

Trends of Lifestyle and Motivations of Gold Dragon Nightclub Visitors in Yogyakarta in Enjoying Nightlife Tourism

Fera Dhian Anggraini, John Joi Ihalauw, Tonny Hendratono, Sugiarto, I Ketut Suardana

Sekolah Tinggi Pariwisata Ambarukmo, Indonesia

E-mail: feestroby@gmail.com, joi.ihalauw0510@gmail.com,
tonnyhendratono@stipram.ac.id, profsugiarto@stipram.ac.id,
suardana.ketut28@gmail.com

*Correspondence: feestroby@gmail.com

KEYWORDS

nightlife tourism,
nightclub, lifestyle,
motivation, trends,
yogyakarta

ABSTRACT

Nightlife tourism has become an integral part of the tourism industry in many major cities in Indonesia, including Yogyakarta. This study aimed to explore in depth the lifestyle trends and motivations of visitors, as well as the factors influencing visitor behavior at Gold Dragon nightclub, one of the leading nightclubs in Yogyakarta. This research employed a qualitative method with an interpretative approach through participant observation over three months and semi-structured in-depth interviews with 15 active Gold Dragon patrons. Data analysis was conducted through the identification of key themes emerging from interview transcripts and observation notes, encompassing visit motives, lifestyle preferences, and socio-economic influences. The research findings revealed that visitors are generally motivated by the desire to socialize and expand their social networks, to relieve stress and escape routine, and to express personal identity and seek new experiences. Visits to Gold Dragon are also associated with a lifestyle characterized by modernity, hedonism, and the pursuit of unique new experiences. Current nightlife tourism trends indicate a shift in visitor behavior marked by an emphasis on personal freedom, meaningful social interactions, and an appreciation for the quality of entertainment. The research results provide valuable implications for the development of nightlife tourism in Yogyakarta, particularly for Gold Dragon management, through strategies to enhance visitor satisfaction by providing experiences relevant to their motivations and lifestyles, while also promoting responsible nightlife tourism practices. This study also contributes to the growing literature on nightlife tourism, especially within the context of nightclubs in Yogyakarta.

Attribution- ShareAlike 4.0 International (CC BY-SA 4.0)



Introduction

Tourism is a continuously evolving sector with an increasing variety of activities that can attract tourists (Camilleri & Camilleri, 2018). One of the developing sectors is nightlife tourism (Kuncoro & Pramitasari, 2024), which encompasses tourist activities conducted at night (Kholifah, N. A., et al. 2020). Various nightlife tourism activities attract visitors, including listening to music and enjoying alcoholic beverages in nightclubs, along with other comprehensive facilities (Panjaitan & Ariwangsa, 2018). The presence of nightlife tourism can drive regional improvement and growth (Eldridge, 2021). In many major cities, nightlife tourism has become an integral part of social and economic life, including in Yogyakarta. Yogyakarta is known as a city with leading tourist destinations in Indonesia due to its rich culture and history (Alamsyah et al., 2023), but it also possesses an attractive side in nightlife tourism, which is becoming known for its night entertainment centers (Romadhon, 2021). Nightlife tourism in Yogyakarta is a unique attraction for visitors seeking evening entertainment beyond conventional tourist activities.

Situmeang, I. V. O. (2020) stated that night entertainment is a special attraction for visitors or tourists to spend their leisure time simply by listening to music or enjoying drinks provided by nightclubs along with other facilities and services. There are various night entertainment venues in Yogyakarta, including discotheques, cafes, bars, pubs, lounges, karaoke places, and nightclubs. Nightclubs operate at night, presenting music, dance, alcoholic beverages, as well as various other services and facilities (Carah et al., 2021). Nightclubs are usually equipped with dance floors, high-tech audio-visual systems, attractive lighting, and various alcoholic beverages (Chiapparini, 2022). Music in nightclubs is performed by professional Disc Jockeys (DJs) and experienced bands.

Nightclubs play an important role in facilitating nightlife tourism in Yogyakarta. Nightclubs are not only places of entertainment but also reflect modern lifestyles and become prestigious social spaces for visitors (Abusaada et al., 2021). Nightclubs are often a destination for visitors seeking to enjoy a different night atmosphere (Jahrir et al., 2024). Nightclub visitors are not only looking for entertainment but also use it as a symbol of social status reflecting modern, hedonistic, and cosmopolitan lifestyles. The presence of nightclubs reflects the changing social dynamics of urban communities that prioritize the need for freedom of expression and increased social interaction (Pavón-Benítez et al., 2023). Eldridge, A. (2021) suggests that nightclubs function as entertainment venues as well as places to experience a broader and more diverse life experience.

Yogyakarta has a lively and active nightlife tourism scene with the presence of many large and small nightclubs that are always crowded with visitors every night (Herawan et al., 2023). Yogyakarta's nightlife is currently a unique attraction for domestic and international tourists, as well as local communities. The presence of nightclubs undergoing changes indicates an increasing demand for entertainment destinations that provide space for people to socialize, express themselves, and enjoy a different and more dynamic night atmosphere. Nightlife tourism activities by visiting nightclubs can contribute to the local economy and help shape a modern image of a destination (Phucharoen et al., 2023). The phenomenon of the developing nightlife tourism in night entertainment venues in Yogyakarta supports the development of urban subcultures oriented towards modern lifestyles, excessive entertainment consumption, and increasingly broad social networks.

Gold Dragon nightclub in Yogyakarta offers various exclusive experiences that are attractive to individuals and groups who want to socialize and escape from routine.

Gold Dragon, as the most luxurious nightclub in Yogyakarta, has more premium facilities and services compared to other nightclubs. Currently, Gold Dragon is a center for visitors who want to experience luxury, quality entertainment, and an exclusive atmosphere in one place. Gold Dragon not only offers various types of music but also provides a memorable experience by presenting attractive and creative event concepts every night. Gold Dragon's musical performances are presented by professional and experienced local, national, and international Disc Jockeys (DJs) and bands. In addition, Gold Dragon's performance stage is equipped with high-tech sound and lighting systems, as well as luxurious and modern interior design, thus attracting more visitors from various circles, from young professionals to international tourists who want to enjoy nightlife with higher standards. These experiences make Gold Dragon one of the best icons in Yogyakarta's nightlife tourism. This is reinforced by the increasing number of Gold Dragon visitors in the last three years, as shown in the following table.

Table 1. Gold Dragon Visitor Numbers (2022 - 2024)

Year	Total Visits	Gender	
		Male	Female
2022	67.491	33.654	33.837
2023	81.421	39.865	41.556
2024 (until September)	29.761	15.291	14.470

The table indicates Gold Dragon's visitation rates over the past three years, from 2022 to 2024 (as of September). In 2022, Gold Dragon recorded 67,491 visits with a nearly balanced proportion between male (33,654) and female (33,837) visitors. In 2023, the number of visits to Gold Dragon increased significantly to 81,421, with a proportion of 39,865 for male visitors and 41,556 for female visitors. Furthermore, in 2024 (until September), Gold Dragon recorded 29,761 visits. This figure indicates that although less than a full year has passed, the visitor trend in 2024 still demonstrates Gold Dragon's consistent stability and popularity with the potential for further increase.

The phenomenon of the increasing number of nightclubs in Yogyakarta, followed by a rise in visitor numbers, especially at Gold Dragon, has generated interest in further research. The motivations and lifestyles of nightclub visitors are interesting and relevant topics, considering the ever-evolving changes in behavior and nightlife tourism trends. Nightclub visitors not only come to enjoy entertainment but also bring various personal motives, ranging from the desire to socialize, express themselves, relax, to seeking new experiences. This phenomenon reflects the social dynamics in society, especially among young generations and certain social groups. The increasing number of nightclub visitors is inseparable from the role of nightclubs as social spaces that support identity formation and the creation of new social networks for visitors (Koren, T. 2024). Nightclubs hold a special attraction for visitors seeking authentic experiences and more intense interactions with the urban environment (Pritchard, 2024). Therefore, a study on the motivations and lifestyles of nightclub visitors at Gold Dragon can provide new insights into visitor behavior patterns and how to utilize them for the development of more responsible and sustainable nightlife tourism in Yogyakarta. Based on this background, this research focuses on the following questions:

Trends of Lifestyle and Motivations of Gold Dragon Nightclub Visitors in Yogyakarta in Enjoying Nightlife Tourism

1. What are the motivations that drive visitors to visit Gold Dragon nightclub in Yogyakarta?
2. How are visitor lifestyle trends reflected through visitor activities at Gold Dragon nightclub?
3. What is the role of Gold Dragon nightclub as a social space in the context of nightlife tourism in Yogyakarta?

According to Nofre et al. (2018), nightlife tourism plays a significant role in urban areas, serving as a central attraction for visitors seeking entertainment and social experiences beyond traditional tourist activities. This highlights the importance of understanding the behavior and motivations of nightlife tourism consumers in shaping the industry. Similarly, McCormack and Measham (2022) emphasize the role of nightclubs in providing a space for self-expression and community building, with nightlife venues serving as platforms for forming new social identities and networks, particularly among young adults.

The urgency of this research is underscored by the growing popularity of nightlife tourism in Yogyakarta, particularly at venues such as Gold Dragon nightclub. With its increasing number of visitors, understanding the motivations and lifestyle trends of these visitors becomes essential for both nightclub management and local tourism authorities. As nightlife tourism continues to contribute to the local economy, it is critical to develop strategies that enhance visitor satisfaction, improve responsible tourism practices, and promote a positive image of Yogyakarta as a dynamic and sustainable nightlife destination.

Although previous studies have explored various aspects of nightlife tourism, there is a lack of research focusing on the specific motivations and lifestyle trends of nightclub visitors in Yogyakarta, especially at high-end venues like Gold Dragon. Additionally, most studies have not fully explored how social dynamics, such as peer influence and social status, shape visitor behavior in the context of nightlife tourism. This study seeks to address these gaps by examining the unique factors influencing the behavior of Gold Dragon visitors and how these factors align with broader trends in nightlife tourism.

This study introduces a novel perspective by focusing on the motivations and lifestyle trends of Gold Dragon nightclub visitors in Yogyakarta, a relatively underexplored area in nightlife tourism research. The research goes beyond traditional entertainment motivations by investigating how aspects of socialization, stress relief, self-expression, and the search for new experiences shape visitor behavior. By applying theories such as Maslow's Hierarchy of Needs and Social Identity Theory, the study offers a fresh understanding of how nightclubs act as spaces for identity formation and social interaction, contributing new insights to the field of nightlife tourism.

This study aims to identify the lifestyle trends and motivations of Gold Dragon nightclub visitors in Yogyakarta in enjoying nightlife tourism. Through observation and in-depth interviews, this study seeks to provide insights into the factors influencing visitor decisions to visit and engage in activities at the nightclub, and to analyze how Gold Dragon acts as a social space and how this relates to shaping Yogyakarta's image as a modern, high-quality, and responsible tourist destination.

The findings of this study are expected to contribute to the development of responsible nightlife tourism in the city of Yogyakarta and enrich the literature on nightlife tourism in Indonesia. Nightclub managers/management and tourism stakeholders can develop services that meet visitor expectations and minimize negative

impacts on the local social and cultural environment by understanding the dynamics of visitor behavior, including their driving motivations and adopted lifestyles.

Literature Review

Nightlife tourism has become a substantial form of tourism in various destinations worldwide, encompassing a diverse range of evening entertainment activities, from music concerts and parties to visits to bars and nightclubs (Nofre et al., 2018). Nightlife tourism attracts visitors seeking entertainment and social experiences distinct from daytime activities (Marta, 2019).

Nightlife Tourism and Its Development

Nightlife tourism has rapidly developed in major cities around the world, including Indonesia, and has become part of modern tourist attractions (Rahastri, 2018). This activity attracts a different segment of visitors from conventional tourism, encompassing various entertainment venues such as nightclubs, bars, live music venues, and other nighttime art performances (Wichaidit, 2019). In addition to being entertainment hubs, nightlife tourism contributes to local economic development through taxes, employment, and the enhancement of other tourism sectors (Zhang & Zhang, 2023). Nightlife plays a crucial role in building the image of tourist destinations, especially in the context of urbanization and globalization (Urošević et al., 2023), providing entertainment and shaping visitors' social identities and lifestyles. Nightclubs allow visitors to express themselves freely and experience new things amidst modernity (Yuanjaya, n.d.).

However, the development of nightlife tourism also presents social challenges, such as increased crime and other social problems. Strong regulations and policies are essential to minimize negative impacts, such as managing alcohol distribution, regulating operating hours, and monitoring criminal activity in night entertainment venues (Langi et al., 2018). The development of responsible and sustainable nightlife tourism must consider the balance between economic benefits and social impacts. Noise pollution is also a major concern in managing environmental impacts on local communities (Belsoy et al., 2012).

Nightclubs, Lifestyles, and Visitor Motivations (Main Focus)

Nightclubs are popular night entertainment venues, especially among young adults (Barimbing, 2023; SEFTIABUN, 2018), playing a significant role in shaping visitor lifestyles, particularly in urban societies. Nightclubs provide a place for individuals to express themselves freely and experience different entertainment sensations (Abidi, 2021). Social interaction in nightclubs is often influenced by patterns of music and alcohol consumption and the search for strong emotional experiences.

Research by Toubes, D. R., & Vargas-Sanchez, A. (2021) and McCormack, M., & Measham, F. (2022) indicates that the lifestyles of nightclub visitors are not only driven by the need for entertainment but also by the desire to be part of a particular community, express distinct social identities, and achieve higher social status through conspicuous consumption and exclusivity. Alcohol consumption and electronic music contribute to the formation of specific subcultures associated with cosmopolitan and hedonistic lifestyles. Experiences in nightclubs reinforce individuals' perceptions of their adopted modern identities, leading to an increase in consumption-based lifestyles that emphasize luxury and exclusivity.

The motivations of nightclub visitors are related to the search for individual freedom and psychological needs (Sutarto, 2022). Research by Feltmann, K., et al. (2021) shows that visitors are motivated by the urge to escape from routine and the burdens of

daily life, seeking a "liminal space" to express themselves without being bound by strict social rules, and seeking relaxation and different entertainment.

Nightclubs also offer opportunities to expand social networks and strengthen social identities (Thurnell-Read, 2021). Interactions in nightclubs strengthen social bonds and provide opportunities for visitors to form more flexible and dynamic identities. Visitor motivations are also related to the desire to socialize and be part of a particular community, seeking an atmosphere that supports personal exploration and freedom from more rigid social norms, involving emotional and psychological dimensions, and expressing aspects of identity that are not usually apparent in everyday life, providing a sense of liberation and self-affirmation. A study by Makau, S. N. (2018) reveals that visitors are also driven by the motivation to enjoy a hedonistic lifestyle involving the consumption of entertainment and luxury goods.

Social and Economic Links with Nightlife Tourism

Nightlife tourism has close links with social and economic aspects. The existence of night entertainment serves as a center of social activity that allows social interaction across groups (Nofre, J., & Garcia Ruiz, M. 2023), crucial for the formation of modern urban communities and increased social mobility and intercultural interaction. On the economic side, the development of the night entertainment sector increases revenue from the tourism industry and other supporting sectors (Lin et al., 2022), creating jobs and driving consumption. However, the development of nightlife tourism can also trigger social problems, such as increased alcohol consumption and anti-social behavior (Carlisle & Ritchie, 2021). Strict regulations and cooperation among stakeholders are important to maintain a balance between economic development and social stability (Luo et al., 2022).

Gold Dragon as a Nightlife Tourism Destination

Gold Dragon, as the most luxurious nightclub in Yogyakarta, has become one of the main destinations in nightlife tourism (Herawan et al., 2023), offering facilities and services that attract local and international tourists seeking quality entertainment experiences, strengthening Yogyakarta's image as a dynamic and developing nightlife destination. The innovations and differentiations implemented by Gold Dragon are key factors in maintaining its appeal (Yun et al., 2020), combining elements of local culture and international themes to create a unique atmosphere and build a reputation as a safe and comfortable place.

Research Methods

A qualitative research method was employed in this study to gain an in-depth understanding of the lifestyle trends and motivations of visitors to the Gold Dragon nightclub in Yogyakarta. This approach was chosen because it allows for the exploration of perceptions, experiences, and motives that drive visitors to attend and enjoy nightlife tourism at the nightclub through in-depth interviews and direct observation. The qualitative approach in this research will generate descriptive data in the form of written or spoken words from observed nightclub visitors and is directed by the individual's background as a whole without isolating individuals and their organizations into variables. The implementation of qualitative research starts from data, utilizes existing theories as explanatory material, and ends with a theory (Ihalauw et al., 2023). Furthermore, the qualitative method also provides flexibility to explore and evaluate in more depth the social, cultural, and psychological factors that influence visitor decisions more completely and comprehensively.

The subjects in this study involved 15 visitors to the Gold Dragon nightclub in Yogyakarta who were active patrons during the last three months. Sampling was carried out using purposive sampling by establishing selection criteria for visitors based on frequency of visits, age, and socio-economic background. The purpose of purposive sampling is to facilitate data collection in terms of practicality and interpretability while maintaining strong transparency (Egami & Lee, 2024). The selected subjects were visitors who had visited the Gold Dragon nightclub at least three times in the last three months. This criterion was chosen to ensure that informants had sufficient information and experience to contribute by providing in-depth views on their motivations and lifestyles in enjoying nightlife tourism.

Tabel 2 Characteristics of Research Informants at Gold Dragon Nightclub

Inisial	Gender	Age	Occupation	Visit Frequency	Socioeconomics Status
JN	Female	40	Entrepreneur	5 times	Upper Middle
YG	Male	42	Private Employee	5 times	Upper Middle
PP	Male	29	Entrepreneur	6 times	Upper Middle
SN	Male	24	Private Employee		Upper Middle
JS	Female	23	Private Employee	4 times	Middle class
AM	Male	22	Student	3 times	Middle class
MG	Female	26	Private Employee	4 times	Middle class
AR	Male	45	Entrepreneur	5 times	Upper Middle
NM	Female	27	Private Employee	4 times	Upper Middle
WD	Female	21	Student	3 times	Upper Middle
VT	Female	33	Hotel Manager	5 times	Upper Middle
FK	Female	36	Civil Servant	3 times	Upper Middle
AJ	Male	29	Private Employee	4 times	Upper Middle
DY	Male	35	Manager	6 times	Upper Middle
DN	Female	25	Civil Servant	4 times	Upper Middle

Primary data in this study were collected using two main techniques: participant observation and in-depth interviews. Observations were conducted by directly engaging in nightlife tourism activities at the Gold Dragon nightclub through social interactions, direct observation of visitor activities, and observing behaviors that emerged during their visits to the nightclub. Observations in this study were carried out over three months with a visit frequency of twice a week to obtain a more comprehensive picture of the nightlife dynamics at the Gold Dragon nightclub in Yogyakarta. Interviews were conducted with 15 selected visitors, using an interview guide developed based on a literature review on motivation and lifestyle in night entertainment venues. Each interview lasted 30-60 minutes and was recorded with the informant's consent.

Data obtained from observations and interviews were analyzed through several stages. Raw data from interviews and observation notes were selected, summarized, and simplified to focus on information relevant to the research objectives. The next step was to identify key themes emerging from the data, such as visitor motives, lifestyle preferences, and social and economic factors influencing visits to Gold Dragon. Subsequently, further data analysis was conducted to find relationships between themes, thus providing a more comprehensive picture of the lifestyle trends and motivations of Gold Dragon visitors. This study employed method triangulation (comparing interview and observation data) as data validity and member checking (confirming findings with informants) to ensure that the researcher's interpretation aligned with the informants' experiences.

This study adhered to strict research ethics principles. Before data collection was carried out, all informants were given a detailed explanation of the research objectives, data collection procedures, and guarantees of data confidentiality. Written consent was obtained from each informant before participating in the study. Participation in this study was voluntary, so informants had the right to withdraw without any consequences.

Results and Discussions

Based on participant observation and in-depth interviews with 15 active visitors of the Gold Dragon nightclub in Yogyakarta, this study identified several themes related to visitor lifestyle trends and motivations, as well as factors influencing visitor behavior in enjoying nightlife tourism.

Visitor Demographic Profile

The majority of visitors to the Gold Dragon nightclub come from upper-middle-class socio-economic backgrounds, although there are some visitors with varying backgrounds. The upper-middle class is a social group formed by members of the middle class with higher status (Wikipedia, 2017). Gold Dragon visitors range in age from 20 to 45 years, with an average visit frequency of three to six times in the last three months. Their occupational backgrounds also vary, ranging from entrepreneurs and private employees to young professionals.

Visitor Motivations

In-depth interviews using a semi-structured technique revealed three main motivations driving visitors to come to Gold Dragon:

1. Desire to socialization

Gold Dragon is seen as an ideal place to interact and expand social networks. The room design and facilities create a comfortable and exclusive atmosphere for meeting friends, communities, or even new people. As AR (36 years old, entrepreneur) stated, "I often come here to meet friends and business relations." Observations also showed that visitors often sat in groups, interacting with their friends or communities, and some even communicated with new people. This indicates that Gold Dragon functions as a social hub, facilitating interaction and connections between visitors.

2. Stress relief and relaxation

For many visitors, Gold Dragon becomes an escape from daily routines and burdens. PP (29 years old, entrepreneur) stated, "After a tiring week, I come here to relax and relieve stress." Observations support this statement, with many visitors coming after work hours, enjoying the music and atmosphere without intense activity. Visitors appeared to enjoy relaxed moments and momentarily forget about work pressures or personal problems.

3. **Self-expression and freedom**

Gold Dragon provides a space for visitors to express themselves freely, without the constraints of strict social norms. JS (23 years old, private employee) said, "I like this place because I can freely express myself without being judged, both in terms of appearance and how I have fun." Observations showed that younger visitors were freer in their dress and interactions, more expressive in dancing and participating in club events. This freedom provides a sense of comfort and allows them to be themselves.

Visitor Lifestyle Trends

The lifestyle of Gold Dragon visitors is influenced by several factors:

1. **Modernity and hedonism**

Visitor lifestyles are strongly linked to modernity and hedonistic tendencies, namely pursuing pleasure and new experiences through consumption. Visitors enjoy nightlife by consuming alcoholic beverages, dancing, and participating in nightclub events. DY stated, "I like the modern and classy atmosphere here; we can have fun, drink, and enjoy music." This reflects a consumptive lifestyle common among the upper-middle class.

2. **Exclusivity and social status**

Gold Dragon is seen as a prestigious place and a symbol of social status. AR revealed, "Gold Dragon is one of the prestigious places, so I'm proud to be able to come here, especially with clients or business friends." This nightclub is not only a place of entertainment but also a venue for showing social status and identity.

3. **Search for new experiences**

Visitors come to Gold Dragon with the expectation of finding new and different experiences. FK said, "I often find new things here, whether from the music, the atmosphere, or some special events that make each of my visits feel different." Visitors are attracted to the various types of entertainment, atmosphere, music, as well as the services and facilities offered.

Factors Influencing Visitor Behavior

Several important factors influence the behavior of Gold Dragon visitors:

1. **Atmosphere and facilities**

The luxurious environment, attractive lighting, and high-quality audio-visual systems create a comfortable and attractive atmosphere. NM explained, "I like the atmosphere, the light effects are cool, and the sound and music quality makes me feel at home. The DJs are always good, the band performances are also very interesting, so I often come here."

2. **Peer influence**

Friendships play an important role in the decision to visit the nightclub. AJ said, "I usually come here with my office friends; it's more fun in a group. We like to hang out here because it's a great place to party together." Observations also showed that visitors often came with friends or their community.

3. **Promotional offers and special events**

Promotions and special events, such as performances by famous DJs or bands and drink discounts, become an attraction. PP stated, "I usually come when there are drink promotions or famous DJs performing. That becomes an interesting moment for me to come again."

The following is a table of the results of interviews and observations conducted with 15 research informants, which has been grouped through several stages, namely

selecting raw data, summarizing and simplifying, identifying key themes, and analyzing relationships between themes.

This research provides an in-depth picture of the motivations, lifestyle trends, and factors influencing visitor behavior at the Gold Dragon nightclub in Yogyakarta. This section will discuss the implications of these findings in the context of nightlife tourism and relate them to relevant literature and theories.

Visitor Motivations

The three main motivations identified—the desire for socialization, stress relief and relaxation, and self-expression and freedom, demonstrate the important role of nightclubs in visitors' social lives, especially those from the upper-middle class.

1. Desire for Socialization

This motivation aligns with JN's finding of feeling comfortable meeting friends after work at Gold Dragon. This supports literature stating that nightlife strengthens social relationships and builds networks (Glavey, 2023; Tutenges, 2022). The intensity of adolescent visits to nightclubs is also influenced by a sense of belonging and freedom (CHANIAGO, 2017). Maslow's Hierarchy of Needs theory (1943) is relevant here, where social needs (the third level) emphasize the importance of interaction and belonging. Observations showing visitors interacting in groups and building new connections reinforce this finding.

2. Stress Relief and Relaxation

This motivation is supported by Coping theory (Folkman & Lazarus, 1985), which explains how individuals seek enjoyable activities to reduce stress. Iso-Ahola's (1987) theory of tourism motivation, specifically the Escaping model, is also relevant to this finding. This model reflects the motivation of individuals to escape from daily routines and demands through liberating tourism experiences, as expressed by SN regarding the benefits of visiting nightclubs to relieve work stress. Haryanto, E., Kiswanto, A., et al. (2023) also support this idea, that people are motivated to seek recreation or tourism to escape personal problems and/or daily life.

3. Self-Expression and Freedom

This motivation aligns with Social Identity theory (Tajfel, 1979), which explains how individuals use social activities to show different sides of themselves. VT's statement about freedom of dress and socialization at Gold Dragon reinforces this. Iso-Ahola's Escaping model is also relevant, where individuals seek freedom of expression in tourism experiences. Mannel and Iso-Ahola (1987) emphasize the psychological factors that drive individuals to travel for tourism to express themselves and seek freedom.

Visitor Lifestyle Trends

The lifestyle of Gold Dragon visitors is dominated by modernity and hedonism, exclusivity and social status, and the search for new experiences.

1. Modernity and Hedonism

This finding supports the theory of Postmodern Consumption (Featherstone, 1991), where individuals consume experiences as part of a lifestyle shaped by the desire for pleasure and sensation. DY's statement about the modern and classy atmosphere at Gold Dragon demonstrates this. Howard Sheth's Consumer Behavior theory (1969) is also relevant, where consumption decisions at Gold Dragon are influenced by the interaction of environmental stimuli, social and psychological learning processes, and past experiences.

2. Exclusivity and Social Status

This concept aligns with Bourdieu's (1984) theory of habitus and symbolic capital, where social classes use certain places to assert identity and build exclusive networks. AR's statement about the pride of visiting Gold Dragon with business clients reinforces this. Visitors use Gold Dragon to display social and economic status through entertainment choices considered exclusive.

3. Search for New Experiences

This motivation supports the theory of Experience Consumption (Pine & Gilmore, 1999), where individuals seek unique experiences that provide new sensations. FK's statement about discovering new things at Gold Dragon reflects this. The concept of entertainment-based tourism is also relevant, where visitors seek added value from the sensations offered by tourist destinations. Oh, H., Fiore, a. M., & Jeoung, M. (2007) also emphasize the importance of unique and memorable experiences in increasing visitor satisfaction and loyalty.

Factors Influencing Visitor Behavior

The three main factors influencing visitor behavior at Gold Dragon are atmosphere and facilities, peer influence, and promotional offers and special events.

1. Atmosphere and Facilities

This finding is supported by the Servicescape theory proposed by Bitner (1992), which explains how the physical elements of a place influence visitor behavior. NM's statement about the atmosphere, light effects, sound quality, and DJ and band performances reinforces this. Kandampully et al. (2023) also emphasize the role of technology integration in the servicescape to create personalized experiences and motivate consumer engagement.

2. Peer Influence

The influence of friends in motivating visits to nightclubs is supported by Huang et al. (2021), who emphasize the role of friendship groups in strengthening the decision to visit night entertainment venues. Xu, X., & Gursoy, D. (2020) also explain how the presence of friends provides a sense of security and comfort, enhancing the collective experience, as expressed by AJ.

3. Promotional Offers and Special Events

The attraction to promotions and special events aligns with consumer behavior theory, which explains how promotions influence purchasing or visit decisions (Prabowo, A. J., & Sitio, A. 2020). PP's statement about drink promotions and performances by famous DJs and bands reinforces this. These three factors— atmosphere and facilities, peer influence, and promotions—are closely related to the Howard Sheth Consumer Behavior Model, which describes the role of external factors (physical environment and social influence) in influencing the visitor's decision-making process.

Recommendations for the Nightlife Tourism Industry

The findings of this study provide important implications for the nightlife tourism industry, especially for nightclub management such as Gold Dragon. Management needs to optimize the factors influencing visitor behavior, namely atmosphere and facilities, peer influence, and promotional offers and special events. Investing in high-tech lighting and audio-visual systems, as expressed by informant NM, can enhance visitors' sensory experiences. Understanding the important role of peer influence, as expressed by AJ, can encourage management to create programs or events that facilitate group and community interaction.

Promotional offers and special events, as expressed by PP, have proven effective in attracting visitors and can be integrated into marketing strategies. In addition, management needs to create an environment that supports visitors' needs to socialize, relieve stress, and express themselves freely. This is in line with the main motivations expressed by informants and supported by Maslow's, Coping, and Social Identity theories. For example, providing special areas for relaxing and chatting, in addition to the dance floor, can meet the needs of visitors who want to socialize in a calmer way.

This study also shows that Gold Dragon is not just a place of entertainment but also a means of social identity formation and a provider of unique experiences. Therefore, management needs to maintain and strengthen elements of exclusivity, innovation, and personalization in every aspect of service. This is in line with Bourdieu's theory and Experience Consumption theory. For example, holding different themed events every week, featuring international DJs or performers, or offering more exclusive VIP services can provide a more memorable experience. Furthermore, management can utilize the latest technology trends such as VR or AR to create more interactive and immersive experiences, as suggested by Wibisono, N. (2023).

Collaboration with local tourism industries such as travel agents and hotels can expand market reach and integrate the nightclub into nightlife tour packages. Management can ensure business sustainability and strengthen the nightclub's position as a leading destination in the night tourism industry by understanding visitor needs and preferences. This includes paying attention to the social and environmental impacts of nightclub activities, such as noise management and responsible alcohol consumption.

Conclusion

This study found that the Gold Dragon nightclub plays a dual role as both a nightlife entertainment venue and a social hub catering to the specific needs of visitors, especially those from the upper-middle class. Visitor motivations, including socializing, relieving stress, and self-expression, align with broader trends in consumer behavior that emphasize the experiential and social aspects of consumption. Gold Dragon's success is closely related to a combination of luxurious atmosphere, exclusive appeal, and the ability to offer unique experiences, supported by Maslow's, Coping, Social Identity, Postmodern Consumption, Bourdieu's, and Experience Consumption theories.

These findings are consistent with various theoretical frameworks, including consumer behavior, social psychology, and tourism studies. Visitor motivations resonate with Maslow's hierarchy of needs and the concept of experience consumption. Gold Dragon's role as a status symbol is consistent with Bourdieu's theory of cultural capital. The influence of social networks and environmental factors on visitor behavior supports the principles of social cognitive theory and the Howard Sheth model.

This study contributes to an in-depth understanding of the factors shaping visitor behavior in the context of nightlife tourism. As a nightlife entertainment venue, Gold Dragon needs to maintain visitor loyalty and attract new visitors by continuously innovating and adapting to evolving visitor preferences. This can be done by investing in creating unique experiences, leveraging technology, establishing collaborations, and understanding the social dynamics of the target market. This research also emphasizes the importance of responsible management, including attention to social and environmental impacts, to ensure business sustainability and a positive contribution to the tourism industry.

References

- Abidi, S. (2021). Sex, drugs, and parties. The reshaping of young people's nightlife leisure and risky behaviours in Berlin during the pandemic. *Proceedings II. International Conference on Night Studies*. Lisboa: CIES-ISCTE, 156–170.
- Abusaada, H., Elshater, A., & Rodwell, D. (2021). *Transforming urban nightlife and the development of smart public spaces*. IGI Global.
- Alamsyah, A. A., Nugraha, R. N., Mulya, M. H., Putra, E. S., & Jhanufa, A. B. I. (2023). Keberagaman budaya Yogyakarta sebagai destinasi wisata budaya unggulan. *Jurnal Ilmiah Wahana Pendidikan*, 9(25), 771–780.
- Barimbing, G. (2023). *Gaya Hidup Mahasiswa Pelanggan Klub Malam di Kota Medan*. UNIMED.
- Belsoy, J., Korir, J., & Yego, J. (2012). Environmental impacts of tourism in protected areas. *Journal of Environment and Earth Science*, 2(10), 64–73.
- Camilleri, M. A., & Camilleri, M. A. (2018). *The tourism industry: An overview*. Springer.
- Carah, N., Regan, S., Goold, L., Rangiah, L., Miller, P., & Ferris, J. (2021). Original live music venues in hyper-commercialised nightlife precincts: exploring how venue owners and managers navigate cultural, commercial and regulatory forces. *International Journal of Cultural Policy*, 27(5), 621–635.
- Carlisle, S., & Ritchie, C. (2021). Permission to rebel: A critical evaluation of alcohol consumption and party tourism. *International Journal of the Sociology of Leisure*, 4(1), 25–44.
- CHANIAGO, J. F. R. (2017). *ANALISIS INTENSI PENGUNJUNG REMAJA WISATA MALAM DI BANDAR LAMPUNG (Studi Pada Pengunjung Center Stage, Novotel Lampung)*.
- Chiapparini, E. (2022). *What is the role of Virtual Reality technology in the evolution of nightclub brands?* Scuola universitaria professionale della Svizzera italiana.
- Egami, N., & Lee, D. D. I. (2024). Designing Multi-Site Studies for External Validity: Site Selection via Synthetic Purposive Sampling. Available at SSRN 4717330.
- Eldridge, A. (2021). Strangers in the night: nightlife studies and new urban tourism. In *Tourism and the Night* (bll 52–65). Routledge.
- Feltmann, K., Elgán, T. H., Strandberg, A. K., Kvillemo, P., Jayaram-Lindström, N., Grabski, M., Waldron, J., Freeman, T., Curran, H. V., & Gripenberg, J. (2021). Illicit drug use and associated problems in the nightlife scene: a potential setting for prevention. *International journal of environmental research and public health*, 18(9), 4789.
- Folkman, S., & Lazarus, R. S. (1985). If it changes it must be a process: study of emotion and coping during three stages of a college examination. *Journal of personality and social psychology*, 48(1), 150.
- Glavev, K. (2023). *Sometimes You Wanna Go Where Everybody Knows You're Gay: Examining the Role of Queer Nightlife Publics in Identity Construction and Cultural Production*. The New School.
- Haryanto, E., Kiswantoro, A., Rohman, N., Maulana, R., Makiya, K. R., & Novianti, F. (2023). Manajemen Bakat di Sektor Pariwisata dan Perhotelan: Sudut Pandang Konseptual. *Jurnal Manajemen Perhotelan dan Pariwisata*, 6(2), 756–762.
- Herawan, T., Anggraini, F. D., Ihalauw, J. J. O. I., Hendratono, T., Damiasih, D., & Suhendroyono, S. (2023). Visualizing Trends in Tourism Entertainment Researches: Bibliometric Analysis Using the Scopus Database. *The International Conference on*

- Artificial Intelligence and Smart Environment*, 498–504.
- Ihalauw, J. J. O. I., SE, P. D., Sugiarto, I., Damiasih, M. M., Par, M., Tonny Hendratono, S. E., MM, C. H. E., Christiansen, R., & Herawan, T. (2023). *Metode penelitian kualitatif untuk pariwisata*. Penerbit Andi.
- Jahrir, A. S., Adam, A., & Kamaruddin, S. A. (2024). FENOMENA SOSIAL WANITA PENDAMPING KARAOKE TEMPAT HIBURAN MALAM PANTAI BIRA. *GOVERNANCE: Jurnal Ilmiah Kajian Politik Lokal dan Pembangunan*, 10(4).
- Kuncoro, D. D., & Pramitasari, D. (2024). Pengaruh Ketersediaan Amenitas pada Wisata Malam terhadap Kenyamanan Aksesibilitas Masyarakat Kampung Prawirotaman. *Sinektika: Jurnal Arsitektur*.
- Langi, A. A., Sambiran, S., & Kimbal, M. (2018). Implementasi Kebijakan Pengawasan Perdagangan Minuman Beralkohol Di Kecamatan Sario Kota Manado. *JURNAL EKSEKUTIF*, 1(1).
- Lin, V. S., Qin, Y., Ying, T., Shen, S., & Lyu, G. (2022). Night-time economy vitality index: Framework and evidence. *Tourism Economics*, 28(3), 665–691.
- Luo, J. M., Fan, Y., & Shang, Z. (2022). Analysis of critical success factors for entertainment tourism destinations: The supply perspective. *Journal of Quality Assurance in Hospitality & Tourism*, 23(5), 1159–1182.
- Makau, S. N. (2018). *Preferences influencing consumer's choice of a nightclub in Nairobi County*. Strathmore University.
- Marta, R. F. (2019). KOMUNIKASI PARIWISATA EVENT MANAGING KLUB MALAM DI JAKARTA DAN BANGKOK. *OMNICOM: Jurnal Ilmu Komunikasi*, 5(2), 1–13.
- McCormack, M., & Measham, F. (2022). *Building a sustainable queer nightlife in London: Queer Creatives, COVID-19 and Community in the Capital*.
- Nofre, J., Giordano, E., Eldridge, A., Martins, J. C., & Sequera, J. (2018). Tourism, nightlife and planning: challenges and opportunities for community liveability in La Barceloneta. *Tourism Geographies*, 20(3), 377–396.
- Panjaitan, J., & Ariwangsa, I. M. B. (2018). Respon Masyarakat Lokal Terhadap Aktivitas Hiburan Malam Di Legian, Kuta. *Jurnal Destinasi Pariwisata*, 6(1), 199.
- Pavón-Benítez, L., Álvarez-Montoya, J. M., Sánchez-González, P., & Romo-Avilés, N. (2023). Eliminating Stereotypes: Villages as Desirable Spaces for Partying among Spanish Youth☆. *Rural Sociology*, 88(2), 461–485.
- Phucharoen, C., Wichupankul, S., Sangkaew, N., & Stosic, K. (2023). Social media sites and nightlife tourism: an empirical study of tourist decision-making on nightlife entertainment consumption. *International Journal of Tourism Cities*, 9(3), 751–770.
- Pritchard, D. (2024). Beliefs, delusions, hinge commitments. *Synthese*, 204(2), 40.
- Rahastri, H. S. (2018). *Implementasi Pasal 44 Jo Pasal 53 Peraturan Daerah Kota Kediri No. 6 Tahun 2016 Tentang Penyelenggaraan Pengembangan Kota Layak Anak Di Kota Kediri*.
- Romadhon, R. R. (2021). *Media Sosial Dan Motivasi Mahasiswa Mengunjungi Klub Malam: Studi Pada Pengunjung Klub Boshe Yogyakarta*.
- SEFTIABUN, S. (2018). *STUDI FENOMENOLOGI REMAJA MASUK KLUB MALAM DI KOTA BANDUNG*. PERPUSTAKAAN.
- Situmeang, I. V. O. (2020). Strategi Komunikasi Pariwisata: Menciptakan Seminyak Menjadi Top of Mind Tujuan Wisata Di Bali. *Scriptura*, 10(1), 43–52.
- Tajfel, H. (1979). An integrative theory of intergroup conflict. *The social psychology of intergroup relations/Brooks/Cole*.

- Thurnell-Read, T. (2021). 'If they weren't in the pub, they probably wouldn't even know each other': Alcohol, sociability and pub based leisure. *International Journal of the Sociology of Leisure*, 4(1), 61–78.
- Toubes, D. R., & Vargas-Sanchez, A. (2021). Nightlife entertainment management: Social sustainability and conflict in tourist destinations. *Revista Turismo & Desenvolvimento (RT&D)/Journal of Tourism & Development*, 1(36).
- Tutenges, S. (2022). *Intoxication: An ethnography of effervescent revelry*. Rutgers University Press.
- Urošević, M., Stanojević, M., & Đorđević, D. (2023). Urban Tourism Destinations in the World. *Economic Themes*, 61(3), 343–364.
- Wichaidit, S. (2019). *The causal model of the influence of nightlife's risk perception and destination image toward female tourists' behavioral intention under mediating effects of satisfaction*.
- Yuanjaya, P. (n.d.). *Mahasiswa dan Diskotik: Sebuah Studi Tentang Gaya Hidup Mahasiswa di Yogyakarta*.
- Yun, J. J., Park, K., Gaudio, G. Del, & Corte, V. Della. (2020). Open innovation ecosystems of restaurants: Geographical economics of successful restaurants from three cities. *European Planning Studies*, 28(12), 2348–2367.
- Zhang, J., & Zhang, Y. (2023). Does tourism contribute to the nighttime economy? Evidence from China. *Current Issues in Tourism*, 26(8), 1295–1310.