

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

THESIS

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



RAINY SYAFITRI INDAHSAARI

1131001010

**MANAGEMENT SCIENCE STUDIES PROGRAM
FACULTY OF SOCIAL STUDIES AND ECONOMY
BAKRIE UNIVERSITY
JAKARTA**

2017

APPROVAL PAGE

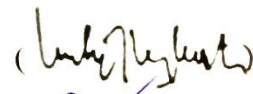


This final assignment proposed by,

Name : Rainy Syafitri Indahsari
Student ID : 1131001010
Major : Management Studies
Faculty : Economy and Social Studies
Final Assignment Topic : International Tourists' Image of Jakarta:
Content Analysis of Travel Blogs

Has been approved by the Board of Examiners and accepted as a partial fulfillment of the requirements for Undergraduate Degree in Management Program, Universitas Bakrie.

Board of Examiners

Advisor 1 : Ir. Imbang J. Mangkuto, MBA, MSi
Examiner 1 : Dr. Ir. B.P Kusumo Bintoro, MBA
Examiner 2 : Ir M.Th. Anitawati, M.S., M.Sc.

Signed in : Jakarta
Date : 13 September 2017

ACKNOWLEDGMENT

Prima facie, I am grateful to the Almighty for giving me good health and wellbeing during this thesis. This thesis and the studies presented in it are incomplete without expressing my heartiest gratitude to the people that has contributed in various ways for the successful completion of this work.

I wish to express my sincere thanks and gratitude to my thesis advisor Mr. Imbang J. Mangkuto, my examiner Mr. B.P Kusumo Bintoro and Mrs. M.Th. Anitawati for their guidance. I always mesmerized by their charismatic attitude and valuable lectures which influenced me throughout my undergraduate study.

My everlasting gratittude to my parents, Mohammad Yamin and Yanti Rosita, to whom this thesis is dedicated for. Also to my grandfather Yai, as he is the one who fascinated me on education.

I place on record my sincere thanks to Rhandi's Love, TOLL, Penghuni Surga, EDS Bakrie Squad, BEM-UB 2015/2016 and all my friends in Bakrie University for making my thesis journey cool and cushy with all your help and support.

Jakarta, 13 September 2017

Rainy Syafitri Indahsari

**APPROVAL OF FINAL PROJECT PUBLICATION FOR
ACADEMIC INTEREST**

As an academic community Bakrie University, the undersigned:

Name : Rainy Syafitri Indahsari
Student ID : 1131001010
Study Program : Management Studies
Faculty : Economic and Social Science
Type of Final Project: : Empirical Study

for the sake of science, agreed to grant to the University of Bakrie a *Non-exclusive Royalty-Free Right* of my scientific work entitled:

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

along with existing devices (if required). With this non-exclusive royalty free right Bakrie University reserves the right to store, manage in the form of database (the database), maintain, and publish my final project for stays put my name as the author / creator and the owner of copyright.

This statement I make under my full conscience:

Signed in: Jakarta

On 13 September 2017

Undersign,



Rainy Syafitri Indahsari

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

Rainy Syafitri Indahsari

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

TABLE OF CONTENTS

TITLE PAGE	i
STATEMENT OF ORIGINALITY	ii
APPROVAL PAGE	iii
ACKNOWLEDGMENT	iv
STATEMENT OF APPROVAL	v
ABSTRACT	vi
TABLE OF CONTENTS	vii
LIST OF FIGURES	viii
LIST OF TABLES	ix
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Problem Identification	4
1.3 Study Objectives	4
1.4 Significance of Study	4
1.4.1 Theoretical Significance.....	4
1.4.2 Practical Significance	5
1.5 Writing Systematical.....	5
CHAPTER II LITERATURE REVIEW	6
2.1 Destination Branding	6
2.2 Destination Image	7
2.2.1 Cognitive image.....	8
2.2.2 Affective image	9
2.3 The Role of Web Travel Blogs	10
2.4 The Conceptual Framework.....	11
CHAPTER III METHODOLOGY	14
3.1 Methodology	14
3.2 Object of Study	15
3.3 Data Source and Data Collection Technique	15
3.3.1 Data Source.....	15
3.3.2 Data Collection Technique	15

3.4 Analysis Data Technique	16
3.5 Conceptual and Operationalization	18
CHAPTER IV FINDINGS AND DISCUSSION	20
4.1 Blogger Profiles	20
4.2 Findings.....	21
4.2.1 Destination Image Components of Jakarta as Tourism Destination.....	22
4.2.2 Positive and Negative Images of Jakarta as Tourism Destination.....	27
4.3 Discussion	39
4.3.1 Discussion on Jakarta’s Image Components	39
4.3.2 Discussion on Potential Image Traits to be Leveraged as Jakarta’s Tourism Assets	40
CHAPTER V CONCLUSION AND RECOMMENDATION	42
5.1 Conclusion	42
5.2 Recommendation.....	42
5.2.1 Theoretical Recommendation	42
5.2.2 Practical Recommendation	43
BIBLIOGRAPHY	44

LIST OF FIGURES

Figure 1.1 Jakarta City Brand ‘Enjoy Jakarta’ Logo	2
Figure 2.1 Conceptual Framework.....	13
Figure 4.1 Distribution of Positive and Negative Reviews	28
Figure 4.2 Auto Code Sentiment Results on Infrastructure and Socioeconomic Environment	29
Figure 4.3 Auto Code Sentiment Results on Atmosphere	31
Figure 4.4 Auto Code Sentiment Results on Natural Environment	32
Figure 4.5 Auto Code Sentiment Results on Cultural Environment	33
Figure 4.6 Auto Code Sentiment Results on Arousing Destination	36
Figure 4.7 Auto Code Sentiment Results on Exciting Destination	37
Figure 4.8 Auto Code Sentiment Results on Pleasant Destinatiom	38
Figure 4.9 Image Elements of Jakarta.....	41

LIST OF TABLES

Table 3.1 Travel Blogs Analyzed in This Study 17

Table 3.2 Operasionalization of Destination Image..... 19

Table 4.1 Blogger Profiles 20

Table 4.2 Word Frequency Analysis..... 21

Table 4.3 Summary of Number of References per Destination Image
 Component 23

Table 4.4 Number of References for Cognitive Image 23

Table 4.5 Number of References for Affective Image..... 26

Table 4.6 Auto Code Sentiment Results on Cognitive Elements..... 28

Table 4.7 Auto Code Sentiment Results on Affective Elements 35

LIST OF ATTACHMENTS

Attachment 1 – Blog Script..... xii
Attachment 2 – Auto Code Sentiment Results from NVivo xxxiv
Attachment 3 – Visualization of Word Frequency Analysis xxxix