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Motivation of Domestic Tourists to Share Their Travel Experiences in the Gunung Payung Tourism Area through Personal Instagram Accounts

Stepanie Clara Angkouw [a], Gde Indra Bhaskara [b], I Gede Anom Sastrawan [c]

[a]*Faculty of Tourism, Udayana University, Bali*
[b]*Faculty of Tourism, Udayana University, Bali*
[c]*Faculty of Tourism, Udayana University, Bali*

A B S T R A C T

Sharing travel experiences on Instagram has become a habit for tourists when visiting a tourist destination. This study aims to understand the characteristics and motivations of Indonesian tourists who share their travel experiences through Instagram in the Gunung Payung Tourism Area. Data were collected through observation, questionnaires, and literature review. The sampling technique used purposive sampling with a sample size of 60 respondents. Data analysis employed quantitative descriptive analysis. The results showed that Indonesian tourists who share their travel experiences through Instagram in the Gunung Payung Tourism Area are predominantly female, aged 19-25 years, unmarried, from DKI Jakarta, with a bachelor's degree, and employed in the private/professional sector. Most of their interest in tourist attractions focuses on natural tourism, information about the tourist area is obtained from friends/family and social media, and the majority engage in activities enjoying the natural attractions when visiting. Indonesian tourists who share their travel experiences through Instagram in the Gunung Payung Tourism Area are driven by community-related motivation and self-centered motivation. However, community-related motivation has the most influence on tourists with a score of 4.3, and the indicator with the highest score is "Prevent people from using bad products" at 4.45.

Keywords: *Community Sharing travel experiences online, Instagram, Indonesian tourists*

Introduction

The advancement of Indonesia's tourism sector has been significantly influenced by the crucial role played by social media (Bernadiaz, 2021). Social media refers to platforms and applications that enable users to share information and communicate without being limited by time, distance, or physical location (Rustian, 2012). The presence of social media has provided many benefits for the tourism industry, one example being its ability to facilitate the promotion of tourist destinations and provide a more effective and efficient way for them to disseminate information to potential tourists (Saragih & Siyamto, 2018).

One social media platform that plays a crucial role in developing tourism in Indonesia is the Instagram application (Handayani & Adelvia, 2020). According to the social media application's website, Instagram is a free application for sharing photos and videos that can be easily accessed and obtained through iPhone and Android devices. Users of the application can upload photos or videos to the platform and share them with their followers or in group chats. Other users can also like and comment on the posts shared by their friends. Adam Mosseri (2023), head of Instagram, stated that the application is also equipped with algorithms that adapt content and promotions based on user interaction levels with specific types of content. According to digital data released by Statistia.com, We Are Social, and Hootsuite, Instagram ranks among the top three most popular social media platforms worldwide and in Indonesia. Instagram leads compared to WhatsApp, WeChat, and others in the competition for social media usage. This study uses the Instagram application because, according to data from Tourism Northern Island (2024), 48% of people who want to choose a destination to visit use Instagram as their primary social network. Compared to other social media platforms, 71% of tourism brands say that Instagram provides the highest traffic and engagement levels. This is also due to Instagram's algorithm supporting tourism content promotion, where posts with geotags tend to receive 79% more interaction compared to posts without geotags. Additionally, travel photos and videos generate 309% more interaction compared to non-travel content. Hashtags #travel and #vacation are also used more than 200 million times each month on Instagram. This indicates that the features available in the application are highly effective in managing information dissemination for its users (Handayani & Adelvia, 2020).

Bali, an island in Indonesia, has long been a premier tourist destination known internationally. Renowned for its stunning natural beauty, rich cultural heritage, and the hospitality of its people, Bali attracts tourists from around the world (CNN Indonesia, 2022). However, one of the main attractions that make it famous, apart from its beaches, is the various tourist areas that offer diverse and engaging experiences. The Seminyak area is famous for its

exclusive restaurants and vibrant nightlife, while Nusa Dua offers luxurious resorts and exceptional water sports facilities (Agoda, 2022). One example of a tourist area providing water sports facilities in Nusa Dua is the Gunung Payung Tourist Area (Fahlefi, 2023).

The Gunung Payung Tourist Area is located in Desa Kutuh, Kuta Selatan District, Badung Regency, and includes a white sand beach commonly known as Gunung Payung Beach, where tourists can engage in canoeing and surfing (Fahlefi, 2023). The choice of the Gunung Payung Tourist Area as the research location is due to its concept as a hidden gem or secret beach, providing easier accessibility for visitors with shuttle bus facilities to and from the beach area. This is different from other hidden beaches, which generally offer only stairway access. This tourist area is frequented by tourists, many of whom share their experiences on the Instagram social media application, which is now recognized as an effective and efficient platform for promotional activities (Handayani & Adelvia, 2020).

There was a significant increase from 2021 to 2022 in the number of domestic tourist arrivals, considering the COVID-19 pandemic situation at that time. The total number of visits from 2021 to 2022 was 103,020, reflecting a growth rate of 173.66%. In the post-COVID-19 era (new normal), the number of visits to the Gunung Payung Tourist Area has seen a substantial increase.

With the rising number of visits, many people are using social media to share their travel experiences, especially on Instagram. The use of hashtags on Instagram has become a form of online activity that supports tourism (Handayani & Adelvia, 2020). There are four types of popular hashtags used by tourists. One of the most frequently used hashtags is #gunungpayung, with over 5,000 posts. Additionally, the Gunung Payung Tourist Area has an official Instagram account, @gunungpayungbeachbali, which currently has 2,834 followers. This account is used to promote attractions in the area, and it can be observed that the hashtag #gunungpayungbeach has over 5,000 uses, which is more than the number of followers on the official account. However, the engagement of this account is still relatively low, with posts that are non-collaborative generating fewer than 40 likes or comments. The account is also used to repost tourists' uploads that use relevant geotags or hashtags to the Gunung Payung Tourist Area in its Instagram stories.

This study focuses on tourist motivation, referring to Sharpley (1994) and Wahab (1975), as cited in Pitana and Gayatri (2005). Motivation is an initial aspect in understanding tourist behavior and tourism as it serves as a trigger in the travel process, although it is not always entirely driven by the tourists themselves. Domestic tourists are highlighted in this research because the number of visitors to Bali tends to increase year by year, with domestic tourists being significantly more than international tourists, almost twice as many (Toule, 2015). This makes domestic tourists a potential market. According to data from the Bali Provincial Tourism Office in the "Buku Analisis Pasar Wisatawan Nusantara Tahun 2018," to boost national tourism in accordance with Law No. 10 of 2009 on Tourism, the role of domestic tourists cannot be ignored, considering their increasing numbers annually.

The development of social media today can be utilized to optimize the potential of the tourism industry in society (Purba & Irwansyah, 2022). Therefore, various sectors, including tourism, are increasingly incorporating social media use into their strategies, leading to numerous studies on the benefits of social media in promoting tourism and influencing tourists' decisions to visit. However, there are still few studies focusing on the factors that drive tourists to share their experiences on social media (Nudiarnisa & Marhanah, 2018).

Methodology

This study employs a questionnaire as a measurement scale for research variables. A good questionnaire should meet criteria for validity and reliability. The validity and reliability tests are conducted using SPSS V23.

1. Validity Test

Validity, according to Sugiyono (2016:177), indicates the degree of accuracy between the actual data occurring at the object and the data collected by the researcher to assess the validity of an item. The purpose of validity testing in this study is to measure whether a research questionnaire distributed to respondents is valid. To test the validity of the questionnaire, the researcher uses the Pearson Product Moment correlation formula. In this study, the table value (rtabel) at a 5% significance level with N = 60 is rtabel = 0.254. If the coefficient between the item and the total item is equal to or above 0.254, the item is considered valid. However, if the correlation value is below 0.254, the item is deemed invalid.

2. Reliability Test

According to Ghozali (2018:45), reliability is a tool for measuring a questionnaire that serves as an indicator of a variable or construct. Reliability testing is used to measure the consistency of the results of the questionnaire over repeated uses (Sesaria, 2020). In this study, reliability testing uses the Cronbach Alpha method, where an instrument variable is considered reliable if the Cronbach Alpha value is greater than 0.6 (Sujerweni, 2019).

In this study, descriptive quantitative data analysis is used. According to Sugiyono (2017), "Descriptive analysis is a method used to describe or analyze research results but is not used to make broader conclusions." This research utilizes quantitative descriptive analysis, involving methods such as percentage calculations, mean calculations, grand mean, and scale range evaluations. To analyze the characteristics of domestic tourists who share their travel experiences at the Gunung Payung Tourist Area on Instagram, percentage descriptive analysis is employed. According to Putri (2023), descriptive percentage analysis is a way to understand variables better, which will facilitate the analysis at the next stage.

The results of the percentage descriptive calculations are then interpreted into sentences. To evaluate the motivation of local tourists in sharing their experiences about visits to the Gunung Payung Beach Tourist Area on Instagram, descriptive statistical analysis is applied. This analysis process includes mean calculations, grand mean, and scale range evaluations. The mean calculation is performed by summing the data of all individuals in the sample group and then dividing by the number of samples (Magdalena, 2022).

Data testing and processing in this study use SPSS V23. Validity testing is conducted on each item of the questionnaire/statements. A questionnaire/statement is considered valid if rhitung is greater than rtabel with a significance level of 5%. Subsequently, reliability testing is conducted on all valid questionnaire/statements using the Cronbach Alpha formula to test the accuracy of an instrument. A questionnaire/statement is considered reliable if the alpha value is greater than 0.60. Once the data is confirmed as valid and reliable, the study proceeds to the next stage, which is descriptive analysis with a quantitative approach.

Results

Overview of Gunung Payung Area

Instagram is an application useful for sharing photos and videos that can be easily accessed via the internet (Daniningsih & Chusumastuti, 2024). The app features several main components, including the homepage, instastory, caption, hashtag, direct message (DM), and explore. The homepage is the main page of Instagram that displays photos and videos uploaded by followed accounts. Instastory allows users to share photos and videos viewable for 24 hours. Caption provides a description below the photo/video upload. Hashtag is a word or phrase preceded by the hash symbol (#) used to give context and attract engagement (likes, comments, shares) on posts. Direct message (DM) enables users to exchange messages privately. The explore feature helps users discover recommended posts from accounts they do not follow.

The Gunung Payung tourist area was officially established in 2014 and opened its official Instagram account in 2021 under the username @gunungpayungbeachbali. Currently, this account is used to post promotional content related to the tourist area and particularly about Pantai Gunung Payung. The @gunungpayungbeach account has 2,838 followers and follows 57 other accounts, including official accounts such as @traveloka.id, @pemkabbadung, @desakutuh, and others.

The @gunungpayungbeachbali account frequently collaborates with influencers/celebrities to create reels documenting their activities at Pantai Gunung Payung, which usually attracts significant engagement from the influencer's followers compared to non-collaborative content. Non-collaborative content posted by the account itself often receives lower engagement, with likes typically below 40 and few comments. Despite the large number of followers, engagement from this account remains relatively low.

In comparison, the official Instagram account of Pantai Melasti Ungasan, @melastibeach.official, which was created in August 2020, has achieved 20,700 followers with 39 total following. The content on this account can receive between 100 to 3000 likes, with comments reaching up to 34 on one promotional video post. Most of the content from this account is also non-collaborative, yet its engagement is proportionate to its follower count. Pantai Melasti officially opened to the public on August 1, 2018, four years after the Gunung Payung tourist area.

Observations suggest that the quality of content provided to followers affects engagement. High-quality production content tends to achieve better engagement due to its more attractive visual appeal compared to low-quality production content.

In addition to the Instagram account, relevant hashtags such as #gunungpayungbeach, #pantaigunungpayung, and #gunungpayung have appeared and been used prior to the official @gunungpayungbeachbali account. For instance, the hashtag #gunungpayungbeach has 10,200 posts. The use of hashtags and geotagging indicates that these Instagram features have great potential to attract potential tourists. By utilizing hashtags and geotags, prospective tourists can obtain information about tourist attractions in the Gunung Payung area and various tourism activities offered, such as canoeing, paragliding, and soccer. Given Instagram's algorithm, which displays content similar to users' interests, using hashtags and geotagging is crucial for attracting potential tourists with relevant travel interests.

Validity and Reliability Tests

This test was conducted to verify the reliability of the questionnaire instruments used. The entire sample, consisting of 60 respondents, was utilized in this test. The following are the results of the validity and reliability tests obtained with the assistance of SPSS V23.

1.   Validity Test

The validity test was conducted to ensure the accuracy of each statement item. In this study, 12 statement items were used to assess the motivation of domestic tourists in sharing their travel experiences through Instagram at the Gunung Payung Tourist Area. The validity test was conducted by comparing the calculated r value (r calculated) with the table r value (r table). If r calculated > r table, then the item is considered valid. However, if the opposite is true, the item is not valid.

Item	Statement	Value of r count	Value of r table	Description
1	I want to contribute to the hashtag or geotag that has helped me	0.677	0.254	Valid
2	I want to recommend the hashtag or geotag that has helped me	0.656	0.254	Valid
3	I want to maintain social relationships and friendships	0.674	0.254	Valid

4	I want to interact with other Instagram users	0.752	0.254	Valid
5	I want to share my travel experiences in the Gunung Payung Tourism Area	0.731	0.254	Valid
6	I want to document my travel experiences	0.66	0.254	Valid
7	I want to increase my self-existence	0.718	0.254	Valid
8	I want to gain recognition from others	0.505	0.254	Valid
9	I want to disseminate information about the Gunung Payung Tourism Area	0.804	0.254	Valid
10	I want to give advice to prospective tourists	0.785	0.254	Valid
11	I want to promote the tourist area	0.731	0.254	Valid
12	I want to provide recommendations for others	0.733	0.254	Valid

2. Reliability Test

The reliability test is a tool used to measure the consistency of the statement items used. There were 60 respondents with 12 statement items. The reliability calculation uses Cronbach's alpha, and an instrument is considered reliable if the Cronbach's alpha value is greater than 0.60. The following are the results of the reliability test that was conducted.

Cronbach's Alpha	N of Items	Description
0,891	12	Reliabel

The Cronbach's alpha value for the variable sharing motivation is 0.891. This means that the variable has a Cronbach's alpha value greater than 0.60. Therefore, it can be concluded that the questionnaire used is reliable.

Description of Respondent Characteristics

1. Socio-Demographic Characteristics

a) Characteristics Based on Gender

The socio-demographic characteristics of domestic tourists who share their travel experiences at Gunung Payung Tourist Area via Instagram, in terms of gender, are presented in the following analysis. Among the 60 respondents, the majority are female, totaling 34 individuals (56.7%), compared to 26 males (43.3%). This indicates that female domestic tourists dominate the sharing of travel experiences via Instagram at Gunung Payung Tourist Area, with a percentage of 56.7%.

b) Characteristics Based on Age

The characteristics based on the age of respondents who share their travel experiences via Instagram at Gunung Payung Tourist Area are analyzed as follows. Out of the 60 respondents, the majority are aged 19-25 years, with a total of 25 individuals, making up 41.7%. The next largest groups are those aged 26-32 and 32-40, each consisting of 11 individuals, both representing 18.3%. There are 10 respondents aged over 40 years, accounting for 16.7%, and the smallest group is those under 19 years old, with 3 individuals (5%).

c) Characteristics Based on Marital Status

The marital status characteristics of respondents who share their travel experiences via Instagram at Gunung Payung Tourist Area are as follows. A greater number of respondents are unmarried, totaling 33 individuals (55%), compared to those who are married, with 27 individuals (45%).

d) Characteristics Based on Education Level

The educational level characteristics of respondents who share their travel experiences via Instagram at Gunung Payung Tourist Area are as follows. The majority of respondents have a bachelor's degree, with 32 individuals (53.3%), followed by those with a high school education, comprising 22 individuals (36.7%). There are 4 respondents with a master's degree (6.7%), while 1 respondent each has an elementary school and junior high school education, both representing 1.7%. There are no respondents with a doctoral degree.

e) Characteristics Based on Occupation

The occupational characteristics of respondents who share their travel experiences via Instagram at Gunung Payung Tourist Area are as follows. Most respondents are employed in the private/professional sector, totaling 20 individuals (33.3%). This is followed by entrepreneurs, with 17 individuals (28.3%). Other occupations are represented by 6 respondents (10.1%), while 2 respondents are civil servants (3.3%).

2. Geographic Characteristics

a) Characteristics Based on Place of Origin (Province)

The geographic characteristics of respondents who share their travel experiences via Instagram at Gunung Payung Tourist Area, based on their place of origin, are analyzed as follows. The majority of respondents are from DKI Jakarta, with 35 individuals (58.3%), followed by respondents from East Java, totaling 8 individuals (13.3%). Respondents from West Java and Southwest Papua each account for 4 individuals (6.8%). Respondents from Central Java total 3 individuals (5%), and there is 1 respondent each from Sulawesi, Banda Aceh, Medan, and East Kalimantan, each representing 1.7%.

3. Psychographic Characteristics

a) Characteristics Based on Interest in Tourist Attractions

The psychographic characteristics of respondents who share their travel experiences via Instagram at Gunung Payung Tourist Area, based on their interest in tourist attractions, are as follows. The majority of respondents, 48 individuals (80%), visit Gunung Payung Tourist Area primarily for nature tourism, with Gunung Payung Beach being the main attraction. The next most significant interest is recreation, with 26 respondents (43.3%) engaging in activities such as camping or paragliding within the tourist area. Additionally, 21 respondents (35%) visit for cultural tourism, attending events at Tedung Jagat Amphitheatre to watch cultural performances. Spiritual tourism is pursued by 8 respondents (13.3%) who visit Pura Dhang Kahyangan Gunung Payung, and 1 respondent (1.7%) visits as an observer.

b) Characteristics Based on Information Sources

The psychographic characteristics of respondents who share their travel experiences via Instagram at Gunung Payung Tourist Area, based on their sources of information, are as follows. The majority of respondents obtain information from Friends/Family and Internet/Social Media, with each source accounting for 27 individuals (45%). Meanwhile, 6 respondents (10%) acquire information from Travel Agencies.

c) Characteristics Based on Activities

The psychographic characteristics of respondents who share their travel experiences via Instagram at Gunung Payung Tourist Area, based on the activities they engage in, are as follows. The majority of respondents, 57 individuals (95%), visit Gunung Payung Tourist Area to enjoy nature tourism, such as Gunung Payung Beach. Among those who attend events, 12 respondents (20%) have the same percentage as those visiting for cultural performances. 11 respondents (18.3%) participate in sports tourism at Gunung Payung Tourist Area, 4 respondents (6.7%) engage in spiritual tourism, and 1 respondent (1.7%) engages in other activities.

Description of Respondents' Responses

Descriptive analysis was used to provide a comprehensive overview of the responses from domestic tourists to each statement regarding the motivation to share travel experiences through Instagram at the Gunung Payung Tourist Area. Below are the responses from domestic tourists concerning self-centered and community-related motivations.

Respondents' Responses Regarding Self-Centered Motivation

The researcher used the mean value to understand the responses of 60 respondents to each statement item in the dimension of self-centered motivation. There are eight statement items in this dimension.

Based on the responses, each statement in the self-centered motivation dimension was calculated using the mean formula to classify the average respondent responses. The first statement, "I want to contribute to hashtags or geotags that have helped me," has an average of 4.02, classified as Agree because it falls within the 3.41 – 4.2 scale range. The second statement, "I want to recommend hashtags or geotags that have helped me," has an average of 4.00, also classified as Agree. The third statement, "I want to maintain social relationships & friendships," has an average of 4.27, classified as Strongly Agree because it falls within the 4.21 – 5.00 scale range. The fourth statement, "I want to interact with other Instagram users," has an average score of 3.96 and is classified as Agree. The fifth statement, "I want to share my travel experiences at the Gunung Payung Tourist Area," has an average of 4.27, classified as Strongly Agree. The sixth statement, "I want to document my travel experiences," has an average of 4.38, also classified as Strongly Agree. The seventh statement, "I want to enhance my self-existence," has an average of 3.93, classified as Agree. Finally, the eighth statement, "I want to receive recognition from others," has an average of 3.32, categorized as Uncertain because it falls within the 2.61 – 3.4 scale range.

Next, the average value of each statement indicator in the self-centered motivation dimension was calculated for the total average dimension value using the Grand Mean formula. The calculation resulted in an average score of 4.0 for the self-centered motivation dimension. This indicates that domestic tourists agree (falling within the 3.41 – 4.2 scale range) that self-centered motivation is a driving factor for sharing travel experiences through Instagram at the Gunung Payung Tourist Area.

Respondents' Responses Regarding Community-Related Motivation

The researcher used the mean value to understand the responses of 60 respondents to each statement item in the dimension of community-related motivation. There are four statement items in this dimension.

The respondents' responses to each statement in the community-related motivation dimension were grouped based on the average responses, calculated using the mean formula. The first statement, "I want to spread information about the Gunung Payung Tourist Area," has an average score of 4.25, classified as Strongly Agree because it falls within the 4.21 – 5.00 scale range. The second statement, "I want to provide suggestions to potential tourists," has an average score of 4.23, also classified as Strongly Agree. The third statement, "I want to promote the tourist area," has an average score of 4.30, classified as Strongly Agree. Finally, the statement, "I want to bring recommendations to others," has an average score of 4.45, also classified as Strongly Agree.

Next, the average value of each statement indicator in the community-related motivation dimension was calculated for the total dimension average using the Grand Mean formula. The calculation resulted in an average score of 4.3 for the community-related motivation dimension. This indicates that domestic tourists strongly agree (falling within the 4.21 – 5.00 scale range) that community-related motivation is a driving factor for sharing travel experiences through Instagram at the Gunung Payung Tourist Area.

Characteristics of Domestic Tourists Who Share Travel Experiences Through Personal Instagram at Gunung Payung Tourist Area

From the research conducted on the Tourist Characteristics variable, it can be seen that, in terms of gender, the majority are female. This indicates that female tourists are generally more active in using social media when visiting tourist destinations with many attractive photo spots. They tend to share documentation of their travel experiences on social media compared to male tourists. The same result was found in a study reported by Hakim et al. (2019), which also showed that most tourists who share travel experiences through Instagram are female.

In terms of age, most domestic tourists who share travel experiences through Instagram at the Gunung Payung Tourist Area are young adults, aged 19-25 years, with a percentage of 41.7%. This is also influenced by the fact that active Instagram users tend to be in the same age range, following the trend of visiting popular tourist destinations found on the internet/social media. This finding is similar to a study conducted by Juliando (2016), which also showed that tourists who enjoy sharing travel experiences on social media are in the age range of 18-25 years.

Regarding marital status, most domestic tourists who share travel experiences through Instagram at the Gunung Payung Tourist Area are unmarried, with a percentage of 55%. This is also due to the fact that many tourists are aged 19-25 years and are students. Unmarried tourists tend to be active users of social media and share many of their experiences, such as their travel experiences at the Gunung Payung Tourist Area. This finding is consistent with the results of a study conducted by Hakim et al. (2019), which also showed that most tourists who share travel experiences on social media are unmarried.

In terms of the highest level of education, the majority of tourists have completed an undergraduate degree (S1), with a percentage of 53.3%. Therefore, it can be concluded that tourists who actively share travel experiences through Instagram at the Gunung Payung Tourist Area have a high educational background. This finding is in line with the results of a study conducted by Nudiarnisa et al. (2018), which showed that tourists who actively share travel experiences through Instagram have a high level of education. Internet users with high intensity are those with a high level of education. This means that the higher a person's education level, the more often they access the internet and share travel experiences on Instagram (Nurdiansa et al., 2018).

From a job perspective, 33% of domestic tourists are private employees or professionals. This is because many private employees use Instagram to share their travel experiences. This research finding is similar to a study conducted by Magdalena (2022), which also found that most of those who share travel experiences on social media are private employees.

In terms of origin, domestic tourists from DKI Jakarta are the most likely to share travel experiences through Instagram at the Gunung Payung Tourist Area, with a percentage of 58.3%. This is supported by the availability of information about the tourist destination on social media, leading many to include a visit to the tourist area in their itinerary.

Next, when viewed from the perspective of tourist attraction interests, 80% of tourists visit to enjoy nature tourism. This is supported by the Gunung Payung Tourist Area being promoted as a natural and sustainable (eco-tourism) destination by its managers. Not only on the white sand beach, but throughout the area, it can be seen that the natural resources are managed and preserved, allowing tourism activities without harming the environment.

Lastly, when viewed from the perspective of the sources of information about the Gunung Payung Tourist Area, most domestic tourists obtain it from two sources: the internet/social media or from friends/family, with the percentage of both being equal at 45%. The spread of information on social media helps tourists discover unique and interesting destinations to visit. In addition, word-of-mouth promotion is also one of the most effective forms of promotion in the tourism world, with testimonials, such as those from tourists who have visited the Gunung Payung Tourist Area based on recommendations from friends/family.

Lastly, when viewed from the activities of tourists while visiting, most domestic tourists who share their travel experiences through Instagram at the Gunung Payung Tourist Area visit to enjoy the renowned natural attraction, Pantai Gunung Payung. With a rate of 95%, the beauty of this white sand beach is the main attraction for visitors, introducing other attractions within the tourist area. This serves as an additional point that encourages tourists to return and enjoy other unique activities, such as participating in sports tourism activities (paragliding, canoeing, soccer) or camping on the hill.

Motivation of Domestic Tourists to Share Travel Experiences Through Instagram at the Gunung Payung Tourist Area

Social media is a tool for tourists to upload all forms of documentation of their travel experiences, whether photos, videos, or short messages. One of the social media platforms with many users is Instagram, which allows users to share posts in the form of videos and photos. The research results show that

domestic tourists in sharing their travel experiences through Instagram at the Gunung Payung Tourist Area are influenced by self-centered and community-related motivations, as explained by Munar & Jacobsen (2014).

It is known that the motivation for sharing travel experiences through Instagram at the Gunung Payung Tourist Area is quite balanced between self-centered motivation and community-related motivation. However, the community-related motivation dimension has a higher average score of 4.3. The indicator in this dimension with the highest average score is "preventing people from using bad products," with a score of 4.45, categorized as strongly agree. This indicates that most domestic tourists hope to influence the decisions of potential tourists when visiting a tourist destination by providing recommendations for tourist attractions when uploading their experiences on Instagram, to avoid poor tourism products or services. Additionally, the indicator that ranks lower in the community-related dimension is "help others," with an average score of 4.26, also categorized as strongly agree. This shows that most tourists who share their travel experiences have a strong motivation to help other tourists get information related to the Gunung Payung Tourist Area, such as facilities, locations, visuals, etc. By sharing their travel experiences, tourists also want to provide destination suggestions for visiting, while promoting the tourist area to increase visitation to the Gunung Payung Tourist Area. Tourists believe that this place deserves such promotion because it offers unique and interesting things that cannot be found in other tourist areas.

In the self-centered motivation dimension, the highest indicator is "Share impressions through social media," with an average score of 4.3, categorized as strongly agree. This indicator scored the highest because many domestic tourists, when sharing their travel experiences through Instagram at the Gunung Payung Tourist Area, have the desire to document their travel activities as memories that can be displayed on their Instagram accounts. Additionally, many tourists share their travel stories in the Gunung Payung Tourist Area and upload them to their personal Instagram accounts. This finding also shows that Instagram is trusted by its users as a platform to share and store travel memories in the form of photos and videos.

Next, the indicator with the second-highest score is "Maintain social connections and friendship," with an average of 4.1, categorized as agree. This is rated as agree because many domestic tourists who share their travel experiences have a strong motivation to maintain social relationships and friendships through Instagram. Posting photos, videos, and stories is a way to maintain social relationships with friends and family. Supporting this fact, many domestic tourists who share their travel experiences also have a motivation to interact with other Instagram users. Tourists hope that by sharing some form of documentation (photos/videos), other users will give likes, comments, or DMs (direct messages).

The next indicator is "contribute to social media that are useful," with an average score of 4.0, also categorized as agree. This indicator is rated as agree because when domestic tourists share their travel experiences in the Gunung Payung Tourist Area, they have a desire to contribute by using hashtags or geotags that help provide information about the tourist area. They upload photos/videos using these hashtags. Domestic tourists also recommend using hashtags and geotags that are useful for others, hoping they will also get help through the information obtained from those hashtags and geotags.

The last indicator, with the lowest score, is "to be more recognized," with an average of 3.6, falling into the agree category. This indicator records the lowest score because some domestic tourists disagree with statements implying that in sharing travel experiences on Instagram, they are driven by the desire to enhance self-existence and seek recognition from others. This shows that enhancing self-existence and recognition from others is not the main motivation for domestic tourists to share travel experiences through Instagram at the Gunung Payung Tourist Area.

Therefore, domestic tourists who share their travel experiences through Instagram at the Gunung Payung Tourist Area tend to have community-related motivation. This means that domestic tourists have a desire to help friends, family, and colleagues who are looking for information about the Gunung Payung Tourist Area and to support the managers and tourism industry players in promoting the destination. By sharing their travel experiences through Instagram, domestic tourists also hope that the information shared will be useful for an individual or group. This finding aligns with the opinion expressed by Yilmaz (2016), "The new tourism consumers supported by the information and communication technologies are more informed, more independent; they also tell stories about their experiences to other people. In fact, people like hearing and telling stories." This can be interpreted as follows: the new tourism consumers, supported by advances in information and communication technologies, have better access to information and are more socially active; they also tend to share their experiences with others. In fact, people enjoy hearing and telling stories. Supporting this statement, it can be concluded that sharing travel experiences on social media is considered informative and beneficial for others who are planning a trip to a tourist destination, especially to Gunung Payung.

4. Conclusion

Based on the results and discussion regarding the characteristics and motivations of domestic tourists sharing their travel experiences through Instagram at the Gunung Payung Tourist Area, the research findings answer the research problem as follows: 1. The characteristics of domestic tourists who share their travel experiences through Instagram at the Gunung Payung Tourist Area are predominantly female (56.7%), aged between 19-25 years (41.7%), unmarried (55%), with an undergraduate degree (53.3%), employed in private sectors/professional jobs (33.3%), and from DKI Jakarta (58.3%). In terms of tourist attraction interests, the majority have a preference for nature tourism (80%), with friends/family (45%) and social media (45%) as information sources. The main activity conducted during the visit is enjoying nature tourism (95%). 2. When sharing travel experiences through Instagram at the Gunung Payung Tourist Area, tourists are more influenced by community-related motivation than self-centered motivation. Community-related motivation received an average score of 4.3, with the highest indicator being "Preventing people from using bad products" at 4.45. This indicates that domestic tourists' primary motivation for sharing their travel experiences on Instagram is to help others avoid poor tourism products/services. This finding shows that, in sharing their travel experiences on Instagram, domestic tourists aim not only for personal satisfaction but also to provide useful information for others.

Based on the findings and discussion, the following recommendations are proposed: 1. For the management of the Gunung Payung Tourist Area, it is recommended to enhance the quality of content uploads, both video and photo. Improving the production quality of visual content and creating more creative and engaging captions are crucial. Tourists are also encouraged to share content about the Gunung Payung Tourist Area to help disseminate information about the destination. 2. For future researchers, it is suggested to expand and refine the focus of this study, such as by identifying posts uploaded by respondents on Instagram. Additionally, examining the relationship between tourist characteristics and sharing motivation through social media could lead to more comprehensive research results

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