Adventures Game Show: Audience Involvement, Destination Image and Audience Behavior

Abstract—Currently the popularity of the television programs is on the rise. Entertainment programs attract viewers' attention because they are dominated by games and usually involve physical activities of the game show contestants. The shooting location varies, including adventure tourism destinations comprising natural scenery. This study uses an experimental method to measure the behavior intentions of game show viewers toward adventure tourism screened in the program. This study proves that the relationship of audience involvement and behavioral intentions to travel to tourist destinations is mediated by cognitive and affective images. In particular, cognitive image can significantly correlate to affective image, and both affect behavioral intentions. The medium of television deals with psychological processes, so it is found that audience involvement determines audience behavior intentions. Meanwhile, the image of a tourist destination mediates this relationship, giving the perception of cognitive and affective images, hence these two variables are found to be important mediators. Therefore, the management of television programs as a medium of communication need to focus on creating more positive pictures of adventure tourism destinations, which will also lead to the formation of positive affective image. The more beautiful the image of the tourist destination is, the higher travel intentions will be in the future. This study affirms there is a connection between the psychological or emotional dimensions (affective) with intention for visiting tourists.

Keywords—Game show, audience involvement, destination image, travel intention, adventure tourism

I. INTRODUCTION

Television is a medium that acts as a window through which the viewers see the world. Through this medium, the vast world can be brought into everyday life [1]. Television shows screening series of trips to tourism destinations invites viewers to see world's diverse cultures, landscapes and places. These impressions involve audiovisual communication in sophisticated aesthetic and emotional ways [2]. Television broadcasts travel-related programs that comprises specific perspectives on the world and create certain constructs of a particular culture. Call it, a series of travel programs as a medium of communication need to focus on creating more positive pictures of adventure tourism destinations, which will also lead to the formation of positive affective image. The more beautiful the image of the tourist destination is, the higher travel intentions will be in the future. This study affirms there is a connection between the psychological or emotional dimensions (affective) with intention for visiting tourists.

Television programs have been widely recognized for being able to create representations of places around the world [3]. Most of the shows are not intentionally produced to attract viewers to visit a particular destination. It turns out, however, a place illustrated in a movie can be perceived as a product placement that leads to consumers' willingness to invest certain amount of money to see and experience such place at first hand. This is the reason of the promotion of tourism through television shows.

Tourism is a topic of interesting research, in line with its major contribution in recent decades as one of the fastest growing economic sectors in the world [4]. Promotion of tourist destinations through television shows is considered wide-reaching compared to traditional travel ads and promotions [5]. As a matter of fact, wider audience is not the objective of the marketing campaign. However, the placement of tourist destinations in television shows has the potential to increase curiosity about these tourist destinations among people who are not necessarily the target of traditional advertising [6]. In addition to its excellence compared to traditional advertising, the entertainment television program that features real condition are also more effective in promoting tourism products and destinations rather than movies and soap operas. First, such program costs cheaper than the movie as it does not require an actor or writer, has fewer crews, and its visual editing is relatively uncomplicated. Therefore, tourism induced by the look of reality can be of great help to economically disadvantaged destinations in effective advertising campaigns. The problem of underdeveloped regions being unable to make some investment may be resolved [7].

Another advantage refers to the potential of entertainment television programs to meet the constant quest of authenticity in the postmodern world [8]. Real events can display an authentic "product" image (such as an adventure tourism destination) to the audience. Although viewers generally know that the settings and situations in the entertainment television programs are mostly contrived, the actors and locations are meticulously chosen to show something as if it is natural [9].

II. LITERATURE REVIEW

A number of studies that have been done previously show a causal relationship between views on reality shows and travel intentions [6] as well audience involvement, cognitive image and affective image [10]. Television-induced travel is indeed a concept that has been explored in the tourism industry [11]. However, research to prove the causal linkage between adventure game shows and the behavioral intentions toward tourist destinations has never been done, especially in Indonesia.

The Indonesian government continues to look for strategies to increase adventure tourism activities in Indonesia as its contribution is significant to state revenues.
Currently, adventure tourism is one of the tourism products developed by the Republic of Indonesia's tourism ministry in the 2016-2019 Priority Tourism Destination Development program and involves the superiority of natural resource tourism attractions owned by Indonesia [12]. In particular, the shows of the game show entertainment genre became one of the shows favored by the Indonesian people. The game show program maintains its position as a program that is in demand by the Indonesian people because the number of viewers is above the average viewer of other television programs in the last three years [13].

Television is known to contribute to the formation of the characteristics of the audience. Television shows resulted in audience involvement in the actors or character's narrative displayed within the program [10]. Audience involvement encourages viewers to perceive the messages conveyed by actors or characters on television shows as genuine information and to use them to broaden audience knowledge, including the knowledge on the tourist destinations featured within. One of the television programs shows casing a journey in every show is an adventure game show, featuring various tourist destinations.

Television shows are considered as a symbolic stimulus, which can increase audience knowledge including tourism destinations in an area [6]. Later, this knowledge significantly shapes the cognitive and affective imaginesin audience’s mind, giving rise to the audience's intentional behavior to visit the destinations described in the television programs [10]. The larger the image of a tourist destination the viewer has, the greater the audience's desire to visit the location featured in the show [6], [11]. As its consequent goal, the viewers want to share similar activities in the tourist destinations in which the television program took place [14].

The causal relationships of audience involvement and the image of the setting of the adventure television program are presented in the research journals. India, a country with abundant adventure tourism destinations, became the filming location of an adventure game show titled “The Amazing Race” [6]. Tourists who watched the show tended to think of India as a travel destination filled with adventurous challenges. Other findings related to television program and audience involvement, tourist destination imagery and travel intentions are presented in a number of studies. The Chinese television program "Where Are We Going, Dad?" caused future behavioral intentions to come to the set [10]. Cognitive image and affective image are known to mediate the relationship between audience involvement and intense behavior for travel to destinations contained in the episodes of this program. A number of destinations being the filming locations of the show were not well-known tourist destinations, but later they turned to attract the attention of viewers who watched the show.

Other research from revealed that the television program "India Celebrity Express" improves and even changes the viewers' knowledge on the state of India, in which the show was set [6]. For example, the show changed viewers' perception of India, such as the poverty rate and the comfort of staying there. This may be due to the fact that the program does not highlight the bad aspects of poverty and comfort in India. This growing knowledge forms the cognitive and affective images of India, which positively increase the desire of the viewers to travel to this country.

Therefore, this research is conducted to fill the gap among the researches related to the causal relationship between adventure game show, the audiences' involvement, the image of adventure tourism destination, and the tourists' desire to visit the location. This will explain the management of media in the context of game show television program featuring adventure tourism destination and how it is connected to the audience’s travel intention.

Television show featuring reality are judged to have the potential to communicate a more authentic image of a location where the program is set. It is assumed that a show that presents the reality of the contestants’ actions in it can change the viewers' perception of the destination which the program shoots. Therefore, the viewers' perception toward the tourist destination may change according to its depiction in the game show. In line with this description, the following are the theoretical hypotheses proposed:

H1: Adventure game TV program causes a difference in the cognitive image, after viewers watched the adventure game show episode.

H2: Adventure game TV program causes the difference in the affective image, after viewers watched the adventure game show episode.

III. METHOD

This study used experimental studies to investigate changes in perception or perception, because this method is able to detect causal relationships between variables involved in research [15], [16]. Data collection in this experimental study was conducted during January to March 2018 at IA STH 6th floor, University of Indonesia (UI) Salemba, Central Jakarta. Participants involved did not get a true explanation regarding the fact that the research was conducted for the purposes of writing an academic thesis; otherwise it was manipulated as an evaluation activity of an adventure television program that has completed its first sequel. Participants were informed that the purpose of this study was to determine the feasibility of the adventure television program in consideration of its second sequel. Manipulation was done so that prospective participants do not have suspicions that they were being involved in a thesis research so as to influence the answers given [6].

This study uses experimental related attributes such as manipulation material in the form of two episodes of "Pro-Warriors" television program, each with a duration of about 25 minutes, questionnaire, participant attendance list, and standard operating procedures. "Pro-Warriors" is the only game show that has a whole episode involving physical activities typical of adventure activities. The shooting location of this television program took the location of tourist destinations in eastern Indonesia which had not been visited by the wider community.

This experimental study uses a random assignment, which is a lottery mechanism that places 67 participants into each group with random methods and accidentally placing participants. The room used as the experimental research location consists of two classes. This research room has been prepared with the same conditions. At the time of the experimental treatment, it was found that there were six participants who had watched the previous "Pro-Warriors"
These participants were eliminated from participation as research participants.

In total, 77 participants are registered.

The data were collected only from participants who came during experimental research. Participants who were absent due to illness or constrained weather were eliminated.

67 participants attended the data recording process.

Random assignment

Treatment group
Fill in the pre-test questionnaire
Watching an adventure game show
Fill in the post-test questionnaire

Control group
Fill in the pre-test questionnaire
Watching drama (as an alternative treatment [16])
Fill in the post-test questionnaire

Data processing

Description: This study eliminates 6 participants because they have already watched the show of "Pro-Warriors". Therefore, this study processed and analyzed data from 61 participants (71.9% of the total participants who signed up).

IV. FINDINGS AND RESULT

Preceding the analysis, it is compulsory to test the validity and reliability of research instruments. Based on the data, all experimental research variables are valid and reliable. The KMO & Bartlett's value analysis showed that the audience involvement (0.711) and the cognitive image (0.656) variables were noted to have either high or good validity.

Meanwhile, the validity of affective image variables (0.800) and behavioral intention variables (0.803) were recorded to have very high or very good validity. Furthermore, all variables are very reliable because they have Cronbach's Alpha values above 0.800. The KMO & Bartlett's value of each indicator is valid or above 0.5. The Cronbach's Alpha value of all research indicators is also consistently very reliable or above 0.8.

TABLE I. OUTPUT R SQUARE (COEFFICIENT OF DETERMINATION)

<table>
<thead>
<tr>
<th></th>
<th>R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cognitive image</td>
<td>0.229</td>
</tr>
<tr>
<td>Affective image</td>
<td>0.361</td>
</tr>
<tr>
<td>Behavioral intention</td>
<td>0.621</td>
</tr>
</tbody>
</table>

Source: SmartPLS processed data

The R square value is able to explain the predictive value of the contribution of the independent variable to the dependent variable. Based on the output of R Square in Table 4.32, the contribution of audience involvement to cognitive image is moderate (22.9%); the contribution of viewer involvement to affective image is high (36.1%); and the contribution of viewer involvement to behavioral intention is high (62.1%).

Based on the f square analysis, there are inter-variable relationships that have a weak correlation of latent variables of predictors (exogenous latent variables) at the structural level. That is the relationship of audience involvement and affective image, and the relationship of audience involvement and behavioral intention (f square<0.02). Meanwhile, the relationship between cognitive imagery and behavioral intentions was noted to have considerable influence (0.185) for latent variables of predictors (exogenous latent variables) at the structural level. The relationship of cognitive image and affective image (0.431), and the relationship of cognitive image and behavioral intention (0.414) have strong influence of latent variable of predictor (exogenous latent variable) at the structural level.

TABLE II. OUTPUT F SQUARE

<table>
<thead>
<tr>
<th></th>
<th>Affective image</th>
<th>Cognitive image</th>
<th>Audience Involvement</th>
<th>Behavioral intention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affective image</td>
<td>0.431</td>
<td>0.414</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cognitive image</td>
<td>0.000</td>
<td>0.297</td>
<td>0.185</td>
<td></td>
</tr>
<tr>
<td>Audience involvement</td>
<td>0.000</td>
<td>0.297</td>
<td>0.185</td>
<td>0.004</td>
</tr>
</tbody>
</table>

Source: SmartPLS processed data

Furthermore, model evaluation is done to find out the result of structural model of this research through bootstrapping with the number of samples assumed as 500. Then an analysis of the path coefficient output data, which aims to re-amplify the analysis of the previous f-square data. The analysis of the path coefficient output data summarized in the table below:
The indirect effect on the causal relationship of audience involvement on behavioral intentions is greater than the value of direct effects. This suggests that the causal relationship between audience involvement and behavioral intentions is mediated by other variables of cognitive image and affective image.
These results support previous [6], [10] that the show casing of reality is able to change the viewer's perception of the tourist destinations according to what appears on the screen. On the other hand, the sensation (felt by tourists) during television viewing is multidimensional which involves symbolic, subjective and emotional values—such as the values described in the cognitive and affective images. This causes such television programs to introduce things such as national culture to the economic perspective of the destinations featured within.

This study did not find whether audience involvement did not cause behavioral intentions. This is considered to occur because the audience require a stage to interpret the image and then personalize the meaning for them to finally decide whether or not they will take the journey. As a result, it takes time for television viewers to decide to actually travel to the tourist destination they have been presented with.

This experimental study also did not find whether audience involvement did not cause affective image. Affective evaluation that refers to the consumer's emotions toward the goal image is not determined by audience involvement. Viewers consider more information about the physical condition of adventure tourism destinations before visiting the site, such as good weather, adequate accommodation, up to the equivalent value of money to get to the tourist destination.

This study also proves the involvement of viewers causing cognitive image of tourist destinations. The relationship is positive and significant, which means that the higher the audience's involvement in the game show television program, the higher the cognitive image of the viewer to the tourist destinations shown.

Furthermore, this study proves that the cognitive image causes the affective image positively and significantly [13]. Therefore, the management of television programs as a medium of communication needs to focus on creating more positive picture of events, which will also lead to the formation of positive affective image of the tourist destinations. The actual or cognitive characteristics of tourist destinations are important because these assessments impact the feelings of television viewers on those destinations.

Cognitive image causing behavioral intentions has been demonstrated in this study. The physical activity shown in the adventure game show does not dampen the viewers' desire to visit the adventure tourism destination, in which the television program is set. Unlike other consumption situations where higher risks prevent consumers from repurchasing a product's service, in adventure travel, higher tourism risks can be attributed to more positive behavioral intentions. Adventure activities are regarded as activities related to identity search.

This study also shows that viewers who like adventure journey want a trip associated with nature. The natural environment is the main motivating factor for reviewing tourist destinations and spreading.

This reinforces the results of the importance of the affective component on the intention to travel tourists to tourist destinations because this component has a strong relationship to travel intentions [17]. Affective image is determined by motivation someone against a place. This affective image refers to feelings raised by a place because someone wants to feel the benefits of that location [18]. Meanwhile, consumer evaluative responses or those defined as affective imagery depend on their knowledge of objects or cognitive evaluation.

Before making a decision to travel, individuals have considerations to have a location with a more favorable affective picture [19]. For example, by estimating the emotions of him against these tourist destinations. Tourists imagine that these tourist destinations are considered comfortable or attractive. Viewers can take turns visit tourist destinations after watching a video showing the characters in it feel satisfaction being in a tourist destination. Another factor is that video shows display positive interactions between characters and there are significant moments of reflection by viewers. This shows that there is a connection between the psychological or emotional dimensions (affective) with the desire or intention for visiting tourists.

Therefore, the experience that will be enjoyed is taken into account by viewers on an adventure tour. The relationship of audience involvement and behavioral intention to travel to tourist destinations is mediated by cognitive images and affective image [6], [10], [20]. In particular, cognitive images can be significantly correlated with affective images, and both cause behavioral intentions. Television media is related to the journey of psychological processes, so it is found that audience involvement causes the intention of viewer behavior. Meanwhile, tourist destination images mediate this relationship, namely images that provide perception of cognitive images and affective images, so that these two variables are found to be important mediators.

CONCLUSION

The model test carried out in this study shows that the structural model analyzed is not suitable because it is not in accordance with the criteria so it shows the lack of conformity. The model is not in accordance with the data, then it can be interpreted that the data contain more information than what is presented in the model. Therefore this research proposes the preparation of model-based partial relationships between variables that have been analyzed before. This modified model explains if the relationship of audience involvement and behavioral intentions is mediated by the variables of cognitive image and affective image. The model also confirms that the relationship between audience-variable engagement is only significant to the cognitive image. While the relationship of audience involvement and affective image is weak and insignificant.

Thus, this study reveals that the reality of the competition raised in adventure game show promotes the formation of audience involvement which then correlates with the behavioral intentions, mediated by the cognitive image and affective image. This earlier study revealed that the medium of television concerned with psychological process, so it is found that audience involvement caused audience behavior intentions. Meanwhile, the image of a tourist destination mediates this relationship, giving the perception of the cognitive and affective images, so that these two variables are found to be important mediators. In particular, cognitive image can be significantly correlated with affective image, and both cause behavioral intentions.
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