

## The Influence of Social Media on Millennial Generation about Travel Decision-Making

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### Abstract

*The presence of the millennial generation in the world of tourism has different characteristics from the previous generation. They are not interested in commercial advertising but prefer a User-Generated Content (UGC) approach and influence in their social environment. The purpose of this research is to determine the influence of social and UGC on Instagram on millennial generation travel decision-making. Instagram was chosen because 67% of travelers use Instagram for travel inspiration before booking a trip and after a trip is booked, and continue to use it for future trips. The sample of this study was 384 millennial respondents in the Greater Jakarta area because it had the demographic bonus and the most productive age. The results show that UGC on Instagram is highly trusted as a media for millennial tourism decision-making because it is authentic and reliable. This research also succeeded in answering the phenomenon which states that the millennial generation can change the tourism industry. This finding is useful for destination managers and the government in their efforts to increase the promotion of tourist destinations to the millennial generation with the Instagram user-generated content approach.*

**Keywords:** UGC on Instagram, Millennial Generation, Travel Decision-Making, Increase the Promotion, Tourism Industry.

### Introduction

There is a new trend in the world of tourism that has been around for the last few years. The trend is that the majority of travelers are young people, they are the millennial generation (Sofronov, 2018). The millennial generation is growing massively, many generations is also supported by large purchasing power so that many tourism sectors make it a market opportunity. Along with increasing globalization and technology, the mindset of the millennial generation values experiences more than material possessions (Siegel & Wang, 2018). They are referred to as 'the next-future-tourist' which has a characteristic of traveling compared to the previous generation, even today they account for about 40% of outbound European trips (Ketter, 2021). The difference in these characteristics means that there are various choices of promotional media that are friendly to millennial tourists (Hakim, 2019). Five features that can distinguish millennials with a focus on young people aged 18 to 24 years, namely: intimacy, loyalty, awareness, balance, and risk (Syrett & Lamminman, 2004). In choosing travel trips, millennials prefer approaches such as UGC (user-generated content) or content and information created by individuals (Kartajaya, 2008). Millennials are considered to be digital natives and early adopters of new technologies (Mosquera, 2018). Besides, millennials are also people who are easily influenced by their social environment. Based on a survey conducted by Stackla in 2019, it was stated that in the first stage, interest was that 86% of consumer interest was influenced by photos posted by friends, family, or peers (Macdonald, 2019).

Several similar studies that focus on millennial tourists, social influence, and the role of UGC in millennial travel decisions include: *First*, a study from the African Journal of Hospitality, Tourism, and Leisure (Volume 8 (Issue 5)) with the title “*The Role of Social Media Sites in Travel Planning and Destination Decision-Making Processes*” by Rosemary Matikiti-Manyevere, the results of her research revealed that the information-seeking stage, Pre-Trip and Post-Trip stage are the most dominant stages used by tourists in using social media sites. Facebook, YouTube, Instagram, and TripAdvisor are the sites most used by travelers during travel planning (Manyevere, 2019). The difference with this research is that the focus of social media that we observe is Instagram because 'travel' is an important part of Instagram. For users, Instagram is closely related to the cycle of how they seek inspiration to share moments on their journey.

Instagram has created a new standard for millennial users as a reference in determining the choice of tourist destinations, the term 'Instagrammable' has recently become a trend among millennials to determine the best photo upload standards that represent their travels, so much because 40% of millennials consider Instagrammable as a location when they plan their tour. Millennials also consider social influences in their environment to be relevant as their motivation to travel, increase their desire to visit, and can even influence their opinion about tourism brands (Terttunen, 2017). In addition, Gretzel (2016) in Terttunen (2017) states that ‘Instagram can to become a large part of travel marketing by considering visuals (photos and videos) as their main strength and interest. Therefore, this platform is highly recommended being part of the marketing plan, especially for tourism destinations’ (Gretzel, 2016 in Terttunen, 2017). This is further evidenced by the results of a survey conducted by Terttunen, that in terms of the type of upload, types of photo uploads that are considered important for Millennial tourists include location/scenery (83.59%), sights, and interesting places to visit (76.58%), activities and activities (67.19%). So, it can be concluded comprehensively that millennials are the largest users of the Instagram platform, making Instagram a media involved in every stage of their behavior (Hakim, 2019).

*Second*, research from Digital Conservancy Libraries (Strategic Communication Capstone Projects) with the title “*The Marketing Journey to Millennials: Is Social-Media the Ticket?*” by Brooke Dillon, the results of this study reveal that in marketing the journey to the millennium the use of social media is very effective. Brands are not only to push their information to followers, but also to provide opportunities for them to leverage their content (UGC) on social media by providing more realistic marketing assets that can be linked to millennial intelligence (Dillon, 2016). Technological changes have also provided access from marketers to consumers and a large amount of data regarding their behavior patterns that a person must change before it can be useful for decision-making (Gait'an et al., 2019).

The current digital and new media era brings several changes for users and media producers to interact in the process of creating public content. UGC is user-generated content connected with the concept of interactivity. User-generated content creation is becoming increasingly important along with the presence of social media. UGC is the result of the combined power of users and media to reach the public (Schweiger & Quiring, 2007). UGC is sometimes referred to as consumer/user-generated media or Content Generated Media (CGM). Consumer-generated media is a new online information source that is created, initiated, used, and circulated by consumers to inform product quality and product problems (Blackshaw & Nazzaro, 2006). New media sources

such as social media containing user-generated content helps create the perfect forum for mutual influence especially for tourism destination selection, in addition to travel marketers with UGC it is also very suitable to motivate and increase customers with positive power.

Young consumers are increasingly using electronic word-of-mouth (eWOM) on travel social networking sites to make purchasing decisions (Song et al., 2021). The eWOM is measured based on four dimensions, namely perceptions of credibility, quality, quantity, and completeness (Anubha & Shome, 2021). However, UGC is not the same as eWOM. According to Daugherty et al (2008), not to be confused with the difference between UGC and eWOM, because UGC is internet content published by everyday consumers, not by media professionals, whereas eWOM is statements made by former consumers about the products or brands they have used and shared the statement is open to the public. UGC is so attractive to consumers because the recommendations sent by tourists online (photos and videos) are considered more credible than travel agency information sources (Gretzel & Yoo, 2008). These social influences contribute positively to the destination intentions supported. This finding is supported by two reports published by Stackla in 2017 and 2019. In their 2017 report, they surveyed 2,000 consumers in the US, UK, and Australia and the results showed that the average consumer is influenced by UGC when planning a trip by 42%. Furthermore, their 2019 report, which surveyed 1.590 consumers and 150 marketers of B2C models in the US, UK, and Australia, revealed an increase of up to 60% from the previous 42% in 2017. One of the interesting findings is that the influence of professional brand image fell from 23% in 2017 to 19% in 2019 (DeGruttola, 2019).

Therefore, the study of social influence and user-generated content on Instagram is very important, especially for travel agents because they can see changes in the characteristics of their current market, namely the millennial generation who can influence or change their vacation plans before making final decisions with environmental influences, or because they see content uploaded by their friends on social media. In addition, it is also interesting to look at the stages of the millennial generation's journey cycle to find out what types of content influence their travel decisions. Based on a survey conducted by Stackla in 2019, it was stated that in the first stage is interest, 86% of consumer interest is influenced by photos posted by friends, family, or peers. The second stage is observation, when tourists browse travel sites, the user-generated content (UGC) is above 59% compared to the professional image of the destination site/official site which is only 55%. Regarding driving bookings, more than 52% of consumers included in this study said that to visit a tourist destination, they would consider it by looking at photos or videos of friends, family members, or peers on social media. Interestingly, they are not only influenced by content, but they also continue to spin the cycle by creating their own authentic content to inspire others (Macdonald, 2019).

Travel decisions are determined by the different motives of each individual and group. Where situational factors can influence a person's behavior for making a decision. This process mostly requires behavioral involvement in using information, especially information on social media. Logical decision-making is a decision that is taken through clear steps that reflect different behavioral characteristics in certain decision situations whose value increases and the chosen tourist destination is suitable and desirable (Rachmadi, 2016). So, the importance of managing social media accounts, especially Instagram for marketers, is related to research from the Jurnal The Messenger (Volume 9

(Issue 2)) with the title “*Selection of Instagram Social Media Accounts by Holiday Inn Bandung*” by Ajeng Jayanti Satyadewi, Hanny Hafiar, Aat Ruchiat Nugraha, stated that what a marketer must implement is the ability to 'listen and learn' and 'take part in authentic conversations' to find out what content their audience really wants (Satyadewi et al., 2017).

The theory used in this research is the *Uses and Gratification Theory* by Blumler, Gurevitch and Katz to explain the selection and use of new media such as the internet and its application by the public (Ruggiero, 2000). According to Katz, this theory is used to answer the question “*What do the media do for the audience?*” (Effendy, 2003). Then Katz explained, basically the community uses the media because it is based on certain motives, and to measure these motives it is usually known as the gratification being sought. Palmgreen in Kriyantono (2010) states that the gratification sought is referred to as the satisfaction that is needed or sought by the audience through selecting the appropriate media for him. The media is considered trying to fulfill the motives according to the wishes of the community. Instagram’s users have five main social and psychological motives: social interaction, archiving, self-expression, escapism, and snooping (Lee et al., 2015). If this motive is fulfilled, the needs of the audience will be fulfilled (Kriyantono, 2010). In addition, this theory assumes that audiences are seen as members of groups with different characteristics and can be influenced by their environment (Kriyantono, 2010).

So, apart from the choice of media, travel decisions can also be influenced by the environment. However, it must be realized that when this influence appears, each individual or group must have their thoughts and judgments. This is what will influence the initial perception and attitude towards something, in this case, the travel decision. The researcher then uses the second theory, namely *Social Judgment Theory* by Muzafer Sherrif, he reveals that in processing persuasion messages, the audience always involves anchors or initial opinions, changes in one's attitude towards something are the result of the social consideration process that someone has gone through on the subject problem. The process of 'considering' a issue or social object refers to a person's frame of reference. In turn, this frame of reference will become an 'anchor' to determine how a person processes and positions the persuasive (Griffin, 2012).

Until now, the study of consumer decision-making processes has always been a topic of discussion, as no single theory has emerged as a discipline for describing, explaining, or predicting consumer decisions, Until recently, the study of consumer decision-making processes has always been a topic of discussion, because no single theory has emerged as a discipline to describe, explain or predict consumer decisions, and it is quite difficult to enter into a single decision theory (Sirakaya & Woodside, 2005). This decision is a very complex and interesting phenomenon related to the tourist destinations offered, the various types of holidays, and the increasing number of visitors, decisions regarding travel time and income for the tourism business. So, understanding the decision-making process is very important for the success of a tourist destination and tourism business.

## Methods

This study uses a positive paradigm, through a quantitative research method approach. The quantitative method in this study focuses on the influence of social and user-generated content in Instagram on millennial generation travel decisions. Instagram has become a source of inspiration for travelers, and the concept of ‘Instagrammability’

emphasizes that travelers attach great importance to these qualities when making destination choices. The popularity of Instagram is getting higher and is evidenced by the increasing number of users. Statistical data from (Statista, 2019) shows that Instagram's users have reached one billion, uploaded by 500 million active users 100 million more photos, and 400 million snapgrams a day containing their daily life, activities, and travel exploration (Ahlgren, 2019). Currently, Indonesia is in fourth place with 62 million active Instagram's users. Research conducted by Facebook in 2019 showed that 67% of travelers use Instagram to seek travel inspiration before booking a trip and after a trip is booked, they continue to use the platform to spur themselves on for upcoming adventures (Forevervacation, 2020). In this study, the researchers used an unlimited population because the total number of generations of the millennium in Indonesia was not yet known, so this study used the unknown number of population formulas stated by Isaac Michael in (Siregar, 2013). The researcher calculated with a 5% error rate and a total sample size of 384 respondents.

$$n = \frac{Z\alpha^2 \cdot p \cdot q}{d^2}$$

Figure 1. Isaac Michael's formula (source: Siregar, 2013)

The formula is used to calculate the sample size (n) with the normal curve value which depends on the alpha value ( $Z\alpha$  0.05 = 1.96) multiplied by the population proportion estimator (p) (if unknown is assumed to be 50%) and q is 1-p (100% - p = 50%) then divided by the selected error tolerance of 5% (d).

$$n = \frac{(1.96)^2 \times (0.5)(0.5)}{(0.05)^2}$$

$$n = 384.16 \text{ rounded to } 384 \text{ samples}$$

To determine the sample size of this study, the authors use a non-probability sampling technique, this technique was chosen because the population is infinite. The model used in the non-probability sampling technique is quota sampling, which is a sample determination technique by determining the quota of the research sample. The sample quota in this study was 384 people, as calculated by the formula from *Isaac Michael* above. The reason researchers decided the Greater Jakarta area millennial generation in this study is that according to the National Family Planning Coordinating Agency (BKKBN), Indonesia will experience a demographic bonus in the timeframe between 2020-2030. At that time, the total age of the workforce (15-64 years) reached around 70%, while the remaining 30% were unproductive people (Kementerian Pemberdayaan Perempuan dan Perlindungan Anak Indonesia, 2018). The demographic bonus that occurs in Indonesia cannot be separated from the demographic bonus at the provincial level, based on data from the Central Bureau of Statistics (BPS) that the most productive age is in Greater Jakarta area up to 1.2 million and this is what dominates from other regions (Badan Pusat Statistik Republik Indonesia, 2019).

## Results

The characteristics of the respondents used in this study were classified by gender, age, and occupation of the respondent. This data is the result of data collection through an online questionnaire to millennials in the Greater Jakarta area. This section will provide an overview of the respondent's condition in terms of gender. For more details, see the pie chart below:

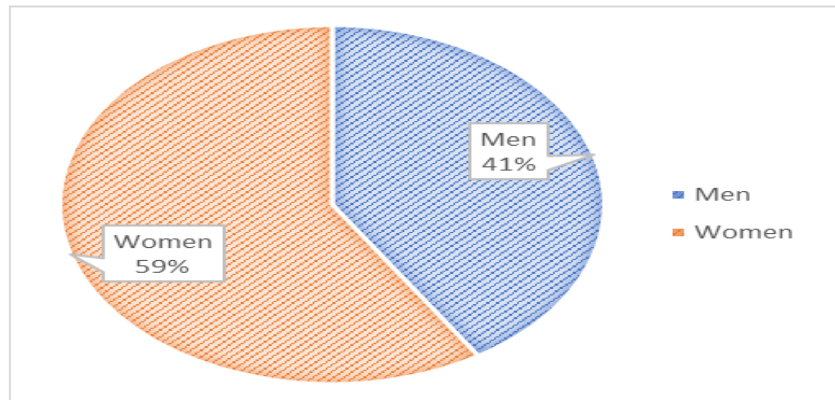


Figure 2. Diagram of the respondent's gender (source: author's analysis, 2020)

The results of data collection were 384 respondents who had filled out the questionnaire, consisting of 157 male respondents and 227 female respondents. In addition, age characteristics are also one of the important things that need to be known because it is one of the supporting marketing strategies. The age of the respondents can be seen from the results of grouping respondents based on the age range in Table 1 and the results show that the largest group of respondents is aged 18-25 years, which is 299 people or 78%, while the smallest group comes from the age of 33-41 years, namely 2 people or 1%. Furthermore, respondents aged between 26-33 years amounted to 83 people or 21%.

Table 1. Respondent age

No	Age	Amount	Percentage
1.	18-25	299	78
2.	26-33	83	21
3.	33-41	2	1
	Total	384	100,0

Note: Information about respondent's age

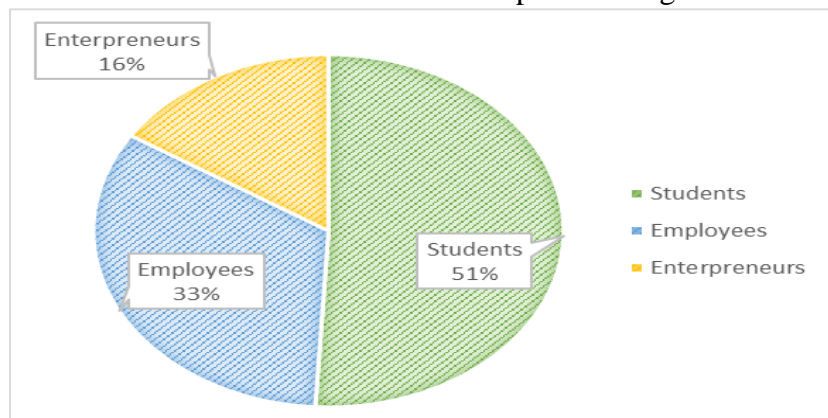


Figure 3. Diagram of the respondent's job (source: author's analysis, 2020)

Based on Figure 3. Diagram of the respondent's job, the type of work itself can affect the income they receive. According to Simamora (2004), work is one factor that can be taken into account when making decisions that will then impact the purchasing power of consumers for a product, in this case, is the decision to travel. Based on the age of the respondents above, it is also known that out of 384 there were 195 people or 51%

working as students, as many as 127 people or 33% of respondents were employees, and as many as 61 people or 16% of respondents were entrepreneurs.

Table 2. Results of the validity test of variable X<sub>1</sub> (Social Influence)

Statement Number	Pearson Correlation (r Count)	r Table (significance 0.05)	Information
1.	0.444	0.361	Valid
2.	0.676	0.361	Valid
3.	0.641	0.361	Valid
4.	0.665	0.361	Valid
5.	0.796	0.361	Valid
6.	0.647	0.361	Valid
7.	0.669	0.361	Valid
8.	0.611	0.361	Valid
9.	0.654	0.361	Valid
10.	0.723	0.361	Valid
11.	0.650	0.361	Valid

Note: r Count = a linear measure of the correlation between two data set; r Table = comparison to determine the level of significance of the Pearson Correlation test

Table 3. Results of the variable reliability test X<sub>1</sub> (Social Influence)

Cronbach's Alpha	N of Items
.903	11

Note: N= the number of statements on the variable X<sub>1</sub>

The data validity test is to test the data that has been obtained. The validity of this data is to measure the extent to which the empirical measure is sufficient to describe the true meaning of the concept under study. Validity describes a measure that can accurately describe the concept you want to measure (Morissan, 2013). The researcher has tested the validity and the results show that each item of the statement of variable X<sub>1</sub> (social influence) amounting to 11 statements, is declared Valid (Table 2) because the results of the Corrected Item-Total Correlation for each statement have a value of > 0.361.

In addition, the researcher also conducted a reliability test to determine the extent to which the measurement results remained consistent if this was done twice or more using the same measuring instrument. The results show that each item of the question for variable X<sub>1</sub> (social influence) which amounts to 11 statement items in the questionnaire is declared Reliable (Table 3) because the results of Cronbach's Alpha X<sub>1</sub> are 0.903 > 0.6. According to Guliford's interpretation of reliability, this value also falls into the very high-reliability category.

Table 4. Results of the validity test of variable X<sub>2</sub> (UGC on Instagram)

Statement number	Pearson Correlation (r Count)	r Table (significance 0.05)	Information
1.	0.597	0.361	Valid
2.	0.573	0.361	Valid
3.	0.621	0.361	Valid

4.	0.468	0.361	Valid
5.	0.622	0.361	Valid
6.	0.624	0.361	Valid
7.	0.819	0.361	Valid
8.	0.785	0.361	Valid
9.	0.664	0.361	Valid
10.	0.819	0.361	Valid
11.	0.819	0.361	Valid
12.	0.769	0.361	Valid
13.	0.626	0.361	Valid
14.	0.636	0.361	Valid
15.	0.545	0.361	Valid

Note: r Count = a linear measure of the correlation between two data set; r Table = comparison to determine the level of significance of the Pearson Correlation test

Table 5. Results of the variable reliability test  $X_2$  (UGC on Instagram)

Cronbach's Alpha	N of Items
,929	15

Note: N= the number of statements on the variable  $X_2$

The results of testing the validity of the  $X_2$  variable show that each item of the statement of the  $X_2$  variable (UGC on Instagram) which amounts to 15 statements is declared Valid (Table 4), because of the results of the Corrected Item-Total Correlation for each statement. The item statement has a value  $> 0.361$ . As well as for the results of the reliability test on each question item,  $X_2$  variable (UGC on Instagram) was also stated as Reliable (Table 5) because the results of Cronbach's Alpha  $X_2$  were  $0.929 > 0.6$ . According to Guliford's interpretation of reliability, this value also falls into the very high reliability category.

Table 6. Results of the validity test of variable Y (Travel Decision Making Process)

Statement number	Pearson Correlation (r Count)	r Table (significance 0.05)	Information
1.	0.644	0.361	Valid
2.	0.644	0.361	Valid
3.	0.691	0.361	Valid
4.	0.715	0.361	Valid
5.	0.869	0.361	Valid
6.	0.823	0.361	Valid
7.	0.741	0.361	Valid
8.	0.524	0.361	Valid
9.	0.794	0.361	Valid
10.	0.601	0.361	Valid
11.	0.516	0.361	Valid



Note: r Count = a linear measure of the correlation between two data set; r Table = comparison to determine the level of significance of the Pearson Correlation test  
 Table 7. Results of the variable reliability test Y (Travel Decision-Making Process)

Cronbach's Alpha	N of Items
.915	11

Note: N= the number of statements on the variable Y

Researchers have also tested the validity of variable Y, the results show that each item of variable Y (travel decision-making process), totaling 11 statements, is declared Valid (Table 6) because the results of the Corrected Item-Total Correlation for each statement item have a value > 0.361. In addition, the real test is also stated as Reliable (Table 7), because the results of Cronbach's Alpha Y are 0.915 > 0.6. According to Guliford's interpretation of reliability, this value also falls into the very high-reliability category. Furthermore, the researcher measured and analyzed the data for the variable X<sub>1</sub>, variable X<sub>2</sub> and variable Y by examining each statement in the questionnaire using the Likert scale interval where in this study the scale started with answers that were worth 4-1 for positive statements, and values 1-4 for negative statements.

Table 8. Likert scale score

Answer	Positive Statement Score (+)	Negative Statement Score (-)
SA	4	1
A	3	2
D	2	3
SD	1	4

Note: SA= Strongly Agree; A=Agree; D=Disagree; SD=Strongly Disagree  
 (source: Risnita, 2012)

In addition, based on the statements in the questionnaire using the Likert scale, the score interpretation criteria must be known in advance with the highest score (A) and the lowest score (B) for assessment item A by multiplying the highest score (4) and the number of respondents (384), the result is 1536, while for the assessment item B by multiplying the lowest score (1) and the number of respondents (384), the result is 384. After knowing the highest and lowest scores, then calculating the interval (distance) and interpreting the percentage to determine the percent score interval. The interval formula is 100 divided by the total Likert score, which is 100/4 = 25. So, the interpretation criteria based on intervals include Very Low = 0%-24.99%; Low = 25%-49.99%; High = 50%-74.99% and Very High = 75%-100%.

Table 9. Variabel X<sub>1</sub> score tabulation

No Item	Answer Frequency				n	Total Score	Mean	%	Assessment
	SA	A	D	SD					
1.	43	158	176	7	384	1005	2.62	65.43%	High
2.	109	201	72	2	384	1185	3.08	77.15%	Very High
3.	180	185	17	2	384	1311	3.41	85.35%	Very High
4.	95	237	51	1	384	1194	3.10	77.73%	Very High
5.	71	223	85	5	384	1128	2.94	73.43%	High
6.	63	217	100	4	384	1107	2.88	72.07%	High
7.	35	178	161	10	384	1006	2.62	65.50%	High
8.	32	158	185	9	384	981	2.55	63.87%	High

No Item	Answer Frequency				n	Total Score	Mean	%	Assessment
	SA	A	D	SD					
9.	37	138	186	23	384	957	2.49	62.30%	High
10.	87	213	81	3	384	1152	3.00	75%	Very High
11.	26	114	207	37	384	897	2.33	58.40%	High
Average of Variable X <sub>1</sub>						1084	2.91	70.57%	High

Note: SA = Strongly Agree; A = Agree; D = Disagree; SD = Strongly Disagree

Table 10. Variable X<sub>2</sub> score tabulation

No Item	Answer Frequency				n	Total Score	Mean	%	Assessment
	SA	A	D	SD					
1.	64	169	138	13	384	1052	2.74	68.49%	High
2.	38	200	99	47	384	997	2.60	64.90%	High
3.	23	202	117	42	384	974	2.53	63.41%	High
4.	64	181	123	16	384	1061	2.76	69.07%	High
5.	103	249	30	2	384	1221	3.18	79.50%	Very High
6.	50	174	156	4	384	1038	2.70	67.58%	High
7.	49	212	117	6	384	1072	2.80	69.80%	High
8.	38	161	170	15	384	990	2.58	64.45%	High
9.	64	209	107	4	384	1101	2.87	71.68%	High
10.	70	233	73	8	384	1133	2.95	73.76%	High
11.	80	228	74	2	384	1118	2.91	72.79%	High
12.	63	249	66	6	384	1137	2.96	74.02%	High
13.	88	254	36	6	384	1193	3.11	77.67%	Very High
14.	66	265	46	7	384	1158	3.01	75.39%	Very High
15.	51	248	79	6	384	1191	3.10	77.54%	Very High
Average of Variable X <sub>2</sub>						1096	2.83	71.33%	High

Note: SA = Strongly Agree; A = Agree; D = Disagree; SD = Strongly Disagree

Table 11. Variable Y score tabulation

No Item	Answer Frequency				n	Total Score	Mean	%	Assessment
	SA	A	D	SD					
1.	155	207	21	1	384	1284	3.34	83.60%	Very High
2.	86	237	58	3	384	1174	3.06	76.43%	Very High
3.	76	261	43	4	384	1177	3.06	76.63%	Very High
4.	60	293	31	0	384	1181	3.07	76.89%	Very High
5.	72	235	74	3	384	1144	2.98	74.48%	High
6.	77	223	79	5	384	1140	2.97	74.22%	High
7.	65	272	45	2	384	1168	3.04	76.04%	Very High
8.	43	185	140	16	384	1023	2.66	66.60%	High
9.	87	213	77	7	384	1148	2.99	74.74%	High
10.	122	242	15	5	384	1249	3.25	81.31%	Very High
11.	107	254	23	0	384	1236	3.22	80.47%	Very High
Average of Variable Y						1175	3.06	76.50%	Very High

Note: SA = Strongly Agree; A = Agree; D = Disagree; SD = Strongly Disagree

The X<sub>1</sub> score tabulation (Table 9) shows that the respondent's assessment of the X<sub>1</sub> variable is in a good category because the resulting average score is 70.57% and is in the range of intervals 50%-74.99%, which means it is included in the high assessment classification. The X<sub>2</sub> score tabulation (Table 10) shows that the respondent's assessment

of the X<sub>2</sub> variable is in a good category because the resulting average score is 71.33% and is in the range of intervals 50%-74.99%, which means it is included in the high assessment classification. The Y score tabulation (Table 11) shows that the respondent's assessment of the Y variable is in the very good category, because the resulting average score is 76.50% and is in the range of intervals 75%-99.99%, which means it is included in the very high assessment classification. Then the researchers tested the hypothesis through simultaneous testing and partial testing using IBM SPSS (Statistics Product and Service Solutions) version 21:

Table 12. Simultaneous f test results

ANOVA <sup>a</sup>						
No	Model	Sum of Squares	df	Mean Square	F	Sig.
1.	Regression	3461.989	2	1730.995	179.476	.000 <sup>b</sup>
	Residual	3674.636	381	9.645		
	Total	7136.625	383			

a. Dependent Variable: travel decision-making process (Y)

b. Predictors: (Constant), UGC on Instagram (X<sub>2</sub>), social influence (X<sub>1</sub>)

Note: df = Degree of Freedom; F = FTable to comparison f Count;

Sig. = significant value

Table 13. The 2-tailed t-test results

Coefficients <sup>a</sup>						
No	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1.	(Constant)	11.358	1.431		7.939	.000
	social influence	.124	.047	.107	4.631	.000
	UGC on Instagram	.437	.028	.644	15.795	.000

a. Dependent Variable: travel decision-making process (Y)

Note: t = tTable to comparison t Count; Sig. = significant value

F test results of variable X<sub>1</sub> and variable X<sub>2</sub> on variable Y showed a significant value of 0.000 < 0.05. Because sig < a, H<sub>0</sub> is rejected and H<sub>a</sub> is accepted, the regression coefficients on the variables X<sub>1</sub> and X<sub>2</sub> are significant. This means social influence and UGC on Instagram simultaneously (together) affect the travel decision-making process. The results of this research hypothesis test indicate that the significance value of the influence variable X<sub>1</sub> = 0.000 < 0.05 and T count 4.631 > 1.966 so that H<sub>0</sub> is reject and the variable X<sub>1</sub> significantly influences variable Y. Next, the sig value on variable X<sub>2</sub> = 0.000 < 0.05 and T count 15.795 > 1.966 so H<sub>0</sub> is rejected, which means that variable X<sub>2</sub> significantly influences variable Y.

Table 14. Multiple regression calculation results

Coefficients <sup>a</sup>						
No	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1.	(Constant)	11.358	1.431		7.939	.000
	social influence	.124	.047	.107	4.631	.000
	UGC on Instagram	.437	.028	.644	15.795	.000

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 a. Dependent Variable: travel decision-making process (Y)
 

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Note: t = tTable to comparison t Count; Sig. = significant value

The multiple linear regression tests states that social influence and UGC on Instagram have a positive and significant effect on the travel decision-making process, this can be seen from the following equation:  $Y = 11.358 + 0.124X_1 + 0.437X_2 + e$ . If social influence and UGC on Instagram increase, the travel decision-making process will also increase, and vice versa. However, if social influence and UGC on Instagram decline, then the travel decision-making process will decline. So, it can be concluded that social influence and UGC on Instagram have a positive and significant effect on the millennial generation's travel decision-making process.

### Discussion

Based on data collection and tests that have been carried out by researchers, it was found that the millennial generation respondent data were 384 people, with the highest percentage in the 18-25 year age range of 77.8%. This is very reasonable because millennials really like to vacation, as data presented by the 2019 IDN Research Institute on Indonesia Millennial Report states that 4 out of 10 millennials travel abroad or domestic every year. The main motivating factor for this generation to travel is mostly to undergo personal development experiences. In line with previous research from Sofronov (2018) entitled states that the millennial generation is the generation that has the most purchasing power for years, and it is the millennial generation who will pay more to get a different experience. In the tourism sector, it must also pay attention to market segmentation, especially segmentation based on age, according to Schiffman and Kanuk (2015), "*age is a potential market segment in tourism because every age has different travel needs.*" Age is also a major factor for tourists in choosing tourist destinations because Indonesia has a very large population of young people and most of the young people have a greater potential for travel because the younger generation has bigger relationships, more knowledge about tourist attractions and more actively seeking information about the latest tourist attractions.

This study uses the independent variable  $X_1$  (social influence) using measurements from Sangadji and Sopiah (2013) with the following indicators: Rules, Family, Reference group, and Culture. Based on the respondent's answer to each statement of indicator  $X_1$  states that social influence has a positive and partially significant effect on the travel decision-making process that has the highest presentation score, which has the highest score of 85.35% (very high) in statement number 3 on Family indicators: Family, friends, and the people closest to me always influence me in choosing a tour (location, hotel, transportation). These results are similar to previous research conducted by Dillon (2016) that 97% of millennials look at other people's reviews before booking a trip and 44% of them decide their travel destination after seeing posts from their friends or family members. So, the spread of Instagram posts simultaneously affects other people's intentions to visit tourist attractions (Amalia & Hanika, 2021). The satisfaction of the trip can be predicted through the dimensions of trust (competence, virtue, and honesty) (Choi & Insin, 2019).

This study uses the independent variable  $X_2$  (user-generated content Instagram) using measurements from Cox et al. (2009) with the following indicators: Dependency, Attitude, Trustworthiness, and Importance. Based on the respondent's answer to each statement of the  $X_2$  indicator, it states that user-generated content Instagram partially has

a positive and significant effect on the travel decision-making process which has the highest score presentation of 79.50% (very high) in statement number 5 the Attitude indicator: "I'll use Instagram to find travel/travel ideas." As the results of research conducted by Senayake (2020) entitled "*The Influence of Social Media on Millennial's Travel Decision-Making Process*" states that social media is related to the millennial generation's travel decision-making process, over 86% of millennials stated that Instagram photos posted by people they know have the most influence on travel destination decisions, as they appear to be more accurate, unbiased, transparent, honest, genuine, and not sales-focused compared to spot ads tourism that comes directly from the company/agent. In addition, sometimes customers and service users often describe their service experience as a negative experience (Wrede, 2016). Therefore, Instagram can be used to find information about tourism services and facilities. This social media is also used as a reference for future visits (Prisgunanto, 2020).

That is why Instagram has been chosen by many millennials to travel ideas. As the theory of Uses and Gratification from Katz et al. (1974) states that media users are active in selecting and using media. They try to find the best source of information to meet their needs. The audience uses mass media based on certain motives and the media is considered to be trying to fulfill the audience's motives. If this motive is fulfilled, the audience's needs will be fulfilled, so it is called an effective medium (Kriyantono, 2010). In addition, the millennial generation is the generation that outperforms other age groups as the leading social media users, one of which is Instagram (Helal and Ozuem, 2019).

The dependent variable is a variable that has a dependence on other variables. In this study, the dependent variable is travel decision-making process (Y) using measurements from Mathieson and Wall (1982) with the following indicators: Felt Need/Travel Desire, Collectic information, Evaluating by Image, Confirming, Travel preparations, Travel experiences, Evaluation, and Travel satisfaction outcome. Based on the respondent's answer to each statement of the Y indicator, it has the highest average score of 76.50% and is included in the very high assessment classification. The highest average score that affects the travel decision-making process is own by statement number 1, the Felt Need/Travel Desire indicator: Seeing other people's travel photos on Instagram makes me feel like going on a trip too of 83.60% and is included in the assessment classification very high. This happens because the public uses the media because it is based on certain motives. Where the audience has an active nature and makes a choice of motives before using the media. There is also an assumption that the use of media is one way of satisfying daily needs (McQuail, 2010). The uses and gratifications theory originates from the existence of a social environment that determines all types of human needs as expressed by Katz, Gurevitch, and Haas in Effendy (2003) that the use of media by individuals related to human needs is categorized into five groups: that the use of media by individuals related to human needs is categorized into five groups: cognitive needs, affective needs, personal integrative, social integrative, and the need for tension release. There are five types of human needs for media, so the expectations of individuals in using certain media selectively according to their needs arise (Effendy, 2003).

In connection with the fulfillment of needs, Nurudin (2014) explains that there are sources of fulfillment that are divided into 2 types, including fulfillment sources related to media and non-media. Sources of the fulfillment of needs related to the media include the type, content, exposure, context, and exposure of the media. In the process of fulfilling needs through these media sources, several functions of media satisfaction are

distinguished, namely observation/supervision, diversion/entertainment, personal identity, and social relations (Nurudin, 2014). So, when the millennial generation wants to travel because of the exposure they get from using Instagram media, then they use Instagram media to meet their needs. Today's traveler not only travels out of necessity but also to show his friends and relatives, who are connected to him on his social media accounts, where he travels and what he experiences during his travels (Ambardar and Malik, 2019).

In making travel decisions, the Pre-Trip is the phase a person faces before he goes on a trip and this social influence is indirectly present to influence all the thoughts, feelings, and actions of others. (Sangadji and Sopiah., 2013) state that social influence is a major influence in a consumer's decision process, it is very clear that a person's consumption behavior will be influenced by society, the environment other social factors that surrounded. The social environment is quite an important factor for someone in determining their needs, by observing other people, can encourage someone to share in consuming the same products and services, in this case, tourism travel decisions. Someone who has been exposed to social influence certainly does not just accept, there are social considerations in him to be able to determine and provide an assessment of all the information or statements he hears. In Social Judgment Theory which has 3 zones as human beings assess messages: Latitude of acceptance, Latitude of rejection, and Latitude of no commitment. From the results of this study, can be stated that the respondents of this study are more likely to enter into the Latitude of acceptance (acceptance zone) because they answer more than they strongly agree on statements which are suggestions from others, such as statement item no. 3 above. This is what falls into the Latitude of acceptance (zone of acceptance) which consists of opinions that can still be accepted and tolerated, in this case, the persuader can change the attitude of the person being persuaded.

While UGC Instagram has succeeded in being present in all travel decision-making processes: Pre-Trip, During-Trip, and Post-Trip, because UGC Instagram can meet the needs of the audience on every trip. McQuail revealed that the motive for using media consists of entertainment motive, which defines it as an escape from daily routine or problems; social integrative motive, occurs when they replace the media as their best friend; personal identity motive, a way to reinforce personal values; and information motives, about how the media will help someone to get information (Rakhmat, 2005).

In addition, two factors affect the level of dependence on the media, namely: *First*, individuals will become more dependent on media that meet their many needs, such as the need for information to seek ideas or travel destinations that millennials get through Instagram, rather than other media. Which only provides a fraction of their needs, this is what happened in the Pre-Trip phase. The *second*, source of dependency is social stability, where Instagram has become a medium for millennials for self-existence and social existence. Instagram's users have been classified as passionate, distant, and viewer users based on their motives for using it. The main categories of use motives have been revealed and named as self-expression, recording, socialization, recreation, and creativity (Kocak et al., 2020). Young travelers' need for uniqueness and opinion leaders regarding travel tends to increase their tendency to share travel experiences on social media during their trip (Styvén and Foster, 2018). They always share their information and experiences while traveling on Instagram social media or even look for additional information required when they are in an area using search/hashtag/location on the Instagram feature, that's what happened during the During-Trip phase. Users trust Instagram to provide security

services and trust information services, which can have a significant impact on users to focus on the sightseeing experience (Liu et al., 2021). This is by one of the assumptions of the Uses and Gratification Theory that the audience is fully aware of the interests, motives, and uses of the media (Morissan, 2013).

The Post-Travel is the phase when tour trips have finished, they begin to evaluate the experience and conclude their level of satisfaction from which the evaluation will influence further tourism behavior. The evaluation can be done in the form of a review written in a photo caption or reviews in the story, of course, a lot of all of that is done on Instagram social media. This is where the assessment of media content is determined by the audience, whether the media is sufficient to provide satisfaction to the audience in meeting their needs or not. According to Palmgreen, Gratification Obtained (satisfaction obtained) is the amount of satisfaction obtained by an individual for the fulfillment of certain needs after the individual uses the media (Rakhmat, 2005). The characteristics of the millennial generation with the greatest potential to disrupt the tourism sector are their strong digital skills, high permanent connectivity, extraordinary search for experiences, and altruistic behavior (Veiga et al., 2017).

The limitations of the research can be taken into consideration for future researchers to get better research results. These limitations include 1. The number of respondents as many as 384 people who were only taken in the Greater Jakarta area is not deep enough to explore the travel decision-making process for millennials throughout Indonesia who may have different characteristics and terms of reference. 2. The object of research is only focused on social media Instagram. 3. The conclusion of the study is only based on data from the questionnaire instrument which is based on the perception of respondents' answers, without being equipped with interviews.

## **Conclusion**

This research has succeeded in answering the phenomenon which states that the millennial generation can change the tourism industry. The results of the correlation coefficient test that have been carried out show that the magnitude of the relationship between social influence and UGC Instagram on the travel decision-making process shows a strong influence. Today, social media is one of the most influential sources for millennials on travel because it has completely changed the way they seek, collect and disseminate information and experiences on their journey. Therefore, this study provides advice to tourism companies/agents to continue to innovate, especially the use of digital technology, such as a promotional approach using user-generated content and understanding what content millennials like because the presence of social media makes millennials compete to become influencers for others, to be more active and innovative in choosing and deciding on a tour than just commercial advertising. Recommendations for further researchers to take a wider sample and expand research on comparisons of OTA (Online Travel Agent) industry such as Traveloka, tiket.com, and Pegipegi, which are widely used by millennials in booking trips. In addition, conduct ongoing research to see if there is a change in the respondent's behavior.

## **Conflict of Interest**

We declare that this research is our work and that there is no conflict of interest whatsoever in the preparation or process of this research.

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