

# THE IMPACT OF INDONESIAN FILM TOWARDS PROMOTING RANU KUMBOLO LAKE IN EAST JAVA, INDONESIA CASE STUDY: '5 CM MOVIE'

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A phenomenon called film-induced tourism which lately been increasing the amount of visitor towards a destination that appear through a movie. Watching movie is an intangible visual experience, but it could be change into an actual experience by visiting the film locations. It will give tourist an involvement and recreate their own feeling by experiencing themselves into a destination. In this research, evaluate the correlation of film-induced tourism towards the effectiveness of promotional destination tool. By using a novel-based movie from Indonesia, '5 Cm' movie and Ranu Kumbolo Lake, which is located in Mount Semeru in East Java, Indonesia; as the location which will be promoted as the result of watching '5 Cm' movie. The research methods will be using quantitative data and also questionnaires as research techniques. This research shows a strong relationship between film-induced tourism and the effectiveness of promotional destination tool, which shown by Structural Equation Modeling (SEM).

**Abstract**



Film-induced Tourism, Promotion Tool, Destination Image

# I. INTRODUCTION

## I.1 Background

Tourism is defined as the activity of people travelling and staying in a destination outside their common atmosphere for leisure, business or other purposes (go2, 2014). In other words, it is the business of attracting tourists and giving them accommodation and entertainment (Figueroa, 2014). Tourists are people who take a trip for pleasure or culture, going to places to fulfill their curiosity (Figueroa, 2014).

In most cases, creating a place to become a destination to where people can travel, stay, and do for leisure, business and other activities, does not happen magically. It requires an attraction to draw attention. Tourist attractions could be described as the main purpose for tourism. A “tourist attraction” is a place that domestic and foreign tourists are visit, that have so many features, such as cultural heritage, natural wonders, unusual sites (e.g. skyscrapers), supernatural events (e.g. UFOs), and many others (Kruczek, 2010).

This study, it will discuss about natural wonders, specifically lake. Lakes are smaller than seas, usually fresh and mostly or fully encircled by land. They often feature resorts and recreation facilities (Mancini, 2010). There are so many lakes in Indonesia and one particularly beautiful lake is Ranu Kumbolo. Ranu Kumbolo is located on Mount Semeru, East Java, Indonesia. It covers 8 hectares and is 2390 meters above sea levels. This lake is a place refuge, where Mount Semeru climbers use as a resting place (Kompas. Com, 2013). Due to the movie ‘5 Cm’, which used this lake as its location, Ranu Kumbolo lake has become more popular among tourists (Law, 2013).

Supposedly, destinations are promoted using one or a mixture of promotional tools (advertising, personal selling, sales promotion, publicity, public relations and the internet) (Esu, Promoting an Emerging Tourism Destination, 2010). In this case, a destination was promoted through film production, which is a new technique and tools to introduce a destination (Fikri, 2013). For instance, the trilogy of “Lord of the Rings” promoting New Zealand (Vagionis & Loumioti, 2011; Fikri, 2013; Kraaijenzank, 2009) and the Indonesian film, “Laskar Pelangi” promoted East Belitung, Sumatera, Indonesia as a destination for domestic tourists (Antara, 2014).

Films are a great media to introduce new perceptions, by making the old information by confirming new information. (Tanskanen, 2012). The growth of international travel and the development of the entertainment industry have affected the growth of film tourism. This phenomenon should be considered as a major tourism marketing strategy (Tanskanen, 2012). One example, as previously mentioned is a famous Indonesian novel-based movie ‘5 Cm’ which used Ranu Kumbolo Lake as its location. This movie has inspired domestic tourist to visit this lake and put themselves into the movie experience.

Due to this phenomenon, called film-induced tourism, means that there has been increasing the amount of visitor towards a destination through films. The film makers are searching for good locations in natural or urban environment, which are fit for filming. In addition, the location must be natural, pleasant or unique. Those reasons could make the viewer willing to go to the destination (Beric, Kovacevic, Simat, & Bozic, 2013).

Watching movie is an intangible visual

experience, but it could be change into an actual experience by visiting the film locations. It will give tourist an involvement and recreate their own feeling by experiencing themselves into a destination. That is why film locations are really affecting to tourists (Blaha, 2012). In this research, we could examine how do these phenomenon's impact to the benefits of promoting Ranu Kumbolo Lake.

## **I.II Research Problems**

From this study, there is one problem to be discovered:

Film induced tourism '5 Cm' movie possibly has a significant influence towards promoting Ranu Kumbolo Lake.

## **I.III Research Questions**

There is one main question for this study:

Q1: How significant does film induced tourism '5 Cm' movie towards promoting Ranu Kumbolo Lake?

## **I.IV Research Objectives**

This study has one main objective:

- To analyze the influence of film induced tourism '5 Cm' movie towards promoting Ranu Kumbolo Lake.

## **I.V Significance Of Study**

This study is significant for two reasons:

- First, the relation between the '5 Cm' movie become a tool of promotion for Ranu Kumbolo Lake. Its purpose to introducing the existence and increasing the amount of tourist of Ranu Kumbolo Lake among the peoples.
- Second, this study might be for a further research for the future in creating a new way to promoting tourism destination through film.

## **II. LITERATURE STUDY**

### **II.I Film-Induced Tourism**

The latest phenomenon that had been increased over past 25 years called Film-Induced Tourism, mostly caused by the growth the influence of the media and travelling (Blaha, 2012). Film-induced tourism has also been mentioned in the international bibliography with the name "film-tourism" or "movie induced tourism" or "cinematographic tourism" (Vagionis & Loumioti, 2011).

Describing movie-induced tourism: With movies, people are sometimes induced to go to that place which seen on the screen. An icon be eligible the 'sight' of the look from others, then the properties of a movie location –whether scenic, historical, or literary- and straight at features which are extraordinary for tourists. That is why, in the significance that peoples are looking for sights that seen on the screen, they turn out to be movie-induced tourists (Kezban, 2013).

A phenomenon named film-tourism could be defined as some visitors who visit a destination because appearing on cinema screen (Kezban, 2013) . As a result, increasing amount of visitors to a destination which is cause from its present in a movie either in a cinema, video, Digital Video Disc (DVD), or in an internet (Kezban, 2013). From previous research from Tooke and Baker (Kezban, 2013) there is an enormous 93% growing of an amount of visitors to the destination which are used in a film shooting. Another shocking effect of films on tourism: a long-term grow up to 96% in amount of tourist in a film location until five years after first screening, illustrated by Riley,

Baker and Van Doren (Kezban, 2013).

Those are examples of movies which generated increasing amount of visitor:

Movie	Location	Impact on Visitor Numbers or Tourist Revenue
Braveheart	Wallace Monument, Scotland	300% increase of visitors in year after release
Mission Impossible 2	National Park in Sydney	200% increase of visitors within four years
Pride and Prejudice	Lyme Park, Cheshire, UK	150% increase of visitors in year after release
Troy	Canakkale, Turkey	73% increase of visitors in year after release
Little Woman	Orchard House, Concord, Massachusetts	65% increase of visitors in year after release
Harry Potter	Various Locations in UK	50% increase in tourism in all locations year after release
Sense and Sensibility	Saltram House, England	39% increase of visitors in year after release
The Beach	Thailand	22% increase of youth market in year after release
Four Weddings and a Funeral	The Crown Hotel, Amersham, England	Fully Booked for at least three years after release
Notting Hill	Kenwood House, England	10% of visitors one month after release

**Table 1: Impacts of Film-Induced Tourism**  
Source: (Kezban, 2013).

### II.I.I Destination Image

Image is crucial, it has to be right, without it, a destination will be nothing. Having a great image is vital to attract visitors. In this case will focusing on how a destination image will be created after being featured on a film or cinema screen. Therefore, image formation process is the key factor to keep in mind, related in how image is noticed and the function for the destination (Kraaijenzank, 2009).

One of the main objects to motivate visitors to go to a location is the potential that these peoples want to experiencing a different live from their live from their home location. This potential is encouraged with tourism attraction practices such as films, television, literature, magazines and videos (Vagionis & Loumioti, 2011). According to Schofield, modern tourists

structure ‘destination images’ through using films and movies in television, with no influences are including a promotional material (Vagionis & Loumioti, 2011). Another suggestion from Morgan and Pritchard, that a destination position in a film is the crucial point in a tourism product position (Vagionis & Loumioti, 2011). At last, based on Russell, that destination position in a setting of a film and as a result of being seen to the viewers is very useful towards promotional process for a destination (Vagionis & Loumioti, 2011).

These are following seven stage theory of formation destination image (Jesus, 2013):

1. Accumulation of mental images about vacation experiences
2. Modifications of those images by further information
3. Decision to take a vacation trip
4. Travel to the destination
5. Participation at the destination
6. Return home
7. Modification of images based on experience

In image formations there are two factors that important; pull and push factors. In a simple word, defining those factors could be like this: A tourist himself makes the push factors by willing to escape their routine activity and the destinations will be the ‘pull’ factors. The potential visitors who would like to go to the destination, is proposed by the image which release from the tourism official. For that reason, developing a great destination is become an important concern to make a ‘pull’ to

attract visitors (Kraaijenzank, 2009).

### II.I.I Movie Location

Location and film experiences are increased memories by combining them with other factors, such as actors, events, and setting (Rewtrakunphaiboon, 2009). For the reason, films' watcher can be induced by physical properties, such as scenery and landscape and also their related with the theme, storylines, events and actors, it could be determining the watcher' feelings, emotions and attitudes about the places or locations. An iconic attraction which born from those aspects such as locations, events, and characters has been donate such a powerful values in a film narrations. There is a review about the difference about forms and characteristics that will be shown in the table below (Rewtrakunphaiboon, 2009):

#### Form Characteristics

1. Film-induced tourism as part of a main holiday Tourists will visit film location or book a film tour for a holiday without any previous destination knowledge
2. Film-induced tourism as a main purpose out of special interest The booking of a holiday to a destination as a result of its profiles on the screen
3. Film-induced tourism icons as focal points of visit Natural beauty, historical places, actors can serve as icons
4. Film-induced tourism to places where filming is only believed to have taken place Tourists visit the filming places even if the film represents a different setting.
5. Film-induced tourism as part of romantic gaze Tourists like to gaze on places reinforced by the films in solitude, establishing a semi-spiritual relationship

with the place

6. Film-induced tourism for reasons of escape Visiting film locations elevates tourists beyond the mundane reality of everyday life

Form	Characteristics
1. Film-induced tourism as part of a main holiday	Tourists will visit film location or book a film tour for a holiday without any previous destination knowledge
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3. Film-induced tourism icons as focal points of visit	Natural beauty, historical places, actors can serve as icons
4. Film-induced tourism to places where filming is only believed to have taken place	Tourists visit the filming places even if the film represents a different setting.
5. Film-induced tourism as part of romantic gaze	Tourists like to gaze on places reinforced by the films in solitude, establishing a semi-spiritual relationship with the place
6. Film-induced tourism for reasons of escape	Visiting film locations elevates tourists beyond the mundane reality of everyday life

**Table 2 Forms and Characteristics of Film-induced Tourism**

Source: (Rewtrakunphaiboon, 2009).

Several film locations all around the world have become the pull factors for tourists to visit those particular locations. For instance, the American soap opera 'Sex and the City' movie was being a best-seller, not only in United State but in all over the world. Many restaurants, bars, and shops that appeared in the movie have become must-see destinations in New York (Rewtrakunphaiboon, 2009). Particular films could be more booming that others in magnetizing an amount of tourists to the shown destinations, which requires numerous of critical factors effecting film-induced tourism. One of the critical factor variable is the exact beauties in the setting of the film locations, can bring a strong effect on prospective tourists (Rewtrakunphaiboon, 2009).

## II.II Measuring Effectiveness Of Destination Promotional Tool

Promotion is a communicative activity of marketing (Esu & Ebitu, 2010). Promotional activities must be exactly the same with the requirements of the tourists and combine with the other aspects in marketing mix (Esu & Ebitu, 2010).

### Marketing Mix

Marketing mix is the critical elements that conclude demand for a business or destination product (Weaver & Lawton, 2010). The popular one from numerous marketing mix formations is 8P model; product, people, packaging, programming, place or distribution mix, promotion, partnership and pricing (Weaver & Lawton, 2010)

Based on theory, a destination could be promoted through one or a mixture of promotional tools (Esu & Ebitu, 2010). This promotional tools activities are started by individual or organizations who wanted publish the destination to the market area. For particular strategies for the promotion tourism destination require to have supports for shaping the tourism destination. This complication stated that traditional promotional tools are incompetent to produce a suitable customer without a broad strategic approach (Esu & Ebitu, 2010). There are the five traditional promotional tools (Esu & Ebitu, Promoting an Emerging Tourism Destination, 2010):

#### 1) Advertising

Advertising is several paid appearance about an organization, product, service, or idea by a well-known sponsor of non-personal communications.

#### 2) Public Relations

Public Relations have a communication

function, which is keeping the mutual understanding between an organization and the public.

#### 3) Sales Promotion

Sales Promotion described as providing additional value on the sales force, distributors, or the ultimate consumer and encourages short-term sales.

#### 4) Personal Selling

Personal Selling is a face to face communication which the seller persuades the customers to buy the company's product, service, or idea.

#### 5) Publicity

Publicity is a non-personal communication of an organization, product, service, or idea, but not being paid for sponsorship for creating sales directly.

The evaluation of the effectiveness could be effected in two aspects, the first one is on the perception of tourists at the causing areas and the second is the effect at the obtaining area, which are the number of visitor arrivals, tourist receipts, community benefit, and environment (Esu & Ebitu, Promoting an Emerging Tourism Destination, 2010). But according to Dieudonne (2012), it is also affect the increasing awareness' tourists of a destination. The focus in this research will only on increasing awareness and visitor arrivals, also automatically become the indicator.

### II.II.I Increasing Awareness

Basically promoting destinations mean the enlargement of communicating channels with stakeholders in the direction of raising awareness of customers and persuading

them to buy or enjoy the products (Dieudonne, 2012). Through promotion, in this case promotion a destination trough film, it can shape the perception with the scenes in the particular destination.

As the result of promotion we can see that identify the increasing awareness as the key factor required by the tourism organizers. It is supposed to build a stronger competitive position and greater benefits from tourism (Government of Canada, 2013).

### II.II.II The Volume Of Tourists Arrival

Most of statements from local government’s agencies, tourism associations, and film companies reveal that film-induced tourism is focusing on numbers of visitors which are attracted (Beeton, 2005). The impact film-induced tourism towards volume of tourist arrival could be seen on See Table 1.

For instance, the filming of Captain Corelli’s Mandolin was on the Greek Island of Cephalonia. In 2001, after the movie was released, there was an increase in amount of visitors as much as 15-20% compared to the previous year (Blaha, 2012).

## III. METHODOLOGY

### III.I Type And Source Of Data

#### III.I.I Primary Data

Primary data is collected by researcher and achieved by survey research. A research can be uses two varieties of primary data, which are qualitative primary data and quantitative primary data. But this research

will be using the quantitative primary data. The questionnaire is used for quantitative primary data. Questionnaire itself is one type of collecting data using research instrument through the respondent directly or indirectly. The questionnaire is using two variables, which are film-induced tourism and the effectiveness of destination promotional tool.

#### III.I.II Secondary Data

Secondary data is collected from the references from authors used, for instance book and journals of film-induced tourism, journals about the effectiveness of destination promotional tools and articles from internet that connected with film-induced tourism and the effectiveness of destination promotional tools.

### III.II Population

Population is an abstract from stated objects that will be analyze, which contain specific characteristics and quality. In this research, the population will be peoples who already watch ‘5 Cm’ movie.

### III.III Research Instrument

The research instruments for this research are based on two variables, which are film-induced tourism and the effectiveness of promotional destination tool with two indicators for each variable.

Variables	Indicators	Sample Questions	Scale
Film-induced Tourism (With movies, people are sometimes induced to go to that place which seen on the screen. An icon be eligible the ‘sight’ of the look from others, then the properties of a movie location –whether scenic, historical, or literary- and straight at features which are extraordinary for tourists. That is why, in the significance that peoples are looking for sights that seen on the screen, they turn out to be movie-induced tourists (Kezban, 2013).)	Movie Location	1 A location is crucial thing for a film’s success	Likert
		2 According to my opinion, the beauty of a precision determination of a location in the film, will bring a positive effect on prospective tourists	
		3 A tourist attraction will be supporting a film for a movie to watch	
		4 I feel that Ranu Kumbolo Lake’s location is really suitable for ‘5 Cm’ film.	
		5 I feel happy if I could visit a place/destination which appears in a film.	
		6 I feel satisfied if I could visit a place/destination which appears in a film.	
		7 According to my opinion, when I was in the Ranu Kumbolo Lake, I was reminded of a scene from the ‘5 Cm’ movie.	
	Destination Image	1 According to my opinion, a tourist destination which has a powerful image could be attracting tourists	Likert
		2 According to my opinion on the ‘5 Cm’ movie, Ranu Kumbolo Lake already has an image which can attract tourists.	
		3 According to my opinion, an image of a tourist destination can be established in my mind, when it is appears in the movie.	

Effectiveness of Destination Promotional Tool (a destination could be promoted through one or a mixture of promotional tools (Esu & Ebitu, 2010). This promotional tools activities are started by individual or organizations who wanted publish the destination to the market area. For particular strategies for the promotion tourism destination require to have supports for shaping the tourism destination. This complication stated that traditional promotional tools are incompetent to produce a suitable customer without a broad strategic approach (Esu & Ebitu, 2010).)	Increasing Awareness	4	After I watched '5 Cm' movie, I have an image of Ranu Kumbolo Lake in my mind.	Likert
		5	After I watched '5 Cm' movie and visited the Ranu Kumbolo Lake, I felt the description given from the movie with my own experience is actually the same.	
		6	According to my opinion, a movie/television/magazine/video can help me to decide where I would spend my holiday.	
		7	According to my opinion, one of motivations to go to a tourist destination is craving to feel a different life from existing routines.	
		8	According to my opinion, the infrastructure around Ranu Kumbolo Lake is acceptable.	
	9	According to my opinion, the local residents around the lake Ranu Kumbolo being kind to tourists.		
	Volume of Tourist Arrival	1	After I watched '5 Cm' movie, I become more familiar with Ranu Kumbolo Lake.	
		2	Before I watch '5 Cm' movie, i know nothing about Ranu Kumbolo Lake	
		3	After I watched '5Cm' movie, I feel that Indonesia have more tourist destinations.	
4		According to my opinion, promoting a tourist destination through a film can elevate the tourists' awareness of the existence of a tourist destination.		

**Table 3 Question Design**  
 Source: (Esu & Ebitu, 2010; Kezban, 2013)

### III.IV Data Analysis

#### III.V Data Pre-Testing

Data pre-testing has purpose to verify several weak points in questionnaire. Data pre-testing must be completed, because it is determining which is valid or not. To resume the data collection, data pre-testing must be valid.

##### III.V.I Validity Test

Defining validity is the power of research instrument to determine what must be determined. It measured the data collected can be used in the research. The relationship of the research aims to present can be shown from the data collection using the questionnaire. A valid questionnaire is one where the relationship to be measured is significant. The measurements of validity can be done using many methods. This research will

be using KMO test using SPSS software.

##### III.V.II Reliability Test

Reliability is the degree estimation of the instruments is free from error (Fikri, 2013). The instruments are reliable if the answers of the respondents are consistent (Fikri, 2013). The approach taken to measure the reliability of the research instrument for pre-testing in this research will use the method of Cronbach's alpha.

## IV. RESULT AND DISCUSSION

### IV.I Data Post-Testing

#### IV.I.I Reliability Test

The reliability test for post-testing depends on a total of 97 respondents. From the case processing summary with 100% output validity, it occurs that the entire data are regarded as valid. From this study shows that the Cronbach's Alpha value from 97 respondents is 0.757 for the 17 research instruments. These data is regarded as reliable because the value of Cronbach's Alpha is above 0.7.

#### IV.I.II Validity Test

This validity test result for data post-testing which is illustrated from 97 respondents, the result of the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (MSA) is above 0.5. Moreover, when it is compared to the validity test of pre-testing previously, the result is get higher. The value of KMO-MSA of post-testing is 0.609 and for the significant value of Bartlett's Test of Sphericity is 0.000. The overall data result of validity post-testing is adequate.



## IV.II Data Analysis

### • SEM MODEL

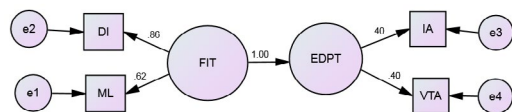


Figure 1 SEM Model – Standardized Estimates Model  
Source: AMOS

DI	:	Destination Image
ML	:	Movie Location
FIT	:	Film-Induced Tourism
EDPT	:	Effectiveness of Promotional Destination Tool
IA	:	Increasing Awareness
VTA	:	The Volume of Tourist Arrival

The explanation of the indicators and the relationship following based on the results of data analysis using SEM are described below:

### 1. Film-Induced Tourism to Effectiveness of Promotional Destination Tool

The relationship of 1.00 between Film-Induced Tourism and Effectiveness of Promotional Destination Tool means that 100% of Effectiveness of Promotional Destination Tool is influenced by Film-Induced Tourism. This is considered a strong relationship. Seemingly that most of tourists when it comes to the effectiveness of promotional destination tool are really influenced by a film-induced tourism itself. It means that, when a destination gets promoted, the most effective tool comes out in appearance from a film.

## 2. Film-Induced Tourism

### a. Destination Image influences Film-Induced Tourism

The correlation between Destination Image and Film-Induced Tourism is at 0.86. This is the highest value in between of the two indicators in Film-Induced Tourism. This indicates that 86% of tourists perceive the destination image very well. Based on Kraaijenzank (2009), having a great image is vital to attract visitors. In this case will focusing on how a destination image will be created after being featured on a film or cinema screen. Therefore, image formation process is the key factor to keep in mind, related in how image is noticed and the function for the destination.

### b. Movie Location influences Film-Induced Tourism

The correlation between Movie Location and Film-Induced Tourism is at 0.62. This indicates that 62% of tourists give more notice for movie location, but not as much as the previous indicator. From the previous research stated, particular films could be more booming that others in magnetizing an amount of tourists to the shown destinations, which requires numerous of critical factors effecting film-induced tourism. One of the critical factor variable is the exact beauties in the setting of the film locations, can bring a strong effect on prospective tourists (Rewtrakunphaiboon, 2009).

## 3. Effectiveness of Promotional Destination Tool

### a. Increasing Awareness influences the Effectiveness of Promotional Destination Tool

The correlation between Increasing Awareness and the Effectiveness of Promotional Destination Tool is at 0.40. This indicates that 40% of Effectiveness of Promotional Destination Tool is affected by the Increasing Awareness. The relationship is considered as quite weak. But logically the effectiveness of promotional destination tool can be measured by the increasing of tourists' awareness.

Hypothesis	Measurement	Criteria Value	Results	Conclusion	
H1	Film-Induced Tourism to Effectiveness of Destination Promotional Tool	p-value < 0.05 indicates significant influence	0.02	Significant	Accepted
		Regression weight value indicates influence	1.00	Strong Influence	Accepted
H0	Film-Induced Tourism to Effectiveness of Destination Promotional Tool				Rejected

*b. The Volume of Tourist Arrival influences the Effectiveness of Promotional Destination Tool*

The correlation between The Volume of Tourist Arrival and the Effectiveness of Promotional Destination Tool is at 0.40. This indicates that 40% of Effectiveness of Promotional Destination Tool is also affected by the Volume of Tourist Arrival. This indicator has the same value with the previous indicator, therefore this is also considered as quite weak relationship. From the previous research in Chapter 2, there are various evidence that verifying about the increasing volume of tourist arrival as one of the key success of the effectiveness of promotional destination tool.

**IV.III Research Questions And Hypothesis Testing**

After the completion of the data analysis, now the research is going to the next phase. The table below is the research question with the following hypothesis. With the previously processed data, this question will be answered now and the following hypothesis could be accepted or rejected. The summary of the hypothesis test is in the table below:

**Table 12 Hypothesis Testing**  
Sources: (Mustafa & Wijaya, 2012)

Based on the table above, the criteria value which contain p-value and the regression weight value belong to Hypothesis 1 are considered as accepted. Because of that, the Hypothesis 0 is automatically rejected.

**IV.IV Research Questions And Hypothesis Testing**

Hypothesis Testing 1: Film-Induced Tourism to Effectiveness of Destination Promotional Tool

Question 1: How significant does film induced tourism “5 Cm” movie towards promoting Ranu Kumbolo Lake?

Hypothesis 1: There is a possibility that film induced tourism “5 Cm” movie has a significant influence towards promoting Ranu Kumbolo Lake.

From the summary result table above, the relationship of Film-Induced Tourism towards the Effectiveness of Destination Promotional Tool is revealed by the p-value of 0.02. This indicates that there is influence between Film-Induced-Tourism and the Effectiveness

of Destination Promotional Tool at 100%, and the relationship is significant and accepted.

The results are fairly comparable with the previous research below:

In the previous research, according to Vagionis & Loumioti (2011), Schofield suggests that modern tourists shape “destination images” through consumption of films and movies in television, without the prejudice that these are a promotional material. Derived from the summary of the results above, the indicator of Destination Images towards variable Film-Induced Tourism is 86%.

For conclusion, the highest aspect that affecting much for Film-Induced Tourism variable is Destination Image is 86% as result from SEM model. This is similar with what the previous research from Vagionis & Loumioti (2011)

## V. CONCLUSION AND RECOMMENDATION

### V.1 Conclusion

The primary purpose in this study is to reveal the correlation between film-induced tourism and the effectiveness of destination promotional tool will be conferred further below.

#### *1) Film-induced tourism in relation to the effectiveness of promotional destination tool.*

The influence film-induced tourism towards the effectiveness of promotional destination tool is valued at 100% and regarded as significant. This shows

a strong relationship between film-induced tourism and the effectiveness of promotional destination tool. It can be assumed that Ranu Kumbolo Lake which appears in ‘5 Cm’ movie really elevating the effectiveness of promotional destination tool for the Ranu Kumbolo Lake itself.

#### *2) Film-induced Tourism in relation to the Destination Image and Movie location.*

The influence film-induced tourism towards Destination Image is valued 86% and it is regarded as significant. This shows a strong relationship between what an image created towards a destination. In this case, Ranu Kumbolo Lake has established its own image through ‘5 Cm’ movie, which will be remembered by the viewers. Likewise the film-induced tourism towards movie location is valued 62% and also regarded as significant. This shows a quite strong relationship that a location for a film is also affect film-induced tourism. Ranu Kumbolo Lake as a film location brings a strong effect for the potential tourists.

#### *3) Effectiveness of Promotional Destination Tool in relation to Increasing Awareness and Volume of Tourist Arrival.*

The influence of the effectiveness of promotional destination tool towards Increasing Awareness and Volume of Tourist Arrival are both valued 40% and regarded as quite weak. These two indicators are logically had a strong connectivity, when the awareness is low, as the result the volume of tourist arrival will be low also. This reason is answering why these two indicators could be at the same weak.

### V.2 Recommendation

From the findings in this research, it can be recommended that:

1) For a tourism destination, a film could be considered as one of the great way to promote a tourism destination. So for film industry could start by using Indonesian tourism exposures since Indonesia has so many hidden exposures which have never been exposed.

2) For both indicators from Effectiveness of Promotional Destination Tool, it must enhance the both side of the indicators. For the increasing awareness, the best way to elevate is by increasing the other methods or ways of promotion. Besides through film, it can be from the advertisement which made by the head office of Mount Semeru that also include Ranu Kumbolo Lake and surrounding. The advertisement could be like through online/internet, newspaper, flyer or other media. Moreover, it could be from tour guide promo and familiarization trip. With all of those efforts that already mentioned above will increasing the awareness of Ranu Kumbolo Lake and automatically it will increase also the volume of tourist arrival. More tourists will then be more interested to come because they will feel know more now and at the same time also curious about Ranu Kumbolo Lake.

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