

Between Instagrammable Attraction and Selfie Tourist: Characteristic and Behavior

**Subur Karyatun^a, Suryono Efendi^a, Ramang H. Demolingo^{b#},
Kadek Wiweka^{c*†} and Ayu Pramestya Putri^d**

^a Universitas Nasional, Indonesia.

^b Tourism Studies Program Universitas Udayana and Universitas Nasional, Indonesia.

^c École Doctorale Sociétés, Temps, Territoires (EDSTT) Tourisme, Université Angers, France and Sahid Polytechnic, Indonesia.

^d Sahid Polytechnic, Indonesia.

Authors' contributions

This work was carried out in collaboration among all authors. Authors SK and KW designed the study, performed the statistical analysis, wrote the protocol and wrote the first draft of the manuscript. Authors SE and Author RHD managed the analyses of the study. Author APP managed the literature searches. All authors read and approved the final manuscript.

Article Information

DOI: 10.9734/SAJSSE/2021/v12i430338

Editor(s):

(1) Prof. Alexandru Trifu, "Petre Andrei" University of Iasi, Romania.

Reviewers:

(1) Gustavo Rodríguez Bárcenas, Cotopaxy Technical University, Ecuador.

(2) Amit Kumar, CT University, India.

Complete Peer review History, details of the editor(s), Reviewers and additional Reviewers are available here:

<https://www.sdiarticle5.com/review-history/78657>

Original Research Article

Received 09 October 2021

Accepted 18 December 2021

Published 20 December 2021

ABSTRACT

Aims: This study aims to identify and analyze the characteristics of instagrammable attractions and selfie tourist behavior.

Methodology: The method used in this research is descriptive quantitative. The survey was conducted by adopting a non-probability sampling technique involving 104 respondents. The distribution of questionnaires and observations were carried out for two weeks at the Lembang Floating Market.

Results: The study found that most tourist attractions can be categorized as instagrammable attractions. While selfie tourists strongly consider the availability of unique and current attractions, for the purpose of documenting and sharing their experiences through photos or videos on their Instagram accounts. Therefore, this study concludes that instagrammable attraction has a positive

Postgraduate;

† Doctoral Student;

*Corresponding author: Email: kadek.wiweka@etud.univ-angers.fr, [wiweka.kadek88@gmail.com](mailto:wuweka.kadek88@gmail.com);

and significant effect on attracting selfie tourists. Especially because the characteristics of instagrammable attractions that "perfectly impress" are able to attract selfie tourists who have travel motives and behavior to seek existence and recognition on social media, especially Instagram.

Implication/Applications: The results of this study are able to provide comprehensive information related to selfie tourist behavior that is beneficial for stakeholders, especially travel agents and tourist destination managers.

The Originality of the Study: The limitation of this research is the data collection method which is dominated by surveys. Therefore, further research is expected to conduct an in-depth study related to the reasons tourists are interested in selfie tourism.

Keywords: Instagrammable attraction; selfie tourism; tourist behavior; floating market.

1. INTRODUCTION

Advances in technology have affected almost all aspects of human life, including tourism. Until now, there are still many questions whether technology influences changes in tourist destinations through tourists, or vice versa, tourist habits change because they are influenced by the destinations offered today. One phenomenon that is often highlighted is the behavior of millennial generation tourists who are accustomed to documenting and sharing their travel experiences through social media [1–6]. Since the development of photography technology, documentation has become an inseparable activity for millennial tourists, especially to create memories in the future [7–10]. Lo and McKercher's [11] research found that at least more than 500 million photos per day are uploaded through social media. This generation will even find it strange to travel without carrying a camera on their cell phone or a special camera [12].

In order to identify and choose tourist attractions, Generation Z also often relies on friendship networks and is heavily influenced by social media content. In fact, the virality of a tourist destination greatly influences the travel decisions made, especially for the purpose of increasing their popularity on social media [13].

This phenomenon shows that tourists tend to enjoy tourist attractions based on visuals or virtual rather than directly through their five senses [9]. Currently, tourists even tend to only choose photos that they deem "worthy" or even manipulate through photo editing before sharing them on their social media [11]. As a result, many tourist destinations are required to promote more creatively and innovatively, especially when "selling" their products, both through photos and videos [7,10,14]. Therefore, currently, most of the

destinations or tourist attractions in Indonesia offer instagrammable spots for tourists to take selfies.

Selfies have even developed as a major tourist product, while destinations are only complementary [15]. One indicator is that more and more destinations are focusing on developing selfie spots even if it is necessary to sacrifice the beauty of the destination itself. Therefore, it is not surprising that currently cafes or restaurants emphasize the design of the place or product packaging rather than the quality or taste of their food or beverage. In the context of tourist destinations, this phenomenon is demonstrated by the massive provision of instagrammable selfie spots, although sometimes ignoring the beauty of nature, culture, or even animal rights [16–18].

Although not widely studied, this phenomenon is increasingly getting attention from academics from various fields, including media and communication, environmental management, medicine, and even tourism [19,20]. Therefore, this study aims to identify and analyze the characteristics of instagrammable attractions and selfie tourist behavior. This research was conducted at the Lembang Floating Market which, based on the promotional media it has, offers the main attraction of several selfie spots that meet the Instagrammable criteria. This place also went viral and attracted many tourists, especially the younger generation who like to take their own photos and share them via social media. The results of this study are able to provide comprehensive information related to self-tourist behavior and are beneficial for stakeholders, especially travel agents and tourist destination managers. This study has limitations on the number of samples involved and the scope of the research area is limited to one type of tourist attraction. Further research is expected

to be able to reach a larger sample and involve various types of tourist attractions that have "instagrammable" based main products.

2. MATERIALS LITERATURE REVIEW

2.1 Instagrammable Attraction

[17] noted that Instagrammable comes from the words "Instagram" and "Able". It means something worthy or shareable on social media. This terminology emerged along with the increasing popularity of social media Instagram. A tourism destination or attraction can be said to be instagrammable if it meets several visual criteria, including photogenic, artistic, and aesthetic. Another indicator that is often used is good photo quality based on lighting, color, and image composition. These criteria and indicators have led some to argue that shared photos tend to be unnatural and overly artificial. In fact, many of them doubt the suitability of the image in the photo with reality. But on the other hand, Instagrammable photos are also often more popular, interesting, unique, and considered to represent the personality of the owner of the social media account [21].

In the context of tourist attraction, Instagrammable is often associated with places that are contemporary, anti-mainstream, interactive, and attractive to tourists, especially the younger generation [22]. This attraction also needs to have the ability to give an impression when shared through social media and create hype [23,24]. Therefore, instagrammable attractions are usually designed in such a way according to the latest trends and provide several contemporary nuanced spots that are suitable for tourists to take selfie photos [18].

2.2 Selfie Tourist

Selfie is a 21st century modern cultural phenomenon that first appeared in literature in 2002 [20]. The Oxford English Dictionary (2020) notes that a selfie is "a photo taken of oneself, usually with a smartphone or webcam, and shared via social media". This phenomenon has introduced a new concept of "Selfie Tourism" [25], and is often used as a tourism marketing strategy [26].

In the context of tourism, selfie is an activity of taking photos of oneself as an object which is

carried out individually or in groups. Selfie is a behavior that arises due to technological developments (Axelsson, 2018). Basically, this activity has been carried out by tourists for a long time by using conventional cameras with limited photo capacity. However, technological developments have provided smartphones or other devices that allow taking photos at any time, without limits, and without any consideration. This phenomenon also transforms the behavior of tourists who used to like sightseeing into selfie tourism [13,25]. Or even those who used to like to show "this place is beautiful", now seem more narcissistic with the tendency of "look, I'm here." Therefore, nowadays, tourists no longer only see the attraction through the screen, but rather see themselves [15].

2.3 Tourist Behavior

Tourist behavior can be illustrated based on tourist activities when planning to end a trip. Factors that influence tourist behavior include internal factors and external factors. This means that internal factors are more determined from within tourists, such as health conditions, free time, to financial resources. While psychological factors can be seen from the motivation of the trip. On the other hand, external factors are generally influenced by the tourist attraction itself. This means how the tourism potential of a destination can attract tourists to visit. This behavior can be grouped into at least three groups, pre-trip, during-trip, and post-trip [27]. The first phase is a pre-trip which is marked by stimulation and an introduction to motivation and continues on planning and organizing the trip. While during-trip is the behavior of tourists while enjoying a trip in a tourist destination. The post-trip is a condition when tourists have returned to their origin place with all their experiences and begin to readjust to their normal lives [28,29].

3. METHODOLOGY

A quantitative descriptive approach [30] is used to answer research questions, especially related to the characteristics of instagrammable attractions and selfie tourist behavior at the Lembang Floating Market. The sampling technique used is non-probability sampling [31] involving 104 respondents. The distribution of questionnaires and observations were carried out at the Floating Market Lembang, West Java Province, within two weeks. In addition to primary data, this study also utilizes secondary data from

various references related to instagrammable attractions and selfie tourism. Furthermore, the data that has been collected is processed and presented through descriptive statistical data, where the numerical data will be narrated according to the interpretation of the phenomena that occur in the object of research.

4. RESULTS AND DISCUSSION

4.1 Floating Market as an Instagrammable Attraction

Floating Market Lembang, located at the foot of Mount Tangkuban Perahu, is managed by The Big Price Cut Group. This tourist attraction was originally a natural lake called "Situ Umar" which is also a fishing pond. In early December 2012 this place was opened with a floating market concept with an area of 7.2 hectares which was expanded to 11 hectares in 2015. In addition, Floating Market Lembang has also developed several attractions such as Kyotoku, Mini City, Rainbow Garden, Mini City, water rides, rabbit garden, and floating market [32].

Kyotoku is a tourist attraction with the characteristics of Japanese culture. Tourists can rent a typical Japanese kimono as part of the property's photo. While the Rainbow Garden is a flower garden that is arranged in an attractive and aesthetically pleasing manner. The manager also provides an Adventure Park or outbound arena that offers several activities such as flying fox, ATV, archery arena, and paint ball, intended for tourists who like physical activities.

In addition, this location is also developing a Mini City which is an artificial attraction with the concept of a miniature building with European architecture. The manager also provides a Rabbit Park which is a rabbit breeding place which is often used as a photo object for tourists. The floating market also has one of the natural attractions such as water rides that take advantage of the potential of the lake. At the same location, tourists can also enjoy culinary delights of various types of traditional foods.

Based on the products offered by Floating Market Lembang and analysis on social media, researchers found that most tourist attractions can be categorized as instagrammable attractions [17,21]. Some of the reasons that support this argument include the fulfillment of most of the instagrammable indicators, such as

photogenic, artistic, and aesthetic appeal. In addition, based on the results of visual analysis on photos uploaded by tourists' Instagram accounts, most of the images show good photo quality, such as lighting, color, and image composition [22,23,26]. This means that the concept designed by the manager to attract selfie tourists, including the younger generation, is quite successful. Based on observations, tourists seem quite easy to find photo spots that are considered to increase popularity, are interesting, unique, and are considered to represent the personality of visitors [18].

4.2 Selfie Tourist Characteristic and Behavior

4.2.1 Tourist descriptor

Although the Floating Market is designed as a family destination, its appeal is even more favored by the millennial generation, especially because there are selfie photo spots available in most locations. The survey illustrates that most tourists are between the ages of 20-30 years. This finding is also because most of the tourists involved in the survey are students or the younger generation who voluntarily take their time to answer questions. Most of them also come from cities that are close to tourist sites or have a distance of about 2-3 hours away, including Jakarta, Bogor, Bekasi, Tangerang, and Bandung. While the furthest tourists come from Batam. These characteristics are considered in accordance with the products offered, especially from the aspect of unique and instagrammable attractiveness, strategic location, and affordable prices.

Meanwhile, from the aspect of psychographic characteristics, the survey results show that most Floating Market tourists use gadgets and access the internet in their daily lives. Like the characteristics of other millennials [33–35], most respondents also have more than one type of social media, such as Instagram (97%) and WhatsApp (92%) In addition, the number of social media owned also affects the duration of time spent using gadgets with an average of 1-10 hours per day.

Some activities while using gadgets include social media, entertainments, searching information, shopping, games, education, and holidays purposes. Most of the millennial generation's gadget activities tend to be related to entertainment compared to productive

activities such as learning and enriching information [1,3,6,36]. Although traveling is one of the activities favored by the millennial generation, some of these entertainment activities are relatively easy to do, instant, and inexpensive, such as listening to music and

watching streaming movies, which are still the main choices. This argument is quite reasonable considering most of them are students with a travel budget between IDR 500K to IDR 2,500K. Some other psychographic characteristics can be seen in the following table.

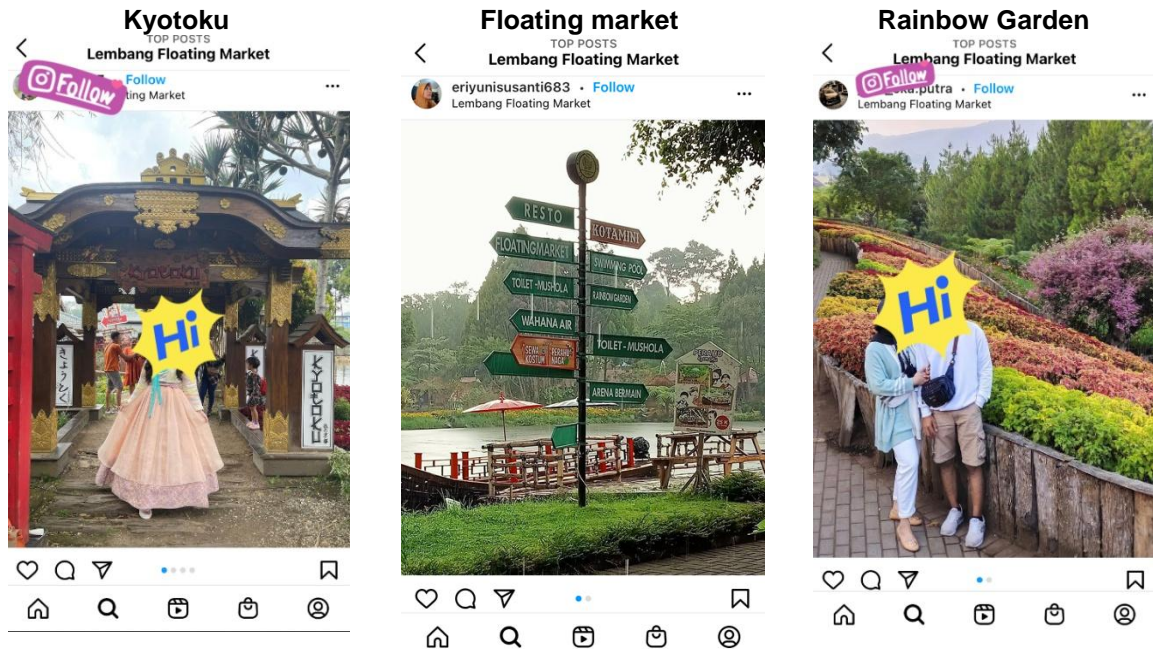


Fig. 1. Instagrammable attraction at Floating Market Lembang
 Source: Lembang floating market Instagram account, 2021

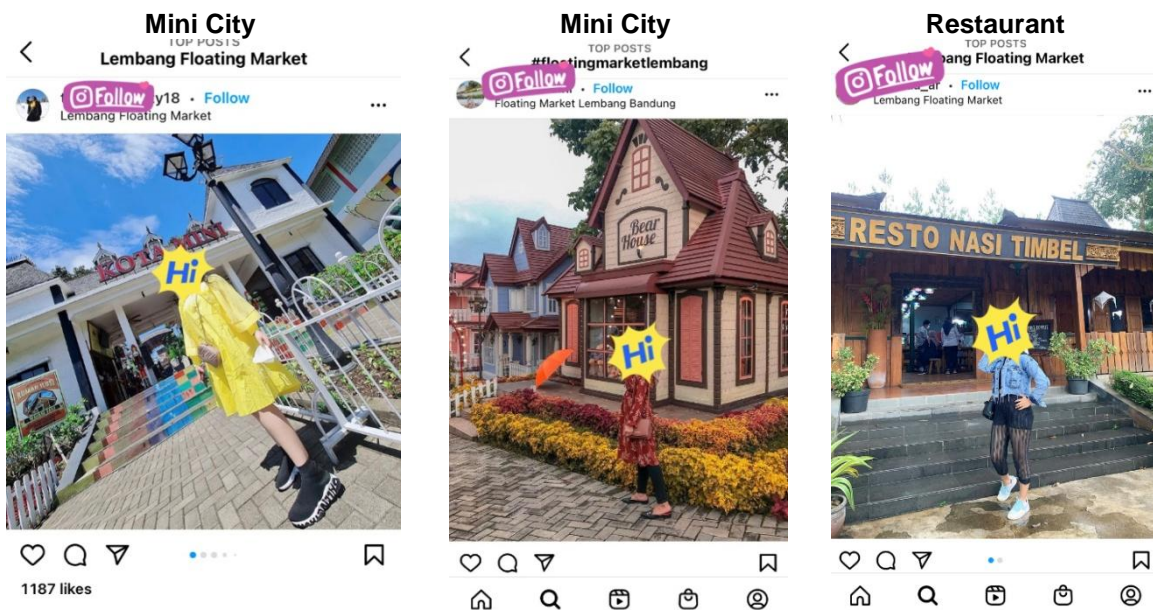


Fig. 2. Instagrammable attraction at Floating Market Lembang
 Source: Lembang floating market Instagram account, 2021

Table 1. Socio-demographic characteristics

No.	Characteristic	Options	Sample (n)	Percentage (%)
1	Gender	Male	20	19
		Female	84	81
2	Age (years old)	< 20	13	13
		20-25	76	73
		26-30	10	10
		30<	5	5
3	Occupation	Private sector	28	27
		Student	70	67
		Others	6	6
4	Income	< IDR 1.000K	33	32
		IDR 1.000K-2.500K	33	32
		IDR 2.500K-5.000K	14	13
		IDR 5.000K-2.500K	24	23
5	Origin	Jakarta	66	63
		Batam	10	10
		Solo	5	5
		West java (Bogor, Bandung, Bekasi, Depok, Cirebon)	22	22
6	Personal status	Single	55	53
		Married	6	6
		Couple (not married)	43	41
7	Education background	Senior high school	82	79
		Diploma	5	5
		Bachelor's degree	17	16

Source: The author's own study, 2021

Table 2. Psychographic characteristics

No.	Characteristic	Options	Sample (n)	Percentage (%)
1	Electronic device & internet usage	Yes	104	100
		Female	84	81
2	Social media account	Instagram	101	97
		WhatsApp	96	92
		YouTube	65	63
3	Gadget usage duration	1-5 hours	25	24
		6-10 hours	59	57
		>11 hours	20	19
4	Activity	Social media	103	99
		Searching information	70	67
		Holidays purposes	46	44
		Shopping	55	53
		Game	54	52
		Education purposes	59	57
5	Holiday budget	Entertainments	70	67
		< IDR 500K	11	11
		IDR 500K-2.500K	64	62
		IDR 2.500K-5.000K	22	21
5	Source of budget	IDR 5.000K<	7	7
		Savings	64	62
		Salary (fulltime & parttime)	47	17
6	Holiday frequency	Parents	55	53
		Once a month	61	59
		Once a year	16	15
7	Motivation	Twice a year	14	13
		Refreshing	96	92
		Nature	53	51
		Culinary	47	45
		Experience	43	41

Source: The author's own study, 2021

Table 2 shows that the financial sources for traveling most of the respondents came from savings and parental gifts. They also travel one to two times per month, with selected travel partners including friends and family, mainly to save on the budget. Considering that most tourists come from busy big cities, their main travel motivation is to freshen up and get out of the routine of everyday life. While 51% of respondents aim to enjoy nature, which is the advantage of the Lembang area.

4.2.2 Trip descriptor

The survey shows that several factors that influence respondents to determine tourist destinations include curiosity (63%) about the latest viral attractions. In addition, most of the millennial generation are also often influenced by the social media status of their friends (55%) who share their experiences when traveling to a destination. This phenomenon then makes social media, especially Instagram, one of the effective and influential promotional media. Selfie tourist behavior to selectively take and publish their travel experience, was able to influence other selfie-tourists. In fact, only a small proportion of respondents (46%) are influenced by suggestions from relatives or friends, or through

conventional marketing techniques (Mouth of mouth). This survey confirms that electronic mouth of mouth (e-MoM) is more effective in reaching the current generation, who are familiar with digitalization [1,3,37,38].

Most of the respondents are also more likely to choose to travel with friends and relatives (79%) or even travel alone (60%). In addition, it took them less than a week to plan their trip (63%). The millennial generation also often reviews the tourist destinations they want to visit, especially by looking at the ratings or comments of netizens. The most used media are Instagram (66%) and Traveloka (58%). Therefore, the term "instagrammable" seems appropriate to describe the selfie tourist travel behavior which is strongly influenced by audio-visual content on Instagram.

Even social media has also been very commonly used to find information, including tourism. The survey describes that most respondents (83%) seek information through social media, even ignoring the Google search engine or other sources of information such as TV, websites, blogs, and books. On the other hand, the most considered internal factor for the millennial generation is financial (92%) compared to health and leisure time factors.

Table 3. Characteristics of tourists travel initiation

No.	Characteristic	Options	Sample (n)	Percentage (%)
1	The main factor in determining tourist destinations	Curiosity	66	53
		Friends' social media status	57	55
2	Travel partner	Alone/Selfies	62	60
		Friends and relatives	82	79
		Travel agent	13	13
3	Information search	Social media	86	83
		Friends experience	64	62
		Vlog	48	46
4	Factors to consider before traveling	Finance	96	92
		Health	53	51
		Leisure time	79	76
5	Mode of reservation (ticket, accommodation, transportation, etc.)	Traveloka	97	93
		Ticket.com	45	43
5	Influence of destination rating in determining destination	Instagram	69	66
		Traveloka	60	58
		TripAdvisor	17	16
6	Travel preparation	< a week	66	63
		2-4 weeks	18	17
		1 month<	20	19
7	Destination factors that influence decisions	Attraction	73	70
		Culinary	65	63
		Photo spot	71	68

Source: The author's own study, 2021

Table 3 shows that external factors that influence tourists to choose a destination include tourist attraction (70%), availability of photo spots (68%), and culinary (63%). This survey shows that selfie tourists strongly consider the availability of unique and current attractions, for the purpose of documenting and sharing their experiences through photos or videos on their Instagram accounts. This factor even overrides the conventional basic needs of tourists, namely food and beverage.

Tourists who visit floating markets can also be categorized as explorers [39] or prefer to travel to places that have been visited by others by using local facilities (transportation and accommodation) and interacting with the local community. Meanwhile, as many as 31% of respondents can be categorized as drifters or prefer to travel as a backpacker and visit places that have not been visited by many others and do not have tourism facilities. On the other hand, only a small proportion (8%) of respondents like to travel to familiar places and submit their travel plans to travel agents. This means that selfie tourists tend to want something new and have not been visited by many tourists. This phenomenon may also be because the main purpose of their journey is to seek self-actualization or gain recognition, especially by increasing likes or comments on social media.

Therefore, table 4 describes that while visiting floating markets, the most popular attractions are

floating markets (90%), rainbow gardens (53%), mini cities and Kyotoku (40%), and outbound arenas (31%). Meanwhile, the favorite activities carried out by tourists at Floating Market Lembang include culinary tours at floating markets and restaurants (84%) and documenting travel activities by recording videos or taking pictures in the corners of 'instagramable' photo spots (73%).

The results of this study show how instagrammable attraction has a positive and significant effect on attracting selfie tourist interest. The characteristics of instagrammable attraction that "perfectly impress", seem to be able to attract selfie tourists who have the behavior and motivation to seek existence and recognition on social media, especially Instagram.

This argument is supported by survey results which show that after carrying out tourism activities, almost all respondents share their travel experiences through social media, especially Instagram and WhatsApp.

Table 5 also illustrates that the majority of respondents provide feedback or impressions on destinations that have been visited by uploading via social media (59%), giving a rating on the website (28%), and writing comments on the destination's official website (15 %).

Table 4. Characteristics of tourists during-travel

No.	Characteristic	Options	Sample (n)	Percentage (%)
1	Accommodation	Homestay	52	50
		Villa	50	48
		Hotel	43	41
2	Attraction favorite	Floating market	94	90
		Rainbow garden	55	53
		Kota mini and Kyotoku	42	40
		Arena outbound	32	31
3	Activities	Culinary	87	84
		Selfie	76	73
		Feed the animals	23	22

Source: The author's own study, 2021

Table 5. Characteristics of tourist's post-travel

No.	Characteristic	Options	Sample (n)	Percentage (%)
1	Social media to share experience	Instagram	87	84
		WhatsApp	63	61
		Facebook	34	33
2	Feedback media	Social media	61	59
		Website	16	15
		Official website	29	28

Source: The author's own study, 2021

5. CONCLUSIONS AND RECOMMENDATIONS

Based on statistical data analysis and interpretation of the photos used, this study proves that most tourist attractions can be categorized as instagrammable attractions. On the other hand, this study found that selfie tourists really consider the availability of unique and contemporary attractions, the goal is that they can document and share their experiences through photos or videos on their Instagram accounts.

This study concludes that instagrammable attraction has a positive and significant effect on attracting selfie tourists. Mainly because of the characteristics of instagrammable attraction, which "perfectly impresses", succeeded in attracting selfie tourists who have the behavior and motivation to travel to seek existence and recognition on social media, especially Instagram. This phenomenon illustrates that today's tourists, especially the younger generation, tend to "consume" tourism through digital media. This means that the satisfaction of traveling is no longer only determined by the destination (products and services) or the tourist attraction itself but is largely determined by how the destination or attraction affects their looks on social media.

Based on the findings of this study, the researcher recommends to stakeholders, especially tourist attraction managers who want to attract the millennial generation market to pay attention to the appearance or packaging of their products. Interesting concepts tend to get more attention from the "selfie tourist".

LIMITATIONS AND STUDY FORWARD

The results of this study are able to provide comprehensive information related to self-tourist behavior and are beneficial for stakeholders, especially travel agents and tourist destination managers. The limitation of this research is the data collection method which is dominated by surveys. Therefore, further research is expected to conduct an in-depth study related to the reasons tourists are interested in selfie tourism.

CONSENT

As per international standard or university standard, respondents' written consent has been collected and preserved by the authors.

ACKNOWLEDGEMENTS

The author thanks all parties who have been involved and assisted in the research and writing of this manuscript, especially the National University for all their support. All authors declare there is no conflict in the process of publishing this article.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

REFERENCES

1. Damanik D, Wachyuni SS, Wiweka K, Setiawan A. The Influence of Social Media on the Domestic Tourist's Travel Motivation Case Study: Kota Tua Jakarta, Indonesia. *Curr J Appl Sci Technol*. 2019; 1–14.
2. Lo IS, McKercher B, Lo A, Cheung C, Law R. Tourism and online photography. *Tour Manag*. 2011;32(4):725–31.
3. Setiawan B, Trisdyan NLP, Adnyana PP, Adnyana IN, Wiweka K, Wulandani HR. The Profile and Behaviour of 'Digital Tourists' When Making Decisions Concerning Travelling Case Study: Generation Z in South Jakarta. *Adv Res*. 2018;1–13.
4. Wiweka K, Wachyuni SS, Rini NA, Adnyana IN, Adnyana PP. Perilaku Berwisata Wisatawan Generasi Milenial di Jakarta Pada Era Revolusi Industri 4.0. 2019;4(3):22.
5. Wiweka K, Wachyuni S, Rini N, Adnyana I, Adnyana P. Perilaku berwisata Wisatawan Generasi Milenial di Jakarta Pada Era Revolusi Industri 4.0. *J Sain Terap Pariwisata*. 2019;313–34.
6. Wiweka K, Wachyuni SS, Simawang SP, Adnyana P, Wihartaty E. Current Issues of Backpacking Tourism Development: Profile and Characteristics of "Sharecost" and "Opentrip" Tourist. *J Educ Soc Behav Sci*. 2019;1–12.
7. Donaire JA, Camprubi R, Galí N. Tourist clusters from Flickr travel photography. *Tour Manag Perspect*. 2014;11:26–33.
8. Garlick S. Revealing the unseen: Tourism, art and photography. *Cult Stud*. 2002; 16(2):289–305.
9. Garrod B. Understanding the relationship between tourism destination imagery and

- tourist photography. *J Travel Res.* 2009;47(3):346–58.
10. Haywood KM. Visitor-employed photography: An urban visit assessment. *J Travel Res.* 1990;29(1):25–9.
 11. Lo IS, McKercher B. Ideal image in process: Online tourist photography and impression management. *Ann Tour Res.* 2015;52:104–16.
 12. Markwell KW. Dimensions of photography in a nature-based tour. *Ann Tour Res.* 1997;24(1):131–55.
 13. Trinanda O, Sari AY. # MeTourism: How selfies affect re-visit intention in narcissistic age. In: 1st International Conference on Economics, Business, Entrepreneurship, and Finance (ICEBEF 2018). Atlantis Press. 2019;593–7.
 14. MacKay KJ, Couldwell CM. Using visitor-employed photography to investigate destination image. *J Travel Res.* 2004;42(4):390–6.
 15. Bugeja M, Dingli A, Seychell D. Selfie as a Motivational Tool for City Exploration. *Int Assoc Dev Inf Soc*; 2018.
 16. Carder G, Plese T, Machado FC, Paterson S, Matthews N, McAnea L, et al. The impact of 'selfie'tourism on the behaviour and welfare of brown-throated three-toed sloths. *Animals.* 2018;8(11):216.
 17. Prasetyo MH. Selfie Tourism Concept to Improve City Branding. *Int J Adv Res Technol Innov.* 2019;1(2):8–17.
 18. Putra RP, Razi AA. Value Proposition of Instagrammable Digital Tourism in Forming Brand Identity. In: Proceedings of the 2nd Social and Humaniora Research Symposium (SoRes 2019). 2020;163–6.
 19. Christou P, Farmaki A, Saveriades A, Georgiou M. Travel selfies on social networks, narcissism and the “attraction-shading effect.” *J Hosp Tour Manag.* 2020; 43:289–93.
 20. Weiler B, Gstaettner AM, Scherrer P. Selfies to die for: A review of research on self-photography associated with injury/death in tourism and recreation. *Tour Manag Perspect.* 2021;37:100778.
 21. Liu H, Li X. How travel earns us bragging rights: A qualitative inquiry and conceptualization of travel bragging rights. *J Travel Res.* 2021;60(8):1635–53.
 22. Yulianti S, Deviyanti Y, S E M. The Strategy of Instagram Use and the Installation of Modern Contemporary towards Millennial Generation's Visiting Decision (Case Study in Yayoi Kusama Exhibition at Museum macan in Jakarta). *Asian J Adv Res Rep.* 2019;1–12.
 23. Agustina IA, Rachmahani H, Husna N, Widita A. Interior Virtual Enhancement: Using Augmented Reality to Elevate Visitor Experience on Café as an Instagrammable Place. Available SSRN 3807702; 2020.
 24. Susanti LE. New Lexicon Adaptation in the Development of Creative Tourism. *RETORIKA J Ilmu Bhs.* 2021;7(2): 152–6.
 25. Trinanda O, Sari AY, Cerya E, Riski TR. Predicting place attachment through selfie tourism, memorable tourism experience and hedonic well-being. *Int J Tour Cities.* 2021;
 26. Sari PRJ, Wisudawati NNS, Yulianti NMDR. Selfie tourism promotion to support innovative tourism in the era of disruption. *Int Res J Manag IT Soc Sci.* 2019; 6(6):172–7.
 27. Cohen E, Avieli N. Food in tourism: Attraction and impediment. *Ann Tour Res.* 2004;31(4):755–78.
 28. Cooper C. Tourism: Principles and practice. Pearson education; 2008.
 29. Leiper N. The framework of tourism: Towards a definition of tourism, tourist, and the tourist industry. *Ann Tour Res.* 1979;6(4):390–407.
 30. Sugiarto E. Daya Tarik dan Potensi Daya Tarik Kawasan Candi Selogriyo. *Kepariwisata J Ilim.* 2017;11(02): 11–24.
 31. Sugiyono P. Metode Penelitian Manajemen(Pendekatan Kuantitatif, Kualitatif, Kombinasi (Mixed Methods), Penelitian Tindakan (Action Research, dan Penelitian Evaluasi). Bandung: Alfabeta Cv; 2016.
 32. Muflikhah V, Mbulu YP, Gunadi IMA. Pengaruh Electronic Word of Mouth di Media Sosial Instagram dan Atribut Produk Wisata terhadap Keputusan Berkunjung di Floating Market Lembang. *J Tour Destin Attract.* 2018;6(2):16–29.
 33. Oh E, Reeves TC. Generational differences and the integration of technology in learning, instruction, and performance. In: Spector JM, Merrill MD, Elen J, Bishop MJ, editors. Handbook of Research on Educational Communications and Technology [Internet]. Springer. 2014 [cited 2021 Nov 6]:819–28. Available:<http://www.scopus.com/inward/record.url?scp=85009994027&partnerID=8YFLogxK>

34. Singh A. Challenges and Issues of Generation Z; 2014.
35. Törőcsik M, Szűcs K. How Generations Think: Research on Generation Z [Internet]. 2015 [cited 2021 Nov 6]. Available:<https://www.semanticscholar.org/paper/How-Generations-Think-%3A-Research-on-Generation-Z-T%C3%B6r%C5%B1cs/e4b3c762ec7a708d998381d5943739e785726926>
36. Yenny M, Wiweka K, Wachyuni SS, Adnyana PP. How are Holiday Photography Startups “Disrupting” Indonesia Tourism Business? South Asian J Soc Stud Econ. 2020;62–77.
37. Wachyuni SS, Wiweka K, Liman M. Pengaruh Online Distribution Channels (Ods) Terhadap Hotel Revenue. J Tour Econ [Internet]. 2018 [cited 2020 Mar 16];1(2). Available:<https://stieparapi.ac.id/ejurnal/index.php/JTEC/article/view/29>
38. Wachyuni SS, Wiweka K. Kepuasan Wisatawan dalam Penggunaan E-Commerce Agoda dalam Pemesanan Hotel. J Tour Destin Attract. 2020;8(1):61–70.
39. Cohen E. Toward a sociology of international tourism. Soc Res. 1972;164–82.

© 2021 Karyatun et al.; This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Peer-review history:

The peer review history for this paper can be accessed here:
<https://www.sdiarticle5.com/review-history/78657>