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Research Paper

Types of Experiences in Online Dramaturgy

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Abstract: With the change in tourism consumer behaviour in the post-pandemic era, the use of the Internet of Things (IoT) should be maximised. Online planned events need to be researched further to focus on the experience of both performers or actors and the participants or audience. The aim of this study is to explore types of experiences in planned online events. Semantic ethnography was used to understand the audience's experience when they participate in online tours. Data were collected from the reflection journals of seven groups of students who organised online tours. James Spradley's method of qualitative research was used to analyse the key findings. According to the dramaturgy theory, both performers and the audience are involved in a performance. This study also found four types of experiences in online dramaturgy: 1) exciting experience; 2) interactive experience; 3) suspenseful experience; 4) adventurous experience. These experiences are constructed from a risk-based dimension and an attitude-based dimension. The types of experience in online dramaturgy can be applied to design and develop events on online media concepts to enhance audience's experiences. Events managers can choose one of these experiences or combine it into their event design.

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