

Are Urban Teens Interested in Staying at a Homestay Through Instagram?

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Abstract:- Instagram is one of the most widely used social media today, due to increasingly advanced technological developments. The research uses quantitative approach. The questionnaire distributed by google form and face to face with 100 urban teenagers as respondents who live in Jakarta city. The result of this research that 80 % of the teenagers almost agree if using Instagram can help find out information about homestay in the tourist village area. 92% respondents agree if sharing photos / videos of a homestay in instagram can attract consumers to stay. Approximately 58% respondents said positive way to confirm that using hashtag can help to find a homestay out. The result of this research for gender, young female used on Instagram more than young male did, mostly to look at posts. 92% teenager agree if sharing photos or videos of a homestay in instagram can attract them to stay.

Keywords:- Instagram, Homestay, Tourist Village.

I. INTRODUCTION

Social media is one of the internet developments. Has a high quality camera on smartphones make a lot of people have a new activity fun, easy going people take pictures anywhere and anytime, after that it is uploaded to the media social. The usual type of social media used, among others, Facebook, Twitter, path and instagram. [1].

Instagram is a photo sharing application allows users to retrieve photos, applying digital filters, and share it across various services social networking. [2]. Brand Development Lead Paul Webster's APAC Instagram revealed, that since launched in 2010 application Instagram already has over 400 million active users from all over the world. [3].

Indonesia itself is one country by number of users Instagram with 89 percent Instagrammers who are 18-34 years old access IG (Instagram) at least once a week. Instagrammers the majority of young people, educated, and established. Their average age is 18-24 years as much as 59 percent, aged 45-34, 30 percent years, and those aged 34-44 11 percent year. IG users the most active women as much 63 percent and men 37 percent. [1].

Instagram is a location-based social network mobile application for sharing photos and videos. This service allows users to apply digital filters and share their photos and videos on other social networks and social media platforms. The service was founded by Kevin Systrom and Mike Krieger in San Francisco, California, and officially launched exclusively for the iPhone on October 6, 2010. The original name of the application was Burbn, which aimed to combine several characteristics of popular social media services like Foursquare. When Krieger joined the project, the two programmers decided to focus exclusively on photo sharing [4].

Interaction on Instagram is by following followers of other Instagram users' accounts. Interaction with non-private accounts can also be done when followers have to be followers. [5].

When going on vacation, in planning travel trip people tend to choose tourist destination and the accommodation. Accommodation is not always hotel, especially if the destination is more related towards nature, mountain and beach which still have not been visited by many tourists, many people in the city who are always looking for unique destination and tourism site. Some tourists choose the type of accommodation which the price tends to be cheaper from hotel, such as inn, villa, guest house and homestay. [6].

Homestay tourism is popular in many destinations; it adds authentic sociocultural richness to the tourist's experience. For a nation that cannot make extensive infrastructural investment a priority but which possesses an abundance of tourism richness in remote communities, homestays are an attractive alternative tourism product. [7].

“Distinction between homestay and hotel is the boundaries of private area. The private space of homestay is opened to visitors that would not fall under the term of hotel”. [8].

Homestay program can be implemented in the village because most of the houses of the people have met the homestay criteria based on cleanliness, comfort and security [9].

Homestay is a special term used variously to refer to types of accommodation where visitors of guests pay directly or indirectly to stay in private (commercial) homes, where interaction takes place to a greater or lesser degree with a host and/or family who usually live upon the premises and with whom public space is shared to a greater or lesser degree [10].

In Indonesia, homestay is one of the efforts in community empowerment in rural tourism that continues to be supported by the government in achieving the goals of the Ministry of Internal Affairs Regulation (Permendagri) No 66/2007 which target the village development planning [6].

The planned development in the village is a participatory development model, which is a development management system in the village together through deliberation, consensus and mutual cooperation which is away of life of the community which has long been rooted in culture in Indonesian. As mentioned in article 5 (1) Permendagri No. 66 of 2007, the characteristics of participatory development include planned with empowerment and participatory. Empowerment, which is an effort to realize the ability and liberty of the community in the society and nation, while participatory, that is the active participation and involvement of the community in the development process. [11].

Teenagers are usually social-minded, gregarious, and sociable. Thus, peer groups have teenagers' self-evaluation and behavior. To gain group acceptance, early adolescents usually totally align themselves in various ways such as dress, hairstyle, musical taste and grammar, which make them often sacrifice their individuality and self-indulgence. Everything in teens is measured by the reaction of peers. [12].

The youths showed their involvement in the homestay or CBT is caused by several factors that researchers have stated in addition to the findings above, the youth also has its own reasons to join and participate in activities at their homestay. Overall, the youth have shown a keen interest in managing homestay due to interesting reasons that are income, parental encouragement and comfort her workplace. Therefore, efforts should be made by the responsible authorities to support youth so that they can show their openness to improve the economy and their households at the maximum level. [13].

Teens are currently being loved by various kinds of social media, from Facebook, Twitter and Instagram. Therefore, to attract teenagers in making decisions to stay overnight, homestay activists have created Instagram to promote their homestays.

II. MATERIAL AND METHOD

The research uses quantitative approach. The respondents of this research are 100 urban teenagers. The following tools have been used for data collection; Surveys through questionnaire and In-depth interviews. The survey method used was a questionnaire distributed by google form and face to face with 100 urban teenagers as respondents who live in Jakarta city. Each question included in the questionnaire was selected based on the literature review.

III. THEORY

a) The Social Media: Instagram

Instagram was founded in 2010. It is a mobile application for Smartphone which is freely available in the Application Store (App Store) and Google Play [14]. Essentially, Instagram is a mobile-based application that enables users to take photos or pictures, apply the different manipulation tools to transform the appearance of images, and share them instantly with friends on different social networking sites [15].

Instagram first started off with providing functions on editing and sharing photos and later on added in the functions of sharing videos and photo messaging directly to another user. Instagram allows users to snap photo or video anywhere they are at anytime and share it with their followers nationally and also internationally [16].

Instagram has provided a function known as "hash tags" for the convenience of indicating the relevant photos and videos to the products of a business. By clicking the hash tags, it allows the Instagram users to view pictures and videos that are relevant to the hash tag. Therefore, many fashion companies are now having an Instagram account to promote their products. [17].

b) Marketing by Instagram

Nowadays, some companies use social media as a brand promotion tool, such as Facebook, Twitter and even Instagram

The point that makes Instagram different from other social media is that Instagram is applying a visual based strategy. Everything about Instagram is about photograph. Instagram marketing is an effective way to advertise a product as it is said that a picture speaks a thousand words [18].

As Instagram is entirely visual it allows brands to promote their products in a totally new way. Not only can marketers use Instagram to publish their own photos and videos, but also to highlight what consumers are doing with their products. [19]. The followers on Instagram also appreciate when their content is liked or commented on [20].

c) Homestay

One of the criteria for a village that has been determined and made into a tourist village by the government is the existence of lodging. This lodging can improve the economy and empower local communities. So that community participation is needed in that village, namely homestay. [21].

Homestay as a form of tourism accommodation plays an important role in developing tourism in tourist villages. Homestay is a product of the tourism industry where tourists can meet directly with local residents [7]. [22].

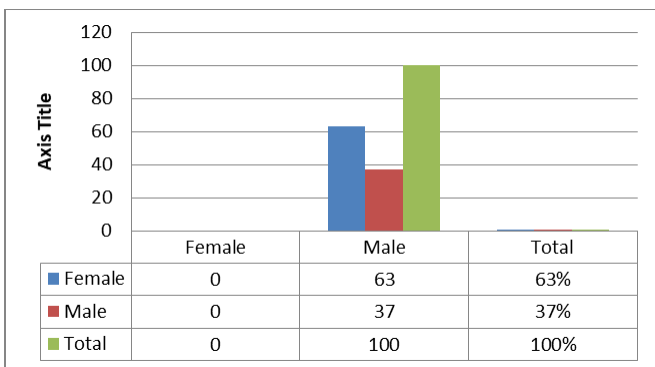
Based on its homestay function”is a residential house that has an empty room that can be rented to guests, and homeowners can interact with guests, so they can learn the local culture or a certain routine activity. Homestay criteria that must be met are circumstances, facilities and cleanliness of the house, bedroom and bathroom. Homestay must also have promotions so they can be known by the wider community, by in collaboration with OTA, has social media such as Facebook, Instagram and others. [7].

IV. RESULT

Respondents in this study were urban teenagers who live in Jakarta. Samples are taken randomly, where teenagers who use Instagram social media and are interested in becoming a homestay as accommodation

a) Gender

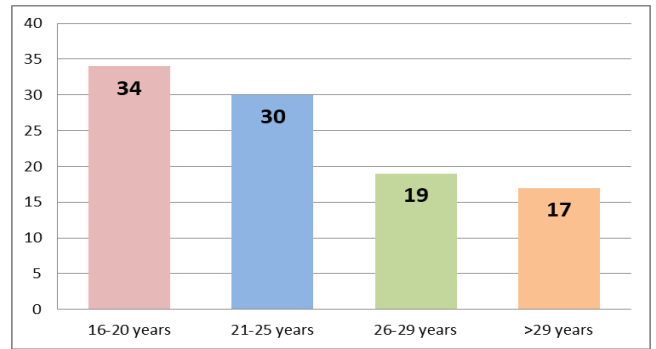
Data on gender, out of 100 teenagers were 63% female and 37% male. It means young female used on Instagram more than young male did.



The results of the study stated that many young women use Instagram, because Instagram is a social media that posts photos such as scenery, travel and even photos of themselves for others to see.

b) Age

Result for the age, 34% for 16-20 years, 30% for 21-25 years and 19 % for 26-29 years 17% for over 29 years.

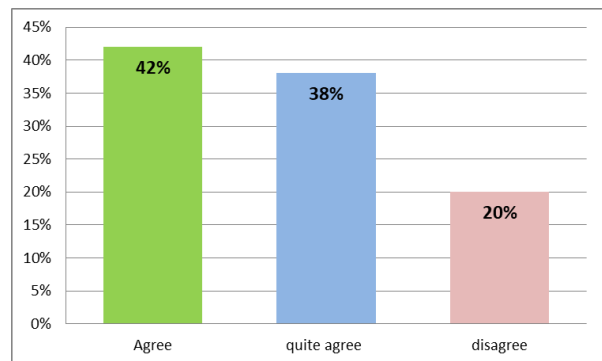


Based on the table, 64% of teens who use Instagram are between 16 and 25 years old. This shows that Instagram is preferred by teenagers in Jakarta

Research has suggested that teens are more active and engaged than adults on social media. Teens post fewer photos than adults; teens remove more photos based on the number of likes that the photos received; and teens have less diverse photo content. [23].

c) Interested in Homestay

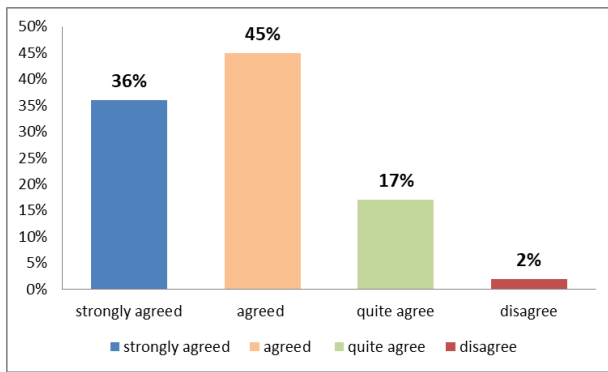
42% of respondents agree if they go to a tourist village, they are interested in a homestay for accomodation and 38% of respondents stated that they quite agree and then 20% stated they disagree



The respondents are motivated to stay in village homestay because they can have fun and relax. Interests in homestays, the respondents were obtained from review with virtual reality or augmental reality. These generations spend their money on vacation with impromptu way because they are able to get relatively cheap price in short time due to media online. [6].

d) The photo or video of a homestay in Instagram

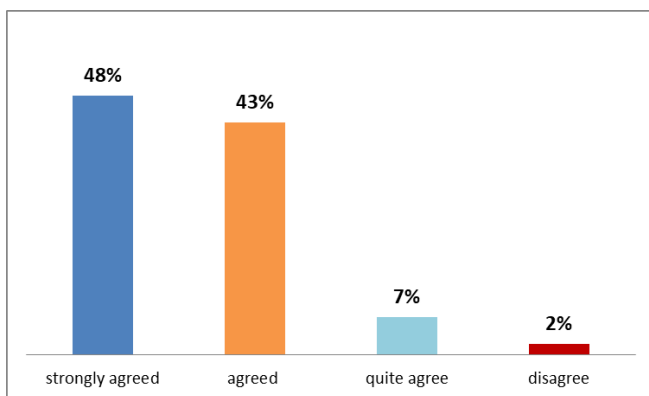
A statement regarding the photo or video of a homestay can attract teenagers to stay. Respondents, who answered strongly agreed 36%, agreed 45%, quite agree 17%, disagree 2%. It means that 92% respondents agree if sharing photos or videos of a homestay in instagram can attract teenagers to stay



Photos that have been uploaded are automatically shared to followers at the same time central server. Everyone can "communicate" with photos. [24].

e) Using hashtag

A statement by using hashtag in Instagram can make it easier to find a homestay. Respondents who answered strongly agreed at 48%, agreed 43%, simply agreed 7%, disagreed 2% and approximately 58% respondents said positive way to confirm that using hashtag can help to find a homestay out.

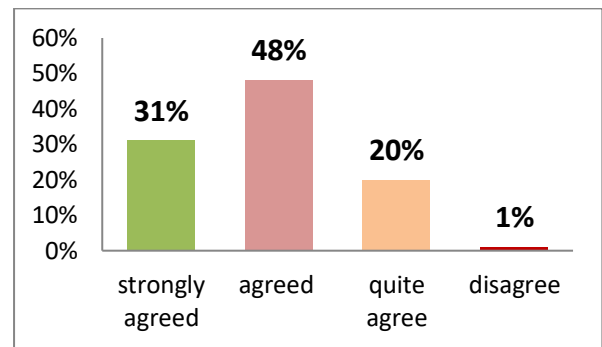


The main key to Instagram is the hashtag; hashtags can function as descriptive elements in the image, or can be related to its caption, explaining its content better. [25]. Maintain that the use of certain hashtags can allow certain types of communities to emerge and form, including ad hoc publics, forming and responding very quickly in relation to a particular event or topical issue [26].

Hashtags on Instagram are a desire to be seen by other Instagram users, so they can be described as a place, feeling, and / or a group that is already famous.

Tagging is an activity that provides rich ground for observation because the uses and the meaning of tags appear to be far from trivial [27].

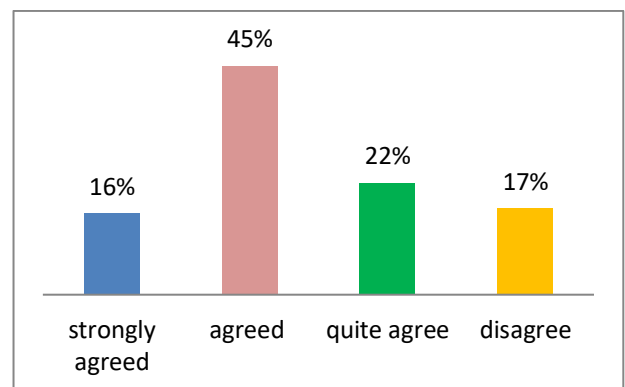
f) . Like



The statement in giving likes at instagram because of their interesting posts. Respondents who answered strongly agreed 31%, agreed 48%, quite agreed 20%, disagreed 1% . It can be concluded that 99% respondents agreed if they liked other users because their posts were interesting.

It means that there is a like tag on an Instagram, meaning that someone sees the photo or image, they like it without having to comment that I like the photo or image posted. Like is a signal that someone liked the photo in instagram

g) Choose Homestay Through Instagram



Statement in the questionnaire regarding positive comments can provide recommendations to fellow Instagram users when looking for a homestay so interested in renting. Respondents, who answered strongly agreed 16%, agreed 45%, quite agree 22%, disagree 17%. This means that 83% respondents agree if positive comments can provide recommendations to fellow Instagram users when looking for a homestay.

In this case, The number of positive comments, it is a good thing for homestay owners to follow up on their accommodation through posts on Instagram, so that other people who see the Instagram can choose their homestay to stay.

A statement about a follower, you are willing to be an Instagram follower of a tourist village homestay, to get information about the homestay. Respondents, who answered strongly agreed 5%, agreed 25%, quite agree 30%, disagree

40%. This means that 60% respondents agree if they are willing to be an Instagram follower of a tourist village homestay, to get information about the homestay

V. DISCUSSION

43% of respondents agree if using Instagram can help to find out information about homestay lodging in the tourist village area and 30% of respondents stated that they quite agree and then 27% stated they disagree

The results of the study which 100 respondents of 73% state using Instagram can help to find out information about homestay lodging in the tourist village. They give an example, when they open Instagram and look for a homestay, one of the results is the homestay of Kampung Tajur, West Java, one of the villages that have become tourist villages by the government. Kampung Tajur provides a homestay that has been well managed by the Head, where if there are tourists who come will be placed in the homes of residents. [28].



The other result is homestay of Cibuntu Tourism Village, West Java. It is the best tourism village in the order of five ASEAN levels in 2016 for the homestay field. In 2017, Cibuntu was chosen as the second-best tourism village in Indonesia in the Indonesian Ministry of Tourism's Community Based Tourism (CBT) event. In Cibuntu Village there are a number of bathrooms that have been renovated using the sitting lavatory [29].



27% said they disagreed, because they used Instagram only to save photos of their activities and never looked for homestays, if they want to find out about homestays, they better ask the online travel agent, because the information is more accurate

Most people devote a lot of time and focus to Instagram; users first take numerous pictures before uploading the most important picture to get praise and likes [30]. Lately, Instagram is often used as a selfie photo. Various activities carried out by Instagram users are associated with selfie activities

There are still disadvantages to be possibly gained by using Instagram as a marketing tool. The customers' information could not be fully protected and the interaction between customers and marketer are always through a media platform, so there are probability of the marketer for not knowing who are their customers because fake identity may be created for online businesses. [31].

VI. CONCLUSION

Now Instagram is one of the popular social networking sites and very useful marketing tool in this era. Instagram is increasingly favored by women teenagers who is active in using social media. Then the most widely used social media today, due to increasingly advanced technological developments.

Instagram as a communication tool by using various photos when they upload, besides that Instagram can also be used by business people to market their business, such as accomodation business. Homestay is a accomodation in a tourist village, has started to use Instagram as a tool to promote their lodging.

Data on gender, out of 100 respondents who were female 60% and 40% were male. It meant women prefer Instagram than men. Then 43% of respondents agree if using Instagram can help to find out information about homestay lodging in the tourist village area and 30% of respondents stated that they quite agree and then 27% stated they disagree. The statement in giving likes at instagram because of their interesting posts. Respondents who answered strongly agreed 31%, agreed 48%, quite agreed 20%, disagreed 1% . It can be concluded that 99% respondents agreed if they liked other users because their posts were interesting. 83% respondents agree if positive comments can provide recommendations to fellow Instagram users when looking for a homestay.

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