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**Eksplorasi *Film-Induced Tourism* dan *Visit Intention*: Suatu
*Systematic Literature Review***

SKRIPSI

Diajukan Sebagai Salah Satu Syarat untuk Memperoleh
Gelar Sarjana Manajemen pada Program Studi Manajemen
Universitas Pendidikan Indonesia



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**PROGRAM STUDI MANAJEMEN
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UNIVERSITAS PENDIDIKAN INDONESIA**

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EKSPLORASI *FILM-INDUCED TOURISM* DAN *VISIT INTENTION*: SUATU *SYSTEMATIC LITERATURE REVIEW*

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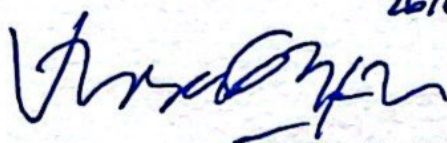
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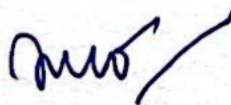


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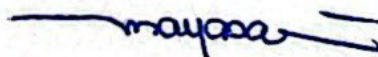
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PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul “Eksplorasi *Film-Induced Tourism* dan *Visit Intention*: Suatu *Systematic Literature Review*” beserta seluruh isinya adalah benar karya ilmiah saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung risiko/sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

Bandung, Agustus 2024

Yang membuat pernyataan



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ABSTRAK

Aida Yasmin Hanifah, 2005933, “Eksplorasi *Film-Induced Tourism* dan *Visit Intention* : Suatu *Systematic Literature Review*” Di bawah bimbingan Prof. Dr. Vanessa Gaffar, S.E.,Ak., MBA., dan Dr. Ayu Krishna Yuliawati, S.Sos., MM.

Penelitian ini bertujuan untuk memahami konsep dan definisi dari *film-induced tourism* (FIT) dan *visit intention* (VI), serta faktor-faktor yang mempengaruhi niat kunjungan wisatawan dalam konteks FIT melalui metode *systematic literature review* (SLR), dengan fokus pada hasil penelitian, metode, dan tujuan penelitian dari tahun ke tahun.

Pencarian literatur dilakukan melalui database SCOPUS, EBSCO Host, Emerald, SAGE, dan Taylor & Francis, untuk mengidentifikasi artikel yang relevan dari tahun 2015 hingga 2023. Kriteria inklusi meliputi artikel jurnal yang membahas FIT dan niat kunjungan wisatawan. Proses penyaringan data dilakukan dengan mengikuti protokol PRISMA, menghasilkan 26 artikel yang dipilih untuk dianalisis.

Dari 26 artikel yang dipilih, terdapat 10 kategori indikator FIT serta 8 kategori indikator VI yang diidentifikasi. Tujuan penelitian paling dominan adalah untuk meneliti dampak media terhadap motivasi perjalanan dan citra destinasi, yang mencakup 40% penelitian. Metode penelitian yang paling sering digunakan adalah metode kuantitatif yang mencakup 65% penelitian. Citra dan kesadaran destinasi, keterlibatan emosional, dan daya tarik visual yang ditampilkan dalam film memainkan peran penting dalam mempengaruhi *visit intention* wisatawan. Metode penelitian yang sering digunakan mencerminkan kebutuhan untuk memahami hubungan multifaset antara berbagai faktor yang mempengaruhi niat kunjungan. Penelitian ini memberikan wawasan berharga bagi pemasar destinasi dan pembuat film dalam memanfaatkan media untuk mempromosikan pariwisata.

Kata kunci: *film-induced tourism*, *visit intention*, *travel motivation*, *destination image*, *systematic literature review*

ABSTRACT

Aida Yasmin Hanifah, 2005933, “Exploring Film-Induced Tourism and Visit Intention: A Systematic Literature Review” Under the guidance of Prof. Dr. Vanessa Gaffar, S.E., Ak., MBA., and Dr. Ayu Krishna Yuliawati, S.Sos., MM.

This study aims to understand the concepts and definitions of film-induced tourism (FIT) and visit intention (VI), as well as the factors that influence tourists' visit intention in the context of FIT through a systematic literature review (SLR) method, focusing on research results, methods, and research objectives from year to year.

A literature search was conducted through SCOPUS, EBSCO Host, Emerald, SAGE, and Taylor & Francis databases, to identify relevant articles from 2015 to 2023. Inclusion criteria included journal articles that addressed FIT and traveler visit intentions. The data screening process followed the PRISMA protocol, resulting in 26 articles selected for analysis.

From the 26 articles selected, 10 categories of FIT indicators and 8 categories of VI indicators were identified. The most dominant research objective was to examine the impact of media on travel motivation and destination image, representing 40% of the studies. The most frequently used research method was quantitative, which comprised 65% of the studies. Destination image and awareness, emotional engagement, and visual appeal featured in films play an important role in influencing tourists' visit intention. The frequently used research methods reflect the need to understand the multifaceted relationship between the various factors that influence visit intention. This research provides valuable insights for destination marketers and filmmakers in utilizing media to promote tourism.

Keywords: film-induced tourism, visit intention, travel motivation, destination image, systematic literature review

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