

## **Malaysian Youth Motivational Factors of Film-Induced Tourism for Indonesia Film**

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### **ABSTRACT**

There are lots of efforts require in maintaining tourism business, including promoting and marketing tourism destinations world widely. One of the alternatives recently used by the tourism industry around the world in promoting and marketing the places is through film tourism. In Indonesia, the film of Laskar Pelangi sparked the tourism industry in Indonesia. Hence, the study aims to identify the motivational push and pull factors that influence Malaysian youth to visit Indonesia after watching Indonesian films. This study used quantitative method to collect the data and questionnaires that have been distributed to Malaysian youth who had watched Indonesian films as the target respondents. A total of 117 respondents influenced to visit Indonesia after watching Indonesian films have participated in this research. The results show that novelty, entertainment and film location influenced Malaysian youth to visit Indonesia. The study suggests the explore other factors, such as accessibility, which could influence Malaysian youth to visit film location.

**Keywords:** Film-Induced Tourism, Indonesian Film, Travel Motivation, Push and Pull Factors

### **INTRODUCTION**

The United Nations World Tourism Organisation (UNWTO, 2020) stated that tourism is the world's largest economic sector, creating more job opportunities in both developed and developing countries. Many countries use a variety of methods to boost their national income. According to (Wijaya and Rosikha, 2020), many countries see other alternatives to generating the country's income by managing the potential of non-natural resources, including the tourism sector. Hence, Indonesia has promising prospects in the tourism industry (Wijaya & Rosikha, 2020). However, in terms of marketing and branding, Indonesian tourism ranked 40th trailing Malaysia (29) and Thailand

(31) (Wijaya & Rosikha, 2020). Long-term tourist receipts are one of the most significant economic benefits that film-induced tourism may provide to the local community (Rewtrakunphaiboon, 2009). Film tourism indirectly provides job opportunities for local people because of film production and tourism induced by the film industry.

According to (Wijaya and Rosikha, 2020), film tourism boosted the economy of Belitung island by attracting tourists who came to see the Laskar Pelangi's film location. Meanwhile, the study discovers that there are many beautiful and authentic attractions in Indonesia depicted in the films, but some of the films are unable to entice millennial to travel. This is because the growing number of tourists visiting Indonesia is not due to the film-induced

tourism (Imanjaya & Kusumawardhana, 2016).

Nevertheless, the Indonesian government insists on improving the tourism sector using appropriate media as branding strategies (Wijaya & Rosikha, 2020). As a result, Indonesian films can entice to visit the location depicted in the film. After the release of a movie titled *Laskar Pelangi*, viewers decide to visit Belitung Island (Imanjaya & Kusumawardhana, 2016). Following to that, other films such as *Dilan 1990* and *Ada Apa Dengan Cinta 2 (AADC)* portrayed scenes that enticed viewers to visit the attractions. Table 1 shows that Indonesia is seeing an increase in the number of international tourists (Loganathan et al., 2020).

**Table 1: International tourist arrivals to Indonesia**

Tourist Arrivals to Indonesia			
2010		2017	
Singapore	1.2 million	Malaysia	2.1 million
Malaysia	1.1 million	China	2.0 million
Australia	769,585	Singapore	1.5 million
China	511,188	Australia	1.2 million
Japan	416,151	Japan	573,310

(Source: Badan Statistik Indonesia, 2018)

Meanwhile, Malaysian tourists are among the most frequent visitors to Indonesia, owing to the country's proximity to major Indonesian islands such as North Sumatra and North Kalimantan, which

makes it easy for them to visit (Saragih & Jonathan, 2019).

Film-induced tourism is vital in the tourism industry (Ismail et al., 2017). This is because the film tourism portrayed the scene which indirectly promote the attractions in the film. However, the study about film-induced tourism in relation on motivation to visit Indonesia is still lacking (Imanjaya & Kusumawardhana, 2016) specifically from the Malaysian respondent's perspective. Previously, most studies that have been conducted for the film-induced tourism was found in western countries such as in Australia, United Kingdom (Dung & Reijnders, 2013) and United State of America (Kim & Nam, 2016) (Kim & Reijnders, 2018). Furthermore, Korean films has also highly influenced and become the push factor for viewers to visit Korean film locations (Rewtrakunphaiboon, 2020).

Moreover, Indonesian films are known globally, but there is still limited study in discovering the elements in film that would help contribute the Indonesian tourism industry. Meanwhile, previous studies of motivational factors in Indonesian films are limited as the studies mostly focus on the impacts and marketing of film locations (Singh et al., 2021). Hence, this study aims to determine the push and pull factors that influence Malaysian youth to visit Indonesia after watching Indonesian films.

## LITERATURE REVIEW

### Film-Induced Tourism

Film-induced tourism is currently one of the most common tourism trends (Connell, 2012). Besides that, film and tourism both cater to activities that not only allow people to escape from reality (Carl et al., 2007; Rewtrakunphaiboon, 2020) but also experience fantasy and novelty (Güzel & Güzel, 2017). Leading to increase interest in film-induced tourism research, researchers have created several terms for

film tourism. These are some of the terms used by researchers to describe film tourism: "Movie-induced tourism" (Riley, Baker & Van Doren, 1998); "Film-induced tourism" (Beeton, 2005); "Film-Tourism" (Hudson & Ritchie, 2006) and "Screen Tourism" (Connell & Meyer, 2009).

The film-induced tourism is described as tourist travel to film locations that are portrayed in the film (Hudson & Ritchie, 2006; Raj, 2018). In addition, film-induced tourism occurs when tourists engage in activities prompted by the film (Connell, 2012; Schmidt, 2020). Film success has increased international travel and the growth of the entertainment industry (Raj, 2018). (Mohamed, 2016) indicated that the films that are released on cinema, DVD, television, and the internet also increase the number of tourists in film locations. Tourists express a greater desire to visit destinations featured in films or television dramas (Bąkiewicz et al., 2017; Teng & Chen, 2020). Therefore, the film-induced tourism influenced the travel planning and travel decision making to the destination that is portrayed in the films (Mohamed, 2016).

### **Travel Motivation**

Travel motivation is important to examine and understand travel behaviour (Prebensen et al., 2013; Park et al., 2019). The motivation is an act that motivates human activity (Park et al., 2019). Motivational theory basically developed in 1954 which had been used earlier to know the tourism motives (Katsikari et al., 2020). (Gnoth, 1997 and Park et al., 2019) mentioned motivation for travel impacts the attitudes, beliefs, implication, and behaviours of tourists. Many studies amended the Maslow' motivational model, thus, come out with the motivational factors that consist of push and pull factors. Furthermore, (Štruc, 2017) stated that push and pull factors theory by Dann (1977) is applicable for film-induced tourism. There are numerous underlying push and pull

factors of film-induced tourism done in prior studies.

(Oviedo-Garcia et al., 2014) found that the motivational factors in film-induced tourism included push factors, namely novelty, fantasy, personal film location connection and pull factors, namely film site experience and touring the film. Meanwhile, (Wong et al, 2017) suggests with several suggestions of motivational factors of film-induced tourism. The study stated that push factors consist of fantasy, novelty, and personal connection (Wong et al., 2017). Whereas, movie scenes and celebrities are examples of pull factors that can elicit hedonistic responses and behaviours (Wong et al., 2017). While in this study, the push and pull factors were constructed from past studies by (Michael et al, 2020 and Hamzah et al, 2016) which consist of novelty, personal connection, prestige, celebrity, entertainment, and film location.

### **Push Factors**

Push factors are internal factors that act as a push or an encouragement for people to take a vacation (Michael et al., 2020). The push factor is "people who are motivated to do something because their inner side pushes them to show their prestige and status" (Hamzah et al., 2016, p. 450). Katsikari et al. (2020) also agreed that the push factors are intangible or indicate internal aspirations of travellers, such as the desire for escapism, relaxation, prestige and many more. In this study, the items for push factors are mostly adopted by (Michael et al, 2020 and Hamzah et al, 2016) which consist of the novelty, personal connection, and prestige.

### **Pull Factors**

The pull factors, on the other hand, are external and linked to the destination, and they work to attract or pull people (Michael et al., 2020). The pull factors act as the function in motivating the tourist to

have a trip (Jaapar, Musa, Moghavvemi, & Saub, 2017; Park et al., 2019). The variables and items of pull factors that are adopted from (Michael et al, 2020 and Hamzah et al, 2016) which include the celebrity, entertainment, and film location.

### Indonesian Film

Kim and Rejinders (2018) stated that most studies on film induced tourism focused on Western-based films. While there has been a lack of research on film-induced tourism in Indonesia (Putri, 2019). Historically, the effort by the government to promote tourist destinations in Java through films started in the period of the New Order regime (Putri, 2019). There are several films such as Bing Slamet Sibuk (1973) and Dukun Beranak (1977) used in promoting tourism destinations in Indonesia (Imanjaya & Kusumawardhana, 2016).

A decade ago, film-induced tourism in Indonesia started booming after the release of the films Laskar Pelangi and Eat Pray Love (Imanjaya & Kusumawardhana, 2016). Both films are able to attract viewers to visit film locations and increase the tourist arrivals in Belitung Island (Laskar Pelangi) and Ubud, Bali (Eat Pray Love) (Imanjaya & Kusumawardhana, 2016).

### CONCEPTUAL FRAMEWORK OF THE STUDY

The framework of this study incorporated motivational factors influencing Malaysian youth to visit Indonesia after watching films based on Macionis' model (2004). The Macionis' model and the push and pull factors can be implemented in film-induced tourism (Štruc, 2017). The push factors include novelty, personal connection, and prestige (Micheal et al., 2020; Hamzah et al., 2016) and the pull factor consists of celebrity, entertainment, and film location (Micheal et al., 2020; Hamzah et al., 2016). Therefore, the research framework for this study has been constructed as Figure 1:

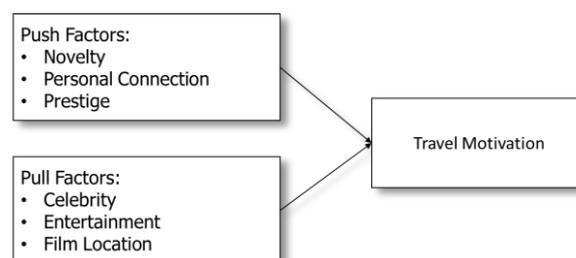


Figure 1: Framework of the study

### RESEARCH METHODOLOGY

This study is a quantitative research and applies convenience sampling method to collect data from Malaysian youth who have watched Indonesian films. The main instrument for collecting primary data is a questionnaire which consist of four sections. Section A discovers the profiles of the respondents and Section B discovers the Indonesian film experience. Further, Section C consist of the questions of push factors and Section D consist of questions about the pull factors that influencing Malaysian youth to visit Indonesia. In Section C and Section D, the items were classified into three variables: novelty, personal connection, prestige as pull factors, and celebrity, entertainment, and film location as pull factors. A total of 117 responses have been collected. The IBM Statistical Package for Social Science (SPSS) version 20 was used to analyse the collected data for the study.

### RESULTS AN FINDINGS

#### Demographic Profile

There are 95 respondents (81.2%) were female and male were 22 respondents (18.8%), with most respondents are between 18 years old to 23 years old with 62.4% (n=73), followed by 42 respondents who are 24 years old to 29 years old (35.9%) and 30 or older with 2 respondents (1.7%). In terms of highest education level, the analysis revealed that most respondents with 55.6% (n=65) are pursuing a Degree or above level, followed by Diploma holders with 25.6% (n=30), secondary level 16.2% (n=19), and primary level 2.6% (n=3). Moreover, when it comes to travelling to

Indonesia, most of the respondents, 76.9% (n=90) have never visited a location in Indonesia that appears in Indonesian films. However, after watching the Indonesian films, all of them with 100% (n=117) felt motivated to visit Indonesia.

### **Indonesian Film Experience**

According to the number of years persisted in watching Indonesian films, most of the respondents had 3 years and more watching Indonesian films with 47.9% (n=56). It is then followed by the second highest of (n=42) respondents with 35.9% having at least less than a year watching Indonesian films.

Moreover, an elements of the attractiveness of Indonesian films shows that most respondents selected the attractive shooting locations with 47.8% (n=56) to be the most important element making them enjoy watching Indonesian films. Likewise, a good storyline with 46.2% (n=54) is the second most important thing in attracting viewers to watch Indonesian films. Moreover, charming characters with 41% (n=48) by the actor and actress who are responsible for delivering the acting also make the viewers enjoy the films.

Furthermore, based on the favourite specific place in Indonesia, most respondents choose Bali with 41% (n=48) as their favourite place in Indonesia, followed by Bandung with a total of 23% (n=27), Yogyakarta with 17% (n=20), and Jakarta with 13% (n=15). Likewise, the respondents also stated other places with 6% (n=7) as their favourite places in Indonesia, such as Aceh, Maninjau, Belitung, Padang Panjang, Padang Sidempuan, Sulawesi, Sumatera and Jawa.

In accordance to the previous explanation, the most popular Indonesian film chosen by respondents is "Dilan 1990," which received 34% (n=21). Next, the second highest Indonesian film selected by the respondents is "Tenggelamnya Kapal Van Der Wijck" with a total of 15% (n=9). After that, the third most selected

Indonesian film is "Ada Apa Dengan Cinta" with 8 respondents (13%). Further, with a similar number of respondents (n=8), 13% chose "Laskar Pelangi". Following that, (n=7) respondents (11%) chose the film "Heart". Next, films of "5cm", "Negeri 5 Menara" and "Kapan Kawin" also have a similar number of respondents (n=2) with a total of 3%. Lastly, three respondents (5%) vstate that all Indonesian films influence them to visit Indonesia.

### **Push and Pull Factors**

The analyses are divided into six sub-sections which are novelty, personal connection, prestige, celebrity, entertainment and film location. Each sub-section represent a dimension of motivation that influences Malaysian youth to visit Indonesia after watching Indonesian films.

Table 2 shows the summary of mean value and standard deviation (SD) for each item under the push factors. The item that scored the highest mean value will be ranked as the first, whereby the lowest will be the last.

The highest mean scores for novelty among the items push factor is 4.33 (SD= 0.809) for item C2, which states "to have unique experience," and 4.33 (SD= 0.788) for item C4, which states "to gain experience something novel and new". The lowest mean score is item C1 "to escape from the ordinary" with a mean value of 3.97 (SD= 0.771). Meanwhile, the highest mean score for personal connection is 4.15 (SD=0.943) item C8 which states "to fulfil a personal dream". However, item C7 which states "to make a personal connection with the film" has the lowest mean value with 3.81 (SD=0.946).

Lastly, the highest mean score for prestige is item C11 that states "to enjoy glory of being there" with 4.29 (SD=0.852). Despite this, the item C13 "to buy memorable film or souvenirs of the location" has the lowest mean score of 3.98 and the standard deviation is 1.050.

**Table 2: Mean values summary of items in push factor**

No	Items in Push Factor	Mean	Std. Deviation (SD)
<b>Novelty</b>			
1	To escape from the ordinary	3.97	.771
2	To have a unique experience	4.33	.809
3	To add something special to my itinerary	4.23	.792
4	To gain experience something novel and new	4.33	.788
5	To gain experience with the film	4.26	.865
<b>Personal Connection</b>			
6	To bring the film to life (make it real)	3.96	.986
7	To make personal connection with the film	3.81	.946
8	To fulfil a personal dream	4.15	.943
9	To personally experience the storyline of the film	3.98	.974
<b>Prestige</b>			
10	To talk about it when I returned home	4.10	.913
11	To enjoy the glory of being there	4.29	.852
12	To go to famous places, my friends have not been to	4.01	1.071
13	To buy film memorable or souvenirs of the location	3.98	1.050

Besides, Table 3 shows the results of the survey for each item of the pull factors in mean score and standard deviation. The results show that the item D4 "to feel romance and nostalgia of a film" under

celebrity as the highest mean score with 3.94 (SD=0.931). On the other hand, the lowest mean is 3.58 (SD=1.184) which is item D3 "to feel close to my favourite actor".

Furthermore, the highest mean score for entertainment is 4.40 (SD=0.720) for item D5 "to have fun and be entertained". Meanwhile, the lowest mean score is 3.93 (SD=1.023), item D8 that states "to reminisce about the film".

Finally, in terms of film location, the highest mean score is item D9 "to see the scenery and landscape in real life" with 4.38 (SD=0.818). Then, D13 was noted as having the lowest mean score of 3.88 (SD=1.108) for "to see the behind the scenes of the film".

**Table 3: Mean values summary of items in pull factor**

No	Items in Pull Factor	Mean	Std Deviation (SD)
<b>Celebrity</b>			
1	To fantasize that I was in the film	3.74	1.029
2	To fantasize that I was an actor in the film	3.68	1.134
3	To feel close to my favourite actor	3.58	1.184
4	To feel romance and nostalgia of a film	3.94	.931
<b>Entertainment</b>			
5	To have fun and be entertained	4.40	.720
6	To relieve the scenes from the film	4.03	1.008
7	To have a satisfying tourism experience with the film	4.16	.946
8	To reminisce about the film	3.93	1.023
<b>Film Location</b>			
9	To see the scenery and landscape in real life	4.38	.818
10	To feel excited to be on a film site	4.09	1.050
11	To take a photo at the film sites	4.25	.928
12	To get sense of the film's atmosphere	4.06	1.020

No	Items in Pull Factor	Mean	Std Deviation (SD)
13	To see the behind scenes of the film	3.88	1.108

According to Table 4, the most influential variable in push factors that influenced Malaysian youth to visit Indonesia after watching Indonesian films was novelty, which had the highest mean score value of 4.22. It is also can be seen the variable in push factors, which is Prestige in second place, scoring the mean score with a value of 4.09, followed by Personal Connection in third place, scoring the least mean score with a value of 3.97.

**Table 4: Rank variables in push factor**

Variables Push Factor	Mean	Rank
Novelty	4.22	1
Prestige	4.09	2
Personal Connection	3.97	3

Moreover, table 5 shows the most influential variable. The pull factors that influenced Malaysian youth to visit Indonesia after watching Indonesian films were entertainment and film location. Both share the first rank as both have the same mean score value, which is 4.13. The least influential variable in pull factors, with a mean score value of 3.73, was Celebrity.

**Table 5: Rank variables in pull factor**

Variables Pull Factor	Mean	Rank
Entertainment	4.13	1
Film Location	4.13	1
Celebrity	3.73	2

## DISCUSSION ON FINDINGS

This study managed to understand the factors that influence Malaysian youth to visit Indonesia after watching Indonesian films. Push and pull factors of film-induced tourism consist of fantasy, personal connection or involvement, the need for novelty (Wong et al., 2017), personal movie location connection, touring the film scenes

and experiencing movie locations (Oviedo-Garcia et al., 2014; Rittichainuwat & Rattanaphinanchai, 2015).

In this study, the research adopted a study by Michael et al. (2020) and Hamzah et al. (2016). Based on the result, most of the respondents had positively agreed that all the factors namely novelty, prestige, personal connection, celebrity, entertainment, and film location had influenced them to visit Indonesia after watching its films.

Based on the data, a novelty in push factors was found to be the most influencing factor for Malaysian youth to visit Indonesia. (Hamzah et al, 2016) agreed that the variable novelty influenced young travellers to visit a destination. Additionally, the previous study by Michael et al. (2020) also stated that the variable novelty has the strongest influence on film induced tourism to Emiratis and Indian expatriates.

Furthermore, pull factors also have a positive influence on motivating Malaysian youth to visit Indonesia. Most Malaysian youth are influenced by entertainment and film locations. In contrast, (Hamzah et al, 2016) asserted that celebrity has the greatest influence on young travelers because they want to be close to their celebrity. On the other hand, the film location has a similar finding to the study by Hamzah et al. (2016), which found that a beautiful film location can attract Malaysian youth to visit Indonesia.

There are few recommendations for future research. First, there are big opportunities for the tourism industry in Indonesia to increase the number of international tourist arrivals by using the media as new marketing strategies. Hence, in the future, the tourism industry and the film industry need to work together as well as the local community who are willing to take part in developing and rebranding the tourist destinations.

Second, this study targeted only Malaysian youth who watched Indonesian films. It is suggested that in the future, study could focused more on other international tourists from different geographical areas in order to have a good sample size and examine tourist motivation in Indonesian film-induced tourism. Furthermore, the qualitative approach such as interview technique could provide more feedback or suggestions on the motivation that influenced them to visit the film location. This technique is to obtain more data and findings on the same topics, thus more inputs can be obtained since there have been no previous studies using this interview method on how film-induced tourism in Indonesia influence international tourists' travel motivation. Third, based on the findings, future research should improve the variables of push and pull factors in film-induced tourism such as by adding the variable 'accessibility', which can be one of the pull factors for Indonesian film-induced tourism. A recent study by (Singh et al, 2021) mentioned that accessibility is a new factor that influences tourist motivation. In this context, future studies can contribute to the travel industry by providing good accessibility for tourists who want to visit film locations.

## CONCLUSION

This study aim to determine the push and pull factors that influence Malaysian youth to visit Indonesia after watching Indonesian films. The findings found variables that mostly influenced Malaysian youth were novelty, entertainment, and film location. These findings are consistent with previous research by (Michael et al, 2020 and Hamzah et al, 2016), which found that novelty, entertainment, and film location influence tourists' visits to tourist destinations. Likewise, the new factor, "accessibility" is suggested to be examine by further research in order to understand its influence on tourists to travel to film locations.

Overall, film tourism keeps growing as most countries want to try new strategies in promoting tourist destinations. Indonesia's government is also eager to develop the tourism industry by using film tourism as a new branding market. To conclude, travel motivation in Indonesian films consists of the push and pull factors that influence Malaysian youth to visit Indonesia after watching Indonesian films. It shows that these factors have a positive relationship with travel motivation to Indonesia.

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