

THE TERRORIST ATTACK: WILL YOU CHANGE YOUR MINDS?



UNDERGRADUATE THESIS

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ABSTRAK

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Dengan menggunakan metode eksperimental, penelitian ini ingin membuktikan pengaruh moderasi dari *information coverage* serangan teroris pada Bali pada hubungan antara *image* Bali dan *attitude* pada Bali. *Treatment* pada partisipan dilakukan dengan *2x2 factorial design* dengan menyediakan empat blog dengan kombinasi dua level *image* dan dua level *information coverage*. Hasil analisis pada 100 respon dengan menggunakan ANOVA *for factorial design* menunjukkan bahwa tidak ada hubungan signifikan antara *image*, *information coverage*, dan *attitude*. Namun demikian, hasil analisis lebih lanjut menunjukkan bahwa partisipan dari negara yang secara geografis jauh dari Indonesia memiliki *attitude* yang lebih positif pada Bali saat mereka memiliki *image positive* yang tinggi.

Kata Kunci: destination image, attitude, information coverage, terrorism, Bali

ABSTRACT

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Employing the experimental design approach, this study wants to prove the moderating effect of information coverage on the probability of terrorist attack occurrence on the relationship between destination image and people attitude toward Bali as a tourism destination. The treatments are performed using 2x2 factorial design by providing four blogs containing the combination of two levels of positive image and two levels of information coverage. The result of analysis on the responses from 100 participants shows no significant relationship among the variables studied. However, further analysis reveals that participants from countries that geographically far from Indonesia shows higher positive attitude toward Bali when high positive image is present. This also shows the limitation of this study in providing proper treatment for the diverse participants. This implies the importance of matching between the information and target audience background for destination marketers in building destination image or changing people attitude.

Keywords: destination image, attitude, information coverage, terrorism, Bali

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Skripsi dengan judul:

THE TERRORIST ATTACK: WILL YOU CHANGE YOUR MINDS?

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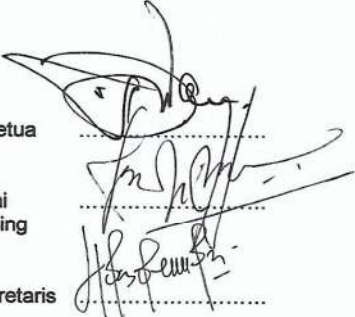
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Telah diterima dengan baik oleh Tim Penguji Skripsi Fakultas Ekonomi Universitas Sebelas Maret guna melengkapi tugas-tugas dan memenuhi syarat-syarat untuk memperoleh gelar Sarjana Ekonomi Jurusan Manajemen.

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Menyatakan dengan sebenarnya bahwa skripsi dengan judul "The Terrorist Attack: Will You Change Your Minds?" merupakan hasil karya saya dan bukan merupakan hasil jiplakan/saduran dari karya orang lain.

Apabila ternyata dikemudian hari terbukti pernyataan ini tidak benar, maka saya bersedia menerima sanksi akademik berupa penarikan Ijazah dan pencabutan gelar sarjana saya.

Demikian pernyataan ini saya buat dengan sebenar-benarnya.

Surakarta, 24 September 2016

Mahasiswa yang menyatakan



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MOTTO

*It is not the critic who counts;
not the man who points out how the strong man stumbles,
or where the doer of deeds could have done them better.
The credit belongs to the man who is actually in the arena,
whose face is marred by dust and sweat and blood; who strives valiantly;
who errs, who comes short again and again,
because there is no effort without error and shortcoming;
but who does actually strive to do the deeds;
who knows great enthusiasms, the great devotions;
who spends himself in a worthy cause;
who at the best knows in the end the triumph of high achievement,
and who at the worst, if he fails, at least fails while daring greatly,
so that his place shall never be with those cold and timid souls
who neither know victory nor defeat.*

Theodore Roosevelt

*The bird fights its way out of the egg. The egg is the world.
Who would be born must first destroy a world.
The bird flies to God. That God's name is Abraxas.*

Max Demian

*One cannot foretell the result of their work.
So, as much as you can, choose whatever you'll regret the least.*

Levi Ackerman

When you want something, all the universe conspires in helping you to achieve it.

The Alchemist

For my beloved little family that has raised me into a logical human being
For my little well knitted friends, who *may* love me more than other human
For everyone who might think this simple creation provides a benefit for them
For my fluffy intj who always said this research is great, thy asked for it, thy
should receive the result
For my friends in P4M and all people there, who have teach so much for me
For new friends and future friends, who I have not know well today

Preface

These four years of undergraduate learning has been a long and tough sequence of my life, yet, during this sequence I learnt a lot of things, friendships, hard work, patience, commitment, compassion, and perseverance. The way to complete this work itself is not an easy part. I found a lot of hardships and scepticism from people around me, but I also find support and love as well as praise. This work will never be finished without great help from my lovely friends around the globe and my family.

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At last, I do realize that this work is not perfect in any dimension. However, I do wish that this small piece of work may benefit anybody who are related to this study; providing insight and new hope that nothing is too hard to realized if we put all of our best effort to make it happen.

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Alifah F.F.

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