

## A CONTENT ANALYSIS ON SIARGAO ISLAND FROM THE PERSPECTIVE OF YOUTUBE VLOGGERS

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**Abstract.** YouTube is becoming more recognized as one of the most prominent social media platforms where travel vlogs are among the most watched videos, allowing travelers to contribute their knowledge, experiences, and insights about different destinations that they visit. However, despite knowing that travel vlogs provide reliable information about a place, there are still gaps that need to be addressed. Therefore, the objective of this research is to investigate the perspectives of YouTube travel vloggers on Siargao Island, addressing the 4A model of marketing, namely acceptability, affordability, accessibility, and awareness. This study was conducted among verified YouTube travel vloggers employing content analysis which was utilized to present an overview of their perspectives by analyzing and interpreting their travel videos. The study method used was qualitative secondary data analysis through which the contents of the videos were interpreted. According to the findings, the majority of the travel vloggers believed that Siargao Island is an excellent travel destination due to its convenience, cost-effectiveness, and ability to satisfy tourists resulting in their desire to return. Moreover, the data demonstrated that vloggers make major contributions as they increase prospective visitors' awareness of the location and give essential information concerning 4As of marketing, thus benefiting the promotion of the destination. Finally, the study presented recommendations based on the findings that could encourage and promote the destination.

**Keywords:** *YouTube, travel vlogger, travel vlog, tourism destination marketing, Siargao Island*

### Introduction

Travel was defined as any action that involved traveling from one location to another using any mode of transportation, while tourists are those who travel or visit a place or destination for pleasure. The tourist's travel motivations influence their selection to visit a particular tourist attraction. They also behave in a certain way based on their attitudes before, during, and after their trips (Van Vuuren and Slabbert, 2012). As the online availability of travel-related information develops, tourists are increasingly being offered many options, such as where they wish to spend their vacation, activities/recreation, and so on. In addition, travel videos provide intriguing views into the world of travel and adventure, whether or not there is a significant public health crisis in the world (Moore, 2021). It also offers a closer insight into the understanding of a tourist's travel choices. These travel videos, commonly referred to as vlogs or video blogs as documentary films about a person's experience. They are online video journals that capture one's thoughts, ideas, and experiences and are uploaded on video-sharing sites like YouTube, where a wide range of people may see them. Trip video diaries are distinguished by their authentic sharing of travel experiences and providing travel information. Realistic narratives, commonly acknowledged, allowed people to empathize with one another and connect with their own experiences, thereby attracting more attention. Moreover, previous researchers explained that travel vlogs not only

entertain viewers but also tell them about other destinations to visit in a region, thus tourists may learn about many activities and attractions that a nation or region offers by watching vlogs. The researchers also stated that their vlogs have grown more important for locations since video material allows passengers to share travel experiences that inspire others to visit a destination. Hence, travel vlogs had become essential to the tourism industry.

YouTube has evolved into an outstanding promotional communications tool after more than ten years of development as a social media platform. The mix of components in a video made it simple for the audience to absorb the meanings and emotions of the messages since motion and sound engage the audience's senses better than non-motion communications. Travel vloggers were a relatively new phenomenon in 2016 that highly affected the tourism industry. While their purpose for sharing material was self-interest, their videos still help to promote the locations they visited; seeking to attract viewers' attention to new travel options (Jensen, 2020). The dependability of information sources is one of the essential criteria that tourists evaluate while arranging a trip to a specific location. Also, trust was critical for online tourist marketing because it increases the desire to buy.

Meanwhile, the Philippines has become one of the most popular tourist destinations globally boasting its 7,641 islands, as an archipelagic country in Southeast Asia that were home to numerous beautiful tourist spots (Roy et al., 2022), including the Siargao Island as one of its best spots. Furthermore, Savills Official Portal (2019) stated that Philippine tourism was growing in support as Siargao became increasingly popular among local and foreign visitors. The iconic teardrop-shaped island in Surigao del Norte was selected Asia's best island by Condé Nast (CN) travelers out of the top 30 islands in the world. Siargao is one of the best places to visit in the Philippines, located in the south of Surigao del Norte, 800 kilometers from Manila. Due to its towering limestone hills, white sand beaches with little shells, mystical tunnels with crystal formations, and clear waters, Siargao has become a trademark for surfers and nature visitors (Department of Tourism Philippines, 2020). The national government's attention also helped the destination to grow in popularity. There were a total of 163,245 domestic and international visitors during the months of January to June 2018 as recorded by the DOT or a 25.54 percent increase in visitor arrivals as compared to 2017. Meanwhile, according to Cable News Network (CNN) published list, tourism on the little island is expected to rise to a new level while still preserving its natural beauty. It was, in fact, a paradise that had yet to have been seen by the entire globe.

This study aims to discover what YouTube vloggers thought about visiting Siargao Island. For the investigation, the study used the 4A model of marketing which contains the following: acceptability, affordability, accessibility, and awareness, a developed theory by Sheth and Sisodia (2012). The data included insights from tourists of different nationalities, both local and international, as it had been obtained from their YouTube channels. The study focused on travel videos featuring Siargao Island which were posted by eight different verified travel vloggers, namely Will Dasovich Vlog, Bisayang Hilaw, Angel Dei Peralta, Rei Germar, Making it Happen Vlog, Lost Leblanc, Haley takes on the World, and The Juicy Vlog. These vloggers were verified by YouTube with more than 500 thousand subscribers. The videos were filmed from 2016 to 2019 in March, a pre-pandemic experience for tourists. Moreover, this study also provided recommendations on local studies. This would also benefit the local community of Siargao Island by providing accurate information that could serve as means to

encourage and promote the destination. On the other hand, the study used content analysis to fill a knowledge gap on the perspectives of YouTube vloggers on Siargao Island. This had been a considerable aid in contributing significantly to the tourism industry's knowledge expansion on this issue. Aside from that, future researchers may be able to make further discoveries and investigate alternative approaches and techniques that were not covered in the study. It would also contribute to offering a better understanding of the YouTube vloggers' perspectives on Siargao Island. Furthermore, this study might also provide tourists with knowledge on the most critical issues, such as acceptability, affordability, accessibility, and awareness, making them more accountable when visiting Siargao Island. The researchers used a new approach to analyze the perspectives of YouTube vloggers who visited Siargao Island. This research's primary goal was to analyze the content of travel videos on Siargao Island from the perspectives of YouTube vloggers that could provide a significant contribution to the destination.

### ***Literature review and conceptual/theoretical framework***

To provide an accurate and full analysis of the research reviewed, a collection of criticisms of relevant literature review and frameworks by different researchers in tourism marketing, social media platforms as means of travel information, and tourist viewpoint were done as specified. The study of Marinda (2020) stated that travel videos on YouTube may provide knowledge about the appearance of a location, allowing viewers to gain about and become accustomed to a tourist area through travel vlog content. It showed how YouTube travel material affects millennial tourists' interest in visiting Nusa Penida Island. The study's reasoning was based on the theory uses and effects which was introduced by a Swedish scientist named Sven Windahl in 1979. This theory concludes that the public's media use had an impact or influence. In conclusion, Marinda (2020) discovered that the travel vlog content "Nusa Penida, Bali's most beautiful places" highly influenced millennials' travel preferences, and her study might be used as a starting point for numerous areas of the tourism industry when establishing. This is similar to the researchers' analysis where they also adopted a theory and examined a travel vlog to investigate how video content influenced travelers' destination choices.

The study of Reino and Hay (2016) examined the usage of YouTube as a marketing tool for tourism from the perspectives of both tourism organizations and travelers. It attempted to determine whether YouTube was used to sell tourism, while the other aimed to examine marketing tactics. The adopted methodology that was used in the study was a web analysis and a case study approach including 32 European city locations and YouTube tourism films. This study's sampling frame was based on Wöber (2007) list of European cities to ensure a realistic sample. The study concluded that YouTube enables them to look for every specific activity, examine reviews, and obtain assistance and advice regarding the trip. Based on their survey, tourists underestimate YouTube's potential. YouTube and other Web 2.0 sites may offer unique travel information. Many tourism businesses employ the same strategies on new channels as they did in the past, but they fail because they are unaware that the market has evolved and that making TV and YouTube videos are no longer sufficient. Therefore, YouTube users are wary of misleading content. The above study is comparable to this research because it also talks about the usage of YouTube in promoting tourism products, and will also seek to promote a destination on YouTube.

The research's purpose to evaluate the video contents of travel vloggers about Siargao island is similar to the study conducted by Chen et al. (2021), which also analyzes the video qualities of travel vlog contents and investigates how these aspects influence viewers' behavioral desire to travel. The said study was divided into four aspects: vlogger beauty, interaction, perceived enjoyment, and perceived utility; these four characteristics of users' travel intention were studied to enhance this field. Likewise, this research would help tourism destination marketing experts better understand the perspectives of YouTube vloggers and serve as a resource for tourists interested in visiting Siargao Island. Similar research was also conducted by Jensen (2020) on travel vloggers as a source of information about tourist destinations. This study seeks to evaluate the utility of travel vloggers as a source of information about Georgia as a tourist destination. The study also intends to examine what Georgia-related content travel vloggers incorporate in their YouTube videos. The theories of guided tourism, cognitive distance, and youth tourism were utilized to evaluate the results. In conclusion, it was established that travel vloggers are influential and impact their choice of destination and desired sights. Moreover, the viewer felt better prepared for their trip in terms of budget, transportation, and lodging, as well as safety. It relates to this research study since, among other reasons, it employed a theory and concentrated on the same topic, namely travel vloggers offering useful and significant information about a destination.

A travel vlog was defined by Sizan et al. (2022) as a visual representation of a travel blog. Tourists were looking for a genuine source where they could see the person's emotions while sharing their experience at a particular place. Travel vlogs were significantly more efficient in interacting with their audience. In addition, travel vlogs were also typed into digital storytelling because they were filmed and may receive feedback from their audience. It can be one of the most reliable sources of travel information because you could physically inspect or observe if the vlogger was speaking the truth. In comparison to the researcher's study, they both intend to discover the impact of travel vloggers' perspectives on viewers' destination decisions by providing authentic information through their video content. Ilyas and Ara (2021) conducted a content analysis of popular vlogs to analyze the modern trends of vlogging in Pakistan. Thus, travel vloggers and viewers play an important part in tourism, as they portray themselves as tourists when visiting a location. The study employed a purposive sample method and a content analysis strategy, which enabled them to assess the fifty most popular YouTube vloggers created by Pakistani vloggers. The study ultimately revealed that female content creators are rare. However, the results also revealed that those females not only successfully managed their channels but also made it into the top ten most popular vloggers in Pakistan. Hence, ladies from the country might choose vlogging as their means of expression. This is somehow related to this research study because it also employed a technique and content analysis to study vlogging content.

Abad and Borbon (2021) examined the influence of travel vlogs as inputs for destination marketing models. They looked at how travel vlogs affected and influenced people's vacation decisions. Their data was collected and analyzed using a descriptive method, giving insight into people's thoughts, feelings, and actions in a specific situation. Their findings show that travel vloggers have a more significant influence on customers' perceptions of factual information when making travel-related decisions. The approach of the said study is similar to the researchers' because it also looked at both marketing content and how it portrays the place and travel vloggers, and how they

influence viewers. The study by Sugar (2017) demonstrated YouTube's effectiveness in promoting tourism destinations. It evaluated the acceptance and utilization of YouTube as a destination marketing tool amongst Canadian destination marketing organizations (DMOs). The sample group of 1,000 movies posted by five Canadian provinces and three major cities was analyzed using content analysis. In addition, the research employed two coding techniques to categorize each video by its content and production. In addition, the researchers of this study analyzed (1) the most often detected destination qualities within the films, (2) engagement rates per video, and (3) video production, i.e., user-generated versus professionally created movies. According to the results of the survey, destination marketers have yet to identify YouTube's actual marketing potential. Similarly, the academics' study also wished to determine whether YouTube travel vloggers could effectively market a location to attract potential tourists.

Zhou and Guelph (2021) conducted a study to see how travel vlogs influence visitor behavior and the value of destination marketing via travel vlogs. Attention is a prerequisite for trustworthiness and reliability, according to the Attention-Interest-Desire-Action (AIDA) principle. In the proposed mechanism, promotional films from Destination Marketing Organizations (DMOs) were also compared to travel vlogs. For each place, one travel vlog and one promotional movie were chosen from YouTube based on the characteristics of typical trip vlogs and promotional films. The findings of this study have theoretical and practical implications for DMO marketing strategy. Even if travel vlogs are necessary for information delivery, their impact would be limited if travelers ignored them. Chu and Reinhold (2020) research intends to explore how people react to and perceive YouTube travel vlogs for sustainable tourism. The study looked at how YouTube travel vlogs address and represent sustainable travel. On a more detailed level, this research is looking for stories about local hotels, restaurants, stores, and cultural and historical aspects of the area, to name a few. They conducted interviews to better grasp the problem statement and people's perspectives. Tourism marketers can also use influencers to communicate directly with customers (Chu and Reinhold, 2020). Unlike other websites, YouTube allows users to imagine, observe, and feel a location rather than just look at photographs. In addition, this study also provides insights into YouTube vloggers' information on destinations and how sustainable the attractions are based on their own experiences. This study also aims to learn about how positive or negative the experiences of tourists would be.

Findings of the study conducted by Fahada and Rahman (2017) reveal that travel bloggers are motivated to influence others by sharing their experiences. Through in-depth interviews with 19 Malaysian travel bloggers, they studied the behavior and motivation of travel bloggers as it relates to their engagement with travel blogs. The results revealed that bloggers had four primary motivations: altruistic, personal, hedonistic, and social. Furthermore, blogs are typically viewed as impartial and trustworthy (Fahada and Rahman, 2017). Through the identified behaviors and motivations, this study concludes that travel blogs are more than just a means of acquiring and sharing information on visitor experiences. Travel bloggers utilize travel blogs for amusement, communication with readers, expression of self-identity, and social networking (Fahada and Rahman, 2017). On the contrary, the researcher's study seeks to demonstrate that vlogging is more trustworthy than blogging. In a study conducted by Alrawadieh et al. (2018), the destination image of Istanbul as depicted in Western travel blogs is examined. It investigated the online destination image of Istanbul as depicted by travel bloggers. The study employed deductive content analysis

and a coding strategy to guide the coding procedure (Alrawadieh et al., 2018). They concluded that travel blogs are a significant source of authentic and insightful information to comprehend destination image (Alrawadieh et al., 2018). Hence, this study has a negative impact on the researchers' analysis, given that it showed travel blogs as one of the most reliable sources when viewing a destination image.

Another contradicting study was conducted by Berhanu and Raj (2020), which seeks to evaluate the dependability of travel and tourism-related content on social media platforms. The authenticity of travel and tourism-related social media platforms is one of the greatest difficulties in the marketing industry. On the other hand, Berhanu and Raj (2020) questioned the veracity of internet reviews by asserting that corporations publish a large number of false evaluations. The limited availability of information regarding the reviewers' sources on the website could be a factor that renders online reviews less reputable or confusing. A study from a reputable source has greater credibility. It has a favorable effect on the public's image of travel services and infrastructure, however negative reviews from unidentified sources are viewed as less reliable than other forms of feedback. Consequently, this study contradicts the conclusions of the researchers, claiming that it may mislead individuals into viewing sources that are not permitted to be made public. Banyai (2016) conducted a comparative study of travel blogs in marketing research, specifically in Stratford, Canada. It revealed that travel bloggers discussed Stratford largely as a cultural and gastronomic destination. In addition, it is important to note that blogs are a new important form of digitalized word-of-mouth communication, becoming an increasingly important mechanism for exchanging information among tourists and for destinations and businesses to learn about the attitudes of their markets (Banyai, 2016). Therefore, this study contradicts the previous conclusions of academics since it reveals that blogs are a crucial component of tourist product promotion, persuading future visitors to experience the same thing as the bloggers.

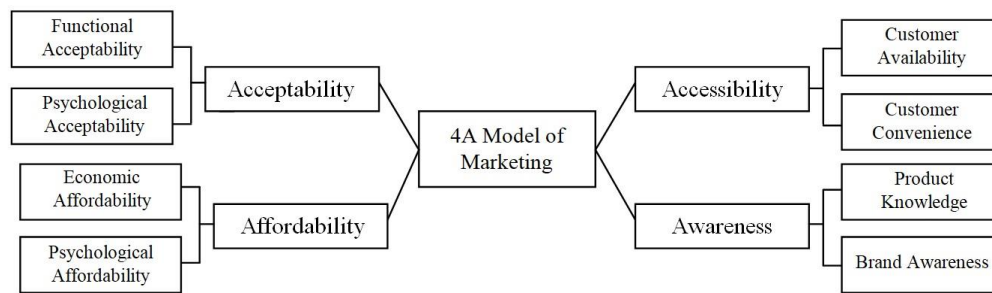
The study of Elwachwani (2019) talks about how Facebook and Instagram are used to promote and market locations. It intends to bring tourist organizations' attention to the use of new technologies, notably social media platforms like Facebook and Instagram. According to their data, Facebook is the second most popular social networking site for travel-related purposes, with 71 percent of respondents using it. Instagram came in #1 with a 95 percent approval rating. This study also shows which social media sites are more legitimate and reputable for travel-related information, with YouTube emerging as one of the most promising platforms in the modern day. According to the research conducted by Kaikkonen (2016), travel blogs are credible information and advertising sources. The purpose of their study is to determine the influence of travel bloggers in the construction of destination images in Iceland, as well as whether destination images are affected by commercial aspects via blogs. This case study technique tries to better understand travel blogs as a source of reliable information in Iceland. It demonstrated that bloggers can impact destination images by mediating signals regarding image formation. Images and sharing personal stories and experiences are the most effective methods. It opposes this research study because their perspectives on obtaining reliable information on social media platforms for tourist travel decisions are opposite.

Another opposing study conducted by Rahman (2017) uses Facebook to demonstrate how media platforms are commonly used for tourism destination marketing. Two of the most important and reliable sites for travel information are Facebook and YouTube. On

the other hand, travel firms can use adverts and custom-developed Facebook applications to find potential passengers, contact directly with them, engage with advocates, and create branded experiences. Facebook was the most successful social networking platform for the majority of users. Tourism marketers benefit from the platform's purchase process. According to the poll, having an active Facebook Page increases exposure and interaction, which leads to potential tourists spending more time arranging their trips. Lehtinen (2021) study focused on travel blogs in South Korea that define prominent destinations like Jeju Island. Travel motivations, consumer behavior, and marketing influencers were also investigated. They make an effort to comprehend the subject at hand and describe the facts and attributes in the content analysis. As part of their investigation, they chose to look at various travel blogs. Their research could be used as a source of knowledge regarding South Korea from blogging. Most of the time, blogs are about a fascinating topic or event. Many researchers used blogs to collect data in various ways, including gender and language analyses.

According to the study by Mirasol et al. (2017), travelers who had not yet visited a destination might rely on the recommendations and experiences of writers on travel blogs. In addition, it was said that it is apparent that tourists are influenced by what bloggers post on their websites. The study delivered a questionnaire created by the researchers to 112 participants. Finally, the data revealed that respondents who read travel blogs are dependent on them. In addition, travel blogs can serve as motivators, provide valuable information, and provide feedback (Mirasol et al., 2017). This is in contrast to the study conducted by the researchers, as it investigated and demonstrated that people have a positive attitude toward travel blogs and that they were able to meet and present the reader's expectations, thereby providing them with relevant information about a location they wish to visit. In their study, due to the increasing popularity and extensive use of social networks, it is being studied how much effect they have over their users. Their purpose was to determine the extent to which Instagram, as one of the most popular social media platforms, influences the choice of trip destination. In order to determine this, 835 participants were polled, resulting in the conclusion that Instagram is an indispensable source of knowledge and inspiration in the trip choosing process. Instagram is one of the most prominent social media platforms in addition to YouTube, and their study (Tessin et al., 2021) indicated that travel-related material is one of the most followed on Instagram and that it enhances users' desire to visit a specific destination.

*Figure 1* depicts Sheth and Sisodia (2012) established theory which is the 4A Model of Marketing. This theory was defined as customer-centric marketing that focuses on four values: acceptability, affordability, accessibility, and awareness. It is important to ensure that goods and services are acceptable, accessible, and affordable while also contributing to improving client awareness (Bhasin, 2021). It is also worth noting that the 4A marketing approach was influenced by a similar marketing technique used by Coca-Cola for many years. Each of the four dimensions given above is further divided into two sub-dimensions to make up the overall structure: Functional Acceptability and Psychological Acceptability; Economic Affordability and Psychological Affordability; Customer Availability and Customer Convenience under Accessibility; and Product knowledge and Brand Awareness. Nonetheless, for any product or service to succeed, only a few standards must be met (Tiwari, 2022). On the other hand, more pieces of information were gathered and further discussed to assess the 4A marketing model in terms of how it could aid in evaluating the research.



**Figure 1.** The 4A model of marketing.

**Acceptability:** This component examines how functionally and psychologically appropriate offers need to be to meet or exceed the needs of your target market (Cimorelli, 2022). When evaluating the performance qualities of a product or service, functional acceptability has been linked to the goal which seeks to answer the following questions: Was the product a reliable information source? Did it match the expectations of clients in the target market? Was it up to or better than their expectations? On the other hand, psychological acceptability refers to the more subjective aspects of a product or service. The image, package design, and brand positioning may improve (Tiwari, 2022). Furthermore, this component was used to determine if tourists were content and whether Siargao island's products or services met or exceeded their expectations, resulting in a desire to return. Tourist pleasure also indicates that places can meet their needs and expectations.

**Affordability:** Another component of the 4A marketing strategy is affordability, which determines whether or not the target consumer was financially capable and willing to spend the suggested price (Cimorelli, 2022). Affordability has two dimensions, as suggested by the concept: economic and financial affordability. Economic affordability refers to whether or not a customer base's prospective customers have the financial means to pay the product price (Dodd, 2015). This also has to do with the prospect's ability to pay for the items. A customer's willingness to pay was mainly decided by their impression of the value of a product or service to the price of a service or product in terms of psychological affordability (Dodd, 2015). This component was used to determine whether tourists are likely to spend money and use the items or services supplied during their stay on Siargao Island. This was also used to see if the visitors could pay for the goods and services.

**Accessibility:** This component is about how convenient it is for customers to get and use services or products (Dodd, 2015). It also refers to how simple and quick their customers will be able to receive their service (Cimorelli, 2022). It has two dimensions: accessibility and practicality. Availability means that the selling provider has adequate products to match consumer demand. Convenience, on the other hand, refers to how quickly a product or service can be obtained (Tiwari, 2022). Furthermore, this pertains to potential means of purchasing products and services. This component would determine whether tourists have access to the destination and how easy or difficult it is to visit a given location, such as Siargao Island. This component was the indicator of how a tourist had been able to visit the location.

**Awareness:** The final component of the 4A marketing model is buyer awareness of the product's features and benefits. The method through which they persuade potential customers to try the product and encourage existing customers to keep buying the

product or service. Like the other components, it has two dimensions: brand awareness refers to the prospect's grasp of the authentic product or service and the public image they associated with it; while product knowledge relates to a customer's ability to understand and use a product. Furthermore, according to the notion, most potential customers would not buy until they knew enough about the product or service. As a result, tourists who provide essential and informative background knowledge about the location of Siargao island, in particular, have been recognized and allocated to the awareness component.

The study's novelty would cover its uniqueness by concentrating on and emphasizing components of the studies that had never been done before by others. To offer local studies on a specific issue, the researchers would investigate new information on Siargao island from the standpoint of YouTube vloggers. Furthermore, this study would solely look at the perspectives of YouTube vloggers on Siargao island based on the content of their travel videos. This would also provide specific data to help better understand perceptions and recommendations for future tourists based on content analysis and the 4A marketing model.

## Materials and Methods

This study employed a qualitative research approach. This strategy has been used to understand better how people see the world. On the other hand, researchers use Content Analysis (CA) since it enabled them to count and analyze the existence, meanings, and correlations of certain words, themes, or concepts (Columbia Public Health, 2019). It has also been employed in various sectors, including marketing because it can be applied to many texts (Luo, 2019). This is applicable for data classification, annotation, and idea analysis in qualitative data. Acquire deeper insights, which could entail combining analytical results with behavioral data (Medelyan, 2019). Moreover, qualitative can be one of the various methods for analyzing and interpreting data that are presently available. It is also used to reduce time spent in engaging with respondents. As a result, analyzing vloggers' content on the YouTube site would require a secondary data strategy. One of the most significant benefits of secondary data analysis was cost-effectiveness. The researchers employed these strategies to reduce participant physical involvement.

The sampling method used was purposive sampling, a non-probability sampling that assisted the researchers in selecting or choosing a video from YouTube that features Siargao Island. However, the researchers did not conduct a survey or questionnaires but instead interpreted and analyzed the data coming from the online platform, specifically on different YouTube travel channels. On the other hand, the researchers did not utilize statisticians to establish the sample size as they only selected verified YouTube vloggers, which resulted in eight travel videos that have been included in the data for investigation. In addition, the researchers used total enumeration sampling, as shown in *Table 1*, containing the various local and foreign names of the eight verified YouTube vlogger content, their YouTube links, and the numbers of subscribers to determine that the content was reliable and valid to be used for the study.

**Table 1.** List of verified YouTube travel vloggers to be examined.

Names of verified YouTube vloggers content	YouTube links	Number of subscribers
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1. Wil Dasovich	<a href="https://www.YouTube.com/watch?v=GKDicKgSbWo">https://www.YouTube.com/watch?v=GKDicKgSbWo</a>	2.75M
2. Bisayang Hilaw	<a href="https://www.YouTube.com/watch?v=7WUohrvCesU">https://www.YouTube.com/watch?v=7WUohrvCesU</a>	971T
3. Angel Dei Peralta	<a href="https://www.YouTube.com/watch?v=eFGgq36thqg">https://www.YouTube.com/watch?v=eFGgq36thqg</a>	742T
4. Rei Germar	<a href="https://www.YouTube.com/watch?v=7N3DHczs2k0">https://www.YouTube.com/watch?v=7N3DHczs2k0</a>	1.54M
5. Making it happen vlog	<a href="https://www.YouTube.com/watch?v=66WX7zPjRIQ">https://www.YouTube.com/watch?v=66WX7zPjRIQ</a>	569T
6. Lost Leblanc	<a href="https://youtu.be/pkx7JSypEqY">https://youtu.be/pkx7JSypEqY</a>	1.93M
7. Haley takes on the world	<a href="https://youtu.be/MrQzo37-s04">https://youtu.be/MrQzo37-s04</a>	618T
8. The juicy vlog	<a href="https://youtu.be/bMwFv6UyXBQ">https://youtu.be/bMwFv6UyXBQ</a>	533T

*Notes: M means Million; T means Thousand.*

The data had been gathered from the YouTube platform through interpretation and understanding of the video contents. The researchers did not use any software in conducting the study since it underwent a thorough analysis which provided a better understanding of the YouTube vloggers' perspectives by giving its interpretation and understanding. The data interpretation was made using manual coding. Data interpretation is assigning meaning to the collected information and determining the findings' conclusions, significance, and implications. Moreover, it was proposed that interpretation came into play whenever people were trying to understand spoken or written language or, indeed, any human act. Moreover, the data interpretation is made by manual coding. Manual coding necessarily requires researchers to manually read through their data and develop or assign the meaning of the text. Manual coding involves time, which may significantly accelerate the whole methodological approach. The coding process is essential for qualitative data analysis. Coding is "how you characterize what the data you are analyzing was about" in qualitative research. It is also a method of identifying a sequence inside a phrase or any other data source (picture, image, videos), locating and recognizing concepts, and establishing their links. In addition, this study used a content analysis approach, a qualitative analysis method that focuses on recorded human artifacts such as written, spoken, or visual.

Due to the crisis brought by the pandemic, the data used were easily acquired since the researchers accomplished their study from their respective homes. There were five phases that the researchers went through while gathering data. The first was to search for travel vloggers with verified YouTube accounts having more than five hundred thousand subscribers, and who had featured Siargao island in their content. The researchers then analyzed the contents of the videos to assess whether they could be classified into the 4A model of marketing, which measures acceptability, affordability, accessibility, and awareness. Afterward, the researchers interpreted the content of 8 videos using manual coding. The interpretation of data focused on the travel experience of the identified vloggers during their stay in Siargao island. It aimed to determine if their satisfaction was met during their stay in Siargao Island or if their experience was beyond their expectations. It also analyzed the affordability of the destination and if these vloggers were willing to pay for the offered services regardless of the price. Furthermore, the data focused on identifying the accessibility of the destination for all ages, and whether there was any difficulty encountered while getting into the island. This study also assessed and interpreted the vloggers' awareness of the place, and if they could contribute their knowledge to the audiences and provide significant information about the different attractions on the island. These pieces of information were vital for the data interpretation. Therefore, the content of travel videos featuring Siargao island had been evaluated from the perspective of YouTube vloggers. Furthermore, this would provide better recommendations based on the findings.

The vloggers who had been associated with the project had been informed through emailed consent form that the data collected from them had been used to carry out the research.

## Results and Discussion

This section will look at the substance of the verified YouTube travel vloggers regarding their perspective on Siargao Island. The eight selected travel videos were examined by addressing the 4A Model of Marketing, which comprises Acceptability, Affordability, Accessibility, and Awareness that will be shown in *Table 2*.

**Table 2.** Analysis and interpretation of travel vloggers' perspective addressing 4A model of marketing.

Names of verified travel vloggers	4A model of marketing			
	Acceptability	Affordability	Accessibility	Awareness
Wil Dasovich	He mentioned in his vlog that Siargao Island is one of the most unique places in the Philippines. It appeared that he enjoyed his stay. He had a great time with friends especially when they rode motorcycles. In addition, he mentioned that the people in the neighborhood were nice. He and his friends were pleased with the area's services, particularly during their surfing excursion.	He did not specify whether their trip was cheap or costly. But he showed the prices of the foods they ate for lunch and it was not too expensive.	He explained in his vlog that going to Siargao was challenging because it required two flights. On the other hand, while on the island, he visited many places and beaches that were easily accessible because they were close by. He and his friends began their journey to discover Siargao by renting a jeepney, which provided them with a comfortable trip.	He emphasized that Siargao is known as the surfing capital of the Philippines. Also, it is worthy to note that one of his friends, who is also a vlogger, stated that there are many surfing spots in the Philippines but people consider Siargao as the surfing capital simply because no matter how high or low the wave is, tourists can still surf.
Bisayang Hilaw	He was very fascinated by the beauty of the island. He cited that the place was relaxing and peaceful. His video showed how happy he was.	He did not specifically mention the price of the food, accommodations, and transportation. But it was apparent in from his video that most of them are affordable.	It appeared to be convenient for him and his companions to travel around the island as they got on the boat at ease. There was no hassle as they toured around the place since they were provided with water and land transportation.	The vlogger was very aware of the island because it was not his first time visiting Siargao. In the vlog, he also had a local friend who was like a tour guide who guided him throughout his trip.
Angel Dei Peralta	As shown in the video, she had a lot of fun with her partner. According to her, it was a great experience and was totally worth it. She seemed to like the food at Siargao restaurant. Despite the rain, they still enjoyed island hopping because the view was still mesmerizing.	According to her, they tried not to spend too much on their trip. They rented a motorcycle for a cheap price, and all the restaurants they have been to were affordable. The total amount that they spent during their trip was 26,960 pesos.	After they arrived at the airport, they rode a van and went to their accommodation where they stayed for their entire trip. They also rented a motorcycle to easily go around the island. They did not experience any traffic during their journey in Siargao.	She emphasized that Daku Island means "big". She also stated that Suba Lagoon is one of the well-known dive sites in Siargao. She also mentioned in her vlog that tourists can spend less if they rent a motorcycle.
Rei Germar	She seemed happy to experience Siargao's adventure together with	Based on her vlog, she seemed to have a big budget since she booked	As shown in the video, it was easy for them to tour around the island	She suggested to her viewers that they must try to ride

	<p>her friends. She liked the food they ate. She was amazed by how the stars looked in the island, especially because she had never seen those in Manila. At the end of her vlog, she stated that their trip was not enough, thus they would definitely go back in the island.</p>	<p>a hotel for their accommodation. They also ate in a fancy restaurant. Each of her friends also brought their own money.</p>	<p>since there was no traffic and it was hassle-free. They rode on a rented motorcycle since cars are rare to see in Siargao.</p>	<p>on a motorcycle when they visit Siargao because it gives them more of the Siargao vibe.</p>
<p>Making it happen vlog</p>	<p>His excitement was apparent in his video. He had fun and enjoyed what the place offered them. He mentioned that he had been to Siargao before and only went back because he feels relaxed there. He also mentioned that he was trying another adventure. He cited that Siargao is one of his favorite places on earth, therefore he is fond of coming back to the island. At the end of his vlog, he emphasized that he had a fantastic day.</p>	<p>He and his companions booked an Airbnb for their stay in Siargao, which was too expensive. They also had a drink in a fancy restaurant bar. He seemed to have a big budget for their entire trip since he did not worry about the prices of what they ate and drank.</p>	<p>He rented a motorcycle because it was the most convenient way for him to get around. He also tried to ride on a tricycle. There was no traffic on their journey as shown in the video.</p>	<p>From the beginning of the video, he expressed his thoughts about Siargao being a beautiful place. He also knows the place well. Also, he mentioned that the proceeds of the helmet rental in Siargao are actually being donated to a bronze nation, a local foundation for kids in Siargao. Kids with high attendance at school get surfboards and self-lessons from the people where they are being taught about life, good values, and a positive attitude. A person named Mr. Josh manages the whole organization.</p>
<p>Lost Leblanc</p>	<p>He had never seen anything like the area between the mountains and the water, which he considered a one-of-a-kind place. He appeared amazed by one of the places in Siargao, where he had a wonderful experience. He said the restaurant was cool, had laid-back vibes, and everyone was in a good mood after seeing it. He also mentioned how wonderful it was to be in Siargao. He was really delighted to be on the island.</p>	<p>As they hopped on the boat, he mentioned that it costs 1,600 pesos and could accommodate six people. He slept in a hostel that costs 500 pesos per night. It has access to a clean, nice-looking building with a bed and a fan. He mentioned that the hostel where he stayed was inexpensive, which surprised him because the price already includes access to other amenities. The place was so clean for such a low price.</p>	<p>His vlog began at the airport where he took a flight with Cebu Pacific Air. The travel time was approximately forty-five minutes. It was more accessible and more convenient for him to travel to Siargao Island since there were means of transportation hence, he could just sit down and relax. They rode motorcycles to get to their first destination. As it appeared in the video, there was no traffic, no stoplights, and the environment was clean and green. After forty-five minutes, they arrived at the last port before going to Suba lagoon. They rode on a boat and motorcycle.</p>	<p>He noted that the Philippines is the capital of surfing, and he seemed to be a little knowledgeable about the island. He mentioned that Siargao is a big town and it's different from anywhere he had been in the Philippines. He shared with the viewers what tourists can see such as yoga places, and surf shops everywhere. He emphasized that the water of the lagoon was stunning-emerald green, which made it very clean and clear.</p>
<p>Haley takes on the world</p>	<p>She mentioned that she enjoyed the bread and fruit breakfast in</p>	<p>She was with her friends and they rented a jeepney for their whole</p>	<p>They rode on a jeepney which they rented out. They had</p>	<p>It is worth noting when she shared some important</p>

	<p>Siargao. However, she was very disappointed to see trash on the ground, then voiced out her concern to her viewers and advised them to stop throwing trash everywhere. Despite that, she still had a lovely vegan meal and was satisfied with the services. She also had a conversation with the owner of the restaurant which she really appreciated.</p>	<p>trip but she did not mention how much the rent cost. They also had a good night at one of the nearby restaurant bars and tried to drink Italian coffee and pastries the other day. It clearly seemed that they can afford their trip because of the fact that they are all rich, but some prices were also inexpensive.</p>	<p>an easy trip because they never experienced any traffic. The next thing they did was rode a motorcycle called “Habal-Habal”.</p>	<p>details apart from Siargao place. She mentioned that Jeepney was used in World War II and is now being used as a mode of transportation all over the Philippines. Moreover, when they arrived at the rock formation called Pilar Rock, she stated that it only comes out during low tide. She also went to a yoga studio called a yoga dojo.</p>
<p>The juicy vlog</p>	<p>In the video, he was with his partner and friends. His partner stated that the water was immaculate and precise, which not every island is like. He also mentioned that it was a lovely island and a great place to live in. Also, he enjoyed the peaceful day on Siargao Island, indeed a great time to spend with his friends. He mentioned that he had been to Siargao before, which gave the impression that they really liked the place. He was amazed and fascinated with the view which he described as nice and cool. They had a good day chilling on the island at the end of the day.</p>	<p>They had a budget for their trip since they did not worry much and they planned the trip well. They had a boodle fight and also ordered mango shakes which were reasonably priced.</p>	<p>He started his vlog by hopping on a boat to get to another island. Afterward, they went hiking. They also went on island hopping which required them to board another boat.</p>	<p>They did not provide much information about the place as they traveled around Siargao and visited various islands. They just simply showed the view of how beautiful and clear the water was.</p>

*Table 1* presents the analysis and interpretation of the videos of the eight verified YouTube travel vloggers. It addresses the 4A model of marketing which was adopted from the theory of Sheth and Sisodia (2012) which provided the vloggers’ perspectives on Siargao Island. The data gathered were thoroughly analyzed, and each category of the 4A model of marketing was addressed. The researchers found out that the eight vloggers had a great time and were satisfied with the services in terms of acceptability. The island itself and the restaurant’s food and drinks were very satisfying. Additionally, the vloggers said that Siargao Island is such a great place to live in. The eight vloggers were fascinated by the island especially Rei Germar, Making it Happen Vlog, and The Juicy Vlog, who stated that they will all go back to Siargao. On the other hand, when it comes to affordability, all of them can afford their travel to Siargao Island as they were able to pay for their food and drinks, regardless of whether it was expensive or not. In addition, they were also able to pay for the rent of boats, jeepneys, and motorcycles since it was all within their budget. Some of them ate at affordable restaurants, while others tried to experience fancy foods. But still, traveling always depends on how the tourist carries their budget.

There are a lot of establishments that offer quality service at a very affordable price which tourists can try. There are also airline promos that tourists can avail especially when booking flights going to Siargao. In regards to accessibility, none of the eight travel vloggers experienced traffic in Siargao. It was indeed hassle-free as they traveled to different spots on the island. They rode on motorcycles and jeepneys since cars are rare to see in the area, which made them feel more of the Siargao vibe, the fresh air, and the green nature of the place. Lastly, in terms of awareness, the data showed that most of them are knowledgeable about the island and even shared facts about it. Wil Dasovich and Lost LeBlanc were aware that Siargao is the surfing capital of the Philippines which they both mentioned in their videos. However, some of them, such as Rei Germar, The Juicy vlog, and Bisayang Hilaw did not mention any knowledge that they could share. On the other hand, most of them showed through their videos the beauty of the island and how hospitable the local community is. All of them also conveyed that Siargao is one of the most beautiful places in the world, known for having clean and clear water. Moreover, they all stated that Siargao is a place where anyone can relax-a peaceful destination that is not crowded with tourists. Unfortunately, one of the vloggers, namely Haley Takes on the World, showed in her vlog that there is trash everywhere which could cause a bad impression of the place. Still, in a positive point, she raised awareness among her viewers about the consequences of littering and the ways that an individual must do to save the environment. Nonetheless, the results show that Siargao Island is an affordable, accessible, and satisfying place to visit.

## **Conclusion**

To summarize the study, the research revealed that the eight selected travel vlogs could demonstrate the adopted theory of Sheth and Sisodia (2012): the 4A's of marketing. According to the perspectives of the eight local and foreign vloggers, Siargao Island is one of the Philippines' most beautiful and distinctive islands. The researchers believe that the perspectives of travel vloggers are relevant for individuals who are planning a trip to Siargao Island. This is especially relevant since people nowadays depend on YouTube vloggers as they can see the vlogger's circumstances in the video. In that scenario, this may encourage more people to visit Siargao Island and also benefit the place by highlighting its beauty. On the other hand, due to travel vloggers, viewers may witness both the good and bad aspects of the destination. According to the findings, the perspective of travel vloggers on Siargao Island demonstrates the 4A's of marketing: acceptability, affordability, accessibility, and awareness. In terms of acceptability, it was discovered that all eight vloggers were happy and the location matched their expectations. Regarding affordability, the given prices were reasonable and not incredibly expensive for tourists, implying that they can manage to spend money for their vacation. In terms of accessibility, the YouTube vloggers had easy access through the location, which means they did not encounter any difficulty during their trips. The last component is awareness, where five of them shared their knowledge and awareness of the areas they visited while highlighting the destination, whereas the other three vloggers gave minimal facts about Siargao Island. This implies that YouTube travel vloggers are making a significant contribution to their viewers' desire to visit Siargao Island by addressing important aspects of the location that every visitor should be aware of.

Following a comprehensive analysis of the previously gathered and interpreted data, the researchers selected eight verified vloggers with over 500,000 followers who featured Siargao Island. The 4A marketing model, which covers Acceptability, Affordability, Accessibility, and Awareness, was used in this research to assess the perspectives of travel vloggers' video material on Siargao Island. Accordingly, the purpose of this study is to investigate the viewpoints of YouTube vloggers on Siargao Island that could promote the destination to be visited by potential tourists once they watch the travel video. Most of the travel vloggers remarked that Siargao Island was indeed a great spot owing to its ease, affordability, and ability to satisfy travelers, resulting in their desire to return. Furthermore, the study found that the viewpoints of travel vloggers play an important role in encouraging prospective visitors to visit Siargao Island by raising awareness and providing valuable information using the 4As marketing strategy. Finally, the research results reveal that visitors' travel selections are more likely to be influenced by accurate information offered by YouTube travel vloggers.

Based on the findings, this study could provide recommendations for local studies, which might help future tourism marketing research initiatives in the Philippines when other researchers need to locate relevant literature since local studies are quite limited in the country. Aside from that, locals and tourism officials in Siargao Island might use this study to advertise the island. They should also be aware that YouTube travel vloggers may assist businesses in improving their attractions, thus they could work with them to promote Siargao Island through travel films. The Department of Tourism, on the other hand, can raise awareness by organizing seminars or workshops for travelers, agencies, and the local community on promoting and marketing tourism in the new normal, embracing YouTube as one of the trustworthy social media platforms. In addition, while viewers depend on travel videos, vloggers should be knowledgeable and should establish awareness when it comes to presenting information about a destination. This paper might enable them to know the crucial facts they could provide in their videos while highlighting the destinations. Finally, future researchers may conduct a similar study in which they could fill the gaps that were not stated in this study. Also, this research could serve as a basis for their future projects.

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## Conflict of interest

All authors declare that there is no conflict of interest with any parties involved in the study.

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