

**PENGARUH *USER GENERATED CONTENT* TERHADAP
CITRA MUSEUM KONFERENSI ASIA AFRIKA, BANDUNG**

SKRIPSI

Diajukan untuk memenuhi salah satu syarat dalam menyelesaikan
Program Strata-1 Studi Destinasi Pariwisata
Politeknik Pariwisata NHI Bandung



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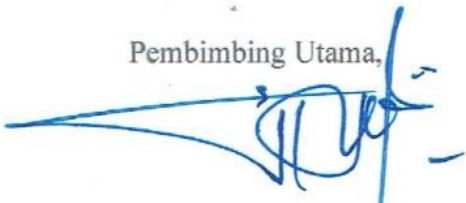
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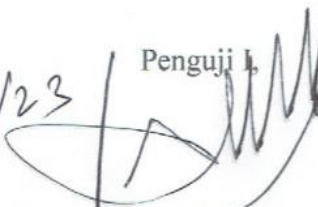
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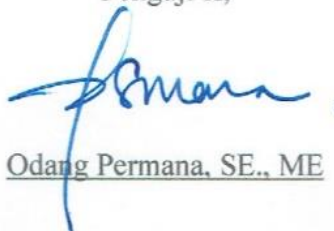
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ABSTRAK

Dengan meningkatnya jumlah pengguna media sosial di Indonesia setiap tahunnya dan ekspektasi konsumen di era digital yang lebih tinggi. User Generated content dinilai efektif dalam meningkatkan persepsi positif terhadap destinasi. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh user generated content yang terdiri dari factual user generated content dan emotional user generated content terhadap citra. Metode penelitian yang dipakai dalam penelitian ini adalah metode deskriptif dengan pendekatan kuantitatif. Metode pengambilan data yang dipergunakan dalam penelitian ini adalah *probability sampling* dengan jumlah sampel sebanyak 210 responden yang didapatkan melalui penyebaran Kuesioner di Museum Konferensi Asia Afrika, Bandung. Teknik analisis data yang dipakai adalah uji asumsi klasik, analisis regresi linier berganda, dan uji model. Hasil Penelitian ini menunjukkan bahwa *User Generated Content* yang terdiri dari *factual User Generated Content* dan *emotional user generated content* berpengaruh terhadap citra di museum Konferensi Asia Afrika Bandung.

Kata Kunci: *User Generated Content, Factual User Generated Content, Emotional User Generated Content, Museum, Citra*

ABSTRACT

With the increasing number of social media users in Indonesia every year and higher consumer expectations in the digital era. User Generated content is considered effective in increasing positive perceptions of destinations. The purpose of this study is to determine the effect of user generated content consisting of factual user generated content and emotional user generated content on image. The research method used in this research is descriptive method with a quantitative approach. The data collection method used in this study was probability sampling with a total sample of 210 respondents obtained through distributing questionnaires at the Museum Konferensi Asia Afrika, Bandung. The data analysis technique used is the classical assumption test, multiple linear regression analysis, and model test. The results of this study indicate that User Generated Content which consists of factual User Generated Content and user generated emotional content influences the image of the museum at the Bandung Asian-African Conference.

.Keywords: User Generated Content, Factual User Generated Content, Emotional User Generated Content, Museum, Image

DAFTAR ISI

LEMBAR PENGESAHAN	i
PERNYATAAN MAHASISWA	ii
KATA PENGANTAR	iii
ABSTRAK	v
ABSTRACT	vi
DAFTAR ISI	vii
DAFTAR GAMBAR	ix
DAFTAR GRAFIK	x
DAFTAR TABEL	xi
DAFTAR LAMPIRAN	xii
BAB I PENDAHULUAN	1
A. Latar Belakang Masalah.....	1
B. Rumusan Masalah	5
C. Tujuan Penelitian	5
D. Keterbatasan Penelitian.....	6
E. Manfaat Penelitian	6
BAB II TINJAUAN PUSTAKA	7
A. Kajian Teori	7
1. Museum.....	7
2. <i>Heritage Tourism</i>	7
3. Pemasaran Digital	8
4. <i>User Generated Content</i>	10
5. Citra.....	14
B. Penelitian Terdahulu	16
C. Kerangka Pemikiran.....	20
D. Hipotesis Penelitian	21
BAB III METODE PENELITIAN	22
A. Desain Penelitian	22
B. Obyek Penelitian	22
C. Definisi Operasional Variabel.....	23
D. Populasi dan Sampel	23
E. Metode Pengumpulan Data.....	24
1. Studi Pustaka.....	24
2. Kuesioner	24
3. Observasi.....	24
F. Teknik Analisis Data.....	25
1. Uji Validitas	25
2. Uji Reliabilitas	27
3. Metode Suksesif Interval (MSI).....	28
4. Uji Asumsi Klasik.....	28
5. Regresi Linear Berganda.....	29
6. Uji F (Uji Anova) atau Uji Simultan.....	29
7. Uji Koefisien Determinasi	29
8. Uji T Parsial atau Uji Hipotesis	29
G. Jadwal Penelitian	30

BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....	32
A. Hasil Penelitian	32
1. Gambaran Umum Museum Konferensi Asia Afrika, Bandung	36
2. Gambaran Umum Responden Museum Konferensi Asia Afrika, Bandung	36
3. Gambaran Umum <i>User Generated Content</i>	40
4. Gambaran Umum Citra	42
5. Uji Asumsi Klasik	43
6. Regresi Linier Berganda	47
7. Uji F (Uji Anova) atau Uji Simultan	48
8. Uji Koefisien Determinasi	49
9. Uji t (Uji Parsial) atau Uji Hipotesis	50
B. Pembahasan.....	51
1. Pembahasan <i>User Generated Content</i> yang terdiri dari <i>Factual User Generated Content</i> , <i>Emotional Generated Content</i> dan Citra	51
2. Pengaruh <i>User Generated Content</i> terhadap Citra	54
BAB V KESIMPULAN DAN REKOMENDASI	60
A. Simpulan	60
B. Implikasi	60
C. Saran	61
DAFTAR PUSTAKA	63
LAMPIRAN.....	69
BIODATA	93

DAFTAR GAMBAR

Gambar 1	Data Pengguna Media Sosial Di Indonesia.....	2
Gambar 2	Survei Global Kepercayaan Terhadap Media Iklan	3
Gambar 3	Skor Ulasan Museum Konferensi Asia Afrika Di Tripadvisor	4
Gambar 4	Kerangka Pemikiran	21
Gambar 5	Angka Kunjungan Museum Kaa Tahun 2018	34
Gambar 6	Angka Kunjungan Museum Kaa Tahun 2019	35
Gambar 7	Angka Kunjungan Museum Konferensi Asia Afrika 2020.....	35
Gambar 8	Angka Kunjungan Museum Konferensi Asia Afrika 2021.....	36

DAFTAR GRAFIK

Grafik 1 Jenis Kelamin (N =210)	37
Grafik 2 Tingkat Pendidikan (N =210)	38
Grafik 3 Jenis Pekerjaan (N =210)	39
Grafik 4 Scatterplot	44
Grafik 5 P Plot Normalitas Data	46

DAFTAR TABEL

Tabel 1 Tingkat Kedatangan Wisatawan Internasional	1
Tabel 2 Penelitian Terdahulu.....	16
Tabel 3 Matriks Operasional Variabel	23
Tabel 4 Skala Likert	24
Tabel 5 Hasil Uji Validitas	26
Tabel 6 Hasil Uji Reliabilitas	28
Tabel 7 Jadwal Penelitian.....	31
Tabel 8 Usia (N =210).....	37
Tabel 9 Asal Tempat Tinggal Pengunjung (N =210)	39
Tabel 10 Rekapitulasi Olahan Skor Factual User Generated Content (N=210)	40
Tabel 11 Rekapitulasi Olahan Skor <i>Emotional User Generated Content</i> (N=210)	41
Tabel 12 Gambaran Umum Citra (N=210).....	42
Tabel 13 Uji Multikolinieritas.....	43
Tabel 14 Uji Heterokedastisitas	44
Tabel 15 Uji Kolmogorov-Smirnov Test	45
Tabel 16 Model Summary	46
Tabel 17 Persamaan Regresi Linier Berganda..Error! Bookmark not defined.	47
Tabel 18 Uji Anova Atau Uji F	48
Tabel 19 Uji Koefisien Determinasi.....	49
Tabel 20 Uji T	50

DAFTAR LAMPIRAN

Lampiran 1 Kuisisioner Pengunjung Museum Konferensi Asia Afrika, Bandung	68
Lampiran 2 Rekapitulasi Hasil Kuesioner	73
Lampiran 3 Rekapitulasi Hasil MSI	80
Lampiran 4 Tabel Distribusi Frekuensi.....	94
Lampiran 5 Rekapitulasi Karakteristik Responden.....	95
Lampiran 6 Surat Keterangan Penelitian.....	104
Lampiran 7 Surat Keterangan Telah Menyelesaikan Penelitian	105
Lampiran 8 Rekap Bimbingan	106
Lampiran 9 <i>Report Scan Plagiarism Detection (Turnitin)</i>	108

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