

Domestic Youth Travelers in Bali: Exploring Social Media's Role in Self Congruity and Intention to Revisit

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Abstract. The behavior of domestic tourists, especially the younger generation, is crucial in driving the tourism industry which had been silent during the pandemic. The importance of a deeper understanding of the behavior of youth travelers, especially in the use of social media, is the main focus of this study. Youth travelers are very aware with self-congruity of their chosen destination. The intention to revisit is an important factor in sustainable destination development. The purposes of this research are to find out the typology of youth travelers, find out the influence of social media usage intensity on youth travel self-congruity and their intention to revisit Bali. Structural Equation Modeling (SEM) was conducted as the analysis technique in this research. The results of this study are that the intensity of social media usage has a positive and significant influence on the intention to revisit among young tourists in Bali by 39.3%, while self-congruity is positively and significantly influenced by 29.2% by the intensity of social media usage.

Keywords: Youth Travel, Social Media Usage, Intention to Revisit, Self Congruity

Introduction

This research is based on a deep understanding of the central role of tourists in tourism activities. Tourists are not only the main participants in this activity, but also have a key role in determining the dynamics and development of the tourism industry. With the emergence of a young generation of tourists as leaders in global tourism and technological advances leading to the digital era, there has been a significant change in travel behavior. The digitization phase, which involves the use of social media, has penetrated almost all aspects of life, including tourism activities. The major role of social media in the travel phase, especially for the younger generation, encourages the need for a deeper understanding of the behavior of young tourists in using social media.

The study of tourist behavior is essential for tourism product marketers. Mowen (1995) stated that understanding consumer behavior provides significant benefits, such as assisting managers in decision making, providing basic knowledge to marketing researchers, supporting legislators and regulators in designing laws, and assisting consumers in making better purchasing decisions. Understanding consumer behavior is key for companies, especially in designing products and services that suit consumer needs and tastes.

The main market for Bali tourism was previously dominated by foreign tourists, but the COVID-19 pandemic changed this dynamic with the emergence of awareness of the potential of domestic tourists as a mainstay of Bali tourism. The behavior of domestic tourists, especially the younger generation, is crucial in driving the tourism industry which had been silent during the pandemic. The pandemic has also brought significant changes in travel trends, especially the increasing interest in nature tourism among domestic tourists.

BPS statistical data of 2020 shows that generations X, Y, and Z dominate tourism in Indonesia, with domestic tourists visiting Bali mostly in the 25-34 age range, which are millennials and Z generations. The phenomenon of young tourists as leaders of tourism is not

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only in Indonesia but also globally, 23% of the one billion international tourists traveling around the world are generations Y and Z. The great potential of domestic youth travelers as a tourism market must receive serious attention from Bali tourism stakeholders. The importance of a deeper understanding of the behavior of youth travelers, especially in the use of social media, is the main focus of this study. The role of social media in the tourism activities of young domestic tourists in the digital era is very important. Social media is always used in every phase of tourism. Whether in the initial phase (pre-travel) (Azman, 2018), the travel phase (during travel) (Zavodna & Prospisil, 2018); Haddouche and Salomone (2018), in the post-travel phase (post-travel). Even research on the use of social media by young tourists in three phases of travel has been widely conducted (Damanik, et al., 2021; Sujibto et al., 2020). The role of social media is becoming increasingly important because the main market for world tourism, even Indonesia, is currently the young generation (youth travelers) who are very close to technology (digital native).

The high number of social media users in Indonesia makes the role of social media increasingly important in life, especially for young people. Based on data collected by We Are Social (2023), there are 167 million people as active social media users in Indonesia, this is equivalent to 60.4% of the Indonesian population. In addition to the large number, still based on data from We Are Social (2023), the duration of social media use reaches 2.5 hours per day. This certainly has an impact on human behavior, including behavior in traveling.

The use of social media is known to influence tourist behavior at every stage of travel, especially in the post-travel phase. Based on previous research, the intention of tourists to revisit a tourist destination can be influenced by the use of social media (Azhar et al., 2023; Mittal et al., 2021). In addition to being influenced by the use of social media, another variable that influences the intention to revisit is self-congruity. A consumer tends to choose a product that has high self-congruity with their self-image (Sirgy, 1982) this also applies among tourists (Sirgy & Su, 2000). Research on self-congruity towards tourist destination selection behavior was first conducted by Sirgy and Su (2000), which in this study found that self-congruity has a positive and significant influence on tourist behavior in the pre-travel phase, namely in choosing the tourist destination to be visited. Therefore, self-congruity can also be one of the variables that can influence tourists in behavior, especially in the post-tourism phase (Kurnia et al., 2022).

Based on the explanation above, it can be seen that the use of social media in tourism activities for domestic youth travelers is very important and the large potential market for domestic youth travelers for Bali as a destination with self-congruity as one of the variables that can influence the intention to revisit youth travelers to a tourist destination is important to analyze further. Research on the influence of social media usage on the behavior of domestic tourists after traveling has been conducted previously by several previous researchers (Elvina & Simajuntak, 2020; Wangka & Krisjanti, 2020), but is still very limited. Due to the very limited studies on the intention to revisit which are related to the use of social media and the self-congruity variable, this study is here to fill the limitations in the field of study.

Through the analysis of the behavior of domestic youth travelers in social media, especially on the influence of social media usage on the intention to revisit through self-congruity, it is hoped that it can help destination managers or Bali tourism stakeholders to increase the participation of youth travel in sharing their travel experiences in Bali on their social media. This is expected to be able to design a more effective marketing strategy through social media, create content in line with the image of youth travel, thereby increasing the intention to revisit youth travel to Bali. This research is expected to provide a significant contribution at the managerial level in the development of the tourism industry in Bali, especially in attracting the interest of domestic youth travelers to revisit Bali.

Methods

This is a quantitative research, which is analyzed by Structural Equation Modeling (SEM). A research concept is created based on the theoretical basis and results of previous research on related topics. The main stages that will be carried out in conducting SEM analysis are as follows (Ginting, 2009):

1. Creating an SEM (Model Specification) model

At this stage, the researcher constructs a research model that refers to previous theories and research, both in the form of equations and diagrams. The diagram contains measurement models and structural models

2. Preparing research design and data collection

After the model is constructed, the assumptions that must be met in SEM, missing data treatment, and supporting data collection will be tested. The number of samples needed is a large number so that it has sufficient data credibility.

3. Model Identification

Model identification is used to test whether the model can be analyzed further. At this stage, the important thing to note is the magnitude of the degree of freedom. If the degree of freedom is positive, the model is said to be over-identified.

4. Testing the Model

After identifying the model, the next stage is testing the measurement model and then continuing with testing the structural model. Through the measurement model test, the strength of the relationship between the indicator and its construct will be obtained. If it has been deemed valid, it will be continued with a structural model test to show the relationship between constructs. Before conducting SEM analysis, the questionnaire was tested for validity and reliability.

The questionnaire assessment is assisted by a linear scale (Likert scale) in each statement submitted, there are 5 alternative answer choices that have a weight of 1 to 5. Based on the weighting, the categories of tourist attitudes can be arranged in Table 1 as follows:

Table 1. Respondents' attitude scale

No	Attitude Scale		Category
	Attitude	Scale	
1.	Strongly Agree	5	4,21 – 5,00
2.	Agree	4	3,41 – 4,20
3.	Quite Agree	3	2,61 – 3,40
4.	Disagree	2	1,81 – 2,60
5.	Strongly Disagree	1	1,00 – 1,80

The distribution location of the questionnaire was carried out at several tourist attractions in Bali based on data on the distribution of photo spot attractions for the young generation while traveling in Bali via Google Analytics (2023), so the distribution location of the questionnaire will be carried out in three districts, including: Badung Regency, Denpasar City and Tabanan Regency. The selection of these locations as locations for distributing the questionnaire was based on the ease of finding research respondents, namely that the tourist attractions are attractions that are widely visited by young domestic tourists and are popular places for taking selfies that are uploaded to social media

The data collected by questionnaire, observation and documentation. The technique for determining tourist samples in this study was carried out purposely to determine the number of research samples using the Slovin formula,

$$n = \frac{N}{1 + N(e)^2}$$

Explanation:

n = Sample size

N = Population size

e = Critical value

$e^2 = 0.1$ (desired error 10% of the highest error limit known);

N = 1,004,125 (Number of domestic tourist visits to Bali via I Gusti Ngurah Rai Airport Jan – June 2022).

Therefore,

$$n = \frac{1.004.125}{1 + 1.004.125(0.1)^2} = 99,99 (100)$$

Based on the formula above, the results were that the total respondents are 100 people.

Results

Typology of Youth Traveler

One of the purposes of this research is to reveal the typology of domestic youth travelers in Bali. Therefore to find out the typologies, a survey method is used in this research. There are three categories on the typologies, first one is about the characteristics, second one is about their travel preferences, and the third one is about their social media usage. The final result of domestic youth travel topology in Bali can be seen in Table 2.

Table 2. Youth Traveler Characteristic, Preferences, and Social Media Usage in Bali

Characteristics	Categories	Percentage
Gender	Male	28%
	Female	72%
Age	28-30 years old	24%
	22-24 years old	21%
	19-21 years old	35%
	16-18 years old	20%
Marital Status	Single	8%
	Married	92%
Education	Senior High School	43%
	Bachelor	40%
	Master	4%
	Diploma	10%
Travel Preferences		
Travel Companion	Traveling Alone	11%
	Couple/ Friends	52%
	Family	39%
	Group Tour	8%
Travel Frequency	First Time	38%
	2-3 times	37%
	4-5 times	9%
	More than 6 times	16%
Travel Purposes	Study Tour	2%

	Vacation	66%
	Education	18%
	Visiting Friends & Relative	7%
	Business	7%
Travel Duration	1-3 days	42%
	4-7 days	35%
	8-14 days	3%
	More than 14 days	20%
Types of Tourist Destinations Visited	Adventure Tourism	3%
	Urban Tourism	10%
	Cultural Tourism	6%
	Natural Tourism	77%
Social Media Usage		
Social Media Platforms Used	X (Twitter)	1%
	Tiktok	49%
	Instagram	39%
Types of Content about Bali Tourist Destinations That Are Popular	Blog Website	6%
	Tourist Attraction Review	40%
	Travel and Itinerary Tips	4%
	Other user personal experience	11%
	Photos and Videos of tourist destinations	45%
Youth Traveler Interaction with Other Users on Social Media During Travel	Give likes to travel content	78%
	Give comments to travel content	2%
	Follow travel accounts	14%
	Share travel contents on social media	6%

Based on gender, the findings show that 72% of participants are male, while 28% are female. Meanwhile, based on age, the findings show quite diverse variations in the age group of youth travelers visiting Bali, namely the 19-21 age group is the most dominant, covering 35% of the total participants. This shows that early young adults are the group that travels the most to Bali. Then, the 28-30 age group also has a significant proportion, namely 24%, followed by the 22-24 age group with 21%. Meanwhile, the 16-18 age group covers 20% of the total participants. This distribution shows that interest and participation in tourism to Bali is evenly distributed among various young age groups. Of the total participants, 92% of them are unmarried, while 8% are married. This proportion shows that the majority of participants in this study are young generation tourists who are not married. This illustrates that young generation tourists who do not yet have family responsibilities tend to travel more to Bali. Based on the last education, youth travel is dominated by respondents whose last education was high school and bachelor's degree, 43% and 40% respectively.

For the preferences of youth travel, youth travel most likely to travel with their partner/ friends showed by 52% respondents choose so. Most of the total respondents are their first time to Bali by 38% and their 2-3 times as well at 37%. Their purpose for choosing Bali as their destination are for vacation or having a holiday with percentage 66%. Most of the respondents have a short period stay in Bali for one until three days (42%) and four to seven days (35%). Bali with its richness of culture Bali with its cultural richness is not necessarily the main attraction for youth travelers, the main attraction is its natural attractions with a percentage of 77%.

This research finds out about the youth traveler's social media usage while staying in Bali. Most of the platforms that they used are Tiktok with 49% and Instagram 39%, this result

means that TikTok and Instagram are the main sources of information used by youth travelers in planning their trips to Bali. For the content they interest most are about attraction reviews (40%) and photos and videos about the attraction (45%). This shows that visualization of tourist destinations through photos and videos is very interesting for youth travelers and helps them in planning their trips. Meanwhile the review provides a clearer and more reliable picture of the experience at the tourist location. Young travelers' interactions on social media are mostly about liking the travel content with 78%. This shows that young generation tourists are very active in showing their appreciation for tourism content that attracts their attention on social media.

Outer Model Test

To find out the influence between variables as formulated, several analyses were carried out. Firstly, it is necessary to do an outer model analysis. The purpose of this analysis is to conduct a validity test using the outer loading value, which is a measure of the correlation between the construct and its forming indicators. In this study, there are three variables with 47 statement indicators that must be tested using the loading factor to determine the feasibility of the research model. If the loading factor value is lower than 0.6 (Ghozali, 2014: 39), this indicates that the indicator does not function properly in the measurement model and must be removed or eliminated from the model. The statement indicators that must come out of the model are in the variable of intensity of social media use with statement indicator codes X5, X7, X8, X12; then, the self-congruity variable with statement indicator code Y1.12; and in the variable of intention to revisit with indicator code Y2.12.

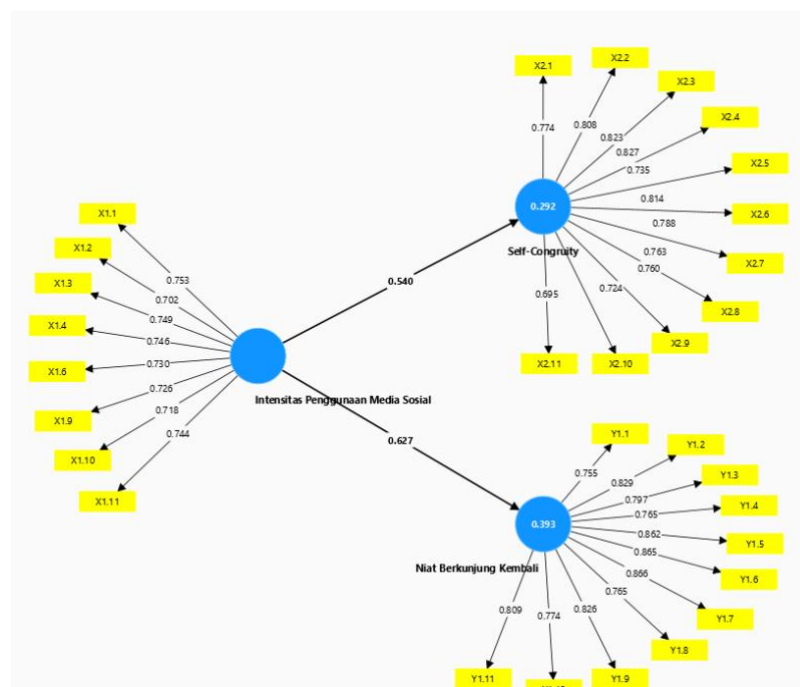


Figure 1. Relationship Between Variables and Indicators

Table 3 shows the results of the Construct Reliability and Validity tests of all variables in this study. The variables are considered valid or feasible if they meet the Average Variance Extracted (AVE) value of 0.50 and good reliability with a Composite Reliability value greater than 0.70. In addition, the Cronbach's Alpha value exceeding 0.70 is also an indicator of qualified reliability, so that this study can be continued to the next testing stage (Ghozali, 2014).

Table 3. Construct Reliability and Validity Results

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Intensity of Social Media Usage	0,878	0,884	0,538
Self-Congruity	0,948	0,949	0,658
Intention to Revisit	0,933	0,935	0,600

Structural Model Test

Structural model testing is carried out using the R square (R^2) value which aims to measure the extent to which independent variables (exogenous) can influence dependent variables (endogenous). This R^2 value is very important in statistical analysis because it provides an overview of the strength of the relationship between variables in the research model. The higher the R^2 value, the greater the proportion of the dependent variable variance that can be explained by the independent variables, thus indicating a better and more accurate model.

Table 4. R-Square Result

Variable	R Square
Intention to Revisit	0,393
<i>Self-Congruity</i>	0,292

Based on the results of the structural model test, the R square (R^2) value shows that the variable intention to revisit has an R Square value of 0.392, so the variable is said to have an influence of 39.3% which can be explained by the variables of the intensity of social media use and self-congruity youth travel in Bali, while the remaining 60.8% is influenced by other variables not tested in this study. The self-congruity variable has an R square value of 0.292, so the variable is said to have an influence of 29.2% which can be explained by the variable of the intensity of social media use by youth travel in, while the remaining 70.8% is influenced by other variables not tested in this study.

After that, the F square test is carried out, the test of the F square (F^2) value aims to assess the influence of the predictor variable on the dependent variable. According to Ghazali (2014: 287), an F^2 value greater than 0.35 indicates that the predictor variable has a strong influence on the dependent variable. Conversely, an F^2 value in the range of 0.15 - 0.34 indicates a moderate influence, and an F^2 value between 0.02 - 0.14 indicates a weak influence. In other words, this test helps measure the extent to which each predictor variable is able to explain the variations that occur in the dependent variable, thus providing a clearer picture of the strength of the relationship between variables in the research model.

Table 5. F Square Test

Variable	Intention to Revisit	<i>Self-Congruity</i>
Intensity of Social Media Usage	0,648	0,412

Based on Table 5, the variable of intensity of social media use has an F square value of 0.648 against the variable of intention to revisit which is included in strong influence category; the variable of intensity of social media use has an F square value of 0.415 against self-congruity which in this case is included in the strong influence category.

The last structural model test is the model fit test. Model fit or goodness of fit testing is used to validate the combined performance of the measurement model (outer model) and the structural model (inner model). One indicator that is often used in this assessment is the Standardized Root Mean Square Residual (SRMR) value. SRMR is a measure of the difference

between observed values and values predicted by the model. According to generally accepted criteria, if the SRMR value is less than 0.08, then the model can be said to have a perfect fit, which means that the model is very good at representing the existing data. Meanwhile, if the SRMR value is less than 0.10, the model can still be said to be fit or meet the criteria required for model validation. Based on the results of the model fit test that can be seen on Table 6, the SRMR value for this research variable is 0.081 so that this model is declared fit because it has an SRMR value of less than 0.10 and the model fit test meets the criteria and is suitable for use.

Table 6. Model Fit Test

Variable	Saturated Model
SRMR	0,081
NFI	0,657

Confirmative Analysis

The following are the results of bootstrapping structural equation models that aim to determine the level of significance or probability of direct effects, indirect effects, and total effects. According to Hair et al. (2018), there are several important values that must be considered in this bootstrapping process. One of them is the t statistic value which is used to test whether the influence of exogenous variables on endogenous variables is significant or not. In addition, the p value is also very important to determine whether the proposed hypothesis is accepted or rejected. Based on the bootstrapping results, each indicator in the variable shows a different influence on the latent variables in this study. According to Ghazali (2014), the outer loading value between a variable and its indicators is considered ideal and valid if it is greater than 0.50 in measuring its construct.

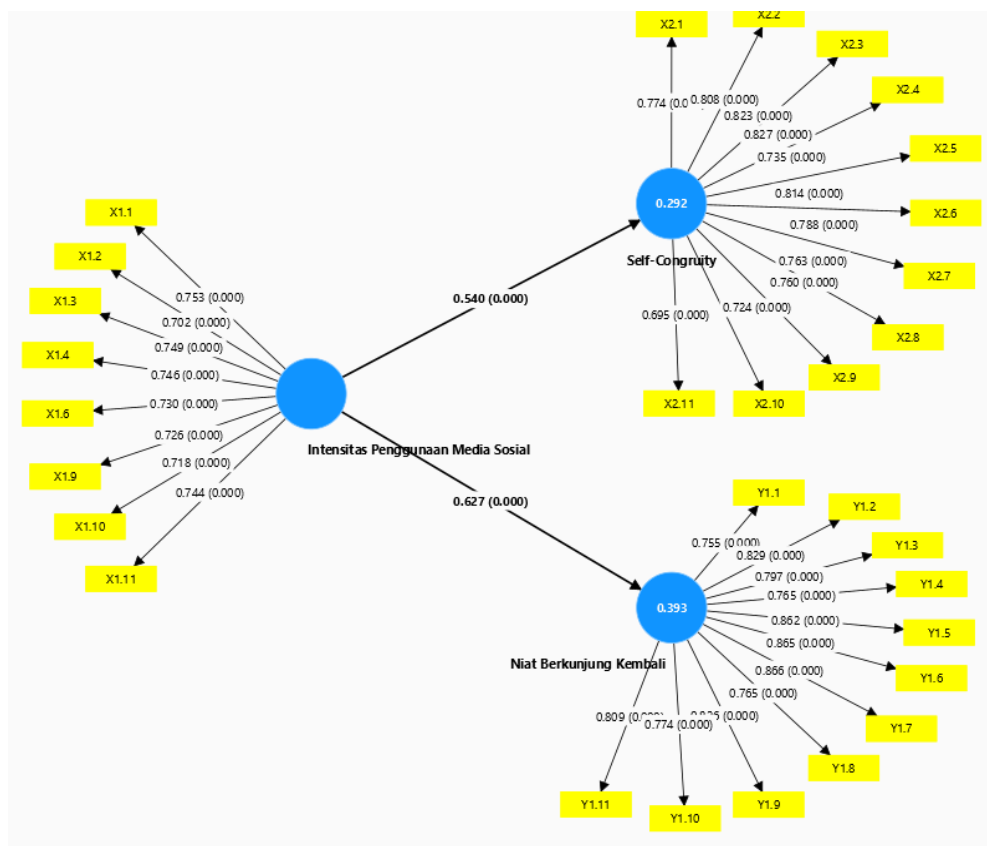


Figure 2. Bootstrapping

According to Ghozali (2016), this model plays an important role in determining how latent variables interact and influence each other in a study. The inner model functions to test hypotheses related to the influence of independent variables (exogenous) on dependent variables (endogenous) in a conceptual framework. Based on the results of the measurement model test on Figure 2, it shows that all indicators forming the variable of social media usage intensity have an outer loading value greater than 0.5 so that the results of the indicator measurement model test on the variable of social media usage intensity play a significant role.

Table 7. Results of the Direct Influence

Relationship Between Variables	Original Sample	Standard Deviation	T-Statistics	P Values	Significance
Intensity of Social Media Usage > Self-Congruity	0,540	0,067	10,888	0,000	** (Significant)
Intensity of Social Media Usage > Intention to revisit	0,627	0,058	8,091	0,000	** (Significant)

Based on Table 7 of the direct influence test between variables, it was found that there were three direct influences and one indirect influence that occurred between the variables of intensity of social media use, self-congruity, and intention to revisit. According to Ghozali (2014), the hypothesis will be accepted if the T Statistic value is greater than 1,96 and the P Value is less than 0,05. If the results of the direct influence test do not meet these requirements, the hypothesis will be rejected. The following is a hypothesis test to determine the presence of direct and indirect influences between the variables used in this study:

1. The Influence of the Intensity of Social Media Use Variable on the Self-Congruity Variable

Ho1: The intensity of social media use does not have a positive effect on the self-congruity of youth travel in Bali

Ha1: The intensity of social media use has a positive effect on the self-congruity of youth travel in Bali.

Based on the first hypothesis test, it can be concluded that the intensity of social media use variable has a positive and significant effect on the self-congruity variable of youth travel in Bali, with an original sample value of 0,540, a T Statistic value of 10,888 greater than the value criteria of 1,96 and a P Value value of 0.000 which is less than the value criteria of 0.05, so in this case, Ho1 is rejected and Ha1 is accepted which states that the intensity of social media use has a positive effect on the self-congruity of youth travel in Bali

2. The Influence of the Variable of Intensity of Social Media Use on the Variable of Intention to Revisit

Ho2: The intensity of social media use does not have a positive effect on the intention to revisit youth travel to Bali.

Ha2: The intensity of social media use has a positive effect on the intention to revisit youth travel to Bali.

Based on the second hypothesis test, it can be concluded that the variable of intensity of social media use has a positive and significant effect on the variable of intention to revisit youth travel to Bali, with an original sample value of 0.627 and a T Statistic value of 8,091 greater than the value criteria of 1.96, and a P Value of 0.000 which is less than the value criteria of 0.05, so in this case, Ho2 is rejected and Ha2 is accepted which states that the intensity of social media use has a positive effect on the intention to revisit youth travel to Bali.

Youth Travel Respondent Response Analysis

The following are the results of the analysis of youth travel respondents' responses to the intensity of using social media while traveling in Bali, which can be explained in the following table:

Table 8. Results of Analysis of Youth Travel Respondents' Responses to the Intensity of Social Media Use in Bali

Code	Indicators	Average value
Intensity of Social Media Usage		
X1	I spend more than 2 hours per day searching for travel information on social media.	3.17
X2	I often use social media when planning travel.	4.25
X3	I regularly view travel content uploaded by other users on social media.	3.59
X.4	I spend quite a long time in one session when browsing social media for travel purposes.	3.52
Frequency of Social Media Usage		
X6	I check my social media accounts several times a day for travel updates.	3.35
Types of Material Viewed or Uploaded on Social Media		
X9	I often watch travel vlog videos on social media.	3.77
X10	I often watch travel vlog videos on social media.	4.07
X11	I like seeing travel stories or highlights on social media.	3.91

Based on the results of the analysis of the responses of young tourists to the intensity of social media use while traveling in Bali, it was found that the questionnaire statement "I often use social media when planning a trip" (X2) received the highest score with an average value of 4.25. This finding shows that social media plays a very important role in the travel planning phase for young tourists. They tend to look for information, recommendations, and inspiration through various social media platforms before deciding on a destination, activity, or even accommodation to choose. The high dependence on social media in this planning process emphasizes how crucial social media is as a source of information trusted by the younger generation. In addition, the high score on this statement also reflects their tendency to rely on the opinions and experiences of others shared on social media, which in turn can influence their decisions on a trip to Bali. However, the lowest score in the results of the response analysis was found in the questionnaire statement, namely "I spend more than 2 hours per day looking for tourist information on social media" (X1) with an average value of 3.17. Although social media is used as a source of information, the duration spent searching for this information is relatively limited. This may indicate that youth travelers are more likely to use social media efficiently and selectively, perhaps due to time constraints or their preference for more concise and to-the-point forms of information. This finding also underscores the importance of providing fast, accurate and easily accessible information on social media platforms to appeal to younger travelers, who may have high expectations for the efficiency and quality of the information they receive during travel planning.

The following are the results of the analysis of youth travel self-congruity respondents' responses to Bali as a tourist destination, which can be explained in the following table:

Table 9. Youth Travel Self-Conscience Respondents' Responses to Bali as a Tourist Destination

Code	Indicators	Average value
<i>Actual Self-Congruity</i>		
Y1.1	Bali is a tourist destination that suits my true personality.	3.94
Y1.2	I feel comfortable traveling in Bali because it suits who I really am.	4.03
Y1.3	I feel that the character of Balinese tourism fits my identity.	3.99
<i>Ideal Self-Congruity</i>		
Y1.4	Bali tourist destinations match my ideal self-image	0,814
Y1.5	The experience of traveling in Bali helped me achieve my dreams.	0,733
X1.6	Bali tourist destinations help me feel closer to my ideal self.	0,807
<i>Social Self Congruity</i>		
Y1.7	I feel that Bali tourist destinations suit my social group.	0,795
Y1.8	Bali tourist destinations reflect the values and norms of my social group.	0,766
Y1.9	I feel like this destination fits the expectations of my social group, as I often see on social media.	0,780
<i>Ideal Social Self Congruity</i>		
Y1.10	I feel that Bali tourist destinations match my ideal social image on social media.	0,743
Y1.11	Visiting this destination helps me build a positive image in the eyes of social media users.	0,718

Based on the analysis of youth travel respondents' responses regarding self-congruity towards Bali as a destination, the highest score was in the questionnaire statement item "I feel comfortable traveling in Bali because it is in accordance with who I really am" (Y1..2), with a score of 4.03. Young tourists feel that Bali is able to reflect and support their self-identity. This shows that Bali is not just a tourist destination, but also a place where young tourists feel they can express themselves freely and without pressure. The suitability between the characteristics of the destination and the personal identity of tourists is an important factor in creating a satisfying and memorable travel experience. In this context, Bali has succeeded in meeting the expectations of young tourists who are looking for destinations that are not only visually attractive, but also able to align with their personal values and self-image. The lowest score from this analysis was in the statement item "I feel that Bali's tourist destination is in accordance with my social group" (Y1.7) with an average score of 3.67. This indicates that although Bali is generally accepted as a destination that is in accordance with the personal identity of most young tourists, there are some of them who feel that Bali does not fully reflect or support the identity of their social group. This factor may indicate differences in perception regarding the suitability of Bali as an inclusive destination for various social groups.

Table 10. Youth Travel Respondents' Responses to Intention to Revisiting Bali

Code	Indicator	Average Value
<i>The Willingness to Revisit</i>		
Y2.1	I intend to visit Bali again because I feel that the tourist destination suits my true personality.	3.94
Y2.2	Through social media, I feel that Bali reflects a tourist destination that can build my spirit and motivate myself better in the future, so I want to visit it again.	4.03
Y2.3	I often discuss tourist destinations in Bali with my friends because I feel that these destinations suit my social group, as shown on social media.	3.99
Y2.4	Through social media, I feel that Bali tourist destinations reflect how I want to be seen by others, so I intend to visit them again.	3.79
<i>Recommend It to Others</i>		
Y2.5	I recommend Bali as a tourist destination to my friends and family because it fits my true personality, as uploaded by users on social media.	3.8
Y2.6	Social media helped me see that Bali destinations fit how I want to see myself, so I feel confident recommending them.	3.7
Y2.7	I recommend this tourist destination to others because I feel that the destination in Bali suits my social group.	3.67
Y2.8	I recommend Bali as a suitable tourist destination for the younger generation on social media.	3.87
<i>Word of Mouth</i>		
Y2.9	I recommend Bali as a tourist destination to my friends and family because it fits my true personality, as uploaded by users on social media.	3.84
Y2.10	Social media helped me see that the destination in Bali fits how I want to see myself, so I am confident in recommending it.	3.74
Y2.11	I recommend this travel destination to others because I feel that the destination in Bali fits my social group.	3.81

Based on the results of the analysis of youth travel respondents' responses to the interest in revisiting Bali, it shows that the statement item "Through social media, I feel that Bali reflects a tourist destination that can build my spirit and motivation to be better in the future, so I want to visit it again" (Y2.2) received the highest score from the results of this analysis, with an average value of 4.03. This finding shows that Bali has a strong appeal for young tourists, especially in terms of providing motivating and inspiring experiences. Social media plays an important role in strengthening this positive perception, making Bali not only an attractive tourist destination, but also a place that can provide significant emotional support. This tendency reflects how the interaction between social media and destination perception can encourage interest in repeat visits, especially among the younger generation who are heavily influenced by digital content. Although this factor received the highest score, there was a statement item that had the lowest score from the results of this response analysis, namely the statement item "I recommend this tourist destination to others because I feel that the destination in Bali is in accordance with my social group" (Y2.7) with an average value of 3.67. This score indicates that while Bali as a whole has strong attractions that can motivate tourists to return,

there is some doubt among respondents about how Bali fits with their social group identity. This suggests a potential gap between individuals' perceptions of Bali as an inspiring destination and their perceptions of how Bali fits with their social group values.

Discussion

The Youth Traveler Typologies

Based on the results of research on the typology of social media use by young tourists visiting Bali, there are several typologies of preferences and diverse behaviors in the use of social media while traveling in Bali. First, in terms of social media platforms used to search for information related to travel, TikTok emerged as the main choice among young tourists. TikTok's popularity among young users can be explained by the platform's ability to present easily accessible and quickly consumed content, especially through short videos that are informative and entertaining. The content presented on TikTok allows users to get a brief but comprehensive overview of various tourist destinations in Bali, making it easier for them to plan their trips.

The speed and strong visualization of TikTok content provide their own appeal, making it a very effective tool in attracting the attention of young tourists (Arya et al., 2022). In addition, TikTok has a sophisticated algorithm based on user interests, so that content that is relevant to individual preferences appears more often in their feeds. This allows young tourists to find travel inspiration that suits their desires, be it natural, cultural, culinary, or adventure tourist destinations. TikTok also encourages interaction through comment, "like" and sharing features, allowing tourists to communicate and share experiences with other users who share similar interests (Fadhilah & Saputra, 2021). The content generated by these users often goes viral, thus not only becoming a source of information but also promoting Bali as a tourist destination among the younger generation. TikTok, with its large and dynamic community, has become an important platform in the modern tourism ecosystem, where travel decisions are often influenced by social trends and viral content on social media (Aryawati, 2020).

In the context of social interaction on social media platforms, young generation travelers show active and diverse involvement in sharing and responding to tourism content. One of the most common forms of interaction is giving "Likes" to tourism content they find on social media. The act of giving "Likes" not only reflects appreciation or interest in the content, but is also an important indicator of the popularity and relevance of the content in the eyes of other users. The more "Likes" a content receives, the more likely it is to gain wider attention, both among users of the platform itself and in the larger tourism community. Interactions with these characteristics play an important role in social media algorithms, where the number of "Likes" can influence how widely the content will be spread and seen by other users. These algorithms work to display the most interesting content at the top of a user's feed, so content that receives a lot of "Likes" is more likely to be seen by a larger audience. This creates a positive feedback loop that reinforces the popularity of certain content, which in turn can influence the preferences and travel decisions of other travelers (Roostika & Yumna, 2023). In addition to "Liking", other forms of interaction such as sharing content are also very significant. When young travelers share content they find interesting, they not only extend the reach of that content, but also add a layer of personalization that makes the content more relevant to the recipient. Sharing content allows them to communicate their interests, inspirations, and personal recommendations to their network, which can build a sense of connection and trust among the traveler community.

Following accounts that focus on travel content is also a form of interaction that shows a high level of engagement from young travelers. By following these accounts, they are actively seeking travel inspiration, tips, and recommendations that they find useful. These accounts are

often the source of information that young travelers rely on to plan their trips, whether through photos of destinations, reviews of places, or travel guides that are posted regularly. Interactions on social media such as sharing experiences, photos, and videos, responding to comments, and following tourism accounts are very important in spreading information about destinations and arousing the interest of potential tourists to visit the destination (Elvina & Simanjuntak, 2020). As such, the content on social media becomes an information platform that can increase the credibility and trust of potential tourists in the information that tourists obtain.

Overall, the preferences and behavior of young travelers in using social media reflect changes in the way they access information and interact with the world around them. Platforms like TikTok, visual content like photos and videos, and social interactions like “Liking” all show how technology and social media have become an integral part of young travelers’ experiences in planning, experiencing, and sharing their travels. This provides a deeper understanding of the needs and wants of the younger generation in the context of tourism, and how the tourism industry can adapt their marketing strategies to meet the evolving expectations of the digital age.

The Influence of Social Media Usage Intensity on Youth Travelers' Revisit Intention to Bali

Based on the results of the structural equation modeling (SEM) analysis, the first hypothesis in this study shows that there is an influence of the intensity of social media use on the intention to revisit youth travel to Bali. This is in line with previous studies by Agustini et al. (2022), which explain that social media is an information platform that can be accessed instantly, social media platforms such as TikTok, Instagram, and YouTube have become the main tools for young tourists to find, plan, and share their travel experiences. Not only as a source of inspiration, social media also functions as an evaluation tool where users can see reviews, recommendations, and testimonials from fellow tourists, all of which contribute to their final decision in choosing a tourist destination.

This finding is in line with the respondents' responses, which show that the statement "I often use social media when planning a trip" scored the highest. This indicates that social media has become a crucial component in the travel planning process for young travelers. Travelers not only use social media as a source of information, but also as a primary tool in planning every aspect of their trip, from choosing a destination to activities to do. In this context, platforms such as TikTok, Instagram, and YouTube play an important role in providing rich and easily accessible visual content, which ultimately helps young travelers make better and more informed decisions about their trip to Bali. Content such as short videos, photos, reviews, and recommendations from fellow users provide valuable insights for prospective travelers. This not only helps young travelers plan a trip that suits their personal preferences but also strengthens their intention to choose Bali as a tourist destination.

Respondents who frequently use social media when planning their trips are likely to be influenced by the speed and ease of access to information offered by these platforms. They can quickly find inspiration, view destination reviews, compare options, and ultimately make more confident decisions. Social media allows them to virtually explore Bali before they actually arrive there, creating strong expectations and anticipation. All of this contributes to the formation of revisit intentions, due to the positive experiences they expect from the results of careful planning through social media. Therefore, the link between the intensity of social media use and revisit intentions is very relevant. In other words, the more often young travelers use social media in planning their trips, the more likely they are to feel connected to Bali and want to return for more of the experiences they have carefully planned. This shows how important the role of social media is in shaping perceptions, decisions, and ultimately creating loyalty for young travelers towards tourist destinations such as Bali.

The Influence of Social Media Usage Intensity on Youth Travel Self-Congruity in Bali

Based on the results of the structural equation modeling (SEM) analysis, the second hypothesis in this study shows that there is an influence of the intensity of social media use on youth travel self-congruity towards Bali as a tourist destination. This is related to a previous study by Damanik et al. (2023), which stated that generation Z shares more of their travel experiences as a form of self-congruence in order to gain public recognition. Social media has become the main platform for young tourists to shape and articulate their identity. Self-congruity, or the fit between an individual's self-image and the destination image, plays an important role in how young tourists view Bali and how they interact with Bali-related content on social media.

Young travelers tend to use social media not only to seek information and inspiration, but also to create their own personal narratives. They project a self-image that fits their lifestyle and aspirations through the content they share. In this context, Bali as a tourist destination offers elements that are very much in line with the identity and values held by the younger generation, such as freedom, adventure, and natural beauty. The content they produce and share on social media, such as photos of beautiful beaches, spiritual experiences, or nature tourism, often reflects their desire to be seen as authentic, dynamic, and connected to their surroundings. This study also supports the findings of Nurdianisa et al. (2018), which state that the main motivation for young travelers in sharing travel experiences on social media is often related to selfish reasons, such as documenting memories and highlighting personal identity. By using social media as a tool to document and showcase their experiences in Bali, young travelers not only build and strengthen self-congruity, but also influence how others see and judge them.

In addition, the high intensity of social media usage allows young tourists to stay connected with Bali, even after they leave the island. They can continue to access and share Bali-related content, which in turn strengthens their self-congruity with the destination. Social media provides a space for young tourists to relive their beautiful moments in Bali through various posts, stories, and videos uploaded after their trip to Bali. In addition, interacting with content about Bali, whether by "liking", commenting, or re-sharing - they indirectly strengthen their identity related to Bali, making the island an integral part of their self-image. The more often they engage in tourism activities, the stronger their emotional bond with Bali, which can lead to the intention to revisit the destination in the future. Thus, the influence of the intensity of social media usage on self-congruity cannot be ignored in understanding the dynamics of young tourists' behavior. Social media is not only a platform for sharing information, but also a powerful tool in forming identity and emotional attachment to tourist destinations such as Bali.

Conclusion

Based on the discussion above, it can be concluded that the characteristics of most youth travelers in Bali are men aged 19-21 years with a high school education as their last education background. Most youth travelers who come to Bali choose to vacation with friends or partners. They go to Bali with the aim of a short vacation of 1-3 days. The main attraction of Bali for them is its natural resources. While on vacation in Bali, the most frequently used social media is TikTok. Their favorite content is photos and videos about tourist attractions in Bali. They tend to interact with other social media users in the form of liking content about tourism in Bali.

The intensity of social media use variable has a positive and significant effect on the self-congruity variable of youth travel in Bali with percentage 29.2%. Youth travelers tend to use social media not only to seek information and inspiration, but also to create their own personal narratives. They project a self-image that fits their lifestyle and aspirations through the content they share. In this context, Bali as a tourist destination offers elements that are very much in

line with the identity and values held by the younger generation, such as freedom, adventure, and natural beauty. By using social media as a tool to document and showcase their experiences in Bali, young travelers not only build and strengthen self-congruity, but also influence how others see and judge them. The high intensity of social media usage allows young tourists to stay connected with Bali, even after they leave the island. They can continue to access and share Bali-related content, which in turn strengthens their self-congruity with the destination.

There is a positive and significant influence of the intensity of social media use on the intention to revisit youth travel to Bali by 39.3%. as well. Youth travelers not only use social media as a source of information, but also as a primary tool in planning every aspect of their trip, from choosing a destination to activities to do. In this context, platforms such as TikTok, Instagram, and YouTube play an important role in providing rich and easily accessible visual content, which ultimately helps young travelers make better and more informed decisions about their trip to Bali. Content such as short videos, photos, reviews, and recommendations from fellow users provide valuable insights for prospective travelers. This not only helps young travelers plan a trip that suits their personal preferences but also strengthens their intention to choose Bali as a tourist destination.

Funding

This research is supported by the Outstanding Research of Study Program Udayana University.

Acknowledgement

We would like to thank their colleague for their contribution and support to the research. We are also thankful to all the reviewers who gave their valuable inputs to the manuscript and helped in completing the paper.

Conflict of Interest

The authors have no conflict of interest to declare.

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