



The Behavior of Millennial Tourists at the Tourist Attraction of Pandawa Beach, Badung Regency, Bali

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ABSTRACT

The COVID-19 pandemi situation has made Indonesia's tourism trend move massively towards new tourism, namely trends that prioritize personalized, customized, localized, and smaller sizes. After the COVID-19 pandemi, the tourism industry experienced a change in trend that was inseparable from the emergence of new patterns of behavior in society that pay more attention to health and safety in carrying out tourism activities and changing people's needs in planning their holidays. Especially for the millennial generation who have a great curiosity, so that they sometimes go beyond the boundaries of the habits of previous generations. Especially when it comes to traveling or taking advantage of free time. This study aims to identify the behavior of millennial tourists at the Pandawa Beach Tourist Attraction after the COVID-19 pandemi. This study uses mixed research methods (qualitative and quantitative) with data collection techniques namely, observation, interviews, questionnaires and literature study. The results of the analysis obtained show that the behavior of millennial generation tourists in traveling tends to be very "dependent" on information and technology. The millennial generation's dependence on technology influences the way they travel, starting from the dreaming, planning, booking, experience, and sharing phases. The convenience offered by technology makes consumption patterns of millennial tourists shift to OTA and also tend to choose natural tourism destination.

Keywords: *tourist behavior, millennial tourists, tourist attraction.*

1. Introduction

Bali is one of the popular tourism destinations in Indonesia and most Balinese people's livelihoods are related to tourism, so they are feeling the effects of the COVID-19 outbreak. Since it was announced that the virus had entered several countries, many tourists canceled visits to Bali, resulting in a drastic drop in tourist visits. Thus, the COVID-19 pandemic prompted the Indonesian government to implement activity restrictions and travel everywhere. Not only that, access to travel abroad is also closed to minimize the spread of the corona virus. However, lately the number of COVID-19 cases has been declared to have decreased and the state of emergency that was once declared by the government has changed to normal. This encourages the tourism sector to resume operations.

However, it cannot be denied that after COVID-19 people's behavior may change because many people pay more attention to health and safety when traveling outside the house. (Derawan, 2022). Therefore the government is trying to create tourism that still pays attention to health protocols and implements predetermined health standards, namely in the form of Standard Operating Procedures (SOP) in the form of clean, health and safety (CHS). This effort is expected to be able to encourage the tourism sector in the future.

The emergence of changes in the habits of tourism visitors is a new challenge for managers in increasing tourist visits. This change was caused by the inevitable emergence of COVID-19. It is rumored that tourism that is carried out in groups, especially for families, will change to tourism that is carried out in small groups or even carried out by only one person (solo traveling). The emergence of this trend is one of the health policies that recommend social distancing or social restrictions so that traveling in large numbers is no longer allowed. Then people will tend to do tourism by land due to the many requirements that must be completed when traveling by air. But of course this can be an advantage for the local community because tourists are not allowed to go abroad for a while.

To avoid any research similarities, the authors conducted a literature review with the aim of being a comparison and differentiator with other studies. A review of the results of the first research was carried out by RahmattullahHarianja and friends (2022), entitled "Nustralian Tourist Travel Behavior After the COVID-19 Pandemic". The location of the similarities in this study is the scope of the research which both discuss tourism behavior after the COVID-19 pandemic, but the difference lies in the research location, namely at the Pandawa Beach Tourist Attraction.

Second, research conducted by Swabawa, A. A. P., Meirejeki, I. N., &Setena, M. (2021) with the title "Traveller Perceptions of the Existence of the Pandawa Beach Natural Tourism Area, KutuhBadung Village, Bali". This research has similarities in location, namely the attraction of Pandawa Beach.

2. Methodology

The research was conducted at the Pandawa Beach Attraction, Kutuh Village, Badung Regency, Bali. The research data uses qualitative data (Sugiono, 2014: 13-14) and quantitative data (Sugiono, 2015). While the data source is secondary data (Moleong, 2005) obtained from the profile of the Pandawa Beach Tourist Attraction and the traveling behavior of millennial tourists at the Pandawa Beach Tourist Attraction. The data collected will be processed using library research (Zed, M.2004), namely collecting and processing data generated from library research in the form of books, journals, and other documents related to research. Data research techniques use the theory developed by Miles and Huberman (1984). Qualitative data analysis is carried out with a continuous interactive process which will produce saturated data without any new information. Data analysis was carried out in three stages, namely data reduction, data presentation and drawing conclusions. The data reduction stage was carried out by collecting data and materials according to the research theme. Then the data is entered in cartokitt as coding data. The results of the data reduction will be used as a data sub-chapter that is ready to be presented. Then the data presentation stage is the next stage after data reduction. At this stage the data will be presented in a narrative form by clearly describing the data accompanied by the researcher's analysis. After the data is presented completely, the final stage that will be carried out is drawing conclusions and verifying the data. This stage is drawing temporary conclusions from the results of data reduction and presentation. It is called a temporary conclusion because it can change if data and other evidence is found in the fieldwhich may dispute this provisional conclusion. If the data obtained in the field is the same, standard conclusions can be drawn to be presented in a narrative manner in the study.

3. Results

Existing Conditions of Pandawa Beach Tourist Attraction

The reduced number of people affected by COVID-19 has made community activities including vacations able to return to normal before the pandemic. As the entry requirements for Bali were relaxed, tourists experienced a significant increase. This was reinforced in an interview conducted with the Head of the Pandawa Beach Planning and Management Agency, Mr. Duartha, who said:

"Even in a pandemic situation, tourist visits to Pandawa Beach still exist. However, lately visits have continued to increase, even in the last few weeks tourist visits have reached around 2,000 visitors per day. My prediction is that in July tourist visits will be close to normal, although not as normal as before COVID-19" (28/3).

Based on data obtained from management records, from 2022 to May tourist visits to Pandawa Beach have increased by 60% when compared to the time of the COVID-19 pandemic. The highest spike occurred last May because it coincided with the IdulFitri holiday and the long school holiday. As a result at that time the number of tourists increased to 71,000 visitors. (Suarabali.id 1/6). These tourists are dominated by families who come in groups. Indeed, in general, during long school holidays, tourist attractions will be filled with groups of families who are on vacation with their families. Not only family groups, tourists are also dominated by companies and private and non-private agencies that hold family gatherings.

The increase in the number of tourists coming makes Pandawa Beach DTW have to be ready to provide complete health facilities and facilities in accordance with CHSE standards. However, based on the information found by the author, the tourist spot was not full immediately because tourists came alternately. Some come in the morning and some come in the afternoon. The arrival of various tourists actually makes it easier for managers because there will be no congestion at the beach arena or parking lots.

The large number of tourists who are interested in visiting Pandawa Beach is of course supported by the completeness of the tourism facilities provided. Many attractions are carried out along the coast. Then the facilities provided are also complete starting from entertainment, food, and lodging with various prices. In addition, the tourist attraction of Pandawa Beach is also easy to access, in the sense that the paths taken to enjoy the beauty of Pandawa Beach are easy to traverse. So that it can be said that Pandawa Beach Attraction has complete product components as tourist attractions which include attraction, accessibility, amenities and ancillary. This component is better known as the 4A concept found on Pandawa Beach, namely:

a. Attraction

One of the important things in attracting tourists is attractions. In general, this attraction is divided into 3 types, namely natural attractions, cultural attractions, and artificial attractions. Natural attractions can be seen from the beauty of Pandawa Beach itself. Visitors can enjoy views of the limestone cliffs that can be seen on either side of the beach. The location of the beach which is located behind a limestone cliff makes Pandawa Beach very suitable for enjoying nature and can also be an exotic photo sport. The atmosphere presented by Pandawa Beach can also provide peace to visitors because the beach environment is still beautiful accompanied by the refreshing sea breeze waves in the morning and at night. In the afternoon visitors can enjoy the beauty of a very beautiful sunset. During the day this beach is suitable as a place for sunbathing and in the afternoon tourists can swim, fish and enjoy the beauty of nature.

Pandawa Beach can be a tourist destination that can be used as a vacation spot with friends, family or partner. One of the activities that can be done while in this attraction is to pile up on the beach sand for health therapy. In addition, there are coral reef educational tours that visitors can enjoy.

For cultural attractions which are tourist attractions presented in the cultural diversity of the people of Kutuh Village. Various types of customs and dances that are still preserved today are a form of entertainment for visitors. One form of dance that is always routinely performed is the Ramayana Ballet. This dance is often accompanied by the kecak and barong dances performed during ceremonies at KahyanganTiga Temple (Desa Temple, Puseh Temple, and Dalem Temple). Apart from dance, there is also a traditional ceremony in the form of cremation with a mutual cooperation system which is still very much attached to the soul of the people of Kutuh Village. Traditional dance performances such as the Kecak are staged on Pandawa Beach every day, but since

the pandemic these performances have rarely been carried out because the drastic decline in the number of tourists has resulted in minimal demand from tourists. Then Pandawa Beach has special activities that are carried out every New Year's Eve. This agenda will be carried out by setting up a stage in the beach area. The stage will be a venue for performing various arts and dances in the archipelago. This art performance will also end with a very lively fireworks in the sky of Pandawa Beach. This agenda is called the Pandawa Beach Festival, one of which aims to promote Pandawa Beach.

Artificial attractions are a form of attraction from Pandawa Beach whose objects are made by human hands. One of these artificial attractions is the Pandawa Statue which has become the iconic Pandawa Beach. This statue was carved from the cliffs around the Pandawa beach into five Pandawa statues. That is why finally this beach is called Pandawa Beach (Pandawa Beach). This statue can be seen when you just entered Pandawa Beach, namely after passing the beach sign. This statue can be seen from the left and right of visitors. This statue starts with a statue of Dewi Kunti which is then followed by 5 pandawa statues including the Dharma Wangsa statue (another name for Yudistira), the Bima statue, the Arjuna statue, the Nakula statue and the Sahadewa statue which is the main character of the Mahabharata story. The height of each statue is five meters with a width of 2.5 meters.

b. Accessibility

Accessibility is related to the convenience of the community to reach the beach location. This is one of the attractions for Pandawa beach because people can also use two wheels to reach the location. The strategic location of the beach and its close proximity to other tourist objects makes tourists flock to it. Pandawa Beach is adjacent to South Kuta, such as Green Bowl Beach, Nyang-Nyang Beach, LuhurUluwatu Temple, Padang-Padang Beach, Garuda Wisnu Kencana Statue, and others. Access to this beach is considered adequate because it is only about 18 km from I Gusti Ngurah Rai International Airport. As a result, not only local people who can visit, foreign tourists and out of town are also very easy to access this Pandawa Beach location.

c. Amenities

Facilities and infrastructure are all the facilities needed by visitors to support activities while in tourist destinations. This Pandawa Beach Tourism Attraction provides several facilities that are quite complete to ensure tourists feel at home and make it possible to make return visits to Pandawa Beach. The facilities that can be found around this beach include lodging (villa and hotel), restaurants to restaurants, beach clubs, Lelangon (where the Kecak dance is performed) and art shops.

Travel Behavior of Millennial Travelers at Pandawa Beach Tourist Attraction

a. dreaming phase

This phase is the most important phase that a tourist does before traveling. Everyone will imagine and plan in advance where to visit when on vacation (Batra, 2021; Pencarelli et al., 2021). Based on the results of distributing questionnaires to tourists who have visited Pandawa beach, it was found that the majority of respondents said that when they were CHSE certified it was the best time to have a vacation. This statement was conveyed by 56% of respondents. Then, followed by 21% of tourists who think that the best time to visit Pandawa Beach is the period when PPKM has been released. Then 1% of respondents said they were ready to take tourists anywhere without paying attention to any factors and conditions. Then the last one is 11% of respondents who are ready to travel when they have received the second vaccine or when the people of Bali have predominantly been vaccinated against COVID-19.

As for the type of vehicle used by respondents divided into three categories. First 40% of respondents chose to use their own car. 37% of respondents chose to use a motorbike because it was considered simpler and easier when they were in a traffic jam. Then the last is 15% of respondents choose to use public transportation.

b. Planning Phase

This phase is the planning phase of the places that will be visited by respondents when traveling. (Batra, 2021; Pencarelli et al, 2021). According to the testimony of respondents who have visited Pandawa Beach, the main attraction and the most important factors in visiting tourist attractions are cleanliness, safety, beauty, and these tours have complied with the complete health protocol. This statement was conveyed by 70% of respondents. Then 21% of respondents stated that the most important factor in choosing a tourist spot was the uniqueness of the tourist spot itself both in terms of scenery and activities carried out. Then 9% of respondents stated that it was caused by the unique culture at Pandawa Beach.

While the tourist activities chosen at Pandawa Beach respondents can choose more than one option, namely the activity of enjoying the beach atmosphere and photographs (95%), enjoying tourist attractions such as canoes, snorkeling and paragliding (41%), cultural tourism attractions (22%), culinary tourism (25%) and shopping tourism (11%).

After that, the distribution of questionnaires related to the media used to find tourist attractions was divided into three categories namely, social media (54%), websites (13%), and 33% of tourists looking for information directly through friends/family. From these data it can be concluded that millennial tourists prefer social media as an information center in determining tourist destinations.

c. Booking phase

This phase is the method used by respondents to make reservations at these tourist attractions, starting from booking travel departures if using public transportation to booking lodging and restaurants. Orders can be made online or offline by visiting tourist sites (Batra, 2021).

In this booking phase, respondents will really pay attention to the tourist attractions they want to visit. As many as 76% of respondents stated that they were interested in ordering tourist destinations with classy appearances and the uniqueness of the place. Then 24% of respondents saw snippet videos about tourist attractions, both submitted by travel bloggers to reviews of these tourist attractions. 65% of respondents chose the place based on accommodation from travel tickets through a travel agent.

Then tourists who decide to order directly without looking at the specifications of tourist attractions are 16% (online bookings) and tourists who book offline (14%). Furthermore, as many as 5% of respondents still use conventional travel agents.

The ordering process, which is done by viewing videos via a smartphone or using OTA, is a form of convenience provided to make reservations for dream tourist attractions. This promotion can usually be found on various social media such as Facebook, Instagram, TikTok and so on.

d. Experience phase

This phase is the answer from tourists who have visited a tourist destination. Respondents will be given a question with one answer to choose from. In this phase, respondents will be asked about their most memorable experience when visiting Pandawa Beach. Of the 100 respondents studied, 93 people (93%) said they really enjoyed visiting Pandawa Beach because of the beautiful atmosphere of the beach. Followed by cultural activities namely watching art performances by 42%, canoeing activities by 25%, 19% for culinary tourism, 10% for swimming activities on the beach and 9% for paragliding attractions.

According to tourists, the most memorable experience is the activity of enjoying the beach atmosphere, both sunset and sunrise, respectively 93% and watching art performances by 42%. In addition, the majority of millennial tourists' travel behavior prefers traveling with family independently (59%), followed by traveling with friends/community independently by 33%, traveling to places that have been visited by 5% and finally traveling as backpackers by 3%.

Furthermore, for the type of places to eat that are preferred during the tour, most of the respondents or tourists prefer places to eat that are typical of the area (61%), followed by 24% of cheap food places, then 11% of tourists choose large cafes/restaurants and finally 4% of tourists choose restaurants. fastfood.

e. Sharing phase

This phase contains the behavior of tourists to share their experiences either through social media or by telling stories face to face. This section contains traveler preferences (Pencarelli et al., 2021).

This frequent phase contains the desire of tourists to share their experiences while traveling on Pandawa Beach which is usually done on social media such as uploading photos or vlogs while on vacation. Based on the data from the questionnaire results, it was found that 78% of respondents who are the millennial generation share their holiday experiences on social media. Respondents spread through social media such as TikTok, Facebook, Instagram and also via status on Whatsapp. Meanwhile, 13% of respondents shared their experiences through stories with family and close friends. Another 9% of tourists share their travel experiences through website comments. The social media most frequently used by millennial tourists in sharing their experiences is 77 people or 77% of tourists use Instagram, 18% use Facebook, 2% use TripAdvisor, 2% use Twitter and the other 1% use Line.

The theoretical implications of the results of research on millennial tourist preferences in the Pandawa Beach Tourism Attraction show that the majority of respondents who visit Pandawa Beach are millennials aged 19-28 years. This research is the same as the results of research by Ketter & Avraham (2021), that millennial tourists choose tourist sites based on digital marketing carried out by tourist objects in the form of short videos or travel bloggers. Then, in the booking phase, there is also a difference where many millennials tend to order via OTA.

Then in the dreaming phase, the preferences of the millennial generation as tourists pay more attention to health protocols that are in accordance with CHSE. Because a tourist spot will be freer and safer if it is not in PPKM condition. (Hystad et al., 2016). This research is equivalent to research from Ivanova et al (2021) on tourists in Bulgaria, the results show that the majority of domestic tourists are ready to return to traveling after being in normal and safe conditions. (inRahmatullah, 2022)

In the planning phase, the choice of future tourists is nature tourism, for example, beaches. This is because tourists think that traveling outside the room has a smaller risk of contracting it compared to traveling in a crowded and closed room. This is in accordance with the results of research by Lebrun et al., (2021) nature tourism in the midst of the COVID-19 pandemic is a new trend that is quite attractive to tourists.

Based on the research results, a trend of millennial tourist behavior is obtained which leads to the use of increasingly sophisticated technology. This is in accordance with the survey results that the millennial generation is a generation that actively uses technology such as social media, including in determining tourist destinations. With a high percentage of social media use, from the results of this research, the millennial generation prefers to use Instagram to share their travel experiences.

Changes in tourist behavior and coupled with shifting tourism trends have made tourists prefer nature tourism in these new normal conditions, especially adventurous-based tourists. Nature tourism is outdoor in nature and gives tourists the freedom to enjoy the environment and the beauty of the surrounding nature. In addition, nature tourism is a healthy and safe tour with a low risk of being affected by COVID-19. Therefore, Pandawa Beach has become a tourist destination for the millennial generation in choosing natural tourism in Bali.

Even though the millennial generation is a generation that is fluent in technology, they still pay attention to health and safety when choosing preferences for a tourist destination. Therefore the application of CHSE in tourist destinations greatly influences the interest of tourists visiting.

4. Conclusion

Based on the results and discussion regarding the characteristics of millennial generation tourists who come to visit Pandawa Beach, it can be concluded that visiting tourists belong to the junior millennial group aged 19-28 years. The millennial generation generally utilizes technology in choosing the preferences of the tourist spots they want to go to. The millennial generation's dependence on technology influences the way they travel, starting from the dreaming, planning, booking, experience, and sharing phases. The millennial generation prefers to travel in nature because it is considered safer. In

addition, the behavior pattern of millennial tourists, especially the Pandawa Beach Tourist Attraction, prefers to travel safely and safely and prioritizes tourist destinations that are difficult to meet the CHSE criteria.

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