organizes and shares certain types of content.
7. Microblogging, social networking sites combined with a blog, where a small amount of content (updates) is distributed online and through the mobile phone network. Twitter is the leader of this service.

At present, various media have been utilized by almost all creative users for various purposes, both to introduce products, to influence other social media users, to transact, to introduce themselves creatively. Királ'ová & Pavlíčka [24] noted, generally, the purpose of promotion through social media in tourism is related to;

1. Create or enhance destination awareness
2. Reach publication globally
3. Encourage visitors to plan their trips
4. Strengthen destination image as the most favourite
5. Target new or specific markets
6. Create a buzz around the destination
7. Enhance the number of customer emails
8. Increase Facebook fanbase amount
9. Change the destination in visitor's minds
10. Bringing back the destination as a visitor's favourite

The rise of marketing strategies that utilize social media is due to the advantages of this media, which makes it stronger than traditional media Taprial & Kanwar [46], including:

1. *Accessibility*, in the form of social media in which it is very easy to access, requires little to no cost at all in usage. Social media is also very easy to use, no specific skill or knowledge needed. It has become very easy to contact each other and become a part of a community.
2. *Speed* is content made in social media provided for everyone inside the network, forum or community when published. With social media, communicating with readers without any external factors that affect message delivery is possible. Feedbacks can also be given instantly, almost like real life.
3. *Interactivity*, social media can accommodate two or more communication channels. Users can interact with each other, ask questions, and discuss products or services, share opinions, or anything that might make people interested in doing it.
4. *Longevity/Volatility*, contents in social media can still be accessed in the long run, or even forever. Content may be changed or renewed anytime, including the user's comments.
5. *Reach*, the internet offers a limitless range to any available content. Anyone can access it from anywhere and anyone can reach it. Social media offer the same facility to every user that can share with anyone they would like.

2.2 Method

The research method used in this study is quantitative with a descriptive method. The descriptive research method is a research method used to find the widest possible discovery of the object of research at any given time [17]. While according to Punaji [34], the purpose of descriptive research is to explain or describe an event, situation, object, whether person or everything related to variables that can be explained using both numbers and words. The choice of this research method is considered appropriate by researchers to test the hypothesis regarding the phenomenon of social media use which is currently being loved.

1. Questionnaire and Measurements

The questionnaire used in this study was formulated by referring to the theory of social media variables and visiting motivation. The basic theory used is the theory of Taprial & Kanwar [46] about the power of social media, which includes the factors of Accessibility, Speed, Interactivity, Longevity, and Reach. Whereas to measure visiting motivation is based on Macintosh's theory [29], where tourist motivation can be categorized into Physical or Physiological motivation, Cultural Motivation, Social Motivation, and Fantasy Motivation. Then the questionnaire was measured using a Likert scale. Where the SPSS V. 25 program is used as a data analysis tool, as well as to test the validity and reliability. Furthermore, to provide certainty that the regression equation obtained has accuracy in estimation, then this study has also carried out the classical assumption test. While the next stage is the correlation test to see the relationship between variables, linear regression test, and t-test to find out whether there is an influence of social media on the motivation of visiting tourists.

1. Sample and Procedure

In this research, the sampling technique used by the researchers is Incidental Sampling. According to Sugiyono [43], Incidental Sampling is a technique for determining samples based on coincidences, that is, anyone who accidentally / incidentally meets with the researchers in the Kota Tua can be used as a sample, only if the person who happened to be found are suitable as a data source. The process of data collection is carried out from March to May 2018. The number of respondents in this study is 100 people. According to Roscoe (1975) in Uma [48], the sample size of more than 30 and less than 500 is appropriate for most studies.

1. Data Collection

This study involved tourists visiting the Old City as research respondents. Therefore, researchers aside from observing the research location, they also distributed research instruments (questionnaires) to tourists at the same time. Questionnaires are carried out while providing an opportunity for respondents to ask if there are questions that confuse them. Respondents fill out the questionnaire that includes several questions regarding social media indicators and visits purposes. The measurement used in this study is the Likert scale. According to Sugiyono [45], the Likert scale is a scale used to measure attitudes, opinions, and perceptions of a person or group of people about a particular social phenomenon. In this study, the analytical method used by the authors is a linear regression analysis method using the SPSS program v.25.0. Linear regression analysis was conducted to see whether there was an influence of social media on the motivation of visiting tourists. The order of data analysis starts from the test of validity and

reliability of the questionnaire, classic assumption test, correlation test, coefficient of determination test, linear regression analysis, and t-test.

1. RESULT AND DISCUSSION

3.1 RESULT

3.1.1 Kota Tua as a Cultural Tourism Attraction (Heritage Site)

The tourist area of the Kota Tua of Jakarta is a historical tourist icon in Jakarta because it can remind the beauty of the city of Jakarta in ancient times. The geographical location of the tourist area of the Kota Tua of Jakarta is located on Jalan Taman Fatahillah No. 1, Pinangsari, Tamansari, West Jakarta City. The tourist area of Kota Tua Jakarta has an area of 1.3 km² across North Jakarta and West Jakarta.

Based on the observation result, Kota Tua area consists of museum buildings, to name a few are Bahari Museum, Bank Indonesia Museum, Bank Mandiri Museum, Fatahillah Museum, Fine Arts and Ceramic Museum, and Wayang Museum. The management in Kota Tua is conducted by DKI Jakarta Tourism and Culture Office. The Kota Tua area of Jakarta can be reached by using public vehicles such as city transportation, buses, and trains. The Kota Tua tourist area consists of several museums that remind the beauty of the city of Jakarta in ancient times, the architectural style of a beautiful European building is often made into a photo spot by tourists. Inside the museum, you can find relics from the Dutch colonial era in Indonesia. In addition to visiting the museum, visitors can see human sculptures, rent a bicycle "*onthel*", buy souvenirs and go on culinary tours. On weekends visitors can visit the open library next to the puppet museum, and every Sunday at the Wayang visitors can enjoy Wayang shows.

A brief history of this port city; it is known initially as Sunda Kelapa. But on June 22, 1527, Prince Fatahillah destroyed Sunda Kelapa and founded the city of Jayakarta in the same location. It was on this date that Jakarta was formed as a city. In 1619, the Dutch VOC under the leadership of Jan Pieterszoon Coen destroyed Jayakarta and built a new city on the west bank of the Ciliwung River, which was named Batavia. Old Batavia was the residence of Europeans, while Chinese, Javanese, and other indigenous groups were exiled in outside the city of old Batavia. Formerly, Batavia was known as the jewel of the east, which was then occupied by the VOC and later became the centre of Dutch rule over the vast Indian archipelago. During the Japanese occupation in 1942, Japan changed the name of Batavia to Jakarta. Every day this tourist area is always surrounded by tourists both local and foreign tourists, whether visiting museums, culinary tours or just taking pictures with the background of a typical building in the Kota Tua of Jakarta. The tourist area of the Kota Tua is located on the border between North Jakarta and West Jakarta precisely located in the port of Sunda Kelapa [55].

3.1.2 Profile of Respondents

Based on the results of this research, profiles, and characteristics of tourists visiting Kota Tua has been obtained. Tourist demographic data can be seen in Table 01.

Table 01.

Profile of the Survey Respondents

Demographics

Options

Answer Percentage (%)

Demographics

Options

Answer Percentage (%)

Gender

Male

52

Education

Elementary

2

Female

48

Junior secondary

4

Age

17-20 years

48

High school

37

21-30 years

37

Three-years degree

14

31-40 years

10

Four-years degree

35

>40 years

5

Other

8

Occupation

Private Employees

29

Visitation Frequency

1 time

37

Government Employees

3

2-5 times

39

Entrepreneur

11

5-10 times

13

Student

52

>10 times

11

Other

5

Information Source

Website

22

Social Media Usage Intensity

0-2 Hours/Day

19

Brochures

2

2-4 Hours/Day

24

Instagram

55

4-6 Hours/Day

39

Twitter

0

6-8 Hours/Day

18

Facebook

21

Best Social Media According to Respondents

Instagram

67

Twitter

1

Facebook

32

Source: Primary data, 2018

Of the 100 people the number of respondents who are visitors to the Kota Tua tourism area of Jakarta, the study has grouped genders in which the total amount of respondents are 52% of respondents male and 48% of respondents were female. The age of the scattered respondents is grouped into 4 parts, namely between the ages of 17-20 years, 21-30 years, 31-40 years, and more than 40 years. The majority of respondents were aged between 17-20 years with a total of 48%, which according to WHO the said age range could be categorized as adolescents and the majority bearing status as students, respondents 21-30 years as many as 37%, respondents aged 31-40 years as many as 10 % and respondents aged > 40 years as much as 5%.

Whereas from the employment status of the respondents, as many as 29% had jobs as private employees, 3% as civil servants, 11% as entrepreneurs, 52% as students and 5% had jobs not mentioned in this questionnaire. The last education of respondents was 37% with high school education, 35% had four-years degree education, 14% had D3 education, 4% had junior secondary education, 2% had elementary education, and 8 other respondents had an education that was not listed research questionnaire. The frequency of tourist visits to the Kota Tua, as many as 37% for the first time, as many as 39% did 2-5 visits, as many as 13% made 5-10 visits, while as many as 11% had made > 10 visits.

Data on the intensity of social media use, 19% used social media between 0-2 hours/day, 24% ranged from 2-4 hours/day, 39% ranged from 4-6 hours/day, and 18% ranged from 6 -8 hours/day. The best social media results obtained by respondents, namely, 67% chose Instagram as the best social media, this can be caused by Instagram features that are more complete and make it easier for users to get information or just share moments and information to those closest to them, 1% answered Twitter as the best social media, while as many as 32% said Facebook was the best social media.

The source of information used by respondents to find out information about Kota Tua tourism, as many as 22% of respondents sought information through the website, as many as 2% answered brochures, and as many as 55% answered Instagram. This is because so many Indonesian people use this specific social media, wherein 2017 according to Susan Rose as Product Marketing Director of Instagram, Instagram users in Indonesia have reached several approximately 45 million users. 21% of respondents answered Facebook, and no respondents answered Twitter.

3.1.3 Validity Test

Measurement of instrument validity was obtained from the results of instrument trials on 30 respondents using the SPSS 25.0 for Windows program. Validity test is done by correlating the existing score of each question with the total score for each variable. The value of r table in the amount at the amount of data (n) = 30 with a significance level of 0.05 is 0.361. If r count $>$ r table then the question is considered valid, but on the contrary, if r count $<$ r table, then the question is considered invalid [16]. From the results of this validity analysis, 10 questions from social media variables and 8 questions from visiting motivation variables have r count value $>$ 0.361. Therefore the question is declared valid and can be continued to the next test.

3.1.4 Reliability Test

Reliability test is conducted to determine whether the measurement questionnaire is reliable or not. Reliability testing of the questionnaire was carried out on 30 respondents. In this study, the reliability was carried out by looking at Cronbach's Alpha coefficient for the reliability of all items on 1 variable using the SPSS application. The reliability results of each variable can be seen in Table 02.

Table 02.

Reliability Test Result

Variable

Alpha Cronbach

Information

Social Media (X)

0,771

Reliable

Visiting Motivation (Y)

0,796

Reliable

Sumber: Processed data, 2018

Data can be classified as reliable is Cronbach Alpha value $\geq 0,6$ [37], as can be seen from Table 02, the Cronbach Alpha value from social media and motivation of visit variable has a value of $>$ 0,6, hence then the questionnaire is declared reliable.

3.1.4 Classic Assumption Test

3.1.4.1 Normality Test

The normality test aims to determine the distribution of data in the variables that will be used in the study. Data that is good and feasible to use in research is data that has a normal distribution. In testing the data using histograms or normal probability plots, from Image 01, we can see the points that spread around the line and follow the diagonal line so that the residual value is declared homogeneous.

Image 01.

P-P Plot of Regression Standardized Residual

Source: Analysis data, 2018

3.1.4.2 Heteroscedasticity Test

The heteroscedasticity test examines the residual variance of a period of observation to another observation period or a description of the relationship between studentized deleted residuals of that value. A good regression model is a model that has no heteroscedasticity. Detecting the presence or absence of heteroscedasticity can be done by looking at the presence or absence of a particular pattern in the graph because the spread of data points does not form a narrowing pattern, is not patterned and spreads around the number 0 [33]. Based on Image 02, heteroscedasticity was not detected in this study.

Image 02.

Heteroscedasticity Test

Source: Analysis data, 2018

3.1.4.3 Autocorrelation Test

The autocorrelation test aims to test whether in the linear regression model there is a correlation between disturbance errors in period t with interfering errors in period $t-1$ (before). A good regression model is that there are no autocorrelation problems [33]. DU and DL values were obtained from the Durbin Watson statistical table. With $n = 100$ and $K = 2$ the values of $DL = 1.6337$ and $DU = 1.7152$ are obtained. So $4-DU = 2.2848$ and $4-DL = 2.3663$.

Table 03.

Autocorrelation Output Result

Model Summary

Model

R

R Square

Adjusted R Square

Std. Error of the Estimate

Durbin-Watson

1

.660a

.436

.416

2.24976

1.915

a. Predictors: (Constant), X

b. Dependent Variable: Y

From Table 03, DW value is located between DU and 4-DU ($1,7152 < 1.915 < 2,2848$), hence there are no autocorrelation.

3.1.5 Correlation Test

The test performed is the Pearson Correlation. The correlation coefficient between social media variables with tourist visiting motivation is equal to 0.660 which is stated strong [44].

Table 04.

Correlation Test Result

Correlations

X

Y

X

Pearson Correlation

1

.660**

Sig. (2-tailed)

.000

N

30

30

Y

Pearson Correlation

.660**

1

Sig. (2-tailed)

.000

N

30

30

** . Correlation is significant at the 0.01 level (2-tailed).

3.1.6 Determination Coefficient Test

The coefficient of determination test measures how far the ability of a model in explaining the variation of the dependent variable [16]. This value can be seen from Table 12 in the adjusted r square which is 0.436. It means that social media variables (X) contribute 43.6% in explaining visiting motivation variables (Y). The rest is explained by other variables outside the tested variable.

Table 05.

Determination Coefficient Test Result

Model Summary

Model

R

R Square

Adjusted R Square

Std. Error of the Estimate

1

.660a

.436

.416

2.24976

a. Predictors: (Constant), X

b. Dependent Variable: Y

3.1.7 Linear Regression Test and t-Test

To find out the effect of social media on visiting motivation used linear regression. Based on Table 06, the results of the linear regression test obtained equation $Y = 10.353 + 0.565X$. In which, if the value of X is positive then the visiting motivation variable has increased by 0.565. Whereas seen from the t-test, the significance value of $0,000 < 0,05$, then there is a significant effect of social media variables on the motivation of visiting tourists in Kota Tua tourism. The results of the linear regression test and t-test can be seen in Table 06.

Table 06.

Linear Regression Test and t-Test Result

Coefficients

Model

Unstandardized Coefficients

Standardized Coefficients

t

Sig.

B

Std. Error

Beta

1

(Constant)

10.353

5.047

2.051

.050

X

.565

.121

.660

4.654

.000

a. Dependent Variable: Y

Source: Analysis data, 2018

3.2 Discussion

Based on the result of the research, it can be concluded that visitors that come to Kota Tua are mostly High school students, male, and are 17-20 years old. They are classified as generation Z which is also called iGeneration, generation net or the internet generation, where the generation is active in using social media. According to Sudrajat [42], one of the characteristics possessed by Generasi Z is technology fluency; this generation is adept at using technology tools. It can be seen from the data, the information search and communication tools used in getting information about Kota Tua tourism using Instagram as much as 55% of respondents, 22% through websites, 21% through Facebook and only 2% through brochures.

According to the results of a survey conducted by We Are Social, a company from the United Kingdom in collaboration with Hootsuite, Instagram is a social media platform with the seventh-largest number of users in the world and the fourth largest in Indonesia. Aside from being a social network for sharing photos, Instagram is used to market business products. The total Instagram users in the world reach 1 billion in June 2018 [51]. Therefore, Instagram social media has the potential to be used as a means of promoting tourist destinations because Instagram has the main content in the form of photo sharing.

Instagram is called the best media according to the end of the Kota Tua, which is 67%, 32% mentions Instagram and 1% mentions twitter. Following data presented by We Are Social and Hootsuite [18], as of January 2018, Indonesia is Instagram's fourth-largest user of social media, with a total of 53 million active users. In general, visitors use social media for 4-6 hours per day

as much as 39%, 2-4 hours per day as much as 24%, 6-8 hours per day as much as 18% and 0-2 hours as much as 19%. That is, the use of social media has become a necessity in this digital era.

The majority of respondents encountered, as many as 39% had visited Kota Tua Tourism as much as 2-5 times, 1 time by 37%, 5-10 times by 13% and 11% of those who visited more than 10 times. That is, tourism in Kota Tua is a quite popular destination in Jakarta. One of the reasons is the beauty of architecture from the Dutch colonial heritage buildings that are widely used as objects or photographic spots.

3.2.1 Analysis of Social Media against Visiting Motivation of Tourists to the Kota Tua Tourism Area of Jakarta

After testing the validity and reliability of the questionnaire, the questionnaire that was declared valid and reliable was continued by conducting a classical assumption test. Classic assumption tests carried out include normality test, heteroscedasticity test, and autocorrelation test. A good regression model should have a normal data distribution but there is no heteroscedasticity and autocorrelation. From the results obtained from the normal data and proven there is no heteroscedasticity and autocorrelation so that this study can be continued for regression testing. From the correlation test, the correlation coefficient is 0.660.

According to Sugiyono [44], if the coefficient interval is in the range of 0.660-0.799, the closeness of the relationship between the dependent variable namely social media and the independent variable namely visiting motivation is strong. Then proceed with the tested coefficient of determination, in this test can be seen how much the contribution of social media variables to visiting motivation variables. From the research data obtained, the coefficient of determination is equal to 0.436. Where 43.6% of visiting motivation variables is determined by social media, the remaining 56.4% is determined by other variables that must be examined again.

The role of social media is quite large in determining the motivation of visiting tourists to the Kota Tua. According to the results of the research data, the majority of visitors uses social media and accesses it during daily activities. From the research data, the use of social media is a necessity for now, because the majority of visitors access social media for up to 4-6 hours a day, even up to 6-8 hours per day. Some accounts owned by the Kota Tua, namely Instagram (@kotatua_jkt), Twitter (@kotuJkt), and Facebook (Upk Kotatua Jakarta) can be used as a means of promotion and education for tourists so that tourists' interest in tourism in the Kota Tua increases. Increased love for historical tourism is expected to increase the love of tourists towards Indonesia.

1. CONCLUSION

After conducting research and analysis of data, it can be concluded that there is an influence between social media variables and motivation to visit tourists in the Kota Tua of Jakarta. The high use of active social media, especially in generation Z, can have an impact on increasing tourist destination visits, especially Kota Tua tourism. With social media, tourists can get complete audiovisual information about the destination supplemented by reviews from other travellers. Social media is very flexible, can be accessed from anywhere, anytime, before or after a visit, and is equipped with interactive features, such as Direct Message, Messenger, and others,

making it easier to find more in-depth information. From the results of this study, it is suggested that the use of social media can be optimized to share educative information with the community and is expected to be able to build and increase tourist interest in Kota Tua Tourism. This study is expected to be a reference related to the role of social media for the tourism industry, especially historical heritage attractions. The limitations of this study are respondents who are limited and cannot represent or be generalized as domestic tourists in general (Indonesian scope).

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