SOCIAL MEDIA AS AN ALTERNATIVE SOURCE OF TOURISM INFORMATION

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Abstract
The rise of social media development in information technology widely gives a great influence on how people obtain information. The widespread of social media at least affect tourism businesses and tourists themselves in sharing information. This study examines tourist level of confidence to tourism commercial sites which in this study is called the conventional websites and social media networks as an alternative in providing information about tourist attraction. Research method used is a survey method by means of quantitative measure. The results of this study obtained the degree of trust that is not so well against a conventional website is influenced by three main factors such as incomplete information about tourism (63%) out of date information (56%), confusing information (28%), and slow-responsed feedback (25%).

Keywords: Social media, tourism, quantitative measure

1. Introduction
This study was conducted to investigate the tourist level of confidence to commercial sites which is called the conventional websites and social media networks as an alternative in providing information about tourist attraction. The results of this study are expected to provide an overview to the tourism stakeholders on the effects of commercial websites and social media for the promotion of tourism destinations.

Information technology and tourism in Indonesia experienced a remarkable improvement. Indonesia has become the fourth largest country in the use of the internet. It is recorded there are more than 55 million internet users in Indonesia until 2012 (webstat.com), while the use of social networking sites Indonesia became the second largest after India with a number of 51 million users. As a number of internet usage increased in Indonesia, there are also an increasing number of tourist arrival in Indonesia as well. Indonesian Central Bureau of Statistics (2014) recorded until the year 2012 there were 7,310,531 national tourists visiting any destinations in the country.

A web has a value that depend on its use by and in the community and its ability to serve the communication without disturbing other valuable types of interactions [1]. Results of research [1] mentions sites or webs are the emerging social technologies in growth and therefore need to be trusted by the expanding users - trustworthiness, personal control over information, respect for the rights and preferences become important aspects of a website. Widespread use of the internet in Indonesia does not automatically made a website as a source of reliable information.

The widely development of information technology gives a great influence on the use of the technology as well as a variety of applications that are used to access the internet, ranging from simple mobile phones to wireless connections that use various types of sophisticated digital technology device. The expansion of wireless internet network (wifi) technology has enabled devices can be carried and used anywhere possible. Tourism services information can be accessed from anywhere, even when a traveler was in a destination where tourists are concerned whether the information provided by a tourism site meets the expectations of the tourist. The use of information technology at least affect tourism businesses and tourists themselves in the share of tourism information. Ease of use, interactivity and flexibility of the interface play an important role for the site developer in marketing tourism destination, and there are indications that the tourist sites are constantly made more interactive [2]. The use of social media networks such as Facebook, Twitter, and several other media widespread in Indonesia has affected many internet users in Indonesia to share and receive information. For example, in Indonesia alone there are more than 55 million Facebook users. The number of social media users are fantastic in Indonesia started to be used by tourism businesses in introducing tourism products. Utilization of social

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media networks by tourism businesses are considered effective and efficient because the social networking site visitors interlocked with the owner of the account on the same network even it linked to other networks that are considered easier to reach social network users from all kind of people. Social media networks today have a significant impact on the way people communicate.

Social networking system offers a virtual experience of collaborative, generally around a specific theme or interest equal to certain things. Visitors to the site can be connected to each other through shared similar attributes such as interest, activity, or geographic location, in addition to the quality of a social media networking sites should allow users to share information over the network nodes (users) and connections (users with similarity). Users can also easily identify other users with similar interests. It is utilized by the tourism business to reach target audience as much as possible through the connections between users of social networking.

In Indonesia, the use of social media networks rapidly adopted as a medium to offer tourism services and products ranging from the individual level to large-scale enterprise. The question is how much the level of confidence of tourists to social media as an alternative tourism information providers can meet the expectations of tourists in Indonesia for tourism information?

Tourism services are related with the exchange of information and money tha are going to be paid by tourists. UNCTAD (2001) [2] states that the characteristics of tourism services as a "product of confidence", which it means the product consumed meet the tourists expectations. Social media can be used as a medium to collect valuable information of how a product, service and brand perceived in market [3].

One question arised is there a reliable tourism information can be accessed by internet users in Indonesia? During this period of IT growth perceptions about Indonesian tourism information on the internet does not provide accurate data, not updated, and hard to get feedback. So then is it worth that social media can be accepted by users (tourists) as an alternative media in the search for tourism information than its primary function as a social virtual link between its users?.

2. Research Method

Research method used is a survey method in this case using quantitative measure, i.e. by using the questionnaire as a tool to collect data. The data used are taken from questionnaire published online. Quantitative measure carried out with the following steps:

1. Calculating the average score of each question from each respondent
2. Providing rank for values obtained and mapping the average value on the graph
3. Calculating the correlation between the number of tourist trips with social media account ownership
4. Perform data analysis

The calculation of the average score is done by:

$$Score = \sum_{i=1}^{n} number\ of\ respondent\ answered\ option\ i\ xi$$

Average = Score/number of respondent
Highest score = 5 x number of respondent
Lowest score = 1 x number of respondent

Data collection was performed at a certain time period, so this survey is classified into cross sectional survey. Limitation of this method is the number of respondents who participate in the survey may not achieve the ideal because of the limited amount of time. The method is used with the following considerations:

1. Efficiency of time; Data collection can be done without face-to-face with respondents
2. Ease in data analysis; the question is limited to matters related to the study material.

Respondents were randomly selected. The data shows that the profile of respondents were 69.1% male while the remaining 30.9% were women, most of the respondents were students (57.3%) with an age range from 20 to 25 years (10.3%). Respondent profile obtained from the questionnaire is shown in table 1.

Table 1 Respondent profile

Gender	Men			Women	
	447			21	
Age	13-20	20-25	25-30	30-35	35-40
	4	7	2	6	4
Occupation	High school student	University student	Private employee	Government officer	Other
	3	39	14	5	3

3. Results and Analysis

Questionnaire results showed as much as 94.1% of respondents claimed to have social media accounts. Based on the frequency of travel in one year, the results of the questionnaire showed that 44.1% of respondents at least traveled once a year. A total of 26.5% of respondents traveled 2 times a year, 11, 8% traveled 3 times a year and as much as 7.4% traveled more than 3 times a year. The data plotted in the pie chart in Figure 1.
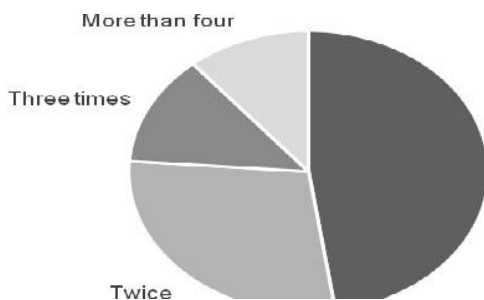

Figure 1. Frequency of travel in one year

The data above illustrates at least respondents are to travel at least once a year. The traveling must be supported by information on tourism services. Internet as a source of information is the most accessible are the main source of information. This can be seen in the following figure depicting 60% of respondents access the internet everyday.
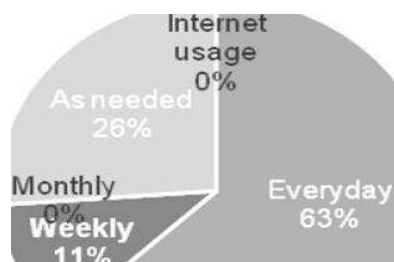

Figure 2 The average internet usage

Results of the study revealed as many as 62% of respondents use social media as a major tourism resources, although as many as 60% of respondents are still undecided on the tourism product information presented on social media. Despite this large number of respondents believe that social media can be a feasible means of promotion for tourism products and services. A recent study showed that about 45% out of 90% traveller took photographs and post them online [4]. Although this findings was carried out not in Indonesia, some facts shows that social media users in Indonesia tend to share photographs and experience about place they visited. It's believed this is how the information about tourism products and services are spread and obtained between its users in Indonesia.
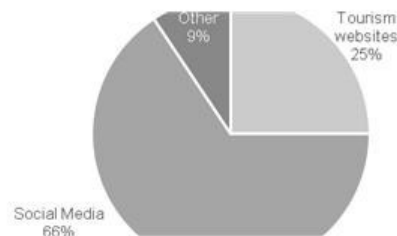

Figure 3. Sources of information about tourism

The level of confidence that is not so well on a conventional website is influenced by three main factors (see figure 4): incomplete information about tourism product and service (63%) followed by out of date information (56%), confusing information (28%), and slow-responsed feedback (25%).This could be the most probable reason respondents turned to social media asking friends or relatives for second opinion about tourism products and services they didn't find in a conventional tourism websites. This study also revealed that 68% respondents searched websites for tourist attractions information, the same percentage (68%) searched for the price offered through websites, 54% respondents searched for how to get to the destination, and 49% respondents searched for transportation. All those inquiries seemed to not satisfy the respondents so they turned to social media where they could have feedback from other users.
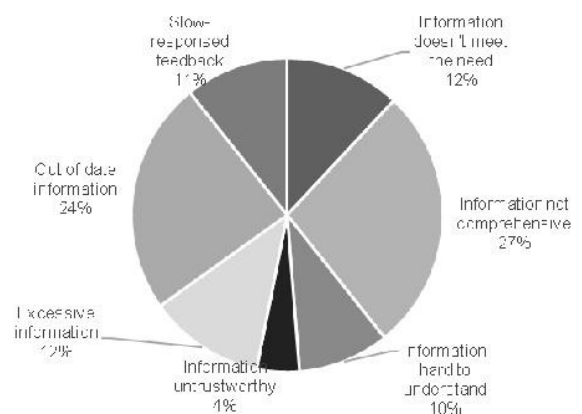

Figure 4. Assessment of tourism sites

Although respondents tend to use social media as an alternative source of information and travel once a year, this fact does not show sufficient data whether

respondents decision to travel is influenced by information obtained from social media or tourism website.Correlation test using SPSS illustrates there is no significant relationship between the number of trips to the ownership of social media accounts (p> 0.05). It illustrates that social media is not enough to convince respondents to social media as a means of credible information. as shown in table below.

Tabel 2. The correlation between the amount of travel with social media account ownership

Atribute tested	Type of test	Number of trip	Social media accounts ownership
Number of trip	Pearson Correlation	1	-.088
	Sig. (2-tailed)		.492
	N	63	63
Social media accounts ownership	Pearson Correlation	-.088	1
	Sig. (2-tailed)	.492	
	N	63	64

The increased use of social media in Indonesia was not enough to affect the respondent's perception of the main functions of social media as a means of communication between friends, family and business associates. Only 40% of respondents who think social media can be used for commercial purposes (promotion).

4. Conclusion

This study describes the level of confidence in the tourism information provided by conventional websites not fully meet the expectations of tourists, although there are social media as an alternative information. Respondents still had not moved from conventional sites as the main information about tourism products and services. Tourists' expectations still quite high enough for tourism sites to provide information more accurate, updated and easy to understand. In the meantime the social is still believed by tourists serves as a means of communication between its users in which they can exchange information about various products and services of tourism, especially from whom has ever visited a particular destination.

5. Further Study

Further study is needed on the characteristics and perspectives of the use of social media in Indonesia, especially the use of social media for commercial purposes.

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