Approaching New Bali Tourism Through the Uses and Gratification Theory

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Abstract

Objective: The objective of the article is to investigate the impact of digital content containing uses and gratification theory (UGT) on intentions to visit the 5 new Bali tourist destinations in Indonesia and intentions to share experiences at these tourist destinations. The moderating role of destination image is also analyzed. The pusposed of this research is to find out whether digital content containing UGT can increase the intention to visit and the intention to share experiences at a tourist destination and what the role of destination image is in strengthening the influence of this content.

Research Design & Methods: An online survey of 320 respondents who had experience of being exposed to digital content regarding 5 new Balis in Indonesia was used to collect data. Respondents were also confirmed to be those who had come to one of the 5 new Balis. We used Lisrel structural equation modeling version 8.80 to test the relationships between variables

Findings: Digital content containing variables in UGT can influence tourists to have the intention to visit the 5 new Balis in Indonesia. Tourists who visit have the intention to carry out sharing activities on social media owned by tourists. Destination image can also strengthen the influence of searching for information about tourist destinations on the decision to visit tourist destinations.

Implications & Recommendations: Destination Management Organizations (DMO) in producing digital content must ensure that there are four variables in UGT, namely content information, content entertainment, social interaction, and self-expression, in the content so that prospective tourists can make decisions to visit quickly. DMOs must also form a good destination image so that they can strengthen the process of searching for information about tourist destinations on visiting intentions.

Contribution & Value Added: This study provides new insights in creating a digital content marketing effectiveness model that can speed up the decision to visit the 5 new Balis in Indonesia.

Keywords: *Digital content marketing; uses and gratification theory, AISAS MODEL; destination image.*

INTRODUCTION

Bali is well known internationally as the most popular tourist destination. Even though Bali has never carried out tourism promotions in the past. The beauty of Bali was immortalized by painting artists who came to Bali and depicted the beauty of Bali, such

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as Antonio Blanco in the 1930s. Other provinces in Indonesia actually have natural beauty that is no less than Bali. However, the visits are always fewer than visits to Bali. Entering August 2023, visits by foreign tourists in Indonesia will reach 865.81 thousand visits. From this data, the highest number of tourist visits is Ngurah Rai Airport, Bali Province (BPS, 2023). It was also stated in the 2020-2024 National medium-term development plan in Indonesia, that 41 percent of Indonesian tourism still relies on Bali (Indonesia Baik, 2019). Therefore, to introduce the natural beauty and tourism potential in other provinces in Indonesia, the Indonesian government through the Ministry of Tourism and Creative Economy created tourism programs in the form of development and introduction through the promotion of tourist destinations with the new Bali tagline which was launched in 2015. This is carried out to further increase tourist visits to destinations other than Bali Island. The new Bali tagline was chosen because Indonesia has long been identified with the island of Bali. Therefore, in the Wonderful Indonesia program, the term New Bali is used as a figurative form and provides pressure so that the development of ten new tourist areas can match Bali and is expected to be able to create equality and economic growth in the tourism sector, outside the Island of the Gods (DSP, n.d.). The new Bali tourist destinations which is also known as the 5 super priority destinations in Indonesia consist of the Lake Toba, Likupang, Borobudur, Mandalika and Labuan Bajo tourist areas which have the potential to become promising market opportunities (Liputan6.com, 2021, p. 6).

Intensive promotional activities are carried out by the Ministry of Tourism and Creative Economy by implementing the Digital Content Marketing (DCM) concept. The implementation of DCM is in accordance with the dynamics and lifestyle of the community since 2020, which aims to promote tourism activities in 5 New Balis. The Ministry of Tourism and Creative Economy also encourages tourism industry players to market through digital marketing (Pektas & Hassan, 2020). Digital content that uses social media as a link with consumers will attract more attention and generate purchase intentions (Małgorzata Bartosik, 2019). In accordance with the idea that DCM is able to build awareness to obtain products or services that will be visited or consumed (Moslehpour et al., 2020). However, promotions via DCM on websites and various social media have not been able to increase visits to New Bali.

Digital marketing in this research will focus more on the use of digital marketing content to promote new Bali destinations. To understand digital content, the Uses and Gratification Theory (UGT) approach is used, which is a theory for understanding how to communicate the message that the Ministry of Tourism and Creative Economy wants to convey to the audience and knowing the motivation of consumers in watching digital content broadcast using the YouTube channel. The author refers to research that uses UGT, that all shows that have elements of information, entertainment, social interaction and self-expression are based on UGT theory (Bu et al., 2020; Dolan et al., 2016; Froget et al., 2013; Katz et al., 1973; Palos-Sanchez et al., 2021). UGT was first developed from a mass media communication perspective in research on the effectiveness of radio media in the 1940s (Luo, 2002).

Various studies using UGT are useful for understanding consumer motivation and attention in using various media such as radio, TV and electronic bulletins. In particular, UGT attempts to identify individuals in their use of mass media (Katz et al., 1973) and has put forward basic assumptions, namely consumers use mass media because they have internal goals and motivation to satisfy their needs and desires, use of media is based on previous experience, and use of competitive media. with other sources of satisfying needs. Based on these assumptions, (Rubin, 1983) stated that the main goal of UGT is to explain and understand the psychological needs that shape people's reasons for using media and the reasons that motivate them, including identifying positive and negative consequences of media use. Kaye and Johnson (2001), said that Web users are more active in using the Internet, however, from the results of pre-surveys and various previous

studies, consumers access the internet more on social media. Therefore, the most effective theory for studying internet media use is UGT (Ko et al., 2013). This is supported by Ruggiero (2000) that the growth of the internet has strengthened the potential of UGT because the level of interactivity of internet users is higher than traditional media. The public uses the internet because they can directly search for sites to visit (Rayburn, 1996).

The fact that the interactive nature of the web requires high consumer involvement means that UGT can provide a better understanding of consumer electronics according to Eighmey & McCord (1998) (Korgaonkar & Wolin, 1999). Other research has applied UGT theory to determine consumer experiences related to websites (Q. Chen & Wells, 1999; Korgaonkar & Wolin, 1999; Mukherjee & Nath, 2003).

The constructs underlying UGT that can be used to determine consumers' experiences interacting with internet sites are the dimensions of entertainment, information satisfaction, social interaction, and self-expression (Bu et al., 2020; Q. Chen & Wells, 1999; Dolan et al., 2016; Febrian, 2023; Fenech, 1998; Ho & See-To, 2018; Kaur et al., 2020; Ko et al., 2013; Korgaonkar & Wolin, 1999; Rubin, 1983). Furthermore, to measure the effectiveness of digital content containing UGT, one of the models for measuring the effectiveness of digital content, namely the AISAS Model, will be used. A model for measuring advertising effectiveness developed by Dentsu Way (2005) is a marketing communication model between consumers and products or brands. The variables in AISAS are used in research because they accommodate the presence of advertising on the internet and social media by generating the Attention, Interest, Search, Action and share dimensions (Y. L. Chen & Huang, 2011, 2012; Choi et al., 2016; Fannani & Najib, 2020; J. Kitchen et al., 2014; Xue et al., 2021). The AISAS marketing communication theory will be linked to attitude theory (Baah et al., 2020; Qinghao, 2022). The trilogy model of attitudes, also known as the Cognitive-Affective-Conative (CAC) Model by Schiffman and Kanuk (2004), suggests that attitudes are built around three components: cognitive, affective and conative responses. These three components of attitude are very important and must be considered in every attitude measurement.

Consumer attitudes towards a destination are also influenced by various factors. One of them is the destination image or the image of a tourist destination which gives rise to the desire to visit that tourist destination (Mahrinasari & Pandjaitan, 2022). This is in line with research conducted by Moon and Han (2019), which states that destination image is a variable that strengthens consumers' desire to come to tourist destinations. Creating tourist satisfaction and loyalty to a destination (Moon & Han, 2019). Leiper and Carlsen said that interesting experiences experienced by oneself and others about a tourist destination are factors that strengthen the image of the destination, thereby encouraging tourists' desire to come to a destination (Carlsen, 1999).

In other research, namely that conducted by Kozak & Buhalis (2019), it is argued that destinations can be a consumer's perceptual concept that can be interpreted subjectively and that this depends on several factors such as travel experience and purpose of travel to the destination, in addition to psychographic and demographic characteristics. Thus, a destination is the physical space and attractions of a place, and these elements are interpreted and appreciated by tourists in positive or negative ways (Franzen & Bouwman, 2001). In line with that, (Vengesayi, 2003), defines a destination as a combination of two factors, namely attractiveness and competitiveness. The first is seen as the destination's ability to offer benefits and represent an attraction or pull factor for potential visitors, while the second is associated with its ability to provide a better experience than other destinations.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

The theory used in this research is uses and gratification theory where there are 4 variables in the UGT that will be used to measure digital content. These variables are content information, content entertainment, social interaction, and self expression. These four variables can measure the extent to which consumers are willing to access digital content to satisfy their need for digital information media (Bu et al., 2020). To find out what motivation makes consumers want to consume media obtained from internet sites and social media, UGT theory is used (Blumler, 1979; Blumler et al., 1974; Katz et al., 1973; Lim & Ting, 2012; Luo, 2002; Ruggiero, 2000). The use of this theory is motivated by various dimensions and variables as well as internet media used in various research objects. Research that focuses on internet technology which is characterized by the increasing number of social media and website users using UGT by including the dimensions of entertainment, satisfaction with information, social interaction and self-expression in DCM. In various studies DCM is used to find the information needed (Bu et al., 2020; Choi et al., 2016; Ho & See-To, 2018; Lim & Ting, 2012; Palos-Sanchez et al., 2021).

So UGT which contains 4 dimensions of variables in this research will be tested in the tourism industry which focuses on five tourist destinations in Indonesia, namely the development of 5 New Balis in Indonesia using 4 dimensions of UGT namely content information, content entertainment, social interaction and self expression developed by Mom (2020). Thus, I hypothesise:

H1:   Content Information has a positive effect on tourist attention

H2:   Content Entertainment has a positive effect on tourist attention

H3:   Social Interaction   has a positive effect on tourists' attention

H4:   Self-expression has a positive effect on tourists' attention

DCM created by DMOs and users (UGC) which is shared on social media has an effect on society. Fundamental changes can occur in consumers' minds when exposed to DCM information and have the potential to influence consumer decisions (Roma & Aloini, 2019). Content in the form of text, videos and photos regarding the 5 New Balis presented via YouTube videos then spread and was considered more trustworthy than official information provided by the DMO which might be considered biased (Carvão, 2010). Dentsu (2005) in developing the AISAS model states that advertisements displayed using internet platforms and social media will attract attention, make people interested and provoke people to look for information about the advertisement (Abdurrahim, 2019; Y. L. Chen & Huang, 2011). Thus, I hypothesise:

H5:   Tourist attention (ATT) has a positive effect on tourist interest (INT)

In the AISAS Model, it is explained that advertising will attract attention, attract interest and trigger information seeking behavior on the internet or social media from the target market aimed at by products or services produced and advertised via internet and social platforms. media. With this attention or attention, the target market will have initial knowledge about the product or service being advertised (AIDMA, AIDA to AISAS Models in Purchasing Decisions, n.d.). In (Y. L. Chen & Huang, 2011) it is also stated that attention will influence consumers' interest in finding out about the product/service being advertised.Interest is where potential consumers are interested in the product. This interest can occur if consumers feel interested in the information exposed on the website. Search is the third stage. Consumers usually use search engines on the internet. Currently, the most widely used search engine is Google (10 Most Popular Search Engines in the World | IT-Jurnal.Com, n.d.). Thus, I hypothesise:

H6:   Interest has a positive effect on tourists' search behavior

The searching activity carried out before making a decision allows consumers to find as much information as possible. Product reviews, articles on blogs, other websites, mailing lists, and all information will be displayed clearly in search engines, which helps consumers make decisions (Hennig-Thurau et al., 2002, 2004) . Actions are actions taken by consumers to carry out direct interactions between consumers and sales channels, carrying out transactions, delivery, consumption, and after sales service. In one study, it was stated that trust is very important in making people believe or not in an advertised product or service (Ariffin et al., 2018). Other research also states that before making a purchase, consumers must first feel confident and trust the product or service being advertised and then be able to make a purchase. In the context of this research, it is the decision taken by tourists to come to visit a tourist destination after they have confidence in the tourist destination they will visit. This trust includes, is the tourist destination as good and real as seen in the advertisement? (Wang et al., 2014; Wu, 2017).Thus, I hypothesise:

H7:   Searching for information has a positive effect on tourists' intention to revisit.

Travelers love to share their unforgettable experiences on mobile social media. This sharing behavior can stimulate tourists' future holiday intentions (E. Oliveira & Panyik, 2015; T. Oliveira et al., 2020). Tourism practices and decisions to visit a tourist destination are increasingly influenced by the opinions of trusted friends channeled through social media. It is therefore very interesting to explore the role played by tourists and their social media in the context of travel. It is also important to understand the behavior of people generally known as "lurkers", who travel but do not share their experiences with others. Thus, I hypothesise:

H8:   Intention to return to five tourism new Balis in Indonesia has a positive effect on behavioral decisions regarding intention to share on social media.

DCM can form a good destination image, stated in Serna's research. Social networks are a valuable resource for achieving a cognitive understanding of the destination image that visitors interpret at a destination. According to Dickinger's research, DCM can form a perception regarding the image of a tourist destination. DCM contributes to knowledge and understanding of destination image in cognitive, affective and conative or behavioral exposure (Költringer & Dickinger, 2015). Thus, I hypothesise:

H9:   Destination Image strengthens the influence of searching intention on tourists' intention to revisit.
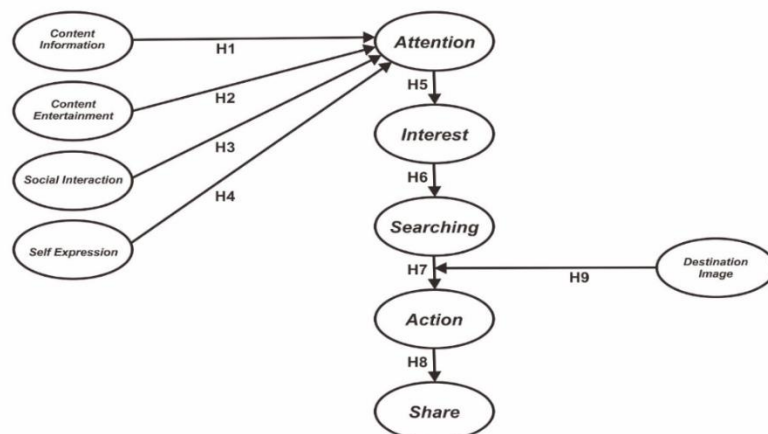
Figur 1 The Theoretical Model

Source: own elaboration.

RESEARCH METHODOLOGY

This research applies quantitative methods using a questionnaire survey distributed to respondents who have visited at least once to one of the five new bali destinations and have been exposed to digital content broadcasts about new bali via youtube channels in 2023 in indonesia. To take samples, i used google form and distributed it via the whatsapp group in collaboration with tour and travel agent organizers to distribute questionnaires. In total, 348 samples were collected, but only 320 samples were used for data analysis. Because it avoids outliers and has a good level of reliability (F. Hair Jr et al., 2014; H. Hair, 2006; J. Hair et al., 2010). To ensure that respondents are aware of the digital content on youtube that will be checked for effectiveness, i provide digital content links to help respondents provide answers.

I analyzed consumer behavior starting from viewing digital content containing ugt and its influence on attention, interest, desire to seek additional information about new bali, intention to come to visit, and then intention to carry out the behavior of sharing experiences on social media owned by tourists.data analysis will use structural equation modeling (sem) using the lisrel 8.8 program. Sem is a statistical model used to explain the relationship between many variables. Sem can be considered a unique combination of two well-known multivariate techniques, namely factor analysis and multiple regression analysis (j.-h. Kim, 2018). The sem work process begins by carrying out validity and reliability tests on each dimension and indicator related to each variable. Validity and reliability tests in the sem model will be carried out using the lisrel program using the confirmatory factor analysis (CFA) measurement model. CFA is based on the understanding that observed variables are imperfect indicators of the underlying latent variables. CFA is one of two main approaches to factor analysis. CFA has two types of constructs, namely 1) unidimensional constructs, where the validity of the construct can be tested using first order confirmatory factor analysis, and 2) multidimensional constructs, where the dimension level is tested using second order confirmatory factor analysis.

Data will be considered valid if the average variance extracted (AVE) value is greater than 0.50 and data will be considered reliable if the construct (composite) reliability (CR) value is greater than 0.70 (Hair et al., 2018; 676). Next, a goodness-of-fit test is carried out to check the extent to which the data fits the model used. Overall Model Fit Analysis is the first stage of the fit test which aims to overall evaluate the degree of fit or Goodness of Fit Index (GOFI). Hair et al. (1998) grouped GOFI into three parts, namely absolute fit measures, incremental fit measures, and parsimonious fit measures. Table 1 displays the demographics of respondents categorized by gender, age, education, access to social media, and the new Bali they have visited.

Table 1. Demographics of the research sample (n = 320

Characteristics	Category	Frequency (People)
Gender	Male	112
	Female	226
Age	21-25	128
	26-30	48
	31-35	34
	>36	128
5 new Balis that have been visited before	Labuan Bajo	92
	Borobudur	220
	Danau Toba	73

	Mandalika	41
	Likupang	24
Monthly expenses	2 - 5 million	134
	6 – 10 million	93
	11 - 15 million	34
	> 15 million	77
Education Level	High School/Diplomas	111
	Bachelor degree	141
	Magister	48
	Postgraduated	38
Frequently accessed digital media	Website	45
	Instagram	169
	YouTube	166
	Facebook	40
	Twitter	26

Source: own elaboration

RESULTS AND DISCUSSION

This research conducts hypothesis testing using the estimation results of a covariance-based structural model, using the maximum likelihood method. Before hypothesis testing is carried out, the structural model must meet certain requirements. These requirements include data normality, compatibility between data and model, validity and reliability of the measurement model, and significance of structural model coefficients.

MEASUREMENT MODEL

The measurement model is analyzed with the aim of finding out whether the construct model or latent variable that has been built based on theory is truly fit or appropriate after being confirmed with empirical data. The lisrel program uses the confirmatory factor analysis (cfa) measurement model to carry out validity test analysis and reliability tests. The use of the cfa measurement model is based on the premise that observed variables are imperfect indicators of certain underlying latent variables.

Below is a table to show the results of the validity and reliability of latent variable constructs based on the first order confirmatory factor analysis process which have the same or almost the same value for building a structural model. Following are the test results;

Table 2. Validity Test and Reliability Test Results

Variabel	SLF > 0,50	Error	CR > 0,70	VE > 0,50	Kesimpulan
DIGITAL CONTENT MARKETING					
Content Information					Reliabel
CI1	0.91	0.18	0,79	0,78	Valid
CI2	0,81	0,35			Valid

Variabel	SLF > 0,50	Error	CR > 0,70	VE > 0,50	Kesimpulan
CI3	0,94	0,12			Valid
Content Entertainment					Reliabel
CE1	0,77	0,41	0,88	0,72	Valid
CE2	0,89	0,13			Valid
CE3	0,83	0,3			Valid
Social Interaction					Reliabel
SI1	0,91	0,17	0,95	0,87	Valid
SI2	0,92	0,16			Valid
SI3	0,75	0,33			Valid
Self Expression					Reliabel
SE1	0,72	0,84	0,93	0,83	Valid
SE2	1,00	0			Valid
SE3	0,99	0,01			Valid
AISAS MODEL					
Attention					Reliabel
ATT1	0,76	0,43	0,76	0,52	Valid
ATT2	0,87	0,25			Valid
ATT3	0,51	0,74			Valid
Interest					Reliabel
INT1	0,76	0,42	0,84	0,65	Valid
INT2	0,94	0,13			Valid
INT3	0,82	0,32			Valid
Searching					Reliabel
SEA1	0,66	0,56	0,84	0,65	Valid
SEA2	0,81	0,34			Valid
SEA3	0,94	0,13			Valid
Action					Reliabel
ACT1	0,83	0,31	0,87	0,70	Valid
ACT2	0,85	0,28			Valid
ACT3	0,84	0,29			Valid
Share					Reliabel
SHA1	1,05	-0,09	0,91	0,79	Valid
SHA2	0,85	0,28			Valid
SHA3	0,75	0,43			Valid
DESTINATION IMAGE			0,91	0,61	Reliabel
DI1	0,87	0,25			Valid

Variabel	SLF > 0,50	Error	CR > 0,70	VE > 0,50	Kesimpulan
DI2	0,93	0,14			Valid
DI3	0,76	0,42			Valid
DI4	0,75	0,43			
DI5	0,85	0,29			

Source: own elaboration

Structural Models

Structural equation modeling is a statistical technique that can be used to build and test structural models. This statistical technique uses a combination of statistical data and qualitative causality assumptions. In the first stage, first order confirmatory factor analysis (1st CFA) was carried out and it resulted in unidimensionality forming a fit latent variable construct. Then the next step is to estimate the structural model through full model analysis. Then we can see the suitability of the model and the causal relationships built in a structural model.Based on the analysis of the overall fit of the model, the first stage of the fit test is carried out which is aimed at evaluating the general degree of fit or Goodness of Fit Index (GOFI). GOFI is divided into 3 parts, namely absolute fit measures, incremental fit measures, and parsimonious fit measures. Absolute fit measures determine the degree of prediction of the overall model (structural and measurement models) on the correlation and covariance matrices (Hair, 2006). The following are the results of the model suitability test;

Tabel 3. Model Fit Test Results

Overall Fit		Result Value	Standard Value	Conclusion
Absolute Fit Measure	χ^2		expected to be low	good
	RMSEA	0,02	≤ 0,05	good
	GFI	0,90	≥ 0,90	good
Incremental Fit Measure	IFI	0,93	≥ 0,90	good
	NFI	0,89	≥ 0,90	good
	CFI	0,92	≥ 0,90	good
Parsimonious Fit Measure	PNFI	0,68	≤ 0,90	good
	PGFI	0,38	≤ 1,00	good

Source: own elaboration

The table shows that the structural model (overall model) has satisfactory results, namely the results of the Goodness of Fit Test used to build the structural model at this stage show a good fit. The structural model describes the relationships that exist between latent variables(H. Hair, 2006). The results of the structural model are used to test the research hypothesis. The estimation results of the structural model (overall model) are as follows;

Tabel 4. Structural Model Estimation Results (Overall Model)

Hypothesis	Path Analysis	Standardized Value	T-Value	Result / Decision (T-value
HI	Content Information- Attention	0,19	7,66	Supported

H2	Content Entertainment-Attention	0,21	8,11	Supported
H3	Social Interaction-Attention	0,09	2,12	Supported
H4	Self Expression-Attention	0,68	14,35	Supported
H5	Attention – Interest	0,86	12,09	Supported
H6	Interest - Searching	0,96	11,61	Supported
H7	Searching – Action	0,77	11,76	Supported
H8	Action - Share	0,92	20,32	Supported
H9	Searching *Destination Image – Action	0,08	2,01	Supported

Source: own elaboration.

Structural model in this research will be displayed as follows;
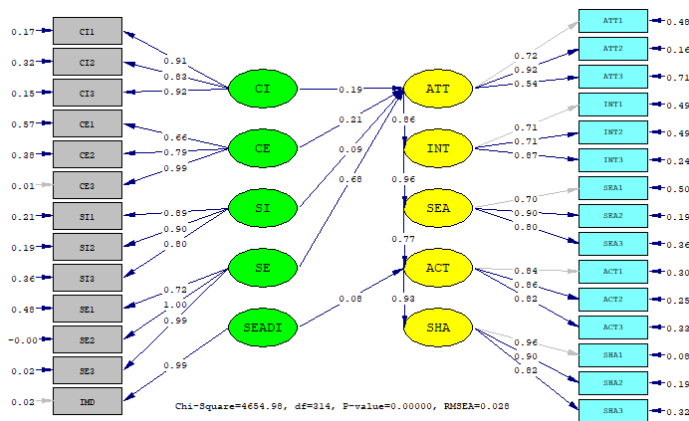
Figure 2. Structural Test Results

Based on Figure 4, it shows that there is a structural model equation which will be described as follows;The first equation is ATT = 0.19*CI + 0.21*CE + 0.088*SI + 0.68*SE, Errorvar.= -0.060 , R^2 = 1.06 The first equation shows that content information in videos promoting 5 New Balis in Indonesia has a positive influence of 0.19 on attention, content entertainment has a positive influence of 0.21 on attention, social interaction has a positive influence of 0.088 on attention. , and self expression has a positive influence of 0.68 on attention. This shows that the variables in Uses and Gratification Theory, which consist of four statement variables, namely, content information, content entertainment, social interaction, and self expression, which has the highest value of 0.68 is self expression. Thus, it can be said that the digital content created and used by the Ministry of Tourism and Creative Economy to promote the 5 new Balis has effectively succeeded in attracting the attention of its audience. Content that contains clear information about a tourist destination, has an entertainment concept, and shows interactions with the tourist destination and the surrounding environment will more easily get the attention of potential tourists who are exposed to the content. However, because self-expression has the highest influence value of 0.68, therefore, it is hoped that all content promoting a tourist destination can show self-expression that is suitable for tourists so that videos can more easily get the attention of potential tourists.

The second equation is INT = 0.86*ATT, Errorvar.= 0.26 , R^2 = 0.74The second equation shows that attention to 5 new Balis digital content has a positive and significant influence of 0.86 on interest. The influence resulting from attention to digital content shows that with content that attracts attention, potential tourists will quickly be attracted to a video

show.The third equation is SEA = 0.96*INT, Errorvar.= 0.084 , R² = 0.92The third equation shows that interest in 5 new Balis digital content has a positive and significant influence of 0.96 on searching. The influence resulting from a feeling of interest in digital content will more quickly encourage viewers to look for additional information on other digital media platforms.The fourth equation is ACT = 0.77*SEA + 0.079*SEADI, Errorvar.= 0.39 , R² = 0.61The fourth equation shows that searching for other information regarding 5 new Balis digital content has a positive and significant influence of 0.77 on action. The influence resulting from searching shows that other information about the 5 new Balis can more easily speed up potential tourists to take action by making a return visit to that place. Then the destination image strengthens the relationship between searching for information and action. This shows that destination image has an important role in attracting potential tourists to seek information and make decisions to revisit the 5 new Balis.The fifth equation is SHA = 0.93*ACT, Errorvar.= 0.14 , R² = 0.86The fifth equation shows that the action in the form of a return visit by tourists to the 5 new Balis has a positive and significant influence of 0.93 on the share in the form of tourism activities carried out by tourists in that destination. The influence resulting from the action of returning to a tourist destination encourages tourists to share their activities again on their social media.

DISCUSSION

The research results prove that UGT can be used to measure attention to digital content. The variables content information, content entertainment, social interaction, and self expression are proven to be able to measure the extent to which consumers are willing to access digital content to satisfy their needs because they are interested in digital information presented in the form of digital content (Bu et al., 2020). Empirically, attention can occur due to exposure to digital content that attracts consumers, who in this research are tourists. Tourists and potential tourists are exposed to digital content containing information about the 5 New Balis in Indonesia via YouTube channels, Instagram, websites, Facebook, TikTok videos, and Twitter. Thus this creates interest.

In accordance with research presented by Kishokanth et al, (2020), which states that digital content on social media is an important source of product information for many users. Survey results prove that 60.4% of tourists and potential tourists immediately pay attention to digital content. This is because digital content about the 5 new Balis contains information content, entertainment content, social interaction and self-expression which are proven to be able to attract the attention of tourists and potential tourists.

Attention to digital content will be followed by interest in the information contained in the digital content. This is also in line with other research which states that digital content shared on social media has a further effect, namely interest in the content. Additional information and feelings of pleasure can occur in consumers' minds when exposed to information and have the potential to influence consumer decisions (Roma & Aloini, 2019). Content in the form of text, videos and photos regarding the 5 new Balis presented via YouTube videos by the Ministry of Tourism and Creative Economy has generated interest (Carvão, 2010). Dentsu (2005) in developing the AISAS model states that advertisements displayed using internet and social media platforms will attract attention, make people interested and provoke people to look for information about the advertisement (Abdurrahim, 2019; Y. L. Chen & Huang, 2011).

Interest, where potential consumers are interested in a product, can occur if consumers feel interested in the information exposed in digital content. Search is the third stage, where consumers usually use search engines on the internet to find out more information about products and services seen through digital content. Currently, the most widely used search engine is Google (Efendi, 2016). This information seeking activity is carried out by consumers to fulfill their need for complete and detailed information about a product or service that interests them. This information search can be carried out independently

by consumers with initial information obtained from digital content viewed by consumers (Y. L. Chen & Huang, 2011).

Digital content that triggers information seeking behavior (searching) on the internet or social media from target consumers aimed at by products or services produced and advertised via internet and social media platforms will give rise to behavioral intention to visit. The results of this research also support the findings of previous research where it was stated that searching behavior carried out before making a decision allows consumers to search for as much information as possible. product reviews, articles on blogs, other websites, mailing lists, and all information will be displayed clearly in search engines, which helps consumers make decisions (Hennig-Thurau et al., 2004). Actions are actions taken by consumers to carry out direct interactions between consumers and sales channels, carrying out transactions, delivery, consumption, and after sales service. In one study, it was stated that trust is very important in making people believe or not in an advertised product or service (Ariffin et al., 2018). Other research states that before making a purchase, consumers must first feel confident and trust the product or service being advertised and then be able to make a purchase. In the context of this research, it is the decision taken by tourists to come to visit a tourist destination after they have confidence in the tourist destination they will visit. This trust includes, is the tourist destination as good and real as it appears in the advertisement? (Wang et al., 2014; Wu, 2017). After the behavior of seeking information from various sources and searching for various variations of information, tourists and potential tourists are determined to come and visit the 5 new Balis again.

Digital content that creates the intention to visit the internet or social media from consumers who are targeted by products or services produced and advertised via internet and social media platforms who have a tendency to share experiences when using these products and services. This also applies to digital content produced by the Ministry of Creative Economy and Creative Economy. Tourists and prospective tourists who visit a tourist destination have the behavior to share their experiences on their social media. The results of this research also support previous research findings which stated that tourist behavior is that they like to share their unforgettable experiences on mobile social media. This behavior of sharing experiences on social media by tourists can stimulate other tourists' holiday intentions in the future (E. Oliveira & Panyik, 2015; T. Oliveira et al., 2020). The experience of tourists who have come to visit the 5 new Balis has become an e-WOM practice that can influence other potential tourists' decisions to visit a tourist destination. Especially if the experience is shared by trusted friends via social media. It is therefore very interesting to explore the role played by tourists and their social media in the context of travel.

One of the factors that attract potential visitors to visit tourist destinations is destination image (Aitieva et al., 2021; Kim, 2018; Mahrinasari & Pandjaitan, 2022; Serna et al., 2013). Destination image in several studies is also used as a moderating variable. In Moon and Han's (2018) research, it was stated that destination image significantly moderates the value and price of visiting decisions and satisfaction with the tour experience at a tourist destination. Destination image is a picture or perception that a person has about a tourist destination or a particular destination. The image of this destination can greatly influence a person's intention to visit that destination. This destination image covers various aspects, such as natural beauty, cultural richness, service quality, safety, cleanliness, and so on. Destination image can be shaped by various factors, including information from friends, family, media, or personal experiences (Aitieva et al., 2021; Echner & Ritchie, 1993; Phillips & Jang, 2007). The destination image that has been understood by tourists and potential tourists in research developed by previous researchers includes the presence of attractiveness, an attractive destination image, such as natural beauty, historical sites, or interesting tourist activities, which can make someone more interested in visiting the destination. A positive reputation, such as

good service quality, friendliness of local residents, or safety, can increase a person's intention to visit.

CONCLUSIONS

The main findings in this research show that the uses and gratification theory (UGT) which is used as the main theory in explaining digital content regarding the 5 new Balis produced by the Ministry of Tourism and Creative Economy to promote the 5 new Balis in Indonesia has proven to be very effective in attracting the attention of tourists and potential tourists as measured by using the AISAS Model marketing communications theory. These findings show that content information, content entertainment, social interaction, and self expression, which are variables in UGT, are able to explain the motivation behind tourists and potential tourists being willing to watch digital content shows about the 5 new Balis and what are the variables? -These variables influence attention, interest, search, action, and share, which are the variables in the AISAS Model.

The availability of clear information about the 5 new Balis and the destination image that is understood by tourists and potential tourists, namely the existence of attractions, attractive destination images, natural beauty, historical sites, or interesting tourist activities, makes tourists and potential tourists more interested in visiting that destination. A positive reputation, such as good service quality, friendliness of local residents, or safety, can increase a person's intention to visit. In addition, the existence of tourism promotion activities so that a good destination image regarding the 5 New Balis strengthens the influence between information search and the decision of tourists and potential tourists to return to the 5 New Balis.

Implications Theory

The theoretical and conceptual implications that can be recommended from the results of this research are that the Indonesian Ministry of Tourism and Creative Economy can create digital content that contains the four variables contained in UGT, namely content information, entertainment content, social interaction and self expression, but with more emphasis on content that is entertaining and appropriate. with the target audience's personal self. So it will generate interest in the digital content produced. This is also in accordance with self-congruity theory where viewers of digital content will feel interested in digital content if the content suits their personality. Thus, in future research, the results of these findings can be generalized in further research and include self-congruity theory to measure consumer interest in the content of messages in digital content because there is a match between personal self-concept and the concept of digital content.

Practice Implication

This research provides insight for the Indonesian Ministry of Tourism and Creative Economy and organizers for those operating in the tourism services industry to create digital content that contains clear and entertaining information so that it can become an effective communication tool to convey the message they want to convey regarding the superiority of the product or service that will be provided. promoted. The results of the research can be used as a reference and additional research study regarding how to produce digital content that is effective in influencing potential tourists to intend to visit a tourist attraction by utilizing innovations in measuring the effectiveness of the UGT variable in DCM using the AISAS model which is moderated by the destination image variable using digital media. This research provides suggestions to the Ministry of Tourism and Creative Economy to collaborate with DMOs that manage the 5 new Bali destinations in Indonesia to pay attention to the condition of the 5 new Balis and pay attention to 3A (attraction, accessibility, and amenities), 4A (attractions, access, amenities, and ancillary services), and 5A (accessibility, attractions, accommodation, amenities, and awareness) to provide service satisfaction to tourists so that tourists who

come to the 5 new Balis feel satisfied and are willing to carry out voluntary sharing behavior on social media and in their circle of friends due to high satisfaction with the tourism services provided delivered by DMO in 5 new Bali. It is hoped that this share can become a DCM based on user generated content (UGC) so that it can influence potential tourists who are exposed to digital content containing information about tourist destinations. It is hoped that public exposure to social media by tourists who share on social media will be able to encourage the general public to become the next tourists to visit the 5 new Balis. It is hoped that the domino effect of this advertising effectiveness model will be able to encourage an increase in the flow of tourists to tourist destinations in Indonesia if carried out continuously and consistently.

Research Limitations

This research has several limitations that can provide insight for future research. First, this research only focuses on the YouTube channel belonging to the Indonesian Ministry of Tourism and Creative Economy, even though there are so many social media owned by the Ministry of Tourism and Creative Economy which also broadcast digital content promoting the 5 new Balis. If other social media is checked, it is also possible to get much more in-depth results.

Future research can focus on other social media so that it can be clearly seen whether digital content is very effective in influencing tourists to come to the 5 new Balis. Second, there is a press release from the Indonesian Ministry of Tourism and Creative Economy which also uses the concept of storynomics theory in creating its digital content, so further research can use the concept of storynomics theory where digital marketing content is created using storytelling techniques in creative content. Tourism storynomics is a tourism approach that focuses on narrative, creative content, living culture and uses cultural strengths as characteristics of tourism destinations (Christiani et al., 2022; Kemenparekraf, 2020; McKee & Gerace, 2018).

Therefore, further research can investigate digital content based on the storynomics concept so that it can be seen whether this concept is also very good for generating tourists' intentions to come to visit the 5 new Balis. The third limitation is that most of the respondents in my survey were the younger generation who are very interested and skilled in using social media, whereas in other research, tourists who come to expensive and exotic places come from mature and mature age groups because they already have high purchasing power compared to younger age group. Therefore, for further research, it is possible to reach the adult age group. By considering these three things, it can become material for future research.

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