

## Audience Motives and Satisfaction on Accessing Online Tours at 360° Virtual Destinasi Indonesia

### *Motif dan Kepuasan Khalayak dalam Mengakses Tur secara Daring pada 360° Virtual Destinasi Indonesia*

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#### ABSTRACT

The tourism sector is one of the industries affected by the COVID-19 pandemic. Therefore, the Indonesian Ministry of Tourism and Creative Economy is developing a virtual tour innovation through the "360° Virtual Destinasi Indonesia" program. This research utilizes the Uses and Gratification Theory, which aims to determine the gratification sought and obtained in accessing the "360° Virtual Destinasi Indonesia". Typologies of needs types used are cognitive, affective, personal, and social integration dimensions. This research is explanative research with a survey method. The data were measured by comparing the average Gratification Sought (GS) and Gratification Obtained (GO), and then collected through an online questionnaire to 200 respondents who have accessed the "360° Virtual Destinasi Indonesia" program, using non probability sampling. Data were analyzed using paired t samples test. The results showed that the "360° Virtual Destinasi Indonesia" program fulfills cognitive and personal integration needs. On the other hand, the program does not provide satisfaction on the affective and social integration dimensions. The contribution of this research is it develops the uses and gratification theory in virtual reality and evaluation materials for the Indonesian Ministry of Tourism and Creative Economy.

**Keywords:** Audiences satisfaction, motives, uses gratifications theory, virtual tour

#### ABSTRAK

Sektor pariwisata merupakan salah satu industri yang terkena dampak pandemik COVID-19. Kementerian Pariwisata dan Ekonomi Kreatif (Kemenparekraf) mengembangkan inovasi virtual tour melalui program '360° Virtual Destinasi Indonesia'. Mengacu pada teori Uses and Gratification, penelitian bertujuan untuk mengetahui motif dan kepuasan yang diperoleh dalam mengakses '360° Virtual Destinasi Indonesia'. Tipologi jenis kebutuhan yang digunakan adalah dimensi kognitif, afektif, integrasi personal dan integrasi sosial. Penelitian ini bersifat eksplanatif, dengan metode survei. Data diukur dengan membandingkan rata-rata Gratification Sought dan Gratification obtained, dikumpulkan melalui kuesioner daring kepada 200 responden yang pernah mengakses program '360° Virtual Destinasi Indonesia', dengan non probability sampling. Data dianalisis dengan menggunakan uji paired t samples. Hasil penelitian memperlihatkan program '360° Virtual Destinasi Indonesia' memenuhi kebutuhan kognitif dan integrasi personal. Sebaliknya, program tidak memberikan kepuasan pada dimensi afektif dan integrasi sosial. Kontribusinya mengembangkan teori uses dan gratification pada virtual reality dan bahan evaluasi bagi Kemenparekraf.

**Kata Kunci:** Kepuasan khalayak, motif, teori uses gratification, tur virtual



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## INTRODUCTION

The tourism sector is one of the industries affected by the COVID-19 pandemic due to travel restrictions imposed by many countries, the imposition of Large-Scale Social Restrictions (PSBB), and tourist closure destinations to stem the spread of COVID-19 (Triyono, 2020). The Indonesian Minister of Tourism and Creative Economy, Wishnutama, estimates that the COVID-19 outbreak is at risk of harming the Indonesian tourism sector up to 4 billion US dollars or around 54.6 trillion rupiahs if it occurs for an entire year (CNNIndonesia, 2020).

Some travelers still visit some tourist destinations freely like before the COVID-19 pandemic. Travelers continue on vacation but in controlled situations and conditions and follow health protocols such as using masks, maintaining social distancing, and avoiding crowds. Apart from staycations or having a vacation in a hotel environment, travelers can participate in virtual tourism to visit tourist destinations as the best alternative to have refreshing. Virtual tourism as a new format utilizes virtual/augmented reality technology. Virtual tourism is seen as a substitute for visiting specially protected areas and tourist destinations closed to the public (Voronkova, 2018). However, virtual tourism has not been able to match the advantages of physical traveling with real experience.

The COVID-19 pandemic crisis has prompted the government to innovate in the tourism sector by developing virtual tours. Tourists are invited to experience a trip to explore various interesting destinations without leaving home through a virtual tour. Armed with gadgets and internet connections, tourists can visit tourist objects. This virtual tourism innovation shows how technology and digital media bring people to new routines and ways of life, even though this virtual tour cannot replace the experience of a physical visit to the tourism spots (Aditya, 2020).

For this reason, the government, through the Ministry of Tourism and Creative Economy, on April 5, 2020, launched the inaugural program entitled "360° Virtual Destinasi Indonesia" (lit. 360° Virtual Indonesian Destinations) (Kemenparekraf, 2020). Referring to the caption that accompanies the official announcement on the Kemenparekraf website, this online tourism service was initiated to eliminate the in-house boredom due to the inability to visit tourism destinations directly COVID-19 pandemic. Through this virtual tourism program, people can access a collection of photos and videos that show the natural beauty, cultural works, and museums in Indonesia for free (Tribuntravel.com, 2020).

The ministry's move to innovate tourism during the pandemic was also developed in collaboration with the Traval.co tourism platform, which initiated a virtual tour activity titled "Traval Live: Virtual Indonesia." Virtual Indonesia activities aim to provide opportunities for people to treat their longing for a vacation in Indonesia's eight leading domestic destinations, namely Mount Rinjani National Park, Komodo National Park, Tanjung Puting National Park, Toba Caldera, Sauwandarek Raja Ampat Village, Botubarani Whale Shark Tour Gorontalo, West Bali National Park, and Borobudur Temple (Widiarini, 2020).

The virtual tour trend that became a tourism choice during this pandemic is also carried out through "OnlineXperience" program launched by Traveloka, which also collaborated with the Ministry of Tourism and Creative Economy. Likewise, BliBli.com, since June 1, 2020, has launched a virtual tour through their "tour and travel" category in their application, which is a form of BliBli's support for digital transformation faced by the tourism industry in the new normal era (Dewi, 2020).

The launch of virtual tours from many platforms raises questions on whether this virtual tour innovation encourages audiences to adopt virtual tours, which is interesting to research, especially in terms of the audience's expectations or motives and the satisfaction obtained when doing a virtual tour. This research focuses on the "360° Virtual Destinasi Indonesia" virtual tour program from the Indonesian Ministry of Tourism and Creative Economy.

Many recent tourism studies have examined the benefits of virtual reality and augmented reality technology applications. The previous literature mapping study used text-mining techniques on 56 journal articles and 325 conference proceedings over the last 20 years, which found a large diversity of fields of application through these two technologies (Loureiro et al., 2020). Furthermore, the study about virtual reality and augmented reality technology applications has shown its effectiveness. Most of the study has a significant impact on interactive and flexible tourism marketing content (Ilhan & Celterk, 2016; Aurindo & Machado, 2020). It also stimulates positive emotional responses from users (Yung et al., 2019; 2021). Then, it creates impulse buying behavior (Do et al., 2020), utilizes it as a medical education tool (Asaad et al., 2021), and reduces stress levels during the COVID-19 pandemic (Yang et al., 2021). Lastly, it increases knowledge

through educational game tours (Zarzuela et al., 2013). However, these studies still focus on the economic motivation of tourism only, paying less attention to the diversity of experiences, involvement, and other motivations in using these technologies.

This research is based on the Uses and Gratification theory, which connects the motivation to use media with the satisfaction obtained from the media. This theory emphasizes the existence of a certain motivation from the audience in determining the choice of media consumed. Motivation in this case is assumed to be a motivating need that motivates the audience to use certain media in order to obtain a certain satisfaction or gratification. Uses and Gratification theory seeks to understand the motives and reasons for when, why, and how someone uses certain media to be actively or passively involved to meet certain needs or satisfaction (Griffin et al., 2015; West & Turner, 2018). In the uses and gratification theory, the reasons for using certain media are found in early studies on the typology of the use of traditional mass media, especially television and newspapers. Technological developments have made Uses and Gratification theory implemented to examine the needs and gratifications for the use of new media, especially in the context of personal computers, the internet, virtual communities, social networking sites, virtual worlds and personal pages (Monggilo, 2016). And, recent studies investigate the most advanced forms of media, for example, photo tagging, photo sharing, special features of new media (Kaur et.al., 2020)

With the development of technology, the need for practical and efficient information is a fundamental need without space and time barriers. Needs can generate motives in individuals to do something. Usually, when someone uses the media, she/he attempts to gain satisfaction. Media can be a tool for entertainment and information, increasing social role, filling up free time, de-stressing, and providing inspiration (Marta, 2013), including exchanging a participatory culture (Murwani, 2017) and strengthening the structure of public interaction (Bensa, 2015).

Individuals as readers tend to look for certain types of media to meet their needs. They actively pursue the media to find their purpose and will continue to return to the media that best satisfies their needs. The media can provide various kinds of gratuities, even in certain formats, and, through the media, the reader can get various needs (Luvena et al., 2019).

The theory of Uses and Gratifications is also found in the study of virtual reality and augmented reality, yet still scarce. Lin and Chen's research (2017) combined the Technology Acceptance Model and Uses and Gratifications Theory to test a behavior of using the Augmented Reality Tour application. Similarly, Kim and Lee (2020) developed a model that combined the theory of innovation and gratification regarding virtual reality in the tourism sector.

Concerning this research, the media in question is the website "360° Virtual Destinasi Indonesia". Therefore, this study aims to determine the behavior of using virtual tours from the perspective of motives and the satisfaction that the audience gets in accessing the website "360° Virtual Destinasi Indonesia". In more detail, this research also examines motives and satisfaction in the dimensions of cognitive, affective, personal integration, and social integration.

Academically, this research is expected to enrich the Uses and Gratification theory development in using virtual and augmented reality. For practical purposes, it can also be used as reference and evaluation material for tourism industry stakeholders, especially for marketing tourism through virtual reality technology.

## **METHODOLOGY**

This research is explanative, which explains whether there is a gap between the motive for using virtual tours and the satisfaction obtained by the audience. The research conducted a survey method with the population in this study who were the visitors to website of "360° Virtual Destinasi Indonesia". However, researchers found it difficult to obtain visitor data for the '360° Virtual Destinasi Indonesia', so that there was no sampling frame. For this reason, sampling used non-probability sampling with the criteria of having visited the website '360° Virtual Destinasi Indonesia'. The data was collected by means of an online questionnaire through the google form application, which was distributed through the social media accounts of the research team. To ensure that respondents have visited the '360° Virtual Destinasi Indonesia' website, the method used is that in the first part of the questionnaire, screening questions are given regarding whether or not they have visited the website '360° Virtual Destinasi Indonesia'. If the answer is that you have visited the website '360° Virtual Destinasi Indonesia', then filling out the questionnaire is continued. Referring to the category of the number of samples from Malhotra et al. (2017), this study includes research on the use of online media, with

a sample of 200-300 respondents. Data collection was carried out for three weeks in September 2020 and obtained 200 respondents who visited the website "360° Virtual Destinasi Indonesia".

This research refers to the concept of Gratification Sought (GS) and Gratification Obtained (GO). Gratification Sought is the public's hope or motive for using the media, which in this study is the motive for accessing "360° Virtual Destinasi Indonesia" website. Meanwhile, the Gratification Obtained is the satisfaction obtained by individuals with the fulfillment of their needs using media. In this study, the fulfillment of individual needs after visiting "360° Virtual Destinasi Indonesia" website. The types of individual needs to access the "360° Virtual Destinasi Indonesia" website in this study are a combination of Katz, Gurevitch, and Haas's typology, namely cognitive, affective, personal integrative, social integrative, and tension release (West & Turner, 2018) and the typology of internet behavior for the younger generation of Indonesia and the world (Monggilo, 2016), namely: cognitive, social integration, affective, and personal integration.

Referring to the typology of types of needs above, the dimensions of Gratification Sought (GS) and Gratification Obtained (GO) in this study include cognitive, affective, personal integration, and social integration. Indicators to measure these four dimensions are modifications adapted to this study's context. The cognitive dimension describes media use to obtain information, knowledge, and understanding (West & Turner, 2018). The cognitive dimension of the GS-GO was measured with three indicators that were modified according to the context of the study, namely 1) the desire to seek and obtain information about Indonesian tourist destinations; 2) desire to seek and obtain information about museums; and 3) desire to seek and obtain information about Indonesian cultural arts.

The affective dimension describes media's use to get pleasure, aesthetic experience, emotional, spend time, and relieve anxiety. In this study, GS-GO in the affective dimension was measured by three indicators, namely 1) obtaining aesthetic experience; 2) spending time, and 3) enjoying visual beauty.

The personal integration dimension describes the media's use for self-expression, showing status and identity, and fulfilling personal desires that cannot be done in the real world. Operationally, GS-GO on the personal integration dimension is measured by 2 two indicators: accessing the "360° Virtual Destinasi Indonesia" website for self-expression and showing one's existence.

The social integration dimension describes media's use to build and improve social relationships. GS-GO on the social integration dimension, each is operationally measured through three indicators, namely accessing the website "360° Virtual Destinasi Indonesia" for 1) sharing information with others; 2) conveying opinions and comments; and 3) as material for discussion with family and/or friends.

Table 1. KMO and Bartlett's Test

	GS	GO
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.910	.948
Bartlett's Test of Sphericity	2344.363	2344.363
Approx. Chi-Square		
df	55	55
Sig.	.000	.000

The instrument's validity test is conducted using Confirmatory Factor Analysis (CFA) to test whether the instrument indicators are in the right dimensions (Ghozali, 2013). For this reason, the tests of Kaiser-Mayer-Olkin Measure of Sampling Adequacy and Bartlett's Test of Sphericity were used. A variable is considered valid if the KMO value is  $> 0.5$  and the significance value is  $< 0.05$ . The test results shown in Table 1 illustrate that the research instrument for the Gratification Sought variable or motive for visiting virtual destinations is valid with a KMO value of 0.910 and a significance of 0.000. Likewise, the Gratification Obtained variable or the satisfaction obtained by the audience is valid with a KMO value of 0.948 and a significance of 0.000. In conclusion, the indicators on the variables named "motive for visiting virtual destinations" and "satisfaction obtained by the audience" are grouped according to their dimensions.

The reliability test was carried out with the reliability analysis using Cronbach's Alpha. A variable is considered reliable if the Cronbach's Alpha's value is  $> 0.7$ . The test results show the indicators of the motive variable of "visiting virtual destinations" are reliable, with a Cronbach's Alpha value of 0.933. Likewise, the variable of "satisfaction obtained by the audience" shows a Cronbach's Alpha value of 0.964, which means that it is declared reliable (see Table 2).

Table 2. Reliability Test

GS		GO	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
.933	11	.964	11

Data were analyzed descriptively and inferentially. Descriptive analysis is utilized to describe the average of Gratification Sought (GS) and Gratification Obtained (GO). The hypothesis is tested using paired sample t-test to determine the difference between two paired variables with an interval or ratio scale (Nisfiannoor, 2013). T-test measures the average or means value of the two variables (Ghozali, 2013). The research hypothesis being tested is:

Ho: There is no average difference between GS and GO in accessing the "360° Virtual Destinasi Indonesia" program

Ha: There are differences between GS and GO in accessing the "360° Virtual Destinasi Indonesia" program.

The above hypothesis will be re-elaborated into minor hypotheses. Therefore, there are four minor hypotheses based on dimensions, namely: cognitive, affective, personal integration, and social integration.

The basis for the decision making on the results of hypothesis testing is the Sig. (2-tailed) < 0.05, then Ho is rejected, and Ha is accepted. Conversely, if the Sig. (2 tailed) < 0.05, then Ho is accepted, and Ha is rejected (Santoso, 2014).

## RESULTS AND DISCUSSION

### Description of "360° Virtual Destinasi Indonesia" Program

The "360° Virtual Destinasi Indonesia" program is a virtual tourism program initiated by the Ministry of Tourism and Creative Economy of the Republic of Indonesia (Indonesian acronym: Kemenparekraf). This program was launched on April 5, 2020, and can be accessed for free. Its web page contains digital materials of videos and photos of Indonesian tourist destinations and museums. The virtual tourism program is carried out as a government effort to promote Indonesian tourism, which has experienced a decline in visitors' number amid the COVID-19 pandemic.

Visitors are directed to choose the desired virtual tourist destinations when they access the "360° Virtual Destinasi Indonesia" website, namely the Indonesian Tourism Destination and the Online Museum. There are four choices of photo and video links for Indonesian tourism destinations that can be accessed. First, the link "Indonesia, Travel 360°" in the form of photos of various Indonesian tourist destinations such as Lake Toba, Raja Ampat, Bali, Labuan Bajo, Solo, etc. Second, the link: "Indonesia, Travel 360°" in the form of videos of Indonesian tourism destinations such as Bali's Cultural and Natural Wonders, Banyuwangi's Adventurous Wonders, Bintan's Natural Wonders, Jakarta's Modern Wonders, Yogyakarta's Cultural Wonders, and Raja Ampat's Natural Wonders. Third, the link "Google Art and Culture Indonesia," which presents contents about batik, temples, and so on. Fourth, link "Indonesia, Travel Youtube Channel." For the Online museum, visitors can choose seven choices: the National Museum, the Bank Indonesia Museum, the Aceh Tsunami Museum, the Balai Kirti Presidential Museum, the Youth Pledge Museum, the Proclamation Manuscript Formulation Museum, and the National Gallery (see Figure 1).



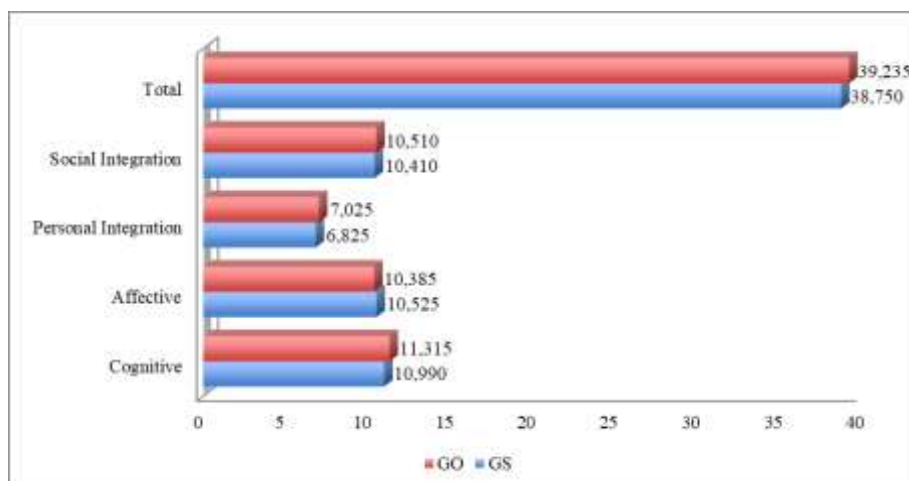
**Figure 1.** Content of the Indonesian 360° Virtual Destinations Program (Kemenparekraf, 2020)

### Respondent Characteristics

Two hundred respondents participated in this study. When disaggregated by sex, it shows that there are more female respondents than male respondents (54% and 46%, respectively). Meanwhile, from the age category, the majority of respondents who accessed the "360° Virtual Destinasi Indonesia" consisted of Generation Y (Millennials) and Z, with details of 44% of respondents aged 21-30 years and 39.5% of respondents aged < 20 years. The remaining 13.5% aged 31-40, and 2% aged 41-50. This respondent composition proves that Generations Y and Z, who grew up in the era of communication technology, are the adapters of technological innovation such as this virtual tour.

### Motives and Satisfaction of Accessing the "360° Virtual Destinasi Indonesia" Program

This section will explain descriptive research results regarding comparing the average motive for accessing the "360° Virtual Destinasi Indonesia" program and the satisfaction obtained by the audience. Overall, the results of the study show that the average value of Gratification Obtained (GO) is greater than the Gratification Sought (GS), which is  $39.24 > 38.75$  (see figure 2). This average value can mean that the "360° Virtual Destinasi Indonesia" program is overall considered to provide satisfaction with meeting the audience's needs.



**Figure 2.** Comparisson of GS and GO Mean Value

In the cognitive dimension, the GS-GO that each measured with three indicators objectively shows the average value on the motive on accessing "360° Virtual Destinasi Indonesia" program (GS) is 10,990, and 11,315 on its average satisfactory value (GO). This research result of  $GO > GS$  indicates that by accessing "360° Virtual Destinasi Indonesia", people are satisfied with obtaining information such as Indonesia's tourism destination, museums, and arts and cultures.

In the affective dimension, the data shown in Figure 2 shows that the average GS value is 10,525, greater than the average GO value of 10,385. Descriptively, the results of this study reflect that, in the affective dimension, the "360° Virtual Destinasi Indonesia" program has not fully met the expectations or needs of the audience to gain aesthetic experiences, enjoy visual beauty, or fill spare time.

In the personal integration dimension, the average GS value is 6,825, while the average GO value is 7,025, which means  $GO > GS$ . Descriptively, the study results show that by accessing the "360° Virtual Destinasi Indonesia" program, the audience has fulfilled their personal expectations or needs to express themselves and show their existence. Whereas in the dimension of social integration, the results showed an average GS value of 10,410 and an average GO value of 10,510. Although the average GO score is greater than the GS mean value, the difference is insignificant.

The discrepancy or difference in the average value between the motives for accessing the virtual tourism program and the satisfaction obtained by the audience can be seen in Table 3.

Table 3. Discrepancy of GS and GO Means Value

Dimension	GS	GO	D
Cognitive	10,990	11,315	0,325
Affective	10,525	10,385	0,140
Personal Integration	6,825	7,025	0,200
Social Integration	10,410	10,510	0,100
Total	38,750	39,235	0,485

*D=discrepancy*

Overall, the discrepancy (gap) between GS and GO is not too far apart (0.485). From the overall gap figure, if examined per dimension, it can be seen that the GS-GO gap is the highest in the cognitive dimension, which is 0.325. On the other hand, the lowest inequality rate is in the social integration dimension, which is only 0.100.

Paired Samples Test is utilized to test the hypothesis and prove whether there is a significant difference or not. The results are summarized in Table 4.

Table 4. Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	TOTAL_GS & TOTAL_GO	200	0,931	0,00
Pair 2	GS_Cognitive & GO_Cognitive	200	0,703	0,00
Pair 3	GS_Affective & GO_Affective	200	0,767	0,00
Pair 4	GS_Personal Integration & GO_Personal Integration	200	0,809	0,00
Pair 5	GS_Social Integration & GO_Social Integration	200	0,900	0,00

The data listed in Table 4 shows that GS and GO's overall correlation coefficient is 0.931 with a significance value (Sig.) of 0.00, which is smaller than the probability of 0.05. This means that there is a positive and significant correlation between the motive for accessing the "360° Virtual Destinasi Indonesia" program and the satisfaction obtained by the audience.

If dimensionally elaborated, the measurement result illustrates the correlation between GS and GO in the cognitive dimension, with the correlation coefficient value of 0.703 and 0.000 in significance value.

Similarly, the affective dimension indicates a positive correlation and significance between GS and GO with a correlation coefficient value of 0.767 and a significance value of 0.000. Meanwhile, the personal integration dimension shows 0.809 in its GS-GO correlation value, with a 0.000 significance value. Finally, the social integration has the 0.900 in correlation coefficient value and  $< 0.05$  significance value (see Table 5).

Table 5. *Paired Samples Test*

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 GS_Cognitive - GO_Cognitive	-0,325	1,865	0,132	-0,585	-0,065	-2,465	199	0,015
Pair 2 GS_Affective - GO_Affective	0,140	1,802	0,127	-0,111	0,391	1,099	199	0,273
Pair 3 GS_Personal Integration - GO_Personal Integration	-0,200	1,075	0,076	-0,350	-0,050	-2,631	199	0,009
Pair 4 GS_Social Integration - GO_Social Integration	-0,100	1,152	0,081	-0,261	0,061	-1,228	199	0,221
Pair 5 TOTAL_GS - TOTAL_GO	-0,485	3,093	0,219	-0,916	-0,054	-2,217	199	0,028

The Paired Samples Test results listed in Table 3 show the Sig. (2-tailed) value is  $0.028 < 0.05$ . Therefore,  $H_0$  is rejected, and  $H_a$  is accepted. In conclusion, there is an average difference between the motive for accessing "360° Virtual Destinasi Indonesia" and the satisfaction obtained by the audience. The value of Mean Paired Differences is -0.485. This value shows the difference between GS and GO, as described in the previous subsection. The value difference between the GS-GO ranges from -0.916 to -0.054 (95% Confidence Interval of the Difference).

To test the minor hypothesis on the cognitive dimension, the calculation results show a significance value of 0.015, which means less than 0.05. Thus, it can be concluded that there is an average difference between GS and GO on the cognitive dimension. The Mean Paired Differences value is -0.325, with GO means (11,315) more significant than GS mean (10,990). This means that the "360° Virtual Destinasi Indonesia" program has met the audience's expectations or needs in a cognitive dimension.

In the affective dimension, the Paired Samples Test results show the Sig. (2-tailed) value of  $0.273 > 0.05$ . These results can be concluded that there is no significant difference between GS and GO on this dimension. The mean value of paired differences is 0.140, with an average value of GO (10.385) less than GS (10.525). This hypothesis testing results can be interpreted that the "360° Virtual Destinasi Indonesia" program does not satisfy the need for the affective dimension.

The minor hypothesis test results on the personal integration dimension show that there is a significant difference on average between GS and GO Sig. (2-tailed) value of  $0.009 < 0.05$ , which means that the "360° Virtual Destinasi Indonesia" program has met expectations or motives on the personal integration dimension. Meanwhile, the value of Paired Differences is -0.200.

For the dimension of social integration, the significance value obtained from the calculation is  $0.221 > 0.05$ . These results indicate no difference between GS and GO, which means that the "360° Virtual Destinasi Indonesia" program has not been able to meet the expectations and needs of the audience. Meanwhile, the Mean Paired Differences value is -0.100, and the result of average GO is 10,510, greater than the GS average of 10,410. However, the difference in average is considered insignificant.

From the results of hypothesis testing, in general, the "360° Virtual Destinasi Indonesia" program has satisfied the desires of the audience. However, hypothesis testing results only fulfill cognitive needs and personal integration when examined from the types of motives or needs. The "360° Virtual Destinasi Indonesia" program cannot meet the audience's needs for affective and social integration needs (see Table 6).



Table 6. Summary of Hypothesis Test Results

<b>GS &amp; GO</b>	<b>Result</b>	<b>Conclusion</b>
Cognitive	Significant	Satisfied
Affective	Not Significant	Not Satisfied
Personal Integration	Significant	Satisfied
Social Integration	Not Significant	Not Satisfied

In detail, the following is an elaboration of the results of hypothesis testing for each dimension. First, the website "360° Virtual Destinasi Indonesia" is considered to have fulfilled cognitive needs regarding Indonesian tourism destinations. The majority of visitors to the "360° Virtual Destinasi Indonesia" website are from Generation Y and Z, the digital native generation and have relatively high traveling needs. By accessing the "360° Virtual Destinasi Indonesia" website, visitors are satisfied to obtain information about leading tourism destinations in Indonesia, seven museums in Indonesia, and various Indonesian arts and cultures. During the COVID-19 pandemic, the "360° Virtual Destinasi Indonesia" program can be used as initial information as a reference for travel. This study indicates that the virtual tour program initiated by the Ministry of Tourism through this website tends to be used to search for information. Similar to the findings of several previous studies, virtual tours are helpful not only as entertainment, but also as an educational medium (Zarzuela et al., 2013; Voronkova, 2018; Asaad et al., 2021), including for tourism marketing information (Ilhan & Celterk, 2016; Aurindo & Machado, 2020).

Second, the website "360° Virtual Destinasi Indonesia" does not satisfy visitors' affective needs. This means that visitors' motives or expectations such as obtaining pleasure, aesthetic experiences, and enjoying visual beauty are not fulfilled in the "360° Virtual Destinasi Indonesia" program. The audience's motivation to access the "360° Virtual Destinasi Indonesia" program in this affective dimension is very high. However, the "360° Virtual Destinasi Indonesia" program is particularly deemed unsatisfactory in the aesthetic experience. This virtual tour program from the Ministry of Tourism and Creative Economic was initiated to provide entertainment and fun and reduce boredom at home during the COVID-19 pandemic. Contrasting with the findings of previous studies, the virtual tour not only functions as a medium of information and education but it also needs to meet the positive emotional expectations of its users (Yung et al., 2019 & 2021; Yang et al., 2021), in order to lead to further consumer interaction and participation, or purchase actions (Marta, 2013; Bensa, 2015; Murwani, 2017; Do et al., 2020).

Third, the website "360° Virtual Destinasi Indonesia" significantly fulfills personal integration needs, namely the need for self-expression, showing status and identity, and fulfilling personal desires that cannot be done in the real world. These findings reinforce research on the motivation to use social media and virtual reality. The results of Lin and Chen's study show that virtual reality applications meet user needs for self-presentation (Lin & Chen, 2017). The difference is, Lin and Chen's research on the virtual reality application feature allows users to record their own videos and share them with others. Meanwhile, the "360° Virtual Destinasi Indonesia" program does not provide a feature that accommodates visitors to present themselves through their self-made contents.

Fourth, the website "360° Virtual Destinasi Indonesia" does not significantly meet the needs of social integration, namely sharing information with others, conveying opinions and comments, as well as being a topic of conversation with family and friends. The motivation and expectations of program visitors from the Ministry of Tourism and Creative Economy are not comparable to what they get. This finding contrasts with Lin and Chen (2017) findings, which show the use of virtual reality applications that provide satisfaction in terms of sharing information. Although the "360° Virtual Destinasi Indonesia" program also provides information sharing, it is still felt that it does not significantly fulfill the needs in the dimension of social integration.

Overall, the research findings have implications for formulating creative strategies for integrating cognitive, affective, personal, and social content to meet user expectations (GS and GO, especially affective and social content) that can stimulate interaction, participation, and purchase actions for other tourism products/services, both primary and supporting.

## CONCLUSION

This research can conclude as follows: 1) the "360° Virtual Destinasi Indonesia" program as a whole is assessed as meeting the needs the audience is looking for; 2) if it is elaborated based on the types of needs, the results show that the "360° Virtual Destinasi Indonesia" program fulfills cognitive needs and personal integration. For cognitive needs, the audience is satisfied to get information about Indonesian tourist destinations, museums, and arts and culture. Meanwhile, for personal integration needs, the public accesses "360° Virtual Destinasi Indonesia" to fulfill their needs for self-expression, showing their status and identity; and 3) the "360° Virtual Destinasi Indonesia" program cannot fulfill the motives and expectations of the audience for affective needs (pleasure, aesthetic experience) and social integration (sharing information, conveying comments and opinions, material for discussion).

For other researchers, this research enriches the development of Uses and Gratification theory in using virtual reality and augmented reality in the tourism and other industrial sectors, primarily to support marketing communications. Also, other research that utilized the theory of adoption of innovation in the use of virtual reality and augmented reality is needed. The results of this research can be used as reference and evaluation materials for the Indonesian Ministry of Tourism and Creative Economy and tourism industry players, especially to market tourism through virtual reality technology.

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