

## MILLENNIAL GENERATION CULTURAL BEHAVIOR IN USE OF INSTAGRAM FOR OBJECT TOURISM PROMOTION IN BALI

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### ABSTRACT

The presence of the internet today is very useful for people's lives, by providing convenience in communicating or finding the desired information. One generation that is very familiar with the internet and social media is the millennial generation, or known as the Y and Z generations. This generation makes social media as a medium for sharing information and experiences, even to interact with fellow users of social media. This also happens in Indonesia, where according to survey of the Association of Indonesian Internet Service Providers (APJII), millennial generation access more social media than by visiting other content such as mass media portals, knowledge sites, expert blogs, or e-book subscriptions. Millennial generation cultural behavior that uses the internet and social media to obtain information can be an opportunity for creative actors to promote attractions in Bali. In the present era, the promotion of tourist attraction is no longer effective using conventional media such as print media. The use of social media is considered cheaper, faster and more credible and certainly in accordance with the habits of millennial generation people today. Seeing these opportunities, research was made to examine the use of social media, especially Instagram, as a media campaign and its relation to millennial generation culture. The participants are Visual Communication Design students of STD Bali by making e-post works to promote tourism object in Bali. The design process begins with research to determine the potential of tourist attractions, design ideas, and visualization design. Instagram selected as a social media platform because according to the survey, Instagram become the medium of contemporary with the most number 2 of users in Indonesia. The objective of the research is to know the extent to which millennial generations can be use social media positively and promote the potential of local tourism objects in Bali with the target of millennial generation itself.

Keyword: Culture of Millennial Generation, Instagram, Promotion of Bali Tourism Object

### PREFACE

The presence of the Internet today is very useful for people's lives, by providing convenience in communicating or finding the desired information. The rapid advancement of digital and online technologies also influences cultural change both in cultural behavior, lifestyle and human communication. One generation that is very familiar with the Internet and social media is the millennial generation, or known as the Y and Z generations. Generation Y was born between 1981 and 1994 and has been faced with the advancement of digital technology. This generation is very close to online media for work and social life. While Generation Z was born in the year 1995-2010 which was already born in the digital era, of course using social media in everyday life<sup>1</sup>. This generation makes social media as a medium for sharing information and experiences, even to interact with fellow users of social media. This also happens in Indonesia, where according to survey of the Association of Indonesian Internet

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<sup>1</sup> In article of *Indonesia Now: Empowering Millennials!* (Kartajaya, Hermawan. 2018:44-47), Generations Y and Z use social media for social, political, advertising and day-to-day information. Quoted in *Marketeers* magazine, June 2018.

Service Providers (APJII), millennial generation access more social media than by visiting other content such as mass media portals, knowledge sites, expert blogs, or e-book subscriptions.

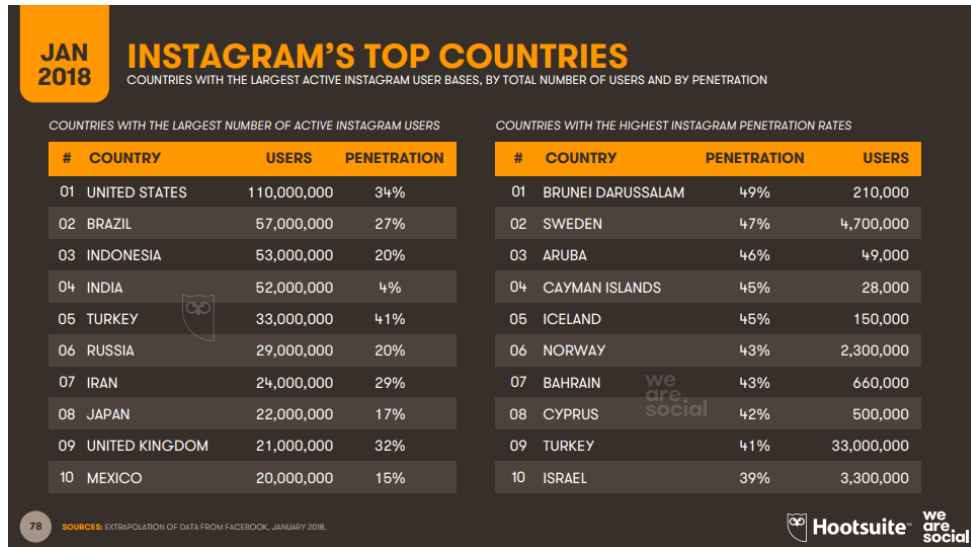
Millennial generation cultural behavior that uses the Internet and social media to obtain information can be an opportunity for creative actors to promote attractions in Bali. As we know, Bali has many tourist attractions as well as stunning artwork so it needs to be promoted and must be preserved. According to Indriyo Gitosudarmo in Sunyoto (2012:155), promotion is an activity to influence consumers so that they can become familiar with the products or services offered by the company to them and then they will be happy, and then buy the product. Bali has an area that has tourism and cultural potential that needs to be introduced to the community so that tourists have alternative tourist attractions in Bali. According to a survey conducted by WSYE Travel in Phinemo.com<sup>2</sup> (2017), millennial generation was launched as king of the world of tourism. With their behavior habits of sharing information from social media, millennial generation is considered suitable for the target of promoting tourist attraction using social media. In the present era, the promotion of tourist attraction is no longer effective using conventional media such as print media. The use of social media is considered cheaper, faster and more credible and certainly in accordance with the habits of millennial generation people today.

Seeing these opportunities, research was made to examine the use of social media as a media of promotion and its relation to millennial generation culture. Social media used as a container is Instagram. Instagram was chosen as a social media platform because according to a survey from Wearesocial, become the medium of contemporary with the most number 3 of users in Indonesia (Ramadhan, Bagus. 2018) and Indonesia became the country with the largest Instagram users in Asia Pasific<sup>3</sup>. Instagram is a social media that was launched in 2010 with visual as its appeal. Aside from being photo-sharing media, Instagram can also be a platform for businesses as a means of promoting and sharing creatively (Diamond, Stephanie. 2013:303). Instagram is also a social media platform that is closely associated with millennial generation in Indonesia. Instagram becomes the millennial generation self-actualization event to share their experiences through photos. This digital platform provides an opportunity for them to be appreciated more by their followers.

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<sup>2</sup> Wicaksono, Shabara. 2017. *Perilaku Generasi Millennial Mengubah Industri Pariwisata?* Quoted from <https://phinemo.com/generasi-millennial-ubah-industri-pariwisata/> accessed on 2 July 2018 at 20.35 WITA

<sup>3</sup> Of the 700 monthly active active users (MAU) calculated Instagram globally, 45 million of them are from Indonesia. Quoted from the article Indonesia, the largest Instagram Users in Asia Pacific, in <https://tekno.kompas.com/read/2017/07/27/11480087/indonesia-pengguna-instagram-terbesar-se-asia-pasifik> accessed on 3 July 2018, at 11:16 WITA



**Picture 1** Instagram's Top Countries  
 (Source: Ramadhan, Bagus. 2018)

The participants are Visual Communication Design students of STD Bali by making e-post works to promote tourism object in Bali. The objective of the research is to know the extent to which millennial generations can be use social media positively and promote the potential of local tourism objects in Bali with the target of millennial generation itself.

**RESEARCH METHODS**

The research is a research on the behavior of millennial generation on the use of social media, with data collection methods as follows:

**a. Observation**

Observation method is done by recording the data in accordance with the object of research, namely tourist attractions and works of art that has not been much touched by tourists or has begun to be abandoned by the younger generation. The tourist attractions are Hidden Canyon Beji Guwang-Sukawati, Kanto Lampo Waterfall, Kertha Gosa attractions, Tegenungan Waterfall, Kamasan Puppet Art, Keliki traditional painting, and Barong Dance. Observations are limited to the problems encountered from tourist objects, such as the number of tourist visits, the availability of promotional media or media campaigns used.

In addition, the observed objects are students as participant by observing student interaction in using Instagram. In this method, the researcher observes and notes how the feedback or public interaction to the media promotion of tourist attractions uploaded through instagram. In this observation, it is limited only to millennial generation in instagram usage to find information about tourist objects, the average age of instagram users, the interest in visual (photo) as an attraction to get information.

### **b. Participation**

Participation method here takes the method of action research, is a form of self-reflection research conducted by participants of DKV students of STD Bali to improve the participant's ability to practice, which is to make the promotion design of tourism object which subsequently uploaded in Instagram.

### **c. Online Questionnaire**

The questionnaire method is done online by asking questions via Instagram Polls feature with millennial generation as target audience to know the number of Instagram users from the millennials, the interest of travel, and the effectiveness of Instagram as a media campaign.

Data analysis methods are using quantitative qualitative methods with approaches to understand the behavior of millennial generation in the use of Instagram and effectiveness Instagram as a media promotion of tourist attractions.

## **RESULT AND DISCUSSION**

As for several stages of the design process to get results according to purpose, starting from research to determine the object of tourism to be promoted, research of target audience characters, design ideas, selection of design elements, and visualization of design.

### **1. Research**

First research is done to survey the target characters, where the selected target is Millennial Generation (Generation Y and Z). These two generations have differences in cultural behavior when compared to the previous generation, the X Generation. Generation X has behaviors that tend to be skeptical, independent, hardworking but communicating preferably via email rather than personal chat (Putra, Yanuar 2016: 129). Unlike the case with generations Y and Z are more optimistic and very fond of digital technology. This generation also has a big role in the use of social media. The changes in cultural behavior experienced by Generation Y and Z are:

- a. If associated with the marketing world, they prefer the online approach and UGC (User Generated Content) or content and information created by individuals (Kartajaya, Hermawan. 2018:44). Therefore, these two generations use social media in everyday life whether to get information about culture, social, politics and even in decision-making.
- b. The existence of technology also influences the value and behavior of the millennial generation. They are more creative, active and innovative and often become influencers.
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- d. This generation learns more and absorbs information visually, because according to them this way of communication felt more interesting and present.
- e. Based on questionnaires, 88% of millennial generations love traveling and 85% prefer to travel to nature tourist attraction.



**Diagram 1 Millennial Generation Interest  
With Travelling**

Source: Personal Documentation. 2018



**Diagram 2 Selection of Tourist Sites by  
Millennial Generation**

Source: Personal Documentation. 2018

Further research is done to determine the attractions to be promoted. Selected tourist attractions based on tourism potential that is owned both in natural beauty, art and culture. In addition, tourist attraction has begun to be abandoned tourists due to lack of media campaigns. The locations of selected tourist objects are Tegenungan Waterfall in Gianyar, Kanto Lampo Waterfall in Gianyar, Hidden Canyon Beji Guwang, Sukawati and Bale Kambang, Klungkung. In addition, selected art and cultural objects are Barong Dance Performances, Keliki Traditional Paintings, Gianyar and Wayang Kamasan Paintings, Klungkung.

## 2. Design Element Selection

After determining the object of tourism, followed by the design of postcard media, stamps and calendars and determine the appropriate visual elements in the design. The selection of media in the form of postcards and postage stamps is interesting; in addition to functioning as a digital poster, today people rarely use postcards and stamps as a means of supporting to communicate. A change in behavior that has been more toward technology increasingly makes this conventional media displaced. Therefore, postal and postcard media are selected in digital form to be uploaded in social media.

The visual elements in the design used are focused on photographic illustrations and text in the form of captions to convey messages. Photographic illustrations are used to add a more realistic, exclusive and persuasive impression (Pujiriyanto, 2005: 42). In addition, photographic illustrations can add dramatic impression that can further convince the audience. After being visualized, a caption is created in the form of text and hashtag. Captions can be used to write persuasive descriptions, add charms, provide additional information that is not in the photo and add interaction with the audience. The use of hashtags is also an important component, where hastagging can attract other followers with similar interests (Diamond, Stephanie. 2013: 300). Hashtag can also make our post appear in search results and generate traffic to the account page if the post felt interesting by the user (Holmes, J. 2015: 65). Hashtags used are #dkv2, #stdbali (as designer identity), #wisatabudayabali and #Bali. Then the design is uploaded to the account instagram of each student to get the response or feedback from the target of the millennial generation that became the followers of the student.

### 3. Design Visualization Results

The visualization of the designs uploaded in Instagram participants are as follows:

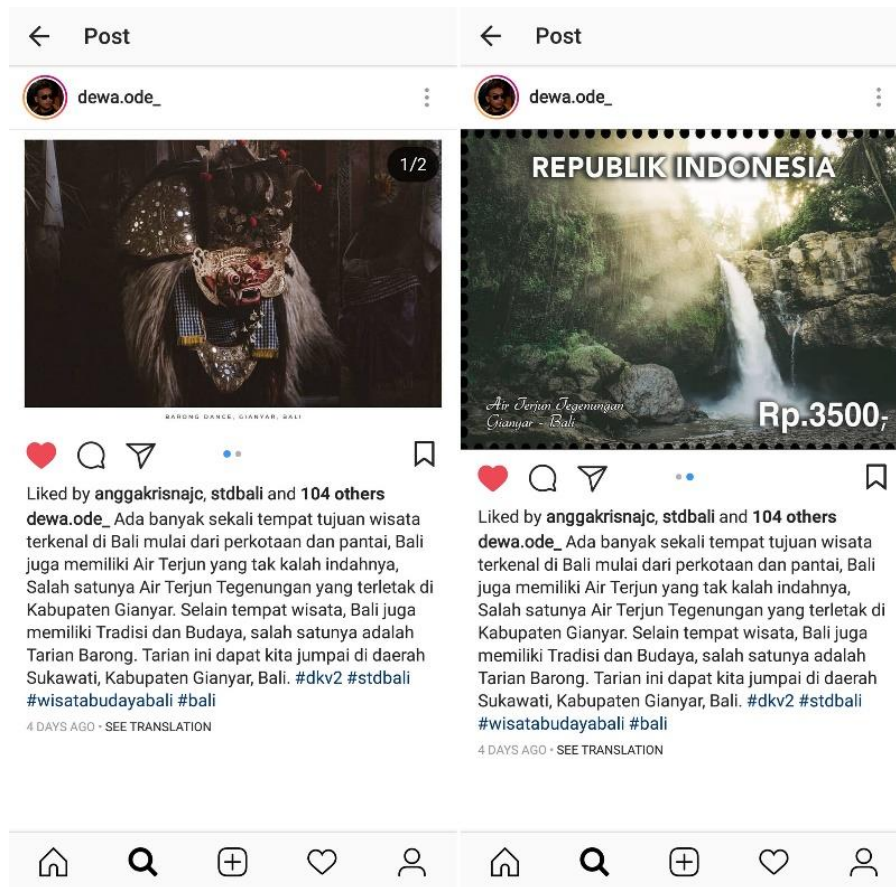
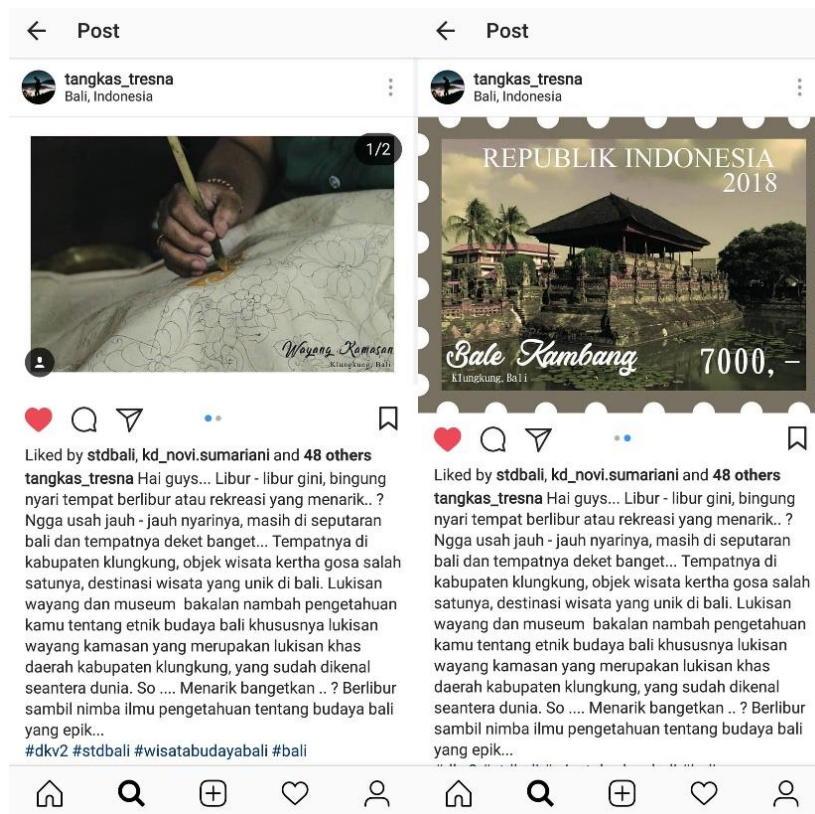


Figure 2 Postcard Barong Dance and Stamp of Tegenungan Waterfall

Source: Ode, Dewa. 2018

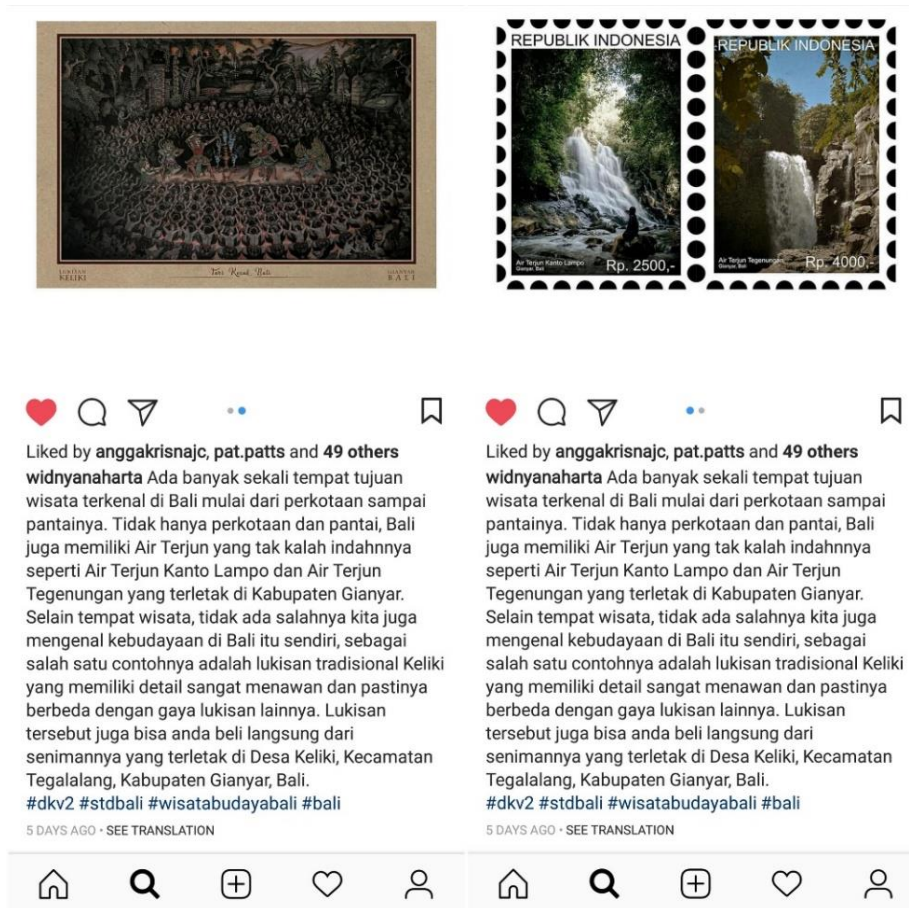
In Figure 2, Barong Dance is visualized in postcard and Tegenungan Waterfall in the form of postage stamps. Barong Dance is a traditional dance in Bali that describes the embodiment of a supernatural nature ruler that maintains the sanctity of Bali's nature. Barong Dance not only has sacred value, but also is part of the tourist attraction as a form of preservation of tradition and culture. Tegenungan waterfall located in Gianyar can also be an alternative to travel with different natural nuances. The considerable water debit and the beauty of the rock cliff add to its naturalness and can be a photo spot on the way.



**Figure 3 Postcard of Painting Kamasan Puppet and Stamp of Bale Kambang Klungkung**

Source: Tresnayasa, Tangkas. 2018

In Figure 3, Kamasan Wayang Painting is introduced which is Balinese classical art that dates from the 17th century. These paintings depict many stories that contain the philosophical value of Hinduism and culture in Bali. In these days, this painting does not get the interest of young generation. Therefore, this puppet kamasan painting was chosen to be promoted to the millennial generation that became the nation's successor. In addition there are also Bale Kambang, Kertagosa, Klungkung Bali, which can be an alternative to millennial generation tourism. Bale Kambang is a historic and cultural heritage place of Klungkung Kingdom with beautiful scenery and Balinese characteristic buildings.

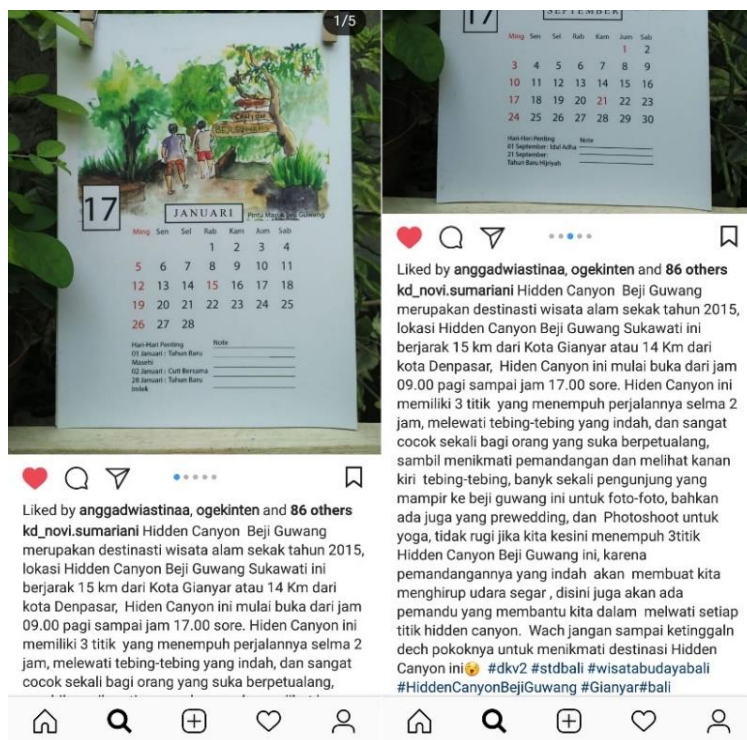


**Figure 4 Postcard Keliki Painting and Stamp of Kanto Lampo Waterfall**

Source: Harta, Widnyana. 2018

In Figure 4, the traditional Keliki painting from Gianyar Regency was introduced. This painting has a characteristic with the theme of everyday life such as the atmosphere of ceremony, market, farmer life, art and more. From the aspect of natural attractions, there is Kanto Lampo Waterfall in Gianyar Regency, which has the natural potential of cliffs that can be occupied by tourists. Millennial generation has a cultural behavior that likes to look for an instagramable tourist attraction, therefore the choice of natural and cultural attractions is deemed suitable to facilitate such behavior.





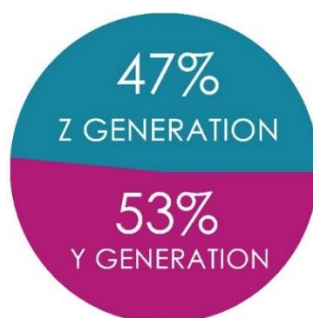
**Figure 5 Calendar of Hidden Canyon Beji Guwang**

Source: Sumariani, Novi. 2018

In Figure 5, Hidden Canyon Beji Guwang's tourist attraction was introduced with a calendar media. Hidden Canyon is a natural tourist destination that invites tourists to tracking through rock cliffs between streams. This tourist attraction provides a challenging yet refreshing experience.

Once uploaded to Instagram and get a response, while the results of data analysis obtained are as follows:

1. Audience that responds (view, visits, reach, comment and likes) consists of 53% Generation Y and 47% Generation Z. This proves that the user Instagram is dominated by millennial generation. Instagram has a real time that makes it easy for users to get information.



**Diagram 3 Number of Instagram Users of Millennial Generation**

Source: Personal Documentation. 2018

2. From the geographical point of view, the millennial generation that responds comes from Bali. But did not rule out Instagram to be an inclusive social media. With the hashtag role, it is not difficult to get the opportunity to appear in Instagram explore and facilitate the promotion of a tourist attraction.



**Diagram 4 the Instagram User Region of the Millennial Generation**

Source: Personal Documentation. 2018

3. Millennial generation is easier to get information from social media, especially instagram, so Instagram feels effective to be a media promotion of tourist attractions. In addition to instagram because more visual, but also easy to access it.



**Diagram 5 The effectiveness of Instagram as Tourism Promotion Media**

Source: Personal Documentation. 2018

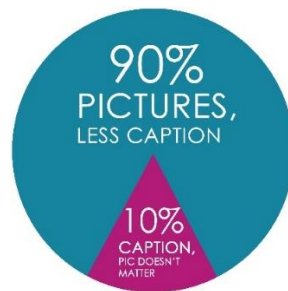
4. Millennial generation use more social media such as instagram to search travel info such as cost, location and accommodation compared to visiting website. This is because they are more trusting testimony of others who have experienced directly when in the tourist attraction. According to Hermawan Kartajaya (2018), Y generation tends to be very interested in talking and disseminating information to followers. This is because of the way they appreciate their unique experiences or others offered by a good or service. So it is with Generation Z who tends to share information to others, so in determining the brand, service or experience, they tend to choose with more contribution for many people.



**Diagram 6 Selections of Information Media for Tourism Destinations**

Source: Personal Documentation. 2018

5. Millennial generations prefer the Instagram post that puts the visual appealing, even though the information given on the caption is minimal. The desire to get photos in Instagramable tourist destinations is one reason why millennial generations prefer post by highlighting images rather than text.



**Diagram 7 Instagram Post Selections**

Source: Personal Documentation. 2018

## CONCLUSION

Changes in people's behavior, especially millennial generation in the use of Internet technology affect the way information search. Millennial generations more often get information online so that conventional media become less effective again. One of the online media that is used by millennial generation is social media especially Instagram, so that social media is perceived to be effective to promote tourism objects and artwork. Millennial generations are more interested in seeing visuals of tourist objects viewed through Instagram, then get information about the attractions based on testimonials and reviews from previous users, so the information in the website was also replaced with the frequency of use Instagram.

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