Motivation and Media Used by Tourist When Visiting Sightseeing After Pandemic Covid-19 in Indonesia and Japan

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Abstract. Sightseeing are places that have the attractiveness of an area, and this makes them a place that is visited by many tourists. However, several conditions make sightseeing unknown and rarely visited by tourists, which is the main problem in this study. Through this research, we will find out the motivation of tourists to travel, the media used by tourists to get information, and the attraction of sightseeing that can attract tourists to visit. This research uses survey methods and interviews with tourists to find out the phenomenon directly when tourists visit tourist attractions in Japan and Indonesia. Japan and Indonesia became the object of research because they were affected by the aftermath of the COVID-19 pandemic in their tourist fields. There will also be further analysis of the problems faced by the two countries. Then the results of the data obtained will be analyzed descriptively, and a solution to the problem is sought. Analyzing the results of this study, we found the phenomenon that the way of getting tourist information varies by age. The younger generation uses SNS, while the older generation often uses introductions from acquaintances and maps. It was also found that Japanese people's motivation for traveling is often to find a place to visit or to have an extraordinary experience. At the same time, Indonesians are often motivated by the desire to refresh themselves.

1 Introduction

Tourists are people who travel for recreation or vacation and also the preparations made for these activities. Besides for recreation and vacation, it could also be for work, research or study. Tourist attraction such as amusement park, beach, historic sites, and museum frequented by tourists. When visiting the places, tourists come with their family, friends or their beloved one. The tourist attraction also create their own uniqueness to attract the attention of the tourists. When pandemic Covid-19, many tourist attraction got closed temporararily or permanently. The places got closed due to lockdown regulations by the government and also no tourist can walk freely on the streets. After pandemic Covid-19, tourist attraction slowly receiving tourist who want to visit. This opportunity motivates tourists to seek information from the media and visiting sightseeing.

The research study "Examining the Relationship between Tourist Motivation, Touristic Attractiveness, and Revisit Intention" of S.E. Anastasya (2021), shows the variables of tourist motivation and tourist attractiveness were observed to contribute to the interest in revisiting tourist attractions [13].

According to W.J. Adi Putra. (2018), Tourism objects and attractions are a form of facility that can attract tourists and visitors to come to a certain area and place [4]. Meanwhile, tourist motivation is a factor that encourages tourists who come from within or from outside that influence their decision making to travel (Lorenza, D.TS., 2022).

Based on previous research that has been obtained with the title "Microtourism in the Corona Disaster in Relation to Tourism Motivation and Destination Choice" by O. Takashi, Y. Kazumi, & N. Yuki (2022), this study examines tourism motives for micro tourism during the COVID-19 pandemic. The research analyzes the relationship between tourism motives, destination attributes, and tourist satisfaction. The research focus was taken on Tokyo, which has the largest population, as a micro-tourism destination in Japan. This study examined which tourism elements influence tourist satisfaction. In examining the tourism elements associated with travel satisfaction "scenery", "tourist facilities", "weather", and "food" were the most popular [8].

While previous research from a study entitled "Tourist Types Based on the Correlation of Motivation and Activities at Tourist Attractions" by B.P.A. Wiyono, H.E. Kusuma, F. Sinatra, and A.C. Tampubolon (2019), this study determines the type of tourist based on the correlation between travel motivation and tourism activities. The results of the research analysis revealed that there are six tourism motivations that excel from the data obtained, namely contemplation, social-exploration, restorative, culinary, opportunity, and novelty. In addition, there are four tourism activities of interest,

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namely physical, cognitive, affective, and adventure activities. The results of the correlation of motivation and tourism activities then form a pattern that shows three types of tourists, namely explorer, pleasure seeker, and adventurer [15].

According to R. Nunkoo, D. Gursoy, Y.K. Dwivedi (2023), Social media also plays an important role in communicating and building residents' perceptions of complex issues such as sustainable tourism and improving their understanding of the direction of public discourse [7]. Therefore, the increasing engagement of the community with social media, along with the demise of traditional media, makes it significant and important to examine its influence on community reactions to tourism development. Community engagement with social media can take various forms such as creating, reading, watching, or sharing information, opinions, videos, or images about tourism through social networks. Social media users are mostly the younger generation and this is quite influential in choosing the decision of which sightseeing to visit.

Based on this research, there are many changes after the Covid-19 pandemic, especially in the field of tourism, so we want to know how tourists get information about tourist attractions and their interest in visiting these places. Our research focuses on travelers in Indonesia and Japan, as they are affected by the Covid-19 pandemic in their tourism field. Also through this research there will be further analysis of the problems faced by both countries. Therefore, we decided to conduct this research as a means to find out the motivations and media used by tourists when visiting tourist attractions.

2 Concept and methodology

We use quantitative research methods because the methods very suitable and useful to solve our research problems. Quantitative research methods are ways to gain knowledge or solve problems carefully and systematically, and the data collected is in the form of a series or collection of numbers [12, 14]. Therefore, data collection techniques can be regarded as a way to collect data in conducting this research. We will starte from creating questionnaire questions in Google Forms. We will make 2 Google Forms, the Indonesian and Japanese. After collecting all Google Forms respondents, we will analyze the different results answer between Indonesia and Japan.

Fig. 1. Indonesia questionnaire 1.

Fig. 2. Japan questionnaire 1.

This research method uses an Indonesian questionnaire and a Japanese questionnaire. Both questionnaires have the same content. In Figures 1 and 2, the first question of the questionnaire is the personal information of the respondent, including age, gender, and nationality.

Fig. 3. Indonesia questionnaire 2.

Fig. 4. Japan questionnaire 2.

In Figures 3 and 4, The next question is the respondent's motivation when visiting tourist sightseeing. In the choice of questions, we provide categories of choices based on statements that are often used as motivation when visiting sightseeing by tourists in Indonesia and Japan, we also provide other options in order to find out new motivations of tourists when visiting sightseeing.

In Figures 5 and 6, the last questionnaire question is about the methods and media used by respondents when seeking information about sightseeing. The categories of method and media choices included in the questionnaire are based on the use of methods and media that are widely used by previous data.

The interview questions we used were the same as the questionnaire questions. However, the difference is the object of research focused between questionnaires and interviews. questionnaires focus on the younger generation and interviews focus on the older generation. So that the results of the data we get from questionnaires and interviews have differences. In our visit, interviews were conducted directly through interaction with respondents at sightseeing, we also conducted interviews with respondents who had previously visited sightseeing and for the location and date of the interviews we conducted were the Kota tua in Indonesia and Wakayama eki in Japan, on January 8, 2023.

Fig. 5. Indonesia questionnaire 3.

Fig. 6. Japan questionnaire 3.

After the data from the questionnaires and interviews are collected, the result will be analyzed descriptively. Descriptive analysis is a fundamental component of this process because of its role in helping us to observe the world or a phenomenon and, subsequently, in identifying research questions and generating hypotheses based on what has been observed [5] (Loeb, 2017). Descriptive data analysis is an effective method to find similarities between the motivations and media used by tourists in Indonesia and Japan. It can be used to find out more about the problems and solutions.

3 Result and Discussion

In this study, there are 2 subject of research based on the generation of tourists, the younger generation (from questionnaires) and the older generation (from interviews). From the results of the questionnaires and interviews that we have analyzed we found differences and similarities from the data.

3.1. Questionnaire result

In the survey results section of Figures 7 and 8, we focus on younger respondents, The largest number of respondents were between the ages of 10 and 29 years old. So it would be good to find out more about the

motivations and media used by young people through questionnaires, then we can see comparisons and similarities with elderly through interviews.
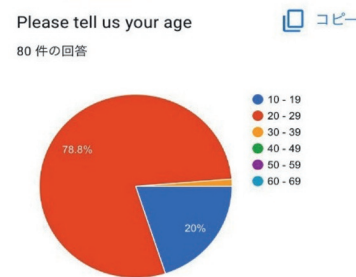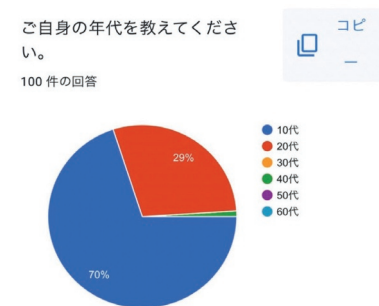

Fig. 7. Indonesia questionnaire result 1
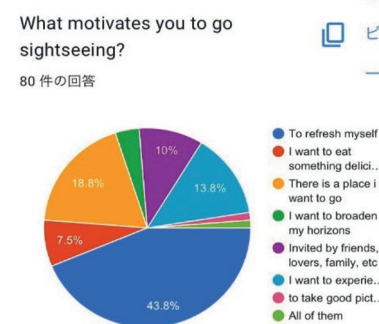

Fig. 8. Japan questionnaire result 1.

Fig. 9. Indonesia questionnaire result 2.

The following is a summary of the survey results in Figures 9 and 10. We found that many people on the Japanese side go sightseeing because they have a place they want to visit, while many people on the Indonesia side go sightseeing because they want to refresh themselves.
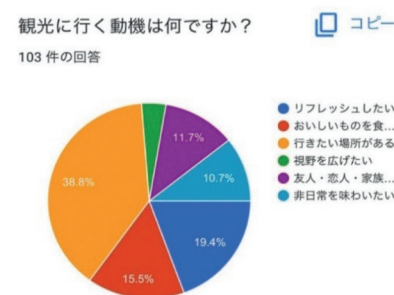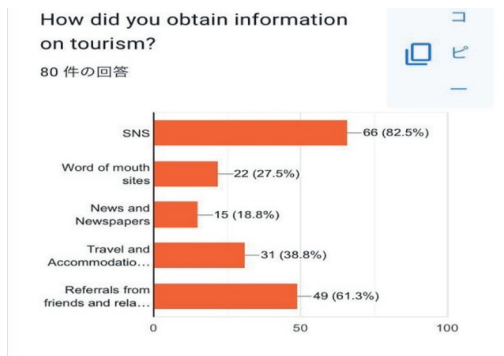

Fig. 10. Japan questionnaire result 2.

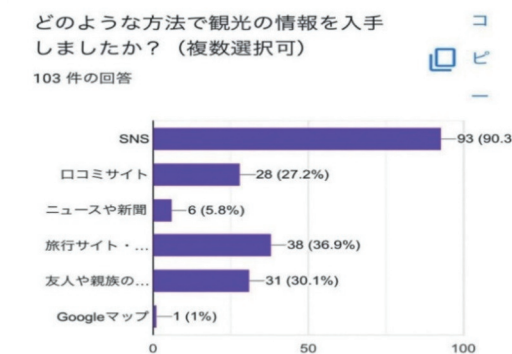**Fig. 11.** Indonesia questionnaire result 3.

Fig. 12. Japan questionnaire result 3.

The results of the data collected from Figures 11 and 12, the highest number shows 90.3% of Japanese respondents and 82.5% of Indonesia respondents choose SNS. The questionnaire results show that younger Indonesia and Japanese respondents have similarities when obtaining tourist information mainly from social media. Followed by travel websites, accommodation websites, and introductions by friends and relatives.

This is also supported by the We Are Social report, the number of active social media users in Indonesia was 191 million people in January 2022. That number has increased by 12.35% compared to the previous year's 170 million people [6, 11]. Whereas in Japan based on the 2022 Survey on SNS Usage Trends conducted by ICT Research Institute, there are more than 82.7 million SNS users in Japan, with a SNS penetration rate of 82% [3, 9]. Based on these data, it can be seen that there are many social media users in Indonesia and Japan, and social media has become a part of everyday life for the younger generation as well.
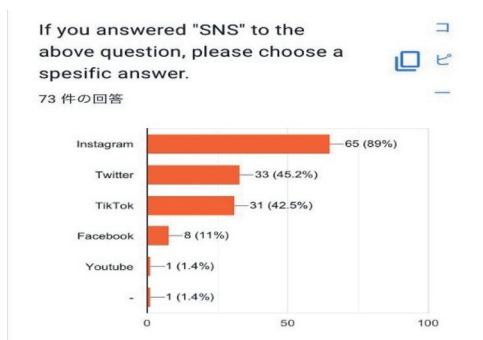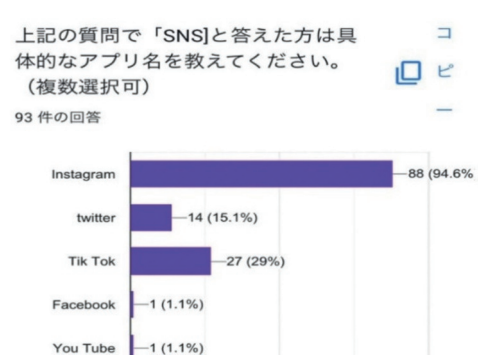

Fig. 13. Indonesia questionnaire result 4.

Fig. 14. Japan questionnaire result 4.

Based on Figures 13 and 14 regarding the type of SNS media, Indonesia and Japanese respondents who use social media as a means to obtain tourism information about 90% of respondents use Instagram as a means to obtain tourism information. Then followed by Twitter and TikTok as media that are widely used in Indonesia and Japan.

3.2. Interviews result

In these interviews, we surveyed people of various ages, with a focus on the elderly. The interviews were conducted with older age groups than in the survey, since the purpose of the interviews was to improve the age bias that was found in the questionnaire survey.
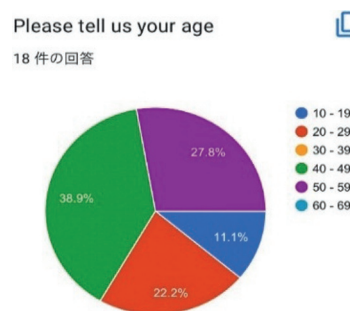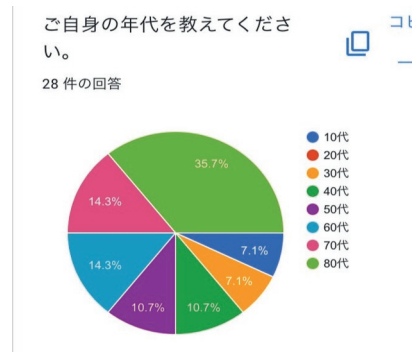

Fig. 15. Indonesia interview result 1.

Fig. 16. Japan interview result 1.

From the data in Figures 17 and 18, Many respondents in both countries answered that their motivation for going sightseeing was because they wanted to eat delicious food, visit places they wanted to visit, or refresh themselves.
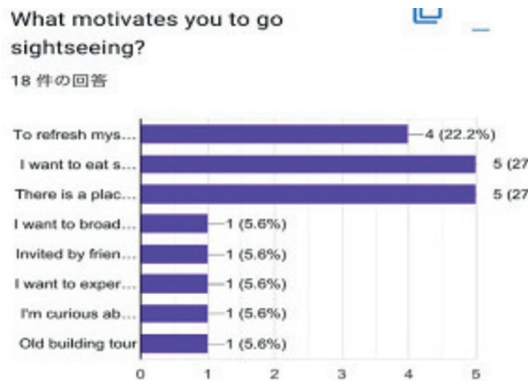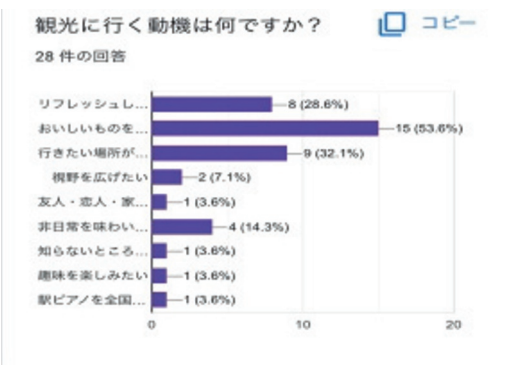
Fig. 17. Indonesia interview result 2.

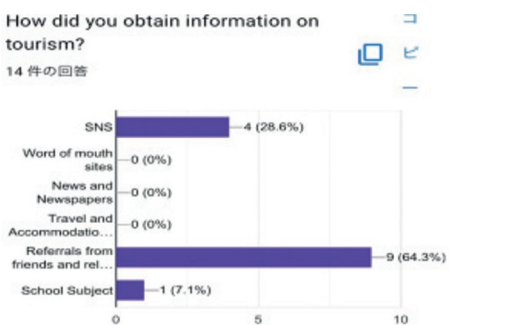**Fig. 18.** Japan interview result 2.
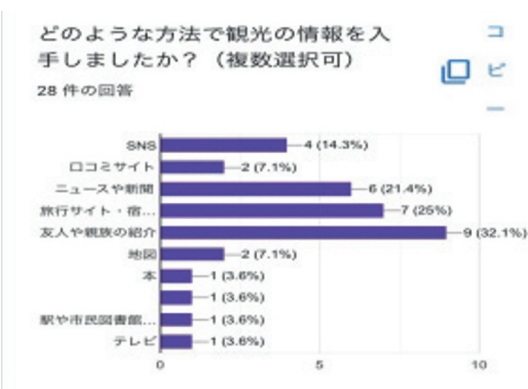

Fig. 19. Indonesia interview result 3.

Fig. 20. Japan interview result 3.

The way tourist information is gathered differs by age. Based on Figures 19 and 20, younger respondents generally use social media, while middle-aged and older respondents were more likely to say that they obtained information through friends and family referrals, and less likely to say social media.Throughout the entire interview, there was no change in the motivation for going sightseeing according to age, but the means of obtaining sightseeing information differed according to the age group.

4 Discussion and suggestions

Of the conditions that can be seen from the problem of areas that have few tourists is that the areas are not known for what they have to offer. Therefore, the first step is to make the tourist destination itself known. As a way to approach this, it is necessary for the younger generation can obtain information through social networking sites, and for the middle-aged and older generations, we would like to place brochures and other materials in public places (libraries, train stations, etc.) to attract their interest.

Summary of questionnaire and interview results. Across the surveys, the most striking difference was in terms of how access to tourist information. Therefore, we feel that areas that want to attract more tourists in the future, such as less populated areas, first need to clarify the age group they are targeting and examine their approaches, such as advertising methods.

Based on the results of the survey on information gathering methods, we propose the following two ways. First, since SNS was the primary means of information for young people, it is suggested that official SNS accounts be created by prefectural and local governments to announce local events, post information on actual visits to the area, and communicate the attractiveness of the area, as well as to collect information on stores and other places. Some prefectures and local governments already have such accounts, but it is difficult to say that they are widespread. For example, Wakayama Prefecture's account has only 19,000 followers, or 0.7% of the approximately 24 million tourists who visited Wakayama in 2021 [16]. In order to promote the use of this account, local products and service coupons may be distributed to those who follow the account or post using the hashtag. In addition, since friends and family are the main means of information for the elderly, we thought we could attract more customers by offering group and referral discounts.

From the survey, many of the respondents expressed the motivation for tourism as having places to visit and to refresh themselves. Each other's countries have many globally recognized tourist destinations. It is considered effective to hold events in which residents participate, especially in areas where there are few tourists. For example, in the town of Higashikawa in Hokkaido, residents provide photos of local tourist attractions and hold exhibitions for tourists. If such events attract many people to visit and become interested in the area, it can be expected to increase the number of people interacting with the area and develop the tourist attractions.

In addition to this, we also considered the idea of making trekking maps. We think that trekking maps should be made mainly by people in the tourism section of the municipal offices of each city, town, or village, or by people in the sections involved in community

development [10]. Based on the results of the questionnaire and interviews, we found that many people wanted to refresh themselves and experience something out of the ordinary, so we thought that we could attract tourists by taking advantage of the existing nature itself and targeting such people. We also thought it would be a good idea to set up a rest area in an abandoned house where trekkers could eat and rest.

5 Conclusion

From the results of the research that has been obtained regarding motivation and media used by tourists when visiting sightseeing after pandemic Covid-19 in Indonesia and Japan, we came to the conclusion that the means of obtaining tourist information varies by age. The younger generation uses SNS, while the older generation often uses introductions from acquaintances and maps.

It was found that Japanese people's motivation for traveling is often to find a place to visit or to have an extraordinary experience, while Indonesia are often motivated by the desire to refresh themselves. In addition, as a way to attract people, we think that it is important to improve the transportation network, increase the attractiveness of the land by holding events and creating trekking courses, and disseminate information suitable for each age group to attract more tourists.

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