RENEWABLE EFFECTS OF THE CULTURE SELFIE MODEL
IN THE PERSPECTIVE OF GLOBAL TOURISM DEVELOPMENT

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ABSTRACT

Selfie photo activity has a close effect on the development of one's life in creating self-confidence and acculturation from the development of self-actualization which is the highest level of Abraham Maslow's Need theory. Selfie and social media in arts as form of existence are the right word to response upon the development of society. There is an issue would be discuss in this article; discuss about elements of arts existence, commodification of arts, and patterns of consumption. By using qualitative research methods to obtain effective research results in accordance with case studies of the development of the world of selfie tourism that cannot be controlled in line with the development of multimedia and the gadget era that is able to accelerate various information needs in the world of social communication media. The purpose of this research is to open an understanding that the development of the life of the general public can develop towards a positive direction.

Keywords: Selfie photos. Self-image, world Selfie tourism

1. INTRODUCTION

a. Background

The development of tourism and the world of telecommunications in the millennium and global era has been able to trigger all individuals and groups of global society and tourism activists to use their opportunities to work optimally. That's namely efforts to improve their self-image through selfie activities. Selfie is a photo action taken both alone and in groups, which is directly uploaded in multimedia. The purpose of this activity is one of their emotional outbursts, the desire of both individuals and groups to show off their presence to others to give comments either by giving thumbs up at each upload or also by giving comments that are able to make someone proud and happy because they are accommodated their self-image.

While tourism activists can also use it for branding and business imaging of the company. Selfie and integrated social media in an art as a manifestation of one's existence in responding to changes and the development of the existence of people's lives. All problems in people's lives are often raised or uploaded on social media to discuss the existence of art, the commodification of art and consumption patterns of people's lives themselves. The development of the gadget era greatly encouraged their ease in applying all forms of activities they wanted, not only various designs of selfies with their templates and
packaging uploaded in Watch Up, Twitter, Facebook, Instagram, Line, Blogger, Youtube with videos, boomerang that was able to create diversity of uploaded products in global information media.

b. Rational / Justification

The development of communication technology with various types of gadgets that are multifunction with greater RAM power as needed to download various kinds of service facilities, so that more mobile can be done anywhere. An increasingly sophisticated gadget equipped with a camera device, to be able to capture every moment and is accurate data can be trusted to be widely publicized. One of the implications of the sophistication of this smartphone camera is the selfie phenomenon that is currently trending. Selfie means taking a picture of yourself or capturing photos together taken with your own hands without being helped by other people around them. Usually people who have taken selfies upload their photo designs to share on social media. Selfie photo techniques are various, some use tongsis (narcissistic sticks), and the most applied is selfie by taking photos of yourself with your own hands. Selfies are usually used to take photos with a half-body pose using a cellphone camera, especially those using an Android phone. (Fitriani, Rustan, & Zulfah, 2018).

The implications of this selfie photo effect can have a negative and positive impact on someone who is taking selfies. Negative impact if this selfie is done in the wrong way, such as showing an inappropriate aural can make someone's image worse. While the positive impact is if the selfie is done in the right way, for example the photo is in accordance with the attitude of good behavior, then that person gets the impression and good image or image of the community. (Fitriani et al., 2018).

Selfie activity is mostly done by young women rather than men. Young men usually do grovie activities or take pictures with other friends. Young women themselves make selfies as their main needs in their daily activities. The results of this selfie photo are often used as a place for presenting oneself both for private collections and for sharing on social media. (Rika Yessica Rahma, 2018). The appearance of selfie photos is usually carried out in spots of interesting places in the tourist area in each region. So that a positive impact on the dissemination of marketing and branding information an area can be better known and visited by tourists from everywhere. The technological development of the millennial era with the widespread use of gadgets accelerated the fulfillment of all kinds of needs in people’s lives.

Indonesian Tourism Branding has been promoted by the Ministry of Tourism (Kemenpar), through an Indonesian tourism promotion video entitled "Wonderful
Indonesia: The Journey of a Wonderful World which finally won the 2017 UN Tourism Organization (UNWTO) video competition in Chengdu, China. Unmitigated, Indonesia won the overall championship by winning two categories, namely; UNWTO Video Competition 2017 Region East Asia and Pacific and People's Choice Award 2017. (Ardita Mustafa, CNN Indonesia | Friday, 15/09/2017 19:30 WIB).

Thankful and proud that the struggle and hard work of the Indonesian people have been able to realize the world image of all Tourism presentation activities, the success of holding sports championships in the 2018 Asian Games and Para Games, which is inseparable from the activities of Indonesian selfiers who are always actively participating in all activities the world class is a success. Imaging is also a tourism marketing branding that commodities all tourism assets, goods and services, education, health, economy and culture, and security aspects can be solved by using the sophistication of telecommunications gadget media. The growth of Indonesian tourism through commodification from all aspects of people's lives was developed in social media with the sophistication of IT technology. Especially the culture of selfie with the use of gadgets that are always up to date, the implications have a positive effect on the growth of tourist visits to Indonesia which are increasingly significant each year.

According to the Statistics Center (BPS), the number of foreign tourists visiting Indonesia as of September 2017 rose by 20.47% compared to the number of visits in September 2016, namely from 1.01 million visits to 1.21 million visits. The average length of stay of foreign guests in Indonesia at hotel star classification during September 2017 was 1.97 days; increased by 0.07 points compared to the situation in September 2016. While during the period of January-September 2017 the number of foreign tourists visiting Indonesia reached 10.46 million visits, or an increase of 25.05% compared to the same period the previous year which amounted to 8.36 million visits. That growth exceeded the ASEAN and world average of only 6%). Thus it is expected that the target of 20 million 2019 tourist visits can be realized. (BPS. 2017).

c. Problem Statement

The selfier culture that uploads photos to social media is sometimes only for the application of self-emotional desires in order to expose their individual characteristics which are often negative: for popularity, feeling popular, wanting to be praised, not awkward in front of many people. They think their upload photos are appropriate and correct, because they feel that what others have done cannot be done. It comes from the personal nature that feels that he does not have any shortcomings and has good character. On the other hand, for those who are embarrassed to do selfie photos because they feel they are very limited, less attractive, feel they do not have something to be proud of in themselves, or because they feel they are not beautiful / handsome, not satisfied with their own appearance, they don’t even believe in abilities owned. Indeed, most of those who do not like selfie because they do not expect praise from others, or do not feel satisfied when praised by others, because also their association is limited (introvert nature).

The influence of life patterns because they rarely get along, or they are not easy to get along with other people have different influences when other people underestimate them. Changes in the attitude of a person's behavior in global relations when this triggers them to be introvert are often less ethical, ignorant or ignorant of the views of
others who divert their activities to the life of the gadget.

Adolescents should not be left alone, but need to be channeled with better handling, so that later it will not cause things that harm themselves. Selfie activity is one way to display self-identity to be recognized by their friends, which is done by using status symbols, forms of luxury or pride that are displayed to be different from other individuals. Selfie is also a form of desire to feel different from how to play a role, like something or undergo a hobby, and interest in a particular field. (Tamimy, M.F., 2007)

The development of selfie is also carried out by families doing recreation which is a social phenomenon that can be controlled due to the dynamics of changes in demography and social structure. (Schanzel, H., Yeoman I, & & Backer E, 2012). Group selfie or family selfie photos are seen to have many benefits, for individuals and for their groups and families. For personal, recreation is useful to spend time from the demands of work. (Schanzel, H., et al., 2012), while for families, recreation with group friends and family is one of the tools used to strengthen family ties can be used as a means of children's education. Trust grows from the feeling of physical comfort and lack of fear about the future (Irianto O, 2013).

d. Objectives

In fact recreational activities are not only done by individuals, it can be done with groups of friends, or relatives, with families can provide their own experience. As a venue for friendship, a sense of togetherness, a positive family for parents and children alike (Elliot, J., 2010).
Recreational events with the family are also a commitment, which can be arranged and prepared for the public interest visiting various tourist objects both outside the Yogyakarta area in Indonesia or even abroad. In addition to being self-image of individuals or groups having carried out activities in places that may not be carried out by other people, they can also promote regional tourism as well as cities more known in the world.

This phenomenon has two meanings, on the one hand, the community has more economic capacity to finance its own family recreation, on the other hand it shows that there are obstacles to recreation in Yogyakarta due to certain purposes. That fact makes Yogyakarta not only as a tourist destination but also as a tourist sender. Family recreation is a social phenomenon that occurs because of the dynamics of changes in demography and social structure. (Schanzel, H., et al., 2012). Family recreation is seen as having many benefits, both for personal and family. For personal, recreation is useful to spend time from the demands of work. (Schanzel, H., et al., 2012), while for families, family recreation is one of the tools used to strengthen family ties and as a means of children's education. The potential of Yogyakarta as a sender of tourists is influenced by two factors, namely internal and external.

The internal side, Yogyakarta is in a strategic position, in the central part of the island of Java so that the distance to other surrounding cities is relatively close. People's consumption behavior as a result of globalization and 4) increased tourism demand, limited capacity and quality of objects and tourist attractions in Yogyakarta, for example, so that they cannot meet the community's need for recreation. Another factor is the availability of tourism supporting infrastructure and facilities that make it easier for children and families as a whole (Shaw, 2008). Parents always think about the benefits children get from participating in family recreation, so children are a top priority in making recreational decisions. In addition, parents use family recreation to show their children the understanding and sense of belonging to their family and family life and good care (Shaw, S. M., & Dawson, D. 2001).

The problem above is reinforced by the opinion of Erickson, that adolescence is a period of identity crisis or the search for identity. Erickson's ideas were corroborated by James Marcia who found that there were four self-identity statuses in adolescents namely identity diffusion, confusion, moratorium, foreclosure, and identity achieved (Santrock JW, 2017).

e. The scope of situation

The development of the culture of selfie has been supported by the role of tourism activists in all regions by building various facilities that accommodate the needs of the selfier by presenting attractive selfie
spots in all tourism destinations. As well as developing regional destinations along Malioboro in a beautiful and attractive pedestrian area built for tourists sitting enjoying the atmosphere of the morning, afternoon and evening various entertainment local music in the area of this tourist icon of Yogyakarta.

Likewise the spot location for selfies that can show tourists are in Malioboro Yogyakarta. Tourist destinations in the southern region of the Special Region of Yogyakarta along the southern sea coast, since the current Kulon Progo, Bantul and Gunung Kidul Regencies local communities are able to take the initiative to build flower gardens for selfie spot area facilities, so tourists can take selfies in sunflower gardens equipped with various interesting and beautiful artworks as a back ground selfie photo.

The area of several southern sea beaches has many selfie spots developed such as the attractive flower garden for selfies.

The northern Yogyakarta tourist destination in Sleman Regency does not want to be outdone by the southern part, building selfie spots in the Kaliurang tourist area by building a location for selfies at Stonehenge, Lost of world, Mount Merapi Museum, Pandang Substation area with its Lantern Park. Whereas in the city of Yogyakarta itself, besides the city center of Malioboro, the city tourism area in Alun-alun Selatan with Masangin activities (entering between the two banyan trees), a mystical belief if it successfully enters among the banyan pohin is said to succeed what is aspired to get fortune in life. In the evening, tourists can take selfies with activities riding an odong-odong vehicle decorated with very attractive lights.

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In a short time the influence of selfie tourism was able to attract the attention of visitors from outside the city of Yogyakarta. Moreover, the price of the entry ticket is also quite cheap. The existence of these two tourist attractions which are still one building has become the agenda of tourists who come to Yogyakarta and are included in the tour packages of several travel agents. Tourists are presented with selfies with wax statues of world actors such as those at Thai Madame Tussauds that have to pay a high price.

2. Related works

a). Attraction and millennial era tourist attractions

Travel Attractions according to Law No. 10 of 2009 concerning Tourism are all things that have uniqueness, beauty, and value in the form of natural, cultural, and man-made diversity that are the target or destination of tourist visits. According to Law No. 10 of 2009 concerning Tourism, tourists are people who do tourism. According to Presidential Instruction No. 9 of 1969 "tourists (tourists) are everyone who travels from their place of residence to visit other places by enjoying the trip and his visit." Tourists in this study are tourists both foreign and local who visit good tourist attraction who enjoy activities existing tourist attractions or just take a selfie photo in interesting tourist spots. Travel Attractions According to Law No. 10 of 2009 on Tourism states that tourism destination areas, hereinafter referred to as Tourism Destinations, are geographical areas within one or more administrative areas which include tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism.

Tourist objects and attractions are a form of motivation can be said to be the reason for tourists to visit new areas that have never been visited. (Marpaung, Happy, 2002). Whereas Cohen, (1984) in (Pitana, Gayatri, 2005) motivation is seen as a short process to see the behavior of travel, in a direction that emphasizes how motivation influences a person's psychological needs and long-term plans, seeing that intrinsic motives (such as self-actualization) as a very important component.

Maslow's concept of hierarchy of needs, which starts from physiological needs, security needs, social needs, prestige needs and self-actualization needs, has been used as a basis for examining tourist motivation, (Pearce, P. L & M. Caltabiano, 1983) who found that a tourist's travel motivation can change from time to time in a dynamic process.

and social needs rank highest. Besides the motivation conceptualized by Maslow, there is also a motivational theory called push and pull motivation. This theory is found in travel motivation. This push and pull motivation explains about tourist motivation seen from the pull factors and the driving factors. The concept of motivation is motivated by factors that exist around tourists. The driving factor is formed from intangible factors that come from within the tourist itself. While the pull factor is formed by tangible factors that exist in tourism objects such as the uniqueness of tourism objects, tourist attractions and other tourism potential.

b). Understanding the millennial era with some of its characteristic

The development of global tourism is in fact triggered by the realization of millennial generation born in the era of technological development, the internet which plays a major role in the survival of millennial society. Millennial prefer to get information from their cellphones, by searching for it to Google or talking to the forums they follow, so that it is always up-to-date. The millennial generation no longer believes in the distribution of information in one direction. They believe in user generated content (UGC) or content and information made by individuals. In terms of consumption patterns, many of them decide to buy products after seeing reviews or testimonials made by other people on the Internet. They also did not hesitate to share their bad experiences with a brand. Many millennial do all of their communication through text messaging or chatting in cyberspace, by creating an account that contains their profile, such as Twitter, Facebook, and Line. This generation sees the world not directly, but in a different way, namely by surfing the internet, so they know everything. Analysis of the formation of digital society in Indonesia due to globalization which is characterized by the development of technology and communication must be drawn in the framework of broader dimensions of globalization in the world capitalist economic system (Giddens, A., 2005).

Everything is getting easier with the sophistication of this increasingly advanced technology, so in the millennial generation even began to find many buying transaction behavior that has not used cash anymore aka cashless. It is estimated that in the next 2025, the millennial will occupy a portion of the workforce throughout the world as much as 75 percent. Now, not a few positions of leaders and managers have been occupied by millennial (Agnes Winastiti, 2016). However, there are also many negative impacts that use it for political interests or individual interests that interfere with the privacy of others (HOAX), so that eventually it leads to legal land so that the government issued law no 36 of 1999 specifically in the field of telecommunications informatics. that the implementation of telecommunications has a strategic meaning in efforts to strengthen national unity and integrity, facilitate government activities, support the creation of goals of development equality and its results, and improve relations between nations; that the influence of globalization and the rapid development of telecommunications technology has resulted in fundamental changes in the implementation and perspective of telecommunications, so that it needs to be regulated by the law.

3. Research Methods

This study uses qualitative research in accordance with the criteria for the problems to be discussed. Qualitative
research is research that uses a naturalistic approach to find and find understanding or understanding of phenomena in a special context. Qualitative research is based on efforts to build a detailed researched view, formed with words, a holistic and complicated picture (Moleong, 2012: 6) qualitative research as an effort to present the social world, and its perspective in the world, in terms of concepts, behavior, perceptions, and problems about the human being studied. Symbolic interactions used in this study form meaning for human behavior in the theory of symbolic interaction can not be separated from the communication process because initially the meaning is meaningless, until finally interpreted constructively by individuals through the process. Individuals cannot communicate without sharing the meaning of the symbols used in these institutions. The symbolic interaction approach assumes that human experience is mediated by interpretation. Symbolic interaction is part of the tradition of qualitative research which assumes that systematic research must be carried out in a natural environment. Ethnographic research methods are a variety of exposure to cultural research to understand how people interact and cooperate through observed phenomena in everyday life (Spreadley, & James P, 2007).

Methodological principles based on the theory of symbolic interaction, namely: 1) Symbols and interactions must be integrated before the research is completed; 2) The researcher must take the perspective or role of the other person acting (the acting other) and look at the world from the point of view of the subject. But in doing so, the researcher must distinguish between the conception of the reality of everyday life and the scientific conception of that reality; 3) Research must link symbols and definitions of subjects with social relations and groups that provide such conceptions; 4) Behavioral settings in interactions and scientific observations must be recorded; 5) Research methods must be able to reflect processes or changes, as well as forms of static behavior; 6) The implementation of research should be seen as an act of symbolic interaction (Rika Yessica Rahma, 2018.) in Denzin (1994) and Chaedar (2002).

Some previous studies

Based on the analysis of research conducted by Fitriani, Ahmad Sultra Rustan, and Zulfah 2018, in the community survey gadget users who conducted selfie activities showed that of the 22 students who were always selfies, 12 (55%) always uploaded their photos to social media, 9 people (36%) sometimes upload photos on social media, and 1 person (9%) rarely uploads photos on social media. (Fitriani et al., 2018)

Of the 45 students who sometimes have selfies, 2 people (4%) are always selfies, 27 people (60%) rarely upload to social media, and 15 people (33%) rarely upload to social media, and 1 person (3%) have never uploaded photos on social media. Of the 27 students who seldom take selfies, people (0%) always upload photos to social media, 6 people (22%) sometimes upload photos on social media, 17 people (77%) rarely upload photos on social media, and 4 people (1%) never upload to social media.

Of the 22 students who are always selfies, 9 people (41%) always keep photos as personal consumption, 8 people (36%) sometimes save photos as personal consumption, and 5 people (23%) rarely store photos as personal consumption.

Of the 45 students who sometimes take selfies, 15 people (33%) always keep photos as personal consumption, 13 people (29%) rarely store photos as personal consumption, and 12 people (27%) rarely store photos as
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Source: Fitriani, (2018)

personal consumption. and 5 people (11%) never keep photos as personal consumption.

Of the 27 students who rarely selfie photos, 9 people (33%) always keep photos as personal consumption, 13 people (48%) sometimes save photos as personal consumption, 4 people (15%) rarely store photos as personal consumption, and 1 person (4%) never keeps photos as personal consumption. (Fitriani et al., 2018)

Self-concept of students who are always selfie photos and always upload to social media (SP = very positive; SN = very negative; P = positive; N = negative)

Source: Self Photos on Januari 10.2018

Research result

Based on the results of in-depth interviews and observations conducted by researchers regarding self-presentation and adolescent self-acceptance through self portrait activities, there are several things that can be revealed related to selfie activities. From the first informant, Laura (Student / Stipram), said she was very happy to make a photo of herself. From morning to night it's always a selfie, mostly taking pictures of myself. Personal reasons for liking selfies because they follow trends or developments that occur at this time. Almost everyone likes selfies, who are people who don't like being photographed? Likewise
Ajeng mhs1 Stipram often takes selfies and uploads them to multimedia for his own personal self-image. Because all of them are always involved in work activities at Inna Garuda Hotels and Yogyakarta Royal Ambarrukmo Hotels that do not have much time to be with their peers.

Whereas selfies that he deems unattractive are often deleted and not shared with social media or made as a display picture. Likewise, Anggie, a young woman who likes traveling, said that selfie has become a part of her life. According to Anggie, if a day does not capture a photo, she feels dissatisfied. Every moment is very meaningful in life that must be enshrined through self-photos. Selfie is important because when traveling alone must be able to perpetuate themselves without the help of others, selfie becomes an important choice in life.

Another informant, Erika, admitted that in the past year he had been addicted to selfie. According to him selfie becomes a primary need in his life. It’s like not eating a day, it’s not a problem, as long as you don’t get a selfie. Erika captures her more often and also sometimes with her friends. The same is true for other key informants, in addition to a collection of personal photos to share on social media and replace display picture. If the cellphone's memory is not enough, they don't hesitate to borrow a friend's cellphone so they can still exist in selfie photos. While Elissa also admitted that she could not escape from a hobby she had liked for several months. In fact, according to him, he cannot hold or control himself for not selfie. Sometimes when lectures are going on and lecturers are explaining material or friends are presenting, they often do not pay attention to lectures because they are busy doing selfies. Even though they often get reprimanded, He claims he is not deterred because according
to him selfie is an activity to get rid of boredom or boredom. Elissa admitted that she was often laughed at or attracted the attention of others, because wherever and whenever she did not get separated from her smartphone to use selfies.

In the world of education an increase in institutional accreditation can be done by conducting visualization data obtained from various data from selfie photographs of positive academic activities used for assessment during visitations by assessors.

Source: Self Photos on April, 2018.

But on the contrary there are negative aspects of using gadgets in community life, the use of mobile phones which sometimes do not see situations and conditions can also create various problems. Many of them become less able to control themselves to be more concerned with the environment.
Unwanted accident happened, because using a cellphone for selfies was less alert and controlled so it fell from a high cliff and could be ill-fated to death. Another phenomenon is using cellphones while driving a motorbike and steering wheel that are entrenched at the moment, so that accidents are fatal. A culture that is less than the behavior of some unethical individuals when they are taking part in general meetings, seminars, workshops and lectures, do not pay attention but use the opportunity to play games or do activities with mobile phones. The activity of using this cellphone has also penetrated the world of young children; their parents provide mobile toys only to keep them quiet themselves and not fuss or crying. But the negative impact they become addicted does not want to be separated from the mobile phone activities, or difficult to leave to work on learning tasks or other than mobile phones. So the negative implications of creating a generation that is introverted do not want to get along with other people, because they are comfortable with their own busy activities with mobile phones. Psychologically it can create the nature of individuals who have a low social sense but stand out from the technical skill aspects.

4. Discussion

The development of tourism is oriented to the world of selfies.

Indonesia as a developing country with the largest population in the world and supported by the level of the economy which has increased every year has become the target of the strategic market of the telecommunications industry. Indonesia is ranked number one in the world as the society with the largest consumption level in the use of the internet, cellphones, and social media networks. Tourism activists in various regions in Indonesia are beginning to realize that selfie culture is a matter of ignorance of imaging and attractiveness for both domestic and foreign tourists.

Tourist attraction in various tourism destinations are intensively creating creative and innovative ideas that are packaged through the development of photo spot areas that are able to provide tourists with the attraction to visit. For example Stone Hench is built in the Kaliurang area where tourists are invited to take selfies with large artificial stones with various very unique shapes for selfie photos.

Loss of world which gives the impression of tourists can be lost in the area, there are also facilitation of selfie photos of various forms, and all of them are very interesting when done for selfies. The Merapi Museum, in the Kaliurang area also equips its museum with selfie spot packaging with several miniature tourism destinations in the world, such as the Eiffel Tower, Pizza Leaning Tower, Egyptian Pyramids, Japanese buildings, the Chinese Wall, Big Ben British Clock and Dutch-style buildings make those who take pictures as if they were in their original country. The Kaliurang Substation was built by the Lantern Park there, and a spot for selfies with a variety of packaging, designs, colors and designs was made according to the tastes of tourists. In the Yogyakarta city area from the Zero Point area with ancient buildings, the Great Palace of the Presidential Palace, Fort Vreijdenburg and the Bentara Budaya Building, which is always full of tourists to take selfies there.

Monument Yogyakarta Kembali with its lantern gardens, Tugu monument, and Selfie Park in XT Square Yogyakarta with craft shopping centers, a typical culinary center of Yogyakarta, an expo center and a cultural arts stage that presents locations for taking selfies with their wax statues. The facilities are all designed very creatively especially to address the needs of teenagers who are
mostly happy with the selfie. The increasing number of tourist visits in Yogyakarta has also triggered the growth of hotel accommodation facilities that have also designed the area's lobby with a selfie spot by placing ancient items, old-fashioned motorbikes and antique cars, all of which are also for taking photos of their guests.

Tourism asset development can be commodified from various natural resources (artificial) artificial (artificial) building forms, which are adapted to environmental conditions and various desires, attitudes and behaviors in the current millennial era community development. According to Barker, Chris, (2005) commitment is the result of the process of association of capitalism which has a sign that there is an object and quality that is made as a commodity. Usually commodities are always related to the market and sales. It can be seen that commodification is the transformation of an item whose ultimate goal is a commodity, or its target market. Further studies conducted (Michael HB Raditya, 2014) in Smith and Evans (2004: 32-33) suggest that commodification is the production of a work process whose function is no longer used, but rather the value of buying and selling. Both Barker, Smith and Evans's statements confirm that there is a concept that is greater than the exchange of values, but buying and selling. On this matter, art is a form of the main commodity of buying and selling. Thus to get other income using the development of spot selfie arrangement with high-value art. As with the coastal areas of Bantul Regency and other regions, many tourism objects have been established a spot selfie area with rare heritage assets and beautiful and attractive designs make the products of their self-esteem also have high selling points.

Selfie photos uploaded on social media are able to provide fast information to the wider community through the dissemination of information sharing in groups / groups from various sites on social media, such as Facebook, Instagram, watch-Up, line, twitter, youtube in national and international scope. So the positive implications of branding promotion Regional tourism can grow rapidly worldwide.

In Indonesia, developments in technological and communication developments have also influenced the multicultural life of the community in economic, social and political aspects. The impact of the development of technology and communication is more seen from the social point of view, namely changing patterns of behavior in society. A study of the impact of developments in technology and communication on the existence of local cultures shows that the cultural results of each country merge into one, namely the global culture with the main axis is the
culture of developed countries so that it becomes a reference for other countries which eventually become the main threat to local culture. (Nasution, R.D, 2017).

For this reason, the concern and awareness of all community members of tourism activists must maintain the local wisdom aspects of their respective regions. Like the traditional regional dances, gamelan music plays, children's traditional games that are starting to fade now must be empowered among the next generation of the nation.

CONCLUSION

The activities of community activities in the world of selfies have been entrenched in all walks of life. In the way of life, positions as individuals and groups are tied to their daily activities with the use of gadget technology. This technology also provides convenience in developing education in the teaching and learning process in schools. In the world of business marketing is very helpful in delivering information widely. The development of a selfie culture that uses regional tourism asset media is very useful for the imaging needs and expansion of tourism branding information in the communication media. However, the packaging of various information framed in the dimension of globalization involving individual relations even between countries directing to the capitalist economic system cannot be controlled. So that it can involve the economic interests of producer countries can differences commodification in modern and traditional concepts for the benefit of market expansion.

Changes in the form and pattern of communication have shifted in the era of digital society which has a psychological impact on the duality of society and the structure of the capitalist economy. This development gave birth to people's attitudes in the concept of consumptive, passive, but potential in the era of digital technology. The difference in the broad sense has been re-commoditized by the potential consumption community to the passive consumption community to be used in the interests of politics, power and economic business in the form of exploration of financial gain. Thus this phenomenon must be a shared responsibility to develop discursive awareness in society through multi-cultures education and wise use of technology. An education program that builds community awareness can be a way out of the vulnerability problems of multicultural digital societies in Indonesia.

Selfie tourism activities are applied in multimedia, which is mostly done by most people in Yogyakarta, from teenagers who are still in school, community, tourists who come to enjoy various tourist destinations in Yogyakarta. The general public, especially families who use leisure time for recreation and capture these activities with selfies with family, are uploaded on social media. Teenagers, especially women, are very dominant to do selfies, as selfie actors have various reasons when they do selfies. The reasons and desired motivation are they want to show their personal selves, from physical appearance, beauty to the purpose of popularity and get a positive assessment of their physical condition. Some of the negative things in the development of gadgets and selfie culture are negative behaviors that are suitable to be uploaded on social media, thus creating legal problems ending in criminal. Thus the community needs socialization and education related to the ethics and social culture of the community to respect the interests of others, creating a harmonious relationship through this selfie tourism culture.
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