

## CONTENTS

COVER PAGE .....	i
AUTHORIZATION.....	ii
DECLARATION .....	iii
ACKNOWLEDGEMENT .....	iv
CONTENTS .....	vi
LIST OF TABLES.....	x
LIST OF FIGURES .....	xi
LIST OF APPENDICES .....	xii
ABSTRACT .....	xiii
CHAPTER I. INTRODUCTION	
1.1. Background .....	1
1.2. Problem Statement.....	9
1.3. Research Questions.....	13
1.4. Research Objectives .....	13
1.5. Research Contributions .....	14
1.6. Research Scope.....	14
1.7. Systematic of Writing .....	14
CHAPTER II. REVIEW OF PREVIOUS LITERATURE	
2.1. Branding.....	16
2.1.1. Destination Branding .....	17
2.1.2. Tourism Destination Branding .....	18
2.2. Movie as Media Promotion for Tourism .....	21
2.2.1. Media Consumption .....	21
2.2.2. Movie-Induced Tourism.....	22
2.2.3. The Impacts of Movie-Induced Tourism.....	29

### CHAPTER III. RESEARCH METHODS

3.1. Research Design .....	32
3.2. Data Collection Methods .....	33
3.2.1. Research Sampling .....	34
3.2.2. The Processes of In-Depth Interview .....	35
3.3. Data Analysis Methods .....	36

### CHAPTER IV. RESULTS AND DISCUSSION

4.1. Description of the Data .....	38
4.2. Results .....	39
4.2.1. Source of Information .....	40
4.2.2. The Role of Movie in Motivating Audience to Visit Featured Locations .....	41
4.2.2.1. Providing Information .....	42
4.2.2.2. Creating Awareness of Audience .....	43
4.2.2.3. Adding Valuable Image of Certain Featured Locations .....	44
4.2.2.4. Providing Recommendation .....	44
4.2.2.5. Creating Imagery .....	45
4.2.2.6. Creating Iconic Scene .....	49
4.2.2.7. The Difference between <i>AADC 2</i> with Other Commercial Movies in Indonesia .....	50
4.2.2.8. Branding of Previous Sequel .....	51
4.2.2.9. The Filming Ability of Movie Crew in Lighting and Coloring .....	53
4.2.2.10. Duration of Location Appearing in The Movie .	54
4.2.3. Audience Personal Motivation to Visit Featured Locations .....	55
4.2.3.1. General Personal Motivation .....	55
4.2.3.1.1. Exploring New Destination .....	56

4.2.3.1.2. The Coincident Factor.....	58
4.2.3.1.3. Participating the Latest Trend .....	59
4.2.3.1.4. Doing Activity Related with the Specialties of the Location.....	60
4.2.3.1.5. Cultural Interest .....	61
4.2.3.2. Specific Personal Motivation.....	62
4.2.3.2.1. Personal Interest .....	62
4.2.3.2.2. Personal Emotional Attachment with the Movie .....	64
4.2.3.2.3. Celebrity Involvement.....	65
4.2.3.2.4. Self-confirmation .....	66
4.2.3.2.5. Doing Activity Related with Movie.....	67
4.2.3.3. Additional Considerations in Visiting the Locations .....	68
4.2.3.3.1. Partner .....	69
4.2.3.3.2. Accessibility .....	71
4.2.3.3.3. Cost .....	72
4.2.3.3.4. Past Issue .....	73
4.2.4. The Assessments of Audience after Visiting Featured Locations .....	73
4.2.4.1. Positive Assessment .....	74
4.2.4.2. Negative Assessment.....	77
4.2.5. Behavioral Intention of Audience after Visiting Featured Locations .....	81
4.2.5.1. Giving Recommendation .....	81
4.2.5.2. Not Revisiting .....	81
4.3. Discussion .....	82

## CHAPTER V. CONCLUSION

5.1. Conclusion .....	89
5.2. Implications.....	91
5.3. Limitations .....	93
5.4. Recommendations .....	94
BIBLIOGRAPHY .....	101

## **LIST OF TABLES**

Table 1.1 Top 10 National Box Offices from 2007-2017 .....	4
Table 4.1 Background of Respondents .....	39
Table 4.2 Summary of Research Question and Findings .....	88

## LIST OF FIGURES

Figure 1.1 Tag #aadc2 in Social Media Instagram.....	6
Figure 1.2 The Example of Trip Package .....	7
Figure 1.3 Visitor Did Scene Repetition.....	7
Figure 1.4 Growth of Foreign Tourists to Yogyakarta .....	8
Figure 1.5 Growth of National Tourists to Yogyakarta.....	8
Figure 1.6 Model of Film-Induced Tourism .....	12
Figure 2.1 Number of Publications in Movie-Induced Tourism.....	24
Figure 5.1 Example of Filming Sites Information in Korea .....	99

## **LIST OF APPENDICES**

APPENDIX 1. Pictures of Featured Locations in <i>AADC</i> 2.....	105
APPENDIX 2. Template of In-Depth Interview .....	108