

# Travelling Choices & Image Management: A Study of Millennials' Gathering and Traveling Places

Devie Rahmawati<sup>1</sup>, Giri Lumakto<sup>1</sup>, Mila Viendyasari<sup>1</sup>, Amelita Lusia<sup>1</sup>, Mafindo<sup>2</sup>

<sup>1</sup>Vocational Educational Program, Universitas Indonesia, Depok Indonesia

<sup>2</sup>Universitas Negeri Jakarta, Jakarta Indonesia

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**Abstract:** The purpose of this study is to reveal Millennials' patterns and behaviours in terms of gathering and travelling activities. The study used the FGD method of 59 informants. Millennials are an age group that has different meeting and travelling preferences from other generations. They use technology as the primary tool to plan and manage the gathering and travelling activities. Social media offers wide opportunities to get affirmations about their choices and behaviour of gathering and travelling. Nevertheless, Millennials still have a strong orientation to build real social relations in real life. Even though they always stick to their gadgets during the gathering and travelling. They still want to go out with friends or family to gather and travel. The choices of the hanging out a place and travelling destination for Millennials depend on features the places offer. They should meet the need to build Millennials' self-image before social media users. Sites that offer uniqueness and novelty in architectural and interior aspects is Millennial's first priority. These aspects correspond to their habit of documenting and posting photos on social media. Friends' or relatives', and influencers' recommendations are still a determining factor in Millennials' choice of a place to gather or travel.

## 1 INTRODUCTION

Tourism is the fastest growing industry in the world that could contribute significantly to a country's economy by creating employment and opening new business opportunities. Globally, the industry is predicted to grow by an average of 2.8% per year. Tourism has become a catalyst for a country's economy, specifically related to income from currency exchange (Lee, 2017; Huang, 2015; Kavoura & Stavrianeas, 2015; Krishnapillai & Ying, 2017)

Historically, the word "travel" has a negative connotation. Its origin derived from the 14th-century French words "travail" or Mid English "travel" which means torture and problems. This meaning corresponds to the tourism activities in the past not as easy as what is done in the present. High costs and hard efforts make only a few people able to travel because the costs of transportation, lodging, and ownership of horses are difficult to be fulfilled by most people (Werner, 2015).

The existence of technology, especially the Internet, has driven the evolution of tourist and business interactions towards a direct communication

model among consumers. Technology facilitates all travelling activities and experiences. For examples, the travel guides have transformed from physical books to internet applications, virtual tourist destinations, virtual travel agents, photos, videos, podcasts, and blogs. They are the trends of today's tourism business approaches that continue to capitalize on technological intelligence. (Plunket, 2013; Balouchi, M., & Khanmohammadi, 2015; Koo & Chung, 2016).

Internet technology that can entertain people on various occasions through smartphones has presented a myriad of information without recognizing boundaries. Since modern people open their eyes in the morning, until they go to bed at night, they can no longer be separated from their smartphones. During 2014 there were around 1.7 billion smartphones users worldwide (Yu, 2015).

The bombardment of digital information to personal gadgets, among others, could present new tourist destination offers. When people are exposed to various information continuously, they will form beliefs about the contents of the information or news. This belief could include information on tourist destinations that encourage people's enthusiasm to

visit various tourist destinations (Koo & Chung, 2016).

Free flow of information traffic about travel on smartphones is often found on social media and online news. People do not only become passive subjects of the available information. But as netizens, they also actively play a role as media and information producers (Kavoura & Stavrianeas, 2015). This development is what makes the travelling experience even beyond the tourism industry's ability to respond to advances in internet technology. (Koo, Chung, Kim, & Hie, 2016).

A study conducted by Google revealed that 84% of non-business travellers (leisure) use the Internet to plan their trips safely and avoid risk. Whilst tourists can freely and quickly express various opinions, information, and experiences via social media with no limitation of funds, distance, and time in real-time to seize the broadest audiences. Social media has revamped traditional communication mechanisms in the tourism world (Huang, 2015; Garg, 2015; Gedikoglu, 2018; Balouchi, & Khanmohammadi, 2015; Rudez & Vodeb, 2015).

Smartphones have offered all the sophistication and comfort for travellers to interpret the travelling experiences and support to continuously connect with anyone. Thus, it is unavoidable to use technology such as travel applications and so on (Yu, 2015; Werner, 2015). Recorded in 2015, travel applications ranked 7th as the most downloaded application on the Apple Store (Werner, 2015).

Technology has also altered the travellers' lifestyle. In 2012, almost 68% of travellers booked lodging in the last minutes, i.e. within 24 hours of their planned stay. And as much as 16.6% booked a flight within 24 hours before departure by using their smartphone (Werner, 2015).

Numerous information from social networks such as Facebook, Twitter, and Instagram quickly affect many individuals' holiday preferences (Binder & Szabó, 2017). Technology has been able to facilitate almost all the needs of travellers before, during, and after travelling. It could be from booking to receiving responses on their travelling experiences that have been shared with everyone all over the world through social media on smartphones (Plunkett, 2013).

The information spreading by word of mouth through electronic media (Electronic-Word of Mouth - E-WOM) has become a significant and powerful force as a medium of advocacy to seize Millennials consumers in ways beyond the limit of the simple friendships (Lee, 2017; Huang 2015). Millennial travellers utilize social media as a means of sharing

personal experiences, including the travelling experiences into their social networks.

Stories circulating around digital platforms are nine times more effective than advertisements. These stories could affect millions of other potential customers including travellers to explore more places that have never even been known by prospective travellers (Banda & Sindhu, 2014; Gedikoglu, 2018; Rudez & Vodeh, 2015).

In conclusion, this current condition drives increasingly competitive competition in the tourism industry (Suh, 2017).

## 2 THEORETICAL FRAMEWORK

This study applies several theoretical frameworks, including generation theory and image theory. Both theories correspond to the study findings regarding differences between Millennials' travelling behaviour and other age-groups. Similar studies in local and global scope also have highlighted the differences. However, the use of interpretive approaches is relatively seldom to be met with. This fact drives the researchers of this study to use both concepts to elaborate on the qualitative findings obtained during the field study.

### 2.1 Concept of Generation

Generation is a term used to describe the social impact, originally comes from a time-based population group, which experiences critical social activities and historical movements over a specified period. Also, generation can be defined as a group of people who have preceded a specific group of people (Kesterson, 2013). A Millennial is a group of people born in 1980 to 1994/1995 (Huang & Petrick, 2010). The generation grows up in the era of Internet technology development, globalization, and digital media enhancement, as well as technology evolution extensively that affects the expectation of the change and acceptance of broader differences. (Moscardo et al., 2011)

Millennials are the generation raised by the Baby Boomers generation. Millennials have fewer siblings than the previous generations. They also grow in the culture of high divorce rates, working mothers, and having parents who are more actively seeking economic income than the previous one. The parent's behaviour then generates a Millennial generation that is optimistic, confident, and individualistic because they are always under the protection and constantly

spoiled by receiving responses, awards, and recognition all times (Moscardo et al., 2011).

The generation is also recorded as a well-educated generation than the previous one. They spend more time living with parents which affect their orientation toward a strong team and focus on continuously seeking knowledge and education (Kesterson, 2013). The generation also has a serious concern to global dynamics which encourages them to become volunteers more often and then leave traditional political styles and behaviour (Kesterson, 2013).

The Millennial generation, also known as the Y generation, is the most active generation in using social media. They engage in two digital social networks at least. Facebook is the social media with the highest Millennial population (Rosen, 2017). Millennial behaviour which adheres to technology through social media on a daily basis encourages them to make it as a means of sharing various things, including activities and travel experiences (Rosen, 2017). The sharing behaviour is in line with the development of a new type of economy, i.e., the experience economy. It is an economy in which many businesses offer experiences compared to their products and services so that consumers can be bound continuously to have their own experiences (Huang, 2015).

This sharing pattern is in line with Millennial communication behaviour which is obsessed to incessantly exhibit their various experiences on social media. Therefore, new experiences become the rational and emotional needs of this age group. Every Millennial who obtains a specific experience, including travelling, has a particular ritual of sharing it with others in their friendship network and to the "world" through various applications on smartphones (Rosen, 2017).

Technology has broadly affected traveller's behaviour. One of which, it makes social media as a source of reference for Millennials to carry out tourism activities, including reservations during the "injury time" of departure. It also reduces the cultural shock that is usually experienced by newcomers when they are in a new place. They have obtained sufficient and in-depth information on the place and people before departure. (Rosen, 2017; Werner, 2015; Yu, 2015).

## 2.2 Human Brand Concept

Internet technology through social media has generated many new "celebrities" who become "referrals" of users to think, behave, and even act to

carry out diverse activities, including travelling activities. The concept of celebrity is a part of the concept of the personal brand. It is when someone is labelled a celebrity by the public when his or her influence reverbs in public (Goffman, 1956; Eager & Dann, 2016). Here the power of technology opens the opportunities for non-celebrity individuals to construct and exhibit their image to a broad audience without any need to have power attached to some aspects of fame (Iqani & Schroeder, 2016). There has also been a meaningful transformation of celebrity to every person to be able to construct the image in public (Eager & Dann, 2016).

The selfie has become a perfect presentation technique for the theory of images developed by Goffman. The selfie has transformed an individual's daily life into a mobile theatre which is not limited by time and space in the millennial era. The structure, rules, and norms in social media have transformed into living simulacra of people's culture, society, subjective lifestyle, and self-extension of each individual digital self-image as well (Baudrillard, 1994; Belk, 2013).

The selfie has become a dominant narrative method when it is exhibited on a user-friendly digital platform such as Instagram. Instagram is a photo-sharing application that was developed in 2006 on smartphones (Ting et al., 2015). The fundamental difference between Instagram and other photo-sharing applications is that Instagram embraces the connectedness of social networks with the function of the hashtag which is easily identified and found (searchable) through conversations in threads (Eager & Dann, 2016). Instagram has built a new tradition of visual sharing and as well as being the stage of extensive public diary discourse and individual autobiography. Instagram has become a site for every individual to show his life, showing not telling (Eager & Dann, 2016).

The visual exhibition displayed on social media when it has harmony with the desires, characters, or hobbies of other individuals exposed to the visual sequence, could make people follow it and even drive them to go to the recommended tourist attractions (Stienmetz, 2016).

The decision taken by a consumer to buy or use a product and service is partly guided by the image compatibility perception of the product or service to the consumer. Based on travellers' experience, some often seek social meanings rather than merely the functional meanings of a trip or tourist attractions (Stienmetz, 2016). In a study conducted in the West, consumers who documented their travel activities and attempted to exhibit their experiences, have reflected

their lifestyle with the hope of gaining recognition for their existence (Stienmetz, 2016).

In other tourism studies, visual images strongly affect the consumers' tourist destination preference. In the sense that visuals can help individuals imitate the reality of activities that will be carried out by individuals in the preferred tourist attractions. (Plunkett, 2013). The attachment to tourist attractions is formed from experience. The narration of visuals can represent the real conditions at the tourist attractions. This is where the role of the media becomes very strategic in building stimulus for individuals to travel (Plunkett, 2013).

The theory of media richness delivering the abundance of the material and scope, including visuals, play a role in improving the information performance. The idea of the material abundance consists of four categories, namely: the ability to quickly respond; the capacity to transmit various instructions; the broad language variation, and the capacity to personalize a message (Plunkett, 2013). The highest medium of communication is when it can replicate direct interaction aspects in general so that consumers can be attracted to the narrative offered (Plunkett, 2013).

### 3 METHODOLOGY

*"No profit grows where is no pleasure taken, in brief, sir, study what you most affect."* William Shakespeare - *The Taming of the Shrew* (Hatten, 2014)

Qualitative research is a method designed to conduct a behaviour investigation and find the meaning and impact of the behaviour in a socio-cultural context (Seal et al., 1998).

In recent years, there has been an increase in the use of qualitative approaches as an effort to understand social reality by social behaviour researchers (Devie et al., 2019). The exclusive ability of quantitative methods in expressing social phenomena is deemed insufficient. For this reason, one of the qualitative research methods that are often used is FGD. (Sagoe, 2012).

This study uses an interpretive approach through the Focus Group of Discussion (FGD) method. This approach uses the interview method as a data collection technique in the form of knowledge, attitudes and experiences, pilot testing, and gathering various recommendations from study participants through interaction among participants (Seal et al., 1998; Sagoe, 2012; Doria et al., 2018). Optimal capacity for conducting an FGD study is around 4 and 12 participants, in 1 to 2 hours, which enables the

formation of groups containing uniform participants in large discussion groups (Seal et al., 1998; Sagoe, 2012; Doria et al., 2018).

In FGD data collected by the researcher who also acted as a high-skilled moderator, the data collection method used interview guides with open-ended question techniques. The moderator guided and directed the discussion also encouraged the FGD participants' interest and comfort (Seal et al., 1998; Doria et al., 2018). The FGDs were held in a comfortable, relaxing place, as well as not to intimidate and depress participants. The FGD process was documented with audiovisual equipment, transcribed the verbal data of the interview to be compiled and analyzed on the participants' knowledge (Doria et al., 2018). Participants can also accept material compensation in the form of money or certificates. The compensation given to participants is legal since participants have taken 1-2 hours to join the discussion (Doria et al., 2018).

The research rooted in sociology initially became famous for conducting market research. FGDs are considered capable of helping individuals to explore and clarify their outlooks more quickly and efficiently. When group dynamics are working well, participants and researchers often obtain many unexpected new findings from various directions during the FGD (Sagoe, 2012).

In qualitative research, FGDs are positioned between natural observations and individual interviews. It opens opportunities for spontaneous interaction during discussion and dialogue among participants. Again, the moderator plays his strategic roles to maintain the course of discussion following the theme and purpose of the research (Seal et al., 1998).

The FGD method has the opportunity to collect data not only from the surface, such as the results of individual interviews and survey studies but also FGDs are often used as an adjunct to quantitative research to facilitate the interviews needs of "why" and "how" rather than "how much". FGDs can also be used as an initial study to supply background information. FGDs are often used to follow up quantitative system findings to elaborate deeper and broader, as well as to strengthen quantitative findings to gain an understanding of the reasons for the research findings (Seal et al., 1998; Sagoe, 2012). In other words, when FGD is applied together with quantitative and qualitative methods, it will have an impact very efficiently (Sagoe, 2012).

Researchers, marketing practitioners, and advertisers have more than 60 years of using FGD to obtain various information in the market. Utilizing

online media to conduct FGDs has now become inevitable over the past three decades (Hatten, 2014). Digital media does not utterly reduce the ability of the FGD method to be less credible and lose the capacity to provide alternatives and strengthen other studies (Hatten, 2014).

In this study, FGDs were conducted towards 59 participants, wherein the participants are dominated by women aged between 18 and 19 years old, who mostly live in Jakarta.

Table 1: Demographic Data of FGD Participants.

Sex	Male: 18 Female: 41
Place of origin	a. Jakarta: 28 b. Bogor: 3 c. Depok: 7 d. Tangerang: 7 e. Bekasi: 6 f. Cirebon: 2 g. Purworejo: 1 h. Medan: 2 i. Sidikalang: 1 j. Tanjung Gading: 1 k. Padang: 1
Age	a. 17 years old: 1 b. 18 years old: 42 c. 19 years old: 13 d. 20 years old: 2 e. 22 years old: 1

#### 4 FINDINGS AND DISCUSSION

This study aims to explore Millennial's perspective related to the choice of hanging out and travelling places, with three main questions about the location of Millennial's gathering (or hangout) place; the location of Millennial's tourist destination; and the locations that they always want to revisit.

Regarding the gathering place preference, most informants said that they classified the gathering places into two characters namely; 1) places that meet the basic needs such as eating and drinking; and 2) places that meet the social needs to carry out dialogue and exchange ideas with friends or relatives. Restaurants or cafeterias in Mall fall into the informants' first classification of basic needs. The Mall is deemed to be able to provide many alternative food choices. Favourite restaurants usually serve food that is different from their daily meal. Besides that, they also put better favour on a restaurant with a unique decoration. The reason is that they can share moments in social media.

Meanwhile, the second place of preference, wherein they will meet their social needs is a coffee shop. They chose this specific venue because they want a place that no longer requires them to order or consume various food and fill out a menu. But a coffee shop is preferably a venue to hold a discussion. The venue should meet some criteria for social activities such as free Internet, comfortable rooms, cosy lighting, after-hour services or 24-hours open is more favourite. By and by, the venue should offer unique decoration and interior. It should have a calm atmosphere with a fresh and cold temperature. Whilst, some informants expressed that they expect a coffee shop with the amenity of live music performance.

Furthermore, the interview also revealed a distinct pattern based on gender-related to the choice of a hangout place. Female informants tend to visit shopping centres. They also try out restaurants and cafes together with their female peers. The female informant's majority said they appreciated new restaurants or cafes which were most reviewed by influencers on social media. However, there are a small number of female informants who choose to visit the same restaurants or cafes frequently because of the easy distance and preferences of their social groups.

Contrary to the female counterparts, male informants described gathering at friends' or relatives' home or lodging is more pleasant and efficient. Even so, male informants also claimed that they also have ever visited cafes which provided facilities such as an Internet network, quiet atmosphere, and smoking area. They prefer to go to the same place with their male peers to hang out. However, when their female peers also come along, male informants claim to approve their female peers' preference. It means that the male informants are in a situation where they would visit different venues for each meeting.

Female informants prefer to explore various meeting places that are different from one venue to another. A diverse preference for gathering places was always apparent, both to meet basic needs and social needs. Served menu of the venue should also have the right taste. They would not return to a similar restaurant within a short period of time after a meeting. Majority of the informants claimed that they always wanted to have different documented memories from each meeting.

Informants' desired tourism destinations, both female and male, are the ones that offer beautiful scenery and exquisite atmosphere. The reason is that they always want to have unique, exciting, and different visual and audiovisual records. Most of the

informants said that when they were to choose to go on a tour or travel abroad, they would prefer to travel abroad. Their primary motivation is driven by recurrent references from social media influencers, promoting tourist spots using videos and pictures. This study informants' passion for culture, as well as admiration, become their basic argument in choosing the destination as well. Several favourite countries and cities they would love to visit are South Korea, Germany, the Maldives, Tokyo, Paris, London, and New York. However, domestic tourism destinations they would like to visit are Bali, Bandung, Yogyakarta, Raja Ampat, and Labuan Bajo.

All of the informants are university students. As university students, their daily activities are bound to academic endeavours. They really appreciate class break during the weekend or holidays. It was one of the reasons why most informants said they always want to return to their hometowns as possible. The memories of comfort, tranquillity, and togetherness with loved ones make their hometown always the first place to visit in their mind. Home is better than other favourite tourist attractions. Such a place they prefer to go does not always attribute to the place of birth. Instead, it could also be the place where their parents or ancestors originated. Informants' childhood sojourn has awakened their memories of the place they love.

Whilst in the tourism destination, the informants, mostly save and share as many memories in the form of social media posts with their friends. These activities were sometimes done incessantly. They never stopped capturing every moment of the tour. The main memory they want to capture from the tourism site is visual documentation. All informants agreed that physical memories or memorabilia were not a priority. They thought the stories manifested in the photos they store and share through their social media are more desirable.

Most informants also love being able to travel with their parents to many tourist areas. Travelling with parents provides convenience and security for them to undergo and focus on most activities in tourist destinations. Especially when it comes to paying entrance fees or other necessities, furthermore, they have the opportunities to be able to enjoy the tourist area comfortably because their parents have managed the accommodation and transportation facilities.

As all of the informants were born at a time when the Internet has become an inseparable part of human life. Its implication for their travelling behaviour is also noteworthy. The decision to choose a place to hang around or travel begins with the information

they retrieve from the technology they use every day. Majority of the informants claimed that they strongly depend on technology and social media in determining many decisions-making. This includes deciding the excellent location to carry out social and leisure activities. This leads to their habit of visiting places that are famously reviewed on social media. Millennials firmly believe in social media influencers and the digital community. Social media influencers can produce and promote instagramable contents on Instagram. Today, Instagram is the most popular photo-sharing platform and communication channel among Millennials. It also is one of the main references to determine any place for the Millennials to visit.

This behaviour does not only occur in determining gathering places but also in choosing travelling destinations. Today's social media dramatically influences Millennials' decisions in figuring out where they will travel. They could decide from the people's insights into each hangout place or vacation. They seem to be able to reach places that have never even been seen in person. They could learn the ins and outs of any place before heading out for a real trip.

Although several previous studies suggest that attractive spatial designs encourage consumers to have memorable experiences that lead to consumer loyalty which will return to use the products or services provided (Huang, 2015), however, other studies findings are unlikely in this study FGD results. All of the informants said that they felt pleasure at a place that offers a distinct and unique atmosphere. This was well reflected through their photo documentations while visiting the place. Furthermore, the comfort and excitement depicted on their social media posts of the place have represented a wholesome experience and memories. So that they did not want to return to the place anymore, this fact is in line with the findings of Pendergast's (2010) study, which states that Millennials have the characteristics of low brand loyalty.

A study conducted by Werner (2015) suggests that travelling is not merely about movement using transportation means. For example, is boarding the aeroplanes and then collecting many information brochures. But what is needed is an epic experience that can change a person's life. Werner's study is reasonably relevant to the findings of the FGD. For most informants, travelling is not only about exploring a new place. It is also about how to collect considerable numbers of experiences and documents they could. The exceptional value of a trip or social activity (like hanging out) for Millennials is when it

can be proven with activities photographs posted on their social media. Turkle in Yu (2015) predicted the technology that becomes a foundation and hope for human comfort, including during travelling, compared to anything else is ultimately not entirely legitimate. Although according to the informants, togetherness with friends and family remains a priority. However, the photos on their Instagram or other social media also become a vital part of every trip or gathering.

During social activities, hanging out, and travelling, all informants claim that they also multitasked other activities with their smartphones in hand. The main activity was sharing the stories about the time when they were hanging out. They would proceed to share the photos of the hanging out activities. This behaviour is indeed a typical pattern carried out not only by this study informant. Technology has forced modern humans to become "superhuman" beings by carrying out many activities at one time (multitasking). On their digital devices, individuals do their tasks, play games, read an e-book, watch movies, listen to music while browsing the Internet (Yu, 2015).

Photo documentation has become a shared agreement among all the study informants. Additionally, most of the photos were captured in the selfie mode. According to the informants, selfies could capture memorable moments with friends, exciting locations. The selfie could festoon the visual feast on their social media account as well. Their motive is to inform about recommended and interesting places people should visit. And it could also inspire others to come to the place. In several discussions with the informants, they did not deny how proud they are of having people appreciate their unique and valuable photos of a certain place as the photos could drive people to turn up at the places. This pride feeling was also what drives most informants to share their photos of the place. Such pleasure also led them to always visit different places from the previous ones. They were happy when they could become a reference for others. This phenomenon corresponds to the conception of selfie in which it becomes the power of narration to build the human-brand image through social media (Eager & Dann, 2016).

This unforeseen phenomenon of a human-brand image has prompted informants' personality into the vortex of self-commodification. They have sold their stories through social media. In the past, the process of highlighting someone's strengths was demanding. Someone should pass through a complex layer of hierarchy to share his or her experiences and bits of

knowledge with others and be enjoyed by the wider public. Today, every individual can actively play a role as a producer of information. Afterwards, this information could assist them in constructing an image as a person who has broad activities and access to social networks (Eager & Dann, 2016).

Self-presentation is an essential element for travellers (Stienmetz, 2016). The informants said that as travellers, their trip was not only to fulfil the recreational needs. But it is to meet social needs like seeking peace. And it is also to acquire a place to share experiences, both for the real-world friends and for the cyberspace friends on social media. Although few informants begged to differ, some informants also acknowledged that sharing and displaying on social media was right to make sure they could show their ability to follow the trends. This phenomenon correlates to Rich's (2012) study. He states that the Millennial generation is a generation that craves recognition from their social network, which is validated through photos or videos shared on social media.

However, when informants' social needs were noticeable, they would possibly be encouraged to revisit the place (Stienmetz, 2016). In the FGD, indeed few informants told that they wanted to return to the places they have visited before. It was not because of the display of aesthetic manifestation. But it was because of two issues. Firstly, when their friends reinvited them to hang out at the same place. Finally, the place must have provided different comforts, such as a tranquil atmosphere, which is essential when someone wants to have a more in-depth conversation with friends.

Above-mentioned informant novel social behaviour in social media correspond to findings of Banda's (2015) study. In his study, which implies that the character of technology such as Facebook indeed has a global appeal. Features that allow anyone to connect with others and display their personal advertisements to become exciting and tempting activities. Travellers, including this study informants, acknowledge that technology was not only used to gather information about the preference of tourist attractions and made quick or last-minute decisions from those choices. But it is also to establish connectivity with others through photos they post on social media (Planket, 2013).

The desire to share experiences through photos is not solely based on the availability of digital infrastructure like social media. But it is also because empirically prospective travellers will choose the places with beautiful sceneries (Krishnapillai & Ying, 2017). The power of information distributed through

word of mouth (WOM) techniques on social media becomes an element of necessity. Its ability to spread rapidly and offer a broad range of information on various digital communication networks are inevitable. Indeed, every tourist attraction has its image. Nonetheless, only a few places have a perdurable image compared to other places (Gedikoglu, 2018). According to most informants, the presence of technology can actually fashion any place to look amazing depending on informants' skills to present the narration through photos posted on social media.

## 5 CONCLUSIONS AND RECOMMENDATIONS

This study reveals that Millennials are an age group that has distinctive gathering and travelling places preferences from other generations. They utilize technology devices and features as the primary tool to plan and manage their lives, including gathering and travelling. Technology has also provided full opportunities to get pronouncement about their travelling choices, activities, and programs. Furthermore, technology also confirms a shared understanding of gathering and travelling behaviour among the informants.

Nevertheless, Millennials still demonstrate a strong orientation to build actual social relations in real life. Even though they always stick their attention to gadgets during the gathering and travelling activities. Yet, they still desire to go out or travel with friends or family.

The place of choice for Millennials rests on the features that can accommodate the need to build their self-image before the public, especially in social media. Hang out, and leisure places that offer uniqueness and novelty in architectural and interior aspects would be the leading choices for them. On the basis that every meeting and trip, would always be visually documented on their social media. They need a wide range of places to show people that they do have an active life in the public, although their loyalty is low towards a specific place.

Nonetheless, this does not rule out the possibility for them to return to the place. As long as the place could offer them benefits like comfortability and calmness, they would possibly revisit. Because it could be a place for them to honestly share and talk heart to heart. In addition to the visually artistic factor, the recommendation of friends or relatives remains a determining choice for places to gather or

travel. Reliable and trusted social media influencers could also persuade them with beautifully crafted audiovisual Instagram content.

The study was conducted by implementing the FGD method. It involved 59 informants. However, this study is far from perfect. A similar study should be consolidated by quantitative measures in the future. Other qualitative studies should also be conducted in the future. Such studies are ethnography or phenomenology, which are expected to reveal other facts about the topic of Millennials behaviour in gathering and travelling. Finally, more focused and longitudinal studies of similar topics are expected in the future so that they could contribute to the body of study and understanding of generation Y.

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