

## ANALYSIS OF MILLENNIAL TOURISTS' INTERESTS IN GARUT REGENCY

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### Abstract

Garut Regency has many potentials of tourism destination from the natural resources to arts, and culture. The tourism packaging through such a branding should be able to make all these potentials have more selling value and become an option for visitors to Garut. However, since its launch in 2014, until now the tourism in Garut Regency has not shown any significant development. The high potential of the millennial generation needs to be responded to by making regulations concerning the management of leading tourism destinations to stimulate travel preferences among millennials. Therefore, millennials are highly potential for being targeted as tourists in Garut Regency.

This quantitative study, is aimed at analyzing the interests of millennial tourists in Garut Regency. The data are collected through interviews, observation, documentation, document review, and distribution of questionnaires (Arikunto, 2016). The number of samples is 105 respondents who are determined by using the formula by Zikmund and Babin (2013). The collected data then analyzed using the frequency distribution analysis (Kuswanto, 2006).

The results show that the millennial tourists' interest in Garut Regency with the highest value is the socioeconomically introverted. This shows that even though considered as young tourists and having high productivity, the millennial tourists, in conducting tourism activities, are still influenced by the desire to refresh, have fun, socialize, and take advantage of their spare time.

Key words : Millenial tourists; tourists interest; tourists in Garut regency

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### A. INTRODUCTION

Internet users are currently facilitated by smartphones, thus creating a millennial generation. 80% of this generation exists in cyberspace, social media, and digital media. The Singapore Tourism Board reported that millennials prefer to seek new, unique, authentic, and personal experiences. The demographic bonus or the rapidly growing young population in Indonesia is an opportunity that needs to be taken seriously by the government of Garut Regency amid the decreasing number of tourist visits to the regency. Millennials may not be all financially strong yet, but they have plenty of time to travel. Moreover, they are relatively brave and do not give in to financial problems, political unrest, and so on. If the opportunity arises, they will travel, gain experience, and spend energy. The high potential of the millennial generation needs to be responded to by making regulations concerning the management of leading tourism destinations to stimulate travel preferences among millennials.

*Discover Garut: Preanger Paradise* is the local tourism branding created by the Garut Regency Tourism and Culture Office. This is a marketing communication effort to develop the tourism sector as a whole in Garut Regency. With all the natural resources, arts, and culture owned by Garut Regency, the tourism packaging through such a branding should be able to make all these potentials have more selling value and become an option for visitors to Garut. However, since its launch in 2014, until now the tourism in Garut Regency has not shown any significant development. In 2015, the number of tourists in Garut Regency declined drastically. In the year of the branding launch, the number of tourists

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reached 2,254,763, but the next year or in 2015, the number only reached 1,878,556. This number is still far behind Subang Regency which is quite stable reaching 3,398,262 tourists. As a matter of fact, the total area of Subang Regency is only three-quarters of that of Garut Regency and the number of tourist destinations in Subang Regency is only half of the number of tourist destinations in Garut Regency, i.e. 28 destinations.

Tourists aged 15-29 contributed about 23% of the global tourists in 2016 and the figure continues to increase from year to year. This shows that millennial tourists are highly potential for being the targeted tourists in Garut Regency. The regency offers varied tourism attractions from natural, cultural, and artificial ones. It has well-known destinations like Santolo Beach, Cipanas Hot Springs, Puncak Darajat Pass, Sampireun Village, Talaga Bodas Crater, Kamojang Crater, Sang Hyang Taraje Waterfall, and Rancabuaya Beach. Furthermore, the regency is also famous for its cultural arts, including Adu Domba, Dodombaan, Badeng, Surak Ibra, Raja Dogar, as well as the historical heritage of Cangkuang Temple. The leading tourist destinations in the regency include Situ Bagendit, Dayeuh Manggung, Temples, and Situ Cangkuang have been revitalized and reorganized to become world-class destinations (source: <https://ekonomi.bisnis.com/read/20190903/12/1144281/menpar-want-to-make-arrowroot-as-world-class-tourism-detention>, accessed on September 3, 2019, at 23:36).

Concerning the above description, it is necessary to examine the millennial tourists' interests in Garut Regency. By understanding the interests of millennial tourists, it is hoped that the local government and tourism stakeholders in Garut Regency can formulate strategies for turning the regency into one of the main tourists' options by penetrating more intensively into the youth market.

According to Loudon and Bitta (1993) in Nurdin (2010), the psychographic characteristics of the millennial generation are as follows:

1. Socially driven. This group has the highest disposable income. They care more about the brand image of an area and mostly spend their money on personal needs, special foods (souvenirs), and clothes that can give them status.
2. Diversely motivated. They are the most enterprising, adventurous, and cultured group. They can also be comfortable doing activities both alone and in groups.
3. Socioeconomically introverted. They like individual activities and spend their money on products and services that are used for that pleasure.
4. Sports-oriented. They represent the largest market for sports and home video equipment.

Millennials are potential consumers who always try to satisfy their needs by searching for information through the use of technology. This study examined the interests of millennial tourists when visiting Garut Regency by analyzing the socially driven, diversely motivated, socioeconomically introverted, and sport-oriented characteristics.

## **B. RESEARCH METHOD**

This study was conducted in Garut Regency by employing a quantitative method (Sugiyono, 2013). The data were collected through interviews, observation, documentation, document review, and distribution of questionnaires (Arikunto, 2016). The number of samples was 105 respondents who were determined by using the formula by Zikmund and Babin (2013). The collected data were then analyzed using the frequency distribution analysis (Kuswanto, 2006).

## C. RESULTS AND ANALYSIS

### RESULT

#### 1. Tourist Profiles

The results indicate that the male and female millennial tourists have a balanced percentage. Their educational backgrounds are dominated by high school students. Interestingly, the millennial tourists coming to Garut Regency are dominated by those from other cities, especially Bandung City. Most of them come to Garut Regency with friends and 40% of them admit that they visit Garut for the first time. Most of them visit Garut because of their interest in natural tourist attractions. During the pandemic, the tourism business services visited by the millennial tourists include destinations and accommodation with the same percentages (42%) and restaurants (16%). The tourists are predominantly male with an educational background of undergraduates who come from the middle class and most of them are local tourists or those coming from Garut Regency. The tourists enjoy tourism business services with their families and during the pandemic, it is their first visit. They travel to tourist destinations because they feel safe due to the implementation of Health protocols (75%).

#### 2. Tourists' Perception on the SOPs for the Implementation of Health Protocols in the Tourism Business Services in Garut Regency (Non-Physical Perception)

##### 2.1 Socially Driven

**Table 1**  
**Tourists' Perception of the Socially Driven Indicators**

No	Sub-questions	Score	%
1	Respondents' response to visiting a destination since it is frequently visited by tourists	407	28
2	Respondents' response to visiting a tourist destination to make updates on social media	390	27
3	Respondents' response to visiting a tourist destination to show social status	307	21
4	Respondents' response to visiting a tourist destination to get branded and quality products	352	24
<b>Total</b>		<b>1456</b>	<b>100</b>

Source: Results of questionnaire processing, 2020

## 2.2 Diversely Motivated

**Table 2**  
**Tourists' Perception of the Diversely Motivated Indicators**

No	Sub-questions	Score	%
1	Visiting a tourist destination because they like challenging activities	418	25
2	Visiting a tourist destination because they like adventure	444	26
3	Visiting a tourist destination because they like the culture of the local community	411	25
4	Visiting a tourist destination because they like the way of life of the local community	401	24
<b>Total</b>		<b>1674</b>	<b>100</b>

*Source: Results of questionnaire processing, 2020*

## 2.3 Socioeconomically Introverted

**Tabel 3**  
**Tourists' Perception of the Socially Economically Introverted Indicators**

No	Sub-questions	Score	%
1	Respondents' response to visiting a tourist destination because they want refreshing	481	27
2	Respondents' response to visiting a tourist destination because they want to have fun	470	26
3	Respondents' response to visiting a tourist destination because they want to socialize	421	23
4	Respondents' response to visiting a tourist destination because they want to spend their spare time	453	24
<b>Total</b>		<b>1825</b>	<b>100</b>

*Source: Results of questionnaire processing, 2020*

## 2.4 Socioeconomically Introverted

**Table 4**  
**Tourists' Perception of the Sports-Oriented Indicators**

No	Sub-questions	Score	%
1	Visiting a tourist destination because they like sports	367	24
2	Visiting a tourist destination because they like a sports club	341	23
3	Visiting a tourist destination because they want to do physical activities	400	26
4	Visiting a tourist destination because they want to be healthy and fit	417	27
<b>Total</b>		<b>1525</b>	<b>100</b>

*Source: Results of questionnaire processing, 2020*

## 3. Analysis of Millennial Tourists' Interests in Garut Regency

**Table 5**  
**Analysis of Millennial Tourists' Interests in Garut Regency**

No	Sub Variable	Total Score	Average Score	%
1	Socially Driven	1456	364	22
2	Diversely Motivated	1674	418,5	26
3	Socioeconomically Introverted	1825	456,25	28
4	Sports-Oriented	1525	381,25	24
<b>Total</b>		<b>6480</b>	<b>1620</b>	<b>100</b>

*Source: Results of questionnaire processing, 2020*

## ANALYSIS

### 1. Tourist Profiles

The results showed that millennial tourists who come to Garut Regency are young tourists who have an interest in natural attractions and make a visit in groups. They are fond of looking for new experiences, adventures, and exploration. Millennial tourists tend to be spontaneous, do not take too much time for planning, and trust the reviews of tourist destinations on the internet, especially on social media. These behaviors have become a trend and are becoming increasingly contagious. Tourists in this generation are relatively brave and do not give up on

economic problems, political unrest, and others. If the opportunity arises, they will travel, gain experience, and spend energy. Therefore, millennials are very potential for tourism consumers. In addition to the growing number, their tourism behavior is also highly supportive of the growth of the tourism industry. So, economically, millennials will become a large market if the tourism products are tailored to their preferences. From the tourism side, millennial tourists with their typical characters will be a challenge in formulating tourism policies and in designing tourism products. The government of Garut Regency has to start adjusting regulations related to the management of their leading tourism destinations to take advantage of the millennial tourism preferences. The government must continue to encourage all tourism service providers to digitalize their businesses. Meanwhile, tourism business actors must also start packaging their tourism products to meet the millennial tourists' needs and wants.

## **2. Millennial Tourists' Interests in Garut Regency Based on the Socially Driven Sub-Variable**

The analysis results show that in the socially driven sub-variable, the indicator with the highest percentage (28%) is visiting destinations because they are frequently visited by tourists. This indicates that the interest of millennial tourists is influenced by something that is trending and is in demand by many people. This is supported by the easily accessible information that causes tourists to find trending products. Moreover, millennial tourists can serve as a market segment with a high level of consumption and a high need for technology.

## **3. Millennial Tourists' Interests in Garut Regency Based on the Diversely Motivated Sub-Variable**

The analysis results show that in the diversely motivated sub-variable, the indicator with the highest percentage (26%) is the respondents' response to visiting tourist destinations because they like an adventure. This indicates that millennial tourists, born between the 1980s and 1990s, are those who like to seek new experiences like adventure tourism, exploration, and road trips.

## **4. Millennial Tourists' Interests in Garut Regency Based on the Socioeconomically Introverted Sub-Variable**

The analysis results show that in the socioeconomically introverted sub-variable, the indicator with the highest percentage (27%) is the respondents' response to visiting tourist destinations because they want refreshing. This can be information for managers of tourist destinations to satisfy the tourists' expectations, i.e. visiting tourist destinations with the aim of refreshing, even though the types of the visited tourist destinations are varied.

## **5. Millennial Tourists' Interests in Garut Regency Based on the Sports Oriented Sub-Variable**

The analysis results show that in the sports-oriented sub-variable, the indicator with the highest percentage (27%) is the respondents' response to visiting tourist destinations because they want to be healthy and fit. This is due to the characteristics of millennial tourists who are young and full of energy.

## **6. Analysis of Millennial Tourists' Interests in Garut Regency**

The study results show that concerning the interests of millennial tourists in Garut Regency, the socioeconomically introverted sub-variable gets the highest percentage (28%). This indicates that even though they are considered young tourists and have high productivity, millennial tourists are still influenced by the desire to refresh, have fun, socialize, and take advantage of their spare time. Even so, they are tourists who are also interested in tourism destinations that offer new challenges, adventure, and new knowledge in the forms of traditional arts and culture owned by the destinations.

### **D. CONCLUSION**

This study confirms that the millennial tourists' decision to visit is influenced by the popularity of the frequently visited destinations and tourist interest in the destinations that offer adventure in the forms of physical attributes that emphasize the elements of challenge, recreation, and attainment through involvement or interaction with natural elements. Millennial tourists expect tourism activities that enable them to refresh themselves despite the varied types of attractions they are visiting or enjoying. Moreover, they also choose tourist destinations that can make them healthy and fit.

The socioeconomically introverted sub-variable is the highest interest of millennial tourists in Garut Regency. This shows that even though considered as young tourists and have high productivity, millennial tourists are still influenced by the desire to refresh, have fun, socialize, and take advantage of their spare time. Even so, they are tourists who are also interested in the destinations that offer new challenges, adventure, and new knowledge through local arts and traditions that they can enjoy in the destinations they are visiting.

According to the conclusions, this study recommends that the stakeholders engaging in the management of tourism business services in Garut Regency should:

1. take advantage of the information technology to market the tourism products in Garut Regency to the wider public due to its close relationship with today's people's lives.
2. Improve the facilities for tourists who come with their families or in groups due to the high number of tourists who come with their families. Moreover, this way can maximize the capacity of tourist visits at each destination.
3. start developing natural sports tourism due to the high interest of tourists in adventure and health and the numerous natural tourism resources in Garut Regency.

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