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Preferences of Generation Z Tourists at Selfie-Worthy Tourist Attractions in Jakarta

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Abstract. This research aims to understand how Generation Z engages in selfie activities at various tourist attractions in the city of Jakarta. The literature review method was employed by comparing various journals to identify key findings and applying them in the context of selfie-worthy tourist attractions in Jakarta. As a dynamic capital city, Jakarta captures the attention of Generation Z, who actively indulge in selfie activities at various locations and share them on social media. The research results indicate that selfie-worthy tourist attractions in Jakarta are influenced by Electronic Word of Mouth (E-WOM), which also contributes to the intention of returning visits. The utilization of natural potential, community participation, and the role of local government also have a significant impact on managing selfie destination spots. This study provides in-depth insights into the preferences of Generation Z tourists and integrates findings with the research on Bukit Mahoni, reinforcing the understanding of harnessing natural potential in tourism destination development. The main conclusion is that a solid understanding of Selfie Tourism trends and their application can help Jakarta build successful selfie destinations, attract Generation Z's attention, and enhance its competitiveness in the tourism industry.

Keywords: Gen Z, digital platform, social media, tourist preferences, revisit intention, Selfie Tourist attraction

Introduction

In the era of advancing digital technology, Generation Z (Gen Z) has significantly transformed the tourism paradigm. The phenomenon of self-photography or selfies has become an integral part of the Gen Z lifestyle, exerting a considerable impact on their travel preferences. Jakarta, as a dynamic and modern capital city, offers a variety of tourist attractions that capture the attention of this generation. Understanding Generation Z's preferences regarding selfie-worthy tourist attractions in Jakarta is crucial for maximizing their experience and developing relevant destinations.

Generation Z refers to individuals born in the decade following the widespread use of the World Wide Web, from the mid-1990s to the early 2000s. Most of them are the children of Gen X, although some may be descendants of Baby Boomers born later. While Generation Y and Generation Z often share many characteristics, such as technological proficiency and comfort with the global world, Generation Z likely exhibits significant consumer differences from Generation Y due to their experiences during the economic recession. Four consumer trends that may characterize Generation Z involve a focus on innovation, insistence on convenience, a fundamental desire for security, and a tendency toward escapism (Wood, 2019).

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The importance of understanding the role of technology and social media in promoting tourist attractions in Jakarta to Generation Z must be addressed. Their active participation in digital platforms creates the potential for virality as a force capable of significantly increasing the visibility of tourist destinations among this generation. The appeal of this viral potential becomes a primary driver in the growth of Jakarta's tourism industry. With Generation Z's tendency to share experiences online, the tourism sector can leverage this as an opportunity to expand its market share.

The term "selfie" experienced a drastic increase of 17,000% between 2012 and 2013. Millions worldwide, including politicians (such as Jokowi, Obama, and Putin), celebrities, musicians, athletes, and even astronauts, take selfies daily. However, research connecting selfies with tourism still needs to be completed. Most studies related to selfies focus more on the nature of social media usage (Cisek et al., 2014). Rooney (2019) found that levels of narcissism and psychopathy can predict how much people post selfie photos.

The development of technology and social media opens new opportunities to promote Jakarta's tourist attractions to Generation Z. Their engagement in digital platforms creates the potential for virality as an effective tool to increase the visibility of tourist destinations among this generation and drive the growth of the tourism industry. In this context, marketing strategies focusing on digital interaction and content sharing are vital to attracting Generation Z's attention and interest in tourist attractions in Jakarta.

Furthermore, the development of technology and social media has opened new opportunities to promote Jakarta's tourist attractions to Generation Z. Their engagement in digital platforms enables the potential for virality, which can be an effective tool for increasing the visibility of tourist destinations among this generation and driving the growth of the tourism industry. Therefore, this study will further analyze Generation Z's preferences for selfie-worthy tourist attractions in Jakarta.

Research Method

This research will employ a qualitative approach with a literature review method. The study focuses on exploring Generation Z tourists' preferences regarding selfie-worthy tourist attractions in Jakarta. The steps involve identifying the research topic, collecting data from various sources, analyzing literature to identify key findings, developing a conceptual framework, and drawing conclusions. With this approach, the research aims to provide in-depth insights into Generation Z's preferences regarding selfie-worthy tourist attractions in Jakarta based on information from relevant literature.

Results and Discussion

In developing tourism in Jakarta, the potential of selfie-worthy destinations attracts millennials' interest. As a cosmopolitan center, Jakarta can leverage attractive photo spots such as murals and city landmarks to capture the attention of millennials who enjoy sharing on social media. The role of the local government is crucial in managing and developing these destinations. Improving public facilities, cleanliness, and security are crucial factors. Social media-based marketing strategies and in-depth analysis of urban tourists' preferences are needed. Adding new attractions, such as playgrounds and cultural events, can enhance the appeal of selfie destinations in Jakarta. With these steps, Jakarta can build selfie-worthy destinations in line with millennial tastes.

A literature study by Rosalina et al. (2019) on "Millennial Tourist Preferences in Bali" found that the majority of tourists were driven by Fantasy Motivation (50%) in Selfie-Worthy Tourist Destinations (DTW). While satisfied, attention to cleanliness and public facilities is necessary. Suggestions include adding tourist attractions. In Jakarta's tourism context, selfie-worthy destinations attract millennials' interest. The local government needs to improve

facilities, cleanliness, and security. Social media-based marketing strategies and analysis of urban tourist preferences are required. Adding new attractions, such as playgrounds, can enhance the appeal of selfie destinations in Jakarta according to millennial tastes.

Jakarta, a dynamic metropolis, offers attractive selfie destinations for social media enthusiasts. The Museum Macan, with contemporary art, and Jakarta Old Town, with colonial architecture, provide a creative background and vintage atmosphere. The National Monument (Monas) and Beautiful Indonesia Miniature Park (TMII) offer beautiful views and cultural miniatures that are perfect for capturing. With street art and urban vibes, Graha Bhakti Budaya and Pasar Santa become artistic and creative places for selfies. From the center to the outskirts, Jakarta provides a variety of selfie spots that reflect its cultural richness and creativity.

In addition to the mentioned selfie destinations, Jakarta also offers the beauty of urban nature that can be captured. Ancol Dreamland, with its beach and amusement park, is an example. Not to be forgotten, modern areas like the Sudirman Central Business District (SCBD), with its magnificent skyscrapers and luxury shopping centers in the surrounding area, have become a unique attraction for urban selfie enthusiasts. With the diversity of these attractions, Jakarta becomes a paradise for seekers of diverse selfie experiences at every corner.

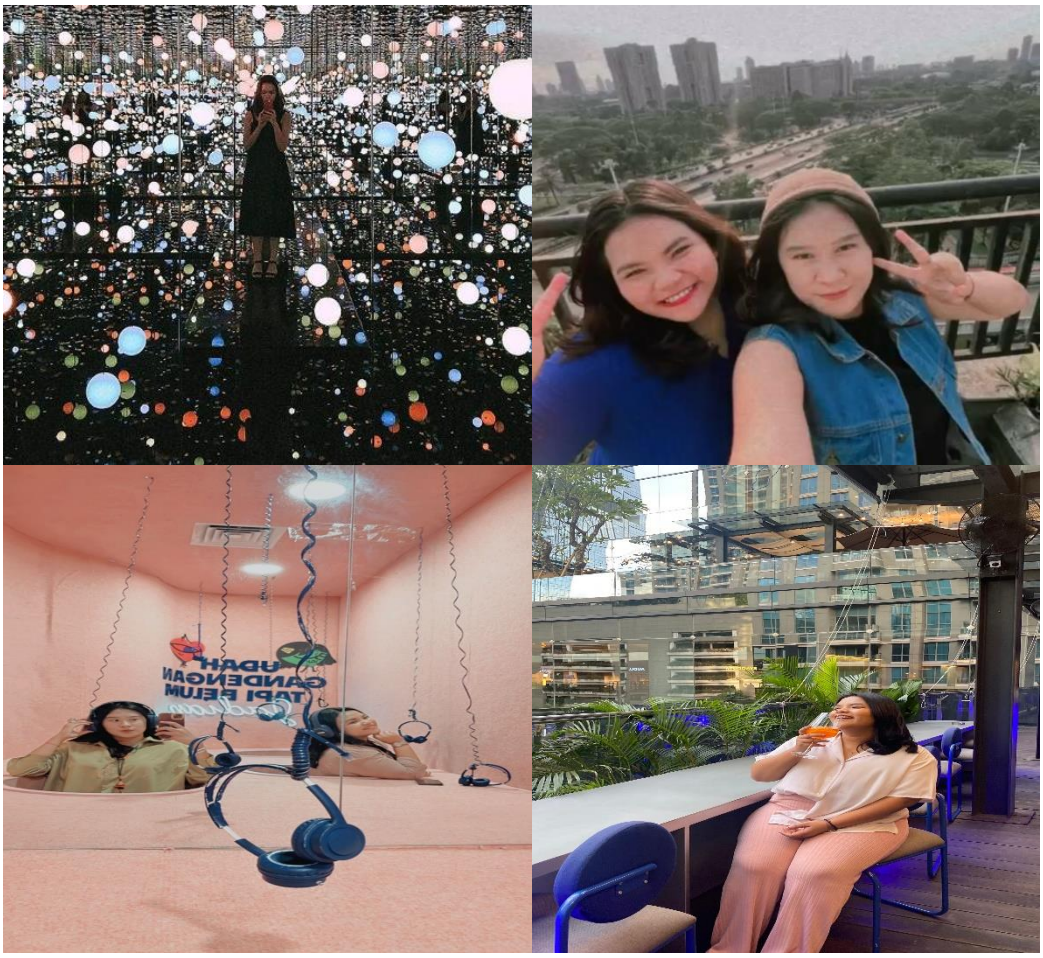

Figure 1. Spot tourism at Jakarta
Source: Researcher Documentation, 2023

In developing tourism in Jakarta, selfie-worthy destinations have captured millennials' interest due to their potential. As a cosmopolitan center, Jakarta can leverage attractive photo spots such as murals and city landmarks to attract millennials who enjoy sharing on social media. The role of the local government is crucial in managing and developing these

destinations with improvements in public facilities, cleanliness, and security. Social media-based marketing strategies and in-depth analysis of urban tourists' preferences are required. Adding new attractions, such as playgrounds and cultural events, can enhance the appeal of selfie destinations in Jakarta. With these steps, Jakarta can build selfie-worthy destinations that align with millennial tastes.

The literature study by Rosalina et al. (2019) on "Millennial Tourist Preferences in Bali" revealed that the majority of tourists were driven by Fantasy Motivation (50%) in Selfie-Worthy Tourist Destinations (DTW). Suggestions included increased attention to cleanliness and public facilities. This research provides additional insights, particularly in the context of tourism in Jakarta, where selfie-worthy destinations attract millennials' interest. The local government needs to improve facilities, cleanliness, and security while employing social media-based marketing strategies and analyzing the preferences of urban tourists.

In the context of selfie-worthy destinations in Jakarta, as a dynamic metropolis, the city provides various attractive spots for social media enthusiasts. The Museum Macan and Jakarta Old Town offer a creative background and a vintage atmosphere. The National Monument (Monas) and Beautiful Indonesia Miniature Park (TMII) provide beautiful views and cultural miniatures that are perfect for capturing. Graha Bhakti Budaya and Pasar Santa become artistic and creative places for selfies. Jakarta showcases its cultural richness and creativity from the center to the outskirts through various selfie spots.

The research by Trinanda and Sari (2019) reveals the connection between selfie behavior in tourism situations and destination management, an aspect rarely explored before. Research on selfie behavior focuses on psychological aspects of analyzing human behavior. The main goal of this research is to assess the impact of the Selfie Tourism phenomenon (selfies in the context of tourism) on Electronic Word of Mouth (E-WOM), the impact of Selfie Tourism on Revisit Intention, and the impact of E-WOM on Revisit Intention. The research sample consists of 452 randomly selected respondents, involving foreign and domestic tourists visiting tourist sites in West Sumatra for the first time. The research findings indicate that all relationships between variables have a significant favorable influence. Selfie Tourism positively influences E-WOM, indicating that selfie behavior can be a factor in spreading information through various social media platforms.

Furthermore, Selfie Tourism also contributes positively to Revisit Intention, indicating that tourists who actively take photos at tourist locations tend to desire to revisit those places. Additionally, E-WOM has also proven to positively impact Revisit Intention, indicating that electronic interactions among consumers can influence the desire to repeat visits. This research implies that tourism managers need to pay attention to service aspects such as friendliness and cleanliness and create visually attractive locations and tourist attractions that can be shared through social media. By leveraging the Selfie Tourism trend and strengthening Electronic Word of Mouth, tourist destinations can build loyalty and stimulate repeat visits from visitors.

The research on the Preferences of Generation Z Tourists at Selfie-worthy Tourist Attractions in Jakarta continues the exploration of Selfie Tourism and destination management. The focus is on comparing the selfie behavior of Generation Z at Jakarta tourist attractions with previous findings in West Sumatra. The main questions include the extent of similarities and differences in selfie behavior, its impact on the Electronic Word of Mouth (E-WOM), and its influence on Revisit Intention. The research findings can provide valuable insights for Jakarta destination managers in leveraging Selfie Tourism and E-WOM to enhance attractiveness, build loyalty, and stimulate the intention to revisit Generation Z tourists. Integrating these findings with previous research will form a comprehensive understanding of the influence of selfie behavior on destination management.

The research on the Preferences of Generation Z Tourists at Selfie-worthy Tourist Attractions in Jakarta expands the understanding of Selfie Tourism. The focus is comparing

Generation Z's selfie behavior in Jakarta with findings in West Sumatra. These findings provide valuable insights for Jakarta destination managers, highlighting the similarities and differences in selfie behavior, its impact on Electronic Word of Mouth (E-WOM), and its influence on Revisit Intention. Integrating these findings with previous research can form a comprehensive understanding of the impact of selfie behavior on destination management.

The research on the Preferences of Generation Z Tourists at Selfie-worthy Tourist Attractions in Jakarta can be associated with the research "Construction Of A Pergola And Flower Garden as a Selfie Spot for Prospective New Tourist Destination Bukit Mahoni, Bangun Rejo, Kutai Kartanegara," conducted by Putra et al. (2022). In the Bukit Mahoni study, the development of new destinations was triggered by natural potential, specifically a hill with Mahoni trees, reflecting the Selfie Tourism trend. The involvement of local tourism-conscious groups demonstrates community participation in destination development. The pergola and flower garden at Bukit Mahoni reflect a strategy to attract visitors through an attractive visual environment, aligning with efforts to enhance selfie attractions in Jakarta with exciting spots such as murals and city landmarks.

The role of the local government, significant in the Bukit Mahoni study, is also relevant in the Preferences of Generation Z Tourists at Selfie-worthy Tourist Attractions in Jakarta. Local governments should focus on improving public facilities, cleanliness, and security in both research contexts. Findings from Bukit Mahoni regarding the benefits of social media can be integrated with social media-based marketing strategies in the Generation Z research in Jakarta. By understanding the Selfie Tourism trend and its application in destinations like Bukit Mahoni, Jakarta can develop selfie-worthy destinations according to Generation Z preferences. Integrating these findings forms a comprehensive foundation for successfully managing tourist destinations. Thus, the research on the Preferences of Generation Z Tourists at Selfie-worthy Tourist Attractions in Jakarta illustrates the importance of understanding the Selfie Tourism trend in managing tourist destinations.

Conclusion

The conclusion of the research on the Preferences of Generation Z Tourists at Selfie-worthy Tourist Attractions in Jakarta and its integration with the study of Bukit Mahoni is that a deep understanding of the Selfie Tourism trend can be a key to success in managing tourist destinations. This study indicates that natural potential, community participation, and the role of local government significantly influence the attractiveness of selfie destinations. Crucial factors such as improving public facilities, cleanliness, and security should be primary concerns to create an appealing environment for Generation Z. Social media-based marketing strategies and adding new attractions are essential steps to meet the preferences of millennial tourists. Integrating these findings forms a comprehensive foundation for optimal destination management, effectively leveraging the potential of Selfie Tourism. Thus, a good understanding of the Selfie Tourism trend and its implementation can help Jakarta build a thriving selfie destination, attract attention, meet the expectations of Generation Z, and enhance its competitiveness in the tourism industry.

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