THE IMPACT OF INSTAGRAM AMONG MILLENNIALS IN SEARCHING FOR TRAVEL INFORMATION, CASE OF LAKE TOBA, NORTH SUMATERA

By

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BACHELOR'S DEGREE

in

BUSINESS ADMINISTRATION - HOTEL AND TOURISM MANAGEMENT concentration FACULTY OF BUSINESS AND COMMUNICATION



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July 2019

Revision after the Thesis Defense on July 11, 2019

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis

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ABSTRACT

THE IMPACT OF INSTAGRAM AMONG MILLENNIALS IN SEARCHING FOR TRAVEL INFORMATION, CASE OF LAKE TOBA, NORTH SUMATERA

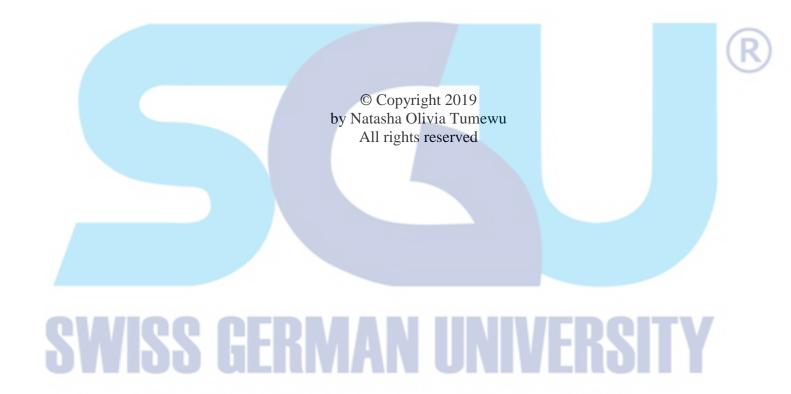
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Instagram has affected the ways millennial travels in many ways. While some research has been done to understand the impacts of Instagram on travel intention, the impacts of Instagram on travel planning is largely understudied. This research aims to analyze the impact of Instagram's acceptance towards the interest of millennials to use the technology for searching travel information about Lake Toba in North Sumatra. Lake Toba is chosen as the case as it is lagged behind in distributing travel information to the millennials, known as the most important segment in tourism industry. Until now, little is known about the relevant factors in determining Instagram usage for travel information search. Online questionnaire has been conducted and completed by 114 millennial respondents to find out whether Instagram, an Internet-based technology serving as a travel information source, impact the millennials in searching for travel information about Lake Toba. Technology Acceptance Model and perceived trustworthiness were employed as the indicators. Quantitative approach was used and the data collected was analyzed through multiple linear regression in SPSS program. The results indicated that perceived trustworthiness is the strongest dimension that influence travel information search, followed by perceived usefulness. Meanwhile, perceived ease of use does not impact travel information search.

Keywords: Social Media, Instagram, Travel Information Search, Millennials, Lake Toba, Technology Acceptance Model, Perceived Trustworthiness



DEDICATION

I dedicate this thesis to

myself as a reminder that nothing is impossible,

my family for their unending support

and the future of Lake Toba in North Sumatera



ACKNOWLEDGEMENTS

It has been a 4-month roller-coaster ride to bring this thesis into a reality, but I could not have done all of that without the kind support and help of many individuals during the construction of this thesis. Thus, I would like to express my sincere gratitude to the following:

First of all, I would like to thank Jesus Christ for the strength, hope, peace of mind and good health that He has given me throughout the process to finish this thesis.

Secondly, I would like to express my deepest gratitude to both of parents for believing in me and showing me that life is full of limitless opportunities. I also thank them for their continuous support both emotionally and financially through this 4-year journey of my college life. Not only my parents, but also to my little sister for cheering me up when I feel low and stressed out.

Thirdly, I would like to express my sincere gratitude to my thesis advisor, Ms. Muninggar Sri Saraswati, for patiently guiding me in writing this thesis and for sharing her knowledge and expertise in regards to my thesis.

To my friends; Chrissy, Elizabeth Jestina, Kuo Ting Yu, Lorraine Frederica, Hadrian Marco, Nida Thahirah Sari and Regina Nugroho and the rest of my classmates in HTM 2015, thank you for your endless support and motivation during the hard times in writing this thesis

I would also like to thank Ms. Munawaroh, Mr. Robert La Are, Mr. Esa Theodore Mbouw and Ms. Sharon Schumacher for their constructive input, advises and continuous support to make this research possible.

Last but not least, I would like to extend my deepest gratitude and appreciation to everyone that I could not mention the name one by one, who have willingly helped me out with their abilities.

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