



# Determination Of Self-Identity Construction Through Integration Of Self-Identity Theory And Adventure Tourism: A Case Study Of Surfing Activities On The South Coast Of Java

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## ABSTRACT

This research explores the role of self-identity in motivating young Indonesian tourists to participate in adventure tourism, specifically learning to surf on the southern coast of Java. Using a qualitative approach with two-phase interviews, this study involved participants from diverse cultural backgrounds who took surfing lessons at Menganti Beach, Widarapayung, and Parangtritis. Data analysis identified five key constructs influencing attitudes and participation intentions: novelty-seeking, connection to "sporty" and "surfer" identities, perceived mastery of the activity, and social value of the experience. The results indicate that surfing is viewed as a means of expressing and developing self-identity, with social aspects and the role of surf instructors emerging as significant factors. This research reinforces self-identity theory in the context of adventure tourism consumer behavior in Indonesia, providing valuable insights for developing more effective marketing strategies and tourism experiences. Practical implications include the development of tourism products that align with young tourists' self-identity, while theoretical implications encompass the expansion of self-identity theory application in the context of adventure tourism in developing countries.

## INTRODUCTION

Adventure tourism has become a major attraction for young tourists in Indonesia, in line with the global trend identified by several researchers (Elsrud, 2001; Janowski, Gardiner, & Kwek, 2021; Schlegelmilch & Ollenburg, 2013). Indonesia's diverse natural wealth offers a variety of exciting adventure experiences for young generations seeking new challenges. Indonesia, with over 17,000 islands and a coastline stretching 54,000 kilometers, presents an ideal landscape for

various types of adventure tourism. From snorkeling in Raja Ampat, climbing Mount Rinjani in Lombok, to exploring the tropical rainforests of Kalimantan, the country offers a wide spectrum of adventure experiences for different skill levels and preferences of young tourists. Before the COVID-19 pandemic, the youth tourism sector in Indonesia (ages 15-29) experienced rapid growth, reflecting the global trend reported by the United Nations World Tourism Organization & WYSE Travel (2011). The Indonesian Ministry of Tourism and Creative Economy noted that young tourists were one of the fastest-growing market segments. This growth was driven by increasing global connectivity, technological advancements, and the tendency of young generations to seek authentic and transformative experiences. Bali, as Indonesia's main tourist destination, demonstrated the importance of youth tourism, similar to the situation in Australia reported by Tourism Australia (2020). Before the pandemic, approximately 30% of foreign tourists visiting Bali were young people, with longer average stays and higher expenditures. This phenomenon was also observed in other destinations such as Yogyakarta, Lombok, and Labuan Bajo.

In efforts to recover the tourism sector post-pandemic, the Indonesian government views youth tourism as a key factor, in line with the United Nations World Tourism Organization's (2014) perspective on the resilience of this market. The Ministry of Tourism and Creative Economy anticipates that young tourists will be the first group to resume travel once restrictions are lifted. This research focuses on the role of self-identity in motivating young Indonesian tourists to participate in adventure tourism, specifically surfing lessons. This focus is based on previous research that demonstrates the significant influence of self-identity on young consumers' attitudes and intentions (Franklin, Lewis, Kerr, & Pomeroy, 2010; Gardiner, Grace, & King, 2013). Surfing was chosen as the research focus due to its accessibility for beginners, aligning with the concept of soft adventure tourism as described by the Adventure Travel Trade Association (2011) and Janowski et al. (2021). Indonesia, with the fourth-longest coastline in the world, offers an ideal location for this study. Popular surfing destinations such as Uluwatu in Bali, Krui in Lampung, and G-Land in East Java have become magnets for international and domestic surfers. The growing interest in surfing among young Indonesian tourists reflects changes in the perceptions and aspirations of this generation. Surfing is seen as a lifestyle that represents freedom, courage, and connection with nature. For many young Indonesian tourists, learning to surf becomes a means to express their self-identity and affirm their values.

The surfing industry in Indonesia has evolved into a complex ecosystem, encompassing surf schools, local surfboard manufacturers, specialized accommodations, and surf festivals. This development has created economic opportunities for local communities and strengthened Indonesia's position as a world-class surfing destination. Studies on the motivations of young Indonesian tourists in adventure tourism have important implications for sustainable tourism development. A better understanding of youth motivations can help design tourism products that are both attractive and socially and environmentally responsible.

Focusing on self-identity in the context of adventure tourism in Indonesia opens up opportunities for deeper exploration of how travel experiences shape and are influenced by young tourists' self-concepts. This is an area that has not been extensively explored in the Indonesian context, where national, regional, and global identities often interact in complex ways. This study can also provide insights into the role of adventure tourism in character building and soft skill development among Indonesian youth. Experiences such as learning to surf not only involve mastering physical skills but also develop qualities such as resilience and adaptability.

This research is limited to studying the role of self-identity as a key factor influencing young tourists' attitudes and intentions (Franklin, Lewis, Kerr, & Pomeroy, 2010; Gardiner, Grace, & King, 2013) in the context of adventure tourism in Indonesia. The main focus is on the experience of learning to surf as a specific form of adventure tourism sought by young consumers (World Youth Student and Educational (WYSE) Travel Confederation, 2014; United Nations World Tourism Organization, 2014). This study is limited to young Indonesian tourists

aged 15-29 who participate in surfing lessons at popular destinations such as Central Java and Yogyakarta. How does the role of self-identity influence young consumers' attitudes and intentions towards adventure tourism, particularly in the context of surfing lessons, considering previous research by Franklin, Lewis, Kerr, and Pomeroy (2010) and Gardiner, Grace, and King (2013) has shown the importance of this factor? To what extent does young consumers' self-identity play a role in their decision to participate in adventure tourism experiences such as surfing lessons, and how does this relate to the findings of WYSE Travel Confederation (2014) and UNWTO (2014) on youth travel preferences?

## **LITERATURE REVIEW**

### **Self-Identity And Adventure Tourism**

The concept of self-identity has long been a focus of research in various disciplines, including social psychology and consumer behavior. In the context of tourism, particularly adventure tourism, understanding the role of self-identity becomes increasingly important. This literature review will explore existing literature on self-identity, young consumer behavior, and adventure tourism, as well as identify areas that require further research.

#### **Self-Identity Theory and Consumer Behavior**

Self-identity theory, rooted in social psychology, has become an important foundation in understanding consumer behavior. Sirgy (1982) conducted a critical review of self-identity literature and proposed that individuals tend to engage in behaviors that reinforce their self-concept. This suggests that consumption choices can serve as a means of self-verification. This concept has significant implications in the context of adventure tourism. When someone chooses to participate in adventure activities, they may not only be seeking new experiences but also attempting to affirm or develop certain aspects of their self-identity. For example, a person who considers themselves an "adventurer" may be more likely to choose travel destinations that offer challenging and unusual experiences.

Hogg, Terry, and White (1995) define self-identity as "a collection of identities that reflects the roles one holds in the social structure" (p. 226). This definition emphasizes that self-identity is not static, but closely related to one's social roles and can be expressed through behaviors consistent with these roles. In the context of adventure tourism, this could mean that someone who identifies as an "adventurer" may feel the need to continually seek new and challenging experiences to maintain that identity. Escalas and Bettman (2003) further developed this understanding by arguing that consumers often purchase products and experiences to reinforce their mental representations of self and enhance their self-identity. These findings suggest that consumption not only fulfills functional needs but also has an important symbolic function in the formation and expression of identity. In the context of adventure tourism, this could mean that tourists are not only seeking physically challenging experiences but also experiences they can share with others to reinforce their self-image as "adventurers." Photos from extreme activities or stories about unique experiences could become ways to communicate and strengthen this identity.

### **Self-Identity And Young Consumer Behavior**

Research on the influence of self-identity on young consumer behavior has revealed several interesting findings. Noble, Haytko, and Phillips (2009) discovered that young people use products and activities to define themselves, as a way to find their identity and balance the gap between their ideal and actual selves. This finding emphasizes the importance of symbolic consumption for young consumers in their identity formation process. In the context of adventure tourism, this could mean that young tourists may choose certain destinations or activities not only because of their interest in the experience itself but also because they see the experience as a way to express or develop specific aspects of their identity. For example, a

college student might choose to undertake a challenging mountain climb not just because they enjoy outdoor activities, but also because they want to see themselves (and be seen by others) as tough and adventurous.

Butcher, Phau, and Shimul (2017) add another dimension by suggesting that young people's consumption of luxury fashion items is motivated by perceptions of enhanced status and prestige. This indicates that self-identity is not only about self-expression but also about social aspirations and desired image. Although this research focuses on luxury fashion goods, the same concept could be applied to adventure tourism. Participation in extreme adventure activities or visits to destinations considered exotic or hard to reach could be seen as a way to enhance one's social status among peers. In the era of social media, the ability to share these unique experiences online could be an additional motivating factor.

### **Self-Identity In The Context Of Tourism**

In the field of tourism, several studies have begun to explore the role of self-identity. Franklin et al. (2010) were among the first to investigate the influence of self-identity on destination choices by young Australian tourists. Their research paved the way for a deeper understanding of how self-identity affects tourist behavior. They found that young Australian tourists often choose destinations they consider consistent with their self-image or the image they want to project. For instance, someone who considers themselves a "true backpacker" might prefer destinations perceived as off-the-beaten-path and avoid popular tourist resorts.

Gardiner et al. (2013) expanded on this research by comparing generational self-identities among Generation Y, Generation X, and Baby Boomers. They found that the older generation, Baby Boomers, were more likely to identify with their generational identity compared to Generation X and Y. This finding indicates generational variations in how people view and express their self-identity, which can influence tourist behavior.

The implications of these findings for adventure tourism could mean that marketing strategies and product development need to be tailored differently for each generation. For example, Generation Y might be more interested in experiences that are unique and "Instagram-worthy" adventures, while Baby Boomers may be more interested in adventures that offer greater comfort and safety. Chen and Chou (2019) researched the 'cool' aspect associated with cultural tourism, providing new insights into how perceptions of 'coolness' can influence travel decisions, especially among young tourists. They found that destinations considered 'cool' are more attractive to young tourists, and that this 'coolness' is often associated with uniqueness, authenticity, and the potential for shareable experiences on social media.

In the context of adventure tourism, these findings could mean that destinations or activities considered 'cool' or 'trendy' may be more appealing to young tourists. This could include activities such as surfing in less-visited destinations, climbing rarely-scaled mountains, or participating in emerging adventure activities like wingsuit flying. Meanwhile, Lee and Jan (2018) suggested that self-identity can enhance ecotourism behavior in nature-based tourism destinations, indicating that self-identity not only influences destination choices but also behavior during travel. They found that tourists who identify themselves as 'eco-friendly' are more likely to participate in conservation activities and choose environmentally friendly accommodations and transportation. In the context of adventure tourism, these findings could mean that tourists who identify themselves as 'responsible adventurers' may be more likely to choose tour operators that practice sustainability principles, or participate in adventure activities that also benefit local communities or the environment.

### **Self-Identity And Adventure Tourism**

Although there is various research on self-identity in the context of general tourism, studies specifically examining the relationship between self-identity and adventure tourism are still limited. This is an area that requires further research, considering that adventure tourism is

a rapidly growing segment and young consumers are the main market for this type of tourism (World Youth Student and Educational (WYSE) Travel Confederation, 2014; United Nations World Tourism Organization, 2014). Adventure tourism, as defined by Janowski et al. (2021), involves elements of risk, sensation, challenge, and physical activity in a natural setting. These unique characteristics suggest that participation in adventure tourism may require different aspects of self-identity compared to other forms of tourism.

For example, someone participating in adventure tourism may need to identify themselves as a person who is willing to take risks, has good physical fitness, or has a strong desire to challenge themselves. Further research is needed to understand how these aspects of self-identity develop and how they influence decisions to participate in adventure tourism. Additionally, given the dynamic nature of self-identity and the rapid evolution of travel preferences among the younger generation, longitudinal research could provide valuable insights into how the relationship between self-identity and interest in adventure tourism develops over time. For instance, can adventure tourism experiences change someone's self-identity? Or can changes in a person's self-identity (for example, from a "security seeker" to a "thrill seeker") cause changes in their tourism preferences?

A cross-cultural approach is also needed to understand how cultural and social factors influence the relationship between self-identity and adventure tourism behavior. The concepts of "adventure" and "risk" may be understood differently across cultures, and further research is needed to understand how these differences affect the way people use adventure tourism to express or develop their self-identity. By exploring these areas, future research will not only advance our theoretical understanding but also provide valuable practical implications for the adventure tourism industry in developing more effective and relevant marketing strategies and experiences for young consumers. For example, a better understanding of how self-identity influences participation in adventure tourism can help tour operators design experiences that not only offer physically challenging activities but also provide opportunities for tourists to express and develop important aspects of their self-identity.

## **METHODS**

This research adopts a two-phase interview approach to gain an in-depth understanding of young consumers' self-concept when participating in surfing lessons at three beaches in southern Java: Menganti Beach, Widarapayung, and Parangtritis. These three beaches were chosen due to their wave characteristics suitable for surfing and their potential for adventure tourism development. Menganti Beach, located in Kebumen Regency, Central Java, is known for its consistent waves suitable for beginners to intermediate surfers. Widarapayung Beach in Cilacap Regency, Central Java, has similar wave characteristics to Menganti Beach but offers different scenery and more developed infrastructure. Meanwhile, Parangtritis Beach in Bantul Regency, Yogyakarta, is a more famous tourist destination with more comprehensive facilities, although its waves are sometimes less consistent compared to the other two beaches. The selection of these three beaches allows researchers to compare participants' experiences at locations with varying levels of tourism development, similar to the approach used by Lazarow (2009) and Nardini (2019) in their studies of surfing tourist destinations in Australia.

### **Data Collection Method**

Following the methodology used in previous studies, participants were interviewed twice (before and after the experience). Between the first and second interviews, each participant took two surfing lessons as a mystery shopper. Mystery shopping involves participants acting as customers for consumer research purposes, as explained by Miller, Hudson, and Turner (2005). The advantage of adopting the mystery shopper approach is that participants are directly involved in the activity that is the focus of the research and can describe their specific

experiences, rather than referring to general perspectives as often occurs in post-experience survey research. This is particularly useful for this study as most participants had never surfed before. Mystery shopping studies allow participants to experience the activity in a 'real context', thus providing a deeper understanding of the experience. This approach can also yield more accurate accounts of consumers' interpretations of the experience compared to other methods. For these reasons, this approach was adopted for this research. In the context of beaches in southern Java, this mystery shopping approach allows participants to directly experience learning to surf at each beach, thus providing a more accurate picture of the differences in experiences across the three locations. For example, participants can compare the quality of instruction given, wave conditions, and facilities available at each beach.

**Participant Recruitment and Research Design** Participant recruitment was initially conducted through email advertisements, then continued with the snowball sampling method, where existing participants invited their friends to volunteer for this research. This study aims to inform the business planning of leading surf schools at each destination. These service providers will hereafter be referred to as 'focal surf schools'. This design also ensures that all research participants share one common experience, namely lessons at the focal surf school. This is known as a control characteristic (Knodel, 1993). Participants also experienced lessons at alternative surf schools, and various surf school providers were used to allow participants to compare their experiences at each lesson. Experiences at alternative surf schools allow for differentiation between participants. This is known as a break characteristic (Knodel, 1993). In the context of research on the South Coast of Java, focal surf schools were selected at each beach: one at Menganti Beach, one at Widarapayung, and one at Parangtritis. Participants then also took lessons at alternative surf schools at each beach. This allows participants to compare not only experiences at different surf schools but also experiences at different beaches.

**Research Participants** For the initial stage of this research, two tourist origin areas were chosen, namely Central Java and Yogyakarta, to explore cross-cultural perceptions of the same type of adventure activity (i.e., learning to surf).

Five students from across provinces were recruited to understand cross-cultural differences in consumer expectations of adventure tourism as part of an international experience in Indonesia. At this sample size, a sufficiently diverse sample was observed and data saturation was achieved (Francis et al., 2010).

The selection of these students allows researchers to explore how different cultural backgrounds influence participants' perceptions and experiences in learning to surf on the South Coast of Java. For example, researchers can observe whether there are differences in the way participants from Central Java and Yogyakarta in responding to the physical challenges of surfing, how they interact with local instructors, or how they evaluate the facilities and infrastructure at each beach.

**Interview Process and Data Analysis** Pre-experience interviews were conducted to understand participants' expectations about learning to surf, their perceptions of themselves in the context of water sports, and their understanding of the beaches in southern Java.

All interviews were recorded and transcribed. Data analysis was conducted using a thematic analysis approach, where researchers identify, analyze, and report patterns (themes) in the data (Braun & Clarke, 2006). This process involved reading transcripts repeatedly, coding relevant data, and organizing these codes into broader themes.

In the context of Menganti, Widarapayung, and Parangtritis beaches, the development of surf tourism becomes an interesting potential to explore. These three beaches have different wave characteristics but are equally potential to be developed as surfing destinations. Based on previous research, tourists' experiences in choosing and participating in surfing courses become important aspects in the development of this tourism.

The information search process by prospective surf tourists is a crucial initial stage. As explained in previous research, participants were asked to conduct an online search about surf

schools at their destination for 30 minutes and note their search strategies. In the context of Menganti, Widarapayung, and Parangtritis beaches, prospective tourists might use keywords such as "Menganti surf school", "Widarapayung surfing course", or "learn surfing in Parangtritis" in their searches. The worksheet used in that research covered several important aspects, such as search terms used, online advertisements observed, business websites visited, as well as words and images that caught attention during the search. This can be applied in the context of these three beaches, where prospective tourists might find various information about wave conditions, available facilities, and previous tourists' experiences.

The surf school selection process by participants reflects the importance of personal preferences and visual appeal in decision-making. In the context of Menganti, Widarapayung, and Parangtritis beaches, prospective tourists might consider factors such as the reputation of the surf school, instructor qualifications, equipment availability, and the uniqueness of the beach location in choosing three surf schools they like. The pre-lesson interviews conducted in that research aimed to delve deeper into search strategies, information found, activity appeal, and its relationship with self-identity. In the context of Menganti, Widarapayung, and Parangtritis beaches, such interviews could reveal prospective tourists' motivations to learn surfing at these beaches, as well as their expectations of the experience they will gain.

The interviewer's selection of two surf schools for participants to attend demonstrates the importance of comparing experiences in this research. In the context of these three beaches, comparing surf schools at different beaches can provide valuable insights into the variations in surfing learning experiences at each location. The process of participants independently booking surfing lessons reflects an effort to create an authentic experience. In the context of Menganti, Widarapayung, and Parangtritis beaches, prospective tourists may interact directly with local surf service providers, which can provide a realistic picture of the booking process and communication that occurs between tourists and service providers.

Pre-meeting interviews conducted before the lessons aim to gain a deeper understanding of participants' information-seeking experiences. In the context of these three beaches, such interviews can reveal the expectations and anticipations of prospective tourists regarding the surfing lessons they will attend, as well as their perceptions of each beach as a surfing destination. Participation in two surfing lessons and recording experience evaluations immediately after the lessons are crucial components of this research. In the context of Menganti, Widarapayung, and Parangtritis beaches, such evaluations can provide valuable insights into the quality of instruction, wave conditions, safety, and other factors that influence the surfing learning experience at each location.

Post-experience interviews conducted after completing both surfing lessons aim to explore participants' reflections on their experiences. In the context of these three beaches, these interviews can reveal comparisons between surfing learning experiences at each location, as well as changes in participants' perspectives on surfing activities before and after the experience. The use of gift vouchers as incentives to aid participant retention demonstrates the importance of maintaining participant engagement in longitudinal research. In the context of Menganti, Widarapayung, and Parangtritis beaches, such incentives can help ensure full participation of prospective tourists throughout the entire research process, from information seeking to post-experience evaluation.

The data analysis process involving verbatim transcription and manual coding through an iterative process reflects the inductive approach in this research. In the context of surfing tourism development at these three beaches, such analysis can reveal important themes emerging from tourist experiences, such as factors influencing satisfaction, challenges faced, and potential for future development. The development of five core constructs as a result of data analysis demonstrates efforts to identify key factors influencing the surfing learning experience. In the context of Menganti, Widarapayung, and Parangtritis beaches, these constructs may

include aspects such as quality of instruction, uniqueness of location, supporting facilities, social interaction, and the match between difficulty level and tourist abilities.

This type of research can provide valuable insights for the development of surf tourism at Menganti, Widarapayung, and Parangtritis beaches. By understanding the processes of information search, decision-making, and experience evaluation by tourists, stakeholders can develop more effective strategies to attract and satisfy surf tourists at these three destinations. In the context of Menganti Beach, known for its challenging waves, this research can help identify ways to attract experienced surfers while still providing options for beginners. At Widarapayung, with its calmer beach, research can focus on developing beginner and family-friendly surf learning programs. Meanwhile, at Parangtritis, which is already more developed as a tourist destination, research can help identify ways to differentiate the surfing experience there from other destinations.

By combining comprehensive research methodology as described above with the specific context of Menganti, Widarapayung, and Parangtritis beaches, researchers and tourism developers can gain an in-depth understanding of surf tourists' preferences and experiences. This, in turn, can inform the development of more targeted and effective tourism products, enhance destination competitiveness, and contribute to the sustainable growth of the surf tourism industry at these three beaches. The development of surf tourism at Menganti, Widarapayung, and Parangtritis beaches offers interesting potential for further exploration. These three beaches, although having different wave characteristics, are equally potential to become leading surfing destinations. Previous research has shown that tourists' experiences in choosing and attending surfing courses are crucial aspects in the development of this type of tourism. By combining comprehensive research methodology as described above with the specific context of Menganti, Widarapayung, and Parangtritis beaches, researchers and tourism developers can gain an in-depth understanding of surf tourists' preferences and experiences. This, in turn, can inform the development of more targeted and effective tourism products, enhance destination competitiveness, and contribute to the sustainable growth of the surf tourism industry at these three beaches.

## **RESULTS AND DISCUSSION**

This research reveals several important findings related to participants' experiences in surfing activities and the factors influencing their attitudes and intentions to participate. Qualitative analysis of participants' responses identified five main constructs that play a role in shaping their surfing experience.

### **Social Elements And Experiential Value**

The social aspect emerged as a significant component in participants' surfing experiences. They showed a strong desire to be able to recount and share their surfing experiences with others. This indicates that surfing activity is not only seen as a personal experience but also as a form of social capital that can enhance status or identity. This finding emphasizes the importance of the social value of experience (social self-identity) in forming positive attitudes towards surfing activities.

### **Role Of Surf Instructors**

The ability of surf instructors to make participants feel comfortable and confident became a crucial factor in the surfing experience. The interaction between instructors and participants played an important role in bridging the gap between the "surfer" identity held by the instructor and participants who might have limited connection to that identity. This shows that instructors not only act as technical instructors but also as facilitators in the process of participants' acculturation into the surfing community and culture.



### **Perception Of Instructor Identity**

Surf instructors with a stronger surfer identity were perceived as more experienced surfers, therefore considered better instructors. This is based on the assumption that the main performance criterion in surfing lessons is the transfer of knowledge from an expert. This finding shows that participants are not only seeking technical instruction but also value the authenticity and experience inherent in the surfer identity.

### **Activity Mastery (Self-Mastery)**

For participants who had surfed before and felt they had basic mastery of the activity, their focus shifted to the desire to improve their skills. This indicates a perception of the ability to master the activity (self-mastery) as an important factor influencing attitudes and intentions to participate further in surfing. From the interview results collected by researchers from three different informants from these three places, a display and verification can be stated as follows:

Based on the interview results with one of the informants at Menganti Beach, the following results were obtained: "I came to Menganti Beach to try something new and challenging. This is my first surfing experience, and I feel excited to test my limits. This beach is like a 'hidden gem' with challenging waves. As someone who is active in sports, surfing here fits my lifestyle, providing a different physical challenge. Although a beginner, I feel like part of the surfing community and am starting to understand surfing terms. Initially hesitant, but after a few tries, I could stand on the board and surf.

This is very satisfying and boosts my confidence. This experience gives me many interesting stories to share, making me feel cool and braver in the eyes of my friends." Meanwhile, the interview results from Widarapayung Beach with one of the surfing participants obtained the following interview results: "Surfing in Widarapayung really changed my perspective on sports. As a tennis lover, I found a new, more comprehensive challenge here. This activity perfectly combines cardio, balance, and strength. I feel fitter and more energetic after surfing. Interestingly, I'm also starting to understand 'surf culture' and feel connected to nature. The relaxed yet energetic lifestyle of surfers is very appealing. Initially, I wasn't sure, but after several practice sessions, I started to master it. The feeling of successfully riding a wave for the first time was incredible! Each success boosts my confidence. Plus, this experience gives me many interesting stories to share. Friends are impressed with my surfing adventure on this lesser-known beach. I feel cooler and more confident now."

The interview results from Parangtritis Beach with one of the surfing participants obtained the following interview results: "Surfing in Parangtritis is truly a unique experience. Although the beach is famous, the surfing area is relatively quiet, like finding a 'hidden spot'. The waves are consistent and challenging, suitable for my active lifestyle. It provides a different physical workout from other sports I engage in. I feel like part of a larger surfing community, even though I'm still a beginner. Interactions with local surfers make me feel accepted and I'm starting to understand surf culture. Initially intimidated by the waves, but now my skills are developing with each practice. Surfing here also gives me many interesting stories to share with friends. I feel cool being able to surf at one of Yogyakarta's tourism icons. This experience has boosted my confidence."

### **Five Main Constructs**

Analysis of the qualitative data identified five core constructs that influence attitudes towards surfing activities and intentions to participate:

#### **1. Novelty Seeker Self Identity**

Participants showed a tendency to seek new and unique experiences through surfing activities. This reflects their identity as novelty seekers interested in challenges and experiences they have never had before.

2. Surfer Self Identity:  
Participants who identified themselves as "sporty" individuals tended to have more positive attitudes towards surfing. This indicates that surfing is seen as an activity aligned with an active and sports-oriented lifestyle.
3. Surfer Sporty Self Identity:  
Some participants showed a desire to adopt or connect with the "surfer" identity. This reflects the appeal of the culture and lifestyle associated with the surfing community.
4. Social Self Identity (Self-Mastery):  
Participants' belief in their ability to master surfing techniques influences their attitudes and participation intentions. Participants who feel capable of mastering this activity tend to be more motivated to continue participating and developing their skills.
5. Attitude Towards the Activity (Social Self-Identity):  
The ability to share surfing experiences with others and integrate them into their social identity emerged as an important factor in forming positive attitudes towards this activity. These findings provide a deeper understanding of the complexity of factors influencing the surfing experience and participants' motivation. This research shows that surfing is not only seen as a mere physical activity but also as a means to express and develop self-identity, both individually and socially.

Discussion of this research from the perspective of theory and philosophy of science, considering the results of previous research and in the context of Menganti, Widarapayung, and Parangtritis beaches, can be described as follows:

### **Theoretical Perspective**

This research strengthens and expands the self-identity theory in the context of adventure tourism consumer behavior, particularly on the beaches of Java, Indonesia. Self-identity theory, rooted in social psychology, states that individuals tend to engage in behaviors that reinforce their self-concept (Sirgy, 1982). In the context of adventure tourism at Menganti, Widarapayung, and Parangtritis beaches, the research results show that self-identity as a novelty-seeker and surfer identity play important roles in forming positive attitudes towards participation in adventure tourism activities, especially learning to surf.

Menganti Beach, located in Kebumen Regency, Central Java, is known for its pristine natural beauty and waves suitable for surfing. Widarapayung Beach in Cilacap Regency, Central Java, also offers an interesting surfing experience. Meanwhile, Parangtritis in Yogyakarta is a more famous beach and crowded with tourists, but also offers surfing activities.

The findings of this research enrich our understanding of consumer motivation in adventure tourism on these beaches. Previously, research such as Lee & Crompton (1992), Lepp & Gibson (2008), and Williams & Soutar (2009) had emphasized the importance of novelty in adventure tourism experiences. This research provides a new contribution by showing the specific role of self-identity in motivating young consumers' participation in adventure tourism activities on Java's beaches.

The concept of novelty seeker self-identity found in this study aligns with the tourist motivation theory proposed by Iso-Ahola (1982), which states that seeking novelty and escaping from daily routines are two main factors driving tourist behavior. In the context of beaches Menganti, Widarapayung, and Parangtritis, this search for novelty can manifest in the form of exploring relatively less visited beaches (such as Menganti and Widarapayung) or trying surfing experiences that differ from daily routines.

The finding about the importance of surfer identity in forming positive attitudes towards learning to surf reinforces the social identity theory (Tajfel & Turner, 1979). This theory states that individuals tend to adopt identities associated with social groups they find attractive or aspirational. In the context of Java's beaches, surfer identity becomes an aspiration that drives

positive attitudes towards learning to surf, even though surfing culture may not be as strong as in countries like Australia or Hawaii.

This research also contributes to the Theory of Planned Behavior proposed by Ajzen (1991). This theory states that behavioral intentions are influenced by attitudes towards behavior, subjective norms, and perceived behavioral control. In the context of Menganti, Widarapayung, and Parangtritis beaches, self-identity as a novelty seeker and surfer can influence attitudes towards surfing activities, which in turn can affect the intention to participate in these activities.

### **Philosophy Of Science Perspective**

From a philosophy of science standpoint, this research reflects a post-positivist approach in understanding the phenomenon of adventure tourism on Java's beaches. Post-positivism acknowledges the complexity of social reality and the importance of context in understanding human behavior. This approach allows researchers to combine quantitative and qualitative methods to gain a more comprehensive understanding of the role of self-identity in adventure tourism on these beaches.

This research also demonstrates the importance of cross-cultural perspectives in understanding tourism consumer behavior. Although the research focus is on beaches in Java, findings showing differences between respondents from various cultural backgrounds in the relationship between novelty-seeker identity and attitudes towards participation illustrate the complexity of tourism phenomena in a global context. This aligns with the cultural relativism approach in anthropology, which emphasizes the importance of understanding social phenomena in their own cultural contexts.

From an epistemological perspective, this research adopts a social constructivism approach, which states that social reality, including self-identity, is constructed through social interaction and meanings given by individuals. This approach allows researchers to understand how self-identity as a novelty seeker and surfer is formed and interpreted by participants in the context of adventure tourism on Java's beaches.

This research also reflects a phenomenological approach in understanding the subjective experiences of participants in adventure tourism activities at Menganti, Widarapayung, and Parangtritis beaches. Through qualitative interviews, researchers can explore the meanings given by participants to their experiences and how these experiences relate to their self-identity.

In the context of ontology, this research adopts the view that social reality is complex and multi-dimensional. This is reflected in the recognition of various factors influencing attitudes and participation intentions in adventure tourism on these beaches, including self-identity, cultural factors, activity characteristics, and the uniqueness of each beach.

The cross-cultural approach used in this research also reflects a relativist perspective in the philosophy of science. Relativism recognizes that knowledge and truth can vary depending on cultural and social contexts. By comparing results from various cultural backgrounds, this research acknowledges variations in how self-identity and attitudes towards adventure tourism can differ across cultures, even within the context of beaches in Java.

In the context of Menganti, Widarapayung, and Parangtritis beaches, this research also reflects an ecological approach in understanding tourist behavior. This approach emphasizes the importance of considering the interaction between individuals and the physical environment in shaping behavior. The unique characteristics of each beach, such as waves suitable for surfing in Menganti and Widarapayung, or cultural attractions in Parangtritis, can influence how tourists' self-identity interacts with the environment to shape attitudes and participation intentions in adventure tourism activities.

This research also reflects an interdisciplinary approach in understanding the phenomenon of adventure tourism. By combining perspectives from social psychology, sociology, anthropology, and tourism studies, this research provides a more comprehensive

understanding of the role of self-identity in the context of adventure tourism on the southern beaches of Java.

In the context of the philosophy of science, this research also reflects a shift from the more traditional positivist paradigm in tourism studies towards a more interpretive and constructivist approach. This allows for a deeper understanding of the subjective meanings given by tourists to their experiences at Menganti, Widarapayung, and Parangtritis beaches, as well as how these experiences interact with and shape their self-identity.

## CONCLUSION

This research reveals the important role of self-identity in motivating young tourists to participate in adventure tourism, particularly learning to surf on the southern beaches of Java. Five main constructs influencing attitudes and participation intentions were identified: Novelty Seeker Self Identity, Surfer Self Identity, Surfer Sporty Self Identity, Social Self Identity, Attitude Towards the Activity Surfing is seen as a means of expressing and developing self-identity. Social aspects and the role of surf instructors emerged as significant factors. This research strengthens self-identity theory in the context of adventure tourism consumer behavior in Indonesia, providing insights Valuable for developing more effective marketing strategies and tourism experiences.

## SUGGESTION

Research limitations include a limited geographical focus on three beaches in southern Java, a relatively small sample limited to young tourists, a cross-sectional approach that does not capture changes over time, a focus on surfing activities, and methodological limitations of the qualitative approach. The future research agenda includes longitudinal studies to investigate the development of self-identity and attitudes towards adventure tourism over time, geographical expansion to other adventure tourism destinations in Indonesia, diversification of studied adventure activities, quantitative studies with larger samples, cross-cultural comparisons between domestic and international tourists, integration with other theories in tourism and social psychology, studies on the long-term impact of participation in adventure tourism on self-identity and psychological well-being, and experimental research to test the effectiveness of identity-based interventions in increasing participation in adventure tourism.

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