

Perception of The Elderly In Traveling In The Digital Age

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Abstract

Digitization of tourism is considered very crucial if a country wants to capture the growth opportunities of the tourism sector. Tourist destinations can be searched online, offering convenience for the public, especially elderly tourists who want a comfortable and pleasant tourist spot in their spare time or on vacation. For elderly foreign tourists will choose to do outdoor activities if the temperature has started to warm. Tourist attractions with beaches that have warm temperatures are certainly suitable for the atmosphere of elderly tourists to spend their leisure time. The purpose of this research is to find out the perception of the elderly in traveling in the digital era. The research method is descriptive research is not intended to test certain hypotheses, but only describes what it is about a variable, symptom or condition. The data collection technique is using a questionnaire. The results of the research show that the perception of the elderly in traveling in the digital era can be seen from the results: 1) The assessor factor is in the High category, 2) Viewed from the situational factor in the Very High category and seen from the target factor in the Very High category. Thus tourist attractions that are traced through social media or the internet by elderly tourists use the latest technology in seeing the development of tourist attractions, seeing the uniqueness, comfort level, security in accordance with reality so that they can find information on tourist attractions, state of facilities, so look for tourist attractions that can be visited. provide complete facilities and attractive conditions. The results of the research show that the perception of the elderly in traveling in the digital era can be seen from the results: 1) The assessor factor is in the High category, 2) Viewed from the situational factor in the Very High category and seen from the target factor in the Very High category. Thus tourist attractions that are traced through social media or the internet by elderly tourists use the latest technology in seeing the development of tourist attractions, seeing the uniqueness, comfort level, security in accordance with reality so that they can find information on tourist attractions, state of facilities, so look for tourist attractions that can be visited. provide complete facilities and attractive conditions. The results of the research show that the perception of the elderly in traveling in the digital era can be seen from the results: 1) The assessor factor is in the High category, 2) Viewed from the situational factor in the Very High category and seen from the target factor in the Very High category. Thus tourist attractions that are traced through social media or the internet by elderly tourists use the latest technology in seeing the development of tourist attractions, seeing the uniqueness, comfort level, security in accordance with reality so that they can find information on tourist attractions, state of facilities, so look for tourist attractions that can be visited. provide complete facilities and attractive conditions. 2) Judging from the situational factors in the Very High category and judging from the target factors in the Very High category. Thus tourist attractions that are traced through social media or the internet by elderly tourists use the latest technology in seeing the development of tourist attractions, seeing the uniqueness, comfort level, security in accordance with reality so that they can find information on tourist attractions, state of facilities, so look for tourist attractions that can be visited. provide complete facilities and attractive conditions. 2) Judging from the situational factors in the Very High category and judging from the target factors in the Very High category. Thus tourist attractions that are traced through social media or the internet by elderly tourists use the latest technology in seeing the development of tourist attractions, seeing the uniqueness, comfort level, security in accordance with reality so that they can find information on tourist attractions, state of facilities, so look for tourist attractions that can be visited. provide complete facilities and attractive conditions.

Keywords: Perception of Elderly, Traveling, Digital

I. INTRODUCTION

Digitization of tourism is considered very crucial if a country wants to capture the growth opportunities of this sector. In the digital era, people continue to grow and depend on mobile phones. Tourist destinations must be searchable online. The digital age shows the ability for tourists to engage directly and change the images or text they access (Ri'aeni, 2015). The digital era offers convenience for the community, especially the elderly tourists who want a comfortable and pleasant tourist spot in their spare time or on vacation. Elderly tourists are tourists who enjoy nature and take walks, recreation, relaxation, light exercise, eating and drinking in restaurants, participating in cultural activities, as well as entertainment at hotels where they stay or in restaurants that are widely available in tourist attractions. In the age range that is no longer young, elderly tourists / later life tourists are certainly quite selective in choosing the activities they do on vacation because apart from the energy factor they are also far from their original place of residence. (Tunjungsari, 2018). For selected leisure activities, generally passive leisure activities are the choice for tourists in this age range. Tourist attractions with beaches that have warm temperatures are

certainly suitable for the atmosphere of elderly tourists spending their leisure time. Elderly tourists choose passive leisure activities because they do not require much energy and thought, this is in line with their age who are no longer working too hard physically.(Suarka, Sulistyawati, & Sari, 2017).

Based on the researcher's search for previous research on domestic/Indonesian elderly tourists, research conducted byMain (2012)stated that the segmentation of elderly tourists is experiencing quite dynamic growth, where almost all countries estimate that elderly tourists will experience rapid growth compared to other tourist market segments. Some senior travelers even feel they are younger than their age due to improved health, and they are more active. They even want to seek new challenging experiences such as wanting to see the culture of other nations before they are older and before their health deteriorates. This opinion is also supported by researchSuarka et al. (2017)provide an alternative so that tourism actors are more creative in making tour packages related to the elderly, and suggest to look more at the inner factors of elderly people, especially activities that are free time fillers. Exemplified leisure activities that can be offered are enjoying nature and taking walks, recreation, relaxation, light exercise, eating and drinking in restaurants, participating in cultural activities, as well as entertainment at hotels where you stay or in restaurants that are widely available in tourist attractions. Walgito (2012)states that perception is a process that occurs within the individual starting with the receipt of a stimulus, until the stimulus is realized and understood by the individual so that the individual can recognize himself and his surroundings. Perception is influenced by factors from within the individual (internal factors) and factors from outside the individual (external factors). Internal factors include intelligence, interests, emotions, education, income, sensory capacity and gender. External factors are group influences, past experiences and differences in socio-cultural backgrounds. According toHutabarat (2012)Perception is a response to stimuli that come from an object so that this response is related to acceptance or rejection by the individual. Attractions that are starting to be visited by elderly tourists are one form of the attitude of visitors who come and are willing to visit this tourist attraction to get pleasure.

II. LITERATURE REVIEW

Perception

Perception is a process by which individuals organize and interpret sensory impressions to give meaning to their environment(Robbins & Judge, 2013). Perception is a direct response from an absorption or process of a person knowing things through his five senses. Perception is defined as the process by which a person selects, organizes, and interprets input information to create a meaningful picture of the world. People can have different perceptions of the same object because of the three perceptual processes according toSunyoto (2015)selective attention, selective distraction, selective recall.With all that, the perception will arise(Sangadji & Sopiah, 2013). Perception is formed by: the characteristics of the stimuli, the relationship of the stimuli with their surroundings, the conditions within ourselves. Perception is the experience of an object, event or relationship - the relationship obtained by inferring information and interpreting messages. This perception gives meaning to the sensory stimulus. Interpreting that the senses involve not only sensation but attention, expectation, motivation, and memory.Based on the above understanding, it can be concluded that perception is a process that is preceded by sensing. Stimuli received by individuals through sensing will be forwarded to the central nervous system, namely the brain and psychological processes occur, so that individuals are aware of what they see and what they hear.

According toSangadji & Sopiah (2013)Perceptual processes can be classified as follows: 1) Perceptual Selection, 2) Perceptual Organization, 3) Perceptual Interpretation.Perception is a process that is preceded by the sensing process, which is the process of receiving a stimulus or stimulus by the individual through the senses or also called the sensing process. The sensing process will take place at any time, when the individual receives a stimulus through the senses, such as the eye as a sight, the ear as a hearing instrument, the nose as a smelling device, the tongue as a tasting tool, the skin on the palms as a touch tool.(Tunjungsari, 2018). As for the factors that influence perception, namely: 1) Perceived object, the object will cause a stimulus that hits the senses or receptors. 2) The sense organs, nerves and central nervous system are tools to receive stimuli that are transmitted by sensory nerves to be received and processed in the central

nervous system, namely the brain as the center of consciousness. 3) Attention to the object is the first step in perceiving, because without attention there will be no perception.

Factors influencing perception according to (Robbins & Judge, 2013) is that when viewing a target, your interpretation of what is seen is influenced by the observer's personal characteristics, personality, motives, interests, past experiences, and expectations. The perception process is a series of activities that go through several stages first. The following is a stage model of the individual perception process proposed by Sutisna (2012) as follows: 1) Stimuli, Stimuli or stimulus is any form of physical, visual, or verbal communication that can affect individual responses. A stimulus is essentially a unit of input for one of the five human senses. There are two important stimuli that can influence consumer behavior, namely marketing and the environment (social and cultural). 2) Receiving senses, sensory receptors, namely what are called human organs in the form of the five senses (eyes, ears, nose, mouth and skin) that receive sensor input. 3) Attention, the attention made by data consumers occurs intentionally, which occurs when consumers are actively looking for information that has personal relevance, 4) Interpretation, The process of consumer interpretation reopens various information in memory that has been stored for a long time (long term memory) related to the stimuli received. 5) Response, After going through the final stages of the perception process, consumers will react to the information they received earlier which will then produce a response. This response then results in a purchase decision.

Travel in the Digital Age

According to Law Number 10 of 2009 concerning Tourism Chapter 1 Article 1 it is stated that tourism is: "Travel activities carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions visited within a short period of time. temporary time." The definition of tourism contains four elements, namely travel activities; done voluntarily; temporary; The trip is wholly or partly aimed at enjoying tourist objects and attractions. Tourism based on its types can be divided into two categories, namely: nature tourism and socio-cultural tourism. The digital era has brought various good changes as a positive impact that can be used as well as possible. But at the same time, the digital era also brings many negative impacts, so that it becomes a new challenge in human life in this digital era. Challenges in the digital era have also entered various fields such as politics, economy, socio-culture, defense, security, and information technology itself. (Setiawan, 2017). The digital era was born with the emergence of digital, internet networks, especially computer information technology (Kusumaningrum & Tany, 2019). The new media of the digital era has the characteristics of being able to be manipulated, network or internet. The mass media switch to new media or the internet because there is a cultural shift in the delivery of information. The ability of this digital era media makes it easier for people to receive information faster. With the internet, the mass media have moved in droves. The more sophisticated digital technology today makes big changes to the world, the birth of various kinds of increasingly advanced digital technologies have sprung up (Setiawan, 2017). Various groups have made it easier to access information through many ways, and can enjoy the facilities of digital technology freely and in control. With the digital era, tourists are easy to find tourist destinations that suit their wishes.

One type of service that is widely offered on online sites is all forms of travel needs for tourists, for example: booking tour packages, airline tickets, train tickets, hotel vouchers and so on. The shift from mass tourism to individual tourism has led to a new habit, namely tourists making hotel room reservations, airline tickets, transportation and all the needs for other travel trips independently. Airline tickets are one of the needs of tourists who are going on vacation to a tourist destination that usually cannot or is more difficult to access by land and sea. The online flight ticket booking site makes it easy for tourists to be able to access and monitor ticket prices anywhere and anytime without having to come directly to the ticket sales office. (Muliana, Negara, & Dewi, 2016). PT. Traveloka.com Indonesia, better known as Traveloka.com, is an online travel agent site that provides flight ticket sales and hotel vouchers. Traveloka.com, an online travel service site, released a mobile application for its users in Indonesia and received a good response from the public. This is in accordance with the increasing popularity of mobile devices in Indonesia. Where many internet users prefer to go online from a cell phone or tablet when compared to using a computer device. The

characteristics of tourism products are described by Suwanto (2014) namely: 1) Tourism products or products cannot be transferred. 2) Production and consumption occur at the same place and time. Without consumers buying products or services, there will be no production process. 3) Tourism products do not use physical size standards but use service standards based on certain criteria. 4) Consumers cannot taste or try samples of the product before, nor can they even know or test the product beforehand. 5) The results or tourism products depend a lot on human labor and only a few use machines. 6) Tourism products are businesses that contain big risks.

Tourism products consist of attractions, amenities, and accessibility (Arista, Darsiharjo, & Marhanah, 2017), can be described as follows:

1. Attractions

The elements in a tourist attraction that broadly determine consumer choices and influence the motivation of potential buyers include:

- a. Natural tourist attractions, including landscapes, beaches, climate and other geographical features of a destination and other natural resources.
- b. Man-made / Man-made tourist attractions, covering buildings and tourism infrastructure including historic and modern architecture, monuments, walkways, parks and gardens, convention centers, marinas, skiing, archaeological sites, golf courses, specialty shops and themed areas.
- c. Cultural Tourism Attractions, including history and folklore (legends), religion and art, music theater, dance and other performances, and museums. Some of these can be developed into special events, festivals, and carnivals.
- d. Social Tourism Attractions, including the way of life of an area, indigenous people, language, and social gathering activities.

2. Amenity / Facilities

There are elements in an attraction or relating to an attraction that allow visitors to stay and in other words to enjoy and participate in a tourist attraction. These include:

- a. Accommodation includes hotels, tourist villages, apartments, villas, caravans, hostels, guest houses, and so on.
- b. Restaurants, ranging from fast food to luxury food.
- c. Transportation at an attraction, including taxis, buses, bicycle rental and skis at the snowy attraction.
- d. Activities, such as ski school, sailing school and golf club.
- e. Other facilities, such as language centers and skills courses.
- f. *Retail Outlet*, such as shops, travel agents, souvenirs, camping manufacturers.
- g. Other services, such as beauty salons, information services, equipment rental and tourism policies.

3. Accessibility

These elements are what affect the cost, smoothness and comfort of a tourist who will take an attraction. These elements are:

- a. Infrastructure
- b. Roads, airports, railways, seaports, marinas.
- c. Equipment, including size, speed, range of public transportation facilities.
- d. Operational factors such as operating routes/routes, frequency of service, and prices charged.
- e. Government Regulation which includes supervision of the implementation of transportation regulations.

Elderly

Elderly people are the term for those who have entered the age of 60 years and over. Law of the Republic of Indonesia Number 13 of 1998 concerning Elderly Welfare Chapter I Article I, what is meant by an elderly person is someone who has reached the age of 60 (sixty) years and over. Potential elderly are elderly who are still able to do work and or activities that can produce goods and services. Elderly with no potential are elderly who are powerless to earn a living so that their lives depend on the help of others (Padmiati & Diyanayati, 2015). The aging process means a decrease in physical endurance, elderly is caused by increasing age, resulting in changes in the structure and function of cells, tissues and organ systems. (Kuniano, 2015). Elderly includes: 1) Middle age, is the age group of 45 to 59 years. 2) Elderly =

between 60-74 years, 3) Old age = between 75-90 years, 4) Very old age = above 90 years. Old age is a continuation of adulthood. Maturity can be divided into four parts. First = iuventus phase, between 25 and 40 years. Second = the phase of verticality. Between 40 and 50 years. Third = presenium phase, between 55 and 65 years, and fourth = senium phase, between 65 years and death (Padmiati & Diyanayati, 2015). According to Fitriani (2017) Some of the changes that will occur in the elderly include physical, intellectual, and religious changes. With the development of human age, there is a degenerative aging process that will have an impact on changes in humans, not only physical changes, but also cognitive, emotional, social and sexual. (Indriana, Desiningrum, & Kristiana, 2011).

III. RESEARCH METHOD

This research includes field research that uses a quantitative approach. Quantitative research methods can be interpreted as "research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, quantitative/statistical data analysis with the aim of testing predetermined hypotheses" (Creswell, 2018). This is also explained by Arikunto (2017) that "descriptive research is not intended to test certain hypotheses, but only describes what it is about a variable, symptom or situation. So descriptive research describes or describes the circumstances and events of an object of research without drawing conclusions that apply in general. This research framework essentially will capture the perception of the elderly in traveling in the digital era. Perception is a process by which individuals organize and interpret sensory impressions to give meaning to their environment (Robbins & Judge, 2013). The dimensions of perception are: assessor factor, situation and target. The relationships of these variables are illustrated in Figure 1 as follows:

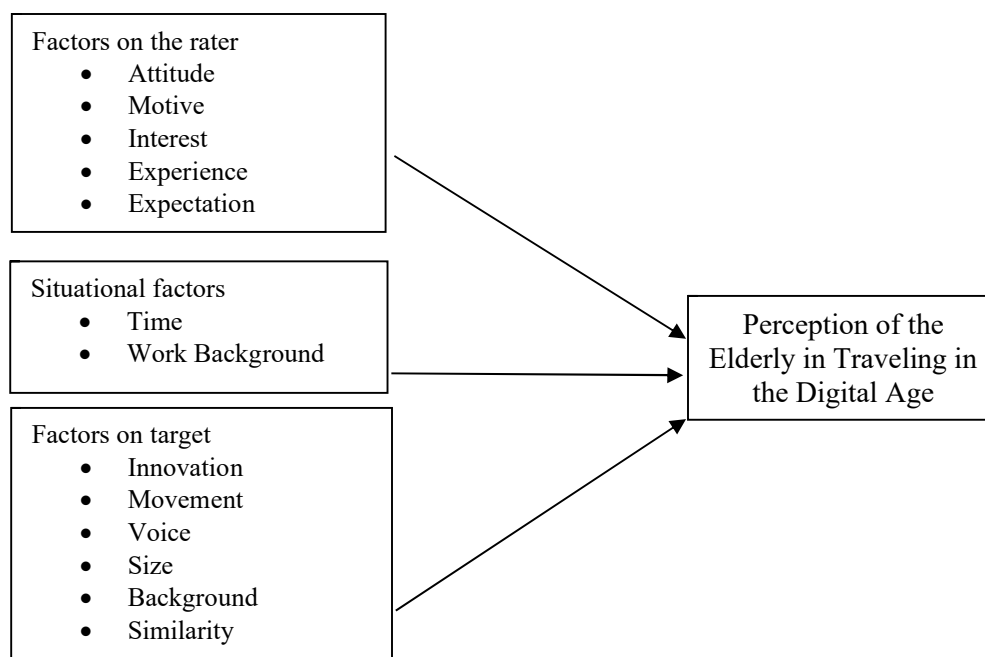


Fig 1. Conceptual Framework

According to Sugiyono (2018) said "the sample is part of the number and characteristics possessed by the population". In this study to determine the number of samples to be taken, because the population cannot be detected, the sampling in this study uses purposive sampling. The sample in this study was 100 respondents according to theory (Frankel & Wallen, 2019) which states that the minimum sample size for descriptive research is 100 respondents. In this study, the sample used was elderly tourists in March-June 2019. The characteristics of the samples taken in this study were elderly tourists aged > 60 years. In this study, the researcher used a non-probability sampling technique with a purposive sampling technique. Purposive sampling is a sampling technique with certain considerations (Haryanti, 2019) In this study, the

consideration in determining the sample is to shorten the time and save research costs, the researchers took a sample of 100 tourists.

Data collection techniques in this study used a questionnaire. Questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer (Fitri & Haryanti, 2020). The reason the author uses data collection techniques using questionnaires is because in addition to being efficient the researcher will know for sure the variables to be measured and know what to expect from the respondents, it is also suitable for respondents who are quite large and spread over a wide area and this can also be in the form of questions or statements. closed or open can be given to the respondent in person or sent by post. Data that obtained from the distribution of questionnaires to tourists about perceptions were analyzed by calculating descriptive statistics, perception percentage index and percentage index and classifying them into categories and presented in tabulated form. Categorization of perceptions is done by assigning a score to each alternative answer to each of the prepared questions. The principle of categorization of the number of respondents' response scores is adopted from (Tanzeh, 2009). From the respondents' answers, then the assessment criteria are arranged for each question item based on percentages with the following steps:

1. Cumulative value is the value of each question which is the answer of each respondent.
2. The percentage is the cumulative value of the item divided by its frequency value multiplied by 100%.
3. The number of respondents is 100 people, and the value of the largest measurement scale is 4, while the smallest measurement scale is 1. So that the largest cumulative number = $100 \times 4 = 400$. And the smallest cumulative number = $100 \times 1 = 100$. The smallest percentage value is $(100/400) \times 100\% = 25.00\%$, with a range value = $100\% - 25.00\% = 75.00\%$. If divided into 4 categories, then the percentage interval value of 18.75 is rounded up to 19.

Table 1. Percentage Criteria for Perception Interval Scale

No	interval	Assessment criteria
1.	25%-44%	Very low
2.	45%-63%	Low
3.	64%-82%	Tall
4.	83%-100%	Very high

Source: (Arikunto, 2017)

The results of the percentage of achievement of the total score against the ideal score are mapped into the intervals of the assessment criteria mentioned above which are presented through a continuum line. To find out the final percentage of perception, the Percentage Index formula is used:

$$P = \frac{f}{n} \times 100\% \text{ (Source: (Darmawan \& Mulyadi, 2019))}$$

Information:

P = percentage

f = frequency of each respondent's answer

n = the number of ideal scores/criterion scores

100 Fixed number determining percentage

IV. RESULT

1. Factor Analysis on assessing the elderly in traveling in the digital era

The results of the analysis of the perception of factors on the assessors of the elderly in traveling in the digital era are as follows:

Table 2. Results of factor perception analysis on raters

No	Indicator	Total number	Average	Percentage	Information
1	Attitude	330.3	3.303	82.57	Tall
2	Motive	332.75	3.328	83.2	Very high
3	Interest	331	3.310	82.75	Tall

4	Experience	332	3.320	83	Very high
5	Expectations	330.5	3.305	82.62	Tall
Average		331.31	3.3132	82.82	Tall

Data Source: Researcher Process (2019)

Based on the table above, when viewed from the mean or average value, this statement gets an average score of 3,132 with a percentage of 82.82 or in the High category. This reflects that the attitudes, interests and expectations of elderly tourists are high, meaning that elderly tourists, as active internet users, feel comfortable in finding information so that they easily decide to choose their destination based on information obtained by elderly tourists from the internet or the media. social use.

2. Factor Analysis on the Situation of the Elderly in Traveling in the Digital Age

The results of the analysis of the perception of factors in the situation. Perceptions of the elderly in traveling in the digital era are as follows:

Table 3. The results of the analysis of the perception of factors in the situation

No	Indicator	Total number	Average	Percentage	Information
1	Time	337.5	3.375	84.37	Very high
2	Work Background	339	3.390	84.75	Very high
Average		338.25	3.3825	84.56	Very high

Data Source: Researcher Process (2019)

Based on the table above, when viewed from the mean or average value, this statement gets an average score of 3.3825 with a percentage of 84.56 or in the Very High category. This reflects that the work background of elderly tourists is very high, meaning that elderly tourists have a lot of free time, so they can find information on tourist attractions, the state of facilities, so they look for tourist attractions that can provide complete facilities and attractive conditions.

3. Factor Analysis on Targeting the Elderly in Traveling in the Digital Age

The results of the analysis of the perception of factors on the target The perceptions of the elderly in traveling in the digital era are as follows:

Table 4. The results of the analysis of the perception of factors on the target

No	Indicator	Total number	Average	Percentage	Information
1	Innovation	344	3,440	86	Very high
2	Movement	338	3.380	84.5	Very high
3	Voice	340	3,400	85	Very high
4	Size	345	3.450	86.25	Very high
5	Background	339	3.390	84.75	Very high
6	Similarity	347	3,470	86.75	Very high
Average		342.167	3.4216	85.54	Very high

Data Source: Researcher Process (2019)

Based on the table above, when viewed from the mean or average value, this statement gets an average score of 3.4216 with a percentage of 85.54 or in the Very High category. This reflects that tourist attractions that are explored through social media or the internet by elderly tourists use the latest technology in seeing the development of tourist attractions, so that elderly tourists can see the uniqueness, level of comfort, security in accordance with reality.

V. DISCUSSION

Based on the analysis of descriptive data, it can provide a complete picture of the results of the research carried out, so that it can determine steps about which aspects require further discussion. The recapitulation of the results of the research table seen in the table is:

Table 5. Recapitulation of Research Results Perceptions of the elderly in traveling in the digital era

No	factors	Total number	Average	Percentage	Information
1	Rating factor	331.31	3.3132	82.82	Tall
2	Situation Factor	338.25	3.3825	84.56	Very high
3	Target Factor	342.167	3.4216	85.54	Very high

Based on the table abovediscussion of the results of the study are: that the results of the study showthat:

First, Averageperception Perception of the elderly in traveling in the digital era, seen from the assessment factor of 3.3132 with a percentage of 82.82 or in the High category.Perception The perception of the elderly in traveling in the digital era, seen from the assessment factor in the high category. This reflects that the attitudes, interests and expectations of elderly tourists are high, meaning that elderly tourists, as active internet users, feel comfortable in finding information so that they easily decide to choose their destination based on information obtained by elderly tourists from the internet or the media. social use.The results of this study are in accordance withstudywhich is conducted bySuarka et al. (2017) Elderly tourists choose passive leisure activities because they do not require much energy and thought, this is in line with their age who are no longer working too hard physically. For elderly foreign tourists, they will choose to do outdoor activities if the temperature has started to warm. Indonesia with its tropical temperature is indeed one of the reasons for foreign tourists to come for a tour. Tourist attractions with beaches that have warm temperatures are certainly suitable for the atmosphere of elderly tourists spending their leisure time.

*Second,*Averageperception Perception of the elderly in traveling in the digital era, seen from the situation factor of 3.3825 with a percentage of 84.56 or in the Very High category. This reflects that the work background of elderly tourists is very high, meaning that elderly tourists have a lot of free time, so they can find information on tourist attractions, the state of facilities, so they look for tourist attractions that can provide complete facilities and attractive conditions.The results of this study are in accordance with research conducted byMain (2012) which states that the government has provided several facilities for elderly tourists to travel in Indonesia, including also to tourist attractions such as Bali, so that with this facility, in the next few years the arrival of elderly tourists from abroad and domestic tourists to travel will increase. Along with the provision of convenience and the potential for the arrival of elderly tourists, it is necessary to conduct a study to dig deeper into the behavior of elderly tourists, especially those related to their behavior which will have implications for tourism activities. Older foreign nationals can apply for a limited stay permit for one year, which can be extended a maximum of five times, with each extension for one year.

Third, Averageperception Perception of the elderly in traveling in the digital era, seen from the target factor of 3.4216 with a percentage of 85.54 or in the Very High category.Perception The perception of the elderly in traveling in the digital era, judging from the target factor in the very high category. This reflects that tourist attractions that are explored through social media or the internet by elderly tourists use the latest technology in seeing the development of tourist attractions, so that elderly tourists can see the uniqueness, level of comfort, security in accordance with reality.This is in accordance with stating thatMain (2012)the segmentation of elderly tourists is experiencing dynamic growth, where almost all countries predict that elderly tourists will experience rapid growth compared to other tourist market segments. Some senior travelers even feel they are younger than their age due to improved health, and they are more active. They even want to seek new challenging experiences such as wanting to see the culture of other nations before they are older and before their health declines.The results of this study are also supported by researchSuarka et al. (2017) provide an alternative so that tourism actors are more creative in making tour packages related to the elderly, and suggest to look more at the inner factors of elderly people, especially activities that are free time fillers.

Exemplified leisure activities that can be offered are enjoying nature and taking walks, recreation, relaxation, light exercise, eating and drinking in restaurants, participating in cultural activities, as well as entertainment at hotels where you stay or in restaurants that are widely available in tourist attractions. The results of this study are in accordance with Robbins & Judge (2013)Factors influencing perception are that when viewing a target, your interpretation of what is seen is influenced by the observer's personal characteristics, personality, motives, interests, past experiences, and expectations.

Based on Overall data analysis shows perceptions The perceptions of the elderly in traveling in the digital era can be seen from the results: 1) the appraisal factor is in the High category, 2) seen from the situational factor in the Very High category and seen from the target factor in the High category. Very High category. Thus tourist attractions that are traced through social media or the internet by elderly tourists use the latest technology in seeing the development of tourist attractions, seeing the uniqueness, comfort level, security in accordance with reality so that they can find information on tourist attractions, state of facilities, so look for tourist attractions that can be visited. provide complete facilities and attractive conditions.

VI. CONCLUSION

Based on the results of data analysis, it can be concluded that: perception The perception of the elderly in traveling in the digital era can be seen from the results: 1) the appraisal factor is in the High category, 2) seen from the situational factor in the Very High category and seen from the target factor in the High category. Very High category. Thus tourist attractions that are traced through social media or the internet by elderly tourists use the latest technology in seeing the development of tourist attractions, seeing the uniqueness, comfort level, security in accordance with reality so that they can find information on tourist attractions, state of facilities, so look for tourist attractions that can be visited. provide complete facilities and attractive conditions. Based on the conclusions above, the results of this study can add insight to the author about tourism, especially for the elderly in the digital era who can provide scientific thinking experience through the preparation and writing of a thesis with the theme Perception of the elderly in traveling in the digital era. For tourists, it can provide education or understanding about the perception of the elderly in traveling in the digital era, making it easier for tourists to use their free time to have fun.

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