

## ELDERLY PERCEPTIONS ON TRAVELING IN DIGITAL ERA

Dewi Ayu Kusumaningrum<sup>1)</sup>, Nelsen Tany<sup>2)</sup>

<sup>1)</sup> Sahid Polytechnic  
dewiayu1908@gmail.com

<sup>2)</sup> Sahid Polytechnic  
nelsentany97@gmail.com

### ABSTRACT

Digitalization of tourism offers convenience for the tourist, especially for elderly tourists. Segmentation of Indonesian elderly tourists is quite dynamic, is expected to experience rapid growth compared to other tourist market segments. Some elderly tourists even feel they are younger than their age because of improved health, and they are more active. The purpose of the research is to find out the perceptions of the elderly in traveling in the digital era. Quantitative descriptive research method. The technique of collecting data uses a questionnaire. Analysis by calculating the percentage perception index, classifies in the criteria interval the assessment categories. Research results: 1) Perception of the assessment factors 3.3132 (82.82%) including the High category. The attitudes, interests and expectations of high-aged tourists, as active internet users, feel comfortable in finding information from the internet. 2) Perception of situation factors 3.3825 (84.56%) including the Very High category. Have plenty of free time to find information on tourist attractions, the state of facilities. 3) Perception of the target factor of 3.4216 (85.54%) including the Very High category. Tourist attractions traced through the internet use technology, so that elderly tourists can see the uniqueness, level of comfort, security in accordance with reality.

Keywords: elderly, tourist, perception, digital era, traveling

### INTRODUCTION

The digitization of tourism is considered very crucial if country wants to capture the growth opportunities of this sector. In the digital age, the community continues to grow and depend on their smartphone or other gadget. Travel destinations must be searchable online. The digital age shows the ability for tourists to be directly involved and change the trip plan. The digital age offers convenience for the public, especially elderly tourists who want a comfortable and pleasant place to spend leisure or vacation. Elderly tourists as tourists who enjoy nature and walks, recreation, relaxation, light sports, eating and drinking in restaurants, participating in cultural activities, as well as entertainment in hotel lodgings or in restaurants that are widely available in tourist attractions. In the age range that is no longer young, elderly tourists are certainly quite selective in choosing the activities they do on vacation because in addition to the energy factor, they are also far from their original residence. For leisure activities chosen, passive leisure activities are generally the choice for tourists in this age range. The segmentation of elderly tourists experiences fairly dynamic growth, where almost all countries expect elderly tourists to experience rapid growth compared to other tourist market segments. Some elderly tourists even feel they are younger than their age due to improved health, and they are more active. They even want to look for challenging new experiences such as wanting to see the culture of other nations before they are older and before their health deteriorates. Elderly tourists are selective in choosing tours because of physical conditions, Elderly tourists are generally less updated on modern technology. Currently, tourism that specializes in elderly consumers is still small, elderly tourists are quite selective in choosing the activities they do on vacation because in addition to the energy factor they are also far from their original place of residence. A person's decision is influenced by perceptions formed in humans.

Perception is a process that occurs in an individual that begins with the receipt of stimuli, until the stimulus is realized and understood by individuals so that individuals can recognize themselves and the circumstances around them. Perception is influenced by factors from within the individual (internal factors) and external factors from the individual (external factors). Internal factors include intelligence, interests, emotions, education, income, sensory capacity and gender. External factors are the influence of groups, past experiences and differences in socio-cultural backgrounds. Attraction that is starting to be visited by many elderly tourists is one form of attitude of visitors who come and are willing to visit this attraction to get pleasure. The formulation of the problem in this study is: "What is the perception of the elderly in traveling in the digital age?". Based on the formulation of the problem in this study, the aim of the research is to find out the perception of the elderly in traveling in the digital age.

## **LITERATURE REVIEW**

### ***a. Perception***

Perception is a process of individuals organizing and interpreting sensory impressions to provide an understanding of their environment (Robbins, 2015). Perception is defined as the process by which a person chooses, organizes, and translates information input to create a meaningful picture in this world. People can have different perceptions of the same object because there are three processes of perception according to Sunyoto (2015) selective attention, selective distraction, selective recall. Perception as a process that is preceded by sensing. Stimuli received by individuals through sensing will be forwarded to the central nervous system that is the brain and psychological processes occur, so that individuals are aware of what is seen and what is heard. Factors that influence perception according to Robbins (2015) are when looking at a target, the interpretation of what is seen is influenced by the observer's personal characteristics, personality, motives, interests, past experience, and expectations as well as time and work background factors.

### ***Elderly Traveler***

Tourists are people who travel for having fun. Older people are a term for those who have entered the age of 60 years and over. Republic of Indonesia Law No. 13 of 1998 concerning Elderly Welfare Chapter I Article I, which is meant by elderly is someone who has reached the age of 60 (sixty) years and above. Some of the changes that occur in the elderly include physical, intellectual, and religious changes. Elderly tourists have certain segmentation because they have some limitations.

### ***Travel in the Digital Age***

Tourism contains four elements, travel activities; done voluntarily; temporary; the trip was wholly or partly aimed at enjoying objects and tourist attractions. The digital age has brought various good changes as a positive impact that can be used as well as possible. But at the same time, the digital era also brought many negative impacts, thus becoming a new challenge in human life in this digital era. Challenges in the digital age have also entered into various fields such as politics, economics, social culture, defense, security, and information technology itself.

The digital age was born with the advent of digital, internet networks especially computer information technology. New media in the digital era have characteristics that can be manipulated, are networked or internet. Mass media is turning to new media or the internet because there is a cultural shift in the delivery of information. The ability of this digital age media makes it easier for people to receive information faster. With the internet media making mass media flock to the bow. The more sophisticated digital technology today is making major changes to the world, the birth of various kinds of increasingly advanced digital technology has emerged. Various groups have been facilitated in accessing information through many ways, and can

enjoy the facilities of digital technology freely and in a controlled manner. With the digital era, tourists are easy to find tourist destinations that suit their desires.

One type of service that is widely offered on online sites is all forms of travel needs for tourists, for example: booking tour packages, plane tickets, train tickets, hotel vouchers and so on. The shift from mass tourism to individual tourism has led to new habits of tourists making hotel room bookings, airplane tickets, transportation and all the necessities of independent travel. Flight ticket is one of the needs of tourists who are going on vacation to a tourist destination that usually cannot or is more difficult to access via land and sea. Airplane ticket booking online sites make it easy for tourists to be able to access and monitor ticket prices wherever and whenever without having to come directly to the ticket sales office.

## **RESEARCH METHODOLOGY**

### ***a. Research methods***

This research includes descriptive studies describing or describing the circumstances and events of an object of research without drawing conclusions that generally apply. Field research using a quantitative approach. Quantitative research methods can be interpreted as a research method based on the philosophy of positivism, used to examine a particular population or sample, collecting data using research instruments, quantitative data analysis.

### ***b. Sample***

In this study researchers used a Non Probability sampling technique with a purposive sampling technique. 100 respondents. In this study the sample used was elderly tourists with age over 60 years.

### ***c. Data collection***

Data collection in this study using a questionnaire. Questionnaire is a data collection technique that is done by giving a set of questions or written statements to the respondent. Variable perception of elderly tourists with indicators of assessors, situation factors and target factors are formulated into 25 written statements using a Likert scale which is to express the feelings of respondents by choosing four alternative answers; strongly agree, agree, just agree and disagree.

### ***d. Data analysis***

Data obtained from distributing questionnaires to tourists about perceptions are analyzed by calculating the percentage index and classifying it into categories and presented in tabular form. Categorizing perception is done by giving a score on each alternative answer to each question prepared. The principle of categorizing the total score of respondent responses was adopted from Arikunto (2016). From the respondent's answer, a rating criteria for each item of question is then arranged based on a percentage with the following steps:

1. Cumulative value is the value of each question that is the answer of each respondent.
2. Percentage is the cumulative value of an item divided by the frequency value multiplied by 100%.
3. The number of respondents is 100 people, and the largest measurement scale value is 4, while the smallest measurement scale is 1. So that the largest cumulative number is obtained =  $100 \times 4 = 400$ . And the smallest cumulative number =  $100 \times 1 = 100$ . The smallest percentage value is  $(100/400) \times 100\% = 25.00\%$ , with a range value =  $100\% - 25.00\% = 75.00\%$ . If divided into 4 categories, then the percentage interval value of 18.75 can be rounded to 19.

The results of the percentage achievement of the total score against the ideal score are mapped into the interval of the assessment criteria mentioned above which are presented through a continuum line. To find out the final percentage of perception, the Percentage Index formula is used:

$$P = \frac{f}{n} \times 100\% \text{ (Sugiyono, 2010)}$$

Information:

P = percentage

f = frequency of each respondent's answer

n = ideal score / criterion score

100 = Number for determining the percentage

## RESEARCH RESULT

Respondents in this study were elderly people of 100 people. With characteristics; aged 60-69 years as many as 93 people (93%), aged  $\geq$  70 years as many as 7 people (7%); male gender as many as 45 people (45%), female 55 people (55%); the last education elementary school-junior high as many as 10 people (10%), high school equivalent of 51 people (51%), Diploma-S1 as many as 34 people (34%), S2-S3 as many as 5 people (5%); self employed as many as 51 people (51%), retirees as many as 49 people (49%). From the job characteristics, it is described that some respondents are still active in the world of work, which generally demands to always update the latest knowledge or technology. So that it can affect the results of perception in this study.

The results of data analysis of three factors of perception of the elderly in traveling in the digital era, namely the assessors, situation factors and target factors are as follows;

### **a. Assessment Factors**

The mean or average of this statement gets an average score of 3,132 with a percentage of 82.82 or in the High category. This reflects that the attitudes, interests and expectations of elderly tourists are high, meaning that elderly tourists as active internet users, feel comfortable in searching for information so that they easily decide to choose the tourist destination based on information obtained by elderly tourists from the internet or the media social used. The elderly are already aware of the important role of digitizing information so they want to learn and use it in everyday life. In accordance with Rai Utama (2012) which states that some elderly tourists even feel they are younger than their age due to improved health, and they are more active. They even want to look for challenging new experiences such as wanting to see the culture of other nations before they are older and before their health deteriorates.

### **b. Situation Factor**

The mean or average of this statement gets an average score of 3.3825 with a percentage of 84.56 or in the Very High category. This reflects that the working background of elderly tourists is very high, meaning elderly tourists have a lot of free time, so they can find information on tourist attractions, the state of the facilities, so look for tourist attractions that can provide complete facilities and interesting conditions.

### **c. Target Factor**

The mean or average of this statement get an average score of 3.4216 with a percentage of 85.54 or in the Very High category. This reflects that tourist attractions that are traced through social media or the internet by elderly tourists use the latest technology in seeing the development of tourist attractions, so that elderly tourists can see the uniqueness, comfort level, safety in accordance with reality.

## CONCLUSIONS AND RECOMMENDATIONS

### a. Conclusion

Based on the results of data analysis, it can be concluded that: Perceptions of the perception of the elderly in traveling in the digital era can be seen from the results: 1) assessment factors in the High category, 2) viewed from the situation factors in the Very High category and viewed from the target factors in Very High category. Thus the tourist attractions that are traced through social media or the internet by elderly tourists use the latest technology in seeing the development of tourist attractions, see the uniqueness, comfort level, security in accordance with reality so that they can find tourist information, the state of facilities, so look for tourist attractions that can provide complete facilities and attractive conditions

### b. Suggestion

Tourism industry can be more creative in making tour packages related to the elderly, and suggest to look more at the inner factors of the elderly, especially leisure time activities.

## REFERENCE

- Arikunto, Suharsimi, 2016. *Manajemen Penelitian*, Jakarta: PT Rineka Cipta
- Frankel, Jack R. and Norman E. Wallen. 2012. *How to design and Evaluate Research in Education, Sixth Edition*, Boston: McGraw Hill.
- Hutabarat, S. 2012. *Oceanografi*, Jakarta: Universitas Indonesia Press
- Ida Ri'aeni, 2015. *Penggunaan New Media dalam Promosi Pariwisata Daerah Situs Cagar Budaya di Indonesia*, Jurnal komunikasi, ISSN 1907-898X Volume 9, Nomor 2, April 2015
- Kotler, Philip and Gary Armstrong. 2012. *Prinsip-prinsip Pemasaran*. Edisi 12. Jilid 1. Terjemahan Bob Sabran. Jakarta: Erlangga.
- Kotler, Philip. 2012. *Manajemen Pemasaran Edisi 12 Jilid 2*. Jakarta: Indeks.
- Muliana, Erni, et.al. 2016. *Analisis faktor-faktor yang mendorong wisatawan melakukan keputusan pembelian tiket pesawat Melalui mobile booking pada situs traveloka.com*, Jurnal IPTA, Vol. 4 No. 1.
- Oka, A. Yoeti. 2008. *Perencanaan dan Pengembangan Pariwisata 2nd*, PT. Tradnya Paramita. Jakarta
- Rai Utama, I Gusti Bagus, 2012, *Trend Wisatawan Senior Dalam Memilih Aktivitas Wisata Dan Harapannya Terhadap Sebuah Destinasi Pariwisata Vol.7*, No.1, 31 Agustus 2012
- Riduwan. 2015. *Dasar-Dasar Statistika*, Bandung: Alfabeta
- Robbins, S.P dan Judge T.A. 2015. *Perilaku Organisasi*. Jakarta: Salemba Empat
- Sangadji, E.M., dan Sopiah. 2013. *Perilaku Konsumen: Pendekatan Praktis Disertai: Himpunan Jurnal Penelitian*. Yogyakarta: Penerbit Andi.
- Sitorus, Monang, 2008, Pengaruh Atraksi, Fasilitas dan Aksesibilitas Terhadap Nilai Pelanggan dan Citra Obyek Wisata Danau Toba di Kabupaten Toba Samosir Provinsi Sumatera Utara, *Jurnal Ilmiah Pariwisata*, Vol. 13 No. 3, 188-207
- Suarka, Fanny Maharani, et.al, 2017. Pengembangan "Leisure And Recreation For Later Life" (Wisatawan Lanjut Usia) Di Kawasan Wisata Sanur-Bali, *Jurnal Analisis Pariwisata*, Vol. 17 No. 2, 2017
- Sugiyono, 2010. *Metode Penelitian Pendekatan Kuantitatif, Kualitatif dan R&D*, Bandung: Alfabeta
- Sunyoto, Danang. 2015, *Manajemen dan Pengembangan Sumber Daya Manusia*. Yogyakarta: Center for Academic Publishing Service.
- Suryani, Tatik. 2009. *Perilaku Konsumen; Implikasi Pada Strategi Pemasaran*. Yogyakarta : Graha Ilmu.

- Sutisna, 2012, *Perilaku Konsumen dan Komunikasi Pemasaran*, Edisi kedua, Bandung: Remaja Rosdakarya
- Tunjungsari, Komang Ratih, 2018. *Karakteristik dan Persepsi Wisatawan Mancanegara di Kawasan Sanur dan Canggu, Bali*, *Jurnal Pariwisata Terapan*, No. 2, Vol. 2, 2018
- Wahjudi Nugroho, *Keperawatan Gerontik*, Jakarta: Buku Kedokteran EGC, 2000
- Walgito, Bimo, 2010. *Pengantar Psikologi Umum*, Yogyakarta: Penerbit Andi
- Yeniar Indriana, *Gerontologi & Progreria*, Yogyakarta: Pustaka Pelajar, 2012
- Yuliani, 2013. Strategi Komunikasi Dinas Kebudayaan Pariwisata dan Kominfo (DISBUDPAR) dalam Meningkatkan Kunjungan Wisata di Desa Pampang Kota Samarinda, *Journal Ilmu Komunikasi vol I (3) : 450-464*
- Yuniawati, Yeni. 2013. Pariwisata Dalam Bingkai Syariah, *Jurnal Manajemen Resort dan Leisure UPI, Vol. 10, No. 2.*