



Travel Vlog YouTube: Social Construction of Technology and Traveling Culture Among Millennials

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ABSTRACT

Travelling has become a part of lifestyles and has been closely associated with tourism sector which is potential to generate revenue. In the last 20 years, young adults or millennials have contributed to the global tourism. A study in 2016 revealed that 25 million young adults (35%) of 261 million population of Indonesia loved travelling. According to Statistics Indonesia (Badan Pusat Statistik), millennials of Indonesia are interested in travelling due to a consumption shift in the society. They prefer spending their money on seeking experiences to buying consumptive products. Besides, the fast-changing technology facilitates travelers to document their journey in vlogs. The vlogs then are shared in the Internet through social media such as YouTube and Instagram. This study aimed to analyze interpretations of the millennials' experiences after watching travel vlogs in YouTube and meanings of their experiences in sharing contents on YouTube and other social media platforms. This study used a theory of SCOT (Social Construction of Technology) with a phenomenological approach. Its results found that travel vlog was a progressive way of usage and construction of social technology contributing to a significant increase of travelling culture in millennials. They would prefer saving money to have travelling experiences to purchasing consumptive products. They would also prefer Insta story feature on Instagram rather than YouTube to share their experiences. Therefore, YouTube should improve a simpler feature so that millennials or travel vloggers can share their travelling experiences more easily.



INTRODUCTION

Traveling has become a lifestyle, and each individual can travel when having cost for it. However, in the last 20 years, young adults have significant contribution to the world tourism industry. In Indonesia, in 2016 there were 35% (25 million young adults) of 261 million of its total population who like to travel (Simatupang, 2018). According to Statistics Indonesia (BPS), the Indonesian millennials love traveling because of a consumption shift in the society as they prefer spending their money to seek experiences to buying consumptive products. (Budiati et al., 2018). Moreover, a trend of young adults (18-35 years old) abroad spending their money for travelling increase by 10% (Simatupang, 2018). Traveling trend of millennials since 2018 also still continues to change.

Based on results of a digital survey conducted by Dwidayatour on 1,700 millennial netizens from January to February 2018, a purpose of traveling of them shifted from refreshing to looking for inspiration to be implemented in their work routines. In addition, they also preferred short-time traveling such as on weekends spent several times to waiting for year-end holidays. Also, based on the survey, they still considered landmarks or characteristics as reasons of their destinations, for example to get photos or videos showing their traveling. Then, for traveling cost, they felt that 2 million IDR to 10 million IDR was affordable to travel to various islands in Indonesia or abroad, with help of various promos (Adiakurnia, 2018). Furthermore, they were willing to save for a long time or work part-time to collect money for traveling to their dreamed destinations (Pep, 2017).

Millennials tend to be familiar with communication, media and digital technology—which are their main characteristics. Thus, they have creative, informative and productive characteristics because they involve the technology in their daily life. One of tangible evidence is that most of millennials use smartphones for activities such as accessing social media. The life of them also becomes more affected by technological developments. Thus, they become more responsive to their surrounding changes (Budiati et al., 2018).

One of effects of the technology can be seen from habits of millennial travelers in sharing their travel experiences in forms of writing, photos and videos (Pep, 2017). Travel documentation and stories in forms of videos or called vlogs (video blogs) are the current trend for them. With simple tools like a smartphone and a software downloaded and installed on the smartphone, they can edit their travel videos and mix them with audio according to their joy to make a full video blog recording. Then, the internet and social media such as YouTube and Instagram becoming part of lifestyles make them easier to share their travel vlogs with netizens. Looking back, the vlog phenomena have begun to spread in Indonesia since 2014. Since 2014, a lot of individuals, ranging from lay people to public figures, have created creative vlog. As a result, vlogs uploaded to YouTube, according to Google Indonesia records, increase by 600%. Meanwhile, results of a YouTube survey in 2015 in Indonesia reported that YouTube viewers were 15-34 years old (Kusuma, 2019).

A number of previous studies on travel vlogs in Indonesia noted that most



viewers of travel vlogs on YouTube were influenced by shared traveling contents, so they decided to go to some destinations after watching them. Al Faruq & Maryani, (2017) explained that respondents were increasingly interested in visiting Gili Trawangan after watching Arief Muhammad's travel vlog. According to them, the travel vlog content contains interesting information and fosters respondents' confidence that Gili Trawangan has exotic panorama such as beaches and underwater, thus making them interested in visiting Gili Trawangan. In addition, the travel content of Arief Muhammad in a study by Shahniaz & Zulfebriges (2018) was considered having strengths such as being different and being creative; therefore, they were interested in his content, and this aroused their interest in traveling. Furthermore, another study by Rini & Imran (2017) explained that exposure to traveling contents on a YouTube channel of Ponti Ramanta contributed and had a significant influence on viewers' traveling interest.

In the digital era and sophisticated technology, it is interesting to study about technology, including new media, such as YouTube, which makes people easier to express and communicate their ideas and their selves to a wide audience. Until now, a number of previous studies have shown that technology studies can be conducted by using two perspectives, technological determinism and social determinism. According to social determinism school, technology is a result of social shaping as innovation and technology are parts of social construction process that there are inherent social processes within it. Therefore, technology and social activities

support each other. Thus, this perspective causes the technology studies to consider two aspects, agency and action, as well as social effects, structures and impacts (Octavianto, 2014).

Outcomes of technology should be seen as a product of a complex interaction between technological, social, political, cultural and economic factors. Each technology interacts with its context; artefacts are produced, and their use becomes feedback for the technology that leads to innovation of future artefacts. This argument is advanced by the social constructivist school, associated with the work of Wiebe Bijker and his colleagues (Siapera, 2018). Considering plural and heterogenous characters of societies, Siapera (2018) concludes that uses and outcomes of technology also will be plural and heterogeneous; for example, some may be considered progressive as both of them contribute to a more equitable distribution of wealth, status and power, or some may be seen as political and socially destructive. A social constructivist perspective is influenced by various factors; other non-technological factors are significant to understand and frame the impacts of the technology. It means that it needs to consider the material-technical and social dimensions equally to understand the technology and society (Siapera, 2018). This is in line with a theory of SCoT expressed by Trevor Pinch and Wiebe Bijker in their work entitled "The Social Construction of Facts and Artefacts: or How the Sociology of Science and the Sociology of Technology Might Benefit Each Other". In conducting a study of technology as a result of social formation, SCoT is an important aspect (Klein & Kleinman, 2002). SCoT



according Lievrouw & Livistone (2016:246) in Octavianto (2014) focuses on society's influence on technology and seeks to understand a complex relationship between society and technology.

In this study, the theory of SCoT was used with a phenomenological approach to analyze travelers in interpreting their experiences of watching travel vlogs on YouTube and in sharing their travel experiences on YouTube or other social media. SCoT is a theory that criticizes the technology determinism which has been widely adopted in studies of technology and society. Technology determinism argues that technological developments are not related to social life. On the other hand, SCoT emphasizes that social processes in society trigger technological developments. This is inseparable from the context of culture and technology as culture is a foundation of a structural system and technology is a culture (Octavianto, 2014).

SCoT has three main concepts, especially flexibility, relevant social groups and technological framework. Flexibility—Artificial technology is a social construction as individuals or society have different views in defining an artefact or tool so that it is flexible in designing and creating an artefact (Yousefikhah, 2017). Relevant social groups—Humpreys (2005) in (Yousefikhah, 2017) identifies four relevant social groups, namely producers, advocates, users and bystanders. The producer has a direct relationship with a creation of the artefact. Advocates are policy makers, academics who have not a direct relationship to technology. Users are people who are in a direct relationship to the technology. Bystanders are

neighbors, relatives or friends. Technological framework—Social dynamics influence the formation of shared understanding of technology. Individuals share meanings about artefacts so that a common collective framework is created (Yousefikhah, 2017).

Based on the discussion above, this study aims to analyze how millennials interpret their experiences after watching travel vlog contents on YouTube. In addition, this study also aims to analyze how millennials interpret their experiences of sharing travel vlog contents through YouTube or other social media platforms. Some experts have different views about the ages of millennial generation, but the age range is not too far off. The Ministry of Women's Empowerment and Child Protection (KPPA) (2018) demonstrates a number of definitions of the millennial generation from various expert in various countries and professions. Stafford and Griffis (2008) in (Budiati et al., 2018) define that millennial generation is individuals born in 1980 to 2000. Then, Hasanudin Ali and Lilik Purwandi (2017) in (Budiati et al., 2018) define that millennials is individuals born in 1981 to 2000. KPPA concludes that the millennials are individuals born between 1980 and 2000. In connection with this study, the researchers choose the definition of millennials used by KPPA with reference to the experts' views.

METHODOLOGY

A phenomenological approach was used in this study. A phenomenological study investigated life experiences of informants, who participated in the study, with a phenomenon. Titchen & Hobson (2005) explains that phenomenology is a



study of human phenomena in a social context from perspectives of those who experience it. Titchen and Hobson divide two approaches in studying the phenomena, direct and indirect approaches. This study used a direct approach by exploring human knowledge and accessing awareness of informants who participated in this study. Titchen & Hobson (2005) suggest that the researchers highlight the foreground of a phenomenon accessed through informants' awareness. The subject of this study was the millennials who were born in 1980 to 2000. Meanwhile, referring to the background, the object of this study focused on the social construction of technology and travel culture of the millennials in terms of watching travel vlog contents on YouTube. This study was conducted in Jakarta by interviewing informants of the millennials.

In collecting the data, the researchers asked the informants to reflect on and talk about their subjective experiences of phenomena in an interview. The main data of this study were collected from in-depth interviews with informants focusing on perspectives and experiences of them (Neuman, 2014). Marshall & Rossman (2006) in Yuksel & Yildirim (2015) state that in-depth phenomenological interviews are to describe meanings of a phenomenon owned by informants. Regarding the informants, Creswell (2007) in Yuksel & Yildirim (2015) emphasize that phenomenological studies require a homogeneous group of participants and must have experiences with same phenomena. The researchers in this study used a purposive sampling and selected informants as samples based on

assessments related to the objectives of this study (Groenewald, 2004). Thus, the informants interviewed were millennials with several criteria of this study. The criteria were the millennials who often watch travel contents on YouTube, often travel and share travel contents from their trips through YouTube and other social media platforms. Informants in a study with a phenomenological approach are a maximum of 10 informants (Kuswarno, 2007; Akhmad et al., 2018).

Data analysis means organizing, integrating and examining data systematically as the researchers look for patterns and relationships among specific details (Neuman, 2014). Data analysis enabled the researchers to improve understanding, to expand theory and to enhance knowledge. Strauss (1987) in (Neuman, 2014) divide coding of qualitative data into three stages. The first was open coding that examines the data to condense them into preliminary analytic categories or codes (Neuman, 2014). The second was axial coding that the researchers organize the codes, link them and discover key analytic categories (Neuman, 2014). The next is selective coding, the last stage in the coding of qualitative data that examines previous code to identify and select data that will support developed conceptual coding categories (Neuman, 2014). After all the coding stages were complete, the researchers changed the subjective experiences of the informants through interpretation to represent them as objective constructs (Titchen & Hobson, 2005). Finally, the researchers made conclusions.

RESULT AND DISCUSSION



In this section, the researchers demonstrate the results of this study in forms of primary data obtained from interviews with the informants focused on their perspectives and experiences. The informants interviewed in this study were seven individuals who were travelers from millennials. The seven selected informants were Sumarwijayanto (informant 1), Hilman Prayitno (informant 2), M. Emfady (informant 2), informant 3), Luhur Pambudi (informant 4), Kunthi Adinegoro (informant 5), Chafsatun Charissa (informant 6), and Rizki (informant 7). Related to this category, the researchers found that the informants tended to watch travel contents created by travel vloggers from abroad.

The results of the study were then discussed more comprehensively by elaborating primary data and secondary data by using theories and concepts to analyze travel vlogs and traveling culture of the millennials.

Travel Vlogs as Social Construction and New Media

In the digital era and increasingly sophisticated technology, it becomes interesting to study about technology, including about new media such as YouTube, which makes people easier to express and communicate their ideas and their selves to a wide audience. Based on the results, the millennials had positive experiences with YouTube in their lives. Various video contents uploaded on the YouTube allowed and made them easier to choose contents according to their favorites and needs, as stated by informant 3 below.

“Good! because when we watch YouTube, we can choose. I want to watch this or I want to watch that.”

The information conveyed was also clearer and could be understood better by them because of visual aspects in YouTube, for example when watching contents about tutorials, as explained by informant 4 below:

If it's global, it's definitely good, for example, if we want to see tutorials. It's very clear on YouTube compared to reading blogs as these are in written form. ...but on YouTube, we can watch lively. (Informant 4).

As a video-based social media, YouTube can provide different experiences for users when they need a tutorial. For example, on a YouTube channel of Learn Online Video, it clearly shows five techniques for recording travel videos. In the third technique, for example, it is explained that maximizing a camera strap when moving the camera to reduce camera shaking when recording visuals. Therefore, the recording remains smooth or stable even without a tripod.



Source: YouTube Learn Online Video, August 23, 2021



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Source: YouTube Learn Online Video, August 23, 2021

For millennials, YouTube also made them easier to share information and knowledge, as well as useful experiences:

...It is positive because a lot of people share skills, experiences, knowledge and information. Positive. Very useful. Moreover, based on my personal experience, if you want to go to Japan, for example, how to buy a ticket. If that's the case, we can see it in a video... oh, press button like this... If it is just in a written form, then which button is this? but if it is a video, you can see it. (Informant 6).

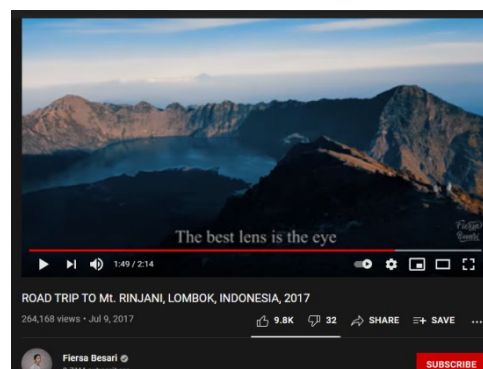
For millennials, as emphasized by informant 7, YouTube was useful in providing information needed because a lot of information is available in YouTube. In the context of traveling, they interpreted their experience of consuming travel vlogs on YouTube as their motivation and inspiration to travel to various destinations both in Indonesia and abroad. This is confirmed by informant 1 below:

Yes, it is more inspiring. Watching traveling contents in YouTube makes me want to do, create and want to go to that place at the same time. Then, one day I also should have to do this. (Informant 1).

The visual aspects, especially panoramic shot technique of destinations and their narration in the travel vlog contents, were factors that could influence them to go to same destinations as in the travel vlog contents.

Yes, so I didn't watch all of them. The most I like watching is Fiersa. Yes, that is good. So, when we watch it, we get excited. ...he's good at taking pictures. His words are also good, encouraging, poetic and cool. ... His words are a lot of motivation, for example a person who climbs makes me also want to do either. (Informant 3).

The following is an example of travel content of Fiersa Besari on YouTube:



Source: YouTube Fiersa Besari, August 23, 2021

The travel content above is entitled “Road Trip to Mt. Rinjani, Lombok, Indonesia, 2017.” In the two-minute video, apart from its visualization, there is also a voice over narration about the meaning of travelling for Fiersa Besari. The narration is demonstrated in words that can motivate viewers to also do the journey.



For informant 6 who often travels abroad, travel vlogs on YouTube were very helpful because any information about destinations they want to visit are available. The travel vlogs provide a lot of information about tips or ways to travel abroad, for example, where to wait for a taxi at the airport and where to find a bus. In addition, by watching travel vlogs on YouTube, she also got information about characters of local residents and even solutions for certain problems when traveling abroad, as confirmed by informant 6 below:

...I have to know first, like where to get a taxi or where to get the bus. I feel that I have to know such information. So, through travel vlogs, there is a lot of information like that. Very helpful. ... even just for a vibe. I have watched a lot about characters of local residents. It becomes understood how the people here are not friendly. It really helps not to be too surprised. It even helps me, for example, where I have to go, what difficulties I have and how to solve some problems. (Informant 6).

Travel vlogs were also very helpful when the millennials needed information to prepare an itinerary and budget to travel to some destinations, as confirmed by informant 7 below:

That is very helpful when we want to travel anywhere. It explains about the itinerary, the budget. ...sometimes it tells in details. Therefore, it is our preparation material to prepare our needs for a trip. (Informant 7).

However, they were also selective when watching travel vlog contents. Informant 2 confirmed that he would only watch travel vlogs that suit his desires and needs and would not watch contents whose travel vloggers appeared in the video only for self-existence:

It depends on the vlog. I mean, I watch travel vlogs that I like. For example, I don't like a travel vlog that looks only showing off of self-existence. (Informant 2).

Similarly, informant 4 chose not to watch travel vlogs from Indonesian travel vloggers because they created travel content just for their own existence. Based on the experience of informant 4 in consuming travel vlogs, travel vloggers from abroad are more likely to present experience information when they are traveling. They also go to anti-mainstream destinations. Meanwhile, according to informant 4, travel vloggers from Indonesia are more likely to provide information about destinations that have been already popular:

In my opinion, regarding the travel vlogs on YouTube, content creators from Indonesia are not effective. The problem is that most of them still want to show their own existence, "I'm traveling". ... travel vloggers abroad usually present more about their travels, not their styles. ... the Youtubers abroad are as effective as this. ... I personally want to see their vlogs because they are anti-mainstream destinations. Now in Indonesia are not a lot of references about off the tourist trail. So, for me, it

is still not sufficient. The contents are mostly about styles. (Informant 4).

Apart from this, millennials used travel vlogs to check conditions of a destination, in addition to looking for other information on travel blogs and official websites of local destination. Overall, travel contents on YouTube met the needs of them when looking for information about their intended destinations. In addition, for them, travel contents on YouTube also satisfied their curiosity and inspired them to go to the destinations. Factors that influenced the fulfillment of their needs were travel vlog contents which were informative and interesting to watch by shooting technique, as stated by informant 3 below:

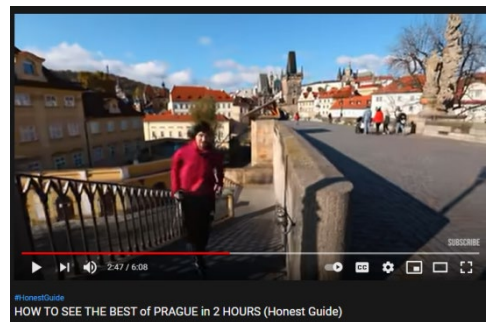
Firstly, the content is informative. Secondly, the pictures must be good. Sometimes there are also creators who make travel vlogs, but the pictures are careless, wobbly and unpleasant to watch. (Informant 3).

Meanwhile, informant 4 emphasized that she preferred to watch travel contents produced by travel vlogs from abroad because they tended to meet their information needs, for example when she was looking for information about the Prague destination, as explained below:

For me, I choose travel vloggers based on the information they provide. ...Honest Guide for example, demonstrate Prague. Thus, I know how Prague's atmosphere looks like. Is it crowded? or the place has a lot of climbing or others. Let's say, they provide information about how to get cheap food in the Prague, how to reach some places or where the beautiful

photo spots are. Well, we can see that information on the vlogs. Furthermore, I don't really like ordinary travel vlogs because now some create a lot of travel vlogs, but their contents are not effective. (Informant 4).

A YouTube account of Honest Guide does provide information in forms of videos about travel guides in Prague. In a travel content entitled "How to See the Best of Prague in 2 Hours", it describes a number of locations that travelers can visit in Prague. In the video, viewers can also see the atmosphere of Prague and its cityscape.



Source: YouTube Honest Guide, August 23, 2021

Another travel content of Honest Guide also provides information of the best spots for travelers to take photos in Prague. In the video is also information of angles of taking pictures to get interesting photo, as shown in the following picture.



Source: YouTube Honest Guide, August 23, 2021

At first, I read on a blog for tips and tricks to get to place A, but I search videos to know the condition at place A. Well, from the video, everything is usually visible. I mean how the place looks like. Thus, if the detailed location can be seen, I can know what to do. I think the information is sufficient. (Informant 5).

In addition, the visual strength of travel vlogs could also influence informants to watch continuously and could even make it seem as if they were in that place. Furthermore, they stated that they also discussed travel contents that had been watched with others, especially friends who had a hobby of traveling. However, they also admitted that they had to make sure that the travel contents they watched were informative, explained in detail, packaged and edited well and attractively, as described by the following informants:

Like yesterday, I wanted to go to Iceland next year. I saw another travel vlog then. How is the condition there? The travel vlogger is from abroad. I discussed it with my friends who are a travel addict too... Firstly, I usually convinced whether it seemed worth to visit because I saw it from my point of view in this vlog. In fact, the vlogger is informative and explains in detail and interestingly, and its packaging and its video editing are good (Informant 4).

We also have to believe in ourselves. We have to believe in ourselves first in what we are going to talk about, and then others will trust us. For example,

my friends already have known that I like traveling, so they must really trust me... if Rizki goes with us, it will be comfortable, the place will be good, and we will not too busy. (Informant 7).

Yes. What is more fun? In 2017, I went to New Zealand. At that time, I only focused on sky dive. I looked for it, then there's a blog that belongs to a US vlogger... Oh, it's crazy, New Zealand has it... that's what I told to my friends. Then, we chose the spot as well. Then my friends, who just heard my story, immediately bought a ticket, then they followed me. They were influenced. (Informant 5).

Although the informants had positive experiences with travel vlog contents on YouTube and got their travel information needs, they did not produce similar contents uploaded on YouTube. They only consumed travel contents. They acknowledged that its process is complex and needs time and special skills to produce videos for YouTube. They admitted that they did not master video production techniques. They interpreted their experiences to share travel contents in the same way, through the Instagram. They also completed photos or videos uploaded on Instagram with captions to share their travel stories.

... It's true that I'm not very good at camera, making video editing.... I'm usually on Instagram and Instagram Story. The problem is that its limit is 15 seconds. 1 slide is 15 seconds. Then I prefer to tell stories by writing some captions. I'll definitely do this maximally for people who see. In other words, I travel to show my followers



that there are new and good things abroad. (Informant 4).

So, I am not a content creator. Actually, I want to but I don't have capability to do that. It is like I do not have the ability to edit it. Moreover, to imagine it seems lazy.... at least it's just a fifteen second story (IG story). ...but when I'm in the mood, I sometimes edit it, but it's only on the Instagram platform. I've never uploaded it to YouTube before. Just on IG, connected to FB and Twitter. (Informant 5).

I often post and share on IG, put photos on my feed and Insta stories. My captions are such as when this is and where the location is. Sometimes I like to make fun captions. (Informant 2).

Based on this study, millennial travelers interpreted their experience of watching travel contents on YouTube positively. The diverse abundant information and visual aspects with neat and attractive packaging from the travel contents inspired and increased their motivation to travel, both in Indonesia and abroad. They also discussed and influenced other people, especially their friends, to watch travel contents that they watched before. These findings confirm that the theory of Social Construction of Technology (SCoT) is significant (Klein & Kleinman, 2002) in conducting a study of technology as a result of social formation. Octavianto (2014) strengthens that SCoT focuses on society's influence on technology and seeks to understand the complex relationship between both society and technology.

In addition, in the current digital era, it is easier for travelers to share their experiences or travel stories. This is in line with Sotiriadis's study (2017) stating that the digital revolution greatly has affected the tourism industry, especially the development of social media that make users easier to share their experiences. Based on this study, the millennials preferred the Instagram platform to share their travel experiences. They could upload contents in forms of photos and videos in the Instagram story or feed features equipped with a narration or a short story about their journey in the caption column. They chose Instagram to share their travel experiences because its process is easier when uploading travel contents; it does not require special skills such as visual editing on YouTube. This condition further strengthens that social media platforms are a powerful means of online communication and interaction by sharing, collaborating and commenting on travel experiences (Sotiriadis, 2017).

Meanwhile Friedman & Friedman (2008) asserted that various characteristics of new media technology can be shortened in 5C (communication, collaboration, community, creativity and convergence). In terms of sharing information and travel experiences, they performed their creativity through contents uploaded on Instagram. Creativity according to Friedman & Friedman, (2008) is one of main features in new media as contents are generated by users. Meanwhile, in the context of communication, they not only become passive recipients of messages but also create, edit and upload contents on social media. Bernardi (2018) argued that they shared their experiences by utilizing social networks by uploading



photos and videos on Instagram, Facebook or Tweet about their journey as parts of their experiences and ways to build their personal identity. Based on this study, those who preferred Instagram to share their travel experiences indicate that they need a social media platform that is easy to use and do not need much time, especially with their high mobility.

Travel Vlogs and Travelling Phenomena in Millennials

The results of this study also found that the millennials were willing to save money for their traveling cost. They preferred enriching their experiences by traveling to buying consumptive products. This is as described by informant 5 below:

I still prefer buying experiences instead of buying stuffs. For now, there may be more portions, but in the past, it was just travelling. Now there is a portion for buying goods. (Informant 5).

Informant 4 admitted that she was willing to save money for traveling, but he still had investments for needs other than traveling, as stated below:

For me investment is yes and traveling is also yes. ... the term traveling is die hard traveling, but I still have an investment. ... traveling is tertiary, and that is a privilege. It is not a primary need. That is for leisure and to enrich experiences. We have to deal with our budget... For example, what kind of business I should open... outside of my core job. Or for example, in order to reduce costs, I will open Jastip (delivery service) or selling luggage. (Informant 4).

Meanwhile, informant 3 was willing to save money for traveling, even though he would still travel without saving with cost that could be used:

So am I. ...money can be found, but experiences cannot. What will we tell our children later? There is no experience. Because of this, it is my mindset. Anyway, this is always in my brain. What kind of story do I have? This is instilled in my brain, travelling while I was young ...and while I have time. ...willing to save. (Informant 3).

Similarly, informant 2 also stated that he was willing to save money for traveling although not saving in a long term. Informant 2 tended to choose traveling that fits the budget. Also, sometimes even he traveled spontaneously when there was money or budget, without having to save, as stated by informant 2 below:

For me, sometimes I just look for the one that fits my budget, which is simple and that doesn't cost too much. For example, I'll just choose a train instead of a plane. It should not be pompous if you go there. I have to do this or I have to do that. ... Save money first, but the savings should not have to continue for months. It's not like that. The point is if it is affordable, just travel! (Informant 2).

Meanwhile, informant 7 admitted that he had been willing to save money for traveling rather than buying consumptive products since he was still in school:

I am very willing to save money. I like saving instead of buying stuff. I am not consumptive. I have been saving money since junior high school. I had ever



been consumptive, but I just kept saving for traveling. (Informant 7).

Based on the results of this study, the phenomenon of millennials was willing to save money because they understood well the travel contents they watched. Informant 7, for example, told that his experience of watching travel vlogs on YouTube enhanced his insights of the destinations. In addition, those influenced informants 7 to go to the destinations:

It enhances insights, so I can know how life is there. Each region has different tradition, so we can learn before visiting it. ...for example, I want to go somewhere and then I have to go there, so firstly I have to find out excitedly and learn ways how to get there, accommodation and destinations that can be visited. That is what can get me there quickly. (Informant 7).

Informant 4, who had traveled abroad two to four times a year, shared her experiences of watching interesting travel contents that contain additional information such as local traditions, ways to interact with local residents, cheap culinary and ways to survive in the destination country, as well as interesting spots to visit for tourists and non-tourists. These greatly influenced her interest in traveling, as explained by informant 4 below:

... it depends on the contents of the travel vlogs. For example, they provide a lot of information, ... they tell the cultures, ways to interact, ways from here to there, ... they tell cheap food or ways to survive in that country. I will definitely be very interested in

watching those. ...if I can't get information from what they said, I'll definitely rewind those again. (Informant 4).

Visual aspect in travel vlogs showing the panorama of the destinations rather than the face of the travel vloggers was also a consideration for them. In other words, the packaging of travel vlog videos was a main factor that could influence them to travel to the same destinations, as confirmed by informant 1 below:

I prefer to watch vlogs that are not too long, but the condition of the destinations is clear. I prefer 10-15 minutes vlogs. Vlogs more than 15 minutes are boring. ...don't take much video of the vloggers' face. It is better to focus on the panorama, but the delivery through the narration is clear. ... we read blogs to get references. If reading blogs is not sufficient, we can see those on YouTube. Just combine it. Information that is often obtained is more about what we can do there or what we can't. We can go when the sunrise or sunset happen. It's about how to package the videos. That is what affects me more... If the content is not good at packaging, I will look for other travel vloggers with the same content. So, my interest in traveling still remains. (Informant 1).

The intensity of watching travel contents on YouTube was also a factor influencing their interest in traveling. Informant 2 spent about 45 minutes watching a travel vlog. A good understanding of a content watched and information obtained motivated informant 2 to make videos at



the destination, especially because of watching beautiful panorama displayed in the travel vlog contents, as confirmed by the informant 2:

If I'm interested to a destination I want to go so, I'm looking for the place. I really want to go there (after watching the travel vlogs) because of the beauty of nature and motivation to make videos. So, I am interested because I saw nature which was really cool in the visual travel vlogs. (Informant 2).

The phenomenon of millennials who were willing to save money for traveling because of the travel contents they watched is in line with Bernardi's study (2018) explaining that millennials, traveling more often, exploring more destinations, spending more money on travel and seeking real experiences and information, were brave travelers. They enhance their travelling as much as possible including understanding new cultures.

Based on this study, the reason for the millennial traveling phenomenon was because they understood well the travel contents on YouTube enhancing insights. Therefore, watching travel contents on YouTube increased their interest or influenced them to travel and explore new destinations.

CONCLUSION

It can be concluded that the millennials were inspired and motivated to travel both in Indonesia and abroad after watching the millennial travel vlogs. The travel vlogs provided inspiration of intended destinations, such as information about local residents, interesting spots and

conditions of the destinations. By watching travel vlogs, they could make accurate travel plans making them easier when they travel. However, those who watched travel vlogs did not necessarily make similar travel vlogs on YouTube. They only consumed the travel vlogs for their travel purposes. They preferred to share their traveling experiences through features on Instagram such as videos and Instastory because these are simpler to create than YouTube. In addition, the Instastory feature is relatively faster and shorter in presenting. They were also willing to save money for traveling plans. They preferred saving money to gain valuable experiences to buying consumptive products.

Furthermore, this study suggests YouTube as a video sharing platform to update platforms such as Instagram which can be accessed in an easier and faster way. Watching videos for too long time can cause boredom for users. Therefore, the new features on YouTube need to be improved. In addition, this study suggests travel vlog content creators to focus more on visual aspects such as taking more interesting pictures so that the millennials can feel comfortable to watch their contents and motivated to travel.

DECLARATIONS OF COMPETING INTEREST

We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organization related to the material discussed in the manuscript.

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