

# Dark tourism marketing through experience visit at East Java

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**ABSTRACT:** Tourism was one of the industrial sector which is always growth increased throughout the year and the biggest contributors in the economic development of a country. One of tourism objects to be able to be a tourist attraction is a tour in place of the former war or natural disasters and better known as the dark tourism. This research aims to examine the experience of tourist's dark tourism formed through motivation and emotional reaction. Causal research examines the tourists had visited the dark tourism in East Java. Sampling techniques using non-probability with type snowball. The results of the study showed that the motivation and emotional reactions of tourists this gives the influence on tour experience in the dark tourism. The experience of tourists in the dark tourism can be used as a tool of marketing communication mix dark tourism a trusted.

**Keywords:** motivation, emotional reactions, experience, dark tourism

## 1 INTRODUCTION

The tourism sector is one of the biggest contributors to the economic development of a country. The tourism industry in Indonesia is the leading sector that has the potential and positive growth every year. According to the data from the Ministry of Tourism and Creative Economy and BPS, the number of both local and foreign tourists visiting Indonesia increases every year. This is supported by data from the Ministry of Tourism and Creative Economy in 2013 which stated that in terms of contribution to the nation's economy, the tourism sector was ranked the fourth position after oil and gas, coal, and palm oil (Sasongko 2017).

In the era of postmodern, tourists began to leave the conventional and traditional tour package. Tourists are looking for a new alternative tour package that is more challenging and provides fascinating adventure and learning experience. One of the tourist attractions that recently grow is a tour that presents a place of war, natural disaster, or murder or better known as dark tourism. In fact, Indonesia has many famous dark tourism destinations such as Tsunami sites in Aceh, mount Merapi, Sisa Hartaku museum in Jogja, and hot-mud in Sidoarjo.

This dark tourism attraction is studied using Bing-Jin et al. (2016) as a reference to examine the conceptual model of the relationship between dark tourism motivation, dark tourism experience, and emotional reaction. This study aims to examine the experience of dark tourism travelers which is influenced by motivation and emotional reaction when traveling to hot mud in Sidoarjo. The hot mud volcano in Sidoarjo is known as Lapindo Mud (Lula) or Sidoarjo Mudflow (Lusi) known as an event of hot mud flow at the Lapindo Brantas drilling location since 2006. The hot mud flow for several months have caused flooding on residential, agricultural and industrial areas in the three surrounding districts, and greatly affected the economic activity in East Java.

Dark Tourism is a behavior of visiting sites associated with death, disaster, and tragedy to remember (memorize) or for education/entertainment purpose (Lennon & Foley 1999). Tarlow (2005) defines Dark Tourism as a visit to a place where tragedy or historical events associated with death occurred. This dark tourism theory offers tours that have historical value and interesting to be learned or just be enjoyed.

Tourists are interested in dark Tourism as they are motivated to get new experiences or adventures in gaining knowledge and understanding something unknown before (Sharpley 2009). Stone (2011) stat-

ed that the motivation of tourists to travel to dark tourism sites includes three dimensions of education, curiosity, and recreation. Experience contains two important aspects of emotional and cognitive experience as well as four dimensions that refer to morals, education, knowledge, and personal experience.

Kang et al. (2012) assert that the motivation of educational program has a positive effect on cognitive and emotional experiences. Based on Kang et al. (2012), the hypotheses are formed as follows:

H1: positive effect motivation of educational program (ME) to moral experience (EM).

H2: positive effect motivation of education program (ME) to education experience (EE)

H3: positive effect motivation of education program (ME) to experience of knowledge (EK)

H4: positive effect motivation of education program (ME) to personal experience (EP) Cohen (1979) stated that the recreation creates cognitive experience.

The hypothesis that can be formed among others:

H5: positive effect motivation of leisure (ML) to moral experience (EM)

H6: positive effect motivation of leisure (ML) to personal experience (EP).

Strange & Kempa (2003) and Kang et al. (2012) advocate that social and curiosity reasons affect travel experience. This research underlies the following hypotheses:

H7: positive effect motivation of curiosity (MC) to moral experience (EM)

H8: positive effect motivation of curiosity (MC) to education experience (EE)

H9: positive effect motivation of curiosity (MC) to experience of knowledge (EK)

H10: positive effect motivation of curiosity (MC) to personnel experience (EP)

Dark tourism causes emotions such as anxiety, fear, and admiration that can affect the experience (Hosany & Prayag 2013). This theory underlies the following hypotheses:

H11: positive effect emotional reaction (ER) to moral experience (EM)

H12: positive effect emotional reaction (ER) to education experience (EE)

H13: positive effect emotional reaction (ER) to experience of knowledge (EK)

H14: positive effect emotional reaction (ER) to personal experience (EP)

## 2 RESEARCH METHOD

The type of research used in this study was causality that aims to explain the cause and effect relationships between variables. The characteristics of the

study population were tourists who have visited a dark tourism site of Lapindo Mudflow in Sidoarjo, East Java. The sampling technique used nonprobability with the type of snowball. Independent variables used were the motivation of dark tourism and emotional reaction. Dependent variable used in this research was experience with dark tourism product. The samples used in this study were 200 respondents. The sample respondents were the majority of male (57%), minimum educational background of high school (67%), and aged between 18-25 years (58%).

## 3 RESULT AND DISCUSSION

The measuring tool used in this research has passed the validity and reliability testing by using SPSS software. The hypothesis testing used AMOS as shown in Table 1. The test results show that all hypotheses are supported. The results of measurement model testing show significant data. However, for the structural model testing of Goodness of Fit (GFI) and CMIN/DF shows poor.

Tourists are motivated to learn, enjoy, and satisfy curiosity on Lapindo Mud. Variety of tourist motivation affects the moral experience, learning experience, experience to gain knowledge, and personal experience in Lapindo Mud. The motivation of tourists to enjoy the Lapindo Mudflow provides a great personal experience than any other motivation. The emotional response of tourists influences personal experiences and experiences to increase knowledge.

Table 1. The hypothesis test result

			Est.	S.E.	C.R.	P	Label
EM	←	ER	0.214	0.060	3.567	***	Supported
EE	←	ER	0.524	0.048	11.036	***	Supported
EK	←	ER	0.524	0.048	11.036	***	Supported
EP	←	ER	0.174	0.060	2.917	0.004	Supported
EM	←	ME	0.385	0.079	4.882	***	Supported
EE	←	ME	0.365	0.055	6.670	***	Supported
EK	←	ME	0.365	0.055	6.670	***	Supported
EP	←	ME	0.406	0.081	4.982	***	Supported
EM	←	ML	0.389	0.092	4.249	***	Supported
EP	←	ML	0.410	0.095	4.334	***	Supported
EP	←	MC	0.292	0.080	3.650	***	Supported
EK	←	MC	0.363	0.065	5.588	***	Supported
EE	←	MC	0.363	0.065	5.588	***	Supported
EM	←	MC	0.219	0.074	2.970	.003	Supported

The motivation of tourists who want to enjoy this dark tourism causes the tourists to gain personal experience and increase their knowledge. The emotional reaction of tourists adds to the more complete

tourist experience. The experience of Lapindo mud-flow travelers can be told to others. This real experience is one of the right marketing tools of dark tourism. This is what makes dark tourism famous and as an interesting alternative tourist destination.

#### 4 CONCLUSION

The results of this study indicate that the motivation of tourists visiting the dark tourism in Lapindo mud-flow, Sidoarjo were to learn and enjoy. Tourists gain experience to increase knowledge and educational insight in dark tourism. The emotional experience is useful as a means of the right marketing of dark tourism (Farmaki 2013). The story of the tourist experience can influence others to be motivated to visit Lapindo Mudflow. The existence of a tourist experience can greatly help the marketing of dark tourism as an alternative to travel.

The limitation of this research was homogenous samples. Future research is to add an open-ended questionnaire to the measuring instrument. Adjustment of dark tourism motivation dimension, dark tourism experience, and emotional reaction on dark tourism may also be the next research topic.

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