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What Motivates Tourists to Share Information on Social Media

Motivasi Wisatawan untuk Berbagi Informasi melalui Media Sosial

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Abstract

The research aims to examine the phenomenon of information sharing that occurs in groups in social media by using formal and informal communication that affect Transactive Memory System (TMS). This research also examines how TMS's role on sharing information in groups as well as in self-relevant values. This research implied that formal and informal communications positively affect TMS, so it has a positive effect on self-relevant value. Therefore, transactive memory systems became a good mediator between formal and informal communication with self-relevant value. By sharing information in the group, their image will increase in front of people outside the group (self-image congruity). The group is created for the purpose to re-share the information with the other group who successfully invite potential tourists will increase self-relevant value in other groups.

Kata Kunci: Formal Communication, Informal Communication, Self-Relevant Value, Social Media, Transactive Memory Systems.

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Abstrak

Penelitian ini bertujuan untuk mengkaji fenomena berbagi informasi yang terjadi secara berkelompok di media sosial dengan menggunakan komunikasi formal dan informal yang mempengaruhi Transactive Memory System *(TMS). Penelitian ini juga mengkaji bagaimana peran TMS dalam berbagi informasi dalam kelompok serta dalam nilai-nilai yang relevan dengan diri sendiri. Penelitian ini mengimplikasikan bahwa komunikasi formal dan informal berpengaruh positif terhadap TMS, kemudian TMS berpengaruh positif terhadap* self-relevant value. *Oleh karena itu, sistem memori transaktif menjadi mediator yang baik antara komunikasi formal dan informal dengan nilai* self-relevant. *Dengan berbagi informasi di dalam kelompok, citra mereka akan meningkat di hadapan orang-orang diluar kelompok (*self-image congruity*). Grup dibuat dengan tujuan untuk berbagi kembali informasi dengan grup lain yang berhasil mengundang calon wisatawan akan meningkatkan nilai relevansi diri di grup lain.*

Keywords: *Komunikasi Formal, Komunikasi Informal, Nilai Self-Relevant, Media Sosial, Transactive Memory Systems.*

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INTRODUCTION

In the age of social media, people regularly share their experience by taking photos and post it on their social media. This become a habit particularly, to show their activities or new encounter to other friends, groups, or other people and sometimes made public can view what they post online (Albers, 2010). The act of exchanging communication and information through social media enrich one memory by adding other people experience into their perception and forming collective intellegence. According to Chung *et al*. (2015), Transactive Memory Systems (TMS) can work as collective intelligence. Consequently, social media have become indispensable for TMS. Kwon & Cho (2016) state that the initial notion of transactive memory systems (TMS) was developed to describe the behavior of intimate relationships. Several subsequent studies interpret TMS as sharing knowledge (Chung *et al*., 2015). In small groups, TMS is basically a dynamic interconnection of information sharing (Jackson, 2011); hence, only those with a strong intent to share knowledge with others can participate (Chung *et al*., 2015).

TMS could cause individuals to emphasize not only their own information but also the information from others. In large groups, may prevent the growth of TMS, however in small or medium groups, TMS will grow stronger (Jakcson, 2011). In each group, there are not always individuals with a strong desire to share information. There are people who offer information and provide emotional support voluntarily, but there are also some who choose to discover their own solutions (Qu & Lee, 2010). According to previous research, TMS requires specialized, trustworthiness, reliable data, including collaborative efforts of individual on issue (Chung *et al*., 2015), which are developed through communications, discussions, review, private conversation, and having to learn. TMS would create the capacity of a group in certain circumstances, which will be constructed by types of individuals with the goal to share knowledge (Jackson, 2011). TMS can enhance the performance of the group in other areas.

The information posted by those on social media is essential to the tourist industry since it is useful and influences the actions of tourists. Tourists will need accurate information on how to choose tourist spots (Gursoy & McCleary, 2004). Typically, they obtain this sort of information through social media (Huang *et al*., 2013). The importance of information is inversely proportional to the credibility of the poster or source, prompting the information seeker to research who posted or distributed the information. There are formal and informal means of communication available on social media. Due to the intrinsic value of certain information, it could be shared widely among their social circle. Self-worth consists of self-reflective valuation, significant value, and self-image integrity (Kim, 2015). It indicates that tourism information that gives social advantages or represents an individual's self stimulates their willingness to share about oneself. Transactive memory systems can be categorized by the demand for recognition, trust, and coordination for transferring information (TMS). Therefore, it is essential to utilize communication media to generate a favorable TMS value that will enhance the reputation of a tourism destination. This study's objective is to assess how communication via social media can boost the value of transactive memory, hence influencing the value of self-relevant information.

LITERATURE REVIEW

This research focuses on transactive memory systems, and their relation to self-relevant value and type of communication. Furthermore, at the beginning of this chapter has also been described the related theories. The proposed model for this research is as follows.

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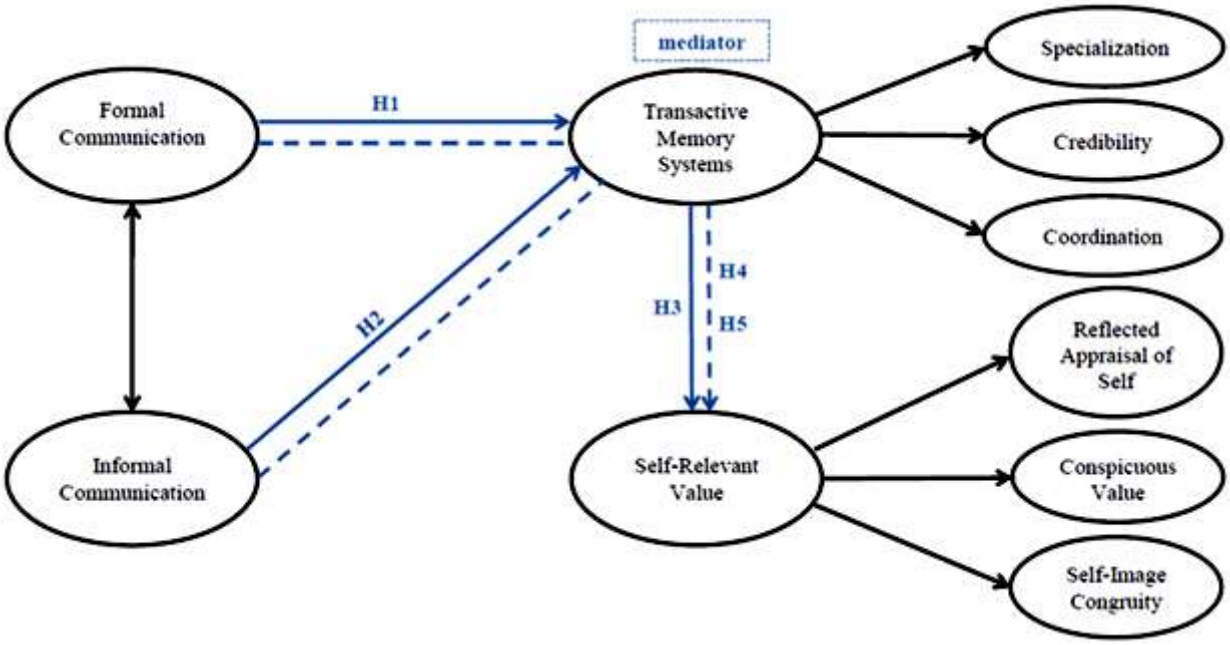


Figure 1. Proposed Model
Source: Primary data (processed), 2022.

Formal Communication and Transactive Memory Systems

Communication is an important factor for tourism information sharing (Chung *et al.*, 2015). Formal communication is controlled communication. Formal communication has practical purpose and structured content, and specific norms must be followed while conveying information (Kim & Benbasat, 2012; Dittrich & Giuffrida, 2011). Formal communication in social media is typically conducted by providing information in a chat group or in a separate area supplied exclusively to the group, so that all group members can receive the shared information. Formal communication is meant here is a structured communication that occurs in the group. How specialization, credibility, and coordination as part of transactive memory systems are affected by formal communication. Formal communication is more open to the public, so that the information provided can be known by many members of the group. Formally sharing information to the group becoming more efficient which in one share of information can reach many people at once (Patsiaouras & Fitchett, 2012).

TMS is also an essential aspect of information sharing (Choi *et al*., 2010). Individuals can enhance their knowledge not only via their own experiences, but also through the experiences of others (Li & Huang, 2013). Particularly, researchers have highlighted the importance of TMS in terms of group function, by stated that TMS delivers meta-information and is the basis for efficient information sharing, which leads to the sharing and application of information within a group (Li & Huang, 2013; Choi *et al*., 2010). They insisted that the group might be enhanced by sharing and using information. TMS is an efficient tool for processing information and can result in enhanced group outcomes. The results revealed that TMS had an effect on group outcomes via group efficacy (Zhong *et al*., 2012; Chung & Koo, 2015). The use of TMS is intended to improve the performance of domestic tourist groups, so that they travel more frequently. Based on this description, the first hypothesis is raised, namely:

H1: Formal Communication positively related with transactive memory systems.

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Informal Communication and Transactive Memory Systems

In tourism information sharing, the important factor is communication (Chung *et al.*, 2015). Informal communication that occurs is communication with group members but not structured. How specialization, credibility, and coordination as part of transactive memory systems are affected by informal communication. Informal communication is defined as communication that is flexible and unstructured (Dittrich and Giuffrida, 2011). Informal communication is an unorganized type of communication in which there are no rules for information delivery (Kim &Benbasat, 2012). In social media, informal contact is typically conducted through a private chat or commentary column that cannot be viewed by all members, necessitating the transmission of information multiple times to each participant. Informal communication is believed to be a deep communication. Tourism information that is exchanged on informal communication is usually more complete because it can ask directly individually, for example on private message.

Active informal communication such us replies or instant messages allows users to communicate, share, update, and adjust travel information (Mayfield, 2008). It strengthens the development of TMS as a source of external information. Thus the informal communication fosters the establishment of TMS in social media (Acikalin *et al*., 2009). Based on this description, the second hypothesis is raised, namely:

H2: Informal communication positively related with transactive memory systems.

Transactive Memory Systems and Self-Relevant Value

Most people are at a young adult age or adolescence is more motivated sharing information with friends because they want to build image of themself. They only will share information if feel they will benefit when doing so (Kim *et al.*, 2015). Self-relevant value consists of reflected appraisal of self, conspicuous value, and self-image congruity. There is a tendency if people will share information that can describe the image as close as possible to the self-image that people want to describe to others (Abel *et al*., 2013; Kim *et al*., 2015). The judgments given to the image that people have described are conspicuous value. The self-image congruency is influenced from how real personality is and how he reflects the ideal version of themself (Rhee & Johnson, 2012).

Appraisal of self has a positively relationship with intention to sharing information (Kim *et al.*, 2015). The tourism information sharing is mostly done on social media. Members will share information about tourism into the group, because it can make them feel related to the group (Choi *et al.*, 2017). If they will share information they get both from their own experience and other people experience, when they want feels strongly bound, while they want to shape their image well in the social environment. Tourist will only share tourism information if they feel they will get something in return (Casidy & Wymer, 2016). The advantage tends to be prestigious or to improve its social status. Members will share tourism information in groups if they want their prestige increases, the information can be about destination or culinary that is busy talking or just opened. The members will tend to choose what information they will share, when they have information that can improve prestige, then they will share that information (Kim *et al.*, 2015).

The members who have an attachment to a particular destination will easily share information about the destination to other members.Wallace *et al.* (2014) illustrates that members will share information about a destination from either their own experience or the experience of others, if they feel the destination is very self-described or has an unforgettable experience in the destination,

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where they share their experience with members can be regarded as a form of self-expression. Based on the description, the third hypothesis is raised, namely:

H3: Transactive memory systems positively related with self-relevant value.

Communication, Transactive Memory System, and Self-Relevant Value

According to Patsiaouras & Fitchett (2012), with information sharing can improve social status. The delivery of information conducted in structural and the quality of the information conveyed will show how the preferences are, in which preference can build a person's image (Kim *et al*., 2015; Wirtz *et al*., 2007). Structured information on formal communication has the potential to give effect to social status which is based on self-relevant value. The influence is based on what, and how the quality of information is shared with the group. Based on these two hypotheses and few reasons above, the fourth hypothesis will be developed. This hypothesis wants to see how if formal communication affects indirectly to self-relevant value by using transactive memory system as mediator, namely:

H4: The positive relationship between formal communication and self-relevant value is partially mediated by transactive memory systems.

Sharing information on social media can help improve the image owned in others. How the delivery of information that we do individually, can help to build a good self-image (Andreassen & Lanseng, 2009; Acikalin *et al*., 2009). Based on these two hypotheses and reasons above, the fifth hypothesis will be developed. The hypothesis wants to see how if informal communication affects indirectly to self-relevant value by using transactive memory system as mediator, namely:

H5: The positive relationship between informal communication and self-relevant value is partially mediated by transactive memory systems.

METHODOLOGY

This research aims to explain the relationship between transactive memory system and self-relevant value with statistical basis. The questionnaire on this research is intended to find out the relationship between communication type, transactive memory system and self-relevant value. This questionnaire will be distributed to the selected group where the related transactive memory system occurs only in group communication. The group selected is a senior high school student in SMAN 18 Bandung. Questionnaires will be distributed in Bahasa Indonesia to facilitate the respondents. The population in this research is defined as members of groups using social media, due to the transactive memory system occurs in group communication.

Non-probability sampling which is a subjective sampling procedure was used to collect data. The sampling technique used in this research is purposive sampling with separate assessments or judgments. The special characteristics used are as follows. First, group of senior high school students, which considered as adolescence, which are trying to adapt to their environment by doing positive things. In this phase, the psychology is relatively stable so they can choose their option and has responsibility. Second, in order to obtain group with the same environment, all students in the same school are selected. Students who will be asked to fill out the questionnaire are students in SMAN 18 Bandung. Third, before filling out the questionnaire, students will be asked if they interact and know each other well with their schoolmates through social media. This is because this research aims to look at the transactive memory system that occurs in social media. Fourth,

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questionnaires were distributed at the beginning of new school academic year in 2022 to made the students in the first year unable to participate fill the questionnaire because the lack of interaction with other students in school. The number of students in the second and third year is 850 students.

The research variables are basically a form of anything that is determined by the researcher to be studied so that obtained information about it to then be drawn conclusion. The research variable is basically something that shaped what is set by the researcher to be studied so that obtained information about it to then be drawn conclusion (Sugiyono, 2011). There will be 21 items in research variable, and will be measured using likert also ordinal scale. There are eight variables analyzed in this study, namely: (1) Formal communication, which is controlled communication, usually has utilitarian value and structured content (Akgun *et al.*, 2005; Chung *et al.*, 2015); (2) Informal communication, which is free and changeable communication, more individually (Chung *et al.*, 2015; Mayfield, 2008); (3) Specialization, which is degree of members' expertise (Lewis, 2003; Akgun *et al.*, 2005; Li & Huang, 2013; Chung *et al.*, 2015); (4) Credibility, that is an accuracy and trust of information (Lewis, 2003; Chung *et al.*, 2015; Zaheer & Trkman, 2017); (5) Coordination, that is an individual's ability to work in group (Lewis, 2003; Akgun *et al.*, 2005; Li & Huang, 2013; Chung *et al.*, 2015); (6) Reflected appraisal of self, which is stimulus that wants to be recognized by its social environment, where it shows through social media (Kim *et al.*, 2015; Furqani & Haneef, 2012); (7) Conspicuous value, that is quality of information shared which is believed can increase prestigious and improve social status (Acikalin *et al.*, 2009; Patsiaouras & Fitchett, 2012; Kim *et al.*, 2015); and, (8) Self-image congruity, which is influence of ideal version of themselves toward the information to be shared (Wirtz *et al.*, 2007; Rhee & Johnson, 2012; Kim *et al.*, 2015).

The analytic approach used in this research is path analysis using Structural Equation Modeling (SEM) methodology. Hair *et al*. (2010) recommended 200 respondents as a sample size to test the model using SEM, since 200 is a critical sample size that can be used in general estimation procedures for valid results. The number of students of SMAN 18 Bandung, which reaches 850 students, can enable this research to produce about 700 or more samples that can be used sufficient to meet statistical recommendations.

RESULTS

Model results testing by SEM with the proposed model. Testing is done from looking at the validity and reliability of the proposed model using CFA (Table 1). It was found to be valid, and then proceed with goodness of fit the proposed model using CFA and also SEM. After being considered fit (Table 2), then it can be tested on the hypotheses (Table 3 and 4).

The communication through social media provides its users to communicate formally and informally. It can be said that formal communication is communication with many people at once, a member of a group sharing information in a particular group that they create in social media while informal communication is a communication done individually to the other individual. Both types of communication demonstrated statistically have a positive and significant effect on transactive memory systems in the Table 3.

Firstly, in the table above shows that the value of *t*-values of $7.161 \geq 1.96$ or *p**** value which means *p-value* smaller than 0.01, it can be concluded that hypothesis 1 (H1) is accepted. So, it can be concluded that formal communication has a positive and significant influence on transactive memory systems. The table above indicates that formal communication has a positively

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and significant related on transactive memory systems. In line with research conducted by Chung *et al*. (2015), where in his research stated that formal communication has a positive influence on transactive memory systems.

Table 3 also shows that the value of t-values of 6.547 ≥ 1.96 or *p**** value which means *p*-value smaller than 0.01, it can be concluded that second hypothesis (H2) is accepted. So, it can be concluded formal communication has a positive and significant influence on transactive memory systems. The analysis indicates that informal communication has a positively related on transactive memory systems. This is in line with that proposed by Chung *et al*. (2015), which is informal communication positively affects. But this is also not entirely the same as the research that Chung *et al*. (2015) did, because it found that information communication has no significant effect on specialization, while specialization is part of transactive memory systems. But this difference can be caused by the samples, which the sample group is a community in the field of tourism.

Table 1. Goodness of Fit using CFA

Goodness of Fit Index	Recommended	Obtained	Criteria
DF	> 0	177	Over Identified
Probability	< 0.05	0.000	Significant
GFI	Good > 0.9 0.8 < Moderate < 0.9	0.890	Moderate
AGFI	Good > 0.9 0.8 < Moderate < 0.9	0.856	Moderate
CFI	> 0.9	0.913	Fit
TLI	Good > 0.9 0.8 < Moderate < 0.9	0.896	Moderate
NFI	Good > 0.9 0.8 < Moderate < 0.9	0.896	Moderate
RMSEA	< 0.1	0.075	Fit
RMR	0 < Good < 0.05 0.05 < Moderate < 1	0.076	Moderate

Source: Primary data (processed), 2022.

Table 2. Goodness of Fit Index

Goodness of Fit Index	Recommended	Obtained	Criteria
DF	> 0	179	Over Identified
Probability	< 0.05	0.000	Significant
GFI	Good > 0.9 0.8 < Moderate < 0.9	0.888	Moderate
AGFI	Good > 0.9 0.8 < Moderate < 0.9	0.856	Moderate
CFI	> 0.9	0.912	Fit
TLI	Good > 0.9 0.8 < Moderate < 0.9	0.897	Moderate
NFI	Good > 0.9 0.8 < Moderate < 0.9	0.895	Moderate
RMSEA	< 0.10	0.075	Fit
RMR	0 < Good < 0.05 0.05 < Moderate < 1	0.077	Moderate

Source: Primary data (processed), 2022.

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Table 3. Hypothesis Testing (Direct Effect)

Hypotheses		Variables	*t*-values	Result
Formal communication positively related with transactive memory systems.	**H1**	FC → TMS	7.161	Significant
Informal communication positively related with transactive memory systems.	**H2**	IC → TMS	6.547	Supported
Transactive memory systems positively related with self-relevant value.	**H3**	TMS → SRV	16.522	Supported

Source: Primary data (processed), 2022.

Table 4. Hypothesis Testing (Indirect Effect)

Hypotheses		Variables	*t*-values	Result
The positive relationship between formal communication and self-relevant value is partially mediated by transactive memory systems.	**H4**	FC → TMS → SRV	6.622	Supported
The positive relationship between informal communication and self-relevant value is partially mediated by transactive memory systems.	**H5**	IC → TMS → SRV	6.119	Supported

Source: Primary data (processed), 2022.

Table 3 shows that the value of *t*-values of 16.522 ≥ 1.96 or *p**** value which means p value smaller than 0.01, it can be stated that hypothesis 3 (H3) is accepted. So it can be concluded formal communication has a positive and significant influence on transactive memory systems. The analysis indicates that transactive memory systems have a positively related on self-relevant value. In previous research, Kim *et al*. (2015) states that people share information to gain an increase in social status. Analysis in the table shows that the intention of people to share information does have a positive effect on the self-relevant value to be presented.

Lastly, in Table 3 can be seen that formal communication has a greater coefficient path compared with informal communication. This can be said formal communication can facilitate information spread throughout the group members, and has impact bigger than informal communication. Communicating informally is done using private message, between individuals (Chung *et al*., 2015), so that information shared in a single attempt can reach more members if done formally. Especially in this research, the information exchanged is about tourism. Many members who know the information if shared by formal communication. Numbers of members who know to make many members are also interested, for example, to visit tourism destinations together. Formal communication also has a greater value than informal communication when influencing self-relevant value using mediator transactive memory systems. The more formal communication is used in social media, the more intention users are to share tourism information. This reinforces the results of research from Chung *et al*. (2015), which is they perceived the social media as a TMS with three traits of specialization, credibility, and coordination.

Moreover, this research has two hypotheses with indirect effect. Based on Table 4, hypothesis 4 (H4) proves transactive memory systems to be mediator between formal communication and self-relevant value. The table also showed that hypothesis 5 (H5) proves that transactive memory systems mediate between informal communication and self-relevant value.

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Discussion

This research originated from the communication contained in a group. How in the same group there are members who do not want to share information and there is a tendency to share communication with other members, especially the media used to exchange information are all based on the internet. Between group members will share information through social media selected from the group. Social media have become external source of tourism information, by posting, chat groups, instant messaging, and replies. Social media provides its users to communicate formally and informally. It can be said that formal communication is communication with many people at once, a member of a group sharing information in a particular group that they create in social media while informal communication is a communication done individually to the other individual (DeVito, 2011; Chung *et al*., 2015). Both types of communication have been demonstrated statistically in the tables described previously that have a positive significant effect on transactive memory systems.

In the summary table of the hypotheses can be seen that formal communication has a greater coefficient path compared with informal communication. This can be said formal communication can facilitate information spread throughout the group members, and has impact bigger than informal communication. Communicating informally is done using private message, between individuals (Chung *et al*., 2015). So that information shared in a single attempt can reach more members if done formally. Especially in this research, the information exchanged is about tourism. Will be many members who know the information if shared by formal communication. Numbers of members who know to make many members are also interested, for example, to visit tourism destinations together.

Formal communication also has a greater value than informal communication when influencing self-relevant value using mediator transactive memory systems. The more formal communication is used in social media, the more intention users are to share tourism information. This reinforces the results of research from Chung *et al*. (2015), which is they perceived the social media as a TMS with three traits of specialization, credibility, and coordination. Formal communication becomes the best communication when sharing information in groups. This is because with the many members of the group who know the information, then members who share the information will be increased social status. A member will get the attention of other group members as the member shares information with other members, albeit briefly. Members will only get the attention of one other member if they share information in an informal way.

The positive influence of formal and informal communication on transactive memory systems and the indirect influence of self-relevant value by using transactive memory systems as mediators can be used to create special groups that share information about tourism. It suggests firstly Dinas Pariwisata, destination owners or travel agent also can create groups in selected social media, then share interesting information about tourism using formal communication. Dinas Pariwisata, destination owners or travel agent (tourism marketers) actively employ formal communication to entice potential tourists who use social media. Group creation can be done by creating accounts on certain social media, then looking for friends in social media to share that information. The more friends gathered, the larger the group is made. Each member may re-share information about the tourism to another group they involved as well. This formal communication can also be supplemented by informal communication by actively rewarding any questions, comments, or inputs that the members give.

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Second, potential tourists using informal communication such as replies or private messages tend to share tourism information, in so far as the group allows. This indicates that both formal and informal communication can trigger participation and information sharing among member which is also potential tourists. Therefore, to gain the members' proactive participation and to solidify the TMS with specialization, credibility, and coordination, in the groups, the tourism marketers should also take advantage of replies and private messages. Tourism marketers can mention members who are considered to be actively interacting when sharing information. The members who mention, will feel they social status increases in front of the other members, which helps them create the desired self-relevant value. When the member feels the increase in social status, then they will not hesitate to re-share the tourism information to the members on other groups where they are also involved.

Thirdly, tourism marketers can also create a group chat containing potential tourist. The selection of members can be done by means of a quiz or subjective judgment of interactivity. The chat group may contain potential tourist from different cities and countries. Members will feel happy to be selected and can know friends from different cities and countries. The selected members will feel attached to the group (reflected appraisal of self). Members will feel special, so members in the group will not hesitate to share information that they get in that group to other groups (conspicuous value). By sharing information that only people in the group have, then their image will increase in front of people outside the group (self-image congruity).

Fourth, tourism marketers can also create group chats that contain employees. The group is created for the purpose that the employee is expected to re-share the information with the other group to which they are also involved. To ensure that employees share their information, the employees who successfully invite potential tourists will get rewards, in addition to increased self-relevant value in other groups. Last but not least, the tourism marketers should pay attention to such formal communications as posting in chat groups, but also in informal communication such as replies and private messages. Tourism marketers should also be able to facilitate members who ask private messages or replies. Marketers can also directly share information individually, which can also generate a sense of privilege (self-relevant value) that is almost the same from formal communications to members who obtain information.

CONCLUSION

This research aims to examine the phenomenon of information sharing that occurs in groups in social media. This research also examines how TMS plays a role in sharing information in groups as well as in self-relevant values. Based on resulst known that formal and informal communication sharing in the group have positive impact on TMS, so it has positive impact on SRV. This research imply for the tourism marketers should pay attention to such formal communications as posting in chat groups, but also in informal communication such as replies and private messages. Tourism marketers should also be able to facilitate members who ask private messages or replies. Marketers can also directly share information individually, which can also generate a sense of privilege (self-relevant value) from formal communications to members who obtain information. The data have been collected from one senior high school in Bandung. This facilitated data collection and controlling diversity but also limited the generalizability of the findings, which may be different according to group which selected.

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The existence of limitation which has been discussed in the previous section raises the potential for the development of this research to be continued in further research. Qualitative or mix method research may result in a richer and more detailed result of the transactive memory system and its relation to self-relevant value. Larger samples containing various groups within it may be able to provide a more accurate result. A more complex construct by adding variables from different conditions may be able to enrich the results.

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