

IMPACT OF THE MINI VLOG TREND ON TOURIST BEHAVIOR

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Abstract: Social media platforms like Tiktok and Instagram have been shown to affect how contemporary tourists act. Since the mini vlog trend began, the practice of creating tiny vlogs has spread to the world of tourism, particularly in tourist destinations, for their personal needs and employment. It has become a must for those who experience the slight vlog trend. An in-depth analysis of the pattern of changes in tourist behaviour in tourist hotspots brought on by the micro vlog trend is the goal of this study. This paper employs a phenomenological approach and a qualitative research methodology. The main focus of the study is the experience of research participants who have accounts and actively use the social media platforms Tiktok and Instagram during the two stages, namely before and after the mini vlog craze. The mini-vlog trend in tourist places impacts each subject's psychological dynamics and behavioural patterns in two different phases, namely the phase before and after the mini-vlog trend, according to the findings of research on four subjects presented in this article. Changes can be seen in travel locations, prepared travel gear, and activities when visiting tourist destinations. This article aims to enlighten readers about mini-vlog trends that influence tourist behaviour and how mini-vlog trends might enhance the tourism industry by serving as a promotional tool for tourist locations.

Keywords: Tourist behavior; Instagram; TikTok; minivlog trends; tourist destinations.

RESEARCH BACKGROUND

There are numerous tourist destinations in Indonesia, including those focused on history, ecology, culture, and other topics. The proliferation of new tourist attractions is responsible for the influx of domestic and international tourists to Indonesia's numerous tourist destinations.

Furthermore, because social media exists and encourages travellers to seek out new tourist attractions as content, content producers are increasing the visibility of Indonesian tourism destinations (Bili, 2020). The increasing number of visitors to Indonesia in 2020-2022 demonstrates this.

Tourism-related activities are no longer just something people do to pass the time and have fun; they are now nearly everyone's work and part of their lifestyle. According to Metha & Hatane

(2015), one's lifestyle is crucial and frequently serves as a platform for showcasing their identity.

Due to the pattern and lifestyle of people becoming increasingly busy in their daily activities, many require excursions to relieve stress and find a new environment to amuse themselves. Going on vacation right now is not only to add to the festive atmosphere but also to maintain the reputation of friends, family, and others in our social or professional circles.

Changes in information technology and effortless internet access to social media sites like Instagram and Tiktok have undoubtedly impacted how Indonesian tourists are perceived (Hasim & Sherlina, 2022 ; Chloridiany, 2021). Tiktok was initially thought to be nothing more than a platform for uploading amusing videos. This application can now discover various types of information, such as entertaining, teaching, enlightening, and persuading (Anderson, 2020).

In addition, tourism information introduces Yogyakarta and other popular tourist destinations in Indonesia. The audio-visual material variations range from a few seconds to many hours of Tiktok content from other applications and are a distinct attraction (Ginting, 2021). At the same time, Instagram is a tool for uploading, distributing, and recording media to social networks at any time and location where the user has an internet connection (Bili, 2020).

Instagram and Tiktok, the two apps, both spread the mini-vlog trend of travel videography. The videography has a lot to do with visitors or travellers . Making travel films is essential for visitors when they are on the road. Videos serve as more than just a keepsake; they may also serve as a personal archive, a platform for showcasing accomplishments to others, and a repository for other information. Additionally, thanks to social media, vacation videos can be immediately shared with others to encourage interaction and serve as a platform for bragging to other media users. Content for travel, work, business, and other purposes.

Content producers are likelier to make videos on Instagram and Tiktok that promote the travel industry by introducing popular tourist locations in Indonesia. If you upload content to Instagram or Tiktok, it will naturally spread quickly. Following that, it will help persuade someone to travel there for a vacation. A content producer will also impact tourists' travel habits by emulating them. The material not only influences the environment of someone to visit the place since when they watch the short vlog, it feels pleasant and engaging, which makes them want to come—starting with fashion, style, and other factors.

Behind it all, content creators produce content for their financial gain and promote tourist locations through micro vlogs. Mini-vlog will increase the desire to produce mini-vlog material with various intriguing topics, which will motivate tourists to do the same, leading to a change in the patterns of tourist behaviour.

This trend undoubtedly significantly impacts how Indonesia's tourist hotspots develop.

Managers of natural and cultural tourist sites and managers of artificial tourist destinations compete to incorporate innovations as distinct tourist attractions to attract more visitors. Mini-vlog is not by chance; each traveller has special incentives that influence their decisions and how they act and behave.

Because of social media, the tourism industry has a significant opportunity (Nurjanah, 2018).

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Social media platforms like Instagram and Tiktok have emerged as excellent channels for promoting travel over the past two years. As a result, it dramatically impacts how modern society regards tourism-related activities. Tourism-related activities are no longer just something people do to pass the time and have fun; they are now nearly everyone's work and part of their lifestyle. Modern culture travels expect to change the way of travel. Mini vlogs are brief videos helpful in creating social media graphics, particularly for tourism (Alamäki et al., 2019).

The research's findings indicate that mini vlogs have a significant potential to promote more innovative tourism, promote tourism to gain more notoriety through social media, and increase the interest of contemporary society in travelling to remote locations. The potential mini-vlog content can be created in the most creative and appealing ways and easily disseminated widely via social media. Based on the public's interest in the mini vlog content of tourist destinations on Tiktok and Instagram, it is not only a curiosity for the public to visit. However, it has the potential to develop tourism destinations.

This article focuses on shifting behaviour patterns while travelling, whereas previous studies did not show whether social media's role influences shifting behaviour patterns. Many researchers have discussed the role of social media in selecting tourist destinations (Alamäki et al., 2019; Gupta, 2019; Matikiti & Manyevere, 2019; Paul et al., 2019; Sultan et al., 2021; Tuclea et al., 2020; Werenowska & Rzepka, 2020; Xiang & Gretzel, 2010). People are on the move. According to the summary, this article demonstrates how the mini-vlog trend is to blame for the shift in visitor behaviour. This section uses a font size of 12pt, Times New Roman, single spaced. The maximum length of the article is 10 pages including pictures, tables, bibliography, etc.

RESEARCH METHOD

This study aims to lighten the changes in visitor behaviour patterns brought on by the mini-vlog trend. They utilize phenomenological methodology and qualitative research techniques. Utilizing the criterion of having a hobby of travelling, using Instagram and Tiktok, and uploading mini vlogs in their active travel activities, resource persons were chosen for four subjects aged 17 to 30. These are the four individuals:

No	Nama	Gender	Age	Occupation
1	Aryo Bimo	Male	29 th	Entrepreneur
2	Shereina	Female	23 th	Corporate Communication
3	Haris Alhaq	Male	22 th	Content Creator
4	Media Setiaji	Male	29 th	Content Creator

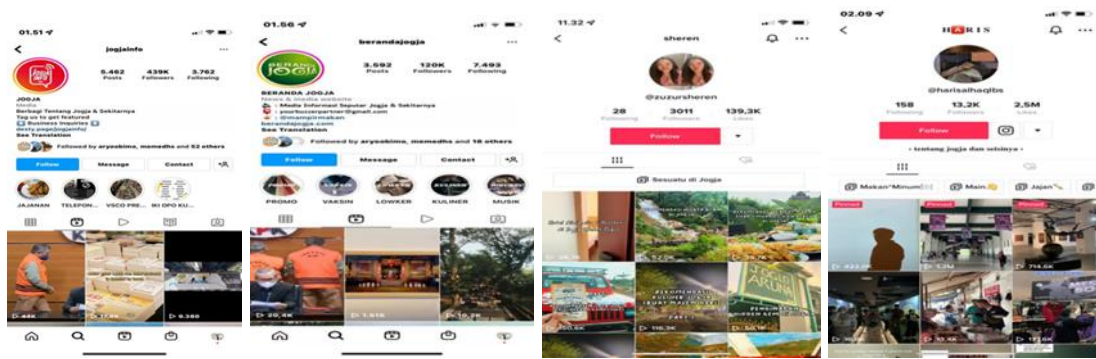


Figure 1. Minivlog on the subject's social media account

The data collection strategy uses observational methods by looking up hashtags on Tiktok and Instagram. Three meetings with the informants for in-depth interviews. I am capturing and documenting the outcomes of the data collection. This study employed qualitative analysis methods for data reduction, data visualization, and conclusion drawing (Miles et al., 2014).

RESULT AND DISCUSSION

Minivlogs and Modern Tourist Behavior

Tourists are one of the key players in efforts to grow tourism in a region in the tourism business. The amount of money earned by tourism actors increases with the number of tourists who visit a location. This is why understanding customer behaviour is essential for everyone involved in the tourism industry, including actors (Rukmiyati & Suastini, 2016). Tourist behaviour includes actions taken when gathering information and making decisions on purchasing, consuming, and evaluating tourism-related goods, as well as actions, are taken before, during, and after processing tourism-related goods (Purwanto & Ling, 2016).

The modern world's accelerated technological development impacts how tourist behaviour patterns have evolved and what it means to travel. Travelling is now more critical for self-existence than merely relaxation and enjoyment. Hudhar (2018) explains that travelling is an escape from all activities and rituals of daily busyness and that people travel for content. As time passes, the majority of people must travel in order to demonstrate their existence.

The current development of technology and knowledge cannot be separated from one's need to demonstrate their existence. Videography in the form of the mini-vlog trend is one example of technical growth. Mini-vlog videography is a brief visual work that conveys information or messages in the form of an image or impression that is useful and effective. Videography aims to identify, decipher, and comprehend the language codes concealed beneath the video's three-dimensional components. In this instance, video is a means of exchanging experiences. Internal dialogue is sparked by both a tourist's experience and an aesthetic experience when seeing a photograph.

A tourist location's virality in the context of a digital destination might be triggered by travel experiences that later produce micro vlog material. A small vlog's strength lies in the fact that

it can swiftly reach millions of online users when shared on social media. Moreover, a brief mini-vlog provides information for others. In a mini vlog, the impressions of tourist attractions are presented educationally so that the mini vlog can mentally or indirectly affect viewers' behaviour.

Mini-vlog activities and contemporary human behaviour are interwoven because of this effect. The mini-vlog activity for travel right now is a collection of contemporary human behaviour in terms of satiating wants, engaging in self-recreation, and maintaining one's presence in the eyes of others. Since the community has many opportunities to engage in activities involving the internet and online access during the pandemic, which forces many activities to be carried out at home, and because the community is indirectly required to engage in basic online activities, particularly in relation to how people travel using the term virtual tour, video mini vlog is the most preferred visual form (Sari et al., 2021).

Additionally, the mini vlog activity is presently utilized for community outreach via social media. According to behavioural theory, to act, people need to have an understanding based on their perceptions and other subjective factors. Everywhere one goes, one emulates the habit of repeating an event experienced on tour to inform the audience of everything being done, for example, their fashion sense, travel style, items they wish to bring, and much more.

The phenomenon of the tiny vlog video trend has influenced people's decision-making about their choice of tourist places as well as their travel behaviour patterns. It was widespread beginning in 2020 amid the video mini-vlog epidemic.

The tourism industry is likewise impacted. People were unable to travel during that period owing to the Covid-19 pandemic, which caused a drop in tourism. However, most tourist places came up with innovative ways to continue to produce tourism by travelling using a virtual tour system. As micro vlog videos on Tiktok and Instagram began to gain popularity, the virtual tourism trip was posted on social media as brief videos or mini vlogs, especially mini vlogs that deal with the travel industry.

The popularity of short video vlogs for tourism is rising. More business owners and investors are opening new tourist attractions utilizing this form of advertising once the epidemic is over and popular tourist locations have reopened. Many travellers also record short vlog videos while on their travels, which they then post to their Tiktok and Instagram social media accounts. The town will benefit greatly from this since it promotes the tourism industry. So not only the government of a tourist site but also tourists can assist at this time in providing and introducing the community to the world of tourism.

People became increasingly interested in making mini vlog videos regarding the tourism industry after the public noticed this surge. Typically, they went on vacation to relax and have fun. However, they particularly enjoy travelling and documenting. In particular, content creators who believe that travelling while producing content may be done to share with others about the world of tourism and support the economy of local vendors in tourist areas have seen an increase in exploration with recording. Instagram and Tiktok. Tourists are responsible as content providers for producing mini-vlog material when travelling because they want to create the best content possible.

When tourists travel, their behaviour changes, such as bringing camera equipment, assembling

a design team for the concept, editing the finished product, adding tags and hashtags during social media uploading, and preparing costumes.

Subject's Travel Intention

According to Bili (2020), the theory of planned behaviour advanced by Fishbein and Azjen states that a community's behaviour when their objectives impact travelling. Attitudes, subjective norms, and perceived behaviour control affect the goal. As a result, according to this hypothesis, people begin to behave as travellers when they first have the desire to do so.

Each topic in this article has a unique set of travel objectives. They are influenced by internal and external forces, including the subject's surroundings, family, and social media. Their passion for travel, love of videography, interest in art, and—most distinctively—their want to have a memento archive of their life experiences are all internal aspects that influence their decision to travel.

Social media is one of the outside influences that influence travel intentions (Khoa et al., 2021). He wants to leverage his interests and passions to grow through social media platforms like Tiktok and Instagram to share information about travel with users of those platforms, share his hobbies with others through small vlog content, pursue his passion for videography, and make money. His pastime is short trip vlogs. Moreover, one of the objects of his journey goals' most distinctive quality "is that he has contributed to managing one of the tourist attractions in Gunung Kidul. The relationship is going well, so it adds many families."

Psychological Dynamics of Subject

Psychological dynamics is a force that affects people's minds or spirits, causing changes and advancements in their day-to-day conduct regarding their thoughts, feelings, and deeds (van Zomeren & Iyer, 2009). Although the four subjects in this article were active, self-assured, brave, and enthusiastic about the future, some factors prevented them from growing, starting with those who had a difficult life background, changes in their families, disappointment in their dreams, and introverted nature. It so happened that this mini vlog trend also impacted their psychological factors in their changes when travelling. With the chance to work on mini vlogs and learn about social media, they may feel more secure and that their lives may change. They are proud of their accomplishments and share them through their content, which is being acknowledged by an increasing number of people through likes, comments, and offers of work with a business.

Shifting Subject Behavior Patterns in Tourist Destinations Due to Minivlog Trends

A shift is a gradual or recurring change in a person that is impacted by various factors and leads to a shift in perspective. According to this viewpoint, personal changes do not occur spontaneously but require cultivation and pursuit (Prayogi and Danial in Bili, 2020).

The process of changing these values, according to Prayogi and Danial, did not happen spontaneously; instead, it was based on awareness and took a long time to create a better living environment. Indirectly, the change would take place gradually and without anybody understanding it. One of the things that cause a person to change is technological advancement, changes in a person's activities or behavioural habits, whether social, environmental or both.

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Depending on how each person reacts, this could have beneficial or harmful effects.

Table 1. Shifts in Subject Behavior Patterns in Tourist Destinations Due to Minivlog Trends

Shifts in Subject Behavior Patterns in Tourist Destinations Due to Minivlog Trends						
No	Research subject		Bimo	Sheren	Haris	Memed
1	The Phase Before the Minivlog Trend	Travel Destinations	For fun Because it's a traveling hobby	Traveling with family Having fun Follow parent's request Hobby of traveling Take a vacation to get personal mementos	Having fun Like to explore tourist attractions Get rid of boredom	Looking for a new atmosphere / refresh
2		Travel Equipment/Main Preparations Before Traveling	Camera Food and beverage Traveling equipment	Camera Food and beverage	Android phone	Camera phone
3		Camera used	DSLR camera	Gopro camera DLSR camera Polaroid camera Handycam camera	Android phone	Camera phone
4		Activities To Do While In Tourist Destinations	Traveling with friends Having fun Enjoy the atmosphere	Documenting the moment Make videos Having fun Just sit back and enjoy the atmosphere	Having fun Enjoy the beauty of the destination Go around the destination to explore	Enjoy every corner of the destination

Table 2. Shifts in Subject Behavior Patterns in Tourist Destinations Due to Minivlog Trends

Shifts in Subject Behavior Patterns in Tourist Destinations Due to Minivlog Trends						
No	Research subject		Bimo	Sheren	Haris	Memed
1	The Phase After the Minivlog Trend	Travel Destinations	Creating minivlog video content	Creating minivlog video content Vacation facilities to provide information and education for the general public	Creating minivlog video content	Travel while creating content
2		Travel Equipment/Main Preparations Before Traveling	Briefing with the team Preparing take video equipment Transportation Camera	Camera Earphone Prepare destination route	Handphone Tripot Earphone	Camera Mic Stabilizer Tripot

3	Camera used	Iphone DSLR camera	Analog camera Iphone	Iphone	Gopro camera Iphone DSLR camera Drone
4	Activities To Do While In Tourist Destinations	Looking for the best content spots Take a video	Looking for the best content spots Take a video Record important information about tourist destinations	Go around looking for the best content spots Take a video	Collect as much stock content as possible then enjoy the tourist destination.

Ngafifi explains this in Bili (2020), saying that technological advancement has two sides: on the one hand, it offers many advantages for humans and makes it simpler for them to meet their demands. On the other hand, technical advancements have complicated adverse impacts beyond the positive effects of the technology itself, particularly regarding the pattern of human life in terms of lifestyle aspects and behavioural changes.

The world of tourism is experiencing a change in behaviour patterns due to technological advancements, particularly in Indonesian tourist spots. This change is primarily due to social media platforms like Instagram and TikTok's feature and content called mini vlogs. The mini vlog phenomenon, which has become widespread since the epidemic, is now a tourism marketing event and a person's ambition to travel, particularly to many tourist spots in Indonesia.

They also alter their attitude and behaviour when travelling due to this mini-vlog tendency. In the past, travelling was as easy as bringing food and yourself, but nowadays, you also need to pack specific equipment, such as a tripod, lighting, camera, costumes, and so on, if you want to travel to create content.

CONCLUSION

All users nowadays are interested in the social media platforms Instagram and Tiktok, as well as many other factors that impact the four areas of this study. On the one hand, each subject's psychological state is positively impacted by this development. Bimo, Sheren, Haris, and Memed feel that adhering to the micro vlog trend may grow their passion for travel and produce the best works possible. Furthermore, with this mini-vlog trend, even Bimo, Haris, and Memed's social media accounts on Instagram and Tiktok have developed into reliable sources of revenue and even permanent careers. Unlike Sheren, she utilizes Tiktok to construct a mini-vlog trend to give references and information to other people about tourist locations and expand her pastime. Each subject's behaviour patterns changed due to the mini vlog fad that started to take off on Instagram and Tiktok. Behaviour changes because when travelling, each subject inadvertently emphasizes getting good video content outcomes rather than enjoying and paying close attention to the tourist locations. One of the significant aspects influencing changes in behaviour patterns of each subject, including the use of social media like Instagram and Tiktok as well as travel behaviour in tourist places, is the psychological dynamics that each subject experiences from childhood to maturity.

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