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GENERATION Z COMMUNICATION EXPERIENCE AT MOJA TOURIST DESTINATION

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Abstract

As a thematic tourist attraction, MoJa presents a unique concept to create a different experience for visitors. Visitor experience is the main source of confidence for visitors to return or recommend the attraction to others. This research aims to identify the 'because of' motive and the 'in order to' motive in Generation Z communication experiences at the MoJa Tourism Destination. The phenomenological qualitative research method was chosen to gain a more detailed understanding of the situation. Research data was collected through observations, documents, and semi-structured and open-ended interviews regarding the communication experiences of Generation Z visitors at the MoJa tourist destination. Based on interviews with informants, it was found that the motives influencing Generation Z communication experiences in visiting MoJa included a unique and different experience, social attraction, easy accessibility, and the influence of social media. Meanwhile, the 'in order to' motive for Generation Z communication experiences in visiting MoJa was to enjoy time with close companions, such as dating a partner or spending vacation time with friends. MoJa can continue to innovate by hosting events that encourage visitor interaction, improving accessibility, and adding unique facilities that attract the interest of Generation Z.

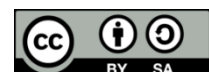
Keywords: Communication Experience, Generation Z, Visitors, Phenomenology, MoJa

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INTRODUCTION

Efforts to enhance the appeal of urban tourist destinations continue to evolve alongside changes in lifestyle. Tourism is generally divided into outdoor and indoor tourism. Nowadays, indoor tourism is becoming a favorite among young people because it offers attractive and aesthetic photo spots for social media, often referred to as "Instagrammable" (Mutia & Kristina, 2020). Tourist destinations now feature creative concepts, such as MoJa (Museum of Jakarta), located in Senayan, Gelora Bung Karno (GBK), Jakarta. According to ICOM (International Council of Museums, 2022), a museum is a non-profit institution that serves society through research, collection, preservation, interpretation, and exhibition of tangible and intangible heritage. However, MoJa focuses more on interactive and entertainment experiences with modern art and creative, often temporary, installations (Rumanty, 2021).

The founders of MoJa stated that the initial motivation for establishing MoJa stemmed from the potential of social media among millennials in 2017, and the idea developed from old films, foreign tourist sites, and modern museums in the USA, Singapore, and Korea (Rumanty, 2021). MoJa presents brand characters in visually appealing 3D formats. Young people from Jakarta, such as Aswin Lim, Jennifer Sharon, Giorgi Rusli, Sharon Lam, and Keziah Lam, played a role in MoJa's founding, bringing diverse academic backgrounds. Its unique concept allows visitors to take photos, bring food and drinks, and use roller skates, creating a distinct experience. Facilities like RoJa (Roller Skate) and MoPaint (MoJa Painting) are well-suited for Generation Z (Rumanty, 2021).

Generation Z, born in the digital era, tends to be more open to technology and social media, with a high sensitivity to their surroundings. The term Generation Z was introduced by journalist Bruce Horovitz in 2012 and includes individuals born between 1995 and 2014 (Simanungkalit, 2022). Their habit of spending a lot of time on social media influences how they choose tourist destinations and share their experiences online, making Instagrammable spots a top choice (Irawan Alpha, Media Rakyat 2021). Communication experiences at MoJa provide insights into Generation Z preferences and behaviors, helping destination managers design more engaging and relevant experiences.

Generation Z is known to grow up with advanced technology, shaping their perspective in selecting tourist destinations. Customer communication experiences encompass feelings of

care, friendliness, indifference, and trust (Rahmawaty et al., 2022). Communication actions can occur through face-to-face interactions and online media, with recommendations coming from people around them and social media. Travel experiences that provide satisfaction and recognition are often shared as recommendations (Imaddudin, 2024). Communication experiences are crucial for enhancing interactions with visitors, ensuring they enjoy their time and recommend the destination to others (Sarmiati et al., 2022). Visitor satisfaction is influenced by motivational factors (Ulfi Maranisya & Rasya Maulida Rahma, 2024). In phenomenology, the interpretation of experience is an active and important process. Phenomenological research emphasizes the search for meaning in a phenomenon, including the communication experiences of Generation Z at MoJa, which has a unique and appealing concept that attracts them to visit and share their experiences through good interpretation.

LITERATURE REVIEW

Phenomenology, derived from the Greek phrases "logos" and "phainesthai," meaning to appear or manifest, refers to the reflective study of experience from a first-person perspective (Kahija, 2021). Phenomenological research focuses on participants' lived experiences without the constraints of interpretation, in accordance with their natural habitat (S. Hidayah, 2019). Alfred Schutz, in his concept of social phenomenology, argued that categories of knowledge arise from empirical and concrete observations of the physical world. Popular typifications serve as the foundation for the ideal type of social scientists, influencing individual interpretations. Schutz also suggested that each group shares common knowledge, enabling communication and mutual understanding (Payne & Payne, 2004).

In Schutz's phenomenological approach, two important motives are highlighted: the "because of motive," which explains the reasons behind human actions, and the "in order to motive," which relates to the goals that individuals aim to achieve through their actions (Budiarko, 2021). The "because of motive" includes cultural, social, economic, and religious considerations that influence an individual's actions, while the "in order to motive" emphasizes future goals that guide individual behavior (Kuswarno, 2009). Communication experience encompasses all aspects of the communication

process, including message comprehension, interpretation, response, and its impact on individual perception and behavior (Rahmawaty et al., 2022). The communication process is cumulative, influenced by past events and current social interactions.

Generation Z, born in the digital era, has a strong understanding of the internet and social media. They tend to be tolerant of cultural differences and highly aware of environmental issues (Suryono, 2020). This generation, also known as the internet generation or iGeneration, values diversity, supports social change, enjoys sharing, and is goal-oriented (Rahmawati, 2018). A tourist destination is a place that offers various tourism products and facilities that appeal to visitors. These destinations can be natural or man-made, offering unique experiences that attract visitors from different backgrounds (Hidayah, 2019). MoJa (Museum of Jakarta) is an example of a tourist destination designed to attract Generation Z with an interactive and aesthetic concept that aligns with social media trends.

IMPLEMENTATION METHOD

This study employs a qualitative methodology to gain an in-depth understanding of Generation Z communication experiences at the Museum of Jakarta (MoJa) tourist destination. Using qualitative phenomenology techniques, the research aims to describe the communication phenomena in detail. Phenomenology is used as an approach to understand the participants' subjective experiences and interpretations of the world, emphasizing the importance of the subjective aspect in research. The research subjects are Generation Z individuals aged between 20 and 28 years who have visited MoJa at least three times. Through initial observations, the researcher identified the target participants and directly approached them to build relationships and obtain participation consent. The researcher showed empathy, interest, and openness to establish rapport with the participants. Data collection techniques included nonparticipant observation, semi-structured interviews, and document analysis. Non-participant observation involved recording the activities and interactions of visitors without direct involvement. Semi-structured interviews allowed participants to share their experiences in depth, while document analysis involved collecting various types of relevant public and personal documents.

Data analysis consisted of three stages: data reduction, data presentation, and conclusion drawing/verification. Data reduction was carried out by simplifying and summarizing the raw data collected. Data presentation was done in narrative, matrix, graph, and chart forms to facilitate conclusion drawing. Conclusion drawing and verification were continuously conducted throughout the study to ensure the validity of the findings. The research was conducted from March 4, 2024, to July 2, 2024, at MoJa, located in the GBK Senayan area, Jakarta. This location was chosen due to its contextual relevance to the issues discussed and the characteristics of visitors that fit the research criteria. This study is expected to provide in-depth insights into Generation Z communication experiences at tourist destinations, which can help improve the quality of visitor experiences at MoJa.

RESULTS AND DISCUSSION

Generation Z communication experiences while visiting MoJa (the Museum of Jakarta) are influenced by various factors that can be categorized as "because of motive" and "in order to motive" according to phenomenological concepts. Most informants learned about MoJa through social media, especially Instagram @mojamuseum, which features engaging content such as aesthetic photos, interactive videos, and visitor testimonials. This content provides a clear picture of the MoJa experience, including activities at RoJa and MoPaint. The main reasons for their visits include MoJa's uniqueness in offering Instagrammable spots and opportunities for play and exercise. Informants like Farhan and Thania expressed that MoJa is not just a regular tourist spot but also a place for socializing and having fun with friends or partners.

MoJa also captures the attention of Generation Z through social media content that influences their perceptions and interests. For instance, Raven was motivated to visit MoJa after seeing content on TikTok. Visual information and positive testimonials enhance MoJa's image as a sought-after tourist destination. Previous research by Abiyyu et al. (2023) shows that Generation Z, who grew up with advanced technology, tends to choose tourist destinations based on information from social media. Although there are challenges with accessibility from the parking area to the main location, shuttle facilities help address some of these issues, though there is still room for improvement.

Furthermore, the "in order to motive" also plays a significant role in visits to MoJa. Social and entertainment experiences are primary goals, as expressed by Farhan who visited MoJa with his girlfriend and Thania who came with her work friends. The RoJa (Roller Skate) facility at MoJa provides a fun and physically beneficial play experience. Visitors are also interested in creating and sharing content on social media, as seen with Thania making TikTok videos and Instagram Stories during her visit. Farhan and Raven share a similar desire to share their experiences on social media. Research by (Sarmiati et al., 2022) highlights that communication experiences are crucial for enhancing tourism and interaction with visitors. Generation Z views MoJa not just as a vacation spot but as an experience to be enjoyed and shared. Facilities like RoJa and MoPaint offer visitors opportunities to engage in unique and challenging interactive activities and channel their creativity through art. MoJa not only meets recreational needs but also provides a memorable experience that aligns with Generation Z preferences. Visitors to MoJa, aged 20-27, come from various regions with stylish and modern appearances, reflecting their trendy personalities. Activities at MoJa, especially RoJa, are appealing because they offer chances for social interaction while enjoying fun play experiences. Good relationships with the researcher, such as with Farhan, Thania, and Raven, indicate that MoJa's informants are not only seeking entertainment but also have cherished memories to share.

CONCLUSION

The study of the phenomenology of Generation Z communication experiences at MoJa (Museum of Jakarta) reveals that MoJa successfully attracts Generation Z through facilities such as RoJa (Roller Skate) and MoPaint (MoJa Painting). Generation Z is drawn to MoJa for its unique and Instagrammable experiences, recommendations from friends, affordable prices, strategic location, and easy accessibility. Attractions like RoJa and MoPaint enhance the appeal of MoJa, making it a sought-after destination for Generation Z to have fun and share moments on social media.

Visit purposes include spending time with loved ones and enjoying facilities like RoJa, which offers a roller skating experience. Social media plays a crucial role in self-expression and sharing experiences. MoJa meets the needs and preferences of Generation Z by providing

memorable, accessible experiences with strong aesthetic appeal.

Recommendations for MoJa's development include exploring communication experience theory with a combined qualitative and quantitative approach, as well as adding unique facilities that align with the latest trends to attract Generation Z. Improving accessibility and hosting social events such as meet-ups or workshops could also enhance MoJa's appeal. By implementing these suggestions, MoJa can maintain its position as an innovative and relevant tourist destination for Generation Z, who seek memorable and aesthetic experiences in Jakarta.

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