The Use of Social Media on Tourist Decision Making in Determining Hotel Selection

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Hotel is one of the important facilities to accommodate tourist while at the destination. Because of that, tourist needs various references to choose a hotel that fits the purpose. One of the references that can be used by tourists is social media which is a form of technological advances from the internet. Social media can provide the information needed by tourists both from hotel rates, location, facilities, description and reviews of the hotel. Therefore, this research is conducted to determine how the use of social media in the decision-making process of domestic tourists in choosing a hotel, and knowing the stages taken by tourists in determining hotel choices. This study uses a qualitative research approach with narrative/descriptive research methods. In collecting data, researchers use the interview method, structured and unstructured for more in-depth interviews with 20 people consisting of 2 social media expert, 2 hotel employees and 16 active social media users.

Keywords: social media, hotel selection, tourist

I. INTRODUCTION

The COVID-19 pandemic which has happened for almost two years has challenged the tourism across the globe and impacted hospitality in hotel industry very hard. Hotel industry is the one which has confronted the unprecedented effect of the coronavirus disease 2019 (COVID-19) pandemic to significant social and economic risks. Based on Central Bureau Statistic, Indonesia hotel room occupancy rate was reported at 31.97% in May 2021. The data reached high enough at about 60.19% in November 2018 and decreased to the lowest at 12.67% in April 2020. Since the government imposed social restrictions, tourist travel has also been affected. The decline in tourist travel will certainly result in a decrease in the number of people staying at hotels. During 2020 and 2021, the hotel room occupancy rate in Indonesia, same as in major cities, has never exceeded 40%. At the end of 2019, the world was shocked by the outbreak of an infectious virus, namely the coronavirus known internationally as the coronavirus disease 2019.The name Covid-19 was first put forward by the World Health Organization (WHO). Covid-19 is used because the coronavirus was first confirmed on December 31, 2019, in Wuhan, Hubei Province, China.(Pramezwary et al., 2021). Before the Covid-19 pandemic, the tourism industry was recognized as one of the fastest-growing sectors leading to the main source of economic income in most developing countries. The tourism sector looks increasingly diversified towards a new form of tourism (Utam et al., 2021). The Corona virus disease 2019 (COVID-19) has been declared a global pandemic by WHO, this disease is caused by SARS-CoV-2. The management program that has been implemented by the Government of Indonesia is Large-Scale Social Restrictions (PSBB) and now is the New Habit Adaptation or new normal.(Pramono et al., 2020). The tourism sector is one of the sectors that has suffered the most losses due to the Covid-19 pandemic, namely the impact on travel supply and demand. Travel restrictions and flight cancellations and reduced flight frequencies have significantly reduced the supply of both domestic and international tour packages and trips amidst the continuing decline in demand.(Hubner et al., 2020)

This situation is certainly not encouraging for tourism in general. But we still continue to hope that the situation will change. Tourism as a form of people traveling from place of origin to other places to discover new destination or new things is believed as human need. In line with the implementation of vaccinations in various places, it is hoped that herd-immunity will occur which will result in the emergence of new normal tourism, people will return to travel while maintaining health protocols. When people travel back, the hotel is one of the important facilities to become accommodation while at the destination.

In today's era, rapidly developing technology has a very large and positive influence on the tourism sector. One form of technological progress is the internet. Before the internet, data retrieval, information dissemination, and trend dissemination were very limited, but since technological advances these things can be obtained easily.

Following the growing globalization, internet users have also become more and more in recent years. Of the total world population in January 2021 which is 7.83 billion people, internet users reached 4.66 billion people. Indonesia is ranked 6th after China, America, India, Brazil, and Japan. Interestingly, the majority of internet users are social media users. The number of social media users alone is 4.2 billion users. Services, especially in health protocols, are currently becoming significant in the hospitality service industry. improving good communication also directly influences tourists to choose hotels in the midst of a pandemic like this. (Pramezwary, Patricia, et al., 2021). According to Pramezwary et al. (2021) consumers experience a sudden, often powerful, and persistent urge to buy something immediately. The drive to buy is complex and may stimulate emotional conflict. Impulsive purchases tend to occur with less concern and consequence.

Social media can provide information needed by consumers about the hotel they will be in, such as hotel rates, location and hotel address, facilities provided by the hotel, reviews from other visitors on the hotel, or hotel atmosphere as shown by pictures. Seeing the many benefits of social media in helping tourists in finding information, this study aims to find out how the role of social media in the decision-making process of tourists in choosing a hotel. Word of mouth and observational learning as two types of social interaction, have been generally discussed by researchers. And both have a significant impact on consumer purchasing decisions. Online shopping has also begun in Indonesia, but consumers are not accustomed to shopping online often. During the 19th Pandemic many consumers did online shopping from various online websites (Juliana et al., 2020)

The formulation of the problem from this research is how social media can influence tourist decision making in determining hotel choices? And what are the stages that tourists do in determining hotel choices on social media?

II. LITERATURE REVIEW

A. Tourism and Tourist

Walker (2009), states that tourism is a dynamic, evolving, consumer-driven force and is the world's largest industry, or collection of industries, when all its interrelated components are place under one umbrella: tourism, travel; lodging; conventions; expositions, meetings, events; restaurants, managed services; assembly, destination and event management; and reaction. According to Goeldner & Richie (2012) tourism may be defined as the sum of the processes, activities and outcomes arising from the relationships and the interactions among tourist, tourism suppliers, host government, host communities and surrounding environments that are involved in the attracting, transporting, hosting and management of tourists and other visitors. The development of tourism in Indonesia is directed at increasing the role of tourism in economic activities, namely increasing investment in the tourism sector that can create jobs and business opportunities with the aim of increasing people's income and foreign exchange earnings. The efforts made by the government are through the development and utilization of various national tourism potentials, so as to increase the number of visits, length of stay and total expenditure of foreign tourists during their tour to Indonesia (Kaharuddin et al., 2021)

According to UNWTO (2011) tourists are: a visitor who stays at least one night in a collective or private accommodation in a place visited. While *Goeldner & Richie (2012)* stated that tourists are: people who travel; The destination seeks to make what tourists experience during their visit to their region is a quality experience".

B. Accommodation

The word accommodation can also be referred as lodging. According to Barrows et al. (2012; Chon, Kaye (Kye-Sung) & Maier (2010), lodging can be grouped based on several categories such as price, function, location, certain market segments, and distinctive style. In the tourism industry, accommodation is divided into 2 types, namely commercial and non-commercial. Commercial accommodation is accommodation in the form of hotels and service apartments, while non-commercial accommodation is accommodation in the form of private houses, residences, and universities.

Based on the provisions of the Regulation of the Minister of Tourism of the Republic of Indonesia No.18 of 2016 concerning Registration of Tourism Business chapter I General Provisions, article 1 paragraph 27 stated that Accommodation Business is the business of providing lodging services for tourists which can be complemented by other tourism services. Hotel business is the business of providing accommodation on a daily basis in the form of rooms in 1 (one) or more buildings, including inns, inns, guesthouses, which can be equipped with food and drink services, entertainment activities and/or other facilities.

C. Tourism and Technology

United Nations World Tourism Organization in 2011 stated that Tourism activity is increasingly being shaped by price comparison and combination technology; new applications for mobiles that offer a wide range of opportunities are being developed; social networks are consolidating themselves within a more transparent

market in which citizens are able to provide services together; changes in the concept of the value chain are producing new business models.

The progress of connectivity and processing power that has been developed by Information and Communication Technology (ICT) over the last few years is undeniably very influential. Broadband expansion is one of the greatest leaps of the 21st century, which could lead to the end of the "plague of distance" that is happening in many parts of the world. This will bring the world community to be more equal and connected. Access to the internet is the right of everyone who contributes to the democratic process and expands public participation.

Buhalis & O'Connor (2006), said that information and communication technology has changed tourism worldwide. Increasingly ICTs (Information Communication Technology) play a critical role for the competitiveness of tourism organizations and destinations. ICTs are becoming a key determinant of organizational competitiveness and a wide range of technological developments propels this evolution.

D. Social Media

Kotler et al. (2016) define social media as a tool or method used by consumers to share information in the form of text, images, audio, and video with other people and companies or vice versa. Based on the understanding presented by Kotler and Keller, we can conclude that the media is a means of exchanging information between individuals and can also be used as a means of company promotion. This change results in a shift in a new paradigm, which affects the structure of the industry and manages all existing opportunities and threats. Kotler & Keller (2012) add that there are three social media platforms, Online Communities And Forums, Blog and Social Networks like Facebook, Twitter and Instagram.

Table 1 Types Of Social Media

Types	Platform	Function
Content Sharing	Youtube	Share video
	Flickr	Share pictures or photos. Can be used as a "photo catalog" for the product you want to market.
Wiki	Wikipedia	Sharing knowledge / information
	Wikitravel	Sharing information about places
Creating Opinion	Blog	Everybody can write
Social Network	Facebook	A place to find friends, promote goods/services, a place for discussion, share information, photos, videos, etc
	Instagram	Direct marketing media as well as a place to share photos and videos to various social networking platforms.
	Twitter	Share short messages
	Linked In	Business oriented, especially used for professional networking.
	Snapchat	Share video
	Path	Share personal journal and share travel experiences.
	Tripadvisor	Share a review or review regarding the stay or travel experience.

Source: Data Analyses

Benefits of social media for the Hospitality Industry: 1) Marketing, for information dissemination (youtube, photos on Instagram, pinterest) and ongoing customer engagement to create a "buzz" around the brand by holding contests and implementing gamification strategies on social networking channels like Facebook. 2) Services, such as Service recovery.

According to Puntoadi (2011) the use of social media functions as follows: 1) Personal branding is not only figure, it's for everyone. Various social media such as Facebook, Twitter, YouTube can be a medium for people to communicate, discuss, and even gain popularity on social media. The advantage of building personal branding through social media is that it does not know tricks or pseudo popularity, because the audience will decide Puntoadi (2011) Fantastic marketing results through social media. People don't watch TV's anymore, they watch their mobile phones. The phenomenon where people's way of life today tends to use their mobile phones which are already known as "smartphones". With smartphones, we can see various information (Puntoadi, 2011). Social media provides an opportunity to interact more closely with consumers. Social media offers a more individualized, personal and two-way form of communication. Through social media, marketers can find out the habits of their consumers and engage in personal interactions and build deeper engagement. (Gunelius, 2011; Ngafifi, 2014; Puntoadi, 2011) Social media has a viral nature. Viral according to Wilson 2005) means that it has properties like a virus, that is, it spreads quickly. Information that emerges from a product can be spread quickly because social media residents have the character of sharing. Ensure that unfavorable Opinions expressed in social media forums are handled in a timely and transparent manner. Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence.(Wilson, 2005). Some of an effective viral marketing strategy consists of gives away products or services, provides for effortless transfer to others, sclaes easily from small to very large, takes advantage of other's resources. (Wilson, 2005)

E. Influence of Social Media in Decision Making

In the process of making a decision before traveling, there are four stages, namely considering, evaluating, buying and enjoying, recommending and binding. According to (Aritra, 2014; Begwani, 2014) revealed that before consumers buy an item there is a phase called the evaluation stage, where the consumer will consider the plus or minus of their favourite brand or brand until they finally agree and are sure of what they want to buy. In this stage, consumers begin to seek and process information from various sources to meet their buying needs and evaluate several alternatives based on previously obtained information into a decision to buy.

Due to their intangible nature, hotel products and services make it difficult to imitate because they are intangible. Hotel providers cannot be matched with the features or quality of these brands and products. For example, online reviews about hotels have an important role to help consumers in the evaluation stage. By providing positive and negative reviews and indirect communication through blogs or review sites.

When social media is used to assist consumers in making choices and verifying decisions, hotel reviews are indispensable as a set of considerations in making choices. In this evaluation process, hotel decisions are often influenced by negative or positive customer reviews. Both increase customer awareness and can change their behaviour towards hotels.

F. Results of Previous Studies

In conducting this research, there was previous study conducted by Varkaris & Neuhofer (2017) the authors conducted a qualitative research that was proposed to 12 respondents by direct or face-to-face interviews. The method used by the author is a semi-structured interview method and an in-depth interview, which is submitted to using social media.

By using guidelines from previous study, this research also conducted a qualitative study which was submitted to 20 respondents by direct or telephone call interviews. Researchers also used semi-structured interviews and in-depth interviews, which were submitted to social media experts, employees who work in hotels (public relations), social media users, both active and inactive users.

Research conducted by Varkaris & Neuhofer (2017), as well as this research aims to see how social media can affect the search for customer information, evaluations carried out by customers, which ultimately lead to customer selection of available hotels, and how the steps are taken by the customer towards the hotel selection decision.

III. METHOD

This study uses a qualitative research approach with narrative/descriptive research methods. According to Sugiyono (2017) argues that descriptive methods are used to describe or analyze research findings, but indicate that these methods are not used to draw broader conclusions. The data collection technique used is structured and unstructured interview to get more in-depth interview.

According to Sekaran & Bougie (2016) interviewing or interviews are: one method of collecting data to interview respondents to obtain information on the issues of interest. Interviewing is a useful data collection method, especially during the exploratory stages of research.

Structured interviews are those conduct when it is known at the outset what information is needed. The interviewer has a list of predetermined questions to be asked of the respondents either personally, through the

telephone, or via the computer. Unstructured interviews are so labelled because the interviewer does not enter the interview setting with a planned sequence of questions to be asked of the respondent.

In this study, before conducting interviews, researchers compiled a list of the information needed which would later be submitted to respondents in the form of questions. The lists of information will serve as a limit to the topics discussed so as to avoid deviations. The responses or answers given by the respondents will be the focus for researchers to provide more in-depth questions. The lists of information needed by researchers will relate to social media, hotels, and the relationship between the two.

This research use non-probability sampling, namely convenience sampling. According to Sekaran & Bougie (2016) convenience sampling can be defined as: refers to collection of information from members of the population who are conveniently available to provide it. Based on the above theory, convenience sampling is a collection of information from members of the population that provides freedom in data collection.

Based on the objectives, the research will conduct structured and unstructured interviews to 20 resource persons or respondents consisting of 2 experts, 2 hotel public relations officers, and 16 other resource persons. The resource persons who will be the object of research have an age of about 18-35 years. Domicile, gender, and status of the informants did not affect the research. Researchers will interview resource persons who actively use social media to find information about their travels. Researchers will conduct structured and unstructured interviews, which means that the questions given to the informants have been provided in advance and the researchers will give spontaneous questions to the informants based on the answers given by the respondents.

IV. RESULT AND DISCUSSION

A. Knowledge of Social Media and Types Used

According to the results of interviews, it can be concluded that social media is a place or platform where people can communicate with people both near and far, a place for people to express themselves with photos and videos, a place to find information, find inspiration from photos and videos, and to increase knowledge.

According to an expert on Communication Studies at Pelita Harapan University, Mr. Rizaldi Parani, S.Sos, M.I.R, social media: **Media that is connected through the internet network because of its function as a medium, it serves to connect people who use it.**

According to him, social media is a media that is connected to the internet network, where people can interact with one another or in many directions. People who use social media can come from anywhere, so he added that the geographic scope of social media is very wide. The application used by everyone is the same, only the language is different from each region.

According to Mr. Sigit Pamungkas, who also an expert respondent in the field of Communication Science, he said that technology continues to develop. Initially, the Internet could only be in the form of text, namely e-mail, then e-mail started being able to attach pictures, and blogs appeared where people could write whatever they want and include pictures. Blogs are more inclined to one-way communication, but people who read the author's writing can comment in the comments column, and the author can reply back when he opens his blog. On the contrary, social media appears with various features that have far exceeded the features available on blogs.

According to one respondent, Elvira (student, 21 years old): **Social media is a network to advertise something and promote a business**.With the existence of social media, the promotion and sale of goods and services can be spread very widely, making it easier for social media users to find what they want and need. In the tourism industry, social media is one of the most important technological developments. Mrs. Nadia, who is a marketing communications officer at the Mercure Serpong Hotel, said that **social media is used to promote what the hotel has to offer, but as a person who controls social media, not only promotions are reported, but also relationships with outside parties and audience**.

Based on the results of interviews, the most widely used social media by respondents is Instagram. According to respondents, they usually use Instagram to post photos and videos, watch stories, look for items that are traded online, and look for information such as vacation spots, places to eat, knowledge, comments about something, news. what is happening today, both domestically and abroad, and others. One of the respondents, Natalia (employee, 24 years old), said that **Instagram is the social media that many people use. If many people use it, it means that more people are using it to share information, which give conclusion that more information can be obtained from social media, such as Instagram.**

Besides Instagram, some respondents also use Facebook. Facebook has been used to interact with friends, view photos and videos, post photos and videos, look for information such as current news, general knowledge, information about a tourist place, a place to eat, and so on. Some respondents also use Snapchat. Snapchat has a feature that is no different from Instagram's Instastory feature, which is a feature where people can share photos and short videos that will disappear within 24 hours. The media that is also widely used by respondents is YouTube. Most respondents choose to use YouTube to view videos with a long duration. Different from

Instagram, Snapchat and Facebook, YouTube is a video sharing media that can share videos with a long enough duration. Although not included in social media, YouTube is one of the media that is widely used by respondents. According to Hendra (Fotographer, 32 years old) stated: **For Youtube, I use it to find some information, because I am a person who works in the field of photography and videography, so on YouTube there are many tips and tricks that can be seen to increase knowledge.**

In addition to Instagram, Snapchat, and Facebook, several other social media used by respondents are Path and Twitter. Duration of each person's use of social media are different. Based on the answers of the respondents, approximately they use social media for 3.67 hours per day.

Table 2 Social Media Used By Respondents And Duration Of Use Per Day

Name	Social Media						Duration /Day
	Facebook	**Instagram**	**Path**	**Snapchat**	**Twitter**	**Youtube**	
Adit		✓				✓	4
Angel		✓	✓				6
Bryan		✓					6
Christie	✓	✓			✓	✓	6
Deline		✓		✓			4
Dewi Putri		✓	✓	✓			7
Devina		✓				✓	6
Elvira	✓	✓					7
Erika	✓	✓					1
Hendra		✓				✓	2
Michelle S	✓	✓		✓			3
Michelle F		✓					8
Nadhia	✓	✓		✓			12
Natalia	✓	✓			✓	✓	5
Sally		✓					4
Syelna	✓	✓		✓			6
Total	**6**	**16**	**2**	**5**	**2**	**5**	
Mean (hour)							**3,67**

Source: Data Analyses

B. Social Media and Site Used for Getting Accommodation Information

According to Mr. Sigit: **In general, social media for me is a publication including what I publish. Social media is powerful.. In seconds, the published information will spread.** In the tourism industry, photos, videos, and information disseminated will immediately spread widely. This provides an opportunity for remote tourist spots to get people's attention, especially for those who use social media.

In addition to the respondent, someone who works in the Public Relations Department at Hotel Arya Duta, Ms. Stiviora said that: **At Hotel Aryaduta Lippo Village, the active social media are Instagram and Facebook. The things uploaded are pictures and videos to promote Aryaduta to guests and potential guests**.

Before the internet, people only relied on conventional media such as television, newspapers, magazines, even only through other people or word of mouth to find information. However, since the development of the internet to the emergence of social media, the changes are quite significant. In a short time, information that is needed can be answered by many people. According to Syelna (Fresh graduate, 22 years old), said that: **Before and after social media was very different. After the existence of social media, everything becomes easier, especially access to information.** Another respondent, Devina (Student, 21 years old) added that: **Before the existence of social media, finding information could only be done by word of mouth or through Google.**

Aditya (Student, 21 years old), give opinion that: **There has been a significant change after the advent of social media. With platforms like Instagram, everything is easier, for example, someone who likes to**

travel, only needs to look at the exploreBali account on Instagram and photos about Bali will immediately come out. Before the existence of social media, you could only search on Google or word of mouth.

According to the results of the interview, respondents said that social media had a higher influence on finding information for planning a trip, especially determining a hotel than print media such as magazines, newspapers, brochures, and so on. Most of the respondents said that with the existence of social media, searching for information became faster and more practical. According to Deline (Student, 22 years old), that: **Social media is easier, more practical, more complete, and we use it every day. Magazines are more complicated because they still have to spend money to buy while social media is free of expenses and only needs to use a cellphone.**

In this 20th century, almost everyone must use a smartphone and use social media such as Instagram. By searching for information on social media, people no longer need to wait for magazines and newspapers to be published on a certain date, and they no longer need to spend extra money to buy newspapers and magazines. Respondents said that the information they want to find can be found on social media, especially for those who want to find information about tourism. Social media can also provide more photos than magazines and newspapers, moreover social media also provides videos that can provide a more realistic picture of the atmosphere. Some respondents think that with the existence of social media, finding information becomes more efficient because it can save time and money which are usually used to search for and buy magazines, and not necessarily the information sought is in the magazines purchased. Thus, it can be concluded that with the development of technology and with the existence of social media, the process of searching for information becomes easier, faster, more efficient and effective.

In the world of tourism, social media is very necessary. Social media such as Instagram, Facebook, Path, and others have features where they can find out both the location, reviews, and prices, as well as real visuals. Most of the respondents use Instagram to visually see the atmosphere of the hotel they will be staying in. Some respondents said that Instagram has a "location" feature, where they can search for all photos related to the location they are looking for, so they can find easily photos and videos about the hotel they are looking for. One respondent, Nadhia (Student, 21 years old) explained that: **Instagram and Snapchat have a "location" feature so we can find out what is around the place. In addition, we can also see the stories of our friends when they are at the location so that we can see what is in the tourist attractions.**

Half of the respondents use Traveloka Site to find the accommodation they want. The respondents explained that they are more likely to search for hotels by listing the location and price on the site, a list of hotels will appear, and they can easily just choose the hotel that suits them. As Devina (Student, 21 Years Old) explained that: **Usually I search for hotels from Traveloka and then Instagram, look for hotels and their prices on Traveloka, then look at hotel reviews on Instagram.**

But not all respondents will immediately book a hotel just because the location and price match. Some respondents look for reviews on TripAdvisor, as the reviews of people who have stayed at the hotel are very important and reliable. These reviews can provide input in comparing one hotel with another. In addition, the respondents also used the Google search engine to see more photos and information of the hotel, and searched for videos on the YouTube site to see more real conditions and the atmosphere of the hotel.

Of the 16 respondents who have been interviewed, all said that the most helpful social media in choosing accommodation is Instagram. Some of the respondents also said that apart from Instagram they also use TripAdvisor and Youtube. The reason they use each of these social media is because it has visuals. Some of the respondents also said that many people use social media so they could get many comments or reviews on the hotel, both positive and negative. Respondents also added that the hotels which have a lot of positive reviews will be prioritized being chosen. Some of the advantages of using Instagram that mentioned by respondents, is the Instagram obtained variative information, there are visuals that help users to find a picture of the information they are looking for, and there are also comments and reviews that can help respondents make choices in choosing a hotel. As Michelle (Students, 21 years old) explains that: **Instagram has real photos, so we can see firsthand how the place is and we can also see people's reviews, so that's what I think is very helpful.**

Respondents who use TripAdvisor say that they use TripAdvisor because it contains ranking that makes it easier for respondents to know the quality of the hotel. Meanwhile, those who use YouTube say that the visuals obtained are clearer than the visuals on Instagram and there is also audio in addition to this social media.

C. The Effect of Social Media on Hotel Selection

Almost all respondents said that uploads about a hotel on social media made them want to find information about the hotel. This is because the photos of hotels and hotel rooms are good and attract their attention. One of the respondents, Hendra (Fotographer, 32 years old) said that: **Every time I see a unique post it makes me want to go there. Especially if the photos of the hotel that are displayed are good and attractive, the more I want to go there.** Meanwhile, there are also respondents who said that they don't always find out uploaded hotel information, but if there are some unique and unusual elements in the hotel photo, then they are interested in looking further.

According to interviews, some of the respondents have ever changed their vacation plans due to the information they get from social media. Especially if the information obtained is in the form of reviews / reviews from friends and people who write about their experiences at that place. As Bryan (Employee, 24 years old) said that: **I once changed my vacation plans because the reviews of these tourist attractions were bad and the photos were not convincing.** Other respondent, Angel (Employee, 24 years old) added: **Usually if the hotel reviews are not good it makes us not eager to stay there and usually we look for other hotels that have better reviews.**

Meanwhile, a respondent Aditya (Student, 21 years old) said that: **So far have never moved hotels because before I choose a hotel I definitely check first. For example, look at the sites booking.com, TripAdvisor, or Traveloka. I look for information first and then choose the one that best suits my wishes and needs. So until now still have not to change the hotel suddenly.**

D. Negative Effect of Social Media

Based on the results of interviews conducted with 16 respondents in general, they said that the negative side of social media is exist, such as being easily influenced by news that was not necessarily true or hoaxes, making someone addicted to social media, consuming a lot of one's time, and influencing people's lives. As Michelle (Students, 21 years old) said: **Social media is easy to deceive people, for example, if it is shared by a famous person will imor celebrity then it will immediately spread, even though the news is not necessarily true.** Nadhia (student, 21 years old) added that: **Social media can make someone busy themselves and be affected by hoax news.**

However, in terms of tourism, especially accommodation, some respondents said that what made a negative impact was in terms of photos and reviews. Pictures or photos contained in hotels sometimes do not match the original, because the photo has been manipulated with edits so that it becomes better. This makes expectations different from reality so that it seems as if people are deceived by it. Likewise with reviews, hotel reviews that are usually listed on social media are not necessarily the truth. Sometimes it is only limited to fake reviews so that people are interested in it, even though what is recorded does not match the truth.

Some of the respondents said that they had experiences where social media was useless and ruined their accommodation finding such as before they went on a trip they searched for information through social media but due to bad reviews and photos that were not convinced and finally they replace it with another option. Meanwhile, few of the respondents said that they had never experienced such a negative experience, in fact s-cial media was very useful and very helpful in finding information because information became easier to obtain.

According to Mr. Sigit, he said that: **In fact, social media is neutral. The negative and positive sides depend on the user. Social media has both positive and negative sides. What is meant by positive is if the content from social media is good, but if the content is not good then that is the negative side.**

E. The Use of Social Media on Tourist Decision Making in Determining Hotel Selection

In this part, we analyse how social media can influence tourist decision making in determining hotel choices, based on the interviews result and the literature. There are 4 things, information gathering that social media can provide, information that can help in making decision process, negative influence, and lack or non existence of content.
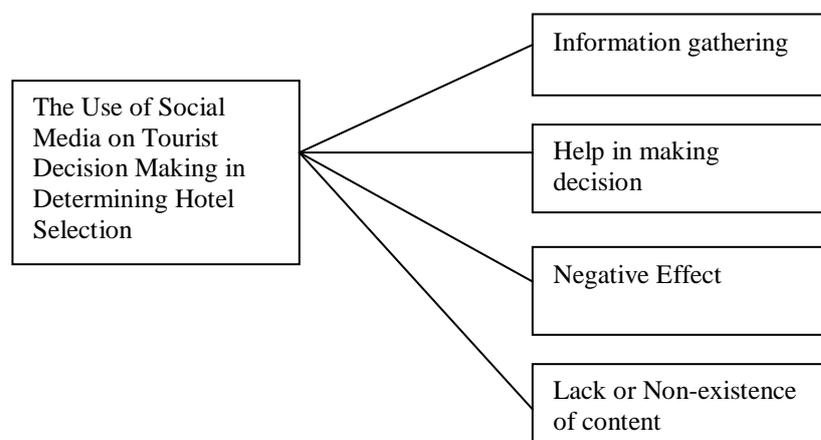

Fig. 1 The Use of Social Media on Tourist Decision Making in Determining Hotel Selection

Based on the results of the interviews, on average they use social media approximately for 3.67 hours per day. Social media is a medium that is very helpful in all things, both in the field of marketing or promotion, building relationships, as market research and publications. Not only that, social media helps in the field of tourism like determining the selection of hotels. Social media makes selecting hotel easier since it provides various and updated information.

Secondly, social media can be used in tourists' decision making in determining hotels because of its positive influence. Social media such as Instagram, Facebook, YouTube have features where user can find out the location, price, reviews and real visuals of the hotel. In Instagram, there is a "location" platform where we can find all photos related to that location. In addition, on Instagram we can find out reviews from around the world through existing comments. User can consider which information is beneficial for them.

Thirdly, social media has negative influence. Most say that negative influences have more effects than positive influences. Hotels that have positive reviews are considered to be chosen, while hotels with negative reviews are not included in the list of choices. Based on the results of the interview, the negative influence can be caused of photos and reviews, which sometimes do not match with the real situation, since the photo has been manipulated with edits.

Fourth, the effect of lack of content "lack or non-existence of content". Based on the theory, the absence of content in social media has a critical role in shaping the hotel selection process for tourists. In theory it is said that if on social media it is difficult to find photos, comments or reviews it will make people feel like "something is wrong" or create suspicion. However, based on the results of the interviews we conducted so far, there are still no respondents who have no content or "lack or non-existence of content" because when respondents search for information through applications, all of them have complete information both in terms of images, comments and online hotel reviews.

F. Stages in Determining Hotel

When tourist plans to go on a trip, the first thing he will do is determine his needs and desires for the trip, then he will look for more information about the tourist destination and the things he needs during the trip to finally do the journey. The desire to take a vacation alone can arise through inadvertently while browsing social media in spare time. The uploads on social media affect the desire of social media users to take a vacation and make users look for more information about the upload.

Searching for information about tourist destinations can be done intentionally or unintentionally. Usually, the search for information is obtained from travel agencies, brochures, advertisements, and also from friends travel experiences, but as a result of technological developments all of this can be searched using the internet. Based on interviews conducted with respondents, respondents used Google search tools and social media to find information about accommodation or recommendations for tourist attractions around the destination. In accordance with the development of technology, finding information about tourist destinations is made easier by the internet and also new gadgets that are practical. Google and social media are examples of search media that use the internet and can be accessed by everyone cellphones, laptops, computers, etc.

After setting a tourist destination or tourist destination, the respondent looks for information about alternative lodging. Based on interviews conducted by researchers, respondents said that to find some lodging that suits their needs and desires, they started by using several search media such as Google and hotel booking platforms such as Airbnb, traveloka, and agoda. Almost all respondents said that the usual form of lodging they rent was a hotel, but there were also those who only rented rooms. Respondents who only want to rent a room usually look for alternative lodging through the Airbnb platform, while respondents who use hotel and villa accommodations do their search on the Traveloka and Agoda platforms.

 In determining alternative lodging, respondents said there are several aspects that are considered by tourists, namely location, price, facilities, and cleanliness. These aspects can be included in the price filter, destination, facilities, and review features found on the Airbnb, Traveloka, and agoda platforms.

After getting several alternative lodgings, respondents looked for more information such as photos and reviews or reviews through social media such as trip advisor, instagram, and youtube. In accordance with the theory said by Puntoadi (2011) social media has a viral nature, viral means that information from a product can be spread quickly because social media users have a sharing character. Respondents said that they use social media because there are visuals or photos that come from various uploads of social media users. Respondents said that the presence of visuals allows tourists to see the atmosphere of the hotel. In addition, they also use social media to read reviews or reviews given by each individual who has stayed at the hotel. These reviews can be seen in the comments section of each social media as well as from video uploads from users who tell their experiences during their stay at the inn.

The last stage is to determine the hotel to be selected based on the information obtained. Almost all respondents made hotel reservations through Traveloka, Booking.Com or Agoda.com. Booking lodging is tailored to the needs and desires of tourists on various aspects

Table 3 Stages In Determining Hotel Selection

Stage	Activities	Social Media as a source of:
1	Have the desire and need for a vacation	General information from social media, also use google or trip advisor to find popular places
2	Information Gathering about the Destination	Use "location" feature from Instagram, or #location to get information about the destination. Still could use google, YouTube, Trip Advisor.
3	Information Gathering about the hotel alternatives	Use "location" or the name of the hotel while using social media or Traveloka, trip advisor, hotel website. Start to find out the price, photo, video and review about the hotels.
4	Digging more information to make decision on hotel selection	Comparing all the information to make the best decision
5	Make Decision on hotel selection	Followed by making reservation the hotel, using Traveloka / Agoda / Booking.com

Source: Data Analysis

V. CONCLUSION

The conclusion of this study is that social media can be very helpful in making hotel selection decisions. Starting from the availability of up-to-date and easily available information, social media also provides a variety of information. In social media there is information, pictures, photos, videos, and even reviews, both positive and negative, so that they can help make decisions. What must be considered is not to fall into a scam, which is caused by false or manipulative information. Edited photos or dishonest reviews will give you the wrong understanding of a place or hotel. Social media is needed by tourists to compare one hotel to another through photos, videos, and especially reviews given by tourists who have experience staying at the hotel.

In determining the choice of hotels, tourists usually take several steps, namely: first, tourists must have the need and desire to vacation, then they will look for information about tourist destinations that have been determined, they will also look for information about alternative hotels, then look for more information. further about alternative hotels, and finally they determine the choice of hotels according to their wishes. They do these steps by using an intermediary media, namely social media. There are several social media and sites that are widely used by respondents to find information about hotels, namely: Instagram, TripAdvisor, YouTube, Traveloka, and Google.

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