

The Effect of Film-Induced Tourism on Visit Intention to South Korea with Destination Image as Mediation

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Abstract: This study aims to analyze and explain the effect of film-induced tourism on visit intention to South Korea with destination image as mediation. Respondents of this research are fans of Korean dramas in Malang, Indonesia. This study uses a quantitative approach with primary data from a questionnaire. This research used 120 respondents whose results are processed using descriptive methods, linear regression, and mediation tests. This study found that the influence of film-induced tourism on visit intention was more substantial without the destination image as mediation.

Keywords: Film-Induced Tourism, Korean Drama, Destination Image, Visit Intention.

1. INTRODUCTION

These days, the rapid development not only triggered the emergence of the digital era even the tourism industry has also experienced its growth. With the effect where the tourism industry and the digital age are mutually sustainable, there is a very efficient reciprocal relationship between them. This relationship can be seen from the easy access through digital media, especially to find information and promote tourism. The tourism industry's development in the digital era has found a breakthrough. At this time, the importance of film has been recognized because of its advantages in promoting the location depicted (Yen & Croy, 2016).

Digital media also helps tourists to share information, photos, videos, and other content used in their interactions with friends, relatives, and social communities (Tiago & Veríssimo, 2014). There is a relationship between media and tourism in films, games, magazines, television, literature, and others. The function was to create and shape the imagination and anticipation of tourists to the sights they see while traveling (Chan, 2007). Tourists leave their daily lives and go on tours and enjoy the natural scenery and the city as a new experience to get out of the routine of their lives (Urry, 1990). The beautiful scenery conveyed by the story and the picture can attract the attention of tourists and indirectly increase product sales (Harrill & Peterson, 2012). That is film-induced tourism.

Film-Induced Tourism differs from films made for commercial purposes because it was created for a

more profound impression so that it can affect the audience indirectly (Butler, 1990). The visit of tourists to a tourist attraction is the result of the destination seen on television, in videos, and cinemas (Connell, 2005). This relationship shows that film as a medium has a significant role in facilitating certain emotions and stimulating the imagination, leading to travel activities (Crouch, Jackson & Thompson, 2005).

In recent years, Korean culture has spread rapidly. It reaches not only young people but children, young and old, regardless of gender. In the 1990s, Korean culture entered many Asian countries by producing films, drama series, and popular culture (pop culture). Korean drama in the 2000s began to spread through Europe, the Middle East, the United States, and South America (Shim, 2006).

At this time, easy access to finding information about films and drama series has a significant role in the spread of Korean drama series. This increasing interest in pop culture gave rise to the concept of the Korean wave. The Korean wave refers to entertainment products (television, drama series, popular music, animation, and sports) and food products with Korean cultural elements (Tuk, 2012). The Korean wave here has a role in bringing Asian tourists to visit destinations in Korea (Jang & Paik, 2012).

Indonesia's interest in the Korean wave is also large enough to influence people's behavior. Such as a large number of enthusiasts for the Korean language,

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the demand for Korean products, and the impact on the mindset of the people where boys & girls groups are their standard criteria for fashion. The Korean wave is also increasing the emergence of restaurants with the K-food concept and events with K-pop dance cover-themed competitions.

Films can change tourists' perspectives toward a destination based on the research on film-induced tourism, destination image, and visit intention. They have seen the increasing desire to visit the location in the movie (Hudson *et al.*, 2011). However, not all destinations can succeed in becoming part of the tourism industry as film-induced tourism (Pellicano, 2016). Accordingly, this research will discuss the effect of film-induced tourism on visit intention with destination image as a mediation using descriptive analysis, linear regression analysis, and path analysis (mediation test).

2. LITERATURE REVIEW

2.1 Visit Intention

According to Kotler and Keller (2014), a tourist's visit intention is an act of choosing or deciding to visit a destination. In the theory of visit, the intention could also be interpreted as an intention to buy. Albaraq (2014) in his research stated that interest in visiting tourists is the same as interest in purchasing a product by consumers. Intention also refers to a person's desire and willingness to decide to visit a destination.

2.2 Film-Induced Tourism

Film-induced tourism refers to places or tourist destinations featured in television dramas, films, videos,

or cinema screens where certain scenes or elements are filmed and followed by the success of movies made in that area (Roberson & Grady, 2015; Beeton, 2016).

2.3 Destination Image

According to Ruslan (2010), a destination image is a picture, impression, or idea about an object or product in a person's or tourist's mind. It means an image is abstract, and the formation of an image in a person can be a positive thing and a negative one, depending on the perception in their mind.

2.4 Consumer Behavior

According to Peter and Olson (2013), consumer behavior is the relationship between behavior and the environment and the interaction between influence and awareness, where the exchange of points of view occurs.

2.5 Korean Drama

Islamiyati (2017) stated that the Korean drama series, called K-drama, is a television series from South Korea that is aired with several continuous episodes and is equipped with music that fits the story. The storyline in a drama series tells the events in an episode that will be interconnected with one another. Therefore, it is necessary to see the whole episode to know the entire story.

2.6 Research Concept Framework

Figure 1 explains that the destination image is a mediator between film-induced tourism and visit intention and the direct relationship between film-induced tourism and visit intention.

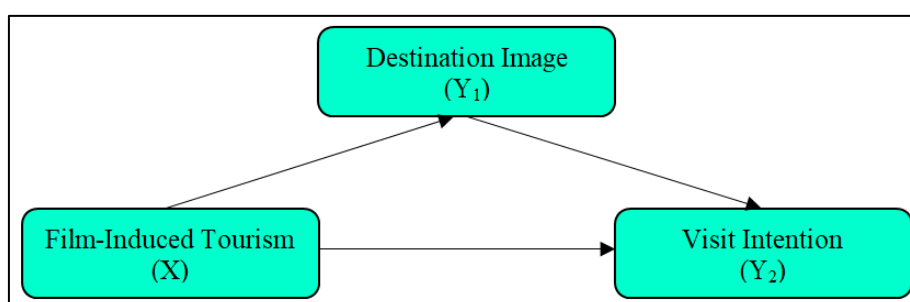


Figure 1: Research Concept Framework

3. RESEARCH METHOD

3.1 Research Design

In this study, the research design used a descriptive method to interpret the extent of each variable's effect. A quantitative approach is used based on numerical analysis with four research hypotheses, simple linear regression analysis, and mediation test to determine the relationship between variables with a questionnaire as a tool used to collect primary data with three Korean drama series as representatives of film-induced tourism. The researcher uses a Likert scale with five answers that the respondents can choose. The first choice strongly disagrees, the second does not agree,

the third is neutral, the fourth agrees, and the fifth strongly agrees.

3.2 Population and Sample

This research was conducted on July 19, 2022, to August 19, 2022. Researchers used the Hair formula to measure the sample because the population was not known with certainty with the results of 120 respondents. The technique this research used to take the sample is purposive sampling, known as non-random withdrawal, with the criteria of people who like Korean dramas in Malang City, Indonesia.

3.3 Variable and Indicator

Three indicators of film-induced tourism can be assessed: place, performance, and personality. Destination image can be measured by four indicators: attributes-functional characteristic, functional-characteristic holistic, holistic-psychological

characteristic, and attributes-psychological characteristic. In addition, visit intention can be measured by three indicators: attention, interest, and desire. The composition of the variables, indicators, and items used as research instruments can be seen in Table 1.

Table 1: Variable, Indicator dan Research Instrument

Variable	Indicator	Instrument
Film-Induced Tourism (X)	Place	2
	Performance	2
	Personality	2
Destination Image (Y ₁)	Attributes-Functional Characteristic	2
	Functional-Characteristic Holistic	2
	Holistic-Psychological Characteristic	2
	Attributes-Psychological Characteristic	2
Visit Intention (Y ₂)	Attention	2
	Interest	2
	Desire	2

4. RESEARCH FINDING

4.1 Respondent Profile

Malang is one of the tourist cities, also the most prominent educational city in East Java province, Indonesia. According to the researcher's observations, many Korean drama fans live in this research location.

Respondents' perceptions of film-induced tourism and the image of the destination as a mediator were measured how their visit intention to South Korea. The data obtained by the researcher from 20 items with the characteristics of the respondents can be seen in Table 2.

Table 2: Respondent Profile

Age	%	Earning	%
15-20	43	Student	64
21-25	32	Entrepreneur	12
26-30	15	Government Worker	11
>30	10	Private Employee	8
		The Other	5
Gender	%		
Male	32		
Female	68		

It can be seen above that there are more female respondents than males because Korean drama fans in Malang are dominated by female students or college students, who still have much free time to find entertainment by watching Korean dramas.

4.2 The Result of Analysis Description

In this study, data analysis used a tool in the form of a computer program SPSS (Statistical Package for Social Science), with three variables, ten indicators, and 20 statement items. The results of the validity test obtained that the 20 statement items are declared valid because the value of *r* count is greater than the value of *r* table. While in the reliability test, Cronbach's Alpha value greater than 0.60 proves that the item is reliable.

In this paper, the results of the descriptive analysis show that the audience's perception can be analyzed through the values obtained from the statement items on the indicators of the variables studied. In the variable of film-induced tourism,

respondents tend to agree on the personality where the characters' characteristics and qualities played a significant role in drama series. The indicator representing the destination image is attributes-functional characteristics. Respondents tend to be neutral towards agreeing on describing the attributes of components that can be measured directly and play a significant role in the image of a destination. While for visit intention, the indicator of interest represents the respondents who tend to be neutral about their interest in a destination.

4.3 The Result of Linear Regression Analysis

Based on the linear regression test in this study on each variable, the exposure to direct, indirect, and total effects, which are:

4.3.1. The direct effect of X to Y₂ with the result of path coefficient $\beta_3 = 0.609$

4.3.2. The indirect effect of X to Y₂ through Y₁ = $\beta_1 \times \beta_2 = 0.526 \times 0.661 = 0.347$

4.3.3. The total effect from X to Y₂ plus the result of

the indirect effect, which is: $0.609 + 0.347 = 0.996$

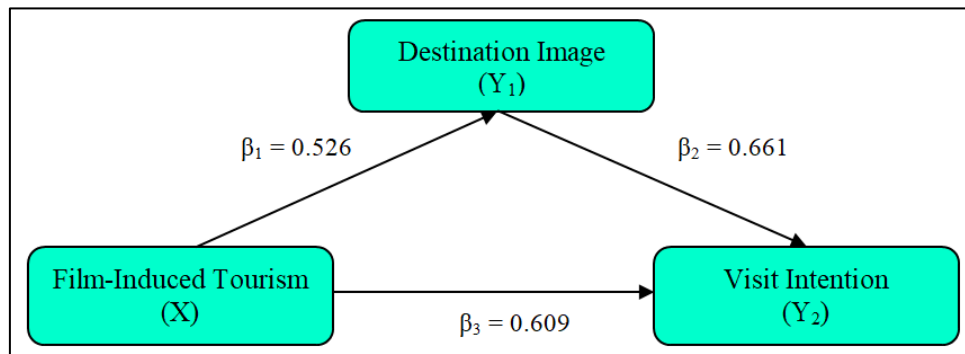


Figure 2: Result of Linear Regression Model

In this study, there are three regression results in the path analysis model above, where film-induced tourism significantly positively impacts the destination image. The results of the destination image on visit

intention have a significant positive value, and the relationship between film-induced tourism and visit intention also has a significant positive value. Can be seen the results of the path analysis in Table 3.

Table 3: Result of the Path Analysis (Mediation Test)

Variable	Direct Effect		Indirect Effect	Total Effect
	Y ₁	Y ₂		
X	0.526	0.609	0.347	0.996
Y ₁		0.661		

5. DISCUSSION

In this study, the first hypothesis stated that film-induced tourism affects the destination image. That means that the higher application of film-induced tourism, the higher the destination image that will be formed from the audience's perspective. The destination image is created because the film is a visual representation that affects how the audience perceives the idea of a location or place. The results of this study align with Hudson *et al.*, (2011); a film strongly impacts the image of a destination where viewers who express their desire to visit the country seen in the film are affected by the scenery and cultural interest in the destination.

In the second hypothesis, the destination's image affects visit intention. Moreover, this means that the higher the image of a destination from the audience's perspective, the more interest it will attract to visit the destination in question. The creation of an image of a destination for each individual is different. Furthermore, the main priority in visiting a destination also depends on the views formed by each tourist. As stated in the research of Whang *et al.*, (2015), the audience's interest in pop culture not only forms a positive correlation to the image of the destination but also affects the increasing different focus of visit intention.

Film-induced tourism affects an interest in visiting. This third hypothesis means that the higher the exposure of film-induced tourism to the audience, the higher interest in visiting the destination in question.

The involvement of film-induced tourism will increase the audience's interest in visiting because it is related to psychological behavior, where following a trend is a way of keeping up with the times. The research conducted by Hoa *et al.*, (2015) proves that topics, content, factors such as actors or actresses, music, and setting, lead to an increase in the number of audiences watching Korean dramas, thus increasing the interest in visiting Korean dramas' destination.

The results of this study reject the fourth hypothesis, where the effect of film-induced tourism on visit intention is more significant without the mediation of the destination image. That means that the implementation of film-induced tourism will increase visit intention without being supported by the audience's perception or impression of the image of a destination. These results are related to Puleo's research (2015), where the perceptions within the audience vary depending on the kind of films they watch.

6. CONCLUSION AND RECOMMENDATION

In this study, the influence of each independent and dependent variable has a significant relationship. It means that film-induced tourism can potentially create consumer perceptions of the image of a destination. The image that is formed in consumers towards a destination can increase their interest in visiting. Film-induced tourism is the proper means to create this. The main contribution of this study is film-induced tourism. Film-induced tourism significantly impacts interest in visiting destinations without other variables as mediators

because the direct route has a more significant influence than the indirect effect.

The research results show that respondents tend to agree with film-induced tourism. It means the need to improve the development and implementation of the film industry by understanding the needs and motivations of tourists because films indirectly have great potential to promote destinations. That also can be done by collaborating with public figures or content creators, as the promoted product may go viral on social media (Youtube, Instagram, TikTok, and others).

Then collaborating with webtoonist in making illustrated stories based on history using the background of destinations or famous figures to attract tourists while providing knowledge of history. Also expanding market segments by collaborating with the game console, PC, and mobile companies by using historical locations as game settings or simulation games based on nature conservation.

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