

The Audience Motivation of Movie-Induced Tourism: an Indonesia Case Study

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Abstract

This research aims at identifying movie-induced tourism in terms of business related to audience personal motivation using a study on movie *Ada Apa Dengan Cinta (AADC) 2*. It uses qualitative research with a descriptive approach. The in-depth interviews from 17 informants are analyzed using conventional content analysis that would later raise the emergent themes to support the identification of movie-induced tourism in the study of *AADC 2*. The results of this study indicate that *AADC 2* has a function to influence audiences traveling decisions on the featured locations after watching the movie, even though the film itself is not intended to promote a particular destination. This study's audience's personal motivations are grouped into two, namely general personal motivation and specific personal motivation. The audiences also revealed some additional considerations, such as accessibility and cost, in visiting the locations that influence their travel decision. It would be beneficial for a destination to incorporate filming into destination marketing plans by seeing a good case practice from *AADC 2* movie with these results.

Motivasi Penonton dari Pariwisata yang Terinduksi Film: Sebuah Studi Kasus dari Indonesia

Abstrak

Penelitian ini bertujuan untuk mengidentifikasi pariwisata yang diinduksi film ditinjau dari segi bisnis yang berkaitan dengan motivasi pribadi penonton menggunakan penelitian film *Ada Apa Dengan Cinta (AADC) 2*. Penelitian ini menggunakan penelitian kualitatif dengan pendekatan deskriptif. Hasil wawancara mendalam dari 17 informan dianalisis menggunakan analisis isi konvensional yang nantinya akan mengangkat tema-tema yang muncul untuk mendukung identifikasi pariwisata terinduksi film dalam studi *AADC 2*. Hasil penelitian ini menunjukkan bahwa *AADC 2* memiliki fungsi untuk memengaruhi keputusan perjalanan penonton di lokasi unggulan setelah menonton film, meskipun film itu sendiri tidak dimaksudkan untuk mempromosikan destinasi tertentu. Motivasi pribadi penonton dalam penelitian ini dikelompokkan menjadi dua, yaitu motivasi pribadi secara umum dan motivasi pribadi secara khusus. Ada juga faktor-faktor yang dipertimbangkan dari penonton yang mempengaruhi keputusan mereka untuk melakukan perjalanan ke lokasi unggulan dalam film, seperti biaya serta akses menuju lokasi. Dengan hasil yang telah disebutkan, sebuah destinasi akan mendapatkan banyak manfaat dengan melakukan kolaborasi bersama para produser film ke dalam rencana pemasarannya dengan melihat *good-case practice* dari film *AADC 2*.

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INTRODUCTION

The movie can play a role in influencing consumer behavior by adapting to its mass consumerism. Indeed, movies are used to promote motor vehicles, drinks, foods, and clothing for merchandisers and promote tourism (Riley et al., 1998; Gundle, 2020). Therefore, featured locations could emerge as a new destination for the audiences of the movie. Moreover, it could increase the branding of the destination as places featured in the box office movie. The popular concept of this phenomenon is known as movie-induced tourism. Therefore, movie-induced tourism could be described as tourist visits due to a destination.

Moreover, it could be described as attraction as a result of the destination featured on television, video, or the cinema screen (Hudson & Ritchie, 2006; Connell, 2012; Mendes et al., 2017). In Indonesia, the phenomenon of movie-induced tourism is already found, such as the popularity of Belitung through *Laskar Pelangi* movie or Semeru Mount through a 5 cm movie. Recently, a similar phenomenon, which becomes interested, is the popularity of the locations used by *Ada Apa Dengan Cinta (AADC) 2* that was mostly taken in Yogyakarta. *AADC 2* is a sequel to *Ada Apa Dengan Cinta's* previous movie in national theatres in 2002.

The reason that makes *AADC 2* look different and more interesting than the previous sequel is that it took in Yogyakarta as the primary location that dominated the movie background. The director, Riri Reza, said that 70 percent of filming was done in Yogyakarta. Many Yogyakarta artists were also involved, from production into the production and the actors of the movie. Riri Reza was interested in that area because of new developing things, such as the development of comics to hip-hop music and fun mural (Bisma, 2015; Saputra, 2016). However, the most interesting fact about the success of *AADC 2* is the impact of the movie released in April 2016. Not only successfully gaining millions of viewers, but also the movie can attract audiences to visit the shooting locations in Yo-

gakarta. Using one of the social media, which is Instagram, a keyword #aadc2 has 166.042 posts. Many of them are pictures of visitors who visit locations where *AADC 2* was taken.

Researchers conducting movie-induced tourism is usually built from a Western perspective (Beeton, 2006; Zhang & Ryan, 2018). It raises the question of whether this study can be applied in other cultures, such as in Asia or not. Hoffmann (2015) gathered the latest data that coincided with an increase in publications on the topic. A study by Beeton in 2010 also confirms that there is an increasing body of knowledge coming out of Asia that suggests it may be even more significant in those cultures. Continuity research conducted by Connell (2012) showed that movie tourism research emerged in Asia only in a recent year and mostly was studied from Korea's movies or dramas.

There is a new paradigm to make film tourism with more advanced knowledge (Beeton, 2010). The study revealed that film tourism research invites multi-disciplinary post-modern study, which has moved from merely considering business and marketing to incorporating multiple disciplinary approaches. The model enables the researcher to see where it has gone and where it is going. However, it still needs to go in terms of knowledge development, both theoretical and practical. Understanding where the researcher has come from, how it is structured, and where it is going, this study enables the researcher to develop a body of knowledge and look forward to the future rather than taking a backward-looking perspective by simply repeating what is already known.

According to the interpretation of the model, this study puts knowledge about movie-induced in an aspect of tourism business research based on the personal motivation of individuals when they were coming to film sites. To fill the gap of information about the phenomenon of visiting places in *AADC 2*, the researcher would determine the role of the movie as media promotion based on the audience motivation using descriptive content analysis study to provide new knowledge in this critical topic from Indonesia's standpoint.

Hypothesis Development

Popular media shapes awareness and reinforces the imagery of a destination (Hoffmann, 2015). That is why popular media, which is the regular consumption of society, could play a role in influencing people to visit a destination. Many people are consuming many media, for example, art, literature, and movie. With the development of digital technology, internet consumption also overgrew in the early years, though television still dominated global media consumption (Tooke & Baker, 1996; Austin et al., 2016; Kantarci et al., 2016).

A movie is the most influential popular media for many people from the famous media examples mentioned (Hoffmann, 2015). Media, especially movies, has become one of the principal vehicles for shaping people's awareness, as it can bring the world and its beauty to millions of people through a screen. Furthermore, people's willingness to read is also declining, as they desire to watch a movie, video, or television. Therefore, movies and television became the principal mass entertainment and effectively influenced tourism's attractiveness (Tooke & Baker, 1996; Beeton, 2016). This process certainly adds to the power of media to impact the community. Including the desire to do traveling according to what they have seen on a screen. Film tourism becomes a growing phenomenon worldwide (Hudson & Ritchie, 2006; Qiao et al., 2016; Farida, 2016; Muhammad & Artanti, 2016; Rattanaphinanchai & Rittichainuwat, 2018). The increasing numbers of tourism arrival after the location were used as a movie set (O'Connor & Kim, 2014). Therefore, as a form of media tourism, movie-induced tourism has been identified as a spin-off effect of film productions (Hoffmann, 2015).

The interest of the study in movie-induced tourism is increasing with the phenomenon of the movie trilogy *The Lord of the Rings*, which increases tourism in New Zealand dramatically. New Zealand is being marketed as "Middle-earth" based on the movie trilogies *The Lord of the Rings* and *The Hobbit*, as a part of the 100% Pure New Zealand

in the government tourism campaign (Beeton, 2006; Hoffmann, 2015). It seems as though the volume of publications on different facets of movie-induced tourism has increased dramatically over the past decade. The study conducted by Riley et al. (1998) focuses on the tourist gaze and the icon in the movie in supporting the audience's intention to do a site visit in the featured locations. The gaze should be directed at objects featured, which are extraordinary and distinguish the gaze from others. Whether scenic, historical, or literary, the properties of a movie location qualify as icons for tourists. In the sense that people are seeking a site on the silver screen, they become movie-induced tourism.

In addition to the effects of the tourist gaze, the icon in the movie also plays an important role. One of them is to attract the audiences to visit featured locations. Icon implies that a movie's symbolic content, a single event, a favorite performer, a location's physical features, or a theme can represent all that is popular and compelling about a movie. In closing the study, it was mentioned that the 12 sites studied and the results revealed differ from each other.

Some previous studies have not focused on audience motivation in visiting featured locations. It makes the discussion more complicated because of the "private" and personal motivation of someone when they visit the destinations in the movie. The motivation was more complicated, arguing that visitors were coming to film sites to re-live an experience (or even emotion) encountered in the film, reinforce myth, storytelling, or fantasies, or for reasons of status (or celebrity) (Beeton, 2005; Beeton 2010). Macionis (2004) identifies different types of film-induced tourists, depending on their increasing motivation in actively seek out film locations. Hoffmann (2015) analyses the profile of film location tourists by determining their motivations, possible experiences, expectations, and other elements before they visit the site. He identifies the actual experiences of film location tourists, noting the "gaze" as they perceive the filmed environments.

METHOD

This study uses descriptive qualitative according to the purpose of the research. Qualitative research refers to a study whose findings are not subject to quantification or quantitative analysis. It is often used to examine consumer attitudes, feelings, and motivation (Churcill, 2010). The researcher used in-depth interview techniques to the moviegoers who had watched AADC 2 movie as informants for this study. Some criteria are set to select the informants. Those are the AADC 2 movie audience, having age above 18 years old, and having visited at least one featured location in the film.

The method to obtain the respondents in this study used the snowball-sampling technique. The snowball technique is used to help to get respondents because the search of respondents that match with the previously mentioned criteria is quite tricky. Notably, some potential respondents who entered the requirements are also there who refused to do an in-depth interview. Furthermore, sample sizes for qualitative research vary by technique but are generally small (Cooper & Schindler, 2014). The number of respondents in this study amounted to 17 people. Each interview would be conducted between 20 to 35 minutes. In general, the in-depth interview would be executed between 20 minutes until 2 hours to complete, depending on the issues or topics of interest (Cooper & Schindler, 2014).

Behavioral and motivation research relies on respondents to be accurate, honest, and clear in their responses to often very personal interview questions. Even if respondents are cooperative, they might not understand the question or even remember their account details. Having a systematic set of interviews and a series of guidelines would increase the validity and reliability of this study.

Interview materials that have been prepared by the researcher only a reference to obtain the elements of the required answers. The interview begins with some inducement questions or probing questions. Furthermore, respon-

dents are left to tell their stories and develop by themselves from these questions. Although it reserves the right to disclose all matters relating to the research topic, the researcher remains in control to keep the interview focused until it gets the answers required from the respondents. This control could be obtained because the researcher keeps trying to lure answers from respondents to get more specific answers. This research is designed with exploratory study, so that, the validity of respondent's answers could be maintained.

A direct approach is processed by reading the data transcripts and highlighting all texts that show the first impression to present an emotional reaction. The next step is to encode the highlighted parts by using predefined codes. The rest of the text that could not be specified in the initials of the codes would be given a new code. Then, the codes would be grouped into emergent themes that would be unique findings to be examined and developed by the researcher.

Data analysis uses the content analysis method. Research using content analysis focuses on the characteristics of language as a communication tool by taking contextual or contextual content from the text or data (Hsieh & Shannon, 2005). According to the problem statement, the researcher wants to develop a body of knowledge and to look forward to the concept of movie-induced tourism rather than taking a backward-looking perspective. This analysis could be categorized as conventional content analysis. Conventional content analysis is generally used with a study design that aims to describe a phenomenon.

RESULT AND DISCUSSION

This study began with a general approach to data collection that investigated how and what motivation influences people to travel in featured locations in the movie, in this case, the movie *Ada Apa Dengan Cinta (AADC) 2*. The result also attempts to discover the effect of movie-induced tourism as a behavioral intention

of the audiences who become visitors after they visit the featured locations. Each point is discussed, and verbatim quotes provide support from the interviews. Emergent themes are identified to clarify the meanings inherent in these motivations for the movie's audiences as the visitors to featured locations.

The Role of Movie in Motivating Audience to Visit Featured Locations

The answers from the informant about the movie attributes in AADC 2 could identify the role of the movie in generating a desire to visit featured locations. These movie attributes are the primary trigger, either directly or indirectly, in causing a willingness of the audience to visit related sites. It is caused by the activity of watching the movie at the early stage for the audience in generating interest to visit featured locations. When the informants watched AADC 2 on the big screen, it was the first impetus for them to make visit decisions to these locations.

Providing Information. The role of the movie AADC 2 for respondents regarding their desire to visit the location is to inform them of new places. In the case of AADC 2, the function of the movie as a media that influences the audience to visit the featured location starts from the role itself as a giver of information about the locations that are considered 'new' by the audience.

"because a lot of information that is not obtained, do not know where to go, then, with AADC, I know where to go. So, AADC adds my reference for new destination" (R2, Male, 34 y.o.)

Creating Awareness. Through its function as an information giver of movie AADC 2 is also perceived to create an awareness that was not previously realized by the audience. Informants expressed that they were aware of a suitable location according to their point of view through the movie. Awareness was obtained when the respondent did an activity-watching movie AADC 2. With this awareness, infor-

mants who were the audiences of the film feel encouraged to make visits to the featured locations that look attractive to them.

"because the movie used unpredictable places, it turns out for me like 'oh Jogja has somewhere like this'" (R15, Female, 28 y.o.)

Adding Valuable Image of Certain Featured Locations. Besides, to create awareness from the audiences, AADC 2 seems to be able to change some mindsets from the audience about the locations used in the movie. The informants explained that the effect of the film for the featured sites is also able to form a new assessment in their minds.

"maybe like Ratu Boko Temple, the impression for me was only the temple. From AADC, it could give a romantic atmosphere in that temple... from the movie, it could add value or could get romantic ambiance in a certain place. That is what I get from AADC. There might be a mind that is changed from watching this movie" (R6, Female, 26 y.o.)

Providing Recommendation. This study reveals that the movie also has a role as a form of perception in the audience's mind associated with the featured locations. Respondents have an understanding that the sites used by the movie are recommended places. There is a perception which the movie crew carefully selects those locations. Therefore, the informants think that the site is worth visiting.

"and when I see it in AADC, it means it's something that should be visited. Because it is in, what, it's in the frame. The movie world means the locations are recommended" (R13, Male, 24 y.o.)

Creating Imagery. A movie holds an important role in creating awareness and shaping the image of scenes, including the locations itself. Through the film, the audience would portray the vision of what they have seen when they do the activity of watching on the big screen. The picture forms a separate image for each location by the thoughts of each audience. Each audience has a different image formation for

each area in the movie AADC 2. In the results of this study, there are four images of featured locations that dominate the minds of most respondents. Those images are beautiful places, exclusive performances, romantic ambience, and reposeful.

"... seems like the scenery was very beautiful when I saw it in the movie... when there was a scene, ride up in Gereja Ayam, then seeing the sunrise. So beautiful. It affects me because it's beautiful" (R7, Female, 27 y.o.)

Creating Iconic Scene. The crew of movie AADC 2 seems successfully creating the iconic scenes that are quite imprinted in the minds of the audience. One of the iconic scenes takes place in a café in Yogyakarta. Informants stated that the iconic scene caused a sense of curiosity towards the location used to make that scene.

"well, like the scene 'Rangga, yang Kamu lakukan ke saya itu jahat (Rangga, what you do to me is so mean),' yes, it is like the tagline of AADC 2, the scene is iconic. So, more I want to know where the location is" (R10, Female, 22 y.o.)

The Difference between AADC 2 with Other Commercial Movies in Indonesia. The audience entirely perceives differences in AADC 2 compared to other commercial movies. The noticeable difference in AADC 2 is the location in which Yogyakarta dominates. One of the exciting things that make the movie AADC 2 memorable is the use of unusual places. If other moviemakers use sites such as Alun-Alun Kidul, Prambanan Temple, and Malioboro, then different circumstances would be found when the audiences see the location in the movie AADC 2. The selection of the site decided by the movie crew is considered auspicious by the informants. Moreover, it can attract them to visit those featured locations.

"if it is like FTV, it would usually use Alun-Alun Kidul...because I come to Jogja every year. So for me, a movie or FTV that uses Alun-Alun Kidul, BNI Corner, or Malioboro are widespread and ordinary" (R13, Male, 24 y.o.)

Branding of the Previous Sequel. Movie AADC 2 gets a unique advantage because of the success achieved by the previous sequel. Both branding and the success of the previous sequel make AADC 2 as a movie that is awaited by the audiences. Branding brought by the first movie is considered quite memorable by the informants.

"because, I think, hem what, I got the soul when I watch it. From the first movie, the feel is still there, about their friendship, and then, about the love story between Rangga and Cinta" (R10, Female, 22 y.o.)

The Filming Ability of Movie Crew in Lighting and Coloring. Some informants realized that the beauty of locations seen in AADC 2 is the result of the ability of a successful crew to show the appearance in the movie with impressive coloring and lighting. The capability of the movie crew to display the location with the atmosphere in the surrounding is also considered appropriate by the respondents. Informants also stated that the movie crew managed to make the actual places seem ordinary to be seen as more cinematic in the movie.

"I've had experience in making movies too, like a short movie. Because I do not like romantic movies, so my interest was moved from the story to the shooting technique, like the lighting. The superiority of this movie can make an originally ordinary place looks more cinematic. It is from its shooting technique" (R16, Male, 25 y.o.)

Duration of Location Appearing in the Movie. Informants said that showing sufficient length for various locations used in the movie would add their desire to visit those locations. In addition, this duration would help the audience to understand better and enjoy the beauty and uniqueness of the place used by the movie AADC 2. Length with the right time is considered able to cover all sides of the location. However, since the film is a type of media consumption in which the airing is limited by time, the movie crew must still have the ability to present the scene with the right duration.

“... in Puthuk Setumbu, we could see a lot from the movie, starting from the inside, from morning until the sun rises. So, we could have many pictures of the location. Simply influence” (R14, Male, 23 y.o.)

General Personal Motivation

Motivations are categorized in general because it does not involve depth emotional attachment compared with motives that are revealed in specific personal motivation. General personal motivation also classifies motivation when the movie is not a significant factor as a driver for the respondents to visit the featured locations.

Exploring New Destination. The role of the movie as an informant for the audience would create their motivation and also intention to visit the featured locations. Respondents said that the film provided them with information about new places in Yogyakarta. The new sites certainly help tourists add the list of destinations worth visiting when they are in Yogyakarta. The curiosity to explore new locations featured in the movie AADC 2 is one of the motivations why most informants want to visit the place.

“I am not familiar with Lokal Resto, like the popular background with a mural YOGYAKARTA and the colorful design. That’s so funny for me, like, which part of Jogja it is. But, if it is not caused by AADC 2, I would never know about the Lokal Resto there” (R9, Female, 29 y.o.)

The Coincident Factor. Unintentional visits are another type of motivation expressed by the respondents. This motivation is related to respondents’ familiarity with the region in which the featured places are located. Besides, the coincidental factor is also based on the reason because the informant has lived or domiciled in Yogyakarta. They visited the location because they happened to be living or visiting Yogyakarta.

“The locations are in Jogja. I keep familiar with the locations. It makes me more notice or used to know about it; then, the place was framed in the movie so that it becomes interesting for me” (R14, Male, 23 y.o.)

Participating in the Latest Trend. Informants in this study admitted that the trending factor becomes their motivation to visit the shooting location of the movie AADC 2. This motivation is also considered weak as well as the coincidental factor because the respondent visited just to follow the trend that is being discussed by many people. After the release of movie AADC 2 in cinema, the featured locations became a trending topic discussed by many people in Indonesia. Social media, like Instagram, becomes one of the favorite platforms for people to share the trend. They feel curious about something that is being discussed by many people, whether it comes from people around them or the topic that is being crowded on social media.

“... because everyone is talking about AADC and the places in the movie scene like ‘the place is like this’ ‘the place is good’. So yeah, I went there. That’s what affects me” (R3, Female, 34 y.o.)

Doing Activity Related to the Specialties of the Location. During a visit to the featured locations, informants claimed to do some activities there. Activities that each informant would do varies, ranging from photos, hanging out, to a culinary tour. The events of the respondents are related to the advantages of each location.

“I have been to Lokal Resto. At that time, I wanted to take a picture in the mural YOGYAKARTA that is painted on the wall of the resto. That is one of the effects of the movie for me” (R11, Female, 27 y.o.)

Cultural Interest. The interest in the culture shown in the movie also seems to be one of the factors that influence the audience’s desire to visit existing locations. Although in the movie AADC 2, it does not feature the point, the film could display the artistic side of particular sites for some respondents. Culture in this movie is not always associated with the ancient culture, but a new culture, such as contemporary art, is also considered unique by the respondents.

“... something related to the culture, such as Papermoon and the place of Jogja Hiphop Foun-

ation, those kinds of culture are interesting for me" (R1, Male, 26 y.o.)

Specific Personal Motivation

This type of motivation is grouped to specific because it relates more to personal reasons compared to the general personal motivation. The idea is such as hobbies and causes that are strictly related to the movie AADC 2 itself.

Personal Interest. Personal interest is usually related to the hobby of the informants. AADC 2 is capable of displaying various locations related to the coffee. Not only featuring a physical picture of the café, but this movie also managed to show some of the specialties that exist in the café. In this study, by chance, some respondents are coffee lovers or someone who has a hobby to enjoy coffee.

"I actually pay attention to the coffee place in the movie. Because, at that time, I like everything about coffee, for example, in Klinik Kopi. From the beginning, I want to go there because I, myself, love coffee" (R13, Male, 24 y.o.)

Personal Emotional Attachment to the Movie. The storyline presented by the movie is quite dramatic for this genre. The audience's emotional attachment is also coupled with a sense that is still carried by the first movie. Being in one location with a film that takes enough feelings for the respondent is one of the things that gives satisfaction and pleasure for some informants. Emotional attachment is indeed quite complicated because it brings the warmth that respondents themselves are also difficult to express. In essence, they would feel satisfied and glad when they are in the same location with some touching and memorable scenes in their minds.

"I just want to be in Ratu Boko when it is sunset like I got the feeling and the emotion, and I want to feel the same as the situation that had been successfully created when I watch the movie" (R4, Female, 26 y.o.)

Celebrity Involvement. Some informants admitted that they are fans of the primary cast, such as Dian Sastrowardoyo and Nicholas Sa-

putra. Others were impressed with the acting of the celebrities in this movie. One of the informants said that excellent acting ability would give the impression attached to the audience's mind. Based on the statement revealed by the respondents, celebrities also influence their desire to visit the featured locations used by the movie. Informants said there is a feeling, like satisfaction and pleasure for them, to be in one place with their favorite stars.

"related to the acting. The analogy is like this, if the acting is good, the moment they played can be memorable, like the scene 'yang kamu lakukan itu jahat'. That makes me want to go to the place, because the actions of celebrities were excellent and memorable" (R10, Female, 22 y.o.)

Self-confirmation. A deep curiosity becomes one of the motivations of the informant to visit the featured locations in the movie AADC 2. Curiosity becomes a desire that is needed to be proved to achieve personal satisfaction after carrying out the proof. Another respondent explained that self-confirmation became his motivation because the respondent would not make maximum comfort before proofing of what he saw in the movie with reality. High curiosity arises because the film can display the location on the most exciting side to generate a sense of interest from the audience to the featured site.

"I've known Klinik Kopi before watching AADC 2. Therefore, when I saw Klinik Kopi in the movie, I repeated to ensure myself about the location 'is this place like it or not?', which means that I tried to match it with the picture, it's true. Yes, it does, but when it is seen from digital visual, that would not enough for me if I do not make direct visits to the location. That's not good, and now, it will be impossible in my mind if a movie uses a perfunctory site. That's impossible. It means the place is really, like what, it is difficult to be explained by me anyway. I just want to go there. I want to know the real location" (R13, Male, 24 y.o.)

Doing Activity Related to Movie. For the study of movie-induced tourism, the activity that is often desired by the audience is to rec-

reate the scenes contained in the movie. The action also seems to be one of the motivations for the informants in this case of film AADC 2. This motivation is usually based on the impression attached to one of the scenes in the iconic scene in a movie.

"...like what I often say is 'jahat (mean)' haha. When Cinta said 'jahat' to Rangga, is it in a restaurant, huh? I want to go there and do repeat the scene, and then I will put it on my Instagram Story. So funny. Just for fun. When I visited Ratu Boko, I also did repeat the scene there with my friend 'ah Rangga had been here, Cinta been here' like that" (R8, Female, 26 y.o.)

Additional Considerations in Visiting the Locations

Besides, to give motivation, there are also some considerations expressed by informants to visit featured locations in the movie AADC 2. Those considerations influence the decision of the informants to be or not to visit related places. The findings of this consideration factor could be categorized as unique because it is similar to tourist behaviors in Indonesia. In previous studies of movie-induced tourism, which mostly took place in Western Countries, these consideration findings might not necessarily found. However, for AADC 2 located in Indonesia, the informants revealed that the consideration factors might affect their motivation and decision to travel to the featured locations. There are four dominant considerations said by the respondents, which are partner, accessibility, cost, and past issue.

The Assessments of Audience after Visiting Featured Locations

There are two kinds of assessments given by the informants after they visited the featured locations. Those assessments are positive assessments and negative assessments. For example, a positive evaluation would be given if the informant got favorable experience during their visit to a particular location such as beautiful scenery, a unique attraction, the energetic ambiance of Yogyakarta, and creating new land-

marks in Yogyakarta. On the contrary, negative assessment is caused by respondents' unpleasant experiences in specific locations such as uncomfortable location, the bad taste of food, bad service, and lack of attraction.

Behavioral Intention of Audience after Visiting Featured Locations

In closing, the informants also revealed some behavioral intentions to the featured locations. The informants published two behavioral intentions: first, giving recommendations for others and not revisiting the places. Each respondent has different assessments and behavioral intentions for each area. Some informants have visited more than one featured site used in the movie AADC 2. One place with another might get different assessments and behavioral intentions. An informant might feel satisfied when visiting one of the locations. However, such satisfaction might also not be obtained when the informant visits other sites.

This study stands alone in its own right by collecting rich qualitative data about movie-induced tourism's motivations and experiential aspects. Further to this, it has described the movie-induced tourism experience related to the motivation to visit a movie site and provides a series of critical themes. This study has demonstrated that movie does play a role in motivating some audiences to see specific locations. However, its role could vary in importance and intensity depending on tourist types.

The movie AADC 2 motivates the audiences based on the movie attributes, like the initial stage before the respondent is motivated to visit the featured locations. There are ten movies AADC 2 in influencing the desire of audiences to visit the featured locations. Those roles are 1) providing information; 2) creating awareness of audience; 3) adding a valuable image of specific featured locations; 4) providing recommendation; 5) creating imagery; 6) creating iconic scene; 7) the difference between AADC 2 with other commercial movies in Indonesia; 8) branding of the previous sequel;

9) the filming ability of movie crew in lighting and coloring; and 10) duration of location appearing in the movie. This result strengthens a previous study from Kim & O'Connor (2011) and Kulcsar et al. (2017). The study found that exotic atmosphere, relaxation, scenic beauty, good climate, and recommendations are the important components of developing destination image. The potential visitors of the destination captured those factors after watching a movie. Therefore, movies are a big screen to show beautiful landscapes and have the power to increase the number of tourists visiting the destinations (Park et al., 2010; Wen et al., 2018).

This study's audience's personal motivations are grouped into two types: general personal motivation and specific personal motivation. Macionis (2004) also identified different types of film-induced tourists. These types are depending on their increased motivation to seek out film locations actively. Another research showed some additional characteristics of visiting a destination. Those characteristics are on-site, off-site, storyline, celebrity, film genres, and film festivals (Rahman et al., 2019). The motivation was more complicated, arguing that visitors were coming to film sites to re-live an experience (Beeton, 2010)

In general motivation, there is no strong desire revealed by the respondent to visit the featured locations. Moreover, the movie is not a primary reason for respondents to visit the location. Instead, those motivations are included 1) exploring new destination; 2) coincident factor; 3) participating in latest trend; 4) doing an activity related with specialties of the location; and 5) cultural interest.

In specific motivation, the desire of respondents to visit the featured locations is vital. The movie is also one of the primary factors to visit the sites. Those motivations are included 1) personal interest; 2) personal emotional attachment with the movie; 3) celebrity involvement; 4) self-confirmation, and 5) doing an activity related to the movie. The self-confirmation factor is related to a study conducted by Kim (2010). Tourists may have their imagination

before visiting and compare the difference between the actual scenes and prior expectations. Kim and Wang (2012) added an indication that movie-induced tourism has the motivation of "quest for authenticity," such as tourists motivated to see the scenes depicted in the movie. The more emotional involvement audience develops through viewing the film or TV drama, the greater the likelihood of them visiting film tourism locations.

CONCLUSION AND RECOMMENDATION

The primary research objective of this study is to identify audience motivations to visit locations used in the movie. In this study, based on the results obtained through in-depth interviews with informants, audience personal motivations are grouped into two, namely personal motivation in general and personal motivation in specific. However, each informant might have more than one motivation depending on the locations where they want to visit.

In a qualitative study, the bias of the researcher is often difficult to be avoided. To minimize this limitation, the researcher limits the number of respondents to as many as 17 people. Another limitation in behavioral and motivation research is reliance on respondents to be accurate, honest, and precise in their responses. Having a systematic set of interviews and a series of guidelines would deal with this potential limitation.

The phenomenon of movie-induced tourism has much potential for the future. It would also have the potential for further research. In Indonesia, related research about movie-induced tourism is still very rarely studied by scholars. However, the challenge is that there are not many national box office movies in Indonesia that focus their filming process on a location. Further study should find the appropriate movie to be used as research material about the effect of the movie to induce tourism. Mixed-method might also be applied for further research to gain the richness of the study in this respected topic.

From a practical standpoint, destination marketing organizations could collaborate with movie directors to attract the visitor. The quality of the movie holds a vital aspect to create the audience's intentions for visiting the sites. In Indonesia, movie production companies could learn some good case practices from the movie AADC 2 in presenting a film with an attractive appearance. Assessments and behavioral intentions of visitors discussed in this research could understand their expectations when they visit the location.

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