EXAMINING THE IMPACT OF SOCIAL MEDIA TOWARDS THE POPULARITY OF TOURISM LOCATION IN MELAKA
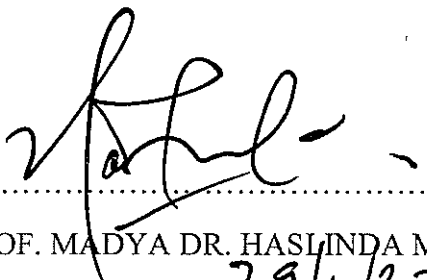
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This report is submitted in partial fulfilment of the requirements for Bachelor Degree of Technology Management (Technopreneurship) with Honours

Faculty of Technology Management and Technopreneurship

Universiti Teknikal Malaysia Melaka (UTeM)
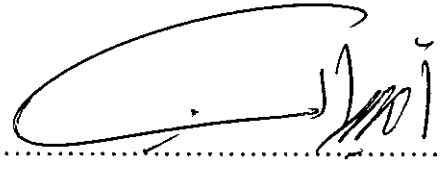
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SUPERVISOR AND PANEL APPROVAL

I/We declare that I/we have read this dissertation/report and in my opinion, this dissertation/report is sufficient in terms of scope and quality as a partial fulfilment of the requirements for the award of Bachelor Degree of Technology Management (Technopreneurship) with Honours

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DECLARATION OF ORIGINAL WORK

I hereby declare that this report is the result of my own, except the certain explanations and passages where every of it is cited with sources clearly

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DEDICATION

I would like to dedicate this thesis to the Universiti Teknikal Malaysia Melaka (UTeM), as it provides an opportunity to complete my undergraduate degree through this evaluation. Not only that, this dedication is also to my beloved family members who have supported me spiritually and financially, to the supervisors and panel who have guided me through this research, the friends who helped me through this effort.

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ABSTRACT

Today, social media is a medium for interacting with people. This has enabled tourism marketers to promote social media and further enhancing the popularity of a tourism destination through the sharing of tourist experiences. This has led researchers to consider the impact that social media, uses of social media and tourist decision making have on the popularity of tourism location in Melaka. The objective of this research is to study the impact of social media and tourism decision making toward the popularity of tourism location in Melaka. In addition, research is classified as a descriptive study to collect data using quantitative methods. Researchers distributed survey surveys to 200 respondents via online distribution after manual questionnaires were answered by 30 respondents during pilot testing. Data were collected and analyzed using SPSS software. The results show significant influence of the effectiveness of social media, uses of social media and tourist decision making on the popularity tourism location in Melaka. Based on the discussion of the findings, this research can be further explored through further research in the future and ultimately contribute to the industry.

Keywords: Effectiveness of social media, uses of social media, the popularity of tourism location, destination choice

ABSTRAK

Hari ini, media sosial adalah medium untuk berinteraksi dengan orang ramai. Ini telah membolehkan para pemasar pelancongan mempromosikan media sosial dan terus meningkatkan populariti destinasi pelancongan menerusi perkongsian pengalaman pelancong. Ini telah membawa para penyelidik untuk mempertimbangkan kesan media sosial, kegunaan media sosial dan pengambilan keputusan pelancongan terhadap populariti lokasi pelancongan di Melaka. Objektif penyelidikan ini adalah untuk mengkaji kesan media sosial dan membuat keputusan pelancongan ke arah populariti lokasi pelancongan di Melaka. Di samping itu, penyelidikan diklasifikasikan sebagai kajian deskriptif untuk mengumpul data menggunakan kaedah kuantitatif. Penyelidik mengedarkan kaji selidik tinjauan kepada 200 responden melalui pengedaran dalam talian selepas soal selidik manual telah dijawab oleh 30 responden semasa ujian perintis. Data dikumpulkan dan dianalisis menggunakan perisian SPSS. Hasil menunjukkan pengaruh yang signifikan dari keberkesanan media sosial, penggunaan media sosial dan pengambilan keputusan pengambilan keputusan popularitas di Melaka. Berdasarkan perbincangan penemuan, penyelidikan ini dapat diterokai dengan lebih lanjut melalui penyelidikan selanjutnya pada masa akan datang dan akhirnya menyumbang kepada industri.

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LIST OF ABBREVIATIONS

WOM   Word-of-Mouth

e-WOM   Electronic Word-of-Mouth

SPSS   Statistical Package for Social Science

ANOVA   Analysis of Variance

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Today, tourism is one of the most successful industries in the entire country. The tourism industry plays a vital role because it not only contributes to the country's income, but it also brings the profits of the lucrative directly or indirectly to other industries (Sharma Y, Hamdard J, 2015). Tourism is a field that has many contributions to economic growth. It is a very potential industry to develop. Therefore, an intensive business that can illuminate many other business sectors (Santi, 2015).

The tourism industry in Melaka holds excellent potential for the state as it is popular culture and heritage preserved (Sam & et al., 2017). Melaka is officially listed by the United Nations, which is the Scientific and Cultural Organization (UNESCO) as one of the World Heritage Sites (WHS). History reveals the existing turbulent past, including Portuguese, Dutch, and British colonizers, regional and significant instability population changes triggered by the grand arrival of economic and political immigrants.

The use of the Internet and other information communication technologies has led to a new economy for the tourism industry. One of the most potent online networking instruments is social media. It is adopted and integrated into the social and economic life of the real world. According to (Juliet C, 2017) Social media alter the way many companies communicate with and market their target demographics. For the tourism and hospitality sectors, in particular, the increased internet and increased social channel popularity have transformed travel promotion. From the way tourists

are exploring the potential destinations for the activities they join when they arrive, a new way of using social media to make purchase decisions has affected tourism promotion from start to finish.

Social media allows users to interact with anyone and choose themselves directly, whether real-time or invisible, with a broad and narrow audience that values the value of user-generated content and perceptions of interacting with others (Carr & Hayes, 2015). Tourism Promotion (2016), states that social media increases brand awareness, loyalty, decreases promotion costs, and more in the article entitled "Ten Benefits of Social Media Promotion,". However, this study focuses on the main impact of social media on the popularity of tourist sites in Melaka.

1.2 PROBLEM STATEMENT

Statistics on come to the state of Melaka have shown an increase since 1999 to 2016 of 146.56 million tourists visiting Melaka. As a result, the country has received revenue of RM18.289 billion as a result of tourist spending coming to Melaka in 2016. To ensure that tourist coming to Melaka, it is vital to identify the importance of social media that has an impact on the popularity of tourism location of the tourist.

The before the rapid advancement of technology, firms in the tourism industry used traditional promotion channels such as television, radio and the like to cause the distant tourist cannot reach the information delivered due to a limited audience (Ana K, 2018). She also explained that the disadvantage of traditional promotion channels causes delayed communication.

According to Elvis (2016), many businesses still think social media is a unique and awkward technology to use. They may or may not be able to adapt the technology to be part of their business operations, mainly to market their products or services. Malaysia's Tourism Strategy shows that possibility in the tourism industry are plentiful

but not wholly utilized, and promotion desired to make more consciousness. Information gaps exist in the tourism industry in Melaka regarding the effectiveness of social media on the popularity of Melaka as beautiful and harmless tourist locations and further promote it. Research problems summarized as a necessity to realize the impact of social media on the popularity of tourism in Melaka.

1.3 RESEARCH QUESTIONS

Based on the research problem and issues that mentioned and discussed previously, the following research questions generated are:

1. What is the impact effectiveness of social media on the popularity of tourism location in Melaka?

2. What is the impact of uses of social media by tourists towards the popularity of tourism location in Melaka?

3. What is the impact decision making to visit towards the popularity of tourism location in Melaka?

1.4 RESEARCH OBJECTIVES

This research purpose is to a theoretical framework to determine the impact of social media to promote the tourism industry in Melaka.

Therefore, the researchers come out with several research objectives of this research as below:

1. To examine whether the effectiveness of social media can impact the popularity of tourism location in Melaka.

2. To examine whether the uses of social media by the tourist impact the popularity of tourism location in Melaka.

3. To examine whether decision making to visit can impact the popularity of tourism location in Melaka.

1.5 SCOPE AND LIMITATION OF STUDY

The scope of this project was limited to tourists visiting tourist destinations in Melaka and how social media use by both tourists and travel organizations increase promotion efforts in the industry. The tourism industry will be chosen in this research study because the researchers are focusing on the tourism industry. The result of the study will show the significant impact of social media on the popularity of tourism location in Melaka. The targeted respondent will focus on the tourist that come to Melaka.

The respondents were gathered and targeted from Melaka in Malaysia. The appropriate age selected, which could happen to be the tourist in Melaka, was above 16 years old. The categories divided into six, which are under 20, 20 to 29, 30 to 39, 40 to 49, 50 to 59, 60, and above. All of them are classified and differentiated into other sub-categories: age and gender.

The restriction and limitations faced while conducting this research are the locations that are conducted only in one place that is Melaka. Hence the results could not be used to generalize the hypothesis. Besides, the method of quantitative used in completing this paper could not be said as confidently valid as the respondents could maybe answer the questionnaire using their logic and honesty.

1.6 SIGNIFICANT OF STUDY

According to Mclain (2015), tourist is increasing the economy of the country. By knowing what social media influence the popularity of tourist locations, the more businesses can get closer to their customers. Thus, they could only promote their service by implementing appropriate strategies as well as achieve business goals in this ever-changing market nowadays.

1.7 SUMMARY

This chapter in this study begins with the introduction and background of the research topic. The main contents of this chapter were the research objective and research questions. Besides, this chapter also explained about the limitation that was faced while conducting this research. This chapter will end the importance of the

research, which states the contribution of the research towards the tourism industry specifically, and social media generally.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter will be covering advanced and detailed descriptions about the popularity of tourism location in Melaka, which include the effectiveness of social media, the uses of social media by tourists, and tourist decision making. The independent variables (IV) and dependent variables (DV) are explained as well in this chapter. All of these independent variables will be tested and studied to see the relationship and the effect of the popularity of tourism location. All of the conclusions about this chapter will discuss at the end of this section.

2.2 DEFINITION OF TOURISM

Tourism is a temporary transfer of people out of their home and their usual work, along with the facilities provided to accommodate the visit and the activities performed during the stay at the places visited. A person's daily environment refers to all the places a person often visits and the area around their home. The United Nations

World Tourism Organization (UNWTO) defines visitors as people who travel far from their usual surroundings for less than a year.

2.3 THE TOURISM INDUSTRY IN MELAKA

Melaka is a small town with lots of exciting sights and attractive modern establishments. It is easy to walk on foot or trishaw to explore the many places that make it unique. Tourists will learn about the rich heritage and history that has built Melaka into an unofficial historical capital. The most prominent contribution lent by Melaka to the cultural landscape of Malaysia is the Baba-Nyonya culture. Having an entirely new mix of customs, traditions, food, and lifestyle, Nyonya is well-known throughout Melaka. However, the city is a mix of old and new with historic buildings that stand next to the ultra-modern shopping centres it maintains this cultural blend.

According to Asmaliana (2017), the year 2017 is a glorious year of Melaka, where Melaka welcomed the 9th World City UNESCO World Celebration and aims to become the Next Generation Phase Two by 2020. This bet and success inspire the State of Melaka to drive the growth of the tourism sector more actively. The tourism motto of Melaka is 'Visiting Historic Melaka Means Visiting Malaysia' and Melaka The UNESCO World Heritage City is very synonymous and needs to maintained along with 'Do not Mess With Melaka.' This identity that has inspired the State Government in driving the development of the Melaka tourism sector while maintaining the State Melaka as the cleanest state in Malaysia. The British Post report on May 19, 2017, has placed the State of Melaka on the 5th place of the world as the Trendiest Vacation Holiday Destination. Also, the lonelyplanet.com Website lists Melaka as the '10 Best Destinations Must Tour in Asia 2017' in the Best in Asia 2017, and the tripadvisor.com website places Melaka as the Ultimate 25 Destination while Malaysia in No9.

In the Bernama news on July 23, 2018, Mohamaddin Ketapi minister of the tourism ministry said that the state of Melaka is the second most popular tourist destination in the country after the Kuala Lumpur with tourist arrivals of 16.79 million recorded in 2017. He added, "I am very confident that Melaka could quickly achieve the target of recording 17 million tourist arrivals in 2018". This target has been reached and been proven in the news The Star on 15 March 2019. Chief Minister from Ministry of Tourism Adly Zahari said 17.02 million tourists visited Melaka in 2018, an increase of 225,630 compared to 16.79 million that registered in 2017.

2.3.1 SUBDIVISIONS IN THE TOURISM INDUSTRY

In the report, Elvis (2016) found that the tourism sector divided into four things. Firstly, the hotel sector that refers to food, beverage, and accommodation for tourists by business organizations. Next is the transportation sector, which refers to the transportation of tourists in and around the city or country. The third is meetings, incentives, conferences, and events that refer to organizing events such as exhibitions. Lastly, the tourist attraction. It is a popular tourist attraction or place, beaches, galleries, museums, world heritage sites, and exhibits

2.3.2 PURPOSE OF VISIT

According to the Department of Statistics Malaysia, in 2017, Malaysia's domestic tourism reached a record high in visitor arrivals and tourism spending. During the year 2017, a total of 205.4 million domestic visitors registered an increase of 8.5% compared with 189.3 million in 2016. Domestic tourism spending continued to double by 11.1% in 2017 (2016: 10.2%). In terms of value, a total of RM83, 103