Motivation of Millennial Tourists to Visit Dreamland Beach, Pecatu, Bali

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Abstract

This study aims to determine the motivation of millennial tourists for visiting Dreamland Beach, Pecatu. Millennials are a major market in various industries including tourism. Therefore, finding the motivation of millennial tourists is important because it can be useful as a reference for stakeholders to develop Dreamland Beach. The motivation of tourists is explained using the push and pull factors concept.

The types of data in this study are qualitative and quantitative. The data sources consist of primary and secondary data. Data are collected through questionnaires that are distributed online by Google Form with the number of respondents are ninety people. The data has been obtained were analyzed using a Likert scale method and described qualitatively.

The results of this study show that most millennial tourists' motivation for visiting Dreamland Beach is to relaxing (99%) because the beach is clean and the atmosphere is calm making Dreamland Beach be the right destination for relaxation. But, the least motivation of millennial tourists visiting Dreamland Beach is prestige (17%) and souvenir products (17%). Millennial tourists with prestige motivation tend to visit prestigious and classy destinations that are not necessarily accessible to people in general, so Dreamland Beach which is open to the public is not the right destination for them. Meanwhile for the motivation of souvenir products, Dreamland Beach does not have unique souvenirs that can attract tourists to visit.

Keywords: motivation, tourist, millennial, Dreamland Beach

1. Introduction

Tourism in Indonesia offers natural scenery and diverse cultural uniqueness as the main attraction. One of the destinations in Indonesia that is famous for its tourism and is always crowded with tourists is the island of Bali. Bali Island is one of the islands in Indonesia which is located between Java Island and the West Nusa Tenggara archipelago. Bali is famous for its unique culture and stunning natural beauty such as beaches and mountains. Beaches in Bali are famous as tourist attractions such as Kuta Beach, Green Bowl Beach, Blue Point Beach, Pandawa Beach, Sanur Beach, and many other beaches that present very beautiful sunset and sunrise views with fine white sand and water. blue sea. Every year many tourists visit Bali to enjoy the beauty of its beaches. As can be seen in table 1 wherein 2015 the number of domestic tourist visits was 7,147,100 people and foreign tourists were 4,001,835 with a total number of 11,148,935 tourists, in 2016 the number of domestic tourist visits was 8,463,680 people and foreign tourists as many as 4,927,937 people with a total number of tourists as many as 13,391,937 people, in 2017 the number of domestic tourist visits was 8,735,633 people and foreign tourists were 5,697,739 people with a total number of tourists as many as

14,433,372 people, in 2018 the number of visits by domestic tourists was 9,757,991 people and foreign tourists were 6,070,473 people with a total number of tourists as many as 15,828,464 people, and in 2019 the number of visits by domestic tourists was 10,545,039 people and foreign tourists were 6,275,210 people with total a total of 16,820,249 tourists, from the number of tourist visits Travelers to Bali in the last five years have shown an increase in visits every year with the highest number of visits in 2019. One of the beaches that are crowded with tourists who come to Bali is Dreamland Beach.

Table 1
Number of tourist visit to Bali

Year	Domestic	International	Total
2015	7.147.100	4.001.835	11.148.935
2016	8.463.680	4.927.937	13.391.937

Source: Central Bureau of Statistics (2020)

2017	8.735.633	5.697.739	14.433.372
2018	9.757.991	6.070.473	15.828.464
2019	10.545.039	6.275.210	16.820.249

Dreamland Beach is one of the beaches in Bali, precisely located in the South Bali area in an area called Pecatu. The attraction of Dreamland Beach is its clean beach with white sand and waves that are suitable for surfing. Seeing from the attractiveness offered and adequate facilities compared to other beaches in Bali, Dreamland Beach has the potential to be one of the beaches that can be an attraction for tourists to visit Bali.

In the digital era like today, millennials are the main market share in various industries, including tourism. In general, those born in the late 1980s to early 2000s are included in the millennial category. Citing information from the Ministry of Tourism's Public Communication Bureau, January 14, 2019 (in Susandijani, 2019) that of the total foreign tourists visiting Indonesia, 74% have used smartphones and internet services and it is predicted that 50% of the Indonesian tourism market will be dominated by millennials. This number is expected to continue to increase over time. Tourism in the life of millennial society has become an inseparable part of their lifestyle. The potential for tourism development is huge by involving the millennial market. Studying the millennial market will be an advantage for tourism destinations in Indonesia, including Dreamland Beach, Bali. On normal days, you can see many young people and students who come to visit Dreamland Beach. Most of them come with friends where the activity that is usually done is just relaxing or having a picnic while enjoying the beach view. This number increases at the end of the day considering Dreamland Beach is one of the beaches in Bali that offers a very beautiful sunset view. Seeing the huge opportunity for the millennial market for tourism, it is appropriate for a tourist attraction such as Dreamland to start planning developments that suit the needs of tourists. Understanding the needs of tourists can be done by knowing their motivation to visit Dreamland Beach.

Motivation is one of the psychological elements in tourists that encourages someone to carry out tourism activities (Jayadi et al, 2017). The importance of knowing the motivations of millennial tourists who visit Dreamland Beach can help managers to predict what kind of tourism development will be suitable for Dreamland Beach in the future. To find out the motivation of tourists to become a reference for managers for appropriate tourism development on Dreamland Beach in the future, it is

also because there has been no similar research conducted on Dreamland Beach. Based on that, this research was conducted to identify the motivation of millennial tourists visiting Dreamland Beach Pecatu.

2. Literature Review

1. Millennial Traveler

The term tourist by Yoeti (in Suwena and Widyatmaja, 2017) has the meaning of a person regardless of his characteristics who enters the territory of another country outside of his country of origin and stays more than 24 hours and less than 6 months in a row, not to stay but to travel, recreation, sports, family reasons, education, improving health, religious prayer or business as a travel destination. While tourism is defined by the World Tourism Organization (UNWTO) a person can be classified as a tourist if he travels for more than 24 hours to visit an area outside his home area, with various purposes and purposes except to seek income in the area visited with a duration of less than 12 (twelve) hours.) month.

In supporting tourism in Indonesia, the government itself has formulated what is meant as a tourist as stated in Law Number 10 of 2009 in Article 1 Paragraph 2 it is explained: "Tourists are people who do tourism". a trip made by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions visited for a temporary period. traveling to certain places with the purpose of recreation, self-development, or observing the uniqueness of tourist destinations visited in a short period.

According to Garikapati et al (2016) (in Salsabila, 2019), the millennial group is the generation born from 1979-2000 while Reeves and Oh (2007) in (Salsabila, 2019) classify the millennial generation as those born in 1981-2000. To find out more clearly the generation grouping scheme can be seen in table 2.

Tabel 2
Generation Grouping

Sumber	Kelompok Generasi			
Tapscott (1998)	**-**	**Generasi Baby Boom (1946-1964)**	**Generasi X (1965-1975)**	**Generasi Digital (1976-2000)**	**-**
Howe dan Strauss (2000)	**Generasi Silent (1925-1943)**	**Generasi Boom (1943-1960)**	**Generasi 13th (1961-1981)**	**Generasi Milenial (1982-2000)**	**-**
Zemke et al (2002)	**Veterans (1922-1943)**	**Baby Boomers (1943-1960)**	**Gen-Xers (1960-1980)**	**Nexters (1980-1999)**	**-**
Lancaster dan	**Tradisionalist**	**Baby Boomers**	**Generasi Xers**	**Generasi Y**	**-**

Stilman (2002)	(1900-1954)	(1946-1964)	(1965-1980)	(1981-1999)	
Martin dan Tulgan (2002)	Generasi Silent (1925-1942)	Baby Boomers (1946-1964)	Generasi X (1965-1977)	Milenials (1978-2000)	-
Oblinger dan Oblinger (2005)	Matures (<1946)	Baby Boomers (1947-1964)	Generasi Xers (1965-1980)	Gen-Y/NetGen (1981-1995)	Post Milenials (1995-sekarang)

Sumber : Puta (2016)

In each generation group, there are differences in attitudes and perspectives such as the veteran generation or the silent generation (<1946) which is a conservative and disciplined generation. The baby boomers generation (1946-1964) is a generation of hard workers who are optimistic, idealistic, and competitive but also materialistic and time-oriented. Generation X (1965-1980) is an independent generation with an open mind and practice in work, but this generation also tends to be skeptical. Furthermore, Millennials (1980-2000) are a realistic generation, highly respects differences, and like to work together, and are also very pragmatic when solving problems. Millennials also have high self-confidence and focus on the achievements they want to achieve.

Manheim (1952) explains that if a person has the same birth year over 20 years and is in similar social and historical dimensions, then they can be categorized in the same generation group. Based on the explanations of the experts above, the researchers limit the millennial generation as referred to in the study to those who were born in the early 1980s to the late 2000s, which if the current age range is those aged 19-40 years.

From the explanation of the millennial generation concept and the tourist concept above, it can be concluded that millennial tourists are people with an age range of 19-40 years who carry out tourist travel activities. Millennial tourists travel intending to expand their knowledge, get new experiences, get new lessons, and meet new people they also like activities related to food, drinks, and festivals (Salsabila, 2019).

2. Tourist Motivation

Motivation is the reason someone goes on a trip. Motivation, in general, itself can be interpreted as "a process of changing one's energy to maximize satisfaction", which means an energy effort that encourages someone to get satisfaction (Suwena and Widyatmaja, 2017). The greater the desire that underlies the motivation of the person, the greater the effort he does to achieve his desire.

Maslow's hierarchy of needs theory is one of the most widely used motivational theories. Abraham Maslow (1943) in his theory explains that "Humans are motivated by basic needs, with each need built on the previous foundation". In Maslow's hierarchy theory there are five levels of needs which are composed of: the first level is physical or physiological needs, the second level is the need for security, the third level is the need for love and belonging, the fourth level is the need for esteem, and The fifth level is the need for self-actualization.

Mill and Morrison (2009) (in Suwena and Widyatmaja, 2017) describe Maslow's theory of needs into a tourism review in tabular form. Maslow's theory is used as the basis for linking the needs, motivations, and related tourism literature as shown in table 3 below:

Table 3
Maslow's Theory in Tourism

Kebutuhan	Motivasi	Tinjauan Pariwisata
Fisiologis	Relaksasi	Hiburan, relaksasi, lepas dari ketegangan, *sunlust*, fisik, relaksasi mental dari ketegangan.
Keselamatan	Keamanan	Kesehatan, rekreasi, tetap aktif dan sehat untuk masa depan.
Memiliki	Cinta	Kebersamaan bersama keluarga, peningkatan kekerabatan, persahabatan, fasilitas interaksi sosial, memelihara hubungan personal, hubungan interpersonal, *roots*, etnik, kasih sayang terhadap keluarga, memelihara kontak sosial.
Penghargaan	Prestasi	Meyakinkan seseorang pada prestasi seseorang, kehormatan, pengakuan sosial, peningkatan ego, profesionalitas, status dan kehormatan.
Aktualisasi diri	Kebenaran diri	Eksplorasi dan evaluasi terhadap alam, penemuan diri dan kepuasaan batin.
Mengerti dan memahami	Ilmu Pengetahan	Budaya, pendidikan, *wanderlust*, berkepentingan pada lingkungan yang asing.
Estetika	Apresiasi terhadap keindahan	Lingkungan hidup dan pemandangan.

Sumber: Suwena dan Widyatmaja (2017)

Meanwhile, according to McIntosch (1999) (in Keliwar and Nurcahyo, 2015) a person's motivation to travel can be grouped into four types or categories as follows:

1. Physical motivations
   This motivation is related to a person's desire to do sports activities, rest, restore physical condition, and maintain health so that it can restore enthusiasm for work.
2. Cultural Motivation
   This motivation relates to a person's desire to visit another country to learn the culture and traditions of the daily life of the local community.
3. Personal Motivation
   This motivation relates to a person's desire to meet family and friends as well as to avoid the saturation of daily life activities.
4. Status and prestige Motivation
   This motivation is related to a person's desire to show his status or position among society as a form of lifestyle and efforts to gain recognition, appreciation, attention, and reputation.

The motivations presented above only describe a person's motivation based on his desires while Dann (1977) (in Baniya et al, 2017) argues that the decision to visit tourists is based on internal factors and external factors of tourists, internal factors are factors that influence a person's "decision" to travel while external factors are more in the direction of influencing where a person's "destination" travels. Supporting this statement, Burkat and Medlik (Keliwar and Nurcahyo, 2015) distinguish tourist

motivation into two, namely motivation based on push factors and motivation based on pull factors. Push factors are factors from within a person that encourage him to travel (intrinsic motivation), while pull factors are external factors that usually come from the intended destination (extrinsic motivation) such as attractiveness conditions, facilities, and services at the destination that affect a person in traveling. According to (Anggela et al, 2018) the concept of push and pull factors is based on aspects that are around tourists, push factors are factors formed from various aspects that cannot be sensed (intangible) from within a person, while pull factors are factors which are formed from various aspects that can be sensed (tangible) in the destination.

The aspects referred to as driving factors for someone to travel according to Ryan and Pitana (2005) (in Suwena and Widyatmaja, 2017) include the following:

1. Escape, motivation based on encouragement to break away from daily work that is considered tedious.
2. Relaxation, motivation based on encouragement to obtain refreshment.
3. Play, motivation based on encouragement to enjoy the excitement through the game and forget for a moment the serious things.
4. Strengthening family bonds, motivation based on encouragement to establish ties and kinship relations between relatives and families.
5. Prestige, motivation based on encouragement to show prestige or lifestyle to increase social status and status.
6. Social interaction, motivation based on encouragement to interact socially with friends or people who live in the destination area.
7. Romance, motivation based on encouragement to spend time with people who can create a romantic atmosphere.
8. Educational opportunity, motivation based on encouragement to visit new areas, see new things or learn new things.
9. Self-fulfillment, motivation based on encouragement to find one's own identity.
10. Wish fulfillment, motivation based on encouragement to realize the dreams and hopes they have.
11. Leisure time, motivation based on encouragement to take advantage of the free time you have.

Meanwhile, according to Jackson (in Suwena and Widyatmaja, 2017) what is meant by the pull factors for someone to travel are as follows:

1. Destination weather or climate, Motivation based on interest in the weather or climate of the destination such as a destination that has sunny weather and a tropical climate or has snowy weather with a four-season climate.
2. Access to destinations, motivation based on the ease of reaching the destination.
3. Tourism attractions in destinations, Motivation based on interest in attractions in destinations, tourist attractions in question can be in the form of natural attractions, artificial attractions, and cultural attractions.
4. Amenities at the destination, motivation based on the availability of facilities, facilities, and infrastructure

3. Research Method

This research was conducted from February to May 2021 at Dreamland Beach, Pecatu, South Kuta, Badung, Bali. The variables in this study were tourist motivation which was analyzed from the driving factors and pull factors of tourist motivation with eighteen variable indicators consisting of eleven indicators on the driving factors in the form of Escape, Relaxation, Play, Strengthening family bonds, Prestige, Social interaction, Romance, Educational opportunity, Self Fullfilment, Wish fullfilment, Leisure time and seven indicators of pull factors, namely the weather or climate of the destination, access to the destination, tourism attractions at the destination, amenities at the destination, advertisements and promotions, special events, and souvenir products.

Determination of the number of samples in this study refers to the opinion of Hair et al (in Arman, 2018) where the minimum sample size is 5 times the number of question items on the questionnaire. Referring to this statement, the minimum sample size for this study is 90 people, obtained from 5 times the number of indicators in this study, which is 18 indicators so (5x18=90).

To obtain data in this study using a questionnaire or questionnaire technique. Basically the questionnaire data collection technique is a technique of collecting data or information from respondents through several prepared questions (Syahrum and Salim, 2012). The questionnaires in this study were made in the form of google forms which were then distributed online. In the data collection technique, the researcher will make a questionnaire with a set of questions regarding the driving and pulling factors of tourist motivation which will be answered by the respondents.

In processing the data obtained in this study using the Likert scale method and quantitative descriptive data analysis. To measure the respondent's level of agreement on each indicator, the answers to each indicator will be divided into five levels, namely Strongly Agree (SS), Agree (S), Neutral (N), Disagree (TS), and Strongly Disagree (STS). . Each indicator in the questionnaire has a choice that must be answered by the respondent to indicate the level of agreement. The choice of each answer given by the respondent will be given a value with a value of 1 on the Strongly Disagree (STS) answer, 2 on the Disagree (TS) answer, 3 on the Neutral (N) answer, 4 on the Agree answer (S).), and a score of 5 on the answer Strongly Agree (SS). The value data obtained are then accumulated and measured using a continuum line. To determine the distance between the class intervals on each continuum line follow the formula as below:

$$interval = \frac{\begin{array}{c}(skala\ nilai\ terbesar \times jumlah\ reponden \times\\ jumlah\ indikator) - (skala\ nilai\ terkecil\\ \times jumlah\ responden \times jumlah\ indikator)\end{array}}{banyak\ kelas}$$

Where to measure the respondent's assessment of each indicator of the motivation of millennial tourists visiting Dreamland Beach Pecatu using the continuum line below.

STS	TS	N	S	SS
90	162	234	306	378	450
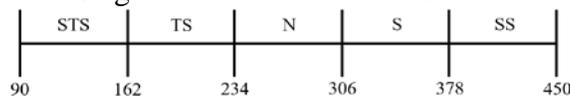
To describe the respondent's assessment of the overall indicators of the motivational factors driving millennial tourists to visit Dreamland Beach Pecatu using the continuum line below.

STS	TS	N	S	SS
990	1.782	2.574	3.366	4.158	4.950
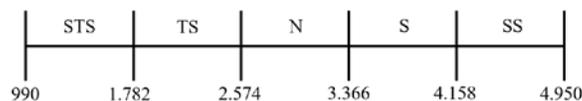
To describe the respondents' assessment of the overall indicators of the motivational pull factors of millennial tourists visiting Dreamland Beach Pecatu using the continuum line below.

	STS	TS	N	S	SS
630	1.134	1.638	2.142	2.646	3.150
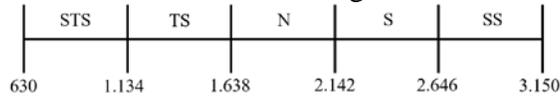
4. Discussion

Dreamland Beach Profile

      Dreamland Beach is located in Pecatu Village, South Kuta District, Badung Regency. The location of Dreamland Beach is a bit hidden where from the parking lot to reach the beach, tourists must pass through the resort area first. Tourists are free of charge to enter the Dreamland Beach area but only need to pay a parking fee of IDR 5,000 for two-wheeled vehicles, IDR 10,000 for buses and IDR 15,000 for four-wheeled vehicles. The interesting thing about Dreamland Beach that distinguishes it from other beaches in Bali is the many rocks and steep cliffs along the coast that give a hidden impression complemented by white sand and very clear sea water. Dreamland Beach is known as one of the favorite destinations for surfers. The characteristics of the waves are quite large resembling the waves that are usually found on Kuta Beach because of this, Dreamland Beach is also known as "New Kuta Beach". Various facilities are available at Dreamland Beach to support the convenience of tourists such as parking areas, trash cans, chairs equipped with umbrellas that can be rented by tourists, public toilets, souvenir stalls, money changers, minimarts, and surf board rentals. In addition, there are many places to eat and cafes to accommodation such as hotels and guest houses around Dreamland Beach.

      Based on 90 millennial tourist respondents who filled out the questionnaire in this study, it was found that there were 12 tourists aged 19 years with a percentage of 14%, tourists aged 20 years as many as 36 people with a percentage of 40%, tourists aged 21 years as many as 30 people with a percentage of 33%, tourists aged 20 years and 22 years old as many as 8 people with a percentage of 9%, tourists aged 23 years as many as 3 people with a percentage of 3%, and tourists aged 40 years as many as 1 person with a percentage of 1%. The total respondents consisted of 69 people with a percentage of 77% being female, while the other 21 people with a percentage of 23% being male.

Table 4

Respondents' Assessment of the Indicators of Motivational Factors for Millennial Tourists

Indikator	$\sum$	Deskripsi
Escape	401	**SS**
Relaxation	403	**SS**
Play	330	**S**
Strengthening family bonds	338	**S**
Prestige	211	**TS**

Social interactions	319	**S**
Romance	299	**N**
Educational oppurtinity	331	**S**
Self-fullfilment	267	**N**
Wish fullfilment	281	**N**
Leisure time	389	**S**
∑	3.569	**S**

Source: data processing results, 2020

Based on the results of the data from the questionnaire that has been filled out by the respondents, it is found that the total value of the respondents' opinions on the overall driving factors is 3,569 so that overall respondents agree to the factors driving the motivation of millennial tourists to visit Dreamland Beach. On the escape indicator 54% of respondents chose the answer "Strongly Agree", on the relaxation indicator 50% of respondents chose the answer "Agree", on the play indicator 50% of respondents chose the answer "Agree", on the strengthening family bonds indicator 57% of respondents chose the answer "Agree", on the prestige indicator 51% of respondents chose the answer "Disagree", on the social interactions indicator 59% of respondents chose the answer "Agree", on the romance indicator 38% of respondents chose the answer "Agree", on the educational opportunity indicator 49% of respondents chose the answer "Agree ", on the self-fulfillment indicator 32% of respondents chose the answer "Neutral", on the wish full-filament indicator 35% of the respondents chose the answer "Neutral", and on the leisure time, indicator 49% of respondents chose the answer "Agree".ing male.

Table 5
Respondents' Assessment of the Indicators of Millennial Tourist Motivation Factors

Indikator	∑	**Deskripsi**
The weather or climate of the destination	365	**S**
Access to destinations	327	**S**
Tourist attraction in the destination	365	**S**
Amenities at the destination	303	**N**
Advertising and Promotion	254	**N**
Special event	230	**TS**
Souvenirs	223	**TS**
∑	2.067	**N**

Source: data processing result, 2020

Based on the results of the data from the questionnaires that have been filled out by the respondents, it is found that the total value of the respondents' opinions on the overall pull factors is 2,067 so that overall respondents state that they are neutral on the pull factors of millennial tourists visiting Dreamland Beach. On the indicator of the weather or climate factor of the destination 49% of respondents chose the answer "Agree", on the indicator of access to the destination 51% of the respondents chose the answer "Agree", on the indicator of tourism attractions in the destination 60% of respondents chose the answer "Agree", on the indicator of amenities at the destination 47% of respondents chose the answer "Agree", on the advertising and promotion indicator 41% of respondents chose the answer "Disagree", on the special event indicator 53% of respondents chose the answer "Disagree", and on the souvenir product indicator 52% of respondents chose the answer "Do not agree".

5. Conclusion

From the results and previous discussions, it can be concluded that from the two millennial tourist motivation variables, namely push factors and pull factors, more millennial tourists choose push factors as their motivation to visit Dreamland Beach than pull factors. Of the eighteen indicators of tourist motivation, if sorted based on the accumulated number of tourists who chose the answers agree and strongly agree, the results are as follows: (1) Relaxation motivation with a total of 89 respondents with a percentage of 99%, (2) Escape motivation with a total of 86 respondents with a percentage 95%, (3) Leisure time motivation with a total of 83 respondents with a percentage of 92%, (4) Motivation for tourism attractions in destinations with a total of 79 respondents with a percentage of 88%, (5) Weather or climate motivation of a destination with a total of 73 respondents with a percentage of 81 %, (6) Motivation for strengthening family bonds with a total of 65 respondents with a percentage of 72%, (7) Motivation for educational opportunities with a total of 61 respondents with a percentage of 68%, (8) Motivation for play with a total of 59 respondents with a percentage of 67%, (9) Motivation for access to destinations with a total of 59 respondents with a percentage of 67%, (10) Motivation for social interactions with a total of 59 respondents with a per percentage of 67%, (11) Motivation of amenities in destinations with a total of 48 respondents with a percentage of 53%, (12) Motivation of romance with a total of 45 respondents with a percentage of 50%, (13) Motivation of wish fullfilment with a total of 32 respondents with a percentage of 36%, (14) Self-fulfillment motivation with 30 respondents with a percentage of 33%, (14) Advertising and promotion motivation with a total of 29 respondents with a percentage of 32%, (15) Motivation for special events with a total of 16 respondents with a percentage of 18%, (17) Motivation prestige with a total of 15 respondents with a percentage of 17%, (18) Motivation of souvenir products with a total of 15 respondents with a percentage of 17%. From the results of the description, it is known that the most (dominant) motivation for millennial tourists to visit Dreamland Beach is relaxation motivation. The beach environment that is clean from trash and its quiet atmosphere away from noise makes Dreamland Beach a very appropriate destination for tourists who want to get refreshments from quiet places. Meanwhile, prestige motivation and souvenir product motivation are the least motivations for millennial tourists to visit Dreamland Beach.

Based on the results of the research that has been done, the researcher proposes several suggestions as follows:

a. Dreamland Beach has a calm beach atmosphere and a clean environment, this can be seen from the number of millennial tourists with the driving factor in the form of escape and relaxation

motivation and the pull factor in the form of attraction motivation at the destination. Managers are expected to be able to maintain the cleanliness of Dreamland Beach in the future.

b. Based on the order of motivation that most tourists choose, advertising and promotion motivation are in the fifteenth order of the eighteen indicators, this proves the lack of promotion carried out by the manager. To better introduce Dreamland Beach, managers need to be more aggressive in promoting Dreamland Beach. The most appropriate promotion to do is to use online media such as Instagram, Youtube, Twitter, and others because they see the huge potential of the millennial market and the large number of millennials who are already using smartphones so that the promotions carried out will be seen more.

c. Even though the area of Dreamland Beach is not very supportive for holding big events such as concerts or MICE, the manager can hold other events that are following the potential tourist attraction of Dreamland Beach and the motivation of tourists who visit it, such as holding beach clean up activities, fishing competitions, or surfing competitions.

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