

The Influence of the Drama Industry on the Increasing Decisions to Visit Indonesian Tourists to Abroad: Literature Review

Risky Rahmawati Pinar¹, Mohammad Rizan², Agung Wahyu Handaru³, Setyo Ferry Wibowo⁴, Gabelas Makmur Simamora⁵

¹ Management Science Doctoral Program Student, Jakarta State University Postgraduate Program

² Professors and Lecturers in the Management Science Doctoral Program, Jakarta State University

³ Heads of the Master of Management Study Program and Lecturers of the Management Science Doctoral Program, Jakarta State University

⁴ Lecturers in Management Science Doctoral Program, Jakarta State University

⁵ Students from the Management Science Doctoral Program, Postgraduate Program, Jakarta State University

Corresponding Author: Risky Rahmawati Pinar

DOI: <https://doi.org/10.52403/ijrr.20231008>

ABSTRACT

In the current digital era, the use of On the Top (OTT) media such as the Netflix, Prime, Disney and other applications has become a very effective tool in promoting tourism through the drama industry. Drama acts as an effective tourism promotion tool and invites tourists to visit the country where the story is set. Dramas can generate interest in a country's culture and natural beauty, enrich tourists' experiences, and encourage them to explore the destinations depicted in dramas. Therefore, the aim of this research is to see the influence of the drama industry on increasing tourist visits, especially Indonesian tourists, to foreign countries. The design of this research is a literature review. Search for articles on Google Scholar and ProQuest with keywords based on Perception and Visit Decision. 640 articles were found in the 2013-2023 period, then screening was carried out and 39 relevant articles were found to be discussed and analyzed. The results of this research found that the influence of branding, content, celebrity involvement and social influences that influence perceptions can influence tourist visits. So, it is hoped that this

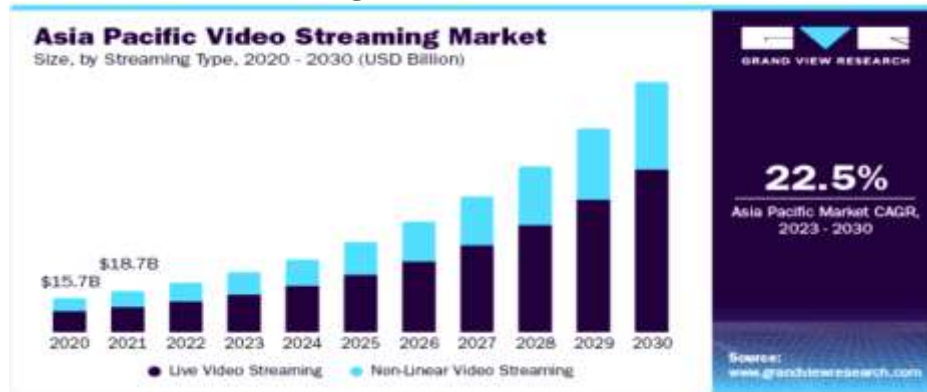
research will become a strategy that needs to be carried out by the film and tourism industry in Indonesia in the current era.

Keywords: Branding, Content, Celebrity Involvement, Perception, Visit Decision, OTT, Drama.

INTRODUCTION

The tourism industry has become a very important economic sector for many countries around the world. Tourism marketing is the main key in attracting tourists to visit certain destinations. In the current digital era, the use of On The Top (OTT) media has become a very effective tool in promoting tourism. OTT media involves providing video content over the internet without involving traditional operators, such as cable or satellite television. The worldwide streaming video market was valued at USD 89.03 million in 2022, and experts predict that the market will grow at a CAGR of over 22.5% from 2023 to 2030 (Streaming et al., 2023) .

Data on Increased Use of Streaming Video in Asia Pacific



Source: Market Analysis Report (Streaming et al., 2023)

This growth is supported by the increasing accessibility and affordability of high-speed and high-quality digital infrastructure over the past few years in countries that have transitioned media consumption from traditional platforms (TV, Radio, and Print) to new media or online platforms (YouTube, Facebook, etc.). The emergence of Over-the-Top (OTT) video streaming platforms by domestic and global providers such as Netflix, Amazon Prime and others, has brought about a change in consumer preferences when it comes to entertainment subscriptions. (Nagaraj et al., 2021).

Netflix and Amazon Prime are two well-known Over-The-Top (OTT) platforms in the digital entertainment industry, one of whose programs is broadcasting Drama series (Lee et al., 2022).

One approach that is increasingly popular in tourism marketing is through drama (Sundaravel & Elangovan, 2020). Drama is a type of content that has great appeal to audiences. Tourism drama is a genre that combines dramatic stories with beautiful and attractive backgrounds from certain tourism destinations. Through drama, tourism destinations can be introduced to audiences in an interesting, emotional and interactive way. The application of tourism marketing through drama on OTT media can have a big impact on tourists' visiting decisions (Wen et al., 2018). According to Kim & Reijnders (2018) Film tourism is a phenomenon that includes cultural and social aspects. Which are tourists who visit certain destinations or landmarks because of their association with

films or television series (Ahmed et al., 2022).

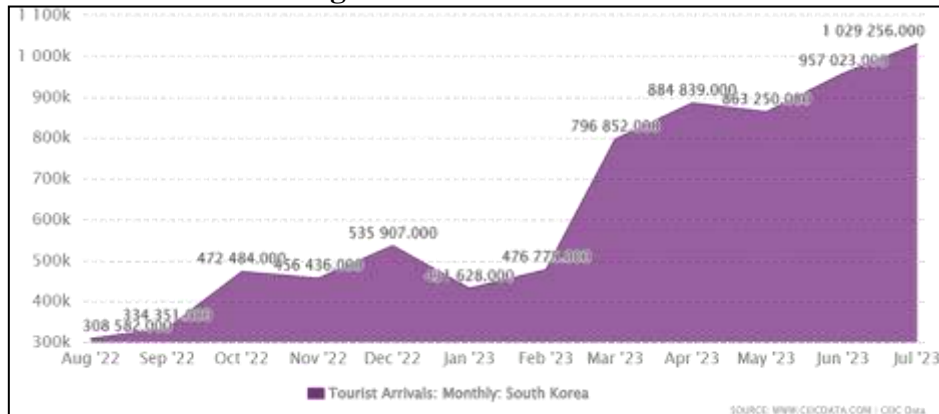
According to Bolan et al (2011) and Josiam et al (2015), since the late 1800s, films have attracted audiences when the Lumiere brothers first made films that amazed the world. These films showcase beautiful landscapes, interesting ways of life, and cultural experiences that make viewers aware of the purpose and impact of their travels. So, films are used as a way to promote places in various countries to visitors. (Wen et al., 2018). Compelling dramas can have a significant influence on tourists' decisions, especially if they feature stunning tourist locations or serve as an integral part of the story. Drama can be an effective promotional tool for tourism purposes in a region or country. Tourist destination managers must take advantage of the opportunity to promote the destination positively during the screening of films or drama series. Sometimes the image sent through a film may be negative and conflict with the positive image of the destination, which will cause major losses for the tourist destination (Ahmed et al., 2022). Films are used not only to promote products and services, but also to promote tourism (Rajaguru, 2014).

According to Iwashita (2006), films, music shows and television programs have made Japanese people interested and want to go to England. Evidence from research shows that films can make people aware of the tourist destinations featured in films, and thus make them interested in visiting related tourist attractions. (Rajaguru, 2014).

One example we can discuss is a phenomenon that occurs in Indonesia, namely the reason why Indonesian tourists come to visit South Korea. The influence of K-Pop and popular K-Drama which is currently on the rise, has made many people fall in love with this entertainment industry from South Korea. Indonesia was also hit by the grip of the Korean Wave. A variety of

Korean culture, namely dramas, films, music, television shows, cultural festivals, Korean specialties/food, electronic products, fashion, style, even cosmetics and beauty products (makeup and skincare) are starting to become known to the Indonesian people. Many Indonesians are influenced to go to South Korea (Venciana & Pudjibudojo, 2022).

Statistics on the Number of Foreign Tourist Visits to Korea



Source: <https://www.ceicdata.com/id/indicator/korea/visitor-arrivals>

South Korean Tourist Arrivals were reported at 1,029,256 People in 2023-07. This record is an increase compared to the previous one, namely 957,023 people for 2023-06. South Korea Tourist Arrivals data is updated monthly, averaging 295,558 People from 1975-01 to 2023-07, with 583 observations. This data reached a record high of 1,681,516 People in 2016-07 and a record low of 28,714 People in 2020-04. South Korea Tourist

Arrivals data remains active status in CEIC and is reported by CEIC Data (ceicdata, 2023). From this data, Indonesia contributed 1,122,954 in July 2023.

Then there is also a public figure in Indonesia, namely Atta Halilintar, who invited Aurel Hermansyah to Capadocia because he watched the drama series Broken Kites on the Wetv application.

Photo of Atta Halilintar and Aurel Hermansyah visiting Capadocia



Source: <https://www.harianmerapi.com/seni-hiburan/pr-402269903/kena-demam-film-layangan-besar-atta-halilintar-ajak-aurel-hermansyah-ke-capadocia-cari-aris-dan-Lidya>

In the world of marketing, product placement is when a product appears in movies or TV. Research has been conducted to see how the appearance and use of a product in film or TV can influence consumers' desire to purchase that product. In terms of product placement, a tourist destination used as a backdrop in a TV show can be considered a 'product' placement. We look at how television dramas influence the way products are promoted. The attractiveness of the location on the screen is very attractive to the audience. But, when tourist attractions appear on TV, it does not only influence consumers' opinions about those places (Su et al., 2011) .

The way someone in the program interacts with a place also influences what customers think about that place. The characters in the film can influence how people think about the products in the program. There are three ways how these characteristics can influence consumer attitudes towards the product. The first way is through the way the characters use or interact with the products in the program. The second way is through how the audience interacts with the characters in the program. The third way is through how the interaction between the audience and the characters can influence the audience's attitude towards the products in the program. According to balance theory, Russell and Stern (2006) explain that there are three interconnected components in an advertisement, namely the character, the product displayed on the screen, and the audience. However, previous research focuses on how product placement affects people within the country (Su et al., 2011) . From the discussion and examples mentioned above, the author took the initiative to conduct research on the impact of dramas via Netflix, Prime, and others in Indonesia on the perceptions of Indonesian tourists when traveling to foreign countries such as Korea or other countries. The results of this research can be useful for the tourism industry and drama industry in Indonesia and other countries when investigating the relationship between the two major segments (Film and Tourism). Therefore, the main aim

of this research is to determine the influence of the drama industry on increasing decisions by Indonesian tourists to visit abroad.

LITERATURE REVIEW

Branding

A brand includes various elements such as company name, logo, design, packaging, message, and overall strategy. It goes beyond the physical aspects of a product or service and includes the emotional and psychological connection that customers develop with the brand. Effective branding evokes certain feelings, experiences, and associations that resonate with target audiences, building trust, loyalty, and recognition (McCartney & Pinto, 2014) . Martinez, (2011), a brand is a world of attraction and consumer desire, so it must be dynamic, active and present within consumers' lives and minds, stimulating their brains and evoking emotions. Companies build their brand equity (BE) by creating a brand knowledge structure with the target audience (Santos et al., 2015) .

Branding plays an important role in shaping a company's reputation, market position and overall success. A strong brand can differentiate a business from its competitors, attract customers and influence their purchasing decisions. This helps build brand equity, which refers to the intangible values and perceptions associated with a brand name. Established brands often enjoy customer loyalty and can charge premium prices, leading to increased market share and profitability. Overall, branding is a strategic process that involves creating an attractive and cohesive brand identity to establish a strong presence in the market, build customer trust and loyalty, and differentiate a company from its competitors (SH Park et al., 2017) .

Content

Wang (2014), Indrawati and Haryato (2015), explain that content is programs, shows and materials based on information or entertainment presented by OTT platform owners to users. According to Jung et al (2008), content is a construct that has

dimensions of freshness, relevance and adequacy. Meanwhile, according to Palmer (2002), defines content in terms of its variations along with the use of graphics, text and animation. According to Wulf et al (2006), leading experts say that content is our assessment of the latest, timely, sufficient and important information provided by the person who created the content. As explained above, in this research, we define "OTT Content" as material that meets all users' information and entertainment needs. This content must be new, original, relevant, adequate and adapted to the needs and requests of users.

Celebrity Involvement

According to Friedman & Friedman (1979), celebrity refers to an individual who is known to the public because of his achievements in introducing products or other things to the audience. Silvera and Austad (2004) state that celebrities are people who enjoy public recognition and who are often given special attributes such as trustworthiness and attractiveness. Celebrities can be classified according to their area of work: entertainers (actors, models, pop stars, etc.), sports figures, businessmen, or politicians. In the context of films and TV dramas, many destination marketing organizations use film celebrities to promote destinations (e.g., Paul Hogan in Australia, Jackie Chan in Hong Kong, Bae Yong-joon in Korea). Based on this definition, celebrities in this study may be described as famous actors or actresses in films or TV dramas (Yen & Teng, 2015).

According to Lee et al (2008), celebrity involvement comes from free time because celebrities can be considered as a type of entertainment for their fans. According to Yen & Croy (2016), celebrity involvement, like free time, has three important things: interest, centrality, and self-expression. Interest refers to the extent people feel interest and excitement from participating in an activity. Centrality is defined as an activity plays a central role in a person's life. Self-expression is the extent to which people

can realize their desires through free time activities (Chen, 2018)

Social Influence

According to Kivetz & Simonson (2000), customers can obtain information from several sources: personal sources (family, friends), commercial sources (advertising, retailers, packaging), and public sources (newspapers, magazines, radio, television, internet). The usefulness and level of influence of each of these information sources will vary by product and consumer. It is worth noting that marketers today have a greater degree of control over the information provided (or not provided) to consumers and the way this information is presented (Furaiji et al., 2012). As innovation and technology continue to improve, social and cultural shifts influence consumer preferences (Rajagopal, 2019).

According to social influence theory (Kelman 1958), social influence refers to individual thoughts, attitudes, beliefs and behavior being influenced by other people's references (Mustikasari & Widaningsih, 2019). Jin and Sun (2015) define social influence in cyberspace as 'the inner feeling of interacting with others on a platform through virtual objects'. The term 'interaction' mainly relates to functions that enable interaction with individuals through virtual objects in a virtual world. In this way, social influence is related to the emotional experience when using the item functions provided on the platform (Jony Oktavian Haryanto, 2021).

Perception

According to Supriatna (in Herlinawati et al, 2020), perception can be described as our view of the world around us. Differences in perspective can occur between two people with the same motives and circumstances. This can happen because each person has their own process in selecting, organizing and interpreting the stimuli they receive, which is influenced by each person's needs, values and expectations. From the definitions of previous researchers, it can be concluded

that perception includes the process of receiving, organizing and interpreting patterns or interpretations of stimuli in a way that can motivate behavior and express attitudes, allowing people to understand the behavior and circumstances of other people. (Prayogi1, 2023).

Factors that influence perception are as follows:

In the research journal Hermuningsih and Wardani (2016). Factors that can influence the process of perception can be divided into two, namely;

1. Internal Factors

Internal factors themselves include feelings, attitudes and individual personalities such as prejudices or assumptions, desires or hopes, attention (focus), learning processes, physical conditions, mental disorders, values, needs and also motivation.

2. External Factors

Meanwhile, external factors themselves include family background, information obtained, knowledge, intensity, size, opposition, repetition of movements, novelty and familiarity or unfamiliarity of an object.

Perception Indicators are as follows:

According to Walgito (2002), the process of perception can occur through 4 stages. that is:

1. Selection

This stage is known as the natural process or physical process, is the process of capturing a stimulus by the human senses, this stage is also called the selection stage. Where individuals select the information, they receive.

2. Organization

Organization is a stage known as a physiological process, where stimuli received by receptors (sensory organs) are transmitted through sensory nerves. This stage is also known as the organizing stage, where individuals organize the information, they receive.

3. Interpretation

This stage is known as a psychological process, namely the process of individual

perception of the stimulus received by the receptor. This stage is also called the interpretation or understanding stage.

4. Retention

The retention stage is the final stage of the perception formation process. Retention is the collection of results obtained from the perception process in the form of responses and behavior. This stage is also called the retention (storage) and memory stage.

Visit Decision

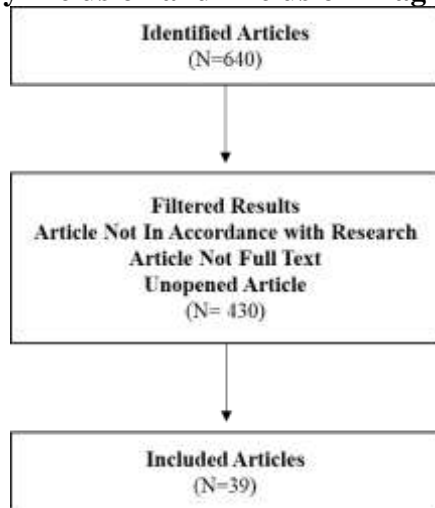
The tourist's decision to visit is the most important aspect that must be considered by tourism managers, because it can increase the number of visits and have an impact on increasing income (Hermawan et al., 2022) . The decision to visit is a stage where consumers have a choice and are ready to make a purchase or exchange between money and a promise to pay for the right to own or use a good or service. Apart from that, Sumarwan (2011) states that a decision is an action from two or more alternative choices. All aspects of affect and cognition are involved in decision making. The key process in consumer decision making is the integration process in which knowledge is combined to evaluate two or more behavioral alternatives and then choose one. Therefore, Kotler and Armstrong (2010), state that the purchasing decision is the stage in the buyer's decision process where consumers actually buy. According to Damanik, Weber in Huryati (2015) the decision to visit is represented by five indicators, namely: 1) Destination Area (Place objective); 2) Traveling Mode (Travel type); 3) Time and Cost (Time and Cost); 4) Travel Agent (Travel Agent); and 5) Service Source (Hapsara & Ahmadi, 2022) .

MATERIALS & METHODS

The design used is a literature review. The search method for scientific publication results for the period 2013 – 2023, used searches via Google scholar and ProQuest. Based on the search results, 640 articles were found which were then filtered with the

results being 39 articles that met the inclusion criteria and were relevant. The inclusion criteria for this literature review are (1) articles related to the factors studied that can influence the Visit Decision, while the exclusion criteria are (1) articles that do not fit the research framework, (2) not full text, (3) articles not open.

Study Inclusion and Exclusion Diagram



RESULT

Branding and Perception

Nation branding is gaining attention in both research and practice and the concept of brand personality has recently been applied to explain individuals' perceptions of nations and destinations. Based on self-concept and self-congruity theories, consumer behavior research argues that consumers prefer brands that they perceive as similar to themselves (Matzler et al., 2016). According to Keller (2003), perceived quality and brand associations are also two main dimensions of brand equity. Perceived quality refers to the perception of the overall quality or superiority of a product or service (Buil et al., 2013).

Content and Perception

The results of this research suggest that an understanding of film tourism should begin with a thorough examination of the concept of nostalgia, particularly with regard to the multidimensional nature of this concept, and the diverse relationships it has with other

relevant concepts already well established in the film tourism literature (e.g. engagement, destination image, familiarity, and perceived cultural closeness) will have an influence on the audience's perception (Kim & Kim, 2018). Content characteristics are paramount to understanding the perceived usefulness of reviews (Willemsen et al., 2011). Films have serious potential to influence international audiences' perceptions of a country or culture (Endong, 2023). Results show that the way a film 'speaks' to its audience helps shape both tourists' imaginations about a place, and the way a place is reconstructed to meet tourists' perceptions (Hao & Ryan, 2013).

Celebrity Involvement and Perception

According to Lee et al (2008), celebrity fans worship and trust celebrities. These fans' attitudes encourage them to develop a positive destination image of the location represented by their favorite celebrity and treat travel to that destination as a form of pilgrimage. Therefore, celebrity involvement can transfer a positive image to a place that the celebrity implicitly represents. Celebrities show positive results in influencing the image of a place which has an impact on tourist perceptions (Chen, 2018). Celebrity is positively related to behavioral intentions and perceived value partially mediates the relationship between celebrity involvement and behavioral intentions (Yen & Teng, 2015).

Social Influence and Perception

Media has a huge influence on society (Kumari & Joshi, 2015). The findings of this research are that Generation Z research participants consume a lot of YouTube videos every day. They believe that their pursuit is fun and that information on YouTube is an important part of their daily lives. They watch YouTube fashion videos on their smartphones and their particular favorites are introduction and unboxing videos of certain fashion items, fashion coordination and fashion item reviews. Generation Z considers YouTube as a medium for relaxing. Specifically, they

grouped certain fashion YouTubers who they really care about, through activities such as asking or sharing information, expressing their opinions and having virtual communication with other people. What's more, Generation Z chooses what they watch and what influencers they follow based on personal fashion/beauty tastes. They sometimes feel more in tune with YouTubers who share information in a friendly way than with famous TV celebrities. Participants viewed YouTubers as interesting people and had a desire to imitate their internal aspects as well, including their character, attitudes, and values (J. Park & Chun, 2020) .

The rise of the Korean Wave in Indonesia cannot be separated from the current era of modernity. The Korean Wave is spread through gadgets, social media and the internet which can be accessed easily and quickly, especially among millennial teenagers. Teenagers' love of K-Pop is shown by memorizing the lyrics of K-Pop songs and often singing these songs in public, in class, or anywhere. Not only singing, a number of teenagers like to take part in K-Pop dance challenges which are currently popular on social media (Venciana & Pudjibudojo, 2022) .

Kim (2012) also found that intensive audience engagement can significantly influence media-oriented post-audience attitudes and behavior. Thus, the greater the audience's emotional involvement that is developed through watching the film or TV drama, the greater the possibility that they will visit film tourism locations (Yen & Teng, 2015) .

Perception and Visit Decision

In the context of tourism, perceived risk is associated with the risks faced by tourists, perceptions of uncertainty and potential adverse impacts due to consumption. travel and tourism offers Perceptions of uncertainty and negative impacts can be summarized into eight different typologies, namely health, psychological, physical, equipment, financial, satisfaction, time and social risks which will influence tourists' decisions to

visit (Matiza, 2020) . The level of tourism risk perception greatly helps tourism decision making and destination management (Cui et al., 2016) .

Branding and Visit Decisions

South Korea is the country most Chinese people want to visit, because of the many popular TV dramas. Regarding destination image, the top five countries in terms of the number of attributes cited by Chinese tourists are largely consistent with the top countries that Chinese tourists want to visit after watching movies or TV dramas. In particular, France is considered a romantic tourist destination, Korea, the United States and Japan are considered the best places for shopping, while Thailand is famous for its beautiful natural scenery and cultural and historical sites. Likewise, the country's most often referred to as "Imageless" countries are China (Wen et al., 2018) . Other research warns about the negative image of a destination through several films and series shown on screen, causing the reluctance of many tourists to visit that destination (Ahmed et al., 2022) . The branding carried out by the government through the Indonesian Ministry of Tourism is quite effective in increasing foreign tourist visits, especially from China (Makhasi, 2017) .

Content and Visit Decisions

Korean Wave/Hallyu" to several countries. Considering the popularity of mass media and Korean films, Thai citizens' interest and intention to visit Korea cannot be avoided. This can be seen from the results obtained by Thai consumers who are interested and influenced by Korean language films. The perceived visual and vocal effects of films not only facilitate consumers' intention to visit a tourism destination, but also encourage the actuality of their visit (Chen, 2018) . Films have serious potential to influence international audiences' perceptions of a country or culture (Endong, 2023) . Films have an influence on tourists who will visit (Lundberg et al., 2018) .

Celebrity Involvement and Visit Decision

Celebrity endorsement tactics do have an influence on young and middle-income groups. High-income earners, who are an important target segment for casinos, are the most influenced group when it comes to destination selection and purchasing (McCartney & Pinto, 2014). In its most basic form, balance theory considers a triad of attitudinal relationships between the viewer's attitude toward the character (VAC), the character's attitude toward the location (CAL) and the viewer's attitude toward the location (VAL). The theory holds that if the viewer has a positive attitude towards the character and the character has a positive attitude towards the location, that is, the viewer will try to achieve balance by developing a more positive attitude towards the location (Su et al., 2011). Celebrities have a positive influence as a factor in attracting tourists to a destination (Yen & Croy, 2016). Celebrity endorsements influence the destination brand, and the engagement of the festival community so that they have a destination for the festival (Kim et al., 2018). Celebrities have a positive influence in attracting tourists to come back (Teng & Chen, 2020).

Social Influence and Visitation Decisions

Online travel reviews are confirmed to be an important source of information that influences customer decision making (Mauri & Minazzi, 2013). Lecinski (2011), stated that social media makes the "evaluation" and "advocacy" stages increasingly relevant. The model has been modified in this research note to recognize the importance of "Zero Moment of Truth" (ZMOT), a recently coined term describing the new reality that marketers are experiencing of competing for buyers' attention online in the long period before a purchase decision is made. So how can tourism marketers use social media to engage with consumers throughout this new consumer decision journey? In the first "consideration" stage, social media campaigns are increasingly being used to drive traffic to tourism websites. In the

subsequent "evaluation" stage, consumers' outreach to marketers and other information sources is more likely to determine their choices than marketers' efforts to persuade them (Hudson & Thal, 2013).

DISCUSSION

In this research, we found that the tourism industry has become one of the most important economic sectors for many countries around the world. Tourism marketing is the main key in attracting tourists to visit certain destinations. In the current digital era, the use of On The Top (OTT) media has become a very effective tool in promoting tourism. OTT media involves providing video content over the internet without involving traditional operators, such as cable or satellite television. One increasingly popular approach in tourism marketing is through drama. Drama is a type of content that has great appeal to the audience (Sundaravel & Elangovan, 2020). Tourism drama is a genre that combines dramatic stories with beautiful and attractive backgrounds from certain tourism destinations. Through drama, tourism destinations can be introduced to audiences in an interesting, emotional and interactive way. The application of tourism marketing through drama on OTT media can have a big impact on tourists' visiting decisions (Kim & Kim, 2018a). As shown in the following research results, the majority of the Chinese population is very involved with international travel and passionate about films and/or TV dramas. Chinese consumers' strong level of engagement with films and TV dramas does have a significant impact on their international travel motivations. The food and fashion featured in films and/or TV dramas and the lifestyle of the people in the filmed destinations are attractive to film/TV viewers and have motivated them to travel to the destinations featured in the film/TV dramas. "Lost in Thailand" is at the top and has motivated many Chinese tourists to visit Thailand. Additionally, South Korea is a country that most Chinese people want to visit, due to its large number of popular TV

dramas. As for destination images, the top five countries in terms of the number of attributes cited by Chinese tourists are largely consistent with the top countries that Chinese tourists want to visit after watching a film or TV drama. In particular, France is considered a romantic destination, Korea, the United States and Japan are considered the best places for shopping, while Thailand is famous for its beautiful natural scenery and cultural and historical sites. Likewise, the country's most often cited as having "No Image" are China (Wen et al., 2018) .

CONCLUSION

This research uses a literature review to assess the methods and theories that have been used regarding the influence of the drama industry which can shape Indonesian audiences' perceptions of visiting a country. From the results of the literature review, in the current digital era, the use of On The Top (OTT) media such as the Netflix, Prime, Disney and other applications has become a very effective tool in promoting tourism through the drama industry.

Drama can arouse interest in a country's culture and natural beauty. By enriching tourists' experiences through content, the actors and artists who play roles in the drama as well as the social influence that is no less strong can encourage them to explore the destinations depicted in the drama, significant positive results that the influence of branding, content, celebrity involvement and social influences that influence perceptions can influence tourist visits.

Research that discusses the ability of drama to shape foreign audiences' perceptions of a country's brand, mostly relies on speculative methods and/or theories and is still small, therefore, the author hopes that this research will be an additional source of the latest information and knowledge and is expected to become a strategy for Indonesian film and tourism industry in the current era.

Declaration by Authors

Acknowledgment: None

Source of Funding: None

Conflict of Interest: The authors declare no conflict of interest.

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- How to cite this article: Risky Rahmawati Pinardi, Mohammad Rizan, Agung Wahyu Handaru, Setyo Ferry Wibowo, Gabelas Makmur Simamora. The influence of the drama industry on the increasing decisions to visit Indonesian tourists to abroad: literature review. *International Journal of Research and Review*. 2023; 10(10): 56-67. DOI: [10.52403/ijrr.20231008](https://doi.org/10.52403/ijrr.20231008)
