

**INTERNATIONAL TOURISTS' IMAGE OF JAKARTA:
CONTENT ANALYSIS OF TRAVEL BLOGS**

THESIS

**Proposed as a requirement to receive a Management
Studies Bachelor Degree**



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**The final project is the result of my own work,
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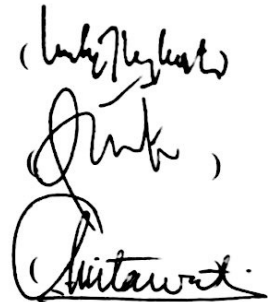
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ABSTRACT

The purpose of the study is to identify international visitors image of Jakarta, Indonesia, drawing on data from the contents of web travel blogs. The study utilized the content of web travel blogs as an alternative research instrument to identify cognitive and affective components and understand negative and positive images of destinations formed by international travelers. Analysis of content drawn from travel blog data followed qualitative methodology techniques and utilized NVivo software. The result of the study shows that travel blogs can form a good basis for identifying international travelers' image of destination. This is the case for Jakarta, where analysis of travelers' blogs indicated that they were impressed overall by the cultural environment and were satisfied with cultural and historical tourist attractions. The study also expounds on certain aspects of the destination that can be improved to satisfy international travelers. This study, although limited in scope, will be the interest to academic researchers and industry practitioners who are seeking to better understand the behavior of travelers using the internet.

Keywords: Affective, Blogs, Cognitive, Content analysis, Destination image, Jakarta, Tourism

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