

CULTIVATION EFFECT OF TOURISM TV PROGRAM AND INFLUENCER'S INSTAGRAM ACCOUNT ON THE INTENTION OF TRAVELING

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Abstract

At the present time, traveling has become one of the major needs for the life of the younger generation, or known by the term "millennials" With pictures of exotic destinations and adventurous excursions flooding the social feeds of millennials, it's no surprise that travel has become a top priority for this generation. In fact, millennials are 23 percent more likely to travel abroad than their older counterparts (Clarks, Huffington Post, 2016). Millennials are more close to the world of internet and social media, the greatest effect is believed indeed coming from the platform. However, is television program as conventional media still have influence This study, trying to track down, whether the travel programs on television still has influence on them in determining intention to travel and whether how strong the influencer in instagrams influence them. The methodology is a positivist paradigm and quantitative survey methods to the Indonesian youngsters (Age 17-25). The results of this research gives practical and teoretical suggestions to tourism world of how using the traditional and new media to increase the intention of traveling in youngsters.

Keywords: *Television, Tourism, Instagram, Social Media, Influencer*

INTRODUCTION

The the cultivation theory, Conceptualized by George Gerbner in the 1960s and 1970s, the theory has been questioned with every media technological development. In the last six decades, the mass communication field witnessed the propagation of cable, satellite, video games and most recently social media. So far, the theory seems to have survived by continuous adjustment and refinement. Since 2000, over 125 studies have endorsed the theory, which points out to its ability to adapt to a constantly changing media environment (Mosharafa, 2015). The cultivation hypothesis outlines a broad process of socialization which holds that the more people are exposed to the mass media, especially television, the more they will come to believe that the real world is like the one the observe.

Originally proposed by Gerbner & Gross (1976 – Living with television: The violence profile. Journal of Communication, 26, 76.) Cultivation theory states that high frequency viewers of television are more susceptible to media messages and the belief that they are real and valid. Heavy viewers are exposed to more violence and therefore are effected by the Mean World Syndrome, the belief that the world is a far worse and dangerous place then it actually is. Cultivation theory tackles the long-term effects of television on viewers. The theory proposes that the danger of television lies in its ability to shape not a particular view point about one specific issue but in its ability to shape people's moral values and general beliefs about the world. The theory stands on a number of concepts: the symbolic environment, story telling, the symbolic function of television, the television traits, the cultural model, the cultivation of value system, the multidirectional process, and the cultural indicators (Mosharafa, 2015).

Past the infamous Gerbner and Gross study cultivation theory has taken on a more rounded and general definition in regards to mass media. It now extends to encompass the idea that television colors our perception of the world. Cultivation Theory is powerful as If one stays inside and watch news about crime all day, one might be inclined to believe that the crime rate is far higher than it

actually is and they might easily become the victim of a crime. Or in another sense, it can perpetuate stereotypes such as “all Asians are either smart or ninjas” or “every black male is most likely a criminal.” These are ridiculous notions, but possible parts of a paradigm that can be conveyed by heavy exposure to media messages.

However, whether cultivation effect is possible only on negative things? In vice versa, is a good beautiful thing can also be cultivated as the social truth? For example, traveling activities to see beautiful world. At the present time, traveling has become one of the major needs for the life of the younger generation, or known by the term "millenials" With pictures of exotic destinations and adventurous excursions flooding the social feeds of millennials, it's no surprise that travel has become a top priority for this generation. In fact, millennials are 23 percent more likely to travel abroad than their older counterparts (Clarks, Huffington Post, 2016).

Until now, the emergence of Internet has changed people concepts of media usage. As Internet can also perform the function of TV, it is possible for Internet (Lau, 2015). having cultivation and worth to be discussed. Millennials are more close to the world of internet and social media, the greatest effect is believed indeed coming from the platform. However, is television program as conventional media in the late theory still have influence? This study, trying to track down, whether the Cultivation Theory can perpetuate good things, and wheter travel programs on television still has influence on them in determining intention to travel and whether how strong the influencer in instagrams influence them.

Theoretical Frameworks

Gerbner (2002) cited four steps to be followed when conducting a cultivation research:

a) Message System Analysis

In this step, the researcher tries to identify the most repeated, steady and standing out patterns of TV content including images, portrayals, and values presented across different types of programs. The identified messages should be embedded in TV as a system rather than in certain programs, types or genres.

b) Assessing Exposure Time

In this step, the researcher notes the amount of time respondents spend watching TV on an "average day" then compares heavy viewers with light viewers.

c) Investigating People's Views about the World

In this step, the researcher asks respondents to answer a list of questions without making any referral to TV.

d) Establishing Relationships

In this step, the researcher examines whether amount of viewing is related to tendency to respond to these questions in similar to the dominant and repetitive facts, values, and ideologies of the world of TV. These relationships would reflect TV's contribution to viewers' conceptions of social reality. Different groups typically have different opinions, so television influences are detected not when people give similar answers but when heavy viewers across these groups give less different answers.

Television Traveling Program Viewing

Travel series is a hybrid genre. Historically travel series have been linked to travel literature, travel journalism and anthropological films, and as a contemporary television genre, it combines elements from documentary film, didactic educative television program, hosed-based factual entertainment genre as lifestyle series, talk shows and TV ads respectively. In a Danish context travel series are presented together with lifestyle programs, quizzes, documentary series and news programmes with the purpose of embracing as many viewers as possible. In other words travel series form part of the extensive number of factual and light entertainment series shown at prime time on weekdays which deal with lifestyle, identity and ordinary life, and which blur the distinction between genres (Bonner, 2003, Bell & Hallows 2005). Travel series are characterized by being a series format in which the host typically guides the viewer to new destinations every week, and his/her capacity to create a good mood and the audiovisual pleasure given are important concepts (Waade, 2009).

In an international context the genre term in itself is confusing and combines examples of, for example, holiday programmes, leisure programmes, travel shows and travel series. At the same time the different terms highlight the different historical and cultural characteristics of the genre, as well as indicating a genre that is in a state of constant development and negotiation, as the case with many factual TV entertainment genres (Hill 2007).

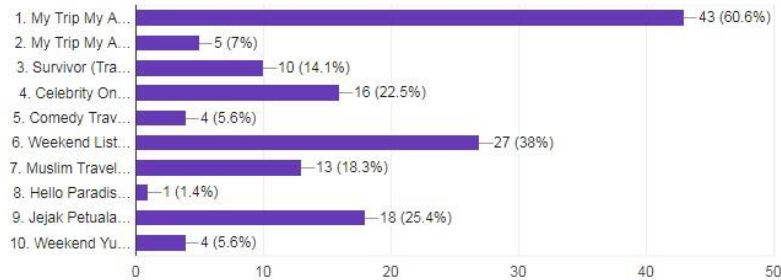


Figure 1. Survey on Favorite Indonesian TV Traveling Series

Use of Social Media (Traveling Influencer Instagram Account)

Social media could reach high level of efficiency in relatively low cost. This is what makes social media suitable for wide range of firms. But the firms face challenge where it has to find a way to make the use of social media profitable. Understanding what is social media and what is it not can help firms to deal with the challenge. Kaplan and Heinlein (2010) classified social media by social presence/media richness and self-presentation/self-disclosure. It contains six types of social media. Which are collaborative project, blog, content communities, social networking site, virtual game worlds, and virtual social worlds. On social media one can share sophisticated creations at no cost and thereby reach millions of users instantly (Fournier & Avery, 2011).

According to Dan Frommer in Business Insider (2010), Instagram is an online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services, such as Facebook, Twitter, Tumblr and Flickr. The original authors of Instagram are Kevin Systrom and Mike Krieger and release on October 6, 2010. Now Instagram is developed by Facebook, inc. Facebook acquired the service in April 2012 for approximately US\$1 billion in cash and stock. Instagram provides everything to grab customers on the world's most popular photo-sharing site. Once an image is shared, several social media standard behaviors can be used to engage with the image (Miles, 2014).



Source: <http://image.slidesharecdn.com/socialmediadeck-151111085317-lva1-app689195-social-media-in-indonesia-8-638.jpg?cb=1447232083>

Figure 2. Survey on Instagram User in Indonesia

Social media influencer is someone who has the ability to cause effect or change behavior. Too often the definition of an influencer is misconstrued with reach and popularity, which should be the added bonuses or afterthoughts. Travel brands should analyze what kind of effect influencers have on their audience before asking to work with them (Dan Peltier). the survey cites recent Nielson data which found 92 percent of consumers trust recommendations from people they know and 70 percent

of consumers trust peer experiences posted online (skift.com). The survey said influence is defined as the ability to cause effect or change behavior. “This common misinterpretation between popularity and influence has led influencer marketing to confuse the principles of traditional celebrity endorsements with the promise of social capital in digital networks,” TapInfluence said. Influencers are usually novel information contributors who have the ability to affect the behavior and attitudes of others (Li et. al., 2010).

As an important social concept, trust plays a critical role in users’ decisions, especially when the participants are anonymous and do not engage in direct face-to-face interactions (Al-Oufi, 2012). Users in an Online Social Network expand their trust relationships with peers who have the same interests and preferences or with whom they have good interactions, and they thereby form a User Trust Network (UTN) (Kim et. al., 2013). Social media influencers (SMIs) represent a new type of independent third party endorser who shape audience attitudes through blogs, tweets, and the use of other social media. Although some scholars appear to view SMIs as competing, possibly hostile voices (Gorry & Westbrook, 2009).

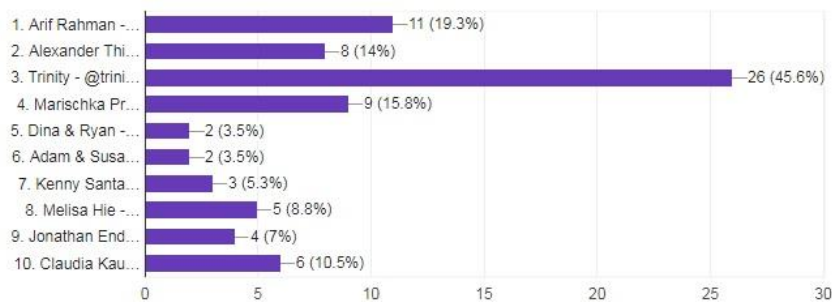


Figure 3. Survey on Favorite Indonesian Traveling Instagram Influencers

Changes of Concept of Social Realities

Firstly, Appel (2008) said that the self-reported frequency of watching fiction on television is positively related to the belief in a just real world, and at the same time, the general amount of television viewing was positively related to mean and scary world. It is investigated that Flemish crime drama viewing predicted a higher perceived risk in sexual violence, the relationship is especially stronger in women who has a higher socioeconomic status and with no direct experience with crime. On the other hand, News Viewing predicted a lower perceived risk, since that the relative lack of exemplars in news and victim blaming giving viewers an impression of the risk of sexual victimization did not apply to themselves (Lee and Niederdeppe 2011). It is found that after watching a violent television program, viewers with more vivid memories of blood and gore gave a higher prevalence estimate of real-world crime and violence (Riddle et al. 2011).

Social reality encompasses the human aspects of the world and it is constituted by tenets, beliefs, principles and opinions which may inspire the behaviour of a community. Social reality can be better defined negatively, i.e. by distinguishing it from everything that does not belong to its realm, though from the natural reality (Sandri, 2009). The Construction of Social Reality marked that both "objective" and "subjective" have several different senses (Searle, 2006).

Social realities can be build by the mass media like television and online platform like social media. Online communities are of interest to researchers of multiple disciplines for reasons including issues of access, cultural diversity, community/social capital, social interactions enabled, and supporting ease of use (Preece, 2001). As new technologies provide innovative uses and points of access, and as they are used by a wider number of users, online communities provide a rich basis for discovering new dynamics of structure, use, design, and their interaction and impact on social practices (Lin & McDonald, 2006).

Contingency Factor: Intention to Travel

It is found that the perceptions of the quality of the content and empathy affect three benefit expectations of control, inclusion, and affection, and these three benefit expectations affected the forwarding intention of the users (Huang et al. 2012). Beullens and the colleagues (2011) found that adolescent's viewing music video is one of the significant marker risky driving behavior, and at the same time, this relationship is mediated through their attitudes and intention. At the same research, they have combined Cultivation Theory and the Theory of Planned Behavior or the Problem Behavior Theory to explain the above relationship of viewing music video and risky driving behavior. It is stated that the relationship is mediated through the viewer's attitudes and intentions. However, it is found that there is no association between music video viewing and Problem Behavior Theory. A conclusion has drawn that the combination of Cultivation Theory and Theory of Planned Behavior can provide a better framework for explaining the above relationship (Beullens et al. 2011).

Travel intention refers to a holiday or activity of travelling for which someone wants and plans to do. The intention is assumed as the immediate antecedent of certain behaviours (Ajzen, 2006). According to Moutinho (1987), behavioral intention, which is the immediate antecedent to behavior, varies attributable to (a) evaluative beliefs, (b) social factors that provide a set of normative beliefs, and (c) situational factors. Moutinho's explanation seems to mainly come from the theory of reasoned action (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975), whereby behavioral beliefs are postulated to be the underlying influence on an individual's attitude toward performing the behavior, whereas normative beliefs influence the individual's subjective norm about performing the behavior. Travel intention, as a kind of behavioral intention, can be understood in the same theoretical context.

METHODOLOGY

Research Approach and Design

The approach used in this research is quantitative approach. The characteristics of the quantitative approach are as follows (Neuman, 2003):

1. Researchers using this approach test the hypothesis as its beginning.
2. The concept is in the form of a clear variable.
3. Measurements are set first before data collection and they are standardized
4. The data is in the form of numbers from the previous measurement.
5. Theories are generally causal and deductive.
6. The analysis is done using statistics, tables or graphs and
7. Explained how it relates to the hypothesis.

The research design used in this research is explanatory or confirmation research that aims to explain the causal relationship between variables through hypothesis testing and implemented by descriptive and verification approach through survey (Rahayu, 2005). The analytical approach is a study to find facts through proper interpretation and can be useful as a problem solution. While the causal research is to study a variable or more that becomes the determinant of other variables (Nazir, 2005).

Data collection methods used in this study is a survey which is one of the research methods commonly used for collecting quantitative data (Bovee, Arens, 1992: 188). Survey is an investigation conducted to obtain the facts of the symptoms that exist and seek factual information about the institution, social, economic, or political of a group or a region (Singarimbun, 1989). Questionnaires will be distributed to respondents by using google forms:

https://docs.google.com/forms/d/e/1FAIpQLSexjU_MaubTq1ALn62g8q3DzNmXgM3X06aqEhR3JPaEneVvUQ/viewform

Population and Sample

Population is a generalization area consisting of; Objects or subjects that have a certain quantity and characteristics set by the researcher to be studied, and then drawn a conclusion (Ruslan, 2004). The sample is a small or controlled group that can be controlled and withdrawn from the population. The

sample should be able to represent the population under study so that the results of the research conducted on the sample are considered sufficient to represent the population. Methodologically the results of a survey using a sample often more accurate (Eryanto, 2007: 35). According to the Gay & Diehl, the sample size for the study was a correlation to a minimum of 30 people (Ruslan, 2004: 147). In line with the statement, Bailey states, for research that would use statistical data analysis, the smallest sample size is 30 (Jalaluddin 1999: 57).

Based on the statement, the researchers then set minimum 30 respondents with characteristics in accordance with the population. The sampling that it used by the researcher is convenience sampling. A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach. This type of sampling is also known as grab sampling or availability sampling. There are no other criteria to the sampling method except that people be available and willing to participate. In addition, this type of sampling method does not require that a simple random sample is generated, since the only criteria is whether the participants agree to participate (Saunders, 2012). After collecting sample using convenience sampling, the study gain 76 respondent that filling the online questionnaire. The characteristic is Indonesian youngsters (Age 17-25).

Data Analysis Technique

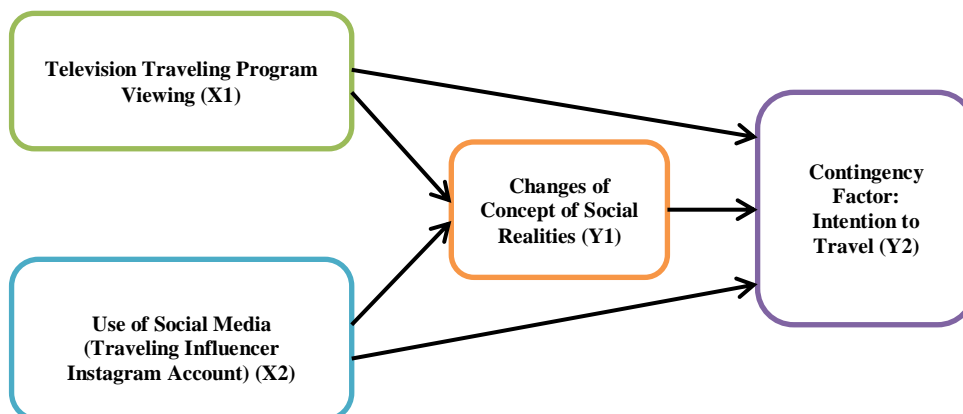
The data obtained will be processed using SPSS 1.7 software. The analysis technique used in this research are Path Analysis (Multivariate). Path analysis is the development of the regression model. This analysis test the compatibility of the correlation matrix to two or more causal models. Which is compared by researchers. The model is usually depicted in figure circle and arrow, which is the direct arrow indicates cause effect. Regression is done for each variable in the model as dependent variable to other variables so that the model indicates why. The regression weights predicted by the model then compared with the observed correlation matrix

These variables and feasibility statistics are calculated. Match of two or more models are selected by the researcher as the best model for theory development. Path model is a diagram of the image that contains about the relationship between independent variables, intermediary variables and dependent variable. A single arrow indicates a causal relationship due to exogenous or intermediary variables with dependent variables.

Standardized Coefficients / Beta (β)	Power of Correlation
0,0	Very Weak
0,10 – 0,29	Weak
0,30 – 0,49	Medium
0,50 – 0,69	Strong
$\geq 0,70$	Very Strong

Figure 4. Standardized Coefficients

Analysis Model



RESULT AND DICUSSION

Reliability and Validity Analysis

The reliability coefficient is the index that states the relative effect of the error score and the actual score on the respondents' answers obtained. This coefficient describes the actual variance ratio of the score on the answers obtained. This is denoted by the reliability coefficient α . In a reliable α study is > 0.50 (Guildford, 1978).

Validity indicates the extent to which the gauge measures what will be measured. In the value of a measuring instrument, the researcher questioned whether the measuring instrument indeed reflects the variables or concepts to be measured (Singarimbun and Efendi, 1989). A questionnaire is said to be valid if it is able to measure what is desired and can reveal the data of the variables studied appropriately. The high degree of instrument validity indicates the extent to which the data collected does not deviate from the description of the validity in question (Arikunto, 1996).

Table 1. Reliabilty and Validity of The Variables

	<i>Alpha Cronbach (Reliability)</i>	<i>KMO and Bartlett's Test (Validity)</i>
<i>Television Traveling Program Viewing (X1)</i>	0.910	0.815
<i>Use of Social Media (Traveling Influencer Instagram Account) (X2)</i>	0.916	0.813
<i>Changes of Concept of Social Realities (Y1)</i>	0.928	0.818
<i>Contingency Factor: Intention to Travel (Y2)</i>	0.900	0.776

All the variables in this study are reliable and valid, because the alpha cronbach and KMO and Bartlett's Test numbers are > 0.50 . So, this model can be continued to multivariate regression analysis.

Multivariate Analisis

After performing multiple regression analysis of path analysis based on the analysis model, Beta (β) is obtained for each correlation in the model and its significance number. According to Heise (1969) the purpose of path analysis is to obtain a significant model by eliminating the relationships between variables that are not significant. The insignificant relationship is having a level of significance above 0.050. Thus the relationship between these variables must be omitted or removed from the model.

Table 2. Model Summary Model 1

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.747 ^a	.558	.544	8.41222	.558	40.395	2	64	.000

a. Predictors: (Constant), X2, X1

Table 3. Coefficients Model 1

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-2.949	6.118		-.482	.631					
	X1	.456	.121	.411	3.780	.000	.677	.427	.314	.584	1.713
	X2	.492	.130	.412	3.792	.000	.678	.428	.315	.584	1.713

a. Dependent Variable: Y1

Referring to regression output of model 1 on the table of coefficients can be known significantly from the second variable that is $X1 = 0,000$ and $X2 = 0.000$ is smaller than 0.05. This result gives the conclusion of regression model 1, that is variable X1 and X2 significant to Y1. The amount of R² or R Square contained in the Summary Model table is 0,558, it indicates the presence or X1 to X1 to Y1 is 55,8% while the rest 45,2% is contribution from other variables not in the research. Meanwhile, for value e1 can be searched with the formula $e1 = \sqrt{1-0,558} = 0,6648$. Therefore the diagram of the structure model 1 as follows:

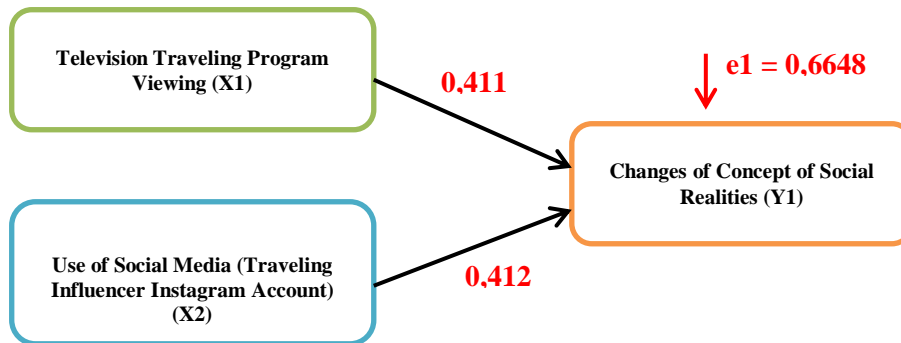


Figure 5. Analysis Model 1

The effect analysis of X1 through Y1 to Y2 is; known direct effect given X1 to Y2 of 0.120. While indirect effect X1 through Y1 to Y2 is multiplication between beta value of X1 to Y1 with beta value Y1 to Y2 that is: $0,411 \times 0,294 = 0,120$. Then the total effect given by X1 to Y2 is direct influence coupled with indirect influence that is: $0,120 + 0,120 = 0,240$. Based on the above calculation results note that the value of direct influence of 0.120 and indirect effect was 0.120. This result indicates that indirectly or directly, X1 through Y1 has a weakly significant effect on Y2 (range: 0.10 - 0.29).

Table 4. Model Summary Model 2

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.695 ^a	.484	.459	5.29515	.484	19.356	3	62	.000

a. Predictors: (Constant), Y1, X2, X1

Table 5. Coefficients Model 2

Model		Coefficients ^a										
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	6.908	3.878		1.781	.080						
	X1	.076	.084	.120	.906	.369	.558	.114	.083	.473	2.116	
	X2	.205	.092	.294	2.230	.029	.618	.273	.204	.478	2.093	
	Y1	.210	.079	.364	2.668	.010	.644	.321	.244	.447	2.238	

a. Dependent Variable: Y2

Referring to the output of regression model 2 on the table of Coefficients it can be seen that the significance value of the three variables X1 = 0.369 is greater than 0.05, whereas X2 = 0.029 and Y1 = 0.010 is smaller than 0.05. This result gives the conclusion that regression of model 2, ie variable X1 has no significant effect, while X2 and Y1 have significant effect to Y2. The value of R2 or R Square contained in the Summary Model table is 0.484, it shows that the contribution or contribution of influence X1 and X2 to Y1 is 48.4% while the rest 52.6% is the contribution of other variables not included in the study. Meanwhile, for value e1 can be searched with the formula $e1 = \sqrt{1 - 0,484} = 0,7183$. Thus obtained the path diagram of structure model 2 as follows:

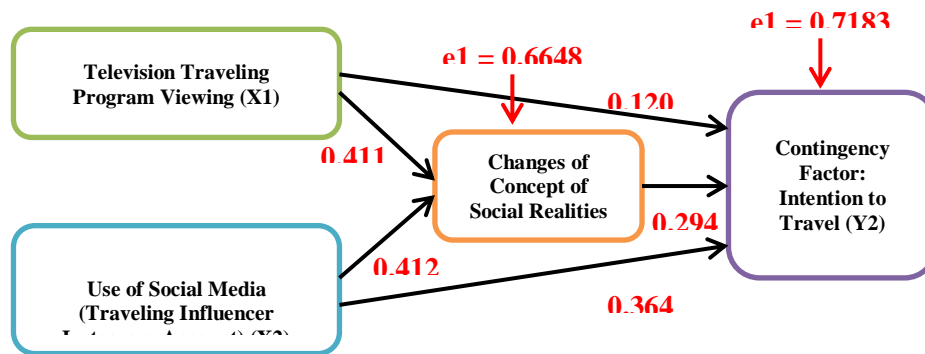


Figure 6. Analysis Model 2 (Path Analysis)

Analysis of the effect of X2 through Y1 to Y2 is; known direct effect given X2 to Y2 of 0.364. While indirect influence X1 through Y1 to Y2 is multiplication between beta value X2 to Y1 with value of beta Y1 to Y2 that is: $0,412 \times 0,294 = 0,121$. Then the total effect given by X2 to Y2 is direct influence coupled with indirect influence that is: $0,364 + 0,121 = 0,485$. Based on the above calculation results note that the value of direct influence of 0.364 and indirect influence of 0.121. This result indicates that indirectly X2 through Y1 has significant influence which is being strongly toward Y2 (range: 0.30 - 0.49).

Analysis and Summary

From the results of interpretation of data that has been done by researchers, it can be concluded that Television Traveling Program Viewing (X1) and Use of Social Media (Traveling Influencer Instagram Account) (X2) have a significant influence on Changes of Concept of Social Realities (Y1) from a beautiful world. However, at the time of its indirect influence on Contingency Factor: Intention to Travel (Y2), Television has a weak influence, while instagram has a strongly-directed traveler to the desire to travel.

Thus, the practical advice generated by this research is; if your communication goal is to change the social outlook of the world and increase your traveling interest, and your target audience is the young age range as in this study (17-25), then instead of using traditional media like television,

use online and digital media to do all marketing and promotion activities. In this case use specifically the effects of Social Media Influencers (SMIs). Make interesting campaigns through their Instagram accounts so they can achieve the communication objectives appropriately and effectively.

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