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## **The Influence of Film Induced Tourism on Interest in Visiting Tourists to the Ubud Area (Case Study on the Film a Perfect Fit)**

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### **ABSTRACT**

*Movie is one of the tourism promotion media that can influence the audience's interest in traveling to tourist attractions promoted in the movie. The phenomenon of movie as an influence on tourist visits to a destination is often known as Film-Induced Tourism. The movie A Perfect Fit is one of the movies that promotes tourist attractions, especially Bali tourism. A Perfect Fit takes filming locations in several tourist areas in Bali, one of which is the Ubud tourism area.*

*This research uses qualitative and quantitative methods, by collecting data through non-participatory observation, literature study, documentation, and online questionnaires. The quantitative data which could be processed by simple regression analysis. The research results indicated that A Perfect Fit movie has a positive effect on tourist interest in visiting Ubud. Where based on the highest score on variable X states that Ubud is thick with cultural elements, the culture shown in the movie is very attractive to the audience, while the highest score on variable Y is the factor of staying in the Ubud area being the most attractive to tourists.*

**Keywords:** *Film Induced Tourism, Tourism Movie, Tourist Interest, Tourism Ubud Bali*

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### **1. Introduction**

Tourism is currently one of the industrial sectors which is a major source of income for several countries. Despite being one of the promising sectors in Indonesia and even the world, in recent years tourism has experienced a very significant setback due to the COVID-19 Pandemic. After about 2 years of experiencing losses, 2022 is predicted to be a new beginning for Indonesian tourism to revive. According to the Indonesian Minister of Tourism and Creative Economy Sandiaga Uno, tourism in Bali and Lombok has shown an improving trend, especially with the MotoGP event in Mandalika. The ongoing MotoGP event turned out to have an impact on tourism destinations around it, marked by an increase in the number of visits and the number of lodgings booked. This proves that there are several other factors that influence tourists to visit a tourist area apart from the natural beauty and cultural uniqueness of the area.

Generally, tourists travel for the purpose of having fun, but not a few travel to learn, add insight, knowledge, skills or other factors. In other words, tourists travel with the aim of more than just having fun, but also to gain valuable experiences

may not be found in the region of origin. Another influencing factor is the interest of tourists to visit a tourist attraction is film. By watching movies, people can find out places they haven't visited yet, so it can be said that decision making in determining tourist destinations can be influenced by movies. Apart from taking interesting pictures of a tourist destination in the film, the popularity of the film and its actors/actresses also influence the audience to decide to visit these tourist destinations. Because of this, currently film has become one of the most effective promotional media for marketing tourism.

The phenomenon of film as an influence on tourist visits to a destination is often known as Film-Induced Tourism. According to Hudson & Ritchie (2006), Film Induced Tourism is a worldwide growing phenomenon that encourages increased tourism and the development of the entertainment industry. Several films whose production locations have become famous and visited by tourists include the filming location of Lord of the Rings in New Zealand, Garden By The Bay Singapore which is the filming location for the film Crazy Rich Asians, and Alnwick Castle in England which is the filming location for the famous Harry Potter film. . There are also Indonesian films whose filming locations are now popular tourist spots. For example, the Laskar Pelangi

film which focuses on tourism in Belitung, then the 5cm film which discusses Bromo tourism, and the film *Ada Apa Dengan Cinta 2* which promotes Jogja tourism, especially the Gereja Ayam.

Based on the description above, this study was written to find out more about the influence of Film-Induced Tourism on tourist interest in visiting a tourism area. With a case study on the film "A Perfect Fit" which took place in the tourist area of Ubud, Bali. The analysis includes two formulations, namely the description of the film induced tourism A Perfect Fit, and the effect of the film induced tourism A Perfect Fit on the interest of tourists visiting the Ubud tourism area..

## 2. Methodology

It is important to review previous studies in order to find out the differences and similarities in the research so that multiple studies do not occur. In this study there are four previous research reviews that will be compared with this research.

The first research was conducted by Putri (2017) with the title "The Influence of Film Induced Tourism AADC 2 on Decisions to Visit Yogyakarta (Survey of Archipelago Tourists)". This study uses a quantitative method with a questionnaire as primary data. The variables in this study are Film Induced Tourism (X) and Decision to Visit (Y). The data analysis method used is descriptive analysis, verification data analysis, simple regression analysis and correlation analysis. The results of this study indicate that there is a positive and significant influence between AADC 2's induced tourism film on the decision to visit Yogyakarta.

The second research was conducted by Sukmadi et al (2020) with the title "The Effects of Film on Attitudes and Their Impact on Visiting Motivation" (Study on Viewers of the Laskar Pelangin 5 Cm Film)". This research is a quantitative research with descriptive verification method using survey techniques as data collection. The data analysis method used is path analysis. The results of this study indicate that both films can be used as effective tourism promotion tools. Because there is a positive influence with a high category on tourist attitudes and motivation.

The third research was conducted by Herlambang and Adikampana (2019) with the title "The Influence of the Film "What's Up with Love 2" on the Development of Tourism in Magelang Regency: A Case Study of the Bukit Rhema Prayer House". This study uses a qualitative method with a discussion of the impact of the AADC 2 film on tourism development in Magelang. The results of the study show that the appearance of the AADC 2 film is an effective tool in marketing tourism, in this case making the Bukit Rhema Prayer House visited by many tourists.

The fourth study was conducted by Evangelista (2019) with the title "Traveler Motivation in the 1990 Dilan Tour Based On Movies". This study used a quantitative research method with a questionnaire as a data collection tool. The data analysis method used is descriptive statistics and inferential statistics. With the results of the study showing that the main factors for tourists participating in the Dilan Tour 1990 Based on Movie activities were motivation to visit filming locations, motivation because they were interested in the storyline of the 1990 Dilan film, motivation to meet one of the Dilan 1990 film players. motivating tourists to take part in Dilan Tour 1990 Based on Movie activities is motivation to grow imagination, motivation to make Dilan Tour 1990 Based on Movie as a means of vacation, and motivation to visit places that have never been visited before.

This research is a quantitative qualitative research to examine the phenomenon of film induced tourism in the film *A Perfect Fit* as a medium for tourism promotion in Bali, especially Ubud. This research focuses on the effect of the film *A Perfect Fit* on tourist interest in visiting the tourism area of Ubud, Bali. This research is located in the tourism area of Ubud. Ubud itself has great potential as a tourism area because it unites nature and traditions and culture which are the strong characteristics of the people of Ubud. Apart from nature and culture, there are many other unique things in Ubud that can be turned into tourism that attracts tourists, such as spiritual tourism, health tourism, adventure tourism, shopping tourism, culinary tourism, and many more. The research data collection techniques used were questionnaires, observation, documentation, and literature study, which were then processed by reducing, interpreting, and drawing conclusions for qualitative data and simple regression analysis for quantitative data.

In this study, observation techniques were used to observe the condition of Ubud tourism and then compared with the condition of Ubud tourism in the film *A Perfect Fit*. The filming locations used in the film *A Perfect Fit* in Ubud are streets in the Ubud area, namely Jalan Gootama and Jalan Dewi Sigi. Besides that, it also displays various cultures, beliefs and traditions of the Balinese people. Gootama Path itself is a popular street in Ubud, where along this road are lined with small shops selling local products that can be used as souvenirs. The film director explained that Jalan Gootama was chosen to represent the modern and multicultural side of Ubud with diversity and warmth. Gootama Street in the movie *A Perfect Fit* is the main location where Rio's shoe shop is located on that street. Apart from Jalan Gootama, Jalan Dewi Sigi in Ubud is also one of the locations in the film *A Perfect Fit*, many souvenir shops and cafes are lined up here like Legian and Seminyak.

The film *A Perfect Fit* does not only raise tourism in Bali, but also raises culture, traditions and local products. Such as the melukat tradition, religious ceremonies, the presence of pecalang, lontar readings and other Balinese culture that is shown in the film. Apart from that, there is the art of a traditional Balinese musical instrument, namely the balaeganjur, which appears in the scene when Rio opens his shop. Balaeganjur itself is usually played to accompany Hindu religious traditions in Bali such as the ngaben ceremony which is now developing as an accompaniment to art parades, sports and others. One of the local products shown in this film is the woven cloth typical of Tenganan Village which is often worn by the female lead, the shoes on display in the window of Rio's shoe shop are also the work of a designer from Bali named Ni Luh Putu Ary Pertami Djelantik.

Apart from those already mentioned, there are still many other Balinese cultures that are displayed such as the Balinese language used in several conversations, culinary delights and so on. So it can be said that Ubud shown in the film really does not only show the beauty of the Ubud countryside, but also music, magical beliefs, local products, artists as well as the conflict between tradition and modernity which is then packaged very nicely in the film. This is very interesting to watch because apart from being entertaining it can also provide education about Balinese culture.

This study uses a questionnaire to determine the effect of Film Induced Tourism *A Perfect Fit* on tourist interest in visiting the Ubud tourism area. The questionnaire was addressed to moviegoers of *A Perfect Fit* as potential tourists. In this study, the Incidental Sampling technique was used, namely a sampling technique based on coincidence (Sugiyono, 2016), in this case any respondents who are coincidentally willing to fill out the research

questionnaire can be used as samples, if they meet the criteria, so that a total sample of 50 is obtained. respondent. The form of the questionnaire used was a closed questionnaire, in which respondents were given 24 statements with answer scale options arranged using a Likert Scale, with the spectrum 'Strongly Disagree', 'Disagree', 'Neutral', 'Agree', and 'Strongly Agree'. Questionnaires were distributed via social media using the Google Form media. The results of the questionnaire will show an interest in visiting tourists, so that it can be used as a reference in promoting tourism through films in the future.

### 3. Results

#### Film Induced Tourism "A Perfect Fit"

Film Induced Tourism is a worldwide growing phenomenon that encourages increased tourism and the development of the entertainment industry (Hudson & Ritchie, 2006).

In the film Induced Tourism there are two motivational factors, namely push factors and pull factors (Dann, 1977). Pull factors are factors that attract tourists to certain destinations, while push factors are tourists who decide on a trip such as nostalgia or refreshing. The pull factors in the film Induced Tourism, mentioned by Macionis (2004) with the 3P concept, namely:

#### 1. Place

This relates to places shown in films or television where these locations are the backdrop for shooting, with the following indicators:

- a. Location attributes: important attributes as a complement to the places shown in the film. In the film A Perfect Fit, there are filming locations in Ubud, namely Jalan Gootama and Jalan Dewi Sigi as well as beautiful rice fields.
- b. Scenery: natural attributes of an area. In the film A Perfect Fit in the form of rice fields
- c. Landscape: anything that can be seen broadly, such as a city or country. In the film A Perfect Fit, the Ubud area is thick with culture and beautiful nature.
- d. Weather: the condition of the atmosphere at a certain place and time. In the film A Perfect Fit, the atmosphere conditions in Ubud with a tropical climate with rainy and dry seasons, with cool weather visible from the still beautiful nature.
- e. Cultural origin: the authenticity of the existing culture
- f. in an area. In the film A Perfect Fit, the authenticity of Ubud's culture is shown in the daily life of its people, such as Balinese language, religious ceremonies, traditions, typical Balinese buildings, customs and others.
- g. Social origin: the social life of the people from an area. In the film A Perfect Fit, the social life of the people of Ubud is thick with culture and still upholds customs.
- h. Activity origin: activities where tourists can participate in the film tour or recreational activities, by visiting the locations in the film, taking photos on location, also buying souvenirs for keepsakes. In the film A Perfect Fit, there are tourist activities that tourists can do in Ubud, such as shopping in beautiful shops, exploring rice fields, and seeing the culture of the local community.

#### 2. Performance

Some people are not only interested in the places in the film, but are interested in the story or genre of the film such as the storyline contained in the drama, elements of the theme and the experiences of the people in the film itself. Indicators in performance include:

- a. Plot: the storyline of a film. In the film A Perfect Fit uses a simple and easy-to-follow forward plot
- b. Theme: the basis of a story. The basis of the film A Perfect Fit is romance, family and culture.
- c. Genre: the type of the film. A Perfect Fit is a romantic drama film.

#### 3. Personality

Another pull factor for film-induced tourism is film stars, where actors or celebrities are very strong elements in the mass media to promote a tourist attraction found in films. Indicators in personality include:

- a. Cast: actor/star who plays in a film. In the film A Perfect Fit where Refal Hadi as Rio, Nadya Arina as Sasaki, Giorgino Abraham as Deni Wijaya, Anggika Bolsterli as Tiara, Laura Theux as Andra, and several other supporting cast.
- b. Characters: characters in the film that are created by placing themselves in the same position and setting as contained in the film. In the film A Perfect Fit where Rio is a talented shoe craftsman who is handsome and humorous, Sasaki is a beautiful fashion blogger who adheres to his culture, Deni is a rich man who is arrogant and feels superior, Tiara is a successful businessman who is disciplined but arrogant, and Andra is a good friend who also believes in magical powers.
- c. Celebrity: a movie star. In the film A Perfect Fit, the film stars are actors/actresses who are on the rise and are popular among teenagers, such as Refal Hadi, Nadya Arina, Giorgino Abraham, Anggika Bolsterli, and Laura Theux.

#### A Perfect Fit Movie Audience Typology

Based on the data collected by distributing questionnaires, information was obtained regarding the typology of research respondents who were viewers of the film A Perfect Fit, which collected as many as 50 respondents. Based on the data, it is known that 9 respondents (18%) were male, 41 respondents (82%) were female. This shows that the majority of A Perfect Fit movie viewers are women.

Apart from gender, there is also data on the age of the respondents. The results of the questionnaire showed that the majority of respondents were teenagers aged 13-20 years, namely 29 respondents (58%), followed by 21 respondents (42%) from the age group 21-30 years. This shows that the majority of A Perfect Fit moviegoers are aged 13-20 years, or teenagers because the film A Perfect Fit is a film starring an actor who is currently popular among teenagers.

Another indicator used in the demographic mapping of the respondents is the region of origin. Based on the research results, it is known that the majority of respondents came from Bali as much as 68% while as many as 32% came from outside the area such as Bekasi, Malang, Medan, Semarang and others. This shows that the film A Perfect Fit, which took place in Ubud, Bali, is more in demand by the Balinese themselves.

It is also known that the work of research respondents was dominated by students or students as many as 44 respondents (88%), followed by 4 respondents (8%) working as civil servants or private, 1 respondent (2%) working as an entrepreneur, and 1 respondent (2%) another profession.

### **The Influence of Induced Tourism A Perfect Fit Film on Tourist Visit Interests in the Ubud Tourism Area**

#### **F test**

The F test in this study was used to test the influence of variable X on variable Y. Variable X is said to have an effect on variable Y if the value  $F_{count} > F_{table}$ . The  $F_{table}$  value used in this study is 1.84, which is obtained from  $df1:df2 = 13:86$ . that the F value is 80.024 where the F value obtained has a greater value than the  $F_{table}$  which is 1.84. The significance value obtained is 0.000 or smaller than 0.05. So it can be said that the regression model can be used to predict Film Induced Tourism variables. Or in other words, the Film Induced Tourism variable (X) has a significant effect on the visit interest variable (Y).

#### **Analysis of the Coefficient of Determination ( $R^2$ )**

Analysis of the Coefficient of Determination in this study is used to test how strong the influence of variable X is on variable Y. the value of  $R^2$  or R Square is 0.617 or in percentage is 61.7%. So it can be said that Interest in Visiting (Y) is influenced by 61.7% by the variable Film Induced Tourism (X), while the remaining 38.3% is influenced by other variables not examined. Or in other words, the variable Film Induced Tourism (X) has an effect of 61.7% on the variable Interest in Visiting (Y). In table 4.26 it can also be seen that the R value is a symbol of the coefficient which has a value of 0.791. This value can be interpreted that the relationship between variables X and Y variables in this study is in the strong category, based on table 4.3. So it can be interpreted that the variable Film Induced Tourism (X) has a strong influence on the variable Interest in Visiting (Y) with a strength percentage of 79.1%.

#### **Hypothesis Test Results (t test)**

In this study, the hypothesis was tested using a partial test (t test). The t test aims to show how far the influence between the X variable and the Y variable is. The t test is carried out to show how far the influence is between the independent variable and the dependent variable. If the significant value (Sig.) is less than 0.05 then a variable is said to have a significant effect on other variables. The criteria for accepting and rejecting the hypothesis are:

If  $t_{count} > t_{table}$  then  $H_0$  is rejected and  $H_a$  is accepted

If  $t_{count} < t_{table}$  then  $H_0$  is accepted and  $H_a$  is rejected

The t table value with an alpha of 5% in this study is 47, with the following calculation:

$$df = n - k - 1 = 50 - 2 - 1 = 47$$

Information:

k = number of variables (independent + bound)

n = number of respondents

t value is 8.954. Based on the hypothesis formula described earlier, it is known that if t count is greater than t table then  $H_a$  is accepted and  $H_0$  is rejected. From the results of calculations using SPSS 26 it is known that the t count is 8.954 where the t value obtained has a greater value than t table ( $df = 47$ ) with an alpha of 5%, namely 1.679, so  $H_a$  is accepted and  $H_0$  is rejected. The results of the hypothesis test in this study are that variable X has an influence on variable Y. In other words, there is an influence from the film Induced Tourism A Perfect Fit on tourist interest in visiting the Ubud tourism area.

#### **Descriptive Analysis**

The dependent variable in this study is the visit interest variable. Interest in visiting is a consumer action in choosing or deciding to visit a tourist attraction based on experience in traveling (Kotler and Keller, 2014). According to Philips Kotler et al. (2006), Interest in visiting tourists is translated the same as buying interest because it is measured by the same indicators. According to Adinda & Pangestuti (2019) buying interest is described through four indicators, namely: transactional interest, referential interest, preferential interest, and explorative interest.

1. Transactional interest, namely someone's desire to buy the product offered. In the film A Perfect Fit it is depicted with an interest in visiting the Ubud area, an interest in buying tour packages to the Ubud area, an interest in buying travel agent services to the Ubud area, an interest in buying tour guide services during a visit to the Ubud area, an interest in staying in the Ubud area, an interest in renting a vehicle when visiting the Ubud area, interest in trying Ubud culinary specialties, and interest in buying souvenirs typical of Ubud.

2. Referential interest, namely the desire of someone to refer the product to others.

3. Preferential interest, namely behavior in which individuals or organizations see interest based on comparisons with similar products that are most preferred through several assessments. In the film A Perfect Fit, it is depicted with interest in making Ubud the main reference for holiday destinations.

4. Explorative interest, namely the desire behavior of someone who always wants to find more information about the product he is interested in as well as positive supporting information. In the film A Perfect Fit it is depicted with an interest in seeking information about the Ubud tourism area, an interest in asking relatives about the Ubud area.

Based on the calculation of the questionnaire, it shows that the highest score for Transactional Interest is on the indicator of interest in staying in the Ubud area, while the lowest score is on the interest in buying travel agent services to the Ubud area. In the Preferential Interest indicator, the highest score is in the interest in making Ubud the main reference for holiday destinations. On the Explorative Interest indicator, the highest score is on the indicator of interest in finding information about the tourism area, while the lowest score is on the indicator of interest in asking relatives about the Ubud tourism area. Based on the three statement indicators, the highest score for Film Induced Tourism A Perfect Fit Influence is on the indicator of interest in staying in the Ubud area. So it can be said that the moviegoers of A Perfect Fit are most interested in staying in the Ubud area after watching the film.

#### 4. .Conclusion

The results of this study indicate that Ubud which is depicted in the film A Perfect Fit is Ubud which is thick with cultural elements, the culture shown is very attractive to the audience because it is presented very beautifully. From the results of the recapitulation of the data obtained, it can be seen that the highest score on the variable interest in visiting A Perfect Fit moviegoers is the factor of staying in the Ubud area. So it can be said that the audience of the film A Perfect Fit, who are domestic tourists, are more interested in coming to stay in Ubud after watching the film. The results of the study show that film induced tourism as a tourism promotion phenomenon has an influence on tourist interest in visiting the Ubud area. It can be said that a film industry has strong potential in promoting tourism, where the more effective the film is as a media for tourism promotion, the more positive the interest of tourists to come to visit tourism areas that appear in the films they watch.

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