

## THE PHENOMENON OF 'TRAVELOKA XPERIENCE' IN THE PERSPECTIVES OF ENTERTAINMENT MEDIA ENTHUSIASTS IN SURABAYA

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### **Abstract**

*Recently, it can be seen that there are numerous ways when it comes to go around the world or when it comes to search for entertainment. Internet has provided everything we need just for a few clicks. This article will discuss about the new phenomenon in the entertainment industry called 'Traveloka Xperience'. By using this feature, the users can easily search for everything related to entertainment facility they want in just one application such as traveling, eating, watching movies, going to spa, and many others. Qualitative descriptive approach will be used to help finding how the interaction built between the users and the text, as well as about the influence of Traveloka Xperience towards the fast development of entertainment industry business and how their users utilize this feature to fulfill their needs in searching for alternative entertainment facility. The result shows that there are still various entertainment business chances, especially some sort of start-up business. The users of Traveloka Xperience have also considered that these kinds of tertiary experiences are becoming something they need the most.*

**Keywords:** entertainment facility, Traveloka application, Traveloka Xperience

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### **INTRODUCTION**

Indonesia seems to have become a very promising market share for most of the entertainment industry players. One of the reasons is that apart from Indonesia being the fourth most populous country in the world; Indonesian people are also included in the category of people who have a very high level of consumption compared to several other developing countries (Duggan, 2014). It was further explained that Indonesian people are very easy to be influenced by many advertisements and various offers both in digital media and in several mass media as well as print media. Even the consumptive behavior of the Indonesian people can be seen from how often they change smart phones every month just because of the influence of the marketing of the smart phone.

People who are categorized as entertainment media enthusiasts referred to this study are limited to those who rely on a variety of entertainment options on one travel application, Traveloka. Indonesian people are especially visible in their level of consumptiveness when it comes to entertainment facilities. The entertainment facilities meant in this research will be more focused on various entertainment activities that can be obtained in applications that are quite popular and are a favorite for many today's urban communities, namely the Traveloka application. Traveloka is a platform that has become the forerunner to the emergence of various other independent travel application platforms such as Tiket.com, PegiPegi, Trivago, Booking, and so on (Goeldner & Ritchie, 2009). At the beginning of its appearance, the Traveloka application was known as an application that was intended to provide convenience for those who want to organize their own trips by making easy purchases of plane tickets/train tickets/bus tickets to purchasing tour packages and hotels.

Now, Traveloka application continues to develop its various features, not only about purchasing tickets (planes, trains, and buses), hotels, and tour packages; but also provides other features such as a combination of airline tickets and hotels, airport transfers, car rental services, providing flight status, providing credit and data packages, providing international data plans, purchasing travel insurance, cinema tickets, to the newest and most phenomenal feature: 'Traveloka Xperience'. This 'Traveloka Xperience' is one of the most popular features used by

Traveloka application customers. Traveloka provides a variety of products and services in this 'Traveloka Xperience', including easy trips to find the best places to eat around you, finding the best packages and prices for your vacation, to tickets to various entertainment venues (including places such as amusement parks and concerts).

The full features of 'Traveloka Xperience' include attractions, beauty & spa, playgrounds, entertainment, events, tours, movies, transports, sports, travel essentials, food & drink, classes & workshops. Some of the reasons that make more and more people tempted to download the Traveloka application so that they can enjoy the various entertainment facilities available in 'Traveloka Xperience' are that they can find whatever entertainment they want, the freedom to choose a payment method that suits their pockets. Respectively, the ease of placing any order anytime and anywhere, to the convenience of making transaction when it is ensured that customer service will always be there 24 hours a day and 7 days a week to help their customers. This is in accordance with what was stated by Noviyani & Beta (2018) in their research that Traveloka customer service promises non-stop service to their customers and various conveniences ranging from choosing various entertainment facilities, ordering, making payments, to canceling or rescheduling anything, that have been ordered by the customer.

These are the reasons for researcher to conduct a research on the influence of the digital media platform 'Traveloka Xperience' on the rapid growth of various entertainment businesses in Indonesia and its effect on the desire of entertainment media enthusiasts to pursue various experiences in the entertainment world. From the various features provided in 'Traveloka Xperience' to ensure that everyone can now manage whatever they want to do quickly, easily, and practically. Psychologically, various entertainment experiences that are easily obtained make people who are categorized as entertainment media enthusiasts feel 'bound' and in the end make them continue to be loyal to using Traveloka's services (Noviyani & Beta, 2018).

In addition, until the end of 2019, many studies have been made with a focus on discussing the Traveloka application, but most of these studies only discuss Traveloka in general. In the sense that the existing studies do not specifically discuss how customers maximize the benefit of the 'Traveloka Xperience' features (with 11 menus offered) in the Traveloka application. This is what makes this research different from a number of previous studies so that it can be used as a good reference in tourism studies in particular.

### **Tourism Studies**

Basically, general understanding of tourism is an activity of traveling with the aim of being able to get certain pleasures, seeking satisfaction, knowing something, improving health, enjoying time off, to carrying out tasks, and so on (James J. Spillane, 1987). In addition, there are many people who also interpret tourism as a certain concept that can be seen from a different perspective, where usually the goal is for business or pleasure. Tourism or vacation activities are also activities to increase creativity, overcome boredom in the world of work and daily routines, relaxation activities, to shopping activities (Donald E. Lundberg, 1995).

Meanwhile, there are many circles of the general public who think that tourism is actually an activity carried out by a person or group of people with the main goal of seeking pleasure or simply releasing stress due to their usual daily routines (Wiyasa, 1997). Until recently, along with the continued development of internet technology which makes it easier for anyone to be able to find whatever information they want quickly and practically, it is possible that tourism activities have also developed so that they are no longer just limited to fun activities. or just a vacation. This development was then targeted by Traveloka managers by presenting the 'Traveloka Xperience' feature which provides a variety of entertainment experiences other than traveling.

From a number of menus that can be selected in the Traveloka Xperience feature, one of them is about the facts about a person's motives when they decide to look for entertainment facilities. According to McIntosh in Yoeti (2008), it is explained in detail about some of the motives of a person or group of people when they decide to travel, namely about what tourist motives are owned by some of the community. The motives for the community to decide to travel include:

- a. Physical motives: they travel to be able to carry out various physical activities such as sports activities, seeking health, to resting activities from all routines.
- b. Cultural motives: everything related to culture such as traveling with the aim of observing various types of people's habits in the targeted area, observing the daily lives of local residents, to looking for activities related to music, dance, and others.
- c. Interpersonal motives: motives that originate from the desire of tourists to go somewhere to meet family or friends, to meet political figures or artists.
- d. Status motives: motives based on the assumption that people who have been to tourist attractions more often tend to be able to increase their prestige and status among friends and colleagues.

Of those four travel motives, all of them are provided in the 'Traveloka Xperience' feature so that many customers are satisfied with the services provided. They no longer need to have to search on other sites to meet various needs related to the choice of entertainment facilities that they will do. This is in line with what was conveyed by Akbar (2016) that the menus provided in the Traveloka application fulfill several tourist motives and also popular types of tourism as choices for people who are categorized as entertainment media enthusiasts. For example, on the travel & essentials menu on Traveloka, which allows anyone including consumers or producers to find things they love, to benefit, which is in line with the tourist destination, namely business tourism.

The next thing that is also important to pay closer attention to is the types of tourism that can now be easily chosen by anyone, as explained by Spillane (1987) as follows:

- a. Pleasure Tourism: tourism activities carried out for fun
- b. Recreation Tourism: tourism activities carried out to get a break from the daily routine
- c. Cultural Tourism: tourism activities carried out with the aim of cultural tourism
- d. Business Tourism: tourism activities carried out for business purposes
- e. Sport Tourism: tourism activities which are divided into two, namely big sport events (such as Olympic activities, world ski competitions, World Cup, and other major sporting events) and sporting tourism of the practitioners (such as equestrian sports, hunting, fishing, etc.)
- f. Convention Tourism: tourism activities that rely on the availability of facilities such as hotels in the vicinity

## RESEARCH METHOD

Qualitative research is used as the basis of research methods in this study where qualitative methods are defined as a method that can be used to understand more deeply about several things related to complex phenomena and processes in the practice of social life (Brady, 2015). And because this study aims to find out the extent of the influence of the 'Traveloka Xperience' digital platform on the desire of entertainment enthusiasts to get the best experience, the qualitative method is considered the most appropriate method to describe certain

phenomena based on the respondent's point of view so that they will get a holistic understanding. (Hilal and Alabri, 2013).

This study will use descriptive qualitative methods to identify and define various experiences of entertainment enthusiasts on their satisfaction with the Traveloka application. Based on the opinion of Kuswarno (2009: 2), this descriptive qualitative approach is an approach to understand in more detail and specifically about some opinions from community groups so that a comprehensive understanding of a particular phenomenon will be produced.

A descriptive qualitative approach is used in this study because this research raises about a phenomenon in the world of entertainment today, namely the 'Traveloka Xperience' phenomenon as one of the many digital entertainment platforms that continue to dominate and have many loyal fans. This digital platform really takes advantage of and maximizes the various valuable experiences that the public who love entertainment facilities get, such as the experience of looking for delicious culinary offerings at friendly prices, the experience of getting tickets to enter the world of entertainment cheaply, the experience of enjoying time with friends and family. by watching movies or watching concerts together, and so on (Maeswati, 2019).

Meanwhile, the researcher used a sample of 23 respondents from a total of 55 respondents who were members of the Whatsapp group 'Backpacker Surabaya'. The sample was selected based on the responses received after a survey was conducted regarding the willingness to become respondents in this study.

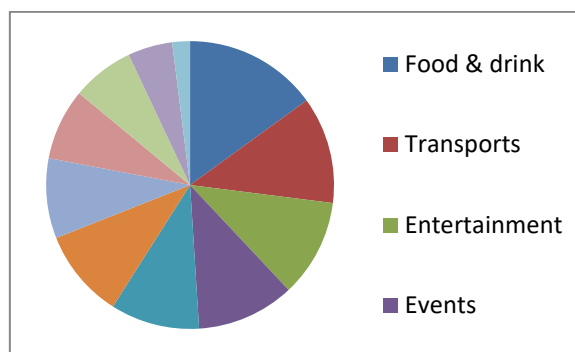
## RESULT AND DISCUSSION

### The Influence of 'Traveloka Xperience' Digital Media Platform on the Rapid Advancement of the Entertainment World Business in Indonesia

The progress of the entertainment world business in Indonesia in recent years, it can be said that its growth is increasingly rapid due to the influence of the rapid development of internet technology which has been able to reach all levels of society from various parts of the world. And one manifestation of the development of internet technology itself is the emergence of several 'all in one' applications that allow various things to be done using only one application. In relation to entertainment facilities, Traveloka application has become the most popular used application by the wider community because of the massive advertising about this tourism application on television, in print media, in various public places, and in social media (Akbar, 2016).

Along with the times, Traveloka application is now increasingly transforming into a more modern and more sophisticated application to meet the needs of modern society. This transformation then lead to various innovative and creative new features in the Traveloka application, namely 'Traveloka Xperience' feature that accommodates all community needs, not only about tourism, but also various needs related to entertainment facilities (Noviyani & Beta, 2018).

In its development, following various positive responses from various modern societies out there, the influence of the 'Traveloka Xperience' digital media platform on the rapidly advancing entertainment world business in Indonesia has proven to be very large. This fact can be seen from the results of field findings conducted among the traveling lover community "Backpacker Surabaya" which is summarized in the following data:



Picture 1: Menu appeared in ‘Traveloka Xperience’

✚ Food & Drink	15%
✚ Transports	12%
✚ Events	11%
✚ Entertainment	11%
✚ Travel Essentials	10%
✚ Attractions	10%
✚ Playgrounds	9%
✚ Beauty & Spa	8%
✚ Class & Workshops	7%
✚ Sports	5%
✚ Movies	2%

From this data, it can be seen that there are eleven (11) menus contained in the ‘Traveloka Xperience’ digital media platform, where each menu aims to accommodate the various interests of users related to entertainment facilities. The largest percentage of the use of the ‘Traveloka Xperience’ digital media platform is to meet food & drink needs, where many people are looking for the best, cheapest, and trending places to eat through ‘Traveloka Xperience’ feature (Uwe, 2017).

A total of 4 respondents out of 23 respondents chose the food & drink category as the most frequent activity they did when using ‘Traveloka Xperience’ feature. One respondent revealed that the choice was actually based on basic human needs. Moreover, most of them are young adults aged between 21 – 34 years where they still often go out to eat with friends or friends or family.

Meanwhile, in the transports menu, users can search for transportation modes that suit their needs, including car rental when they are in a certain area or country. Several respondents stated that the need for transportation is of course a mandatory service that they must pay attention to when they want to travel, whether by train, plane, bus, rent a car or motorbike when they are at their destination or to their destination. From the two big menus that get the largest percentage, it can be said that the tendency of ‘Traveloka Xperience’ users is still around the world of tourism as well as the focus of the Traveloka application itself.

Then for menus such as events, entertainment, travel essentials, and attractions, they occupy the next ranks with the percentages sequentially being 11%, 11%, 10%, and 10%. Traveloka itself also regularly organizes annual festivals where tickets can be purchased through the events menu, such as the ‘Fam Go Fest 2019’ which this year was held at ICE BSD which aims to provide alternative entertainment facilities for families during the Christmas and New Year holiday seasons (Gee & Cook, 2016). This alternative entertainment facility not only offers

entertainment that is suitable for families, but also offers a variety of useful activities to support children's creativity while giving them a new experience on vacation while learning in fun ways.

Travel essentials menu itself is actually still complete for the modern community's vacation needs, such as a Singapore 4G SIM card voucher, Passpod pocket WiFi Australia, professional photo shoot in Osaka, Concordia lounge, and hanbok rental in Bukchon Hanok Village. Some of these things, of course, will be very useful for those who want everything to be well planned even before they leave for their intended vacation spot (Noviyani & Beta, 2018). At least the fulfillment of the need for travel essentials itself is closely related to one type of tourism, namely recreation tourism and at the same time to fulfill physical and cultural motives in the world of tourism in general.

Finding entertainment in the city or around the place where you live is no longer a difficult thing because 'Traveloka Xperience' also provides various menus such as playgrounds, beauty % spa, classes & workshops, sports, to movies. By utilizing the various menus on 'Traveloka Xperience' platform, users can travel comfortably and easily. For example, when mothers want to do beauty & spa treatments, children can overcome their boredom by playing on the playgrounds in the same area.

Based on the results of interviews with one of the selected respondents, it was found that the users of 'Traveloka Xperience' platform rarely use the movies menu because they still feel more comfortable when ordering tickets to watch movies on the website or application of XXI or CGV Cinema directly. The reason is because when ordering tickets directly on the XXI or CGV Cinema application, the user's account will be able to get more benefits in the form of points compared to when they order through 'Traveloka Xperience' platform, which only gets a viewing voucher.

So it can be concluded that of the eleven menus contained in 'Traveloka Xperience' digital media platform, each menu offered is from various product and service providers in Indonesia. With the Traveloka application with its various interesting features, what is growing rapidly is not only the providers of entertainment facilities that are already popular, but also many different start-up businesses that appear. One of the data is as presented by one of the following respondents:

*"Honestly, when I went on vacation to Bali some time ago with my family, I really wanted to experience yoga and fitness which is really happening in Bali. Because at that time, I was the only one who wanted it, so I tried to open 'Traveloka Xperience' feature in the sports menu. And finally I found the "fitness and yoga center at Hawa Gym Kuta Bali". I feel really satisfied to be able to do my favorite sport in the coolest place in the world with cool instructors and meet new people who share the same passion. Seriously, 'Traveloka Xperience' feature provides many choices of exciting activities when we are on vacation or visiting certain places. And it really helps so that we don't go out of style wherever we are."*

(Interview result with respondent A).

From the respondent's statement and also from the results of interviews with 23 selected respondents in the "Backpacker Surabaya" community, it is clear that entertainment business players are greatly helped by the existence of applications such as Traveloka with the trending feature 'Traveloka Xperience'. The entertainment industry players can increasingly get great opportunities to expand market share as well as expand their business wings all around Indonesia. And it is not impossible that there are also a group of foreigners out there who also use the Traveloka application when they are in Indonesia to help them find various destinations

as well as vacation activities that are not only exciting, but also promise an unforgettable experience.

### **The Influence of the ‘Traveloka Xperience’ Digital Media Platform on the Desire of Entertainment Enthusiasts to Pursue Various Experiences in the Entertainment World**

The entertainment world business in the era of modern technology as it is today can be said to continue to move rapidly along with the ease with which various circles of the wider community gain access to internet media anywhere and anytime. When you need to find a variety of experiences in certain entertainment facilities, people out there can order a variety of activity options without having to move from where they are. For example, they can easily order food packages and order the place they want just by opening the Traveloka application.

For example, in order to order food or souvenirs or place a reservation, there are several steps: First, buyers can try to enter the Traveloka application and hit ‘Traveloka Xperience’ feature. Then the buyer can select ‘all categories’ menu and enter the ‘food & drink’ menu. This menu will display a variety of choices of where to eat that is becoming a trend, where to eat nearby, a variety of typical souvenirs from certain regions, to a variety of the best culinary offerings from various parts of the world. These menu choices are usually provided in package or individual options. For example, the choice of experience packages for ‘Sushi making experience with beef-nabe lunch’ or ‘afternoon tea at The Chedi Club’. Then the buyer selects a certain food menu along with the number of servings ordered and fills in the customer contact name data and the name of the traveler who will visit the place. After all complete data is filled in, the buyer will get a visit voucher according to the visit schedule that has been previously selected. Buyers don't need to worry about the location because the voucher will also clearly state the location details of the place to eat. Payments can be made using the payment method at an ATM, paying via a debit card or credit card, to payment using internet banking (such as BCA KlikPay, PayPal, and others).

Thus, modern society has purchased the ‘experience’ of entertainment facilities through ‘Traveloka Xperience’ digital media platform application. According to Uwe (2014), this is what is said to be a situation where humans carry out social construction to fulfill their tertiary needs. If in the past few decades, humans had two types of choices: buying goods or services; So now humans have a third choice, namely buying experience. The daily activities of modern humans have experienced what is called a social construction where the meaning of buying itself has begun to shift to things that are tertiary needs.

When the need for tertiary experiences continues to grow along with the rapid development of internet technology, what will happen next is the boom in business in the capitalist industry due to the explosion of consumer demand for these tertiary experiences. And Traveloka is considered to be one of the most popular applications (Akbar, 2016) that provides these tertiary experiences. And of course this is a distinct advantage for the entertainment industry players in Indonesia, especially because they can enter the entertainment industry business they manage into ‘Traveloka Xperience’ digital media platform.

In the phenomenological study itself, human experience is mediated by what is called interpretation so that in the end, ‘Traveloka Xperience’ digital media platform which was originally created to complement the content in the Traveloka application, has become meaningful since modern society gives their interpretation. One of them is to respond to the various positive benefits of the application in enriching their experience when looking for various activities in the context of entertainment facilities (Pietro, 2017).

This era of information disclosure ultimately assistance make readers to become more intelligent and critical in responding to a media text. They are not only passive readers, but are

also required to be active readers (Sukbin, 1995). The text stimulates an active reader, but the reader actually has meaning in it, so in the end interpretation no longer depends on the text. In this 'Traveloka Xperience' media text, it can be said that each user or customer has the freedom to choose to use whichever features and menus they want and according to their individual needs. In this case, users interpret 'Traveloka Xperience' media text as a medium that bridges their needs for various activities in today's entertainment facilities in a practical, easy, and fast way.

In interpreting a text, individual readers cannot be separated from their community. According to Grybovych (2017), readers are part of a community of interpreters, namely a group that interacts with one another which then constructs reality and shared meanings and makes it the basis for their reading. In this interpretation model, there is no single objective meaning in a text (Greg & Wilson, 2007). This is related to the multi-interpretational nature of the text. Readers are free to interpret a text based on the context of their respective experiences (Bretherton, 2004).

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In other words, from the perspective of readers or users of 'Traveloka Xperience' digital media platform; the rapid advancement of the entertainment world business in Indonesia is greatly helped by the Traveloka application and all the features and menus in it. There are many managers of the entertainment industry that can be reached through this application, as stated by one of the following respondents:

*"I found it very helpful to know about some of the entertainment service providers around Bali when I had plans to go there some time ago. From this Traveloka application, I came to know that in Bali there are many culinary tour packages that provide unforgettable experiences, such as enjoying afternoon tea at a restaurant near the Kuta area. At first I didn't know, only when I was idly browsing through the 'Traveloka Xperience' feature because at that time I was confused about where to go, I finally found the afternoon tea package. Incidentally the location is also not too far from the hotel where I stay. So that afternoon I immediately booked a place for the next day. And armed with the voucher from Traveloka, my friends and I were finally able to enjoy a new culinary experience that wasn't just eating and hanging out, but also having an experience of drinking tea and snacking on beautiful cakes in the style of a princess. ."*

(Interview result with respondent E).

Thus, the interpretation of a certain media text will indirectly be translated into a form of experience in enjoying entertainment facilities by the customers of the Traveloka application. Along with the increasing number and variety of entertainment business managers who join 'Traveloka Xperience', then customers also have complete freedom in choosing, interpreting, and responding to the various experiences they get.

So, it can be concluded that basically from the experiences gained by users who use 'Traveloka Xperience' digital media platform, it is clear that 'Traveloka Xperience' platform has fulfilled several tourist motives proposed by Ulysal & Hagan (1993) namely fulfilling physical motives, motives cultural, interpersonal, and status motives. Physical motives can be found in the sports, beauty & spa menus that allow people to seek physical health. Meanwhile, for cultural



motives (searching for dances, music, and observing new cultures of the local community) can be found in the menu of travel essentials, entertainment, classes & workshops; and interpersonal motives (traveling to a place to meet certain artists or people) which can be found through the events menu. And the last one is about status motives where someone goes to a place to achieve a certain social status, for example by uploading photos of trending food or tourist attractions that can be found through menus such as food & drink and attractions.

## CONCLUSION

Today's modern society is much interested in digital media because they feel that they get a lot of benefits, such as getting various conveniences, practicalities, and speed in accessing information and getting whatever they need and want. In the context of digital media, one of the uses is as a medium to find various activities and experiences in the world of entertainment through various applications. One application that is very popular and has a lot of interest is the Traveloka application, which recently launched its newest feature which immediately became a phenomenon, namely the digital media platform 'Traveloka Xperience' (Akbar, 2016).

From the findings in this study, it is clear that the influence of 'Traveloka Xperience' digital media platform is very large, both on the rapid growth of the entertainment business and on the satisfaction of its users in pursuing various experiences in the context of the entertainment world. Basically, from the experiences gained by users who use 'Traveloka Xperience' digital media platform, it is clear that the 'Traveloka Xperience' platform has fulfilled several tourist motives proposed by Yoeti (2008), namely fulfilling physical motives, cultural motives, interpersonal motives, social motives, and status motive.

For the next research, it is still possible to explore more about the benefits of Traveloka applications or other digital platforms to the economic growth and even to the tourism industry development. In short, there are still a lot of open aspects that can be explored for conducting some researches related to digital platforms.

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