

IS THE CITY SOCIETY (1)

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1 Is the City Society Interested in Staying at Rural Homestay in Indonesia?

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Abstract:- The construction of 100 homestays in Indonesia to empower rural society and associated with the government's plan in developing nomadic tourism, closely related with society empowerment in rural area which generally in Indonesia is close to the unique destination and tourism site with their culture, that is beautiful with lots of stunning views, field survey evidences from research result must be concluded, such as whether citizens that will become local tourists are interested with travelling to places without hotels in general (only homesharing and homestay) or not, could be a useful reference. Descriptive method and correlation with quantitative approach through field survey, social media and 756 respondents were achieved from society living in Indonesian city. The result of this research hypothesis is that there is an influence of the city community's perception in staying at village homestay by 60.5%, caused by most respondents were millennial generation, then for the development of village tourism and the construction of homestay will have great prospect and potential in the future.

Keywords:- Homestay, Interest in Staying, City Society.

I. INTRODUCTION

Millennial generation is a generation that are often discussed in Indonesia, the tendency of this generation to work with the aim of having fun is related to traveling. Traveling which takes more than a day certainly requires accommodation. Millennial generation is at the age of secondary education, higher education and work, making them a potential market share for tourism. Accommodation is not always hotel, especially if the destination is more related towards nature, mountain and beach which still have not been visited by many tourists, according to millennial generation characteristics who are always looking for unique destination and tourism site, not a lot of people know whether it is instagrammable or not and if it does, they could post their activities, hoping to get viral and they will be recognized as the first person or the person who have visited that destination with unique, amazing and beautiful scenery.

When going on vacation, in planning travel trip people tend to choose tourist destination and the accommodation. Some of the tourists in general plan their accommodation, select hotel type accommodation with various star level depending on the price offered that matches their ability of paying. Some tourists choose the type of accommodation which the price tends to be cheaper

from hotel, such as inn, villa, guest house and homestay. Some other tourists are more concern with the selection of tourist destination first, and then determine their accommodation choices. But in some tourist destination, there are not many choices of accommodation or even no other choices (only one type of accommodation available).

The tendency of city society to choose tourist destination as a form of their motivation to travel for relaxation, fun, rest and others, there are some tendencies to look for "back to nature" concept [1]. Various tourism site such as protected forests, waterfalls, tourist villages, mountains became a choice. Sometimes the available accommodation is homestay especially in tourist village destination. For tourists who are on vacation looking for different sensation, not only enjoying the beauty and pleasure in tourism site, staying in homestay becomes a sensational experience that is difficult rather than choosing to stay in hotel. Beside offering a cheaper price, homestay also provides the opportunity for tourists to know more about local culture, habits of people living around there and can interact with other guests and the community. Picking any type of accommodation, some tourists shows tendency to choose based on convenience and facility, this is according to research results [2] about **Tourist perception towards businesses: Sabah experience**, with the results that tourist perception towards homestay in Sabah Malaysia is closely related with the elements of quality service, infrastructure, promotion and product they have experienced and/ enjoyed while staying in a homestay, from this four elements of quality service and promotion has more influence on tourist perception about homestay and make them satisfied, supported by research [3] with the topic **Degree of Contact and Local Perceptions of Tourism Impacts: A Case Study of Homestay Programme in Sarawak**, explained the relation of various contact level between local citizen and tourist which affect local citizen's perception towards the impact of tourism, and analyzed how this perception explain their support to additional tourism development or restrictions at Kampung Benuk (KB) homestay. Different levels of contact affect local citizen's perception towards the impact of tourism and support for tourism development. This finding provides strategy for government and other tourism agents to increase the benefit of homestay program. Thus in Indonesia, The Ministry of Tourism has a target in supporting target of tourist visits to Indonesia, building 100 thousand homestay tourist villages until 2019, which is supported by The Ministry of Public Works and Housing conducted in 25 region [4] with the number of villages that have the potential to become tourist villages of 1.902

1 villages, consists of 787 marine tourism villages, 576 river tourism villages, 165 irrigation tourism villages, and 374 lake tourism villages. [5].

The construction of this homestay is done by Indonesian Government, in order to provide accommodation to increase the selling power of national tourism industry and in harmony with government development program which builds from villages and suburban areas. The development of tourist village homestay also observed tourist’s trend on starting to stay at home sharing compared to hotels [6]. In 2020, the interest of tourists to home sharing in major citites of the world will increase 15% from 10% (in 2016).

While in Southeast Asia it will increase 5% from 2%. The development of this homestay is expected to increase national tourism sale value because this homestay program does not only offer amenities, but also selling attractions and local culture to tourists. Tourist villages will bring tourists if the tourist attractions are interesting and unique, the distance is easy to reach, village facilities and carrying capacity of tourism are adequate, and the availability of infrastructure is ideal. Based on tourist trends that have been done, The Ministry of Tourism leads to home sharing accommodation options, in this research it will be continued with the focus on city society’s perception towards their interest to stay in homestay especially in tourist villages in Indonesia, this research results can be the basis for assessing the level of interest of city society that will be local tourists for the village in general, so that if the result of the interest level is high then it will provide great opportunity for villages to develop society empowerment through the constructions of homestay.

Community-based homestay as an ideal management has been investigated by [7] the research entitled **Community Based Homestay Programme: A Personal Experience**, resulting that community-based homestay being chosen, are in Kg. Laklok Machang dan Kg. Suri, Tumpat, Kelantan, the activity in both homestays are quite well organized, these activities include traditional games, cooking, and performances but, the facilities provided need to be repaired to meet visitor needs. In Malaysia, community-based homestays have been discussed in various forums and Malaysian Government has been actively promoting the country for tourism and homestay program was developed in order to help the economy of the villagers. Other researches about homestay have been done by [8] about **Homestay as Kandri Tourism Village Development Business**, describing the development of homestay program seen from local institutions shown by the existence of local organizations that regulate tourism activities i.e. Pokdarwis Pandanaran and Sukomakmur. This organization is in charge of homestay program subjects who are innate strength community groups in Kandri Tourism Village. This homestay program institutions and the subjects produced the offered products as attraction which became the reasons why the tourists come in form of homestay houses and activities that became tourist attractions. The results of the analysis will

1 be the basis for arranging recommendation for the development of homestay seen from that three components. Whereas research [9] about **Spatial Transformational of Local Houses into Homestay in Surakarta**, generates data that spatial transformation process that occurs in local houses that is becoming a homestay in Surakarta is more likely to utilize unused area in this case can be unused space or building transformation with utilizing available land. When this research was conducted, Surakarta has grown becoming one of tourism destination by both local and foreign tourists. As time goes by some area that are close to some main tourism site in Surakarta are becoming more crowded. Houses in that area have experienced a lot of transformation in form, function and meaning. The type of accommodation development that began to appear is homestay. It shows that homestay is a phenomenon of accommodation which is being discussed more often in tourism world especially in Asia.

So the purpose of this research is to get results (1). What are the characteristics of the city society respondent’s biography, (2). What are the perceptions of city society towards village homestay, (3). How are the interests of city society to stay in village homestay, (4). How big is the effect of city society’s perception towards their interest in staying in village homestay.

1 **II. MATERIAL AND METHOD**

The research method used is descriptive correctional method with quantitative approach, field survey and based on social media, it was needed to explain the relation formed between studied variable and to find out independent and dependent variable [10], using primary and secondary data. 2 (two) studied variable were measured using ordinal scale with four levels, and for respondent’s biography data was measured using Nominal and Interval scales. The sampling technique needed to be used in this research because there are too many city community’s population with restriction in Jakarta-Indonesia (the number of accurate statistical data is difficult to obtain), so the sampling technique taken in a random sampling (probability sampling) according to the respondent’s area (cluster) who lives in a city and 756 respondents were obtained.

Variable	Sub Variable	Measurement
Perception	1. Observer 2. Motive 3. Interest	Likert
Consumer’s Interest	1. Transactional Interest 2. Preferential Interest 3. Explorative Interest	Likert

Table 1:- Variable dan Measurement
Resource: Processed Personally

To test whether the instrument/primary data is already understood and experienced by respondents, the validity test was conducted [11]. To test whether the instrument can be answered consistently by the respondents, a reliability

1 test was conducted [12]. Both tests are very important to conduct in this research, because in quantitative approach, the quality of data collection is determined by the quality of instruments or the tool used to collect data. A research instrument is said to have certain quality and can be accounted for if its validity and reliability have been

1 proven. Whereas descriptive statistical test is needed to create the interpretation of Interval scale on studied variable in order to help in describing numeric data processed from respondent's answers [13]. In this research, perceptions are interpreted in 4 Interval scales, as follows:

Class Interval	Perception	Interest in Staying
1,00<x<1,75	Very Not Interested	Very Not Interested
1,75<x<2,50	Not Interested	Not Interested
2,50<x<3,25	Interested	Interested
3,25<x<4,00	Very Interested	Very Interested

Table 2:- Interpretation of Variable Interval
Resource : Processed Personally

To answer the research objectives, the statistical descriptive test was used, correlation coefficient and coefficient of determination. Whereas correlation method is intended to find relation or to test significance of associative hypothesis, if each variable connected in form of ordinal, and data sources between variables does not have to be the same [10]. The hypothesis of this research,

Ho : there is no influence between city society's perception towards interest in staying at village homestay
H1 : there is influence between city society's perception towards interest in staying at village homestay.

III. THEORY

In correlation with one of the definition of perception which is introduction process or identification using five senses, and someone's perception or other groups, even if the situation is the same. And because different perception can be traced with the differences of individuals, differences in personalities, differences in attitude or differences in motivation. And basically the process of creating this perception occurs in people, but this perception is also influenced by experience, learning process, and their knowledge, so based on this theories about perception that have been traced, in this research assessing that perception theories from [14] are most suitable with research objectives, that before assessing perception about homestay, respondent must have seen or even stayed at homestay (Observer: interpretation towards what is seen), already has an action/experience (motive and automatically respondent already has interest towards homestay.

Interest in buying is part of the behavior components in consumption attitude and respondent's tendency to act and consider before buying decision is truly implemented and plan to buy. According to the definition of interest, this research use interest in buying method from [15], which defines interest in transactional, preferential at the tendency and description of behavior and always looking for information about the product.

The basic capital of rural development is the collectivity, which is the ability to collectively mobilize human resources, without directly calculating the capital or

benefits [16], empowerment of rural communities for the purpose of improvement The life of the citizens is what each village wants in the development of an independent village, can even be a rural tourism.

One of potential rural tourism, offers the concept based on ecotourism and local wisdom. Where nature, environment and culture became the main object of the tour [17].

IV. RESULT

6 items of perception variable statements have cronbach's value alpha 0.802 and 6 items of interest in staying variable have cronbach's value alpha 0.838, the reliability test result is high, respondents are able to answer 12 statements with high consistency, whereas validity test result shows 12 items of statements with degree of freedom 28 and r table 0.31 are declared valid, which means the respondents understand and experience the statements given to 30 respondents as sample of 756 respondents.

Data from this research results indicate that most people filling out the questionnaires are combination of Y generation (40.7%) or millennials, and the second most is X generation (24.5%) (Baby Bust). Millennials generation who are in productive age that will live and dominate the world of industry 4.0 have begun to have more buying power in tourism with evidence (of) the people who filled out the questionnaires had been on vacation to villages and/or tourism villages, have seen and or stayed in a homestay.

Millennials generation has purpose of living to have fun, they work to save for the purpose of chasing their version of fun, and generally they shop for big financial matter (such as designing the purchase of vehicles and houses) as well as consumptive things, such as buying music concert tickets and for tourism purposes [18]. Millennials generation are the market potential target for Indonesian tourism, because they have nationalist characters with tendency to choose destinations in Indonesia that not many people know [19].

The Ministry of Tourism is indeed promoting nomadic and digital tourism with millennials generation as

1 market target, a challenge for Indonesian tourism which has a lot of nature, unique and not yet reached by most tourists, this can lead to millennials generation's target who tends to choose destination that is rarely visited by tourists with the purpose of to be the one who virals their visit in social media, then automatically it's also being promoted to their followers. If that virgin destination is viral, it will attract tourists' attention in the future and would get more visits from tourists, in this situation millennials generation will not be interested in destinations which had been known by other tourists, then the market target shift to X generation, whose characteristic is designing tourist destination by looking at other tourists' review.

[20] has predicted that women will be second potential market target in digital era, proven in this research. Most women who have already traveled to villages/ tourism villages (59.7%). In the family, women are the decision makers for the purpose of eating together, household shopping even for choosing tourist destination for the family.

The most respondents in the Y generation are from the age of 20 to 30 years working as an employee (45.3%), so they will indeed become potential market in current digital era and nomadic tourism. This generation spend their money on vacation with impromptu way because they are able to get relatively cheap price in short time due to media online, and according to The Ministry of Tourism's plan, this generation are able to enliven nature destinations (have not been visited much) and promote it through their social media at the same time, because they want their visit to be viral at that destination. Most of the employee respondents were controlled by X generation as second most respondents in this research.

The other Y and Z generation are still students, in their circumstances they do not have steady income, but with millennials characteristics where they live to have fun (in working and doing activities), then they have relatively more time which can make it easier to make a trip to that nature-based destinations.

From the frequency of travel data that was mostly done 2 times in a year (36.2%) is very suitable with the

1 results of the work table data, Y and Z generation who already have steady income do need time to prepare their vacation, so the choice of traveling twice a year is natural thing. Whereas Z and Y generation with jobs as students have more time, so they can travel 3 times a year (29.2%), according to their tourist characters that like to do impromptu activities where they have free time, they will immediately plan a vacation.

Family remains the first choice on vacation (68.5%), this is reasonable if it is associated with Y and Z generation with status as employee and possibly in age 25 to 30 years they are married. For Y and Z generation with status as students, family community is still first choice because there is limited funds for them to make vacation which they can do 3 times a year, even though community with friends is also second most choice (27.6%), this research result has the same result in research result [21].

Indonesia is the main choice (79.5%) for Y and Z generation in this research, with the topic about city society's perception about homestay in village, this will become the data that provides great opportunity to local tourism that is being developed to digital and nomadic tourism, which is the potential market target targeted by Indonesian government are this Y and Z generation.

Nationalist sense can be first conclusion why this generation prefer Indonesia rather than overseas destinations, second conclusion with this generation's work status between students and employee that fits their working period is not as capable as X generation in financial matter, making Indonesia as the preferred destination because it is more affordable with relatively cheaper price, third conclusion with their characteristics that like to do vacation in impromptu way/ not planned long before departure, making Indonesia as location which is more reachable with many choices of various tourism site and they can choose quickly with travel cost that is suitable with their funds.

V. DISCUSSION

A. Results of Sub Average Value and Perception Variable

		Oberser ver's Perception	Motive Percep tion	Interest Perception	Percep tion
N	Valid	756	756	756	756
	Missing	0	0	0	0
Mean		2.9325	3.1356	2.9901	3.0194

Table 3:- Statistical Results of Sub Variable and Perception Variable, Resource : Results Processed in SPSS

From the results of average value of perception variable stated that 756 respondents who have already spent holiday to village/ tourism village, that their perception/ views towards homestay in villages are interesting and motivating, this is understandable given the current homestay development in villages has been improved and adjusted to general standards and standards set by ASEAN. For example, in standard 5.2 about accommodation for the houses stated that the standard is required to have good

building structure, strong and safe such as unslippery floor, the walls are not translucent of water and wind, the doors are easily opened and strong so they are safe from outside interference, and the roof is made from strong and safe materials. The house design and building materials used using local materials. The standardized bathrooms must be separated from bedroom and at least have one good bathroom both inside and outside of the house/ homestay.

1 Homestay is required to have adequate electronic devices even if it is still a traditional model design and have enough available clean water. There are still homestays in certain destination in which the availability of clean water is limited, which means at certain time they must limit water usage because it takes time to collect the water. But in reality, foreign tourists who stay in that homestay do not mind, unlike local tourists can not accept such situation or condition.

1 The standard for beds is set in article 5.2.2. available amenities such as fans (minimal). Table, mirror, electric socket, praying equipment. If the offered accommodation is in form of homesharing then the owner has to provide maximum 4 rooms who is always available for guests (not used for owner matter) and the owner has to provide standard bed and according to single bed and double bed with comfortable mattress and bed, and sheet must be changed based on needs, one set of clean sheet must be available for next guest. Toilet standards are still permitted with toilet seat or squat both inside or outside the house, many toilets in tourism villages have used toilet seat and are inside the house.

In terms of motive perception, the respondents who are majority of Y and Z generation have characteristics of wanting to have fun other than hard workers, then with mean value 3.1 it means the respondents are motivated to stay in village homestay because they can have fun and relax. Interest in homestays, the respondents were obtained from review with virtual reality or augmented reality. In industry 4.0 era, digital data plays a role that is recommended to choose destination according to their wishes. Tourism villages must also begin to think of unique and instagrammable type of accommodation in order to

1 satisfy Y and Z respondents' taste that in the next 5 years and so on will dominate tourism market in the era of industry 4.0. Some tourism sites have implemented that strategy with building accommodation such as glampings, caravans, so then it can meet Y and Z generation's taste which aim is to go on a vacation so they can make their experience viral in social media. Millennials tourist has 3 categories, such as glampacker, luxpacker and flashpacker [22].

1 Tourism village in particular can adjust the construction and or providing accommodation according to the needs of this 3 millenials tourist categories, for the future homestay building made with bricks is not attractive to the millennials tourist's attention, then the interests of Y and Z generation towards must be modified in such a way with unique, interesting, bring new experiences design for them (because it has not been found in other places) and most importantly it must be intagrammable.

So from three mean values of perception sub variable, it can be analyzed that the respondents of this research are interested in homestay and interested in staying in village homestay/ tourism village, this interest is similar to fresh air for tourism village considering government's target since 2009 through Permendagri Number 66 year 2007 on Village Development Planning, succeeded in forming 1.734 tourism village and that 1.734 villages to prosper their villagers obliged to find ways to empower the villagers so their villages is visited by tourists, but this strategy to attract tourists must be adjusted with tourists' characters who dominate the tourism market.

B. Results of Sub Average Value and Interest Variable

		Transactional Interest	Preferential Interest	Explorative Interest	Interest
N	Valid	756	756	756	756
	1 Missing	0	0	0	0
	Mean	3.0681	3.0245	2.8677	2.9868

Table 4:- Sub Variable and Interest Variable Statistics Results
Resource : Results Processed in SPSS

Speaking of interest, 756 respondents who were mostly from Y and Z generation were interested in staying at a homestay because in terms of the price it is still considered very affordable, even though in some tourism villages which have already grown and are visited by many foreign tourists, the price offered for homestay could reach Rp.500.000,- and up, villages homestay that are still in local category is in Rp85.000,- per person including breakfast, whereas the alternative accommodation available such as campground (not glamping) starts at the price of 2 days 1 night for Rp175.000,-.

Beside looking at the price, tourists tend to compare prices with surrounding environment and condition of the room, on average respondents are interested in staying at a homestay because of its affordable price with environment and room offered as expected. In terms of preference, i.e.

interest that describe someone's behavior who has main preference to that product. This preference can only be replaced if something happens to their preferred product, this research directs to environment, facility and comfort that exceeds the expectations around homestay, this is focused based on reviews often appear, tourists often decide to stay beside judging the accommodation, facilities are good or not and certainly comfortable or not.

Homestay with low price if it is comfortable and the facilities are good will be selected and in demand. Current condition in some tourism village especially in Java, Sumatera, Bali, West Lombok, the homestays are already well organized with paying attention to cleanliness especially for the bathrooms, bed already used spring bed not kapok mattress anymore, the bathroom uses full ceramics, shower, toilet seat even in Bali, tourism villages

1 provide bath tub facility in their homestay. However, staying at a homestay is not the main choice for respondents (3.0), because they will look at the tourism site first (the highest is beach) then they will think about accommodation like homestay, even so it will still make

1 them interested in staying. Overall the whole city community in this research are interested to stay at village homestay.

C. Correlation Coefficient and Hypothesis Test Results

		Perception	Interest
Perception	Pearson Correlation	1	.778**
	Sig. (2-tailed)		.000
	N	756	756
Interest	Pearson Correlation	.778**	1
	Sig. (2-tailed)	.000	
	N	756	756

** . Correlation is significant at the 0.01 level (2 tailed).

Table 5:- Correlations Results between Variable
Resource : Results Processed in SPSS

The correlation between perception and interest in staying at homestay is strong, it can be interpreted that with perception about homestay by respondents is strongly able to make them interested in staying at homestay. With the condition of homestay that has been explained it is fair if respondents to state their interests to stay at village homestay, because their perception about homestay has changed from uncomfortable, not clean enough, apparently not proven.

Among three perception's sub variables, the strongest relationship in respondents' perception to stay at homestay is motive perception (0.672), which is respondents on vacation have fun at tourism site, then staying at simple homestay is not a problem (second choice), whereas in homestay's cleanliness and comfortable motive interest is the main choice beside respondents' motive to relax, this is according to Y and Z generation's characteristics. However, because of the relation between homestay perception and interest in staying have power, automatically perception about homestay has an effect of 60.5%. and in results of regression coefficient of 0.809 stated that each additional in perception (respondents are more interested in homestay) will increase respondents' interest in staying value. Because the overall number is positive, where respondents are interested in staying at village homestay because respondents' perception that consider homestay is interesting.

It can be concluded that with probability value of 0.000 then perception has positive relation, linear and in line with interest in staying dan based on formula that if probability value is less than 0.05 then Ho is rejected, because the result of probability value of this research (0.000) is less than 0.05 then it means there is a relation and influence from city society's perception towards interest in staying at village homestay.

D. Determination Coefficient Test Results

Model	R	R Square
1	.778 ^a	.605

Table 6:- Determination Coefficient Test Results
Resource : Results Processed in SPSS

1 Perception from city society who are interested in homestay, and interested in staying at homestay, obtained influence value of 60.5%, where in this research city c's perception about homestay is able to influence their interest to stay at homestay.

VI. CONCLUSION

The characteristics of most respondents in this research is Y generation (The Echo of The Baby Boom/millennials), second most is X generation (Baby Bust), most gender is women and most respondents already have income/ work with the frequency of vacation twice or more than three times in a year with family in Indonesia and most preferred destination, such as beaches and mountains.

With city society's perception that is interested in homestay (3.0), and interested in staying at homestay (2.9), and city society's perception about homestay is able to give influence of 60.5% to city society to stay at homestay, then it can be concluded that research about Homestay As An Alternative City Society Accommodation, can be stated successful. Beside accommodation like hotel, city society has interested in staying at homestay as alternative accommodation. And this interest can be a sustainable market target supported by most respondents were millennials and predicted to dominate market's economy) tourism, e-commerce and others, will make this millennials generation as village tourism market share especially by staying at a homestay that is very potential.

This research result will be very useful as a primary data for a research in Sumurunggul Village, Purwakarta, West Java that will be taking the increase of domestic income as a topic through homestay development. And will also be useful for villages that empower the community through the Homestay business, as well as for similar research.

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