

The influence of innovativeness, involvement and use of social media to travel content creation for Surabaya's traveler

U. O. L. Latifah, V. Megawati & F. N. Widjaja

University of Surabaya, Surabaya, Indonesia

ABSTRACT: The purpose of this research is to find out and analyze the use of social media to share tourist information through online content. The results of this study show the influence of making social media on travel content, innovativeness, and involvement of Surabaya travelers in sharing tourist information. Of the 4 hypotheses, 1 hypothesis was not supported. The supported hypothesis shows that the model is theoretically significant. Meanwhile, unsupported hypothesis shows that innovation had no effect on social media use, due to human resource problems, in particular: inadequate skills, low competence, and low motivation to be involved in innovation processes that can hamper access to innovative technology, given that making travel content is a new technology.

Keywords: social media use, travel content creation, innovativeness, involvement

1 INTRODUCTION

Today's social media has an important role in encouraging someone to travel. Another factor that encourages the development of tourist destinations is innovation. Innovation is not only related to the use of social media to see and read content but also positively associated with the use of social media to actively make comments and updates (Pagani et al. 2011).

The role of information technology is undeniably critical in influencing the development of Indonesian tourism. Social media indeed helps to disseminate information in various forms such as photos, text, and videos. Several forms of social media used by netizens to disseminate information are Facebook, Twitter, and Instagram (www.kominfo.go.id).

Almost all travelers today use the internet to find information about the tourism potential of a region. Thus, there are several suggestions as an effort to increase visits. The development of increasingly sophisticated technology and information has also changed the development pattern in society. Most of

them have now used information and communication technology in their Smartphone as it is considered a simple and easy way for travelers to get information about the tourism potential of a region.

Surabaya is the capital of East Java province with a population of nearly 3 million. In today's digital era, social media has a big influence on the world of tourism. In fact, Surabaya tourists often share tourist information and capture their beautiful moments while traveling on social media. (kompasiana.com)

Henrique et al. (2014) and Sujin & Myongjee (2016) are two research articles with the same topic of discussion, namely social media as a means of more active participation in the service process when using social media in order to know the type of traveler or which customers are more likely to write about the travel services they offer.

2 RESEARCH METHODS

The type of research carried out was basic research because this research was aimed at developing sci-

ence and directed towards the development of existing theories. Based on the objectives, the type of research used was causal research that explores causal relationships with independent variables and dependent variables.

The population characteristics in this study were Surabaya tourists aged 18 years or older, with a minimum education of the high school, were traveling in the last 6 months, choosing certain tourist destination using social media, and sharing tourism experiences through social media during the tour.

The sampling technique used was non-probability sampling, because opportunities from members of the population were not identified and each member of the population does not have the same opportunity to be chosen as a respondent. While for purposive sampling, the sampling technique was based on certain considerations with the aim of obtaining a sampling that is in accordance with the desired characteristics in sampling. The sample size was 150 people.

In this study, data analysis used the Partial Least Squares (PLS) approach. Moreover, the Structural Equation Modeling (SEM) technique was used to test the hypothesis.

3 DISCUSSIONS

In this study, questionnaires were distributed to 150 respondents online. Significance testing was used to know the effect of exogenous variables stating that if the T-statistic value is \geq T-table (1.96) because α then it can be said that there is an influence of the exogenous variables on endogenous variables. The following is the path coefficient output.

Table 1 Path Coefficient

H	Variable	(O)	(/O/STERR/)	Remarks
H1	$UoM - TCC$	0.4205	3.3169	Significant
H2	$I -- TCC$	0.0434	0.2950	Not significant
H3	$I -- UoSM$	0.8097	17.4449	Significant
H4	$In-TCC$	0.3673	2.7283	Significant

This research is a replication of the research model proposed by Henrique et al. (2014), a journal reference used for this study that examines the use of social media to share tourist information through online content in Indonesia, especially by Surabaya travelers. Although this study used the research model proposed by Henrique et al. (2014), the results of this study are slightly different from the re-

sults of the study by Henrique et al. (2014). This is due to real condition differences obtained in Indonesia and Portugal.

H1 in this study shows that social media use has a significant effect on travel content creation. This study is consistent with the research conducted by Gretzel et al. (2007). Different studies found that travel review writers were more likely to use social media sites in making travel content. The large social media users in Surabaya love to find tourist destinations and their interest in visiting a tourist spot on social media. The rise of social media use has an impact that is quite influential on the Indonesian tourism sector, especially in disseminating information related to tourist sites and what services can be enjoyed by tourists in the area. Certainly, with the development of a more open flow of information, almost everyone/party can access information related to Indonesian tourist destinations, so that the Indonesian tourism sector is even more easily explored and attracts a lot of visitor interest. Information obtained in various forms, ranging from making travel content (travel content creation), review, or visual experience sharing through videos or photos were uploaded on various content online.

H2 in this study shows that innovativeness has no effect and is significant on travel content creation. This result is not consistent with the study of Pagani et al. (2011) that found innovativeness is not only related to the use of social networks to view and read content but also positively associated with the use of social networks to actively make comments and updates. In Najda & Sebastian's research (2013) shows innovation does not affect travel content creation. This causes that the research model between innovativeness and travel content creation variables needs further research as innovation has no influence on travel content creation in sharing tourist information. This shows that Indonesian travelers are not always easy in creating something innovative including travel content, due to the limited knowledge in creating content and preparing tourism data using a more comprehensive Information Technology (IT).

H3 in this study shows that innovativeness has a significant effect on social media use. The result of this study is in accordance with the result of Nusair et al. (2013) that shows innovative users of online social networks are more likely to use social networks as a means of interaction, considering that making travel content and using social media is a new technology. Moreover, social media use has changed the behavior of travelers because of the conveniences that can be obtained. In this case, the

people of Surabaya easily get information regarding tourist destinations that exist through social media and the internet. In this case, Innovation is used in promoting tourism potential as evidenced by the development of social media use by Surabaya tourists continues to increase. Social media is now not only a medium of interaction between people, but also a means of sharing experiences, including holiday experiences. Tripanzee is one feature that encourages friends to share. So, if someone shares a photo of a place that has never been visited it can also inspire others too. Not a few people upload information about their vacation destinations to social media, which unconsciously contribute to promoting these attractions. This is a unique phenomenon in a society that has unconsciously impacted Indonesian tourism. Through the features of this social media-based site, people can share information about tourist attractions in Indonesia and abroad by uploading photos and sharing stories through available forums. Thereby, innovation in social media use is very effective to increase the interest of tourists to visit various tourist destinations. (Chairunisa 2015).

H4 in this study shows that involvement has a significant effect on Travel content creation. The result of this study is consistent with the result of the research by Jamrozy et al. (1996) that shows travelers who are very involved tend to disseminate information. A different study also found an association between involvement and making travel content (Gretzel et al. 2011). The Surabaya's culture and tourism service uses an informal approach to travelers by always updating through new posts and increasing its followers, so that Surabaya travelers are more actively involved in informing tourism, available city facilities, and current event info through applications such as Twitter, Facebook, Instagram, and other online content. The involvement of Surabaya travelers in the dissemination of information on tourist trips is indeed very useful, because most travelers are now looking for tourist destinations through the internet, and their interest in visiting a tourist spot begins with good tourist information on social media. Therefore, the travel content today has better quality, is always up to date, and easily accessible to tourists

4 CONCLUSION

The results of this study indicate that applying and analyzing Travel content creation, Social media use, Innovativeness, and Involvement had an effect on social media users to share tourist information

through online content in Indonesia, especially by Surabaya travelers. Social media use had a significant effect on the construct of travel content creation that is directly felt by Surabaya travelers. Innovativeness had no influence on travel content creation to share tourist information. Innovativeness has a significant effect on the construct of social media use that is directly felt by Surabaya tourists. Involvement had a significant effect on the construct of Travel content creation directly.

This research still has limitations, thereby, recommendations that can be proposed are as follows: Travel account managers on social media can position their role as providers of tourist information that is always up-to-date and complete so that it can attract many Indonesian tourists to use social media as a tool to find tourist destination information. Social media is significant enough to choose a tourist destination. From the results of this study, the reader can position his role as a social media user who can search for tourist destination information through social media

REFERENCES

- Chairunisa, M. 2015. Berbagi Pengalaman Liburan Lewat Media Sosial. November 11, 2018. <https://travel.kompas.com>.
- Gretzel, U., Yoo, K.H. & Purifoy, M. 2007. Online Travel Review Study: Role & Impact of Online Travel Reviews. *Laboratory for Intelligent Systems in Tourism*. College Station, TX.
- Henrique, R., Amaro, S. F., Seabra, C. & Abrantes, J. L. 2014. Travel content creation: The influence of travelers' innovativeness, involvement and use of social media. *Journal of Hospitality and Tourism Technology* 5(3): 245-260.
- Kementerian Komunikasi dan Informatika RI, 2018. Kominfo : Pengguna Internet di Indonesia 63 Juta Orang. Agustus 26, 2018. <https://kominfo.go.id/>.
- Pagani, M., Hofacker, C.F. & Goldsmith, R.E. 2011. The influence of personality on active and passive use of social networking sites. *Psychology & Marketing* 28(5): 441-456.
- Sujin S. & Myongjee, Y. 2016. The role of social media during the pre-purchasing stage. *Journal of Hospitality and Tourism Technology* 7(1).
- Najda, M.J & Sebastian, K. 2013. Exploring barriers to innovation in tourism industry – the case of southern region of Poland. *Contemporary Issues in Business, Management and Education conference*. doi: 10.1016/j.sbspro.2013.12.862.
- Nusair, K.K, Bilgihan, A & Okumus, F. 2013. The Role of Online Social Network Travel Websites in Creating Social Interaction for Gen Y Travelers. *International Journal of Tourism Research*. DOI: 10.1002/jtr.1889