NETNOGRAPHY STUDY: FILM-INDUCED TOURISM BOOM: FILM TOURIST EXPERIENCE IN PRAYER HOUSE, RHEMA HILLS, CENTRAL JAVA

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ABSTRACT

Prayer House in Rhema Hill (Chicken Church) is an actual shooting location of a famous Indonesian movie called "Ada Apa Dengan Cinta? 2". It used to be an abandoned church, but it was revitalized after it gained popularity and became a tourist attraction after the movie. Despite its imperfect building condition, it gained attention and visitation from tourists worldwide. The research question is "How is the film tourist experience in Prayer House, Rhema Hill. This study aims to understand the phenomenon of film tourism and its tourist experience in the context of the Prayer House in Rhema Hills, which can have valuable implications for the tourist attractions and stakeholders related. The researchers analyzed active travelers' online reviews from one of the most extensive travel reviews called "Trip advisor". The Researchers found four dimensions of the film tourist experience in Prayer House in Rhema Hill as ethnography research results, namely: escape dimension as film tourist experience (efforts made for new experiences after pandemic covid-19), peace of mind dimension as film tourist experience (experiences that contribute to a positive and negative experience), involvement dimension as film tourist experience (visiting "ada apa dengan cinta? 2" shooting location to gain new experience), interactivity of mind dimension as film tourist experience (the value of tickets, local people interaction, service quality, and facilities condition are tourists' concern), and learning dimension as film tourist experience (learning experience to gain new knowledge).

KEYWORDS: Movie induced tourism; film tourist; movie tourism; netnography study.

1. INTRODUCTION

Prayer House at Rhema Hills, also famously called the "Chicken Church" according to its shape, has garnered significant attention among tourists who are fans of the "Ada Apa Dengan Cinta? 2" Movie and are interested in visiting famous filming locations. The Prayer House at Rhema Hills became a tourist attraction after the AADC 2 became a sensation among young generations. It used to be an abandoned church, but the management has renovated it and is open to the public during its renovation. Despite its imperfect building condition, according to netnographic observations on Trip advisors, many tourists using "Ada Apa Dengan Cinta? 2" The Movie keyword on the travel review website visiting the Prayer House in Rhema Hills express their excitement and enthusiasm for being able to step into the world of their favorite movie and see the actual location where iconic scenes were filmed. They often share their experiences and post photos on social media platforms like Instagram, Facebook, and X using hashtags such as #" " AADC2. These tourists also tend to mention how the visit to the Prayer House adds a unique and memorable dimension to their overall travel experience in Jogjakarta (Herlambang & Adikampana, 2019). Some even mention that it feels like they are living out a scene from the movie themselves.

This phenomenon has multiple terminologies called "set-jetting,"; "movie-induced tourism,"; "film tourism,"; "scene tourism,"; "and "movie tourism" (Lade et al., 2020), a term used to describe the act of traveling to locations featured in popular films or TV shows (Williams, 2023). In research conducted by (Cui, 2020), he used the terminology "film tourist" to describe the tourist's experience of film-related tourism, which refers to the act of visiting film-related venues in person by audiences. Popular destinations in movies and TV programs enhances the visibility of tourist locations, attracting travelers who are primarily interested in seeing tourist attractions, engaging in plot-related events, or immersing themselves in the essence of the characters (Sawinska & Smalec, 2023).

The presence of these "Ada Apa Dengan Cinta? 2" the movie film tourists at the Prayer House in Rhema Hills demonstrates not only the enduring appeal of the movie but also the significant influence it has on tourism in Jogjakarta, especially in the Borobudur temple area. The emotional connection these tourists feel to the movie and the excitement they express at immersing themselves in its world physically highlight the power of film in shaping travel experiences. As "Ada Apa Dengan Cinta? 2" continues to captivate audiences and inspire travel to its filming locations; it is evident that the film's impact on tourism is a force to be reckoned with. According to Google reviews, one of the platforms that allow people to leave their reviews is Prayer House in Rhema Hill; up to 2024, people are still actively leaving their reviews on the Prayer House in Rhema Hills page regarding their post-travel experience comments.

The influx of tourists visiting the attractions due to its association with the "Ada Apa Dengan Cinta? 2" movie has significantly impacted local tourism in Jogjakarta (Hidayah & Setiadi, 2019). The increased footfall has led to a boost in the local economy with a rise in demand for accommodation, dining, and transportation services. Local businesses have also capitalized on this trend by offering "Ada Apa Dengan Cinta? 2"-themed merchandise and guided tours to the filming locations, further contributing to the overall tourism experience. Even Prayer House in Rhema Hill was revived and transformed into a tourist attraction due to the movie's popularity. The synergy

between "Ada Apa Dengan Cinta? 2" the movie-induced tourism and local tourism has not only created economic opportunities but has also raised the profile of Jogjakarta as a desirable destination for film-related tourism (Herlambang & Adikampana, 2019).

"Ada Apa Dengan Cinta? 2" showcases the film's powerful influence in shaping tourist behavior and driving development. It highlights the desire of tourists to engage with their favorite movies on a deeper level by visiting the actual filming locations (Bieńkowska-Gołasa, 2018). The movie is about a group of friends who went to Jogjakarta for vacation. Two trip advisor respondents who went to the Prayer House in Rhema Hill specifically mentioned" vacation inspired by Ada Apa Dengan Cinta? 2," the movie, and "following "Ada Apa Dengan Cinta? 2," the movie footsteps," Thus, this trend contributes to the impact of media on travel choices and the ability of film tourism to create unique and immersive experiences for tourists (Cesare et al., 2009).

Tourist experiences play a vital role in the tourism economy, as they generate value by catering to the tourists' demands and level of excitement. These experiences are influenced by factors such as the balance between work and leisure time and the tourists' expertise in navigating the tourism industry (Andersson, 2007). In the context of film tourist experience, tourists utilize movies and TV shows as a means to engross themselves in immersive experiences, thereby diminishing the physical, mental, and emotional gaps between themselves and the depicted locations, storylines, and people (St-James et al., 2017). There are five tourist experience dimensions: escape, peace of mind, involvement, interactivity, and learning (Alawi et al., 2022). These five dimensions of tourist experiences will become the basis of this research analysis.

The need for studies on netnography on film tourism or movie-induced tourism and film tourist experience drives this research paper. Most studies on film tourists discussed tourist motivation, tourist intention, and the role of movies as promotion tools or destination branding. This research aims to contribute to the growing body of literature on film-induced tourism, the influence of popular media on travel behavior, and tourist experience in film-induced tourism. The research question is: "How is the film tourist experience in Prayer House, Rhema Hill. This study aims to understand the phenomenon of film tourism and its tourist experience in the context of the Prayer House in Rhema Hills, which can have valuable implications for the tourist attractions and stakeholders related.

2. RESEARCH METHODOLOGY

In this research, we will conduct a netnographic study to explore the tourist experience of film enthusiasts visiting the Prayer House at Rhema Hills, as featured in the film "Ada Apa Dengan Cinta? 2" the movie. Netnography study is formulated from the fusion of "internet" and "ethnography," which refers to the study of online communities and cultures (Morais et al., 2020). This unique approach allows researchers to observe and analyze digital tribes and consumer behavior through ethnographic research conducted online (Bartl et al., 2016). Netnography is a technique that assists service researchers and practitioners in effectively utilizing online customer data to gain insights into their thoughts, experiences, and behaviors (Heinonen & Medberg, 2018). This method will enable us to delve into the virtual interactions and narratives of individuals who have engaged in this touristic experience.

The netnographic study adopts the theory from (Kozinets, 2002) to analyze the film tourist experience in a prayer house in Rhema Hill. We identify the Tripadvisor online community as the most relevant analysis unit. We analyzed the travelers' online reviews from one of the most extensive travel reviews called "Tripadvisor". There are two pages of House Prayer in Rhema Hills: "Gereja Ayam" and "Bukit Rhema Gereja Ayam". However, we decided to analyze the active page and most surveys, "Gereja Ayam". For the survey date, the release date of "Ada Apa Dengan Cinta? 2" the movie was April 28th, 2016. Thus, we only chose the review that started on May 1st, 2016. However, the first collected survey was on February 15th, 2017, and mentioned their visitation in July 2016. There are 181 surveys on the Trip advisor platform on the "Gereja Ayam" page from February 2016 – August 2020. However, there are only 75 readable surveys.

To analyze the coding, we use the deductive coding approach. Deductive coding starts from a predefined set of codes. The selected theory is the movie-induced theory, and the tourist experience dimension by (Alawi et al., 2022) is a relevant segment to answer our research questions. The predefined codes we choose as a thinking framework to answer our research question is based on the tourist experience dimensions: escape, peace of mind, involvement, interactivity, and teach (Alawi et al., 2022). The selected software for the data analysis is using NVivo 12 Pro. From the predefined code analysis, we found 4 themes, 12 sub-themes, and 20 codes.

To ensure a comprehensive understanding of the data, we employ a systematic literature study to bolster the netnographic data. This methodical approach is crucial in helping us describe and analyze the data from the netnographic study. We use specific keywords such as "film-induced tourism", "set jetting", "screen tourism", and "movie induced tourism" to guide our literature search, ensuring we find the most relevant articles for our research.

3. RESULTS
3.1. Film Tourist in Prayer House in Rhema Hill

Based on the result of 75 surveys, there are 15 respondents in total which is 20% of the total respondent who mentioned the keyword related to set-jetting tourist. Those 75 surveys are respondents of Trip advisor who submitted their survey after they went to Prayer House in Rhema Hill.
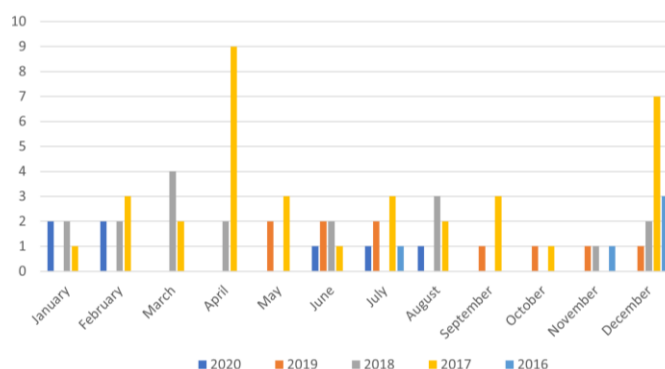

Figure 1 Column Chart of Respondent Arrivals Based on Month in Prayer House, Rhema Hill
(2016-2020)
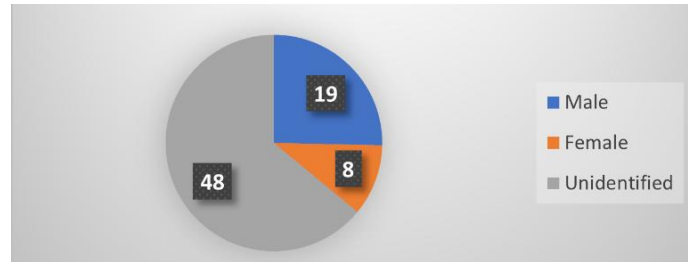Source : Processed by researcher, 2024

Figure 2 Pie Chart of Respondent Gender Distribution in Prayer House, Rhema Hill (2016-2020)
Source : Processed by researcher, 2024

According to Figure 1 of respondent arrivals, the first tourists' arrival is in July 2016. However, according to (Bukit Rhema, 2017), the church itself was built in 1992 and the blog just created in 2017. Thus, we can perceive that the building was finally intended for tourism after 24 years and "Ada Apa Dengan Cinta? 2" movie brought popularity to the church. According to the Figure 1, the destination had the most tourist arrival at 2017 with the most tourist arrival on April, 2017 and second most tourist arrival is on December, 2017 with predominantly male visitors.
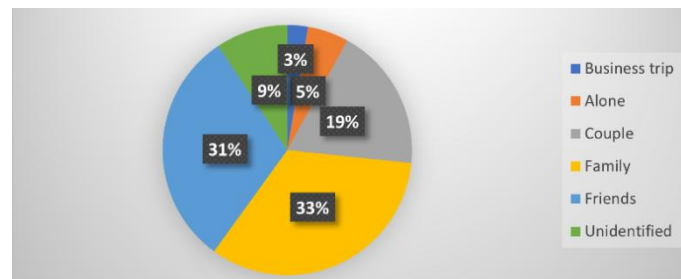
Figure 3 Pie Chart of Respondent's Travel Partner in Prayer House, Rhema Hill (2016-2020)
Source : Processed by researcher, 2024

According to Figure 3 of respondents' travel partner, 33% tourists are family. Family meaning tourists who came there are visiting the destination in a group setting with their family members. Second distributions of respondents' travel partner are 31% friends. Third distribution of respondents' travel partner is 19% friends. Thus, it can be perceived that most of travel's respondents are for leisure.
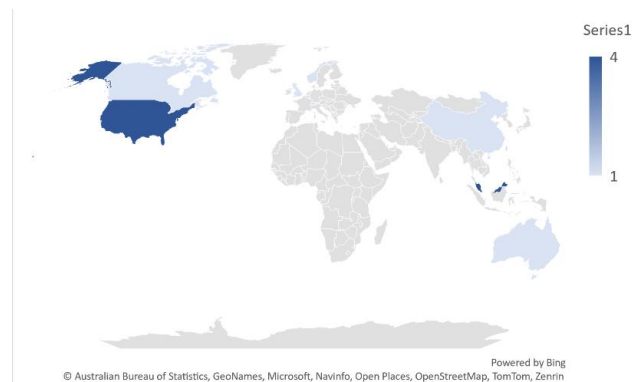
Picture 1 Map of Respondent's International Tourist Arrival Distribution based on Continents in Prayer House, Rhema Hill (2016-2020)
Source : Processed by researcher, 2024

Figure 4 Pie Chart of Respondent's Tourist Arrival Distribution based on Nationality in Prayer House, Rhema Hill (2016-2020)
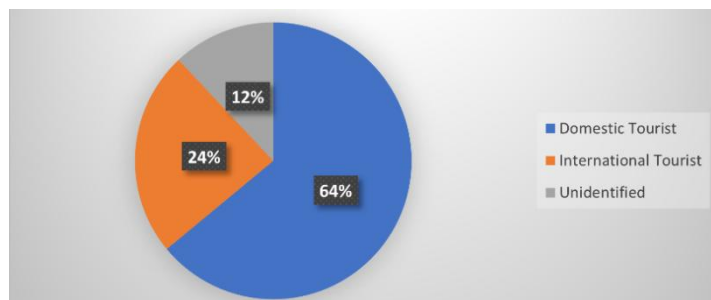Source : Processed by researcher, 2024

According to Figure 4 of respondents' tourist arrival distribution, 64% tourist arrival is domestic tourist. Domestic tourists are coming from Jakarta Bogor Depok and Tangerang (Jabodetabek) (24%), Central Java (23%), East Java (8%), Papua Island (3%) Sumatra Island (3%), West Java (1%) and Sulawesi Island (1%). According to Figure 4 and Picture 1, international tourists are coming from Malaysia (22%), United States (22%), Singapore (17%), Europe (17%), and the People's Republic of China (11%), Australia (6%), and Canada (6%).

The keyword related to film tourist is derived from the definition of film-induced tourism. Film-induced tourism, a cultural tourism phenomena, has the capacity to enhance cultural interaction and comprehension by promoting sites showcased in films (Lade et al., 2020). Film-induced tourism refers to the phenomenon of travelers specifically choosing to visit a destination or attraction because to its portrayal on television, video, or movie screens (Lade et al., 2020; Raj, 2018). It includes both "on-film" tourism, which involves visiting actual filming locations, and "off-film" tourism, which involves visiting themed destinations or events that are inspired by films (Lade et al., 2020). One significant factor contributing to this trend is the active participation of celebrities, which can significantly increase the appeal of these sites. According to (Chen, 2018), celebrity participation has a beneficial impact on the emotional connection that film tourists develop with an area.

Prayer House in Rhema Hill is one of the examples of on-film tourism because it is the real shooting location of "Ada Apa Dengan Cinta? 2" movie. According to the respondents' survey, Prayer House in Rhema Hill became popular after the movie. There are several keywords mentioned by the respondents that represent the celebrities or the movie casts are Rangga and Cinta. Rangga and Cinta are the main movie characters. The keyword themes mentioned are matched with the description of movie induced tourism which are "movie as travel motivation"; "movie as popularity driver"; "Ada Apa Dengan Cinta? 2 movie shooting location"; "accidental tourist attraction"; "Ada Apa Dengan Cinta? 2 romantic scene"; and "Rangga and Cinta (The movie couple)".

3.2. Escape Dimension As Film Tourist Experience: Efforts Made For New Experiences After Pandemic Covid-19

Theme	Sub-theme	Codes	References	Percentage (%)
Efforts Made For New Experiences After Pandemic Covid-19	Efforts made for new experiences	Efforts made for new experiences	40	77%
	New place and activity	New activity	3	6%
		Visiting new place	7	13%
		Break from daily routine	1	2%
	Trip after Pandemic Covid-19	Trip after Pandemic Covid-19	1	2%

Table 1 NVIVO coding result of Escape Dimension

Source : Analysed by the researcher, 2024

From 52 references mentioned in the escape dimension of the tourist experience, researchers decided to come up with a theme, "efforts made for new experiences after COVID-19," for the escape dimension of the film tourist experience. According to the references, researchers found there are three sub-themes, which are efforts made for new experiences with the most used references, with 40 references (77%), new place and activity with eight references (15%), and the trip from pandemic Covid-19 with one reference (2%). The sub-themes of new place and activity, namely visiting a new place, with 7 references (13%) and break from the daily routine with one reference (2%).

Tourists escape motivation is a significant area of study focusing on why individuals seek to leave their daily environments and routines. Researchers found that the theme to describe the experience of film tourists in Prayer House, Rhema Hill, is efforts made for new experiences after the COVID-19 pandemic. According to Table 1, 40 references represent 77% of respondents' results in the escape dimension category, meaning they choose 40 references to describe their efforts made for new experiences. Respondents mentioned that reaching the Prayer House, Rhema Hill, requires effort. The references to efforts made for new experiences are "rush during the dawn to catch the sunrise,"; "uphill passage to reach from the parking lot to the destination,"; "it is not recommended to bring elderly,"; "the trekking passage to reach the destination is uphill and steep"; "jeep transportation services available to reach the destination"; "it requires high energy to reach the destination because of it is located on top of a hill"; "the alternative to reach the destination is either jeep transportation or walking"; "avoid rainy season"; "the struggle paid off after reaching the destination"; "required trusted local guide to reach the destination"; and "nearby famous tourist location, Borobudur temple, and Punthuk Setumbu".

The second most used references are new place and activity, consisting of three codes, which are new activity, visiting new place, and break from routine, with 11 references in total that represent 21% of respondents' results in the escape dimension category, meaning the respondents choose 11 references to describe their experience in Prayer House, Rhema Hill as new place and activity. The references are "Sunrise with a Different View" and "Cycling Tour Package." Visiting a new place

code consists of an "exciting experience especially those who have never visited the place"; "the photos on social media brought curiosity regarding the beauty of the panorama surrounding the church"; "we came here because of social media posts"; "social media worthy destination"; "crowded during holiday schedule"; "the management revitalize the church with tourism purposes"; "new tourism attraction" The reference of break of daily routine is "our holiday."

The third reference is after the COVID-19 pandemic. Since we explored the dimension of 'escape,' researchers only focused on the reference that closely describes 'tourist escapes motivation' rather than 'pandemic COVID-19'. Thus, only one reference represents 2% of respondents' results in the escape dimension category, meaning the respondents chose 11 references to describe their experience choosing Prayer House, Rhema Hill as their holiday destination. The reference after the COVID-19 pandemic is "holiday after pandemic Covid-19".

According to (Alawi et al., 2022), escape endeavors refer to the deliberate actions taken by an individual to engage in a new activity, with the intention of momentarily liberating themselves from their regular daily routine. Tourists frequently desire to detach from technology and get away from their everyday routines to enhance their mental health and overall well-being (Egger et al., 2020; Madani et al., 2019; Özdemir & Çelebi, 2018). Escape tourism is motivated by the desire for personal development, introspection, and self-exploration, enabling individuals to delve into unexplored facets of their own identity (Egger et al., 2020; Özdemir & Çelebi, 2018; Then & Yulius, 2022). Tourists typically seek temporary reprieve and rejuvenation through travel to escape anxiety and feelings of alienation (Vidon & Rickly, 2018).

A significant number of travelers are driven by the aspiration for novel experiences and the thrill of the unfamiliar, which offers a respite from their customary surroundings (Jopp et al., 2021; Madani et al., 2019; Özdemir & Çelebi, 2018). The thrill of the familiar, even though it requires effort and pushes them out of their comfort zone through the efforts required by tourists to reach their destination, may show their escape motivation. According to the references of efforts made to gain new experience, it is mentioned that the tourists can choose unofficial jeep services to help them reach the destination, or they can enjoy the passage by walking and climbing to get to the destination. It is mentioned that the trail to reach the destination from the parking lot to the destination requires intense energy. However, it is still recommended due to its beautiful landscape and scenery along the way.

One of the elements that was shown in the respondents' survey was their choice of travel partner to visit the destination (See : Figure 3). Top 3 of the selected travel partner is in a group of 2 or more. It shows one aspect of escape motivation that is to enhance social connections and relationships is a primary driver, as travelers aspire to allocate meaningful time with their loved ones and companions in a different environment from their usual surroundings (Egger et al., 2020; Özdemir & Çelebi, 2018; Then & Yulius, 2022).

3.3.Peace Of Mind Dimension As Film Tourist Experience : Experiences That Contribute To Positive and Negative Experience

Theme	Sub-theme	Codes	References	Percenta-ge (%)
Experiences that contribute to positive and negative experience	Negative Experience	Negative Experience	17	21%
	Positive Experience	Great View and Place	52	64%
		Refreshment	4	5%
		Revisit	1	1%
		Sense of comfort	7	9%

Table 2 NVIVO coding result of Peace of Mind Dimension
Source : Analysed by the researcher, 2024

In the peace of mind dimension of tourist experience, from 81 references, researchers found the theme' experiences that contribute to positive and negative experience' with two sub-themes, which are negative experience with 17 references (21%) and positive experience with 64 references (79%). Negative experience consists of 1 sub-theme, namely negative experience. Meanwhile, positive experience consists of four codes, namely great view and place with 52 references (64%), refreshment with four references (5%), sense and comfort with seven references (9%), and revisit with one reference (1%).

Tourism is commonly perceived as a method for seeing unfamiliar locations and cultures, but it may also function as a route to attaining inner tranquility and individual metamorphosis. Travelers are becoming more driven by their longing for peace of mind, inner tranquility, and self-transformation on their journeys. According to (Alawi et al., 2022), peace of mind is the feeling that arises in the form of a sense of comfort and peace of mind that is felt when doing an activity. Tourism experiences that foster profound connections with humans and the environment, encourage introspection and promote active participation can bring about substantial changes in one's awareness, leading to inner tranquility and a feeling connected to something more significant (Sheldon, 2020). Visitors to religious sites, such as churches, frequently pursue inner tranquility and harmony (Smørvik, 2021). These locations are seen as havens for contemplation, where individuals can shut out outside disturbances and concentrate on restoring personal balance. Whether by engaging in immersive and contemplative tourism experiences or by visiting sacred places, these activities offer individuals the chance to attain a state of inner serenity and self-development.
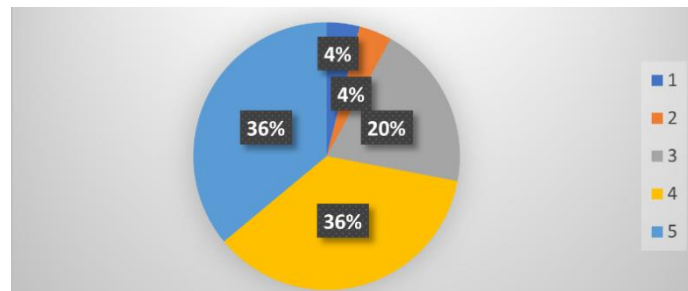
Figure 4 Pie Chart of Respondent's Star Rating Selection in Prayer House, Rhema Hill (2016-2020)

Source: Processed by researcher, 2024

The negative and positive experiences of respondents who came to Prayer House, Rhema Hill, can be shown and analyzed from the star rating selected by each respondent. Figure 4: It is mentioned that both 4 and 5-star ratings received the same percentage, which is 36%. Three-star rating received 20%. However, there are still 1&2 star ratings. Both receive the same percentage, which is 4%. Both 4&5 star ratings reflect on positive experiences. Three-star ratings reflect a rather positive experience and additional improvement points from the respondents. Meanwhile, 1&2 star ratings reflect on bad experiences by the respondents.

The positive experience that remained mentioned multiple times by one respondent in their survey and almost mentioned by every respondent is 'great view and place' 52 times (64%). According to the respondents, the Prayer House, Rhema Hill, is strategically located near Borobudur temple, one of the world's most important heritage sites. Only requires around 10 minutes by transportation. It is suggested that it be one of the landmarks that tourists should visit after visiting Borobudur temple. Next to Prayer House, which can be reached by walking distance, there is a nature trail that is perfect for trekking and marvelous sightseeing. It is called Punthuk Setumbu. The main selling point of Prayer House is supposed to be the founder's vision and revelation that manifested into Prayer House. However, most of the respondents highlighted more into the sightseeing on top of the building, particularly on the crown or tail of the dove-looking building that shows the beautiful panorama of the Jogjakarta landscape, especially during sunrise or sunset, as shown in one of the movie scenes where the male lead actor, Rangga took the female lead actress, Cinta to on top of the prayer house to check out the sunrise in the dawn. A respondent even mentioned the queue and the crowd on top of the building during sunrise or sunset.

Despite this, most of them only mentioned the café on top of the building, with most of them mentioned the complimentary snack (cassava fritter) and coffee. Only a few mentioned the prayer room or their experience of having prayer inside them. The positive feelings and emotions they experienced in the building were refreshment and a sense of comfort. The feeling of refreshment is gained by experiencing fresh air and hanging out at the café, which offers a relaxing ambiance and green panorama. A sense of comfort is gained by the friendliness and hospitality offered by the staff; health protocol was implemented accordingly, and peace and the praying experience, which is the tranquillity atmosphere of the underground prayer rooms and the music played as the background, added a more sacred ambiance. Revisit intention is only mentioned once. It is

mentioned that it is his/her second time visiting the building, being attracted by the aesthetic feature, the uniqueness of the building, and the culinary experience at the café.

However, there are 17 references (21%) of bad experiences in prayer houses, with 90% of respondents being international tourists. The keywords mentioned related to harmful experiences are "tacky," "to be avoided," "aesthetic trauma," "unhygienic complimentary snacks," "waste of time," "dull place," "terrifying construction," "generic sightseeing," "unfinished prayer room with eery atmosphere," "beware of scam," "lack of facility," and "crowd during the weekend." These keywords represent feedback from international customers regarding their dissatisfactory experience during their trip to the Prayer House. While the rest of the respondents commonly mentioned "great view and sightseeing," however, there's one respondent mentioned "generic sightseeing." The respondent specifically mentioned that the mountain sightseeing offered by the prayer house can be found in many places that offer better facilities. Compared to the rest of the references from another category, peace of mind has the highest references, with "great view and sightseeing" contributing the most references. Thus, respondents see that peace of mind offers the most critical value for tourists' experiences in Prayer House. The Prayer House should focus more on this category to ensure tourist satisfaction.

3.4 Involvement Dimension As Film Tourist Experience: Visiting "Ada Apa Dengan Cinta? 2" Shooting Location To Gain New Experience

Theme	Sub-theme	Codes	References	Percentage (%)
Visiting "Ada Apa Dengan Cinta? 2" Shooting Location To Gain New Experience	Doing an activity that has never been done before	Doing an activity that has never been done before	12	38%
	Visiting a new location because of "Ada Apa Dengan Cinta? 2" the movie	Visiting a new location because of "Ada Apa Dengan Cinta? 2" the movie	20	63%

Table 3 NVIVO coding result of Involvement Dimension

Source : Analysed by the researcher, 2024

According to (Alawi et al., 2022), a person's involvement in an activity aims to get something new or an activity that has never been done before. Set jetting in films and television shows helps viewers recognize popular tourist destinations, with their main motivations being to discover new places to visit, take part in story-related activities, or get a sense of the "spirit" of the characters (Sawinska & Smalec, 2023). According to (Sawinska & Smalec, 2023), there are 43% of respondents said they had gone somewhere after viewing a film or television show, mainly because they wanted to find out more about the tourist attractions, take part in story-related activities, or experience the "spirit" of the characters. Tourists' behavioral intentions to visit film places are positively influenced by their enhanced engagement through film tourism experiences (Teng,

2021). The association between cinema tourism experiences and behavioral intentions is also mediated by tourist interaction.

Researchers found that the theme to describe the experience of involvement in film tourists in Prayer House, Rhema Hill, is visiting the "Ada Apa Dengan Cinta? 2" shooting location to gain new experience. Thirty-two references are mentioned for the involvement dimension, which has two sub-themes: doing activities that have never been done before and visiting a new location because of the movie set. Twelve references refer to activities that have never been done before, representing 32% of involvement quotes, and visiting new locations because the movie set is 20, representing 63% of involvement quotes. The references to doing activities that have never been done before are "the church is merely symbolic,"; "it is a prayer house for every religion,"; "the prayer rooms shaped like a cave,"; "religious site with tourism purposes,"; "religious tourism"; "underground private prayer room"; "new experience of visiting a church"; "unique way of travel after visiting Borobudur temple." The references to visiting a new location because of "Ada Apa Dengan Cinta? 2" the movie "became more popular after it became a shooting location," "Rangga and Cinta," "became trending after the movie set"; "tourists started to visit after the movie"; "AADC romantic scene"; "started to bring public attention after the movie"; "became a tourist attraction after the movie"; "became a sensation after the movie"; "tourist visited after watching the movie"; "AADC vacation style"; and "tourist knew this place because of the movie."

The reference to doing an activity that has never been done before aligns with the primary motivation of film tourists, which is discovering new places to visit (Sawinska & Smalec, 2023). The essential element of doing an activity that has never been done before is a strong connection with authenticity. By referencing doing an activity that has never been done before, tourists seek an authentic experience of the movie location. The prayer house offers a unique value because it is a universal prayer house in the form of a church with interesting prayer sites that offer tourism experiences. The respondents feel the movie offers a new tourism experience. In agreement with the research conducted by (Cui, 2020), audiences undergo a transformation in identity when traveling from their homes to film locales, becoming film tourists looking for authenticity in their experiences.

In the theme of visiting "Ada Apa Dengan Cinta? 2" shooting location to gain new experience, one of the sub-themes and code with 20 references that are visiting a new location because of "Ada apa dengan cinta? 2" the movie matches with the research result of (Sawinska & Smalec, 2023) explaining the reason of film tourist is involvement with the movie itself. In consonance with(Sawinska & Smalec, 2023), there are three reasons behind involvement: they wanted to learn more about the tourist attractions, take part in story-related activities, or experience the "spirit" of the characters. In line with tourists who wanted to find out more about the tourist attraction, it became the most popular reference among the respondents, namely "became more popular after it became a shooting location," "started to bring public attention after the movie," "became trending after the movie set," "tourists started to visit after the movie," "became a tourist attraction after the movie," and "became a sensation after the movie." The respondents mentioned that they decided to visit Prayer House, Rhema Hill, due to the popularity of the movie or movie boom. Tourists are driven to visit film sites because they want to immerse themselves in the settings of their favorite

movies, which boosts their expected experiences and cognitive perception of the area (Xia et al., 2022).

Meanwhile, the references for taking part in story-related events are similar to the references for experiencing the "spirit" of the characters, namely "AADC vacation style," "AADC romantic scene," and "Rangga and Cinta." The references to the spirit of the characters and taking part in story-related is supported by the research result of (Aguilar-Rivero et al., 2023), mentioning that experiential motivations favor loyalty towards film destinations, with existential authenticity being more influential than constructivist authenticity. Tourists desire to experience the movie scene of "Ada Apa Dengan Cinta? 2" by visiting the exact location of the romantic scene, and the scene of the movie cast couple Rangga and Cinta.

3.5 Interactivity Of Mind Dimension As Film Tourist Experience : Value Of Tickets, Local People Interaction, Service Quality, And Facilities Condition Are Tourists' Concern

Theme	Sub-theme	Codes	Referen-ces	Percen-tage (%)
Value of tickets, local people interaction, service quality, and facilities condition are tourists' concern	Local people interaction	Local people interaction	11	5%
	Service quality	Good attitude	1	2%
		Health protocol implementation	3	7%
	Value of ticket	Value of ticket	14	32%
	Facilities condition and provided at Prayer House, Rhema Hill	Facilities provided	1	1%
		Facilities under-maintenance	12	27%
		Lack of facility	2	5%

Table 4 NVIVO coding result of Interactivity Dimension
Source : Analysed by the researcher, 2024

It is crucial to recognize the role of film tourism experiences in boosting visitor engagement and shaping their behavioral intentions, such as revisiting or endorsing the location (Teng, 2021). The research by (Teng, 2021) underscores that film tourism experiences play a significant role in enhancing tourist engagement and reinforcing behavioural intentions. The primary goal of this research is to aid operators of film tourist locations in structuring onsite environments and devising suitable activities. A key component of the film tourism experience is the active participation of film tourists at the film tourism destination site.

As (Alawi et al., 2022) point out, the quality of service, or interactivity, is the treatment a person receives from the service provider in the form of a positive attitude or expertise in delivering the services offered. The motivation, satisfaction, and loyalty of tourists are significantly influenced by the quality of the services they receive. Not only can superior services enhance visitor satisfaction,

but they also serve as a strong incentive for both initial and repeat visits. The management of service quality, which includes elements such as transportation, tour guide performance, and cultural interaction, can effectively alleviate tourist concerns and enhance the overall tourist experience. Therefore, to foster visitor loyalty and stimulate economic growth in the tourism sector, travel operators and local governments must prioritize service quality.

Researchers found that the theme to describe the experience of involvement in film tourists in Prayer House, Rhema Hill, is visiting the "Ada Apa Dengan Cinta? 2" shooting location to gain new experience. There are 44 references in total with four sub-themes: local people interaction, service quality, the value of the ticket, and facilities and conditions provided at Prayer House, Rhema Hill. Twelve references being used for local people interaction are "required local people guidance to reach the destination,"; "there is local people offers service to guide to the destination,"; "queue to watch the sightseeing,"; "motorbike service scammers,"; "scammers." Four references are used for service quality: "staff hospitality" and "health protocol is implemented." 14 references are used for the value of the ticket "the value of ticket consists of food and beverages voucher that can be exchanged in the café and snack fritter,"; "different ticket pricing for sunrise and sunset,"; "different ticket pricing for international and domestic tourist"; "value of the ticket is not equal to the product they receive"; 15 references are being used for facilities condition and provided at Prayer House, Rhema Hill are "several facilities are still undergoing maintenance"; "dangerous construction"; "creepy unfinished rooms"; "renovate to become tourism attraction"; "tourists can visit despite the fact that it is still under construction", "require more food and beverage option at the café"; "steep and narrow stairs"

3.6 Learning Dimension As Film Tourist Experience : Learning Experience To Gain New Knowledge

Theme	Sub-theme	Codes	References	Percentage (%)
Learning experience to gain new knowledge	Learning	New knowledge	17	100%

Table 5 NVIVO coding result of Learning Dimension
Source: Analysed by the researcher, 2024

Learning and educational experiences are pivotal motivations across various forms of tourism. According to (Alawi et al., 2022), learning is new knowledge of something that has been done, either in the form of understanding or expertise. Religious tourists' learning experiences are greatly influenced by their educational motivation, which frequently mediates other motivations, including cultural and environmental concerns (Ramírez & Portillo, 2020). The promotion of religious tourism is significantly influenced by educational motivation, which directly and indirectly impacts visitors' educational experiences at holy locations. This emphasizes how crucial it is to include educational components in tourism services to satisfy the changing needs of tourists looking for fulfilling and rewarding experiences.

Researchers found that the theme to describe the experience of learning is a learning experience to gain new knowledge. There are 17 references for code new knowledge for sub-theme learning "understanding the knowledge behind the church architecture," "justification towards the misinterpretation towards the shape of the building," "understanding the philosophy and the purpose behind the prayer house that famously called the chicken church," "education tourism," "church on top of the hill," "unique architecture tourism," and "religious site with tourism purposes."

Movies can improve educational opportunities and raise cultural awareness, encouraging people to visit filming areas and learn about the history and culture they portray (Garcia et al., 2021; Ramírez & Portillo, 2020). With its significant predictive value and indirect impact on tourists' educational experiences at holy sites, educational motivation is critical in religious tourism (Ramírez & Portillo, 2020). Research by (Ramírez & Portillo, 2020) pointed out the importance of educational motivation as the driver of tourists visiting sacred places. Thus, by 17 references of new knowledge, there is a curiosity to learn the educational background of the church that holds exciting facts and knowledge that ignites the curiosity and interest of the tourists.

4. CONCLUSION

The prayer house in Rhema Hill, famously called "Chicken Church," is the actual filming location of the "Ada Apa Dengan Cinta? 2" movie. Film tourists are tourists who experience film-related tourism, which refers to the act of visiting film-related venues in person by audiences. Researchers found four dimensions of the film tourist experience in Prayer House in Rhema Hill as netnography research results, namely: escape dimension as film tourist experience, efforts made for new experiences after pandemic covid-19, peace of mind dimension as film tourist experience: experiences that contribute to positive and negative experience, involvement dimension as film tourist experience: visiting "ada apa dengan cinta? 2" shooting location to gain new experience, interactivity of mind dimension as film tourist experience: value of tickets, local people interaction, service quality, and facilities condition are tourists' concern, and learning dimension as film tourist experience: learning experience to gain new knowledge.

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