

# Indonesian Tourists' Perception regarding Singapore's Tourism Television Commercial

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## ABSTRACT

The research aimed to highlight the impact of the television commercial (TVC) on Indonesians' perceptions regarding tourism in Singapore and their behavioral intention to visit Singapore. The research had five variables: hospitality and comfort/security, infrastructures and superstructures, cultural and natural attractions, perceived values, and behavioral intention. It utilized a quantitative method. About 267 samples were collected using a random sampling method. Data analysis was drawn from the mean difference for each variable. The findings indicate that the TVC has positive impacts on the studied variables. The result implies that understanding tourists' perceptions about Singapore as a travel destination will help the stakeholders to formulate appropriate marketing strategies and position it as a destination choice. However, further research needs to highlight how each variable influences tourists' behavioral intention to revisit Singapore.

**Keywords:** tourists' perception, Singapore's tourism, television commercial

## INTRODUCTION

Tourism plays a crucial role in Singapore's economy. In 2017, international visitor arrivals in Singapore were 17,8 million. It was three times greater than the population of Singapore itself (Singapore Tourism Board, 2018a). In the same year, the tourism receipts in Singapore totaled S\$26,8 billion (Singapore dollar) with 3,9% increase from the previous year. Singapore's tourism campaign is perceived not only to attract tourists to visit but also to introduce Singapore to the world by showing its spectacular attractions for further economic development. The ultimate goal of tourism in Singapore is to fulfill Singapore's aspiration to be a global center for economics, finance, and trade (Ho, Woon, & Ramdas, 2013). Thus, a new tourism campaign is needed to attract tourists and foreign talents and investors.

After a year of planning in 2017, Singapore Tourism Board (STB) unveils its new tourism campaign with the tagline of "Passion Made Possible" (Hui &

Leow, 2017). Previous brand campaigns are created only by STB. However, the new one is a partnership between STB and the Economic Development Board (EDB). The idea is to have a unified brand that can be used across all campaigns to market Singapore to tourists and businesses. To develop a new brand, STB and EDB have surveyed around 4.500 respondents in Singapore and 10 other countries about what they perceive about Singapore. They have said that respondents think passion and possibilities are the best reflections for Singapore's spirit. Hence, the slogan emphasizes a passionate Singapore that all people in Singapore could make everything possible.

With the release of this new campaign and tagline, a new television commercial (TVC) is also uploaded to the official YouTube channel of VisitSingapore. The TVC, entitled "Singapore—Where Passion is Made Possible," has been watched more than 2,9 million times at the time of this writing. For comparison, the "Wonderful Indonesia: A Visual Journey" video, released more than a year ago, has

received only 550,000 views, and “*The Essence of Malaysia by Yuna*,” released more than four years ago, has had only 2.4 million views. Hence, the “*Singapore—Where Passion is Made Possible*” video released in late August 2017, is impressive enough to have more than 2.9 million views in less than half a year.

“*Singapore—Where Passion is Made Possible*” is a two-minute video depicting people in Singapore. The main difference between this TVC and its predecessors is that this TVC features more storytelling from Singaporeans than just showing tourists on vacation in Singapore. Instead of talking about the different things a tourist can do in Singapore, STB uses local personalities and shares stories about their passion. The TVC explains stories of passion for developing an even more positive affinity between the target audience and Singapore. This TVC almost does not depict any tourist at all. It shows the culture of the three main ethnicities in Singapore (Chinese, Malay, and Indian). It also presents Singapore’s traditional culture (old people playing mah-jong) and modern culture (skateboarding and breakdancing). Some of Singapore’s recognizable icons are also showcased in this video, such as the Marina Bay Sands, Gardens by the Bay, and Sultan Mosque (Singapore Tourism Board, 2017a).

The pinnacle of this video is the Singaporeans who strive for their dreams. There are Subaraj Rajathurai, a self-taught naturalist who is Indian descent; Nabilah Razak Marican, a female Muay Thai fighter who is Malay descent; and Kyra Poh, a female gold medalist of an indoor skydiver who is Chinese descent. According to the official behind-the-scenes video, “*Passion Made Possible—The Inspiration Behind the Brand*” TVC is inspired by many Singaporeans who want to achieve their unusual and unique passion. As commonly known, Singapore is infamous as a “boring” country whose people aspire only to become a doctor, lawyer, engineer, and other professions that people deem “prestigious”. This campaign aims to convey to people that Singaporeans can do great things that people may see as impossible by following their passions and not following the mainstream trends. The behind-the-scenes video does not promote tourism. Instead, it discusses passions and how Singaporeans can make their passions possible (Singapore Tourism Board, 2017b).

Indonesia is an important tourism sector for Singapore. Thus, the new TVC also targets Indonesians. In 2017, Singapore’s tourism sector performance Q3 report showed Indonesia ranked second only to China in terms of international visitor arrivals and tourism receipts. The same report showed that 2.1 million Indonesian tourists arrived in Singapore and spent S\$653 million in the third quarter of 2017 alone. Indonesia was still Singapore’s biggest tourism market in previous years. Indonesians were outnumbered only by Mainland Chinese tourists probably because of its massive growth in tourists throughout the whole world. However, the number

of Indonesians visiting Singapore steadily increased. Visitor arrivals posted a 13% increase in Compound Annual Growth Rate (CAGR) from 2008 to 2012. It is faster than Singapore’s average visitor arrivals CAGR of 9% (Singapore Tourism Board, 2018b). This situation was caused by three factors: the growth of the middle-class and affluent consumers, the expansion of Low-Cost Carriers, and the abolition of the exit tax.

Given Singapore’s proximity to Indonesia, Indonesians see Singapore as a destination that addresses their need for a clean, safe, efficient, and well-maintained escape with modern infrastructure and spectacular architecture. Most Indonesians visit Singapore to spend their holiday, rest, and relax, while others visit friends and relatives. Besides, visiting Singapore is affordable. For someone residing in Jakarta or Medan, flying to Singapore is cheaper than going to Bali. Therefore, they visit Singapore more regularly (Huang, Hung, & Chen, 2018). However, the distance between Singapore and Indonesia has become a double-edged sword. In essence, with the rise of LCCs, Singapore has become more accessible and, to a certain degree, has lost its sense of exclusivity. Despite the growing tourism in Singapore, Indonesian tourism receipts are slowing down. About 7% decline in Indonesian tourism receipts was observed in 2017 (Singapore Tourism Board, 2018a).

An STB survey determines two reasons for the decline in Indonesian tourism receipts. First, the decline in some countries is caused by fewer Business Travel and Meetings, Incentive Travel, Conventions, and Exhibitions (BTMICE). BTMICE tourism is considered a vital tourism sector because it generates abundant tourism receipts, and BTMICE attracts more business travelers and investors who are willing to spend more money. Singapore tries to improve the BTMICE sector through campaigns that also target businessmen, like “*Passion Made Possible*.” Second, Singapore has opened its doors and is perceived as a less-exclusive destination for Indonesians. Indonesians prefer to travel to other less-traveled destinations, such as Japan or South Korea (Singapore Tourism Board, 2018b).

The potential challenge that Singapore may face is how to remain relevant amidst the growing competitiveness from the nearby destinations. Therefore, they need to create more compelling experiences to continue to attract Indonesian tourists to visit Singapore. The uniqueness of using local passionate stories and personalities in TVCs may be the key to attract Indonesian tourists to visit Singapore.

Creating and developing a brand is one of the core strategies to promote a tourist destination (Prayag, Hosany, Muskat, & Del Chiappa, 2017). Although a brand is associated with goods only, nowadays, a brand can also be available to the service industry and even destination branding (Marine-Roig & Clavé, 2016). It has become an essential aspect of the tourism industry. The purpose of branding itself is to raise awareness and create positive perceptions that ultimately lead to purchase (Lai & Li 2016;

Strzelecka, Boley, & Woosnam, 2017). In the context of destination branding, the purchase is tourism products. Tourism product is a bundle of tangible and intangible components based on the activity in the destination (Kani, Aziz, Sambasivan, & Bojei, 2017).

For a brand to have a positive recognition, it has to have an appeal. The appeal of an advertisement can be differentiated into rational or informational appeal and irrational or emotional appeal (Belch & Belch, 2014; Jiang, Ramkissoon, Mavondo, & Feng, 2017). The informational appeal is provided when the TVC shows the actual benefit of its product. One of the examples in the tourism industry is the TVC of discounted flights for Singapore Airlines. This appeal is informational because it shows the actual benefit of the advertised product (cheaper price).

Moreover, emotional appeal is when the content of the TVC is not related to the actual benefit but can induce emotional feelings in viewers (Hallak, Assaker, & El-Haddad, 2018; Valek & Williams, 2018). One example is the “*Passions Made Possible*” TVC. This TVC does not show any famous tourism destinations, at least not explicitly. However, this TVC shows passionate Singaporeans who fulfill their dreams. This advertisement uses an emotional appeal to induce a positive and passionate feeling in viewers.

The advertisement with a purely emotional appeal can be more effective than the informational one if done correctly (Belch & Belch, 2014; Alcocer & Ruiz, 2020). It is why STB decides to focus more on emotional appeal in the “*Singapore—Where Passion is Made Possible*” TVC. The perception or image of the location is the accumulation of beliefs, ideas, and impressions that a person has of a destination. Hence, creating the right image for a destination is essential to induce a positive perception (Stylidis, Belhassen, & Shani, 2017). The perceptions are formed based on emotions or feelings associated with the destination, instead of tangible or physical characteristics. Certain emotional feelings toward a destination can be more important than showing the physical objects (Ageeva & Froudi, 2019; Jabreel, Moreno, & Huertas, 2017).

Furthermore, marketing can be improved by identifying the most substantial factor in changing the perception of potential visitors (Zenker, Braun, & Petersen, 2017; Yusuf, Samsura, & Yuwono, 2018). Thus, in the new TVC, Singapore relies on the most substantial emotional factor to induce a positive perception among potential visitors. After a careful survey of more than 4.500 participants, Singapore concludes that passion and possibilities are the best reflections of Singapore’s spirit.

Besides inducing a positive perception, tourists’ travel decisions will prompt them to engage in regular visit behaviors. It is related to the mental image that the tourists have of certain destinations. Visitors’ mental images of tourist destinations play an essential role in influencing their travel decisions (Wu, Li, & Li, 2016). If a destination has memorable and impressive images included in its associated TVCs, it can accelerate its potential to reach potential visitors’

consciousness. As an agent of information that can spread verbal information and visual image and induce positive feelings, a TVC can reach potential visitors’ consciousness, ultimately leading to decision-making to visit the destination (Tan & Wu., 2016).

Limited research has been conducted on the effectiveness of the new TVC on changing the Indonesian perception toward Singapore’s tourism. Hence, the research discusses the relationship between the new Singapore’s tourism “*Singapore—Where Passion is Made Possible*” TVC and its impacts on Indonesian perceptions toward Singapore. The research also discusses Indonesians’ behavioral intention to visit or revisit Singapore after watching this new TVC and also compares the perception of people with different experiences in visiting Singapore. The five variables used are hospitality and comfort/security, infrastructures and superstructures, cultural and natural attractions, perceived values, and behavioral intention. The research findings are important, particularly because Indonesia is the second biggest tourism market after China for Singapore. Therefore, tourism marketing strategies developed by the STB will always significantly impact Indonesian tourists positively or negatively.

## METHODS

The research is conducted with a quantitative method using sampling respondents. A total of 267 samples is obtained using a random sampling method. Respondents comprise visitors who have and have not visited Singapore. The respondents are asked to fill their personal information, such as their gender, age, occupation, income, and education. They are then asked to give their opinions regarding each of the attributes with a score of 1–10, ranging from totally disagree to totally agree. This process is for the pre-test data. Afterward, they are required to watch the “*Singapore—Where Passion is Made Possible*” TVC. Then, they take the same test. The final data are compiled and analyzed. The research is divided into two parts. The first part measures people’s perception and consists of 30 attributes. The second part is for behavioral intention including four questions.

To answer the first part, the researchers choose 30 attributes about tourism in Singapore to examine the respondents’ perceptions before and after watching the video. The attributes are derived from Shani, Chen, Wang, and Hua (2010). Some of the attributes are changed to suit the context of Singapore. For the second part, the participants are asked four questions about their intention to visit Singapore before and after watching the TVC. The four questions are also from Shani *et al.* (2010). Like the previous parts, some parts of the questions are changed to adjust the context of Singapore.

Questionnaires are distributed to compare variables. Some of the questionnaires are distributed in a classroom situation where the people fill in the

forms simultaneously. They do the pre-test. Then, the video is played in front of the class. Afterward, the respondents are asked to fill in the post-test.

Moreover, some of the questionnaires are distributed individually. The researchers approach random people and asked them to fill the pre-test. Then, as individuals or groups, they open the video themselves if they have laptops or gadgets. The researchers show them the video from the laptop or phone if they do not have any devices. Afterward, they fill the post-test. The researchers are also assisted by a partner, who distributes the questionnaires of pre-test and post-test. The forms are collected and sent from Jakarta to be reviewed. The collected documents can make the demographic more varied.

The researchers use a descriptive data analysis method with SPSS version 19. To examine the structure of Singapore's destination image in the participants' eyes, the researchers carefully conducted a thorough analysis based on the pre-test and post-test data. This data analysis method is also based on the pre-test and post-test analysis by Shani *et al.* (2010).

Further analysis is conducted to see what attributes affect the most and less (positively or negatively). The demographic factors are also examined. A score table with a point system is presented to compare the data. The data show the total scores for pre- and post-tests, ranks, and difference scores. Each attribute is assessed for its total points by multiplying the number of respondents who give the answers with their respective answers. One respondent can provide a minimum of 1 point and a maximum of 10 points for each attribute. Then, the total points are summed. Next, the total score is described in a table. From this table, the different points between pre- and post-tests can be identified. Then, the mean for total and difference scores between pre- and post-tests can be calculated. This mean difference score is the basis of assessment. The general table consists of hospitality and comfort/security table, cultural and natural attraction table, and perceived value. The mean difference in the general table is the standard to assess whether the increase is slight or significant. If the mean difference for a variable is higher than the mean difference in the general table, the growth can be considered significant. In contrast, if the mean difference for a variable is lower than the mean difference in the general table, the increase can be slight. Similarly, the standard of whether the increase is significant or slight is from the difference scores in mean from the general table for the behavioral intention.

## RESULTS AND DISCUSSIONS

The researchers obtain 267 respondents. Approximately 60% of the respondents are female, while the others (40%) are male. Regarding age, the majority of the respondents are between 18–25 years (54%). It is followed by 26–35 years (15%) and under 18-year-old (14%). Most of the respondents

are students (45%). There are respondents working for public services in government institutions (20%), having their business (6%), and working for the others (28%). For respondents' income, most respondents earn less than Rp1.000.000,00 per month (40%). It may confirm the occupation background of the respondents who are predominantly students. The respondents who make between Rp1.000.000,00–Rp4.990.000,00 are approximately 20%. Meanwhile, respondents earning Rp5.000.000,00–Rp9.990.000,00 are 18%. For education, most of the respondents have a bachelor's degree (63%). Only 16% have a master's degree. The others are high school (12%) and doctoral's degrees (6%). This study also shows that 34% of the respondents have visited Singapore once. Meanwhile, those who have visited Singapore twice or more are 28%. The others (29%) have confirmed that they have never visited Singapore. The results are in Table 1.

Table 1 Respondents' Characteristics

Variable	Category	N	%
Gender	Male	107	40
	Female	160	60
Age	≤ 18	37	14
	18–25	138	54
	26–35	38	15
	36–50	25	10
	≥50	18	7
Occupation	Student	89	45
	Police/Army officer	3	1
	Working for other business	55	28
	Government employee	41	20
	Running own business	12	6
Education	Junior High School	2	1
	Senior High School	24	12
	Undergraduate	126	64
	Master degree	34	17
	Doctoral degree	12	6
Monthly Salary	≤ Rp1.000.000,00	81	40
	Rp1.000.000,00–Rp4.990.000,00	39	20
	Rp5.000.000,00 – Rp9.990.000,00	36	18
	Rp10.000.000,00 – 14.990.000,00	25	13
	≥ Rp15.000.000,00	19	9
Number of Visit	Never	58	29
	Once	68	33
	Twice	41	21
	Thrice or more	33	17

Table 2 is the general table regarding Indonesians' perception toward tourism in Singapore before and after watching the “*Singapore—Where Passion is Made Possible*” TVC. For the pre-test, the total score is 30.333, and the mean score is 1.011,1. For the post-test, the total score is 32.388, and the mean score is 1.079,6. The difference in the total score between the pre-test and the post-test is 2.055. The degree of increase varies among the factors, but the mean difference is 68,5. This difference in means will be used for the standard minimum for other variables. If

the mean difference for a variable is below 68,5, the increase is slight. Conversely, if the mean difference is higher than 68,5, the increase is significant.

Overall, the score shows a 100% positive increase. This finding can be seen in the results that all attributes show positive increases. The positive perception is most likely caused by the passionate emotional aspects of this TVC. This finding can be related to the theory of Belch and Belch (2014). If an emotional appeal is done correctly, it can be much more effective than rational appeal. This very positive

Table 2 The Perception Variables

No.	Attributes	Pre-Test Score	Pre-Test Rank	Post-Test Score	Post-Test Rank	Difference Score	Difference in Rank
1	Refreshing/relaxing atmosphere	964	21	1.056	20	92	6
2	Very clean environment	1.176	4	1.199	5	23	27
3	Pleasant weather	1.042	13	1.062	18	20	29
4	Open and welcoming people	789	28	1.008	26	219	1
5	Very advanced tourism industry	1.047	12	1.139	9	92	6
6	Very safe environment	1.048	11	1.086	14	38	22
7	No traffic jam	1.065	10	1.086	14	21	28
8	Variety of unique events and festivals	1.001	18	1.076	16	75	13
9	Great nightlife and entertainment	1.008	16	1.125	12	117	3
10	Very modern living	1.137	5	1.245	1	108	4
11	Very good quality accommodations (hotels, resorts, hostels, dorm, and others)	1.114	7	1.138	10	24	26
12	Very unique natural attractions	916	25	1.016	24	100	5
13	Very unique architectures	1.022	15	1.175	6	153	2
14	Very good parks	1.076	9	1.166	7	90	9
15	Very friendly people	775	29	852	29	77	11
16	Advanced infrastructure (airport, highway, and MRT)	1.205	3	1.242	2	37	23
17	Very good local food and beverage	896	26	960	27	64	15
18	Easy accessibility (pedestrian, road, and others)	1.132	6	1.149	8	17	30
19	Very convenient local transportation (MRT, LRT, and bus)	1.215	1	1.241	3	26	25
20	Great shopping experiences	1.039	14	1.091	13	52	19
21	Diverse and unique ethnic group cultures	957	22	1.027	23	70	14
22	Socially and politically stable	1.091	8	1.138	10	47	21
23	Very unique history and cultural attractions	957	22	1.016	24	59	16
24	Good value for money	660	30	741	30	81	10
25	A major sports power (Muay Thai, soccer, and others)	953	24	1.044	21	91	8
26	Advanced technology	1.211	2	1.239	4	28	24
27	Very ideal number of population	854	27	907	28	53	18
28	Unique tourism icon	990	19	1.041	22	51	20
29	Unique hipster cafes/restaurants	987	20	1.063	17	76	12
30	Great quality of music	1.006	17	1.060	19	54	17
Total Score		30.333		32.388		2.055	
Mean		1.011,1		1.079,6		68,5	

Note: Scale ranging from totally disagree (1) to totally agree (10). The score is obtained from 267 respondents.

result is also in line with Shani *et al.* (2010) showing 89% positive results for a similar test.

In the pre-test, the three highest scores are very convenient local transportation (1.215), advanced technology (1.211), and advanced infrastructures (1.205). Then, the three lowest attributes are good value for money, very friendly people, and open and welcoming people with scores of 660, 775, and 789, respectively. Meanwhile, for the post-test, the three highest scores are very modern living (1.245), advanced infrastructures (1.242), and very convenient local transportation (1.241). The three lowest attributes are good value for money, open and welcoming people, and a very ideal number of population with scores of 741, 852, and 907, respectively. The attributes with the highest increases are open and welcoming people (219), very unique architectures (153), and great nightlife and entertainment (117). However, the lowest increase attributes are easy accessibility, no traffic jam, and pleasant weather.

Despite positive increases in the scores, interestingly, the order is almost the same. For the ten highest ranks, eight out of ten attributes are identical for the pre- and post-tests. These eight factors are (not in order) very convenient local transportation, very advanced technology, very modern living, easy accessibility, very good quality accommodations, very good parks, very clean environment, and advanced infrastructures. The indifferent rank is caused by the already positive or negative perception that people have toward specific attributes. This perception may be shaken up but still cannot be changed just by watching the two-minute TVC. As a result, attributes that receive negative perceptions will still receive negative perceptions and vice versa (factor attributes that receive positive perceptions will remain the same). The increase does not change the order. This finding is similar to the research by Shani *et al.* (2010) and Styliadis, Kokho Sit, and Biran (2018).

Similarly, nine out of ten attributes are the same for pre- and post-tests for the lowest ranks. These nine factors are (not in order) good value for money, very friendly people, open and welcoming people, very ideal number of population, very good local food and beverage, very unique natural attractions, a major sports power, unique history and cultural attractions, diverse and unique ethnic group cultures, and refreshing and relaxing atmosphere. This result is also similar to obtained by Shani *et al.* (2010).

The first variable is hospitality and comfort/security. This variable has a total score of 7.950 for the pre-test and 8.487 for the post-test, with a score difference of 537. The mean score is 993,75 for the pre-test and 1.160,87 for the post-test. It is with a mean difference of 67,12, which is very slightly below the standard of 68,5. Thus, hospitality and comfort/security has a slight increase. This slight increase can be because of the limited screen time for most hospitality and comfort/security attributes. Although few attributes receive significant screen time, the rest has very limited or even no screen time at all in

the TVC. Screen time significantly affects people's perception regarding the attributes before and after watching the TVC.

As an illustration, the highest difference for this variable (which is also the highest difference for attributes in all variables) is open and welcoming people with 219. It is because the aspect of welcoming people is heavily shown and is the most critical of the TVC. Conversely, factors such as pleasant weather or no traffic jam are not shown at all. Thus, those factors have the lowest difference score with only 20 and 21, respectively. Most of the attributes in this variable (refreshing/relaxing atmosphere, very clean environment, pleasant weather, no traffic jam, and socially and politically stable) are not shown explicitly in the TVC. As a result, this variable exhibits less increase.

The only anomaly, in this case, is refreshing/relaxing atmosphere. It has limited screen time but manages to increase significantly (the sixth rank on the difference). One possible explanation for this result is because other factors in the TVC may indirectly induce positive perceptions toward this attribute. For example, showing natural attractions such as gardens can indirectly cultivate a positive perception of refreshing/relaxing atmosphere. Hence, other attributes indirectly participate in the increase in the positive perception of some other attributes.

From this analysis, hospitality and comfort/security increase only slightly because of a limited and no positive screen time in most variables. The other factor attributes may complement the increase of specific factor attributes. The results can be seen in Table 3.

The second variable is infrastructures and superstructures. This variable has a total score of 14.948 for the pre-test and 15.829 for the post-test. It is with a difference score of 881. The mean score is 1.067,71 for the pre-test and 1.130,64 for the post-test, with a difference of 62,92. It is below the standard of 68,5. Thus, this variable increases slightly. Similar to the first variable, screen time dramatically affects the mean difference for the attributes in this variable. Some attributes in this TVC increase significantly because they have more screen time. For instance, the TVC illustrates the unique architecture by showing Marina Bay Sands and the great nightlife and entertainment by showing a ZookOut party. As a result, these two variables are the second and third in the difference, respectively.

Interestingly, while most of the attributes receive a very high score on the pre- and post-tests, their differences are very small. For example, the easy pedestrian, which ranks 6<sup>th</sup> and 8<sup>th</sup> on the pre- and post-tests, is on the 30<sup>th</sup> in the difference. Very good quality accommodation and very convenient local transportation also score highly in the pre- and post-tests but are deficient in the rank of difference. The latter ranks second on the pre-test and third on the post-test, but it is twenty-fifth in the difference. A possible explanation for this result is because the

attributes already have a positive perception of the pre-test. Moreover, watching the TVC does not add to that positive attitude. Hence, it is less effective.

From here, it can be seen that screen time affects people's perception regarding TVC. The result is similar to the study of Lee and Han (2016). The attributes that already have positive results in the pre-test and are not shown much in the TVC will have less increase. The result is shown in Table 4.

The third variable is the cultural and natural attractions. This variable gets a total score of 3.831 for the pre-test and 4.135 for the post-test. Then, the difference in score is 304. The mean score is 957,75

for the pre-test and 1.033,75 for the post-test with a difference of 76. The score is above the standard of 68,5. Thus, this variable has a significant increase. All attributes have considerable screen time. Unique natural attractions are depicted often by showing MacRitchie Reservoir and Gardens by the Bay on the TVC. As a result, this variable is in the fifth rank. Moreover, various unique events and festivals and diverse and unique ethnic group cultural attractions are also depicted by showing Chinese, Malay, and Indian cultures in the TVC. These attributes also receive a relatively significant increase.

Table 3 Hospitality and Comfort/Security Variable

No.	Attributes	Pre-Test Score	Pre-Test Rank	Post-Test Score	Post-Test Rank	Difference Score	Difference in Rank
1	Refreshing/relaxing atmosphere	964	21	1.056	20	92	6
2	Very clean environment	1.176	4	1.199	5	23	27
3	Pleasant weather	1.042	13	1.062	18	20	29
4	Open and welcoming people	789	28	1.008	26	219	1
6	Very safe environment	1.048	11	1.086	14	38	22
7	No traffic jam	1.065	10	1.086	14	21	28
8	Very friendly people	775	29	852	29	77	11
9	Socially and politically stable	1.091	8	1.138	10	47	21
Total Score		7.950		8.487		537	
Mean		993,75		1.060,87		67,12	

Note: Scale ranging from totally disagree (1) to totally agree (10). The score is obtained from 267 respondents.

Table 4 Infrastructures and Superstructures Variable

No.	Attributes	Pre-Test Score	Pre-Test Rank	Post-Test Score	Post-Test Rank	Difference Score	Difference in Rank
1	Very advanced tourism industry	1.047	12	1.139	9	92	6
2	Great nightlife and entertainment	1.008	16	1.125	12	117	3
3	Very good quality accommodations	1.114	7	1.138	10	24	26
4	Very unique architectures	1.022	15	1.175	6	153	2
5	Very good parks	1.076	9	1.166	7	90	9
6	Advanced infrastructures	1.205	4	1.242	2	37	23
7	Very good local food and beverage	896	26	960	27	64	15
8	Easy accessibility	1.132	6	1.149	8	17	30
9	Very convenient local transportation	1.215	2	1.241	3	26	25
10	Great shopping experiences	1.039	14	1.091	13	52	19
11	Advanced technology	1.211	3	1.239	4	28	24
12	Unique tourism icon	990	19	1.041	22	51	20
13	Unique hipster cafes/restaurants	987	20	1.063	17	76	12
14	Great quality of music	1.006	17	1.060	19	54	17
Total Score		14.948		15.829		881	
Mean		1.067,71		1.130,64		62,92	

Note: Scale ranging from totally disagree (1) to totally agree (10). The score is obtained from 267 respondents.

Given their considerable screen time, three out of four attributes for this variable are in the top 15. From this analysis, this variable has a significant increase because the attributes are shown frequently in the TVC. The result can be seen in Table 5.

The fourth variable is perceived value. The total score for this variable is 3.604 for the pre-test and 3.937 for the post-test with a difference of 333. Meanwhile, The pre-test mean score is 901, and for the post-test, it is 984.25. The difference is 83,25, which is above the standard of 68,5. Thus, it implies that this variable has a significant increase. Like the previous variables, some attributes such as very modern living and a major sports power have a massive increase because of their considerable big screen time. Very modern living is shown in the form of an urban lifestyle in the TVC. Then, a major sports power is demonstrated by Fandi Ahmad as a national footballer and Kyra Poh as a national indoor skydiving athlete. Hence, these factors do well.

However, unlike the previous variable, some attributes do not have considerable screen time but still rank high. For instance, good value for money is not shown in the TVC but in the tenth rank. The interesting thing is that good value for money scores the worst for the pre- and post-tests. In contrast to how the TVC does not increase the already positive attributes on the pre-test, the TVC can significantly reduce negative perception of a particular factor that is

not shown directly in the TVC. This result shows the positive sides of other attributes such as the attractions or the people. People will think that Singapore is actually worth the money because of the attractions or the people, although it is very expensive.

It can be concluded that this variable increases significantly because of its considerable screen time. The negative sides of a factor can be reduced by indirectly showing the positive sides of other attributes in the TVC. The result is in Table 6.

Having discussed the changing perception of Indonesians toward Singapore, the researchers will focus on whether the TVC influences the behavioral intention. As shown in Table 7, the behavioral intention gets a total score of 3.867 for the pre-test and 4.205 for the post-test. The difference is 338. Moreover, the mean score is 966,75 and 1.051,25 for the pre-test and the post-test, respectively, with a difference of 84,5. It is above the standard of 68,5. Thus, this variable has a significant increase.

The rise in perception can cause a significant increase in behavioral intention. This study confirms previous projects by analyzing the influence of TVC on behavioral intention (Kim & Perdue, 2011; Chen, Lai, Petrick, & Lin, 2016). TVC gives tourists information and reference to visit the destination. Tourists are informed about a destination before their visit. When tourists have a limited understanding of the place and culture they want to visit, the media

Table 5 Cultural and Natural Attractions Variable

No.	Attributes	Pre-Test Score	Pre-Test Rank	Post-Test Score	Post-Test Rank	Difference Score	Difference in Rank
1	Variety of unique events and festivals	1.001	18	1.076	16	75	13
2	Very unique natural attractions	916	25	1.016	24	100	5
3	Diverse and unique ethnic group cultures	957	22	1.027	23	70	14
4	Very unique history and cultural attractions	957	22	1.016	24	59	16
Total Score		3.831		4.135		304	
Mean		957,75		1.033,75		76	

Note: Scale ranging from totally disagree (1) to totally agree (10). The score is obtained from 267 respondents.

Table 6 Perceived Values Variable

No.	Attributes	Pre-Test Score	Pre-Test Rank	Post-Test Score	Post-Test Rank	Difference Score	Difference in Rank
1	Very modern living	1.137	5	1.245	2	108	4
2	Good value for money	660	30	741	30	81	10
3	A major sports power	953	24	1.044	21	91	8
4	Very ideal number of population	854	27	907	28	53	18
Total Score		3.604		3.937		333	
Mean		901		984,25		83,25	

Note: Scale ranging from totally disagree (1) to totally agree (10). The score is obtained from 267 respondents.



framing may become the main reference. The most effective way to provide information through advertisement is by combining verbal information and visual images. Several studies have shown that three-quarters of people receive information through visual images (Hosany, Prayag, Van Der Veen, Huang, & Deesilatham, 2017; Papadimitriou, Kaplanidou, & Apostolopoulou, 2018).

Since there are positive increases in all variables, naturally, the behavioral intention to visit Singapore will also be affected positively. This TVC successfully increases people's motivation to visit Singapore, as indicated by the second question about people's desire. It has the second-highest increase (111). As a result, more people are willing to recommend traveling to Singapore to their friends/relatives, as seen in the third question about recommending Singapore. The TVC is considered a pull factor in tourist motivation (Chen *et al.*, 2016; Molinillo, Liébana-Cabanillas, Anaya-Sánchez, & Buhalis, 2018). Moreover, the push and pull concept provides a simple and intuitive approach to explain the motivations underlying tourists' behavior (Jeong & Kim, 2019).

The research shows that using a TVC is one of the most effective ways to produce a verbal and visual image that can induce positive feelings (Tan & Wu, 2016; Kirkup & Sutherland, 2017). It can deliver impressive verbal information and visual image at the same time while also exerting a positive emotional appeal. Combined with the previous concepts, STB's "Singapore—Where Passion is Made Possible" TVC is a perfect example of how TVC is utilized strategically. Thus, there is a correlation between the TVC and tourists' perception and visiting behavior, as previously investigated by Tsai (2015), Jin, Line, and Merkebu (2016), and Lee, Cai, and O'Leary (2006). The result is in Table 7.

This finding confirms what the previous researchers have argued that all variables also show a positive increase (Shani *et al.*, 2010; Xu, Chan, & Pratt, 2018). Despite the positive increase, the TVC does not change the positive or negative perceptions of

the attributes. As shown by the rank of the attributes, those do not differ considerably between the pre-test and the post-test. This finding is also compatible with Gerdt, Wagner, and Schewe (2019). They showed a slight variation in the rank. Although the post-test results show some differences, people's negative or positive perception regarding specific attributes cannot be changed drastically by merely watching the TVC.

The attributes with the highest increase are factors heavily shown in the TVC, and vice versa. This TVC focused more on Singaporeans (Singapore Tourism Board, 2017a). Hence, rather than showing attractions, the TVC presents the people. This approach is proven to be successful, as indicated by the significant increases in Singaporeans' attributes. Some of these variables are open and welcoming people, very modern living, and friendly people, which rank first, fourth, and eleventh.

Conversely, the ones with the lowest increase have less screen time. Factors like no traffic jam, pleasant weather, and easy accessibility are not mentioned in the TVC. Thus, those factors have the lowest increase. This finding is compatible with Pan (2011), who used the same methods to prove the validity of his research. Some factor attributes were not explicitly shown, yet still received a positive increase.

Similarly, the "Singapore—Where Passion is Made Possible" TVC has a significant and positive increase in Indonesian behavioral intention to visit Singapore. This result can also be connected to Belch and Belch (2014), Xiang, Du, Ma, and Fan (2017), Stylos, Vassiliadis, Bellou, and Andronikidis (2016), and Ku and Mak (2017) who stated that the emotional appeal of an advertisement increased the positive perception of a product even when TVC was not directly related to the product. Understanding tourists' perceptions regarding Singapore as a travel destination will help the nation, particularly STB, to formulate appropriate marketing strategies and position it as a destination choice (Henseler, 2017).

Table 7 Behavioral Intention Variable

No.	Attributes	Pre-Test Score	Pre-Test Rank	Post-Test Score	Post-Test Rank	Difference Score	Difference in Rank
1	How much information do you have about tourism in Singapore?	818	4	883	4	65	3
2	What is your current desire to visit Singapore in the future?	982	2	1.093	2	111	1
3	How likely are you to recommend friends/relatives/families to go to Singapore?	966	3	1.069	3	103	2
4	How interested are you in getting more information about Singapore tourism?	1.101	1	1.160	1	59	4
	Total Score	3.867		4.205		338	
	Mean	966.75		1.051,25		84,5	

Note: Scale ranging from totally disagree (1) to totally agree (10). The score is obtained from 267 respondents.

## CONCLUSIONS

The research aims to understand the impact of the “Singapore—Where Passion is Made Possible” TVC on Indonesians’ perception of Singapore’s tourism and their behavioral intention to visit Singapore. The research shows that the TVC positively impacts the variables that cover perception (hospitality and comfort/security, infrastructures and superstructures, natural and cultural attractions, and perceived values) and behavioral intention.

The research also implies that understanding tourists’ perceptions regarding Singapore as a travel destination helps stakeholders formulate appropriate marketing. However, the results cannot be generalized. Although the research is rich with information, it is mainly based on specific quantitative data from 255 respondents. Further quantitative studies to gather more data can be conducted in the future to comprehend the findings of the research. Future research can use different analysis methods, such as regression analysis. Another limitation is related to the scope of the research. Here, the respondent selection is based on the limited number of Indonesian respondents who have or have not visited Singapore. Furthermore, a comparison of destinations in Singapore and South East Asia, which have similar cultural types, can also be part of further research. It can get a more comprehensive picture of the influence of TVC on tourism development in the region.

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