



Staycation as a Way to Boost Millennial Travel Consumption Levels in the New Normal Era

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Abstract. This study aims to identify the millennial generation's boost factors in determining staycation consumption levels in the new normal era. This research method uses qualitative descriptive analysis with perceptual consumer matrix mapping and cartesian diagrams—a stratified random sampling technique to get 100 respondents to the study. The results of this study found that there are driving factors of this millennial generation in determining consumption levels for staycations in the new normal era. The next stage of the respondent profile of this study is categorized into general aspects and particular aspects to find out the respondents' background. The 4A concept model is attractions, amenities, accessibility, and ancillary, which are the four main points used in the questionnaire. These four main points are detailed into 14 question indicators. The results of this study found that the analysis through a cartesian diagram explains the boost factors. Four boost factors spread across quadrant A: atmosphere, safety, cleanliness, and parking area.

Keywords: Staycation · Millennial Traveller · New Normal Era

1 Introduction

Staycation is a relatively simple recreational activity. The simple word is perceived as a traveling activity that does not require costs, time, and no need for more preparation. This phenomenon has become a trend, especially among millennials, since the Covid-19 pandemic.

This condition also impacts shifting travel patterns by Millennial Travellers in an urban community living in Jakarta. Limitations in traveling for almost two years in the requirements of the Covid-19 pandemic have an impact on the need to travel to be meaningful [1].

Based on a Boston Globe survey in 2017, 80% of millennials made at least one trip in 2016, usually more. The survey results show that millennials traveled an average of 2.38 times in 2016, while generation X (ages 40–51) averaged 1.80 and baby boomers (ages 52–70) averaged 1.65. The average millennial travels 32% more than generation

X and 44% more often than baby *boomers*. A survey from Expedia states that 72% of millennials are more likely to choose a vacation to a new place than buy a car. Several European countries, such as the *United Kingdom*, have conducted ongoing research on increasing the percentage of *staycation* actors since 2016 (*Sykes Staycation Index, 2016*).

There are quite a lot of reviews about staycation in Indonesia, and this condition makes staycation activities boom. Stakeholders see this as an excellent opportunity to reach the hotel's millennial generation in collaboration with online travel agents such as Traveloka, Booking.com, Mr. Aladin, Ticket.com, and others to reach this millennial market segment. The picture of this condition has led millennials to think about staycation activities as a necessity inherent in their lifestyle.

2 Theoretical Review

2.1 Staycation

The term *staycation* became popular at the beginning of the global financial crisis in 2008 and 2012 in the United States and the United Kingdom. Changes in the need for participation in tourism and its connection to the global economic crisis have affected staycation trends. Many tourism businesses are implementing staycations to revive the tourism sector. Indonesia itself began to implement the staycation concept in early June 2020. The hospitality sector has also begun to implement the concept of staycation to attract visitors to spend holidays in hotels [2].

Staycation comes from the word stay, which means stay and vacation, which means vacation. A staycation is a vacation carried out in one's territory and does not travel abroad or outside the area, which remains following health protocols. Holidays can be in the form of exploring a city or having a picnic.

Other activities that can be done for a staycation are cycling around or around the city, having a picnic in the park, recreation the playground, visiting museums near the residential area, enjoying festivals and events available, or staying in hotels or villas around the residential area. A staycation can be one of the most helpful tourist alternatives [3].

2.2 Generasi Milenial

According to Kopperschmidt [4], generations are several groups of individuals identified based on similarities in the year of birth, age, location, and events in the group of individuals that significantly influence their growth phase. Meanwhile, William and Neil first coined the term millennial in a book entitled *Millennials Rising: The Next Great Generation*. [5] The millennial generation, also known as generation Y, was born in the 1980-the and 2000s. Millennials are proficient in technology because they were born when television was in color and mobile phones and the internet were introduced [6].

Millennials live at the turn of the millennium. Consumptive lifestyle changes are seen in this millennial generation. Millennials are the modern generation of about 15–34 years old. The age range follows the average age of students who are studying in higher education, which is around 19–34 years [7].

Millennials are a topic of conversation in various sectors, including tourism. That is due to the large number of millennials compared to other generations, namely baby boomers and generation X. High numbers of millennials can capture market segments well in various sectors, including tourism. Knowing and understanding the characteristics of millennial traits such as priorities in life, lifestyle, environmental values, adaptation to the environment, activities, travel activities, and choosing a place to live [8] are important things to do.

2.3 Characteristic of Millennials

Compared to previous generations, millennials have a unique character based on region and socio-economic conditions. One of the main characteristics of the millennial generation is that the increasing use of digital media and technology characterizes it. Because technological advances raised them, the millennial generation has the characteristics of being creative, informative, passionate, and productive.

This generation also has the characteristics of an open nature and looks very reactive to the environmental changes that occur around it. The millennial generation has the characteristics of (1) open-minded to new things; (2) high creativity to create new things; (3) multi-tasking and happy with a relaxed atmosphere; (4) a lifestyle orientation; and (5) proficient in using technology [6, 9]. However, behind the dominance of these positive characteristics, this millennial generation has a weak point; for instance, it is easily bored and needs more loyalty in work matters.

According to [10], the Millennial Generation has distinctive characteristics. The character, abbreviated as 3C, is creative, confident, and connected. First, what is meant by creativity is that the millennial generation is rich in ideas and ideas and accustomed to thinking outside the box (*out of the box*).

Second, the millennial generation is a generation that is brave and confident in expressing opinions. Third, what is meant by connected is that the millennial generation is a generation that is good at socializing, especially in communities that are followed in the real world and the digital world (Facebook, Twitter, path, Instagram, and other social media). Another understanding is that the millennial generation is a generation that is fluent in technology, which later becomes a basic need in their lives.

Over the next few years, the population of Indonesia will continue to increase. Based on data owned by the Central Statistics Agency (BPS), in 2018, the total population in Indonesia reached 265 million people. Then, in 2024, Indonesia's population has the potential to increase to 282 million, and in 2045 it is estimated that it will be around 317 million people. BPS 2018 data shows that the number of millennials aged 20–35 years reached 24%, equivalent to 63.4 million of the 179.1 million people of productive age (14–64 years). It is okay if millennials are called the future successors of Indonesia [7]. In September 2020, there were around 25.87% of millennials out of 270.20 million Indonesians. That means that there will be around 69.9 million millennials in 2020. The productive age population reaches 70.72%, which is around 191.1 million people of productive age, which means that Indonesia has a demographic bonus.

According to [11], in 2020–2030, the positive trend about the arrival of demographic bonuses will continue. In that period, the burden of dependence on the population of children and the burden of dependence on the population of old age is the most optimal.

The dependency burden of the old age population will increase after 2030, so the total dependency burden will rise. Therefore, this demographic bonus needs to be watched out for and appropriately prepared to provide economic bonuses, not economic burdens. Millennials have vast opportunities and opportunities for innovation. The digital ecosystem has succeeded in creating a growing variety of business fields in Indonesia. The proliferation of online businesses, both in the trade and transportation sectors, has succeeded in having a significant economic impact on the business actors involved in it.

The presence of e-commerce businesses created by millennials is also able to facilitate entrepreneurial owners to develop these various examples further of innovation as proof that the millennial generation can realize economic independence [7].

2.4 Consumer Behaviour

Consumer behavior is a dynamic interaction between affection and cognition, behavior, and the environment where humans carry out exchange activities [12]. This statement recommends four things (1) consumer behavior has a dynamic nature, which means that consumer behavior can be arbitrary; (2) interactions or habits are commonly carried out by consumers who are influenced by the surrounding environment; (3) exchanges as a result of such interactions.

Experts explain that direct actions for the acquisition, consumption, and termination of a product or service include all processes that precede the action [13]. All the psychological processes that drive such actions before buying, using, and spending products and services after doing the above or evaluating the persistence. Individuals, groups, or organizations carry out actions related to the decision-making process to obtain and use goods or services that impact the environment economically [14, 15]. The process of a customer making purchasing decisions and using and disposing of purchased goods and services includes factors affecting the purchase and use of products [16].

3 Methods

The object of this study is Millennial Travelers in Jakarta who tend to often do staycation activities, especially in the new normal era. This research approach is descriptive qualitative, used to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions, and thoughts of people individually and in groups [17]. This descriptive approach will provide an overview of staycation activities among Millennial Travellers in Jakarta and become a population in this study. 100 Millennial Travellers in Jakarta were selected as research samples using the Slovin formula.

This research instrument uses questionnaires and interview guidelines. Primary data and secondary data became the database in this study. Primary data, such as interviews, questionnaires, and observations, is obtained directly from respondents. At the same time, secondary data is ready-made from various agencies or institutions relevant to this research. Occultations such as photographs, archives, or other essential documents are examples of secondary data [18].

3.1 Data Analysis

This research uses a qualitative method that will describe the staycation activities carried out by Millennial Travellers. The data used in this study is qualitative in the form of narratives, descriptions, and words related to staycations. In this study, the data sources were divided into two. First, the primary data source is the respondent. Second, secondary data sources; In this case, the data in this study was obtained from other sources such as articles in the mass media, textbooks, publications, organizations, and governments, as well as published and unpublished research results. Data collection techniques are carried out through observation, interviews, documentation, literature studies, and questionnaires. The respondent determination technique in this study used stratified random sampling.

4 Findings and Discussion

Based on the results of field observations in the city of Jakarta, three hotels were selected, namely Artotel Thamrin Jakarta, Aryaduta Hotel Menteng, and Double Tree by Hilton Jakarta Diponegoro. These three hotels are favorite staycation places for Millennial Travelers Jakarta. The choice of three location is considered to be able to represent the perception of Millennial Travelers in choosing a staycation place.

Some of the considerations for choosing the three hotels are the relatively strategic location in the city center, complete facilities and competitive prices. This consideration is used as the basis for determining the indicators of this study. Millennial Travelers have the view that staycations klop with simple traveling activities. Meanwhile, in the view of contemporary tourism, staycations will become a tourism trend that is a favorite for Millennial Travelers in Jakarta (Table 1).

This article is free from any conflict of interest regarding the data collection, analysis, and the publication process itself. Either replicate or modify the previous sentence for this part.

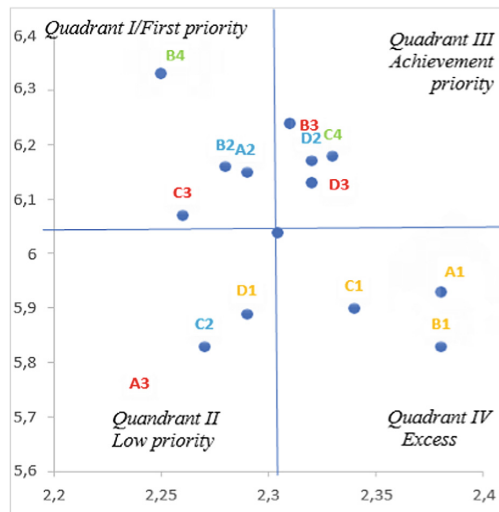
There is a distribution of 4 attributes in quadrants I and II, while quadrants III and IV are three attribute distributions each. The distribution of these attributes will provide an overview of the driving factors for Jakarta Millennial Travelers in consumption patterns towards staycations.

Recommendations from the average attribute and attribute distribution in Fig. 1, it can be concluded that the factors of the comfortable atmosphere (A2), safety (B2), cleanliness (B4), and parking facilities (C3) as the main driving factors. The distribution of other attributes provides expected results and is not a crucial point that Millennial Traveller Jakarta needs to consider. The results of this study recommend that Millennial Traveller Jakarta consider four (4) driving factors before deciding to do a staycation.

Safety attributes and hygiene attributes are the most critical factors for Millennial Travelers when doing *staycation* activities. Meanwhile, the attributes of complete facilities are supporting factors that can attract Millennial Travelers to carry out *staycation* activities during the *new normal* period. The accessibility attribute in question is easy access to the parking area, and the presence of instructions via google maps is also very much needed to make it easier for millennials to reach staycation locations, which are very popular with the majority of Millennial Travelers. Excellent service and appropriate

Table 1. Average value of 14 attributes

Coding	Attributes	\bar{x}	\bar{y}
A1	Panorama	2,38	5,93
A2	Atmosphere	2,29	6,15
A3	Tourist attractions	2,24	5,72
B1	Varied <i>staycation</i> place/location selection	2,38	5,83
B2	Safety	2,28	6,16
B3	Completeness of facilities	2,31	6,24
B4	Cleanliness	2,25	6,33
C1	Accessibility to location	2,34	5,90
C2	Accessibility of public transport modes	2,27	5,83
C3	Parking area	2,26	6,07
C4	Designation via google maps	2,33	6,18
D1	Information related to place reviews	2,29	5,89
D2	Standard health protocols	2,32	6,17
D3	Service Excellent	2,32	6,13
Total value of \bar{x} and \bar{y}		2,30	6,04

**Fig. 1.** Cartesian Diagram

health protocol standards in this new normal period can provide security and comfort for Millennial Travelers when carrying out staycation activities. So, it can be concluded that these attributes can meet the satisfaction of Millennial Travelers and encourage them to carry out staycation activities during the new normal period.

Millennial Traveller consumption patterns do not have staycations during the new normal period, and based on the review of facts and interview results, provide the following explanation. Most Millennial Travellers do staycations to eliminate burnout and vacation/recreation, and some choose a reason to take a moment for themselves (me-time).

The vehicle used is private because it feels comfortable. This staycation activity is also more often done with the closest people, such as friends and couples, and is generally done every weekend.

Social media has a relatively helpful contribution in finding information about the staycation place and positive reviews of the place. Millennial Traveller tendency to do this activity 1–2 times a month. Another attribute that has been described is another factor that is considered to have an influence, namely price. However, in the new normal conditions, economic conditions are gradually recovering, so the price factor is a consideration. Millennial Travellers' opinion regarding room prices for staycation activities tends to choose affordable prices below Rp. 1,000,000, -

Other factors based on the results of interviews that Millennial Travelers will consider are a comfortable atmosphere and a strategic location in making choices as a staycation place during the new normal period.

5 Conclusion

The covid-19 pandemic condition is enough to affect the physical and spiritual condition of the millennial generation because of several things, namely government policies that impose large-scale social restrictions, work done work from home (WFH), and others.

This condition is the background for the change in the mindset of Millennial Travelers towards traveling activities. Simple traveling activities are commonplace on weekends. That acts as a necessity that is inherent in the lifestyle.

The results of this study recommend that Millennial Traveller Jakarta consider four (4) driving factors before deciding to do a staycation. The main driving factors of Millennial Traveller Jakarta towards *staycations* in the *new normal* period are described in four indicators and reduced to 14 attributes of the statement.

The conclusion is that quadrants I and II have a distribution of 4 attributes, while quadrants III and IV have three attribute distributions each. The distribution of these attributes will provide an overview of the driving factors for Millennial Traveller Jakarta in consumption patterns towards staycations.

Recommendations from the average attribute and distribution of attributes concluded that the factors of the comfortable atmosphere (A2), safety (B2), cleanliness (B4), and parking facilities (C3) as the main driving factors. The distribution of other attributes gives expected results and is not a crucial point that Millennial Traveller Jakarta needs to consider.

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