

## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1 Research Methodology

In this thesis, the methodology used to collect data is a method referred to as a hybrid method. It combines two different techniques of data collection together, namely qualitative and quantitative. According to Sugiyono (2015), the hybrid method is a research method by combining two research methods at once, qualitative and quantitative in a research activity, so that the data obtained is more valid, comprehensive, reliable, and objective. The following is the data collection method that the author will do:

##### 3.1.1 Quantitative Research

Quantitative research, as written by Sugiyono (2015), focuses on collecting and analyzing numerical data to quantify variables and phenomena. It employs structured data collection methods, such as questionnaires, to gather information in a standardized and systematic manner. Through quantitative research, it is possible to find the numerical average of travel behaviors and discover what the majority preferences are of the target audience for the purposes of the campaign.

##### 3.1.1.1 Questionnaire for Primary Target Audience

Questionnaire is a data collection technique that distributes questions to respondents according to the purpose of the survey (Sugiyono, 2015). The questionnaire used for research purposes in the thesis is a Google Form designed to survey the travel behaviors of the demographic, which are European tourists aged 24–32 who have visited Indonesia before for leisure as well as being interested in cultural or rural tourism. Based on data available from the Central Bureau of Statistics, a total of 5.889.031 tourists have visited Indonesia and a total

of 960.410 that originated specifically from Europe in the year 2022 (Central Bureau of Statistics, 2022). While there is no data available for the number of European tourists that have visited Indonesia, according to Statista (2022), 33.9% of the total international visitors in Indonesia are aged 25–34. From the two datasets, it can be extracted that there are a total of 19.964 international travelers aged 25–34 who have visited Indonesia in 2022. To determine the number of sample sizes for the questionnaire, the author employed the Slovin sampling formula using 10% margin of error.

$$n = \frac{N}{1 + N \times e^2} \quad (3.1)$$

Details:

$n$  = sample size

$N$  = population size

$e$  = margin of error

$$n = \frac{19.963,8}{1 + 19.963,8 \times 0.1^2}$$

$$n = \frac{19.963,8}{200,638}$$

$$n = 100$$

After determining that the sample size to target are 100 respondents, the author shared the Google form online to the targeted audience by approaching and reaching out to foreign travelers who have posted photos on social media at popular tourism destinations in Indonesia. Then, in the questionnaire, a series of sections each containing a minimum of five questions that are provided to filter out the profile of the respondent as well as measure their travel behaviors and preferences. The first section includes questions that ask for the basic profile background of the respondent; the second section involves

asking for the travel behaviors of the respondents that prefer international trips; the third section asks for Indonesia-specific travel habits and experiences; the fourth section asks for more specific preferences based on their type of tourism preference; and lastly, the fifth section asks for the media habits of respondents who have chosen cultural or rural tourism as their main tourism preference. The response gathering effort was a continuous process conducted throughout the project that began on March 2nd 2023 and finished on June 9th 2023, when the author had gathered a total of 103 responses. The following are some of the most important findings presented in the Google Form.

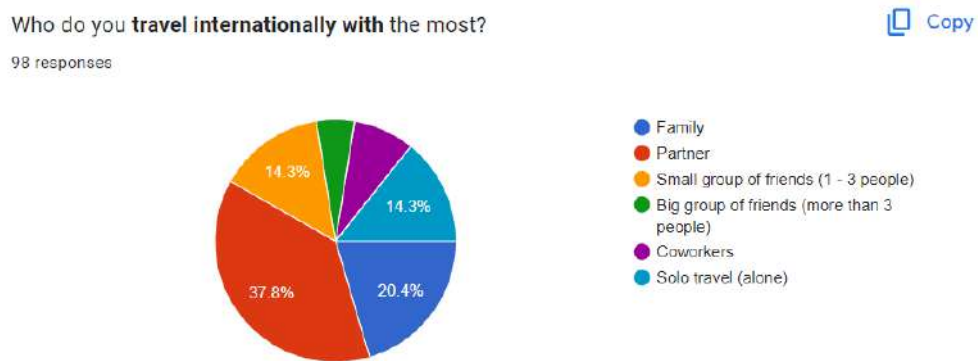


Figure 3.1 Results of the First Question on International Travel Behaviour

According to the questionnaire data that has been collected, the large majority of respondents either travel with their partner (37,8%), with their family (20,4%), solo travel (14,3%) or with a small group of friends (14,3%). A minority of eight respondents answered that they travel with coworkers the most, while only five respondents travel with a big group of friends.

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How many times have you visited Indonesia in the past?

78 responses

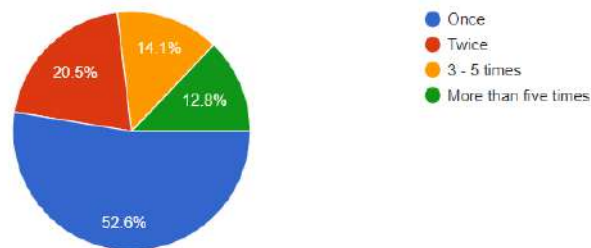


Figure 3.2 Results of the First Question on Travel Behaviour in Indonesia

According to the questionnaire data that has been collected, over half of respondents (52,6%) only visited Indonesia once, while 20,5% visited Indonesia twice, 14,1% have gone to Indonesia 3 to 5 times, and 12,8% have traveled to Indonesia more than five times. A total of 47,4% have visited Indonesia more than once, proving that there is potential for the 52,6% of respondents who have only visited once to one day come back again.

At what time of the year do you like to travel to Indonesia?

78 responses

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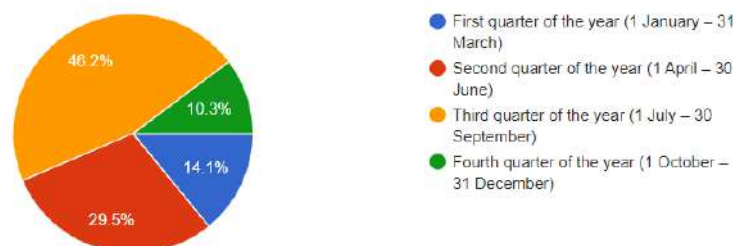


Figure 3.3 Results of the Second Question on Travel Behaviour in Indonesia

According to the questionnaire data that has been collected, the majority of respondents (46,2%) prefer to visit Indonesia during the third quarter of the year. The second largest group (29,5%) prefer the second quarter of the year, while 24,4% are split between visiting during

the first and last quarter of the year. Creating a campaign should take these preferred times of the year to travel to Indonesia in mind. Ideally, a campaign should take place during Q2 and Q3 of the year so that it is immediately relevant to the target audience and their intention of traveling to Indonesia.

### What locations have you visited in Indonesia?

 Copy

78 responses

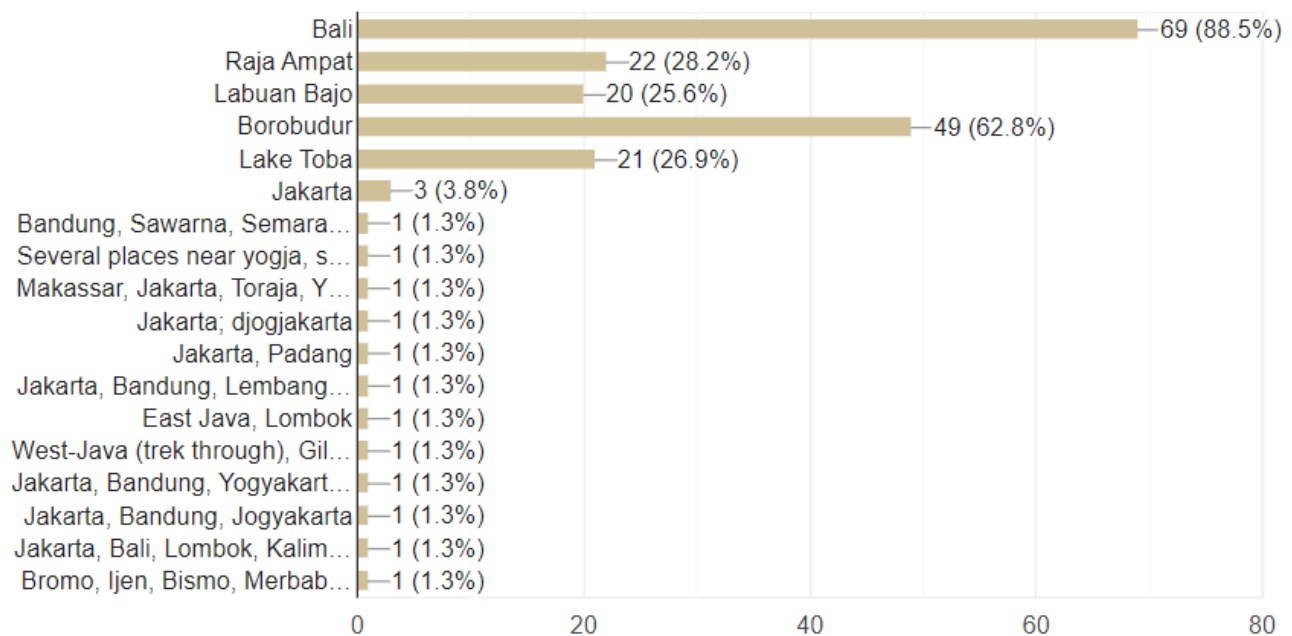


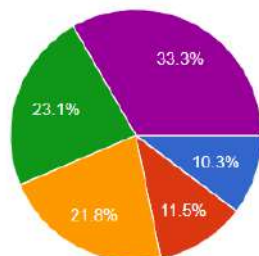
Figure 3.4 Results of the Third Question on Travel Behaviour in Indonesia

According to the questionnaire data that has been collected, an overwhelming majority (88,5%) of the 78 respondents who have visited Indonesia went to Bali. However, Borobudur is also quite the popular destination, being the second most visited (62,8%) by respondents. The results demonstrate the prevailing popularity and appeal of Borobudur to international tourists.

How do you **prefer to plan out** your travel to Indonesia?

 Copy

78 responses



- Use a travel agency to purchase group package tour with a guide
- Use a travel agency to purchase a complete package that covers everything
- Use a travel agency that can customize itinerary and will handle the purchasing
- A mix of purchasing package deals from different services and own self-planning
- Plan and purchase all transportation, accommodation, and activities indepe...

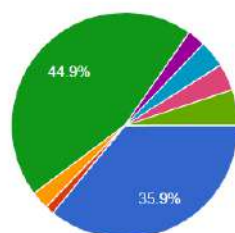
Figure 3.5 Results of the Fourth Question on Travel Behaviour in Indonesia

According to the questionnaire data that has been collected, 33,3% prefer to create their own itinerary entirely, while 23,1% use a mix of deals and an additional 21,8% use a travel agency that allows for a great deal of flexibility and customization. These findings suggest that a significant portion of the respondents prefer a level of control and flexibility in their travel arrangements

When traveling to Indonesia, what **type of destination** do you **prefer the most** out of the following?

 Copy

78 responses



- Rural Tourism (Nature based activities, rural/village local lifestyle, sightseeing...)
- Ecotourism (Responsible nature/culture travel)
- Adventure Tourism (Climbing, trekking ...)
- Cultural Tourism (Cultural heritage, sit...)
- Gastronomic Tourism (Food, culinary...)
- Maritime Tourism (Beaches, coasts, la...)
- Urban Tourism (Cities, architecture, fe...)
- Mainly traveling just to see friends/rela...

Figure 3.6 Results of the Fifth Question on Travel Behaviour in Indonesia

According to the questionnaire data that has been collected, the majority of respondents are split between cultural tourism (44.9%) and rural tourism (35.9%). The remaining respondents chose a variety of

tourism types that they have preferred including adventure tourism, urban tourism, and maritime tourism.

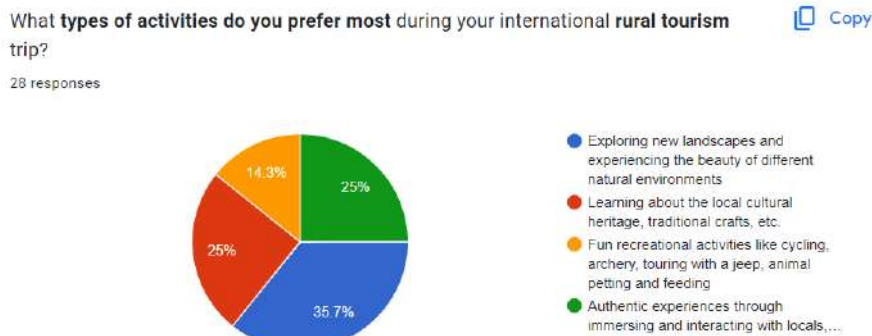


Figure 3.7 Results of the First Question on Rural Tourism

According to the questionnaire data that has been collected, the majority of respondents (35,7%) showed a strong interest in exploring new landscapes and experiencing the beauty of different natural environments. Immersive experiences with locals and learning about the local cultural heritage were also significant preferences for 25% and 25% of the respondents, respectively. Additionally, only 14,3% of the respondents expressed interest towards fun recreational activities.

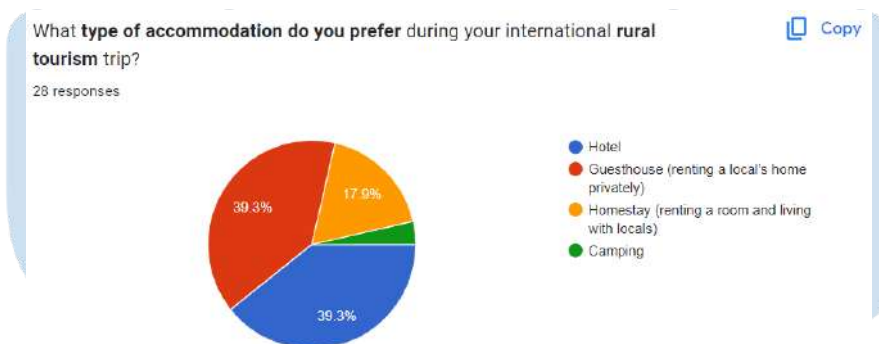


Figure 3.8 Results of the Third Question on Rural Tourism

According to the questionnaire data that has been collected, the most preferred type of accommodation among the respondents was split between hotels, accounting for 39,3% of the preferences, and

guesthouses, which involve renting a local's home privately, comprising 39,3% of the preferences. Homestays, where respondents rent a room and live with locals, accounted for 13.5% of the preferences. Camping was the least preferred option, with only one occurrence. Overall, the data shows that respondents prefer accommodations that will guarantee their privacy.

Which of the following factors is **the MOST** important when choosing one destination over another?

 Copy

28 responses

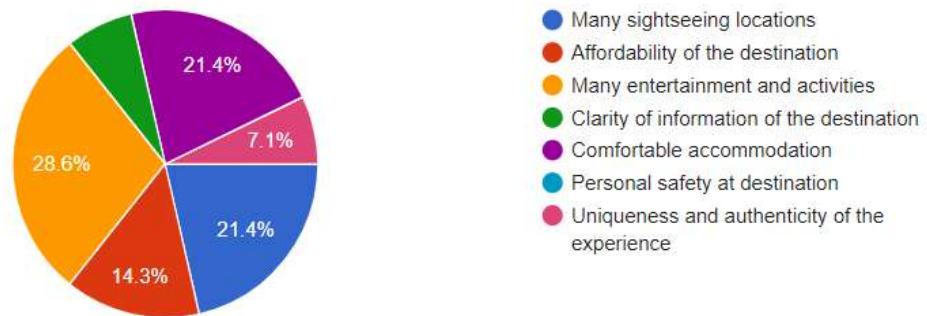


Figure 3.9 Results of the Fourth Question on Rural Tourism

According to the questionnaire data that has been collected, a significant number of respondents (28.6%) consider the availability of entertainment and activities as the most important factor when choosing a rural tourism destination. The presence of many sightseeing locations and comfortable accommodation is also highly valued by respondents, valued each at 21.4%. Affordability of the destination, uniqueness and authenticity of the experience, and clarity of information of the destination are comparatively less influential factors, each being selected by a smaller percentage of respondents.



Which of the following factors is the **SECOND MOST** important when choosing one destination over another?

[Copy](#)

28 responses

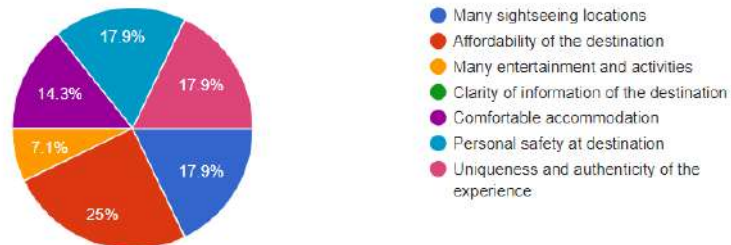


Figure 3.10 Results of the Fifth Question on Rural Tourism

According to the questionnaire data that has been collected, affordability of the destination is the second most important factor for a significant number of respondents (25%) when choosing a destination. Many sightseeing locations, uniqueness and authenticity of the experience, and personal safety at the destination all hold relatively equal importance in terms of second priority, each being selected by approximately 17,9% of the respondents.

Which of the following factors is the **THIRD MOST** important when choosing one destination over another?

[Copy](#)

28 responses

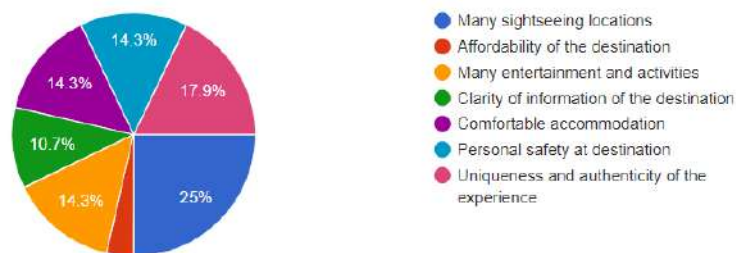


Figure 3.11 Results of the Sixth Question on Rural Tourism

According to the questionnaire data that has been collected, many sightseeing locations are the third most important factor for a significant number of respondents (25%) when choosing a destination.

The uniqueness and authenticity of the experience is the second most valued at this priority position at 17,9%. Many entertainment and activities, comfortable accommodation, and personal safety at the destination hold relatively equal importance, each being selected by approximately 14,3% of the respondents. Clarity of information of the destination ranks slightly lower in importance, chosen by 10.7% of the respondents.

What **types of activities** do you most prefer during your international **cultural tourism** trip?



35 responses

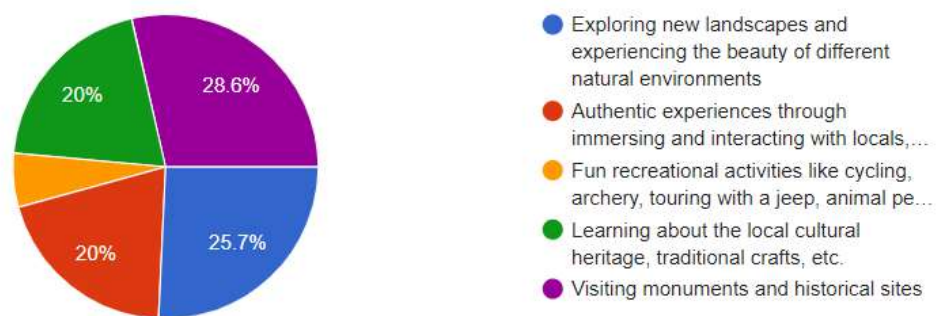


Figure 3.12 Results of the First Question on Cultural Tourism

According to the questionnaire data that has been collected, visiting monuments and historical sites is the most preferred type of activity for a significant number of respondents (28,6%) during their international cultural tourism trip. Exploring new landscapes and experiencing the beauty of different natural environments closely follows as the second most preferred activity (25,7%). Authentic experiences through immersing and interacting with locals, integrating with their lifestyle, and learning about the local cultural heritage, traditional crafts, etc. are also valued activities, chosen each by 20% of the respondents respectively. Fun recreational activities such as cycling,

archery, touring with a jeep, animal petting and feeding rank slightly lower in preference, selected by 8.9% of the respondents.

### What type of accommodation do you prefer during your international cultural tourism trip?

Copy

35 responses

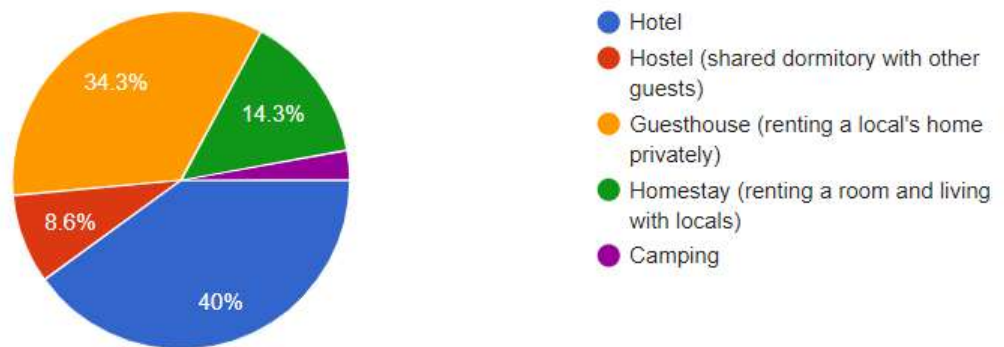


Figure 3.13 Results of the Third Question on Cultural Tourism

According to the questionnaire data that has been collected, hotels are the most preferred type of accommodation for a significant number of respondents (40%) during their international cultural tourism trip. Guesthouses, which involve renting a local's home privately, are the second most preferred option (34,3%). Homestays, where respondents rent a room and live with locals, are also valued by 14,3% of the respondents. Hostels, offering shared dormitories, rank slightly lower in preference, selected by 8,6% of the respondents. Camping is the least preferred option, chosen by only 2,9% of the respondents. Again, the data shows that respondents prefer accommodations that will guarantee their privacy.

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Which of the following factors is **the MOST** important when choosing one destination over another?



35 responses

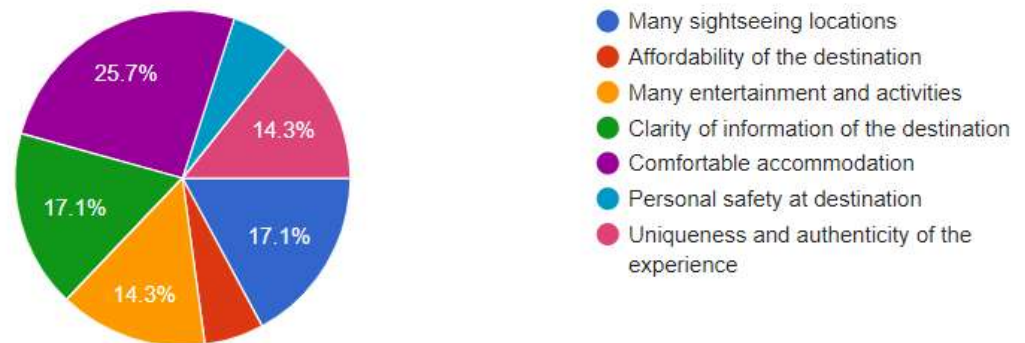


Figure 3.14 Results of the Fourth Question on Cultural Tourism

According to the questionnaire data that has been collected, comfortable accommodation is considered the most important factor by the majority of respondents (25,7%) when choosing one cultural destination over another. Many sightseeing locations and clarity of information of the destination are second in importance, each with 17,1% of the respondents prioritizing this factor as their most important factor. The uniqueness and authenticity of the experience as well availability of entertainment closely following in importance, chosen by 14,3% of the respondents. Personal safety at the destination and affordability of the destination are not considered the primary decision factor of selecting a destination due to being selected by a smaller percentage of respondents.

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Which of the following factors is the **SECOND MOST** important when choosing one destination over another?

[Copy](#)

35 responses

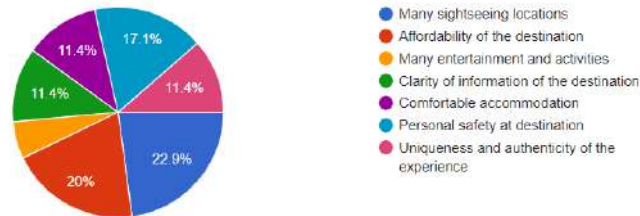


Figure 3.15 Results of the Fifth Question on Cultural Tourism

According to the questionnaire data that has been collected, many sightseeing locations are considered the second most important factor, with 22,9% of the respondents selecting this as their second priority. Affordability of the destination closely follows with 20%. Personal safety at the destination is ranked third as the second most important factor by 17,1% of the respondents. Comfortable accommodation, clarity of information, and uniqueness of the experience is the second most important factor, each chosen by 11,4% of the respondents.

Which of the following factors is the **THIRD MOST** important when choosing one destination over another?

[Copy](#)

35 responses

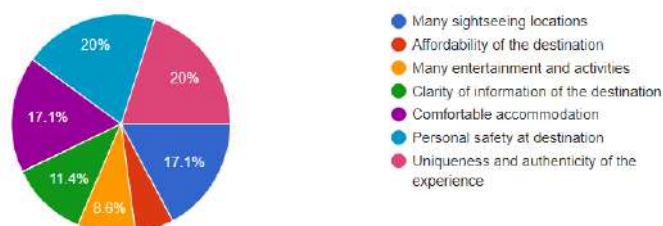


Figure 3.16 Results of the Sixth Question on Cultural Tourism

According to the questionnaire data that has been collected, personal safety and uniqueness of the destination is considered the third most important factor, both tied by 20%. Comfortable accommodation

and many sightseeing locations are also tied at 17,1% in terms of importance for the respondents as the third most important factor. Clarity of information of the destination is the third most prioritized factor by 11,4% of the respondents, while affordability of the destination and many entertainment and activities are chosen as the third most important factor by smaller percentages of respondents.

Out of the following social media, which do you use daily?

 Copy

64 responses

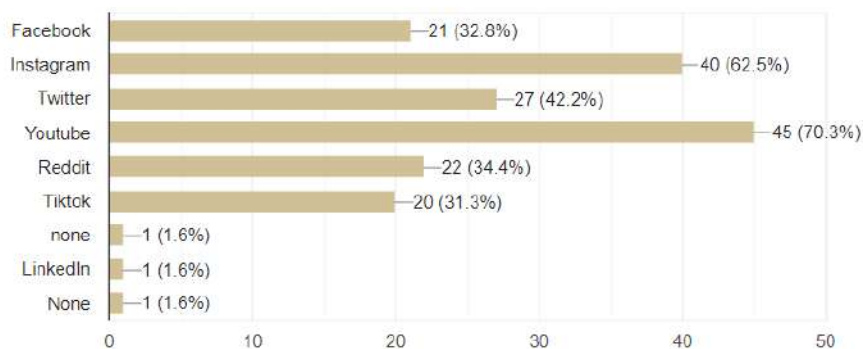


Figure 3.17 Results of the First Question on Media Habits of Target Audience

According to the questionnaire data that has been collected, Youtube is the most commonly used social media platform with 70,3% of respondents using it on a daily basis and Instagram closely follows with 62,5% of the respondents using it daily as well. Twitter is the third most popular platform with 42,2% of respondents using it daily. Facebook, Tiktok, and Reddit are also used daily by a significant number of respondents, with percentages ranging from 32,8% to 42,2%. LinkedIn has the lowest usage, with only one respondent indicating daily usage of the social media platform.

But out of all of them, which do you use **the MOST**?

Copy

64 responses

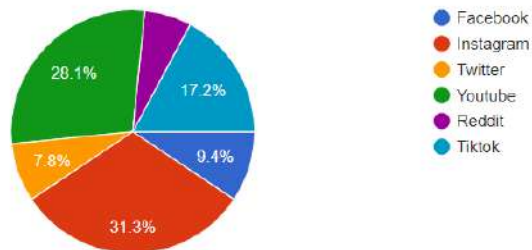


Figure 3.18 Results of the Second Question on Media Habits of Target Audience

According to the questionnaire data that has been collected, Instagram is the most frequently used social media platform among the given options, with 31,3% of the respondents indicating it as their most used platform. YouTube closely follows with 28,1% of the respondents using it the most, and Tiktok comes in third with 17,2% of the respondents. Facebook, Twitter, and Reddit are used the most by a smaller portion of the respondents, with percentages ranging from 6,3% to 9,4%.

How **influential** are travel vloggers/influencers on your decision to travel and in picking destinations?

Copy

64 responses

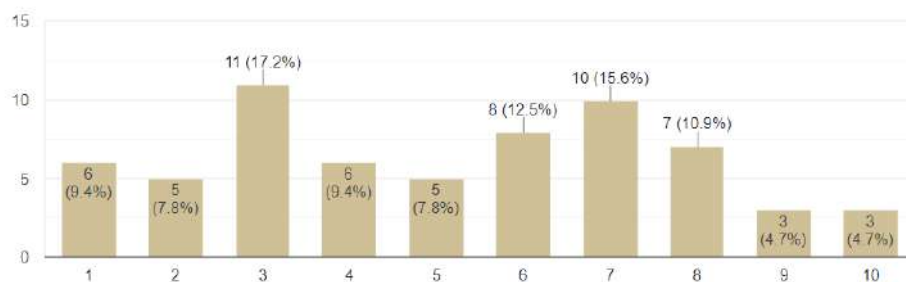


Figure 3.19 Results of the Third Question on Media Habits of Target Audience

According to the questionnaire data that has been collected, The majority of the respondents (17,2%) rated the influence at a 3, followed by ratings of 7 (15,6%) and 6 (12,5%). However, when

grouping the influence levels between rating 1–5 and 6–10, there are 33 respondents answering the lower level of influence while there are 31 respondents answering the higher level of influence. Overall, different respondents are affected differently by influencers.

Where do you **usually discover or hear of new destinations** to visit **the MOST**?

 Copy

64 responses



Figure 3.20 Results of the Fourth Question on Media Habits of Target Audience

According to the questionnaire data that has been collected, the majority of respondents (31,6%) primarily discover or hear about new destinations through social media posts from friends and family. Travel vloggers/influencers on social media also play a significant role, with 26,6% of respondents relying on their posts for destination recommendations. Online articles are another popular source, with 14,1% of respondents relying on article recommendations to discover new destinations. Short-form videos/vlogs and long-form videos/vlogs also contribute to destination discovery, although to a lesser extent, with 10,9% and 9,4% of respondents respectively. Social media posts from brands have a smaller influence, accounting for 7,8% of responses.



Where do you usually discover or hear of new destinations to visit the **SECOND MOST**?

 Copy

64 responses



Figure 3.21 Results of the Fifth Question on Media Habits of Target Audience

According to the questionnaire data that has been collected, the second most common sources are from short-form videos/vlogs, accounting for 23,4% of the responses, followed closely by online article recommendations at 20,3%. Social media posts from social circles still remain significant, representing 18,8% of the responses tied with long-form videos/vlogs. Social media posts from brands and influencers have a smaller influence, both accounting for 9,4% of the responses.

Where do you usually discover or hear of new destinations to visit the **THIRD MOST**?

 Copy

64 responses

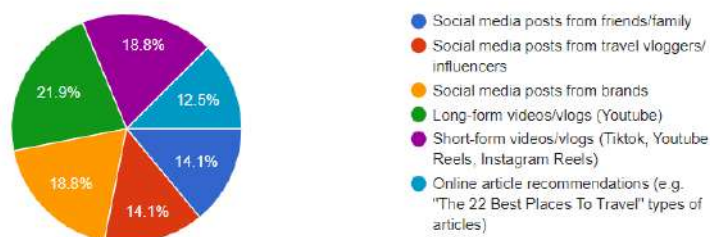


Figure 3.22 Results of the Sixth Question on Media Habits of Target Audience

According to the questionnaire data that has been collected, the third most common sources for discovering or hearing about new destinations are long-form videos/vlogs, accounting for 21,9% of the

responses, followed closely by short-form videos and posts from brands, tied at 18,8% of respondents. Online article recommendations are also significant, representing 9.0% of the responses. Social media posts from travel vloggers/influencers, friends/family, and online articles contribute to destination discovery to a slightly lesser extent at this position, each accounting for 14,1%, 14,1%, and 12,5% of the responses, respectively.

What **device do you most frequently use** to access travel-related information **when planning for a trip?**

64 responses

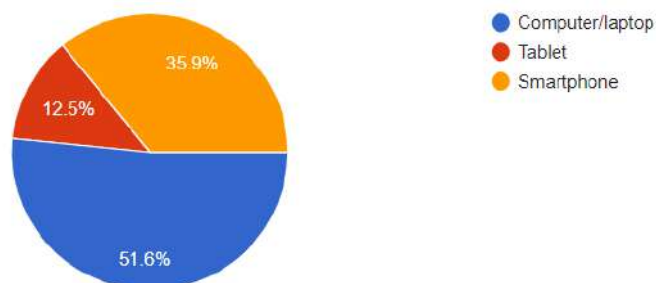


Figure 3.23 Results of the Seventh Question on Media Habits of Target Audience

According to the questionnaire data that has been collected, the majority of respondents, accounting for 51,6% of the responses, most frequently use a computer or laptop to access travel-related information when planning for a trip. Smartphones are also a popular choice, with 35,9% of the responses indicating frequent usage. Tablets, on the other hand, represent a smaller proportion, with only 12,5% of the responses indicating frequent usage.

### 3.1.1.2 Summary and Conclusion of Questionnaire Results

Through the analysis of the questionnaire results, it becomes evident that there are clear trends among millennial, European travelers. These trends inform and shed light on the persona and preferences of the

target audience, which can be summarized into the following several key qualities of European travelers.

In terms of psychographic characteristics of the target audience, European millennials prioritize their independence and seek travel experiences that provide them with ample choice and flexibility. They value the freedom to explore and tailor their journey according to their personal preferences and interests. This implies that travel options and the ability to create their own itineraries will highly resonate.

Furthermore, the questionnaire responses indicate that privacy holds significant importance for these travelers when selecting accommodations. They prefer accommodations, such as hotels or guesthouses, that offer a sense of personal space and seclusion. This desire for privacy may stem from the fact that the majority of European millennials choose to travel with their partners, hence requiring a private environment to recharge after engaging in various travel activities.

When it comes to choosing destinations to visit, uniqueness and experiential elements of the destination play a vital role for millennial, European travelers. They seek out destinations that offer distinctive and memorable experiences, allowing them to create lasting memories. However, while seeking uniqueness, comfort is also a strong factor they consider. They strive for a balance between exploring unfamiliar territories and ensuring a level of comfort and convenience during their travel journey. This suggests that destinations and accommodations that provide a blend of authentic experiences and comfort amenities are likely to capture the interest and meet the expectations of the target audience.

By understanding these key qualities and preferences, the design of the campaign can be tailored to accommodate the desires of the target audience. By emphasizing choice and flexibility, privacy in accommodations, and a balance between uniqueness and comfort, the campaign will effectively win over European millennial travelers.

### **3.1.2 Qualitative Research**

According to Sugiyono (2015), qualitative research is a type of research that seeks to understand social phenomena by exploring the richness and complexity of human behavior. By utilizing a series of open interviews and various methods of observations, the author was able to gain deeper insights into the perceptions of Borobudur's tourism villages and achieve a better understanding of the travel behaviors of the primary target audience.

### **3.1.3 Interviews with Experts of Borobudur Tourism Villages**

To capture a comprehensive view of the tourism industry surrounding the state of the tourism villages in Borobudur, the author conducted a series of open interviews with several key actors and insiders. It can be concluded that tourism and the success of tourism villages are highly impactful for the local residents not only for monetary reasons but also as a way to preserve their traditions and cultural identity. The current situation is that they used to experience a lot of success in attracting both domestic and international visitors, however since the pandemic, they have not been able to reignite their success and their promotions have dwindled as well. Moreover, it is especially important for them to create a synergized system where each village promotes its own uniqueness, which is something that is still yet to be seen clearly and requires promotion of. The following are the individual results of the interviews that have been conducted.

### 3.1.3.1 Interview with Ariyan Subekti

The author initially interviewed Ariyan Subekti, the manager of Balkondes Ngargogondo, through an 18 minute telephone call via WhatsApp on February 16, 2023 at 11:30 WIB. It was the first interview carried out during the research period of the thesis and aimed to serve two goals.



Figure 3.24 Photo of Author with Ariyan Subekti

The primary objective of the interview was to acquire information on the range of activities available in the Balkondes and, more importantly, to confirm the thesis's problem statement by evaluating the situation of a less-frequented Balkondes. The results of the interview clarified the author on all the different activities that can be done at a Balkondes as well as corroborate the problem statement that tourism villages are in need of assistance with promotions. It also confirmed that the Balkondes had received foreign guests in the past, proving its potential appeal to the international market. The author later met Subekti in person during the following two night observation period but no follow up recorded interview was done as many things had already been confirmed.

### 3.1.3.2 Interview with Yunar Miswanto

The author interviewed Yunar Miswanto face-to-face on March 6, 2023 at 05:30 WIB, a licensed tourist chauffeur employed at Sheyco Tour and originally from Magelang. Specializing in driving around Central Java for international tourists, he has over four years of experience accompanying visitors originating from many different parts of the world.



Figure 3.25 Photo of Author with Yunar Miswanto

The interview was done to gather insights into observed behavior of international tourists and current public perceptions of tourism villages in Borobudur. Through the insights gathered from Yunar Miswanto, the author realizes that there are stark differences between European and Asian international visitors. Namely, Asian visitors often share many characteristics with domestic tourists such as traveling in groups and a large emphasis on taking photos. In contrast, European travelers are much more receptive to the storytelling of a destination, which makes them much more suitable for the goals that village tourism programs hope to achieve by marketing their culture.

### 3.1.3.3 Interview with Ipung Purwanto

The author conducted a face-to-face interview with Ipung Purwanto, the proprietor of *Kriya Kayu Rik Rok* [Rik Rok Wood Crafts], one of the locally owned cultural enterprises available in Wanurejo Village, on March 6, 2023 at 13:20 WIB.



Figure 3.26 Photo of Author with Ipung Purwanto

The author conducted the interview with the aim of learning more about cultural attractions in the area that may interest international visitors, as he has a wealth of experience in international tourism from partnering with large-scale hotels. However, due to Purwanto's active involvement in tourism in his village since the business was established in 1997, the author also gained a comprehensive, background understanding of tourism villages from the perspective of an insider.

The author was enlightened on the many factors to consider when it comes to international tourist behaviors and what drives them to purchase souvenirs. Purwanto reiterated the same point made by Miswanto that Western international tourists appreciate being told of the process, as compared to Eastern visitors. They also like to purchase items that are unlike anything from where they have come from,

exclusive, and unique to the place they are visiting. However, this comes with many considerations in mind, such as its weight and how it would fit in their luggage, airport regulations, and so forth. Purwanto also explained that international tourists need certainty in prices, as they are aware when traveling to a foreign place, they are more susceptible to fraudulent acts.



Figure 3.27 Photo of Exclusive Batik

Through Purwanto, the author was also able to learn how locals try to package their culture into a product while maintaining balance between ethics and local values. An example is of the exclusive batik Purwanto showed to the author that depicts sacred Buddhist icons that are only permitted to be used as decoration.

#### **3.1.3.4 Interview with Agus Prayitno**

The author interviewed Agus Prayitno face-to-face on March 7, 2023 at 11:57 WIB, the founder and manager of *Gubuk Kopi Borobudur* [Borobudur Coffee Shack] in Karangrejo Village that showcases the process of making Javanese sugar out of coconut tree sap to tourists.





Figure 3.28 Photo of Author with Agus Prayitno

The main objective of visiting was originally to gain understanding on potential cultural attractions in the area for international visitors. However, Prayitno's position as a member of *Kelompok Sadar Wisata* [Tourism Awareness Group] (Pokdarwis) in his village, a local organization established by the villagers to ensure the successful implementation of tourism in their communities, resulted in many insights that re-validated the problem statement of the thesis.

The author's interview with Prayitno confirmed the need to promote tourism villages. According to Prayitno, the villagers lack the necessary skills to advertise their villages effectively on their own and are completely reliant on external partners such as the government or other tourism establishments to attract visitors to their village. Furthermore, tourism is very important in not only sustaining the villagers' livelihoods but also helps to maintain their cultural traditions. Without tourism, the process of creating and selling their sugar products would be too inefficient to financially support them. As a result, they would be forced to leave the village in search of other jobs. However, with tourism, they are able to sell the sugar for a higher price at the

comfort of their homes and continue to pass on their heritage for future generations to come. This further highlights the significance and urgency of promoting tourism villages in the Borobudur area in order to fully realize their tourism potential.

### **3.1.4 Interviews with Primary Target Audience**

The author conducted a series of open interviews face-to-face with five international visitors that fit the primary target audience to understand their behavior and travel preferences. The interviews took place at Borobudur Temple, Magelang Regency, Central Java from 09:45 to 10:52 on March 7, 2023. Throughout the interviews that have been conducted on the primary target audience, it can be concluded that they value authenticity above all and a transparent, soft-selling method will work best for them. In terms of media consumption, they search and receive their information through mostly Google Search and blogs, indicating that a website will be important in conducting a campaign for this demographic target. Another thing to note is that they often receive inspiration for places to travel through seeing their friends share about their travels on social media, but otherwise, they often do not refer to social media for information. The following sections are brief summaries of the results of the interviews.

#### **3.1.4.1 Interview with Will**

The author interviewed a 27-year-old chef named Will, who is originally from Australia. Through the results of the interview, while he does prefer cultural tourism, checking local food, and immersing himself in the local lifestyle, he is very easy-going and does very little research prior to traveling. He does not spend too much time at his accommodation so he does not care too much where he stays as long as it is adequately hygienic and provides him with all the basic necessities.



Figure 3.29 Photo of Author with Will

Interestingly he does not use any social media and did not even know about Borobudur Temple before coming here. Other than Google Search, he relies on a lot of word-of-mouth information. When seeking for places to go he goes with what people he interacts with (homestay host, driver, etc.) recommends. This is because since the pandemic, a lot of websites are unreliable due to being outdated.

#### 3.1.4.2 Interview with Fabio & Clara

The author interviewed a couple originating from Germany named Fabio, 25 years old, and Clara, who is 24 years old. They are both medical students currently on a semester break.



Figure 3.30 Photo of Author with Fabio & Clara

From the results of the interview, they are mostly interested in adventure types of tourism activities but seeing the local culture is something that they appreciate as well. Clara was very vocal about seeing and learning the culture, which fits the literature research that

women are more likely than men to seek out cultural activities during travel. Interestingly, when asked if they seek out travel information through social media, they said they prefer to avoid it. This is because they feel skeptical when confronted with hard-selling media and mass tourism destinations. Through their descriptions, they fit the type of an explorer as classified in Cohen's typology of tourists. Additionally, unlike the previous interview with Will, they are very meticulous in researching their destination beforehand. They will look up the destination on Google, look at photos, compare information, and plan things out far in advance.

#### **3.1.4.3 Interview with Bianka & Alan**

The author interviewed a couple originating from Hungary named Bianka and Alan. Bianka, who is 29 years old, works as a wellness coach and has a degree in business, while Alan, who is 30 years old, is a Ph.D student working in the medical faculty of University of Pécs.



Figure 3.31 Photo of Author with Bianka & Alan

From the results of the interview, they fit the profile of the primary target audience of the thesis the most. They highly appreciate and seek out high cultural destinations. Alan is similar to Fabio & Clara when it comes to preparing for travel. Motivated by anxiety, he will

research all the details before a trip. Meanwhile, Bianca is more similar to Will in that she will Google things on the spot and do things on the fly. She is also very vocal about interacting with locals, a sentiment echoed by Clara. Because of this, to have a chance of interacting with locals while also maintaining privacy, they prefer guesthouses for accommodation. They are also large proponents of authentic experiences, Alan especially is revolted by destinations that are designed for tourists.

### **3.1.5 Moderate Participation Observation**

Observation is a method of research that immerses the researcher in the activities of the subject. By going through what the subject goes through, the researcher may experience the same troubles as the subject and acquire comprehensive data of the field. While there are several kinds of observation, the author opted for moderate participation observation. This type of observation allows the author to collect data through participating in some, but not all, of the subject's activities in order to simulate the subject's experiences. The observation that the author conducted took place from March 6 to March 8 of 2023 with the author having spent two nights at Balkondes Ngargogondo and the addition of exploring the variety of tourism attractions in the area during the daytime. The following is a result of the observation done by the author to investigate the tourism experience of staying at Balkondes Ngargogondo and visiting its surrounding destinations for leisure.

#### **3.1.5.1 Method of Transportation to Borobudur from Jakarta**

Reaching Borobudur can be challenging for both domestic and international visitors due to limited direct routes. While taking a bus from Jakarta is an option, the quality of buses traveling to Borobudur is often poor. The most recommended options are to take a train or plane, both of which are available only in the Special Region of Yogyakarta.

From there, visitors can take a DAMRI shuttle bus to the Borobudur Temple or opt for the convenience of hiring a chauffeur to take you exactly where you want to go in Borobudur.



Figure 3.32 Photo of KAI Train Interior

The author, in this case, took an eight-hour train and departed from Pasar Senen Station in Jakarta on the 5th of March at 21:05, arriving at Tugu Station in Yogyakarta at 05:11. The author had hired a chauffeur who drove the author from the station to Borobudur, approximately arriving at the district by 06:00. For the return trip to Jakarta on the last day, the author departed by plane via the new Yogyakarta International Airport at 10:00 in the morning. It takes about an hour to get to the airport by train, or potentially two to three hours by car depending on the starting route. Due to difficulties in acquiring train tickets in time, the author took a taxi to depart from Yogyakarta city at 6:00, arriving at the airport by 7:14.

The author initially hired a rental car and driver for convenience when exploring Borobudur, which is a common option among international tourists staying in hotels. However, the author found that the chauffeur provided more value than just convenience. In fact, the chauffeur's years of experience in driving for foreign visitors

gave the author valuable insights into the international tourism industry at Borobudur. It revealed complex interactions between different stakeholders and improved the author's understanding of the interdependencies between the various services involved in the tourism pipeline. Additionally, the author experienced first hand the importance of chauffeurs as primary gateways for information, particularly for international tourists. The chauffeur's connections with various tourism actors, originally used to recommend tourists the best destinations and activities to do, enabled the author to better inform the research in the thesis by becoming acquainted with key figures driving the tourism industry in villages around Borobudur. Thus, every player in the tourism sector, no matter their occupation, plays a crucial role in facilitating a positive experience for visitors.

#### **3.1.5.2 Atmosphere at Balkondes Ngargogondo**

It was rather peaceful when the author arrived in Balkondes Ngargogondo, especially since it was a weekday. Throughout the entire duration of the observation period, only the author was staying at the Balkondes. According to Ariyan Subekti, the people who come to stay at Balkondes Ngargogondo are often visitors seeking solitude.

Despite its serene and tranquil atmosphere, the Balkondes does occasionally experience activities. Guests at the Balkondes will be able to get a glimpse of the local lifestyle at different times of the day. During the morning hours, farmers traverse through the Balkondes to reach the chili farm field located at the back of the area which is land owned by the local people. In the afternoon, a few local villagers would use the large field in the Balkondes to train their racing pigeons. Many children from the village also frequently come by the field to engage in a game of football, both girls and boys alike, during this time.

The author had spoken to one of the farmers working at the field at the time, her name was Amini. She explained that the farmers there would harvest chili every five days in the morning. Before the Balkondes was built, the entire area were farm fields owned by the local people. After it was built, as the only access to the area was through the Balkondes, the local farmers were given a pathway and a gate to access their fields. From this interaction and the way the author was greeted with warmth when the author approached the farmers, it is evident that the local people were very warm and welcoming towards tourists.



Figure 3.33 Photo of Balkondes Ngargogondo

In addition to the activities of the local people, the Balkondes have occasional days where it is bustling with events. The day after the author left, there was a wedding reception planned, and on the weekend, there was a reunion event involving dozens of people. This pattern of being busy on the weekend and a lull in activity during weekdays can also be seen in other tourism establishments around Borobudur as well, as corroborated by Agus Prayitno and Ipung Purwanto from observations of their own establishments.



### 3.1.5.3 Homestay Experience at Balkondes Ngargogondo

The author felt very comfortable staying at the Balkondes. The room was equipped with almost all amenities expected of a hotel room such as complete toiletries with shampoo and soap, television with local channels, air conditioning, hot water, extremely clean beds, room slippers, and much more. They also provide room service with a selection of food and snacks that you can order at any time. At the moment, there are three different types of room units available for guests. A single room with twin beds, a single room with a double bed, and a family unit with three double bed rooms and two bathrooms. Two units in the facility have also been made accessible with ramps, making it disability-friendly.



Figure 3.34 Photo of Balkondes Ngargogondo's Homestay Rooms

The Balkondes staff showed remarkable kindness and hospitality, and the author observed that their approach was more personalized compared to a typical hotel. This was evident in the staff's thoughtful gestures, such as offering to reheat the author's food and checking with the author at what time the author preferred to have breakfast ready through Whatsapp. Even when the author declined to

have breakfast prepared because the author was having breakfast elsewhere, the staff arranged a snack as a replacement for when the author returned. While the personnel at Balkondes make an effort to conduct themselves professionally, most situations are handled on a case-by-case and personalized basis. Any services provided are very flexible and are available upon request by the guest.



Figure 3.35 Photo of the Snack the Author Received

The other significant difference from staying in a Balkondes homestay versus a hotel room were the insects, as it is located in a remote village area and therefore, a natural part of the rural experience. However, aware of the situation, insect repellents are important and available amenities that the Balkondes provides for every guest. There are two types of repellents provided, an electric mosquito repellent as well as a general insect spray for other types of insects.



Figure 3.36 Photo of View Outside of Balkondes Ngargogondo's Homestay Rooms

During the second day of the observation period the author left and locked the room in a messy state. After being outside almost the entire day, the author returned to the room and found it was newly cleaned. The bed was tidied up, the wet bath towels were replaced with new ones, the trashcan was emptied, and a couple of new water bottles were provided too. Despite having been to the room, the author felt confident that the staff had not gone through the author's belongings as nothing was out of place. After having stayed at the Balkondes over a period of two nights, the author felt very confident recommending it over a hotel, especially knowing that the funds will go towards improving the economy of the village.

#### **3.1.5.4 Activities at Balkondes Ngargogondo**

Aside from homestay facilities and room services, the Balkondes provides nature tour activities for guests. These tours come in three forms: bike tours, VW Safari, and Jeep tours. An important note to include for this thesis, according to the observations of an employee from Desa Bahasa Borobudur, international tourists loved to bike in

Borobudur during the pre-pandemic times when there were many guests from abroad, whereas VW Safari and Jeep tours are mostly preferred by domestic tourists.



Figure 3.37 Photo of the Services Provided by Balkondes Ngargogondo

During the observation, the author tried both the biking as well as the VW Safari tour. For biking, the price for renting one bike is Rp. 75.000,00. Guests can choose to be guided by a local during their bike trip or they can bike freely on their own wherever they want. The author opted for local guidance and was informed that Ariyan Subekti would serve as the guide.



Figure 3.38 Photo of the Author with Subekti during the Biking Trip

The biking took place at 17:00 on March 7th. However, the author recommends going earlier, ideally around 16:00, when the sun is not as intense and there is still a couple of hours of daylight left before dark or early in the morning during sunrise. Subekti guided the author through the rural areas of the village that cannot be reached by a four-wheel vehicle. The bike ride offered a unique insight into the daily lives of the locals, and the author even received a friendly greeting from a child. In addition to biking through the village, Subekti also took the author to a photo spot as well as one of the various cultural attractions offered from other villages. In the author's case, the author and Subekti stopped by briefly at *Jamur Borobudur* [Borobudur Mushroom] in Wanurejo Village, to see mushrooms being grown and processed for food. Although the author was inexperienced in biking, the route was suitable for beginners as it did not have any sharp inclines and did not require significant athletic abilities. Overall, the author recommends

biking for the cultural aspect of exploring hard-to-reach places and seeing the villages up close, as well as how refreshing it felt to bike in the countryside surrounded by nature and farm fields.



Figure 3.39 Photo of the View During the VW Safari Trip

For VW Safari tours, the prices depend on the package chosen that are standardized among all the villages in Borobudur. The following are the various options you can choose for a VW Safari trip:

1) Short: Rp. 400.000,00

A two-hour long trip to visit two destinations and/or a photo spot.

2) Medium: Rp. 550.000,00

A three-hour long trip to visit three destinations and/or photo spots.

3) Long: Rp. 700.000,00

A four-hour long trip to visit four destinations and/or photo spots.

4) *Enam Langit* Sunrise: Rp. 650.000,00

A trip to take you to the *Enam Langit* [Six Skies] Restaurant located at the top of the Menoreh hills to see the sunrise and additional destinations afterwards. Requires an appointment made with the restaurant beforehand. The restaurant will charge Rp. 423.500,00 for entry during sunrise from 05:00 to 07:00 but will also include breakfast.

5) Punthuk Setumbu Sunrise: Rp. 600.000,00

A trip to take you to Punthuk Setumbu, a location among the Menoreh hills to see the sunrise and additional destinations afterwards. Unlike the Six Skies Restaurant, it will not cost additional charges or an appointment with an external party.

6) Oneday: Rp. 1.200.000,00

An eight to ten-hour long trip to visit five destinations and/or photo spots, with lunch included.

To gain a broader picture of all the tourism options in Borobudur, the author chose the Six Skies Sunrise package and booked an appointment with the restaurant. It is advised to book in advance a minimum of three days for weekends or a minimum of a day for weekdays. The following is a recapitulation of the author's experience with the VW Safari tour.

The driver of the VW Safari had been on standby since 04:00 at the Balkondes. To see the sunrise at Six Skies Restaurant, it is recommended to leave by 04:30 as the sunrise begins at 5:10 and hits its peak by 6:00. After the author had finished getting ready, the author left the Balkondes at approximately 04:15, arriving at the destination by 04:47. Though it was still dark outside, the author found the ride to the restaurant in the VW Safari enjoyable due to the relaxing feeling of the

wind while in the vehicle. The driver waited at the parking area while the author dined at Six Skies. The author stayed at the restaurant until 08:00 before leaving for the next agenda of the trip. Included as part of the VW Safari package was to visit other cultural destinations. The author was offered to be taken to see pottery-making in Karanganyar Village and/or honey processing in Tanjungsari Village, as those were destinations the author had not visited yet. However, due to time constraints, the author had to decline and was satisfied with just a ride around Borobudur in the VW Safari.

Overall, the author concluded that the VW Safari felt very different from the biking tour. While they shared similar photo spots and cultural destinations, the routes taken and the experience of it are completely different. Specifically in the Six Skies Sunrise package, guests will be able to see a mesmerizing aerial view of the rural landscape of Borobudur during the descent back down in daylight, which would not otherwise be accessible for most guests with a bike. Similarly, biking grants access to places that guests would not be able to see with a four-wheel vehicle. Choosing between a tour in a vehicle or a biking tour will have to depend on the guests' preferences and goals.

### **3.1.6 Existing Study**

The author conducted an existing study by seeking information related to topics similar to the thesis, namely regarding the promotion of tourism villages in Borobudur in the form of online, persuasive media. The author will analyze the SWOT (strength, weakness, opportunity, threat) of each work so that it can serve as learning material for the author in designing the promotional campaign.

#### **3.1.6.1 EXO Travel**

The author conducted an existing study on promotional material in the form of a website page that featured a tour to Candirejo



Village by EXO Travel. The following is the table of specification of the promotional material.

Table 3.1 Promotional Material from EXO Travel

<b>TITLE</b>	Candirejo Village Life - Full Day
<b>COMPANY</b>	EXO Indonesia
<b>SERVICE</b>	Full day tour to visit Candirejo Village and experience traditional Javanese lifestyle such as traveling by andong and typical activities of locals, lunch included.
<b>MEDIA SIZE</b>	1920 x 1080



Figure 3.40 Screenshot of EXO Travel Website Promoting Candirejo  
(Source: <https://www.exotravel.com/daytrips/indonesia/candirejo-village-life>)

Started in 1993, EXO Travel is a tourism company focused on providing tailor-made tours to explore Asia. Its head office is located in Bangkok, Thailand with sales offices in Spain, Germany, North America, Australia, UK/Ireland, and Latin America. EXO Travel established a partnership with Erik Meriot and Trisna Agustini to create EXO Indonesia as the 7th destination offered by the company in 2009. After three decades, EXO Travel now offers a total of 11 destinations

throughout Asia. The following is the SWOT table for the promotional material.

Table 3.2 SWOT of the Promotional Material from EXO Travel

<b>STRENGTHS</b>	Captivating copywriting featuring the benefits and activities that will be done in the village during the tour.
	Website has a clear sequence and hierarchy by first grabbing viewer's attention with an overview, convincing them with a detailed information section, and a redirect link to contact the company.
	Engaging photos of the local wisdom from Candirejo Village through depiction of andong and traditional cooking.
<b>WEAKNESSES</b>	Likely outdated page, indicated by errors in the important information section and the map not working.
	Very few photos.
	No further information or redirection for accommodation options.
<b>OPPORTUNITIES</b>	Better integration, updated information, more photos will significantly improve the page
<b>THREATS</b>	Disconnected integration with the rest of the website, especially for those arriving through SEO, confuses viewers.

### 3.1.6.2 Come2Indonesia.com

The author conducted an existing study on promotional material in the form of a website page that featured a tour to Candirejo Village and Borobudur by Come2Indonesia. The following is the table of specification of the promotional material.

Table 3.3 Promotional Material from Come2Indonesia

<b>TITLE</b>	Borobudur Temple & Candirejo Village Tour
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<b>COMPANY</b>	Come2Indonesia
<b>SERVICE</b>	Full day tour to Borobudur Temple and Candirejo Village with pickup from hotel in Yogyakarta. Includes transport accommodations to and back Borobudur from Yogyakarta but does not provide accommodations.
<b>MEDIA SIZE</b>	1920 x 1080



Figure 3.41 Screenshot of Come2Indonesia Website with Candirejo  
(Source: <https://come2indonesia.com/tour/borobudur-candirejo-village-tour/>)

Founded in 2007, Come2Indonesia is a travel agency featuring a small but sizable number of members in the team dedicated to providing a wide variety of Indonesia travel services. Its main office is in Surabaya with additional offices in Bali, Sulawesi, Sumba and Borneo. The company supports both English and Spanish languages, as evidenced in the website and their contact pages. The following is the SWOT table for the promotional material.

UNIVERSITAS  
MULTIMEDIA  
NUSANTARA

Table 3.4 SWOT of the Promotional Material from Come2Indonesia

<b>STRENGTHS</b>	Effective use of space with a section to provide contact details on the side as well as providing triggers through the usage of “10 travelers are considering this tour right now!”
	Website has a clear sequence and hierarchy by first grabbing viewer’s attention with an overview, convincing them with a detailed information section, and a redirect link to contact the company. Additionally, it has a quick navigation button to facilitate vertical scrolling.
	Provides detailed, complete information and an FAQ.
<b>WEAKNESSES</b>	Only briefly mentions activity in Borobudur Temple, and does not provide information on activities in Candirejo Village.
	Only features photos of Borobudur Temple, no photos for Candirejo Village whatsoever.
	Standard tour for Borobudur Temple, not that distinctive compared to other travel agencies featuring tours to Borobudur Temple.
<b>OPPORTUNITIES</b>	Showing better the traditional Javanese lifestyle in Candirejo will create a better distinction from other tours featuring Borobudur Temple.
<b>THREATS</b>	Lack of added information or imagery of Candirejo Village may disinterest viewers.

### 3.1.7 Reference Study

The author used the internet to perform a non-participatory reference study to gather analytical information about visual styles that might be used in the creation of the promotional campaign. When constructing the promotional campaign, the author will utilize this study as a resource for good graphics, typography, layout, copywriting, and other design elements.

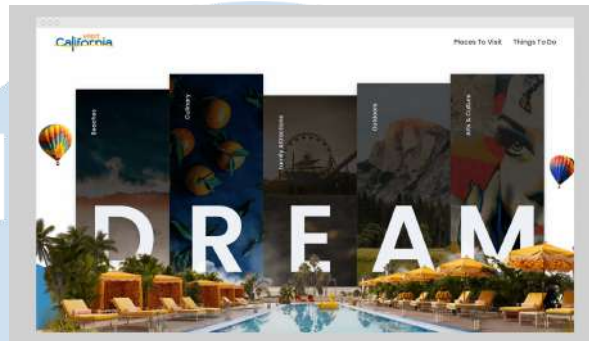


Figure 3.42 Screenshot of Visit California Campaign Website

(Source: <https://www.visitcalifornia.com/dreaming/>)

The Visit California Campaign website features a creatively innovative and well-designed website using a non-conventional scrolling format, horizontal scrolling. It takes viewers on a journey and has very interactive navigation for redirection to various blog and informative sections. It combines the use of photo manipulation as well as videos to create an immersive experience. Using the theme “to dream,” the campaign successfully capitalizes on the endless possibilities California is able to provide.



Figure 3.43 Laos Segment in a Magazine made by EXO Travel

(Source: [https://issuu.com/exotravel/docs/explorer\\_67\\_completed](https://issuu.com/exotravel/docs/explorer_67_completed))

The layout featured in the article made by EXO Travel of Laos uses a simplistic but powerful design. The black and white puts more focus on the colors of the soft contrast photos. The typeface used briefly hints the local identity of

Laos through a modified shape of the letter A, giving the rest of the design a simple yet elegant look.



Figure 3.44 Travel Service Mobile App Mockup by Anastasia Golovko  
(Source:<https://dribbble.com/shots/12881432-Travel-service-Mobile-App>)

The mobile application mockup made by Anastasia Golovko features bright and vibrant colors to engage viewers. It uses a blend of photos and vector design to invite the viewer on items of interest and other highlighted information while being efficient with space. The rounded shapes offer a friendly tone that may be appealing and provide a sense of safety for younger generations. The usage of popups to feature interesting information may make a viewer want to learn more about details of a destination.

### 3.2 Design Methodology

The methodology to construct the design of the campaign will be based on the steps written by Landa (2010) in her book, *Advertising by Design: Generating and Designing Creative Ideas across Media* as it is the most comprehensive in regards to creating a commercial campaign. According to the book, the design of a campaign can be achieved through six stages of the campaign design process, namely overview, strategy, ideas, design, production, and implementation.

#### 1) Overview

The initial stage of designing a campaign is the overview, which involves conducting strategic, logical, systematic, and objective research. The research aims to collect all general information needed in designing the campaign, including the overall objectives, understanding the target audience, and analysis of competitors.

#### 2) Strategy

Strategy is the process of reviewing all the information that has previously been obtained during the overview stage into an executable plan. The creative brief produced as the output of this stage serves as the foundational guideline for creating and executing the campaign.

#### 3) Ideas

In the ideas stage of designing a campaign, various brainstorming techniques are employed to generate innovative and original ideas for the campaign. The goal of this stage is to generate a wide range of ideas based on the research conducted in the overview stage and that address the goals and objectives of the campaign as decided in the strategy stage.

#### 4) Design

During the design stage, the focus is on creating visual and conceptual elements that will form the campaign from compiling the ideas generated in the previous stage. This includes determining the look and feel of the campaign, creating sketches and prototypes, and refining the creative concepts based on feedback from stakeholders. The design stage involves choosing colors, typography, imagery, and other visual elements to create a cohesive and effective design.

#### 5) Production

The production stage involves executing the final ideas and designs that were developed in the previous stages. This stage includes preparing and organizing all the necessary resources, materials, and equipment for delivering the final campaign. The production stage also involves collaborating with vendors, printers, photographers, and other specialists to bring the campaign to life.

#### 6) Implementation

The implementation stage is the final stage involving the implementation of the campaign. The implementation phase is followed by an evaluation, examination, and consideration regarding the effectiveness of the campaign implemented.

