



Faculty of Social Sciences and Humanities

Uses and Gratification Theory: A Study on Annah Rais Homestays

Catohrinner Joyce Guri

**Master of Social Science
2018**

UNIVERSITI MALAYSIA SARAWAK

Grade: _____

Please tick (✓)

Final Year Project Report

Masters

PhD

DECLARATION OF ORIGINAL WORK

This declaration is made on the 17 day of OCT 2018.

Student's Declaration:

I CATOHRIANER JOYCE GURI

(PLEASE INDICATE STUDENT'S NAME, MATRIC NO. AND FACULTY) hereby declare that the work entitled, _____ is my original work. I have not copied from any other students' work or from any other sources except where due reference or acknowledgement is made explicitly in the text, nor has any part been written for me by another person.

17/10/18

Date submitted

CATOHRIANER JOYCE GURI

Name of the student (Matric No.)

Supervisor's Declaration:

I MUS CHAIRIL BIN SAMANI (SUPERVISOR'S NAME) hereby certifies that the work entitled, USES AND GRATIFICATION THEORY: A STUDY ON ANJAH PAIS (TITLE) was prepared by the above named student, and was submitted to the "FACULTY" as a * partial/full fulfillment for the conferment of MASTER OF SOCIAL SCIENCE (PLEASE INDICATE THE DEGREE), and the aforementioned work, to the best of my knowledge, is the said student's work

Received for examination by:

MUS CHAIRIL BIN SAMANI

Date: 17/10/18

(Name of the supervisor)

PROF Madya DR MUS CHAIRIL SAMANI
Program Komunikasi Strategik
Fakulti Bahasa dan Komunikasi
UNIVERSITI MALAYSIA SARAWAK

I declare this Project/Thesis is classified as (Please tick (✓)):


- CONFIDENTIAL** (Contains confidential information under the Official Secret Act 1972)*
 RESTRICTED (Contains restricted information as specified by the organisation where research was done)*
 OPEN ACCESS

Validation of Project/Thesis

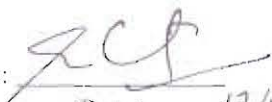
I therefore duly affirmed with free consent and willingness declared that this said Project/Thesis shall be placed officially in the Centre for Academic Information Services with the abide interest and rights as follows:

- This Project/Thesis is the sole legal property of Universiti Malaysia Sarawak (UNIMAS).
- The Centre for Academic Information Services has the lawful right to make copies for the purpose of academic and research only and not for other purpose.
- The Centre for Academic Information Services has the lawful right to digitise the content to for the Local Content Database.
- The Centre for Academic Information Services has the lawful right to make copies of the Project/Thesis for academic exchange between Higher Learning Institute.
- No dispute or any claim shall arise from the student itself neither third party on this Project/Thesis once it becomes sole property of UNIMAS.
- This Project/Thesis or any material, data and information related to it shall not be distributed, published or disclosed to any party by the student except with UNIMAS permission.

Student's signature

 17/10/18
(Date)

Supervisor's signature:

 17/10/18
(Date)
PROF. Madya DR. MUS CHAIRIL SAMANI
Program Komunikasi Strategik
Fakulti Bahasa dan Komunikasi
UNIVERSITI MALAYSIA SARAWAK

Current Address:

127, KAMPUNG BAWANG, JLN PUNCAK
BORNEO, 93280 EUCHING, SARAWAK

Notes: * If the Project/Thesis is CONFIDENTIAL or RESTRICTED, please attach together as annexure a letter from the organisation with the period and reasons of confidentiality and restriction.

[The instrument was duly prepared by The Centre for Academic Information Services]

Uses and Gratification Theory: A Study on Annah Rais Homestays

Catohrinner Joyce Guri

A thesis submitted

In fulfillment of the requirements for the degree of Master of Social Science

(Communication Studies)

Faculty of Social Sciences and Humanities
UNIVERSITI MALAYSIA SARAWAK
2018

DECLARATION

I, Catohrinner Joyce Guri (14020108, Faculty of Social Sciences and Humanities) hereby declare that the work entitled “Uses and Gratification Theory: A Study on Annah Rais Homestays” is my original work. I have not copied from any other student’s work or from any other sources where due reference or acknowledgement is made explicitly in the text, nor has any part been written for me by another person. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

Name : _____

Matric No. : _____

Date : _____

DECLARATION

I, Catohrinner Joyce Guri (14020108, Faculty of Social Sciences and Humanities) hereby declare that the work entitled “Uses and Gratification Theory: A Study on Annah Rais Homestays” is my original work. I have not copied from any other student’s work or from any other sources where due reference or acknowledgement is made explicitly in the text, nor has any part been written for me by another person. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

Name : _____

Matric No. : _____

Date : _____

ACKNOWLEDGEMENT

Firstly, I want to thank God for His grace, wisdom, and blessings in completing this study. I appreciate the financial support from Malaysia Government under MyBrain15 Scholarship and Perbadanan Tabung Pendidikan Tinggi Nasional, PTPTN that made it possible for me to complete my master study.

Heartfelt thank you to my supervisor, Assoc. Prof. Dr. Mus Chairil Samani, for his undivided supervision, guidance and encouragement throughout this research. His expertise in the field of research is valuable and has motivated me to put more efforts in my study. He also encouraged me to not give up in completing this study. In addition to this, I am very thankful to my other co-supervisor, faculty lecturers and university staffs for sharing, guiding and supporting me throughout the time this research has undertaken.

I also extend my appreciation to Annah Rais Homestay operators especially the late Mr Edward Gunui, Madam Jenny, Madam Karum, Madam Valarie and Mr. Ringin for their cooperation and valuable inputs towards this study. I would also like to give special thanks to the Department of Statistic Malaysia, Sarawak and Sarawak Tourism Board, (STB) for helping me with the statistics data. Sincere thanks goes to my loving family especially my parents, Mr Guri Tomeng and Madam Minah Serit for all their emotional and financial supports, sacrifices and understanding. To my relatives, friends, ex-colleagues and colleagues, thank you for your concern, point of views, advices and supports in ensuring the success of this study.

ABSTRACT

Tourism in Sarawak has steadily increased especially in terms of ethnic tourism. This is because ethnic tourism has its own charm and uniqueness such as cultural events, arts and environment. Besides that, other than these factors, it is believed that ethnic tourism increased because of internet accessibility as communication medium. Going forward, the researcher saw this as an opportunity to leverage Annah Rais Homestay in Padawan, Kuching by studying their websites. This study is done by using quantitative method by applying Uses and Gratification Theory on visitors' satisfaction quality before (perceived) and after (actual) visiting the homestay. A total of 100 questionnaires were distributed to the visitors. This is line with the research objective to study the Uses and Gratification by visitors before and after visiting the homestays, when they are looking for information in the respective homestay's website. It is also used to evaluate their level of satisfaction before and after visiting the premises. Data showed that Uses and Gratification are high after visiting the homestays compared to before visiting the premises and this can be seen through the two hypotheses. Research implications stated that research before or perceived in Uses and Gratification Theory should be explored, website is one of media tools that can be study and behaviour is linked to media uses effect and this research can be used in exploring tourism sectors.

Keywords: Perceived, actual, Uses and Gratification, seeking information, website and homestay.

Teori Kegunaan dan Kepuasan: Kajian Terhadap Inap Desa Annah Rais

ABSTRAK

Industri pelancongan di Sarawak kian tumbuh khususnya dalam pelancongan etnik. Hal ini terjadi berikutan pelancongan etnik mempunyai daya tarikan dan keunikan seperti acara kebudayaan, kesenian dan persekitaran. Selain daripada itu, dipercayai pelancongan etnik melonjak berikutan adanya kemudahan internet sebagai medium komunikasi. Justeru, pengkaji melihat ini sebagai suatu peluang lantas mengetengahkan inap desa Annah Rais di Padawan, Kuching dengan mengkaji laman sesawangnya. Kajian menggunakan kaedah kuantitatif dengan mengaplikasi teori kegunaan dan kepuasan dalam aspek sebelum dan selepas melawat inap desa itu. Sebanyak 100 borang soal selidik diedarkan kepada pengunjung. Ini selaras dengan objektif kajian untuk mengkaji kegunaan sebelum dan selepas pengunjung ke inap desa yang diperoleh ketika mencari maklumat dalam laman sesawang yang dikendalikan oleh pengurus inap desa. Kemudian, objektif kajian juga untuk menilai kepuasan yang diterima sebelum dan selepas pengunjung ke inap desa. Data menunjukkan bahawa kegunaan dan kepuasan selepas pengunjung ke inap desa adalah tinggi berbanding sebelumnya iaitu ketika pengunjung masih mencari maklumat. Perihal ini dapat diperhatikan menerusi dua hipotesis berkaitan. Implikasi kajian menyatakan bahawa aspek sebelum dalam teori ini boleh diterokai dengan lebih mendalam, laman sesawang antara alat media yang dapat dikaji, tingkah laku berkaitan dengan kesan penggunaan media dan kajian ini dapat digunakan dalam bidang pelancongan.

Kata kunci: *Sebelum, selepas, kegunaan dan kepuasan, mencari maklumat, laman sesawang dan inap desa.*

TABLE OF CONTENTS

	Page
DECLARATION	i
ACKNOWLEDGEMENT	ii
ABSTRACT	iii
ABSTRAK	iv
TABLE OF CONTENTS	v
LIST OF TABLES	vii
LIST OF FIGURES	x
CHAPTER 1: INTRODUCTION	1
1.1 Introduction	1
1.2 Research Problem	1
1.3 Research Questions	6
1.4 Research Objectives	6
1.5 Hypothesis	6
1.6 Scope of Study	7
1.7 Significant of Study	7
1.8 Definition of Concepts	8
1.9 Summary	11
CHAPTER 2: LIRERATURE REVIEW	12
2.1 Introduction	12
2.2 Background of Study	12
2.3 Uses and Gratification Theory	27
2.4 Previous Research	47
2.5 Summary	70

CHAPTER 3: METHODOLOGY	71
3.1 Introduction	71
3.2 Population and Sampling	71
3.3 Research Design	73
3.4 Research Instrument	75
3.5 Reliability of Research Instrument	76
3.6 Collecting Data or Data Gathering	84
3.7 Data Analysis	85
3.8 Pilot Study	85
3.9 Ethical Issues	86
3.10 Methodology Issues	87
3.11 Summary	89
CHAPTER 4: DATA ANALYSIS	90
4.1 Introduction	90
4.2 Descriptive Analysis	90
4.3 Inferential Analysis	101
4.4 Summary	122
CHAPTER 5: DISCUSSION AND CONCLUSION	124
5.1 Introduction	124
5.2 Theoretical Implication of Findings	124
5.3 Conclusion	139
5.4 Suggestion for Future Research	142
REFERENCES	144
APPENDICES	157

LIST OF TABLES

		Page
Table 2.1	The Bidayuh Population in each district by Department of Statistics Malaysia, Sarawak	13
Table 2.2	Bidayuh dissimilar Dialects/Language	19
Table 2.3	The 29 Bidayuh Group in Sarawak	22
Table 2.4	Tourist Arrivals to Sarawak from 2011-2017	26
Table 2.5	Tourist Arrivals Yearly to Annah Rais	26
Table 2.6	Tourist Arrivals from June to October 2017 (Research Period)	26
Table 3.1	Cronbach's Alpa for Information before	77
Table 3.2	Cronbach's Alpa for Information after	77
Table 3.3	Cronbach's Alpa for Reservation before	77
Table 3.4	Cronbach's Alpa for Reservation after	77
Table 3.5	Cronbach's Alpa for Package before	78
Table 3.6	Cronbach's Alpa for Package after	78
Table 3.7	Cronbach's Alpa for Transportation before	78
Table 3.8	Cronbach's Alpa for Transportation after	78
Table 3.9	Cronbach's Alpa for Location before	79
Table 3.10	Cronbach's Alpa for Location after	79
Table 3.11	Cronbach's Alpa for Tour and Activities before	79
Table 3.12	Cronbach's Alpa for Tour and Activities after	80
Table 3.13	Cronbach's Alpa for Homestays before	80
Table 3.14	Cronbach's Alpa for Homestays after	80
Table 3.15	Cronbach's Alpa for Local Food before	81

Table 3.16	Cronbach's Alpa for Local Food after	81
Table 3.17	Cronbach's Alpa for Environment before	81
Table 3.18	Cronbach's Alpa for Environment after	82
Table 3.19	Cronbach's Alpa for Homestay Operators before	82
Table 3.20	Cronbach's Alpa for Homestay Operators after	82
Table 3.21	Cronbach's Alpa for Annah Rais People before	83
Table 3.22	Cronbach's Alpa for Annah Rais People after	83
Table 3.23	Cronbach's Alpa for Amenities before	83
Table 3.24	Cronbach's Alpa for Amenities after	84
Table 4.1	Demographic of Respondent	92
Table 4.2	Amount of time spent browsing internet in a day	93
Table 4.3	How the respondents first encountered about Annah Rais Longhouse Homestay	94
Table 4.4	Type of information the respondents search	95
Table 4.5	Website Preference	96
Table 4.6	Package Preference	96
Table 4.7	Visiting Purpose	97
Table 4.8	Month of Visit	97
Table 4.9	Paired sample t-test on information on websites before and after visiting the homestays	102
Table 4.10	Paired sample t-test on reservation on websites before and after visiting the homestays	103
Table 4.11	Paired sample t-test on package on websites before and after visiting the homestays	105

Table 4.12	Paired sample t-test on transportation on websites before and after visiting the homestays	108
Table 4.13	Paired sample t-test on location on websites before and after visiting the homestays	109
Table 4.14	Paired sample t-test on tour and activities on websites before and after visiting the homestays	112
Table 4.15	Paired sample t-test on homestays on websites before and after visiting the homestays	114
Table 4.16	Paired sample t-test on local food on websites before and after visiting the homestays	115
Table 4.17	Paired sample t-test on environment on websites before and after visiting the homestays	116
Table 4.18	Paired sample t-test on homestay operators on websites before and after visiting the homestays	118
Table 4.19	Paired sample t-test on Annah Rais people on websites before and after visiting the homestays	119
Table 4.20	Paired sample t-test on amenities on websites before and after visiting the homestays	121

LIST OF FIGURES

	Page	
Figure 2.1	Map showing Bidayuh Settlement in Sarawak	17
Figure 2.2	Uses and gratification Framework	46
Figure 2.3	The modified Uses and Gratification Framework	46
Figure 2.4	Individuals Using the Internet Worldwide	53
Figure 4.1	The visitors from Kuching at Mr. Edward Homestay	98
Figure 4.2	Rafting activity	98
Figure 4.3	Teaching “Pansuh” Cooking in the Bamboo	99
Figure 4.4	Singaporean School Children and teachers learn to make handicraft	99
Figure 4.5	Mr. Thomas from Italy learn to play “Pra-Tu’ong”	100
Figure 4.6	Madam Karum show traditional Bidayuh tea “Bakah Baras” from tree bark	100
Figure 5.1	The New Modified Uses and Gratification Framework	132
Figure 5.2	The Old Uses and Gratification Framework	133

CHAPTER 1

INTRODUCTION

1.1 Introduction

This section deliberates on the problem statement of this research. The research objectives, research questions and hypothesis are also discussed. The scope and rationale for the study are also presented. The chapter closes with the operationalisation of terms used in this research.

1.2 Research Problem

Media is a mean of communication between ‘sender’ (the one who send message) and ‘receiver’ (the one who receive message). There are seven types of media that can be categorised into print media (alternative media) and electronic media (mainstream media). Print media consist of newspaper, magazine and book while electronic media are television, radio, music and movie. Yet, not to forget, new media: the internet also part of mass media. According to Sorlin (1994: 28), “What are media used for? A standard answer would be that they attempt at informing, entertaining and convincing”. In as much as its role in informing, entertaining and convincing, it is also part of communication process. Media, precisely internet is discussed here as it will be emphasised and become core of the study to understand communication as whole.

To begin, in communication studies, Uses and Gratification Theory is the idea that the audience use what the media offer to satisfy their needs. Despite of numerous research conducted revolving this theory, the researcher notice that there is a room of improvement

in the theory. This is due to, most of the comparison studies in the theory related with “experience before” against “experience after”. “In addition, to date the most studies in the field of U&G theory have focused on obtained gratifications, while they have neglected to explore motivations to start using a new medium” (Karimi et al., 2014: 54).

Besides that, most of the latest studies on the theory especially the study of new media such as internet tend to focus on the Social Network Site, SNS such as Facebook, Twitter and Instagram. “Despite the increased interest, most studies have focused on SNSs users in general” (Karimi, Khodabandelou, Ehsani & Ahmad, 2014: 54). “In this regard, researchers are using the U&G theory to provide an explanation on what makes this new form of media to be so enticing, what motivated users to join in SNSs and the gratifications received from ongoing use” (Karimi et al., 2014: 54). In addition, specifically on Uses and Gratification, U&G Theory is used in a study by Abang Hashim. He stated that, “User demographics has been highlighted in numerous studies on the computer” (Abang Hashim, 2000: 21). He used the Uses and Gratification Theory to study internet used among student in selected secondary school in Sarawak.

In relation to that, the Annah Rais Village under Padawan District in Kuching is chosen as locality for the fieldwork. Annah Rais was selected due to its ability in promoting ethnic tourism using media. Furthermore, their services also is trusted due to their long service in the tourism industry. In the communication studies, research on Annah Rais is also lacking, thus this study will bring new evidence that may be useful for future reference.

To date, there are only a handful of research studies that has been conducted regarding Annah Rais as homestay and tourist attraction. Most of the study covers on its economic, history, culture, tradition, handicraft, hot spring, language and environment.

Songan and his co-researchers, Chin, Lo and Nair (2014) did mention on Annah Rais Longhouse Homestay in term of rural tourism destination competitiveness. “This study highlights the important of environmental constructs, namely, cultural heritage attractions and of key competitiveness for a rural tourism destination from communities’ perspective” (Songan et al., 2014: 40).

Another researcher, Wahipin (2014) in her research entitled *Perbandingan Impak Pelancongan terhadap Budaya Masyarakat Bidayuh di Kampung Annah Rais dan Kampung Darul Islam Belimbing Sarawak* (Tourism Impact Differences between Bidayuh Culture in Annah Rais and Kampung Darul Islam Belimbing Sarawak) supported this statement by saying;

Original Malay passage:

“Industri pelancongan dapat membantu masyarakat Bidayuh di Kampung Annah Rais dengan menggalakkan mereka untuk melakukan aktiviti jualan. Mereka juga mempunyai peluang pekerjaan dalam pengurusan homestay” (Wahipin, 2014: 100).

Translated quotation that appeared in the paper:

“Tourism industry can help the Bidayuh of Annah Rais Village by encouraging them to do sales activities. It also creates job opportunities for the people in doing homestay management” (Wahipin, 2014: 100).

Ramaban (2015) in his final year project said, other than the longhouse attraction and the Bidayuh culture, Annah Rais is also popular with its Hot Spring which is located near to the longhouse. “Community-based tourism and homestay proprietors play crucial roles in

perpetuating and ensuring the survival of Bidayuh performing arts (Samat, Samani, Marwan & Maliki, 2016: 3)".

According to Siang (2016) in her research on Pengurusan Kraftangan Tikar Kasah (Management of Tikar Kasah (traditional woven mat) handicraft);

Original Malay passage:

“Institusi homestay dapat membantu mengembangkan pemasaran Tikar Kasah disamping dapat membantu mempromosikan kesenian yang dimiliki oleh tikar tersebut” (Siang, 2014: 5).

Translated quotation that appeared in the paper:

Homestay industry can help promote Tikar Kasah sales and also promote the artistic value of the mat (Siang, 2014: 5).

“Their longhouse lifestyle and culture is preserved as the key tourism product in the village” (Samat, 2012: 20).

Eventhough researches was conducted in highlighting Annah Rais, the perspective of Uses and Gratification Theory in website usage to promote ethnic tourism in Sarawak remains unclear. Therefore, it is imperative to study this properly as this will be the benchmark which later can be used for future research.

“There is a need for a well-structured Information System or Intelligent System technologies in tourism industry to facilitate the access of tourist information by the users. The current ICT system has certain limitations. For instance, accessing information through Internet and www is an intelligent mean of getting the information, but many a times, the information is highly fragmented” (Miraz, Ramli, Ku Mahamud & Albarune, 2015: 35).

Moreover, to connect ethnic tourism in Annah Rais with communication field, the researcher will study on the websites provided by the homestay operators in the village. It is done to see how successful is the communication between the homestay operators in promoting ethnic tourism with the potential visitors. For information, the homestay operators use internet due to its potential, ability and opportunities to connect with the world, easier and faster not just profit gaining. “Information is easily stored, manipulated, processed and delivered to the user on demand in as fast, accurate and responsive manner” (Abang Hashim, 2000: 1). Furthermore, the internet also allows the users to become the producer.

“The internet has been celebrated by many for flattening all of the traditional structures around media ownership; bringing about economic transformation; allowing just anyone to be a media producer; and having huge significance in terms of democratic dialogue and political actions. On the face of it, the internet seems to offer almost utopian possibilities,” (Devereux, 2014: 263).

Here, it clearly stated that the internet revolution is making a big difference on ethnic tourism. To undertake this study, the researcher will use, the Uses and Gratification Theory as the grounding theoretical framework. For this purpose, the study analyses ethnic tourism in Annah Rais to seek whether the perceived uses of website obtained while seeking information from the websites of homestay operators is similar or different compared to the actual visit. Then, the study also aims to explore the perceived gratifications obtained is similar or different compared to actual gratification when they have visited or stayed at the homestays. This study draws on the Uses and Gratifications perspectives in mass communication to examine audience experience associated in their information seeking process. The method utilised for this study is based on a survey amongst tourists that visited and stayed at the homestay in Annah Rais.

1.3 Research Questions

Based on the information provided, the following research questions were examined:

- A. What were the perceived uses of information provided in the websites developed by homestay operators and actual uses of information after visiting the homestay?
- B. What were the perceived and actual gratifications that visitors to the homestays obtained before and after they visit or stay at the homestays?

1.4 Research Objectives

The research objectives are:

- A. To investigate the perceived and actual uses that visitors to the homestays obtained while seeking information from the websites of homestay operators.
- B. To evaluate the perceived and actual gratifications that visitors to the homestays obtained after they have visited or stayed at the homestays.

1.5 Hypothesis

Based on the research objective and research questions, two hypotheses were constructed:

- H₁ The actual uses of information is higher than the perceived uses of information after visiting the homestays.
- H₂ The actual gratification is higher than the perceived gratification after visiting the homestays.

1.6 Scope of study

This study focuses on three websites which are Longhouse Adventure, Borneo Sarawak: Annah Rais Bidayuh Homestay and Macheree's Homestay. Thus, the findings of this research cannot be generalized to the rest of the websites in this country. It also cannot be generalized to other honestay use of websites. Any findings will be restricted to the three websites alone.

1.7 Significant of Study

Uses and Gratification study is one of the famous theory in communication field. However, most of the previous study focused on whether the individual using the media achieved their needs or not. Apart from that, most of the researches were conducted on new media such as Facebook and Twitter and also in-depth studies on devices usage. Thus, there are just few researches that focus on website content. Moreover, this theory has gap which mentioned earlier in this chapter where it apply more gratification sought and gratification obtained. The Uses and Gratification study on gratification sought and gratification obtained both seeing the actual situation as it based on experience of user. The researcher see this as an opportunity to go further by replacing both term with perceived and actual study. Due to this fact, the researcher believed that using the perceived and actual term can contribute to the enhancement of the theory validity, making it more concrete especially in technology era. In other words, this study believed to create a new milestones in the theory.

Nonetheless, this study will prove that there is a lot of other aspects that can be study in Annah Rais other than its culture heritage. This is because most researchs were done where it concentrated on that areas.

Sarawak, specifically Kuching is known for its richness in ethnic tourism. Hence, this research will become the pioneer and benchmark for future research. These future research can be conducted using the same instrument and method on the homestay providers.

In other hand, tourism is widely recognised that have contributed to the development of the state and country. Usually, the tourism linked with cultural, economic and intellectual potential of a country on how they manage their natural resources. Therefore, the study can help in providing information on how the internet especially websites play their role in attracting tourist to visit tourist attraction. Indirectly, it contributes to the economic which can be seen through foreign exchanges, business opportunities, employment and revenues to the state and provinces.

1.8 Definition of Concepts

According to King (2008: 326) in her book *The Science of Psychology: An Appreciative View*, “Concepts are mental categories that are used to group objects, events, and characteristics”. Concepts are part of thinking and it is important because concepts allow the researcher to understand and generalise things, to associate experiences and objects, aid memory and provide clues. In this study, concepts are important for the reason that it allows the researcher to understand the research better and also to explain the research with more details. There are six operationalisation concepts that needs to be defined such as perceived uses, actual uses, perceived gratification, actual gratification, seeking information and websites of homestays.

1.8.1 Perceived uses

According to *Oxford Advanced Learner's Dictionary*, perceive can be define as “to notice or become aware of something or to understand or think of something in a particular way” (Philips, Francis, Webb & Bull, 2010: 1125). Uses derive from the root word, “use” which means “to do something with a machine, a method, an object” (Philips et al., 2010: 1703). In simple explanation, perceived uses are to notice of something from an object or machine. Perceived uses is defined as the use of media to seek for information. The media in question for this study is the internet. In this study, perceived uses is before uses.

1.8.2 Actual uses

Actual in dictionary is known as “real, true, genuine, authentic, verified, attested, confirmed, definite, hard, plain, veritable, existing, existent, manifest, substantial, factual, de facto, bona fide, informal real live” (Hawker & Waite, 2007: 13). Meanwhile for uses definition is similar as mentioned above. Therefore, actual uses in this study can be defined as the actual experience the visitors had after visiting the websites and the homestay. In this study, actual uses is also known as after uses.

1.8.3 Perceived Gratification

Perceived gratification is best known as seeking satisfaction. Traditional media used to recognise it as gratification sought. According to Lee, Hoe, Chua & Ang (2009), “Beyond ubiquitous content creation, context-aware, location- based information services are also now possible in mobile content sharing, allowing users to associate digital content with