

## **Decisions to Use Social Media as an Information Tracing Effort for Tourist Destinations: A Comparative Study Between Generations.**

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### **ABSTRACT**

The purpose of this study was to determine the differences in the use of social media for each generation to assist in decision making in visiting tourist destinations and to compare the level of use of social media for each generation to assist in the decision to visit tourist destinations. The paradigm in this research is post-positivistic. This type of research is descriptive-comparative. The research population is all potential social media users who aim to find information on tourist destinations. The sampling technique uses a non-probability technique with a purposive sampling method across generations. The research location is in the Special Region of Yogyakarta.

This study uses primary data collected through a survey using a questionnaire. The instrument test uses validity and reliability tests. Then the data were analyzed using descriptive statistics in the form of crosstabulation. Comparative analysis using ANOVA. Based on data analysis, it is known that the level of use of social media for each generation to assist in the decision to visit tourist destinations is different. The generation that uses social media the most as a reference for information before visiting tourist destinations is Generation Z and the lowest is the Baby Boomers generation. Furthermore, of the five factors, namely Cultural Influence, Social Influence, Personal Characteristics, Psychological, and Marketing Strategies that influence the decision to use social media as an information tracing effort in the four generations (Baby Boomers Generation, X Generation, Y Generation, and Z Generation) are the same significantly.

*Kata Kunci: social media, tourism destination, baby-boomers generation, X generation, Y generation, Z generation.*