

MOTIVATION AND PERSONALITY CATEGORY IN ELECTION TOURIST PLACES IN YOGYAKARTA IN ADULTS BEGINNING

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Abstract

Tourism is one of the economic backbones of the city of Yogyakarta. It becomes very important to ensure that tourism in Yogyakarta continue to attract and be an option for the tourists, especially local tourists early adult category. Tourist behavior is influenced by several factors, such as cultural factors, social factors, personal factors and psychological factors. Personal and psychological factors are an important part that needs to be studied further in order to make a proper tourism marketing strategy. This study wanted to see if one's motivation is classified as a psychological factor in doing tourist trips, which are grouped into four major groups as follows: (1) Physical or physiological motivation (2) Cultural Motivation (3) Social or interpersonal motivation, and (4) Fantasy Motivation. Moreover this study want to know the personality belonging to the category of personal factors in the selection of decision-making attractions in Yogyakarta is classified as economic man, cognitive, or emotional passive. This study was carried out to 43 people who come from outside Yogyakarta. The sampling technique used was simple random sampling. Based on statistical analysis of motivations that influence the decisions traveled in Yogyakarta in early adulthood is a social or interpersonal motivation. Other results obtained in this study were adults who make decisions early elections dominant sights classified as an emotional man.

Keywords: Motivation, Personality category, Site Selection Travel, Adult Beginning

Background

Tourism in Indonesia is an important economic sector in Indonesia. In 2009, tourism ranks third in terms of foreign exchange earnings after oil, and gas and oil palm. Based on 2010 data, the number of foreign tourists who come to Indonesia amounted to 7 million or grew by 10.74 % over the previous year, and contributed to the country's foreign exchange amounted to 7603.45 million U.S. dollars (www.wikipedia.com). Based on data from the Central Bureau of Statistics, the eleven provinces of the most frequently visited by tourists as Bali, West Java, Central Java, East Java, Jakarta, North Sumatra, Lampung, South Sulawesi, South Sumatra, Banten and West Sumatra. Kemenparekraf data revealed that the number of foreign tourists to Indonesia until the end of 2013 was estimated at 8.6 foreign tourist or a growth of 7.37 per cent compared to 2012 (www.travel.okezone.com).

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PW Ogilvie (Nyoman, 1999) a British tourism experts who see tourism in terms of business, giving travelers the following restrictions are all those that satisfy two conditions, firstly that they leave his home for a period of less than one year and secondly that while they g , they spend money in places they visit not to make a living in a place tersebut. Cumulative during January-May 2013, the number of foreign tourists visiting Indonesia reached 3.36 million visits, an increase of 5.79 percent compared to the number of foreign tourists the same period in 2012. Besides Yogyakarta city is known as the title fight, a center of culture and education center is also known for its wealth potential of natural and cultural charm until now and still remains a popular tourist destination in Indonesia and abroad. In accordance with the vision of the city of Yogyakarta in 2005 - 2025 that made the city of Yogyakarta as the City of Quality Education , Culture -Based Tourism Services and Service Center , the Environmental . It is also formulated in a general policy of tourism development by the Ministry of Culture and Tourism KotaYogyakarta DIY is to retain the title as the city with diverse culture based tourism objects and attractions (www.pariwisata.jogjakota.go.id). Tourists visit to Yogyakarta in 2012 increased 50.36 % from 2011 resulting in a number of local revenue (PAD) in the Tourism Sector Sub District / City Se DIY in 2012 amounted to 153 174 399 477.

The population in Yogyakarta city in 2010 increased to 1,085 people per km² with the highest density in the city of Yogyakarta (11 958 persons/km²) in Gunungkidul lowest (455 persons/km²) . DIY is the province's third most populous after Jakarta (14 469 persons/km²) and West Java (1,217 persons/km²). In 2010 there were 246 790 students in Yogyakarta which 74 % came from outside Yogyakarta. Based on the results of a survey by the newspaper People's Sovereignty in mind that 31 % of money they had used to eat and drink, 17 % for cabins, 10 % for transport and 42 % for others (www.krjogja.com).

On the other hand Indonesia's population of 250 million, 15 years of age but the population numbered 70 million over 15-60 years amounted to 175 million and 20 million are 60-100 years. When dissected in demography, expenditure is highest in the youth age group (20-24 years) which is 10.4 % per month than any other age group (www.krjogja.com). The term comes from the early adult *adultus* past tense word meaning has grown into force or the perfect size or have become mature. According to Hurlock (1999) at age 18 years to age 40 years, referred to as early adulthood begins when physical changes that accompany the psychological and reproductive ability reduced.

Now, with the rise of low cost carrier, the Indonesian people, especially the early adulthood began searching overseas tourist spots in the cost affordable, and can be assessed cool image. Especially local tourists who were in their early adulthood. Santrock (2002) said that early adulthood is a time for work and a relationship with the opposite sex, sometimes leaving little time for other things. Kenniston (in Santrock, 2002) suggests youth (youth) was a period of economic and personal temporality, and the struggle between the interests in independence and become socially involved. Below is the data analysis Wego (www.m.kompasiana) to conduct the search sites by the people of Indonesia on the internet. Today, awareness of leisure opportunities to people seeking higher overseas. While domestic travel further down, although to date most dominan. If still seen by the country of destination, the Indonesian people are generally looking for overseas tours which if still affordable. Below is the data destination Indonesian traveler

abroad from 2005 to 2010. Singapore ranked first, which was followed by Malaysia, Saudi Arabia, China, and Hong Kong. Thus, Asia still dominates as a travel destination abroad Indonesian society.

Based on the above description is very important for tourism in Yogyakarta, especially to find the motivation and personality characteristics on customers and prospects early adulthood as a large area of potential revenue . Tourist behavior is influenced by several factors such as the proposed Kotler and Keller (2009), namely, cultural factors, social factors, personal factors and psychological factors. Cultures, subcultures and social class are factors that most influence the behavior of the visit on wistawan. Culture is something that is the basis of one's desires and needs. Each culture consists of smaller parts, namely sub- culture that is able to provide more specific identification and socialization for their members. Consists of a sub culture of nationality , creed , race , and social geografi.Faktor area in addition to cultural factors , social factors consist of reference families , groups , and social rules and status have an impact on the behavior of the visit . The third factor, namely personal factors, namely age and life cycle, jobs and the economy, personality and self-concept, and lifestyle and values. Because some of these characteristics have a direct impact on tourist behavior, it is very important to approach the marketers in travelers. While the latter factor is psychological factor consists of four key psychological processes, namely, motivation, perception, learning and memory is the basis for response affect travelers.

Selection of Travel Motivations

According to Sumarwan (2011) one important dimension of consumer behavior is the motivation or reason consumers use a particular product. Schiffman and Kanuk (2010) defines motivation as the driving force in an individual who mending someone to behave or act. The driving factors are the result of the inconvenience arising from unmet needs. Solomon (2010) outlines the motivation is the process that causes people to behave as actions, which arise due to the need for consumers who wish to be fulfilled. When the need to move, discomfort appears to encourage consumers seek to reduce or eliminate the need. According to Sharpley and Wahab (in Pitana , 2005) emphasizes , the motivation is very fundamental in the study of tourists and tourism , because motivation is a " Trigger " of the tour , although the motivation is often not fully realized by the tourists themselves.

According to Fandeli (2002) is essentially a person to travel motivated by several things, such motivations can be grouped into four major groups as follows: (1) Physical or physiological motivation is motivation that are physical, among others for relaxation, health , comfort , participate in sports , leisure and so on. (2) Cultural motivation is the desire to know the culture, customs, traditions and arts of other regions. (3) Social or interpersonal motivation is motivation that are social , such as visiting friends and family , meet partners , doing things that are considered to bring prestige (prestice) , make a pilgrimage , an escape from a boring situation and so on . (4) Fantasy motivation is motivation in other areas someone will be able to escape from the drab daily routine and provide psychological satisfaction (McIntosh, 1977 and Murphy, 1985; within Pitana, 2005). Hurlock (1980) divides the task of development in early adult individuals, among others: (a) start working, (b) choosing a partner, (c) begin to raise a family, (d) child care,

(e) managing the household, (f) take responsibility as citizens, (g) looking for a fun social group.

As we know that at this young age group generally do not have their own income alias still dependent on their parents. Most of their status is a student. However, leisure and entertainment expenses higher. Why? This is due to factors connected with friends and internet. Friends becomes an important key to bring up the desire for a vacation and looking for a desirable vacation spot on the youth segment. When searching for the destination, in this age group are often influenced by friends' blog posts, Facebook photos of friends, and the story on Twitter. When planning, they are also the age group often ask friends in social media, community blogs, search engine Google, etc. Then, when traveling, they ceaselessly showing off on social media, even filmed uploaded to Youtube.

By looking at the above facts, it is interesting insights for the travel industry in capturing the youth segment and the internet user. Moreover, the demographic composition of the population in Indonesia, more than half of the total population of Indonesia's population is dominated by the age group under 30 years. In addition, the population of Internet users reached 45 million people with 89 % penetration rate. Thus, this becomes a great opportunity for the travel industry.

Categorization of Personality in Selection Decision Making Tourism

For most people, consumer buying behavior is often preceded and influenced by a number of stimuli (stimuli) from outside itself, either in the form of marketing stimuli and other stimuli from the environment. The stimulation is then processed (processed) in the self, according to his personal characteristics, taken before a purchase decision. Personal characteristics of consumers that are used to process the stimuli is very complex, and one of them is characteristic kepribadian. Pemilihan must occur somewhere tourist decision-making process and the factors that influence and are involved in the decision making. Schiffman and Kanuk (2010) define a selection decision as an act of two or more alternative choices. Youth period there was an average of 2 to 8 years, but it can also last longer. Two criteria are proposed to indicate the end of youth and the beginning of early adulthood is economic self-reliance and independence in making decisions. Perhaps most widely recognized as a mark of adulthood is when someone gets a full time job that is more or less fixed (Santrock, 2002).

There are four perspectives, namely the human model of economic man, passive man, human cognitive and emotional human (Sumarwan, 2011). Economic man is individuals who make decisions based on the maximum satisfaction, a decision based on economic considerations, such as price, quantity of goods, and the marginal utility curve indifferent. Passive individual human is selfish and receiving all types of promotions offered marketers. Human cognitive individual who is trying to process the information received and looking to make the decision to buy or use a service. Humans are emotional individuals who have deep feelings and emotions that influence decision-making will be the selection of a particular good or service.

Method

Data analysis methods used in this research is by using a quantitative method, by means of collecting primary data in the study sample were aged 21-60 years who come from outside the city of Yogyakarta. The sampling technique used was simple random sampling.

Results and Discussion

The subjects numbered 43, all of whom come from outside Yogyakarta and 21-30 years old. The results of the data analysis showed that the motivation someone traveled to Yogyakarta seen from psychological factors indicate that social factors with the highest percentage of the amount of 50.94 %, followed by 24.53 % fantasy, culture 16.98 % and the latter is a physical motivation 7:55 %. Motivation can be regarded as an impetus for tourists to make a sightseeing trip , knowing one's motivation to travel we can know the purpose of the travel and interest in making it go so that people can create something different and competitive .

Furthermore, the behavior of the consumer to make a decision to buy is influenced by emotional factors of 27.57 % , 26.14 % by cognitive factors , economic factors amounted to 25.76 % and the lowest factor of 20:53 % which shows that passive personality category . Humans are emotional individuals who have deep feelings and emotions that influence decision-making will be the selection of a particular good or service.

Suggestion

Based on the results of research and discussion of the characteristics of travelers and tourist motivation, it can provide recommendations that they can be used as a reference in Yogyakarta tourism development. The attraction/motivation related to potential social and emotional categories in early adulthood should be considered.

If the government wants to make a charm, attractiveness recommended to be built over the tourist attraction relating raises the social interaction between individuals and promote interest in relationship marketing with the emotional attraction need to be implemented because the majority of tourists come because of the existence of this fascination.

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