



The Impact of Uploading Photo on Social Media Towards Millennial Generation's Interest in Visiting M Bloc Space Jakarta Attractiveness

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ABSTRACT

The use of social media in this era of very rapid technological progress can have a broad influence on the tourism sector. Uploading a photo on social media can cause curiosity and want to feel the same way. One of the modern tourist attractions in Jakarta is M Bloc Space Jakarta. M Bloc Space is a creative space that provides a place for local artists to express their creativity in one place. The usual activities at M Bloc Space include live music, art and craft exhibitions, and local goods supermarkets. The culinary delights in M Bloc Space also require local tenants because M Bloc Space is a gathering place for Indonesian arts and local products. The purpose of this research is to find the preferred types of photo uploads and see if there is an impact of uploads on social media about M Bloc Space on the millennial generation's interest in visiting.

This study used qualitative and quantitative methods with data analysis techniques to test validity, reliability, normality, and linear regression analysis assisted by SPSS version 25 for windows software. Data collection techniques in this study are observation, questionnaires, and documentation. The results of this study are that the most liked posts about M Bloc Space in general are posts about hobbies. The influence of uploads on social media about M Bloc Space on the interest in visiting the millennial generation has an influence, between the photo upload variable (X) and the interest in visiting variable (Y). The influence given by the photo upload variable (X) is 19.2% on the interest in visiting variable (Y). Producing the Ha hypothesis, meaning that there is an influence exerted by the photo upload variable (X) on the interest in visiting variable (Y).

Keywords: Photo Uploads, Upload Influence, Visiting Interest, Simple Linear Regression Analysis.

1. Introduction

According to Law Number 10 of 2009 on Tourism, Tourism is a journey undertaken by an individual or group to visit a specific place for the purpose of recreation, personal development, or studying the attractions of the place visited for a temporary period of time. Tourism is the activity of traveling undertaken by an individual or group of people visiting a specific place for the purpose of recreation, personal development, or studying the uniqueness of the attractions visited for a temporary period of time, and a tourist is a person who travels for tourism.

The advancement of technology in this era is very fast. Technology can be used as a means of obtaining information, education, communication, and interacting with others virtually. The development of technology has created a new way of promoting or introducing what we have to the world. Social media is a channel based on the Internet that allows users to interact directly and selectively present themselves, with a wide and narrow audience that receives value from user-generated content and the perception of interaction with others (Carr and Hayes, 2015).

The types of social media known to the public are varied. Social media that is popular with Indonesians at present is Youtube, Facebook, Instagram, and Twitter (Puspitarini and Nuraeni, 2019). Social media can be used as a means of interacting and conveying messages in the form of photos and videos easily. This is what makes many people interact with social media. Every message uploaded to social media, whether photos or videos, can be seen by many people, and this is what makes every photo and video become information for every person who sees it. Like the postings of tourism photos uploaded to social media, whether realized or not, these photos can provide information, create attraction up to the stage of action on the person who sees it.

Social media or social networking is an extension of the development of communication technology. According to McQuail (2011: 89), "new media is media that offers digitization, convergence, interactivity, and development of related message networks and message delivery." In this phenomenon, photos function as media that bridge between potential visitors and the tourist destination whose photos are uploaded to social media. For this reason, the researcher is interested in studying this phenomenon, namely how the influence of photo uploads on the interest of visiting. The desire of an individual to visit, feel, and know the place, objects, and atmosphere of tourism is what creates tourism activity. Tourists' interest when visiting social media sites is not only limited to reading the website or blog being visited, what makes it more interesting is the physical evidence that is seen visually such as photos or photography. In this case, photos become good promotional tools for both formal and informal tourism, whether intentional or not, it must be recognized that photo or photography works have provided extraordinary support for the development of tourism. Jakarta is one of the fairly good tourist destinations in Indonesia. To increase the number of tourists visiting Jakarta, the government held the "Enjoy Jakarta" program. Developing tourism in Jakarta in accordance with the context (Regional Regulation of DKI Jakarta No. 6 of 2015 on Tourism). The presence of new tourist attractions in Jakarta such as the Macan Museum, Eco Skywalk Bridge, and M Bloc Space. At the beginning of 2020, the coronavirus pandemic (COVID-19) which began to spread to all countries had an impact on the weakening of the country's economy in various sectors, including the tourism sector (Jagadtya and Aisyani, 2020). The Provincial Government of DKI Jakarta through the representative (Head of the DKI Jakarta Tourism and Creative Economy Agency, 2020) issued Circular letters numbered: 155/SE/2020, 160/SE/2020 and 184/SE/2020 on the temporary closure of operational activities of the tourism industry, including tourist attractions and entertainment from 20 March - 2 April, 20 March - 5 April 2020 and 6 - 19 April 2020 (Soehardi, Permatasari, and Sihite, 2020).

Jakarta is one of the cities with the highest Covid-19 infection rates in Indonesia. In response to the spread of the Covid-19 virus, the Indonesian government has taken steps to reduce its transmission, including the implementation of large-scale social restrictions (PSBB) by President Joko Widodo. The PSBB is believed to be an initial step that can help the public protect themselves from being infected with the Covid-19 virus. Furthermore, the Jakarta Dinas Pariwisata dan Ekonomi Kreatif (Tourism and Creative Economy Agency) has taken various steps to recover tourism in Jakarta, including promoting tourism and implementing the CHSE (Cleanliness, Health, Safety and Environment Sustainability) program. The CHSE program is the implementation of health protocols that take into account aspects of cleanliness, health, safety, and environmental sustainability, including in tourist attractions. It is hoped that these efforts will enable foreign and domestic tourists to return and for tourism activities to resume (Anwar, 2021).

One of the attractions that is currently being talked about in Jakarta is M Bloc Space Jakarta. M Bloc Space was inaugurated on September 26, 2019, as a creative event space and live music venue for the local community (Archifynow, 2019). Located in the Peruri complex in Melawai, Kebayoran Baru, South Jakarta, M Bloc Space was formerly a Perum Perusahaan Umum Percetakan Uang RI (Peruri) currency printing warehouse that was abandoned. Perum Perusahaan Umum Percetakan Uang RI (Peruri) worked together with PT Ruang Riang Milenial (RRM) to use the abandoned employee housing complex and currency production warehouse as a multi-functional public/creative hub called M Bloc Space. The presence of M Bloc is a breakthrough for Peruri to optimize its assets that have been abandoned since 2005. M Bloc is a creative space that prioritizes the concept of social innovation, where the complex still uses cultural heritage assets and converts them without drastically changing the building. M Bloc is filled with a variety of local tenants who have been curated and have various fields such as culinary business, music, film, animation, fine art, craft, and co-working space. Meanwhile, two abandoned currency storage units in the interior are converted into a live house with a capacity of 350 people that can be used for music concerts and other art performances. M Bloc Space Jakarta is a unique concept creative space that is able to attract the interest of Jakarta and non-Jakarta people. M Bloc Space is also recognized as sustainable tourism by Asta Mandala, a group of Indonesian consultants for sustainable tourism (M-Bloc Space, 2020). Here is the data on M Bloc Space visits in 2022, which shows the public's interest in visiting M Bloc Space.

M Bloc Space has a strong social media presence on Instagram, their website, and Twitter. On their Instagram account, M Bloc Space provides information about events and activities that are attractive to millennials and draw interest from people in Jakarta to visit M Bloc Space as a place to spend their leisure time with creative tourism. The following statistics from M Bloc Space's social media insight show the growth in the number of followers and the average level of interest among millennials in M Bloc Space as a reference and in attracting visits to M Bloc Space.

Millennials have knowledge about technology such as social media. Social media can be used as a means to find information about what they want to visit. Seeing posts on social media will create a sense of curiosity and definitely want to experience firsthand how it is to be in that place, not just see it from afar. Such things can influence an increase in interest in making a direct visit to the place. To have or experience what the poster feels, the desire to have the same experience according to their desire. Based on the background of the problem, the writer examines the types of posts that millennials like about M Bloc Space Jakarta and analyzes the influence of photo postings on social media on the interest of millennials to visit M Bloc Space Jakarta.

2. Methodology

Data analysis is the activity after data from all respondents or other sources have been collected (Sugiyono, 2017). The analysis techniques used are questionnaire testing and simple linear regression analysis. Questionnaire testing includes validity, reliability, and normality tests. Regression analysis has three uses: to explain the data or case being studied, to control it, and to predict it (Kurniawan, 2008). Simple linear regression analysis goes through four stages: correlation analysis (R), determination analysis, hypothesis testing, and regression analysis (Utama, 2018).

3. Results

M Bloc Space is trying to realize the concept of sustainable tourism or Sustainability Tourism from the transportation side by reducing private vehicles to come to M Bloc Space. This concept is supported by the location of M Bloc Space itself which is very strategic because it can be accessed via public

transportation. MRT Blok M and Asean STATION are very close stops to M Bloc Space, so visitors can use MRT transportation and also trains to arrive at M Bloc Space. There is no parking space provided by the manager of M Bloc Space for motorbikes and cars, forcing visitors to use public transportation. The distance from MRT Blok M to M Bloc Space can be said to be quite far, approximately 350 meters or can be reached in approximately 4 minutes on foot or you can use an electric bicycle that has been provided by M Bloc Space.

The next effort made by M Bloc Space in realizing sustainable tourism is by creating a green atmosphere at M Bloc Space. The green atmosphere in question is a mini garden area created by M Bloc Space to make the atmosphere fresher. The mini garden was created by Kebun Ide Gelato, which is one of the tenants at M Bloc Space in collaboration with a community called Jakarta Berkebun. Various plants are planted in the mini garden such as mint leaves, cayenne pepper, spinach, and so on. These ingredients are also used by Kebun Ide Gelato as a menu in the Kebun Ide Gelato shop.

If there is an assumption that M Bloc Space is only for millennials, this assumption can be said to be wrong because there are visitors who come from various backgrounds such as government officials, corporate HR, and many people of various ages and different backgrounds who are brought together in one place. i.e. M Bloc Space. In addition, M Bloc Space collaborates with Inclusive Indonesia Connection to make M Bloc Space friendly for people with disabilities. Therefore, in M Bloc Space there is a special lane for disabilities to make it easier and provide comfort for people with disabilities. This is intended for persons with disabilities so that there are no differences because the M Bloc Space area strives to create a friendly place for visitors with disabilities. M Bloc Space also participates in fostering people with disabilities by creating a music stage called Singing Upgrades. The stage is used for people with disabilities to develop their musical activities and make money from music. There is a donation box for the stage of singing up grades as a form of appreciation for the songs that have been sung.

Of the various concepts that are trying to be implemented, M Bloc Space also has an event agenda that will be held at M Bloc Space too. Various events have been prepared by the management of M Bloc Space to attract visitors. Apart from the manager, the event can also be carried out by outside parties by renting an event venue at M Bloc Space. Various events have been held at M Bloc Space such as music concerts, workshops, exhibitions, and various other activities. This was done because M Bloc Space is trying to create a place that supports the ideas of millennial youth with various events being held. The event is not only to provide entertainment for visitors but also to provide knowledge that will be useful in the future. Not only visitors, businessmen, artists, and officials are allowed to take part in various events at M Bloc Space.

Parties from M Bloc Space provide a place to hold events by renting out the place. There are three places that can be rented to hold an event at M Bloc Space, namely the northern walkway, wandlegang, south walkway, oeang, mini amphitheater, mural zone, and the lobby of M Bloc Space. Places can be rented to be used as venues for various events such as exhibitions, seminars, music events, and various other events. In addition, event tickets at M Bloc Space can also be purchased easily via loket.com.

Currently, M Bloc Space consists of tenants who sell various needs such as food, clothing, herbs, and various other needs. There are seventeen tenants with various concepts offered. The seventeen tenants include Tokyo Skipjack, Kedai Tjikini, Temu Coffee, Matalokal, Padang To Go, Chickro, Katong, Mbok Nodoro, Mr. Roastman, Unionwell, Connectoon, Suwe Ora Jamu, Kebun Ide, Demajors Record Store, Beyoutiful, Rumah Lestari, and _OEANG

Now M Bloc Space has new concepts after undergoing renovations for four months, on March 19 2021 M Bloc Space Phase Two consisting of M Bloc Market, Creative Hall and Mini Museum Gallery. M Bloc Market is a modern market that wants to serve communities and households to make a new quality in routine shopping for groceries into a different and more modern experience, fun, non-cash (cashless), filling while providing daily necessities such as shopping for fresh vegetables, fruits, groceries, artisan bread and cakes, homemade cheese, as well as various meats and fresh fish. Creative Hall is a large multifunctional room for artistic, creative and educational activities. This place is planned to present various discussion events, exhibitions, film screenings, workshops, UKM incubation will be carried out regularly. The Peruri Museum Mini Gallery is a place as a museum or to find out various objects and narratives about the history of money printing at the beginning of Indonesian independence.

The analysis technique used is a questionnaire test and a simple linear regression analysis test. Questionnaire test includes validity, reliability, and normality tests. Regression analysis has 3 uses, namely for the purpose of explaining the phenomenon of the data or cases being studied, for control purposes, and for prediction purposes. Simple linear regression analysis must go through four stages, namely correlation analysis (R), determination analysis, hypothesis testing, and regression analysis.

Validity test is used to determine whether an instrument is valid or not used in a study (Sugiyono, 2015). The validity test used is Pearson's Product Moment correlation coefficient test. Seen for decision making to determine whether an instrument is valid or not, namely as follows:

1. If $r_{count} > r_{table}$, then it is declared valid
2. If $r_{count} < r_{table}$, then it is declared invalid.

In this study, 75 respondents were used as a measuring tool to test validity. The r_{table} value is obtained from the product moment r_{table} with a significance level of 5%, the significance value for 75 respondents is 0.224.

all indicators in variable X consisting of 10 question indicators that have been tested for validity show results with a coefficient value greater than 0.224, namely with the result of $r_{count} > 0.224$.

all indicators in the Y variable consisting of 5 question indicators that have been tested for validity show results with a coefficient value greater than 0.224, that is, with the results of $r_{count} > 0.224$, the data is valid and can be continued to the next testing stage.

the reliability test on Cronbach Alpha obtained results of 0.630 on the variable of the effect of uploading photos (X) and 0.629 on the variable of interest in visiting (Y). These results indicate that all indicators of the variable effect of uploading photos (X) and the variable interest in visiting (Y) are reliable because their magnitude exceeds the value of 0.6.

The Normality test aims to find out whether in all regression models the independent variables, the dependent variable, or both have a normal distribution or not, a good regression model is to have a normal and close to normal data distribution (Utama, 2018).

In detecting normality can be done with the Kolmogorov Smirnov test. The trick is to compare the normality test values (Asymp.sig) that have been calculated with SPSS with a significant level (α) of 0.05. If $Asymp.sig (2\text{-Tailed}) > \alpha$, it is said that the data comes from a normal distribution (Nugroho, 2005 in Utama, 2018).

Asymp.sig(2-Tailed) value is 0.2. So it can be concluded that the research data is normally distributed because the Asymp.sig (2-Tailed) value of 0.2 is greater than 0.05.

Pearson correlation analysis results between the photo upload variable (X) and the visiting interest variable (Y) are worth 0.439. It can also be seen in table 4.6, 0.439 is included in the moderate correlation. So the correlation between the photo upload variable (X) and the interest in visiting variable (Y) is included in the medium category.

the value of R² is 0.192 after that based on the formula multiplied by 100% it becomes 19.2%. Which means that the effect of the photo upload variable (X) on the visiting interest variable (Y) is 19.2%.

the sig probability value is 0.00 where the value is smaller than 0.05 so the research hypothesis is that Ho is rejected Ha is accepted. This means that there is an influence from the photo upload variable (X) on the interest in visiting variable (Y).

the constant a value is 13,031 and the regression coefficient b is 0.209. If it is entered into the formula it becomes $Y = 13.031 + 0.209X$, which means that if the photo upload variable (X) is increased by one unit, then the interest in visiting variable (Y) increases by 0.209 units. This means that every photo uploaded on social media increases, the interest in visiting the millennial generation will increase.

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