

Designing Interaction Planning: A Case of Revisit Intention in Farm House Susu Lembang Bandung

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Abstract. Generally, revisit intention is influenced by the positive experience of a consumer. But it is different for a tourism destination. But revisit intention in tourism is crucial and could not be predicted easily. In Farm House Susu Lembang, tourists feel that the destination exceeds their expectations and they were very pleased to visit the destination. But when asked whether they make a return visit to the Farm House Susu Lembang, they say reluctant to come back. Using interactive planning methodology, this research aims to define problems that occur. After knowing the problems that exist based on the results of the interview, then analyzed the threats and opportunities that enable to be a solution to Farm House Susu Lembang. This solution is proposed in order to attract tourists to be willing to make a revisit which will increase the number of visitors of Farm House Susu Lembang.

Keyword: interactive planning; revisit intention; tourism; experience

I. Introduction

Nowadays, people are always taking photos anywhere, from the food they eat to the places they visit. No exception to the tourists. The tourists will immortalize their visit through the photos and then upload them to social media to show where they've been. According Schau and Gilly (2003), it becomes very important for them to build their self-image. To build a self-image they need a media that can be reached easily by the average person, that is social media.

In social media, the most of any uploading aimed at improving their self-image. They will show off what they eat, what they do and wherever they visit. But the tourists do not necessarily upload all the photos they take wherever they visited. Uploads or not a place can also be affected by the satisfaction they get when visiting the place. Things to be generally consider is the uniqueness or the beauty of scenery from the destinations.

Self-image is formed by one person raised the perception of others. These perceptions form a concept of how a person sees the image of the other person. We can control how the perceptions of others towards us through the image that we want to build. The formation of self-image is formed concept called the reflected appraisals of self (Schlenker, 1980). And everyone will choose to show the positive side of them in which aims to make an impression in others mind (Ratner and Kahn, 2002). That's the impression given to encourage an electronic word-of-mouth both positive and negative (Holmes and Lett, 1977).

A destination that has become electronic word-of-mouth, can be trigger the desire for someone to come visit the destinations. Conspicuous value is the value that is obtained when a person consumes a product or service that has become the talk of many people. In this research, the value that get when a tourist visiting a certain destination that is becoming word-of-mouth. The value obtained is one factor that can be influence the satisfaction rating.

Someone will build a self-image based on the reflected appraisal, in which conspicuous can also be part of the self- image. All three of these factors can be trigger a form of electronic word-of-mouth on social media.

According to Hasan (2010), electronic word-of-mouth at this time can be a marketing strategy that is most influential. Moreover, if there are positive comments from tourists who have visited at the destination (Silverman, 2001). Recently tourists will receive information about any destination to be visited through electronic word-of- mouth. The more people that gave a positive review, it will further encourage tourists to visit the same destination.

The experience of tourists visiting a destination has formed a different experience than the experience of a consumer that buying goods or services. According to Petrick et. al (2001), if a tourist is satisfied while visiting a destination that encourages tourists to visit the destination again. This is because the satisfaction of a tourist is very influential to revisit intention (Cole and Chancellor, 2009). But Chang (2014) says that revisit intention in tourism is crucial and could not be predicted easily.

Farm House for example. Farm House Susu Lembang began to be known by tourists since 2015 and became a word-of-mouth because of the uniqueness of the concept. Many tourists who want to visit the destination. The tourists said after coming to the Farm House Susu Lembang, they feel that destination exceeds their expectations and they were very pleased to visit the destination. But when

asked whether they make a return visit to the Farm House Susu Lembang, they say reluctant to come back. According to them, these destinations will not be interesting anymore to visit more than once. This is due to the absence of significant changes that occur.

This research aims to make the formulating of the problems that arise at this time, where visitors Farm House Susu Lembang do not have the intention to do a revisit. After that, then look for the possibility of threats and opportunities exist to solve the existing problems using creative problem solving. Then propose how the most appropriate solution to be done by the Farm House Susu Lembang in order to increase their number of visitors.

II. Research Method

Method chosen accordance with the problem to be identified (Jackson, 1997). In this study, interaction planning chosen because it is considered the most suitable to explain the pluralist. Besides, interaction planning is believed to explain the culture metaphor that is formed of a phenomenon reflected appraisal that occurs due to self- image. The Interactive planning method consist of combination of planning between bottom-up and top-down (Ackoff, 2001). Bottom-up approach is used as a mean for elimination of current problems and lessening one at a time, while top-down approach deals with forthcoming ambiguities relying on prediction and preparation. Meanwhile, interactive planning takes into account both approach that is planning for desirable future by consistently removing the gaps with current problems (Ackoff, 2001)

Interactive Planning

Interactive Planning is a methodology that makes it possible to devise a plan for the future. According to Flood and Jackson (1991), interactive planning stressed that the plan should not be stopped within one point. To build an ideal condition, it must be done regularly for the development plan. The plan can be created by inserting three elements of the past, present, and future.

According Ackoff (2001), interactive planning has two parts with six phases:

1. Idealization
 - a. Formulating the Mess
 - b. Ends Planning
2. Realization
 - a. Means Planning
 - b. Resource Planning
 - c. Design of implementation
 - d. Design of Control

III. Idealization

Formulating the Mess

Farm House became one of the popular places in Bandung since 2015, but until now not occurred any significant changes in concept that carried. There is only one model of costumes can be hired to take pictures and not replacement on the menu foods. The painting on the wall is still the same, even reduced the animals that can be seen. The absence of these changes led to tourists who had been visited the Farm House will no longer have the desire to make a return visit.

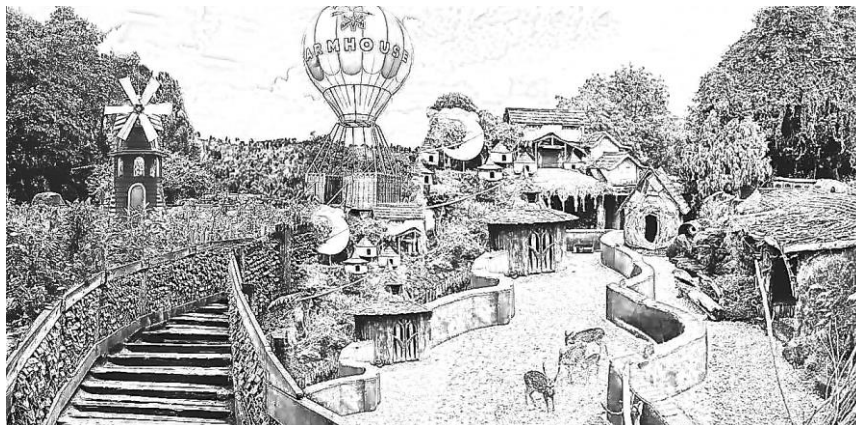


Figure 1. Farmhouse with Rural Europe Theme (Source: Illustration by writer)

The respondents interviewed said it is the same place, so that there is no significant difference of experience obtained if you make a single visit or three visits. If all the tourists feel the same way, namely the lack of desire to revisit then over time there will be decrease in the number of Farm House Susu Lembang visitors.

Ends Planning

Different value that provides a unique experience that is not shared by other tourism sites is a key area to develop in competition (Tsaur et al., 2007). Farm House Susu Lembang already has a unique concept that is not owned by other destinations, namely obtainment of the experience like being in Europe. But the concept is only able to make the tourists interested to visit the first time there.

Tourists who say satisfied while in Farm House Susu Lembang came for the first time because of the curiosity that comes when the destination into electronic word-of-mouth. Tourists feel the need to visit this place also because they want others people to see them as someone who always up to date by visiting the destination that are became electronic word-of-mouth. Satisfaction owned while in Farm House Susu Lembang is not enough to encourage the desire of these tourists to visit the destination for the next time. Tourists who were respondents in this research say that once they were satisfied that they Farm House Susu Lembang more than their expectations, but do not have more interesting things to be visited more than once. Therefore required changes in the concept and even doing renovations regularly to make tourists stay interested in the concept of the uniqueness from Farm House Susu Lembang. Which the such changes could increase the number of tourists.

IV. Realization

Means Planning

To make the tourists do revisit, Farm House Susu Lembang needed to make some changes. According to respondents, they do not want to make another visit to the Farm House because the destination does not change, so it is no longer attractive. Therefore, Farm House Susu Lembang could make any changes of concepts regularly. Change of concepts is such as to change the costumes are rented to tourists take pictures, give a different exterior, replacing the paintings on the walls, and also can be change the colour of paint on a cake stores there.

Farm House Susu Lembang is known as a tourist destination which offers scenery of Europe, the concept that already there can be changed using the theme of a different country. For example, if Greece, tourists can borrow greek god-style costumes complete with a gold crown. It can also be supported with suitable food sales, such as Kokakia. Farm House Susu Lembang also can give colour to the walls by white and blue like houses in Greece. And for a spot around the “Rumah Hobbit” that most attracted, can add with artificial ruins Odyssey.

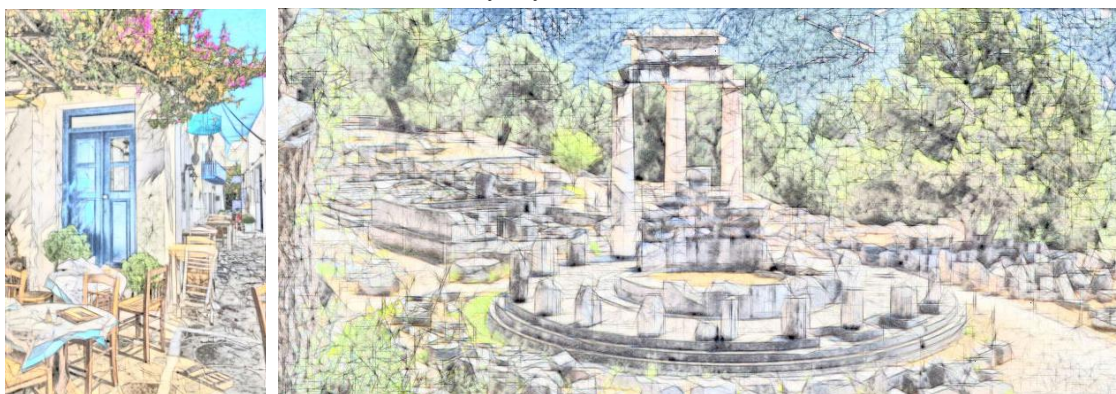


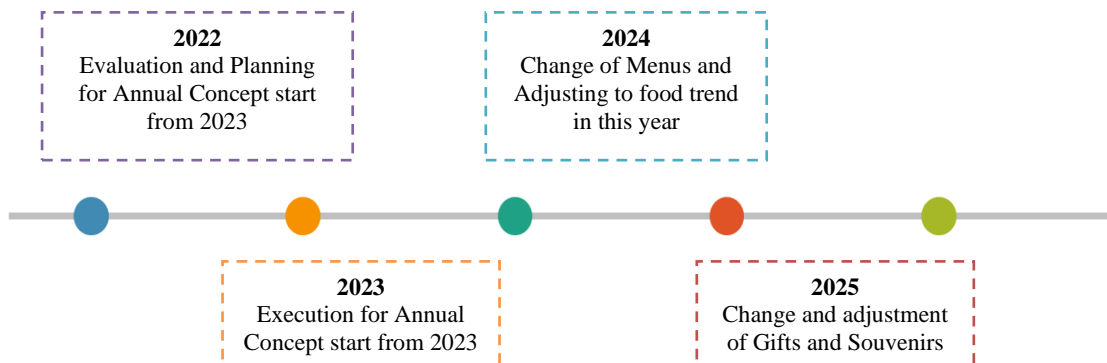
Figure 2. Greek Themed Café and Amphitheatre (Source: Illustration by writer)

Resource Planning

To execute the plan, Farm House Susu Lembang needs to know the resources that are owned. Make changes to the concepts, the inputs required are the suppliers and workers. The mean of supplier is the seller of the cake in the Farm House Susu Lembang. If you want to change the existing concept, then the food also must be adapted to the existing concept. Such us Kokakia if want to adapt Greek as the concept. Additionally, supplier for a costume that will be rented out to visitors to take pictures. For workers is how they can be work together in building a new concept. As for the renovation, then to note is the existing capital.

Design of Implementation

Farm House Susu Lembang can do the plans that have been made starting from January 2023. After the change of the concept, it can be done once a year in January. This time is not too long and not too fast. Farm House Susu Lembang can make changes accordance with the concept projected to be a word-of-mouth in the coming year. Such as list colors will be the trend in 2023, what foods will have lot of interest in 2024, or what gifts to be favored by tourists for 2025.



Whereas for concept renovation of the Farm House Susu Lembang can be done in two years, but can be carried out in 2023 too, considering this destination widely known by tourists since 2015. Once in two years deemed appropriate due to renovate the area of Farm House Susu Lembang required no small costs, but needed renovation to keep tourists curiosity about the new concept promoted by Farm House Susu Lembang and visit the destination again.

Design of Control

After a implemented, does not mean to stop the planning for development. After making change in concept, should be evaluated to determine whether the change makes the tourists interested to visit Farm House again and whether the tourists who make a re-visit that was happy with the changes and feel satisfied or not. It also should be evaluated whether in the end the number of tourists increasing not. This can be done by questionnaire or conduct a short interview with the tourists who visit.

V. Conclusions

Basically revisit intention is influenced by the positive experience of a consumer. But it is different for a tourism destination. Which the respondents were satisfied from their visit to Farm House Susu Lembang but has no desire to revisit the destination that have visited the reasons are no longer attractive because the destination unchanged. By using interactive planning methodology, it can propose make any change the concept of the country that carried further renovations on the building. The change is expected to attract tourists to make a return visit.

This research was conducted with the results of interviews of tourists who visit the Farm House Susu Lembang. Which the 13 respondents interviewed mentioned that though they are satisfied while visiting Farm House Susu Lembang, but they have no desire to make other visit to the destination anymore because it is not interesting anymore. The data interview have been obtained in previous three months ago, so it is not available details statement about reasons they do not want to make another visit to the Farm House. And because of the limited time of the writing in this research, so could not conduct another interview. So there are no more detail of the factors as the main problem.

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