

Selective Exposure of Indonesia Tourism Destination In East and West Communication Perspectives

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ABSTRACT

Indonesia is one of the countries in the world having a variety of plants and animals, cultural heritage, and the beauty of culture art. Related with the variety and beauty of culture owned by Indonesia, the existence of culture needs a publication. Publication that is held will assist the delivery of information to the people that in some place or country where the beauty and cultural heritage are worth to visit.

On the other side, people nowadays do not live in communication technology improvement era but also in communicative abundance era. In communicative abundance era, an individual become an active person in choosing and managing the information based on the interest and need. In receiving the information, an individual does not become a passive person to receive information anymore, but also becomes an active individual in seeking and refusing information.

Related with the process of selective exposure there is the diversity of communication perspectives between the East and the West. Some experts (Lawrence Kincaid; Young Yun Kim; Jiafei Yin; Sarwono, Ting Toomey) explain that it is caused by the diversity of structure and content of the cognition that caused the diversity of culture value in community, even in communication perspective. Such as Western people tend to create the individualistic culture that prioritize more on personal value in developing the self-concept or even in communication process. Meanwhile, the Eastern people are on the contrary.

This research is the qualitative study with the constructive paradigm. The research method that is used in this research is Interpretative

Phenomenological Analyses (IPA) or Interpretative Phenomenological Analysis. The result of the research shows that the Western European tourists have different communication perspective from domestic tourists in connection with tourism destination in Indonesia.

Keyword: *communicative abundance, selective exposure, communication perspective.*

1. INTRODUCTION

Indonesia is one of the countries in the world having a variety of plants and animals, cultural heritage, and the beauty of culture art. Related with the variety and beauty of culture that are owned by Indonesia, the existence of culture needs a publication. Publication that is held will assist the delivery of information to the people that in some place or country there is the beauty and cultural heritage that is worth visiting.

On the other side, people nowadays do not only live in communication technology improvement era but also in communicative abundance era. In communicative abundance era, an individual becomes an active person in choosing and managing the information based on the interest and need. In receiving the information an individual does not becomes a passive person anymore but also a person who has become active in seeking and refusing information.

Bennet & Iyengar in the article "A New Era of Minimal Effects Changing Foundations of Political Communication" (2008) certified that nowadays there are many information sources in existence, such as cable television station with the specificity that is based on interest/people's necessity. The

development that has happened in information and communication technology world has made people in this era have many choices to receive lots of information or news based on interests and needs. People have various opportunities or many chances to choose and refuse the information based on the self-psychology filtering (participant selectivity). Briefly, Bennet and Iyengar think that by the communicative abundance that caused by technology and social transformation, an individual becomes an active person in choosing and managing the information based on interests and needs.

More, Sarwono [8] certified that there is the diversity of cognition structure in the Eastern people (such as China, India, Korea, including in South East Asia, West Asia, East Asia area) and the Westerners (such as Europe, Australia, Canadian and United States area). The Western way thinking knows that there is the strong limit between one person with the others. This Western Thinking follows the logic principles from Aristoteles (384-322 SM). Aristoteles in his theory about the logic thought that everything in this world is divided in type and class, such as human is not an animal (because human has intelligence, animal has not). Something is not included in two types at once. For the Western people, it is clear that there is the separation between "me" and other people outside "me". If there is a problem, then the problem belongs to the person himself/herself. This Western Thinking is very different from the Eastern Thinking. For Eastern people there are possibility that human is a God at once (such as Semar in Javanese Puppetry Stories/*pewayangan*). For example, theory about Yin and Yang, assume that darkness contains light, the masculinity contains tenderness, and so on. Besides, the Easterners also believe that their selves, environment, world, and God are a system which cannot be separated. For the Eastern people the diversity from "me" and other people outside "me" is not clear yet. For Eastern people their self is the part of bigger self, such as parent, mother and father in law, tribe, neighborhood, and community and so on. Easterners emphasize on the responsibility in a group, not in persons. Therefore, if there is a problem, the group (read: other people) is guilty, not their self [9].

The difference of this cognitive process caused the Eastern people depends on the environment more and create the people with the collectivistic

culture values. Meanwhile the Western people more depend on their self/selves and create people with the individualistic culture value [10].

The difference of individualistic culture people in Western countries and collectivistic culture in Eastern countries is emphasized by Ting Toomey (1999) in his book "Communicating a Cross Cultures" that causes the difference of communication perspective, including the information management process.

Understanding that the East and the West have difference communication perspectives, and on the other hand, the publication about the beauty of panorama and variety of cultural heritage in some of Indonesian territory is needed then it is interesting to observe how selective exposure about Indonesian tourism destinations is held by the foreign or domestic tourists. By comprehending the selective exposure, it is expected that the appropriate publication can be make based on interests and needs from each different type of tourists.

2. LITERATURE REVIEW

2.1. The Difference of the West and the East from Hofstede Perspective

Through his research in fifty countries and three continents, Hofstede [3] explained that between East and West people have different culture values. European people (West or North) and Northern America, tends to have individualistic culture pattern, meanwhile the collectivistic culture is the general culture pattern is founded in Asia, Africa, continent, Middle East, Middle and South America, and Pacific archipelago. Almost one third of the world's population live in culture pattern that tends to uphold the individualistic values and two third tends to uphold the collectivistic values.

Hofstede explained that the individualistic culture related with the people's condition where the relation between individual happened in a tenuous condition, such as each of individual can take care of themselves and family independently. The individualistic culture values are very contradictory with the collectivistic culture values. The collectivistic culture refers to people's condition kin which since the time they were born each individual has owned a strong bond with the group, for example a family. That bond will be tied until the end of life and cohesive group will protect

the individual from the influence that may break the loyalty in group [3].

2.2. The Difference of the East and the West from Kincaid Perspective

In accordance with Lawrence Kincaid [6], there are four differences in communication from the West and the East perspective. First, the communication process in the East perspective tends to emphasize in unity and wholeness, meanwhile West tends to see in unit or in part, and not in an integrated in unity process.

Second, communication process from the East perspective has given the accentuation in emotional and spiritual unity and sees the communication as result of the natural consequence and is unplanned. While the West perspective, especially America, communication is more dominant by individualism vision, full planning, and schedule. And with assumption an active individual tries to reach the personal purpose.

Third, the East perspective, the role of verbal symbols tend to be reduce, and are seen with the skepticism. Rationality of the West style also tends to not be believed in East tradition. What is to be notified in many of Asian philosophy is intuitive view that is attained from the direct experience. The thinking pattern tends to be convoluted. Meanwhile, other characteristic from the West perspective is dominated by language. The way of thinking is linear, by the cognitive approach.

Fourth, the communication process from the East perspective sees relationship in society more complicated, caused it is related to the social position of role, status, and power. The West perspective sees relationship in society tends not to be seen as complicated, such as the existence between two or more individuals, without viewing or seeing the difference of the background and class (relations exist between two or more individuals).

2.3. The Difference of the West and the East from the Kim and Yin Perspective

Related to the communication perspective of West and East, Young Yun Kim in her article entitled "*Intercultural Personhood-An Integration of Eastern and Western Perspective*" (1994), and Jiafei Yin in "*Beyond The Four Theories of The Press: A New Model for The Asian and The World*

Press" (2008), explained that there is the difference of communication perspective between the East and the West is also caused by the difference of concept in the universe, knowledge, and time that are the fundamental base to the way how people behave and act including the way people communicate the concepts that they believe.

In the West thinking, the universe is seen as the something that is created and externally controlled by supernatural power. The West sees the relation between what is created (universe) is separated from who created it. The West sees that universe not a living material, but an element particle that is interrelated one and another in the pattern that can be forecasted. The characteristic of West to the universe is dualistic, materialistic, and lifeless.

Meanwhile the East views the universe in more holistic, dynamic way and stick in spiritual dimension. In the East, it is believed that entity of universe is very wide, multi-dimensional; living organisms consist of many parts and power that depends on one and another. For the East, the universe is the consciousness and tied in a continuum of his Creation. The patterns are the self-contained and self-organizing that emphasize that the universe is the manifestation from the living power of the Spiritual Power. All the living power cannot be separated from humans and our existence. From the East views all the things in the world are real (impermanent).

The difference of the ways of viewing the universe between the East and the West has implicated in the difference in seeing the knowledge. In the West perspective, the knowledge is developed in dualistic and materialistic principles. The perception process and know-something process are more analytical. In that process, it is developed the dichotomy and distance between object that want to be known with the individual who wants to know. The subject is separated from the object that is known. Therefore, the West knowledge is developed in rational frame level.

Meanwhile the East has developed the knowledge by notifying the mental holistic, intuitive, and esthetic process. Perception process and knowing something process is more synthetic. Moreover, the East emphasizes on direct experience, giving the vague conclusion and is not sufficient, the concept that is attained from the intuitive sense and contemplation and flexibility.

The impact is that the general accurateness issue is hard to be verified and replicated. For the East, the purpose of knowledge is to transcend the real difference and see the whole inter connectivity.

In seeing the time also has different perspective between the West and the East. In West thinking, time is monochromes that run linearly, and cannot be repeated. Meanwhile in the East views time has cycle character, rotating like a wheel. The difference of ways of viewing the time has also caused in behavior and work and act, such as the West tends to put forward the schedule and standardization meanwhile the East tends to have *placid* characteristics.

3. METHODOLOGY

The paradigm of this research is the constructivism paradigm. Constructivism perspective or interpretive perspective is the systematic analysis upon the meaningful social action through the detailed direct observation to the people in natural condition to reach the understanding and interpretation about how people create and maintain their social world [7].

Moreover, this research assists to explore and understand what is in the behind the phenomena or tourist's experience related with the selection process and refuses the information about the Indonesian tourism destination.

Research method that is used in this research is the Interpretative Phenomenological Analyses (IPA). According to Smith and Osborn [10], the aim of the Interpretative Phenomenological Analysis is to measure in detail how participants give the meanings of their social and personal world. The main target of the research is the sense of experience, incident, or status that is owned by the participants. Moreover, the phenomenological approach attempts to explore the personal experience and emphasizes the perception or personal thinking about the object or incident.

The objects of this research are the foreign and domestic tourists who have visited the tourist destinations or objects in Indonesia.

Based on the objective of the research, this research will analyze how selective exposure about Indonesia tourism destination information is held by the foreign and domestic tourists. Therefore, the researcher uses the semi-structured interview method as the method to collect data. The type of this interview may allow the researcher and

informant to do the dialog, and the question that is arranged before can be modified based on informant response [10].

4. RESULT AND DISCUSSION

The informants in this research are five people. In presenting this research, these five informants used their initials as based on the agreement, the two people (JS and SW) are the foreign tourists and three people (RT, NH, AB) are the domestic tourists.

4.1. Planning of tourist destination

In the context of this research, both the foreign tourist being the informants stated that their touring travel the destination has been done clearly long time before, based on their personal demand about what can be seen and enjoyed in the tourism location. Hereby the statement of one informant:

"I will make a plan of tourism destination a long before with a good plan. Usually in summer or winter vacation, I will visit the Asian country; Indonesia is one of the countries. I have ever been to Yogyakarta and Bali. I choose both destinations because I want to see the beautiful natural view in both of places directly. Vacation is something private and I want to enjoy the vacation based on my desire" (Informant JS).

Meanwhile the domestic tourists also planned the destination well but the tourist location is decided based on the famous location that become a hot topic. Argumentation that delivered is because it can be enjoyed together with the other tourists, and they are pleased to update the information when gathering together. Hereby the statement of one informant:

"Vacation is a fun time, because the plan has to be held a long time before. To decide the location, I will choose the location that many people talk about it. The argumentation is if the tourist location becomes a hot topic it must be cool that many people go there. Beside if I visit the tourism location that is becoming a trend, I will not be left behind to talk about that place together with my friends" (Informant RT).

4.2. Determinant of the decision to travel.

In this research context both of foreign tourist informants stated that the decision to choose the tourism location is done by personal. The argumentation is delivered because vacation is the

private one and time to give the peace, happiness, and serenity for oneself after the stress of work and school. Hereby is the statement of one informant:

“As I have said before, vacation is the time to pamper our-self. It is a time to “go out” from the work routine. Therefore who decide the time, place and how long the vacation will be done is the personal decision. I will decide when and where... my vacation will be taken. I will take a vacation with pleasure and my vacation is the time to refresh my mind personally” (Informant SW).

The domestic tourists stated that the choice of vacation has to be decided together with the family or friends of one group (if the vacation is taken with friends). The argumentation that is given is that it will be seen selfish if the decision to vacation is done based on personal choice/oneself, it is needed to be remembered that the vacation is the right time to gather together with the family or close friends. Hereby the statement of one informant:

“If I am going to take the vacation with the friends in one group, deciding the time, place or how long the vacation will be taken together with the family and or with friends, this will be discussed. The vacation will fun if it is done together, because the vacation is the right time to chat, laugh, stroll, talk together with family and close friends....It is happy and fun if we can take a vacation together “ (Informant NH).

4.3. Choosing the tourism location information

In the context of this research, both foreign tourist informants stated that when choosing the tourism location, the main consideration is the tourism location will give the peaceful and serenity of soul. Besides that, another reason to choose the tourism location is the completeness of information that is related to the facility and infrastructure of tourism location, the unique and the beauty of the tourism location. The argumentation that is given is because the vacation is the time to release ourselves after the stress of work or school. Here is the statement of one informant:

“I will choose the complete tourism location information such as that provides the facilities and infrastructure, the unique and the beauty of location. It can be imagined that the information of tourism location if it incomplete, how come do I enjoy my vacation and feel fun? Vacation is the time to calm and to please myself, cause of that I will seek for the tourism

information that can make myself feel comfort” (Informant JS).

On the other hand, the domestic tourist informant stated that the main consideration due to choosing tourism location information is about related with budget. The argumentation is given because the traveling is done with the family or close friends. The cheaper cost that is spent means the more family members or close friends can join to vacation. In addition, the information that contains the history or legends from the tourism location will become the optional. This matter will make traveling not only becoming the tourism activity but also becoming the knowledge to more understand and know the things that make the tourism location a hot topic. Here are the statements of the two informants:

“It should be understood that vacation is the moment to get together with family or close friends. Therefore, I choose the information of tourism location or destination that I can visit with my family or my close friends. The cost that is spent during the vacation becomes the main information that I am looking for. The cheaper cost that is spent means the more family members or close friends can join to vacation. Besides that, the information that is related to the origin of the tourism location becomes my choice. The more mysterious a place is, the more interesting the information about it. And it makes me curious to come to visit” (Informant AB).

“I tend to choose the tourism location information that is becoming a hot topic, such as Kali-Biru in Yogyakarta. By visiting a trending tourism location that is becoming popular, the trend will make me a person who is up to date. So when I gather with my other friends, I can join them to talk about that place because I have visited that location. Besides that, I also like the information that is related to the tourism location about the Nation glory history. I can imagine and feel the pride upon my nation's glory” (Informant RT).

4.4. What is expected from the information of tourism location

In the context of this research, both foreign tourism informants expect that the tourism location to be able to explain the facilities and infrastructure such as the transportation, location and hotel facility, the uniqueness of location, tourist map and other aspects in detail and completely. The argumentation given is that with the complete information, the vacation planning can be prepared

well. Besides that, the informants also emphasize the information is packed in straightforward and not long winding way. Here is the statement from one of informant:

“When I am going to decide to take a vacation to the tourism object, I will definitely find the information that is related to the location. I hope the information about the tourism location can give the detail related information to the transportation that can be taken to the location, the transportation facility in that tourism location, the location and hotel facilities, and the uniqueness of the location. The most important thing is the map of location that I can use as the hints. I also wish the tourism location information is presented informatively and with the good language, brief and clear. Information is also easy to find. The more complete and clearer information of tourism location is better” (Informant SW).

Meanwhile, the domestic tourist expected that the tourism location can describe all the things that can be done in the location together with family or close friends. What kind of tourism information that can be provided. Therefore, the tourism is not only related to the beauty of nature but also other types of tourism, such as the shopping or culinary tourism. It can be expected that the information related to the transportation to and during in the tourism location can also be presented. Besides that, the informant also expects that there is the testimony from the previous visitors. This matter will help the informant in considering the decision. Here is the statement of one informant:

“As I mentioned before, I will choose the tourism location information that I want to visit together with family or close friends. For that reason, I hope the related information about the tourism location can present what kind of activity that can be done during the vacation in a specific, such as shopping, culinary tourism and others. So, the vacation that is done not only for study tours but also the other types of tourism will be considered. Other information is about transportation, such as the transportation to and during the tourism location. Besides that, it is more interesting if there is the testimony from other tourists due to the tourism location. This information will be very helpful when I have to make a decision for tourism destination” (Informant AB).

5. ANALYSIS OF FINDINGS

The term where an individual decides the choice to the information or news is called the selective exposure. The selective exposure can be defined simply as the attempt of (individual) to

select the information that is needed. The availability of the information is abundant, and individuals will select and choose the information that can be accessed and that which cannot be accessed [2].

The search of selective exposure study shows the three aspects that can influence the choice and information refusal (selective exposure) such as the psychological aspects, message and social aspects. The psychological aspect is connected with the psychological influence to the selective exposure behavior, such as the belief variable, self-confidence, commitment, and the mood. The message aspect related with the message characteristic that influence the choice and refuse the information. The people's choice is explained as the effect of characteristic from the message itself such as the use of information, the certain information, and the information relevance. Furthermore, the social aspect is related to individual characteristic as the social creature. People are not only as the individuals, but also as parts of the social environment [10].

This research results show that the psychological aspect has the role in foreign tourist toward selective exposure in tourism destination in Indonesia. There is the support aspect of group who has role in domestic tourists in selective exposure in tourism destination in Indonesia. Meanwhile, the usage information in accordance to the informants (foreign or domestic) has a role to add the knowledge more to consolidate the decision of the destination stipulation that is visited.

The researcher argues that the psychological aspect tends to have the role in foreign tourism related to the individualistic culture pattern that tends to be dominantly owned by Western people. Such as the culture pattern that is more dominated by the individualism vision, emphasizes and gives the priority of the necessity and the life value that is personal. In this matter, the individual is assumed as the active person to reach a personal aims. The argumentation of the researcher is the same as the affirmation of Ting Toomey (1999) in her famous book entitled *Communicating a Cross Cultures*. In accordance with Toomey, there is a different characteristic of the cultural value dimension between the individualistic culture communities and collective people. The individualistic culture people tends to use the identity “I”, is more oriented in personal aims, prioritizes the personal right, tends to emphasize

the relation among the individuals, pay attention more to the personal consideration than the group, has a voluntary character relation. Meanwhile the collectivistic culture people tends to be oriented in group aims, use the identity “we”, give the obligation priority in a group than the personal rights, tends to emphasize the internal relation of the group, pay attention to more for the group consideration than personal consideration [10].

Moreover, in responding the role from the group support aspect in Domestic tourist in selective exposure of tourism destination in Indonesia, the researcher assumed that this matter is caused by the Domestic tourist who lives in culture pattern that tends to uphold the collectivistic value. Such as the culture pattern gives the priority more to the necessity and the personal life values. In this research context the Domestic tourist stated that the vacation is the time with family and close friends.

On the other hand, to respond of the statements of both foreign and domestic tourists that are related to the information of tourist destination having a role in consolidating the decision, the researcher assumed that humans in nature are always desirous to create the consistence. In fact, people should be try attempt to create the consistence. When people are facing the inconsistent way there is the psychological inconvenience (dissonancy), and people will attempt to reduce the inconvenient by seeking a lot of information.

6. CONCLUSION

The results of research show that in foreign tourists, the psychological aspect has the role to decide the information selection process related with the tourism destination information in Indonesia. And for the domestic tourists, the group support aspect has a role in information selection process. Meanwhile the foreign or domestic tourist stated that the use aspect of information has the same role to add more knowledge and consolidate the decision.

The psychological aspect has a decisive role in information selection process in foreign tourists which is also the reflection of culture pattern of Western people and tends to follow the individualistic culture. Meanwhile the group support aspect has a role in domestic tourists, which is the reflection of culture pattern of Eastern people and tends to follow the collectivistic culture.

The difference related to the culture pattern has an effect in communication perspective. Based on the research results, it can be concluded that selective exposure in foreign tourists is that of intrapersonal and interpersonal levels. In domestic tourists, the communication is in the group level of selective exposure context of tourism destination in Indonesia.

Moreover, it is notified that there are four defense circles in information management process, such as selective exposure as the biggest circle, then selective attention, selective perception, and selective retention. When people do not want to use the selective exposure to avoid the full message then they can use the selective attention in receiving message. If they do not succeed to get the information, then they can use the selective perception when coding the message back. If failing this, they can use the selective retention by forgetting the different information [12]. Related to this matter, some professionals in media of tourism destination in Indonesia need to look at the Eastern culture pattern (East and West) that influence the selective exposure process. Such as the Western people tend to create the individualistic culture that prioritize the personal values in developing the self-concept or communication process. Meanwhile the Eastern people are on the contrary.

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