

Community Empowerment Through Social Media Optimization To Support Local Tourism Promotion On MSMEs

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ABSTRACT

Local tourism or regional tourism is predicted to be a factor that can restore the economy after the COVID-19 pandemic. This can be seen from the Kemenparekraf statement at the beginning of 2022. Local tourism has an attraction, one of which is in the city of Tulungagung. The lack of optimal use of social media is one of the reasons local tourism in the area has less success and turnover. This research activity aims to optimize the use of social media, such as Instagram, Facebook, and Tiktok, in areas around tourist attractions. Research results are in the form of data that is processed into graphs, such as an index of participant satisfaction, the suitability of the training theme with what the participants expect, service to activities, and several other indices or graphs.

Keywords: local tourism, community empowerment, local tourism

INTRODUCTION

Global competition today requires us to become a country that has more ability to compete. Tourism is part of the industrial sector in Indonesia which is very large to be developed. These opportunities are supported by the location, geography, panorama, and flora and fauna that enrich it. Not only having the ability in the field of tourism, but promotion, tourist satisfaction also has an important role in improving the quality and credibility of each tourism location (Hawkins & Mann, 2007).. One of the obstacles for the government or the management is the lack of incessant use of social media through the internet to promote tourist attractions, especially "local tourism" in an area so that there are many tourist sites that have not been touched by domestic or foreign tourists (Brida et al., 2008).

The role of social media is enormous to develop tourism potential in an area, one of which is the strength as a means of promoting an area. The promotional tools include video of tourist locations, creative videos of tourist attractions information, profiles of tourist attractions, public service advertisements (Srinivasan & Naseera, 2017).. So the role of social media is not only limited to existence but is able to boost the number of tourists with incessant promotions through social media, one of which is creative content to bring up the profile of an area's tourist location.

One example of an area that has successfully used social media to boost the promotion of tourist sites is Banyuwangi district. Banyuwangi has become a tourism magnet in 5 years. The district, nicknamed the Sunrise of Java, has increased the number of tourists by 500 percent. Acting Head of the Culture and Tourism Office, MY Bramuda, explained through the <https://travel.detik.com/> page that there was an increase of around 500 percent in just five years. One of the elements of this increase is the incessant promotion and introduction to the world through social media

Tulungagung city is located in the southern part of East Java province. It has a lot of tourism and culture that can be explored and become the selling point of an area, one of which is beach tourism and Tulungagung City Square Park. Tulungagung town square is a magnet for tourists to visit Tulungagung city. The Head of the Tourism and Creative Economy Potential Development Division of the Tulungagung City Tourism and Culture Office (28/04), said that during 2018 the number of tourist visits in Tulungagung Regency reached 1,250,771 people. So that every year there is an increase in tourist visits, the district government continues to make breakthroughs, one of which is the use of social media via the internet. Because if the number of tourists increases, it will have an impact on increasing the economy of the community, especially traders, both food, drinks and souvenirs typical of Tulungagung.

The university as one of the institutions carrying out the tri dharma mission of higher education has a mission as an agent of change, through community service activities. The Community Service Team (PKM) this time wants to realize the tri dharma of higher education by bridging the people of Tulungagung City in particular to be able to optimize the role of using social media to boost tourist visits.

Community empowerment around the tourist sites of Tulungagung Regency through the Optimization of the Use of Social Media Training which is one of the

programs to provide the basis and equip the community to be responsive in using technology and it is hoped that later the community will be able to optimize the use of social media to encourage the promotion of local tourism (Pedrana, 2018).

Referring to the analysis of the situation above, the formulation of the problem in this PKM activity is “how to provide the community around tourist sites in Tulungagung City through the introduction and optimization of the use of social media for local tourism promotion.

RESEARCH METHOD

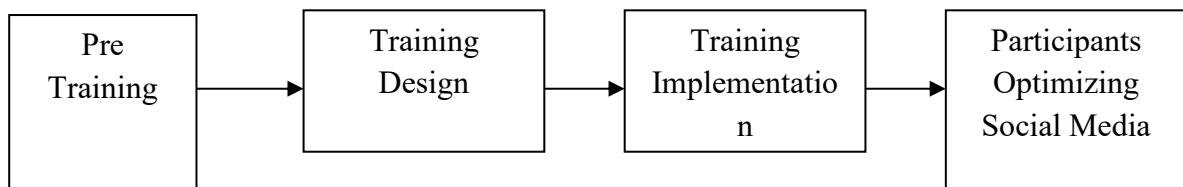
In the Community Empowerment Research Method, the Research Team uses direct observation and the strategic target audience in this Empowerment society are:

1. Business actors around the Tulungagung Square Park location
2. Youth around the Tulungagung Square Park lokasi
3. MSMEs in Tulungagung Regency
4. Representative from Tulungagung Regency Government

Research Methods on Community Empowerment

The research method uses the Community Service (PKM) method which is taken to overcome the problem, namely:

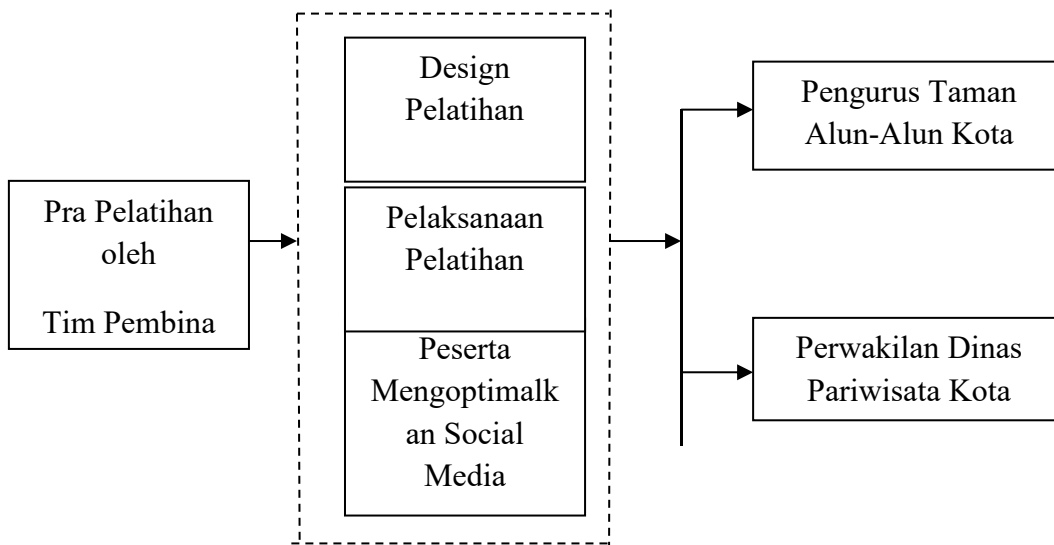
1. Pre-Training, by identifying the available resources, then proposing the form of business that will be appointed as a pilot project.
2. Training Design, by conducting training according to the proposed recommendations.
3. Implementation of entrepreneurship training.



The linkage of PKM activities to the community in Tulungagung Regency involves 3 components:

- a. PKM team as coaches
- b. Tulungagung City Square Park Area Manager

c. Representative of the Tulungagung City Tourism Office



Social Media Training

Community Service Activities carried out with face-to-face events and the practice of using social media to optimize local tourism run well and smoothly. Face-to-face meetings with lecture and demonstration methods, followed by exercises/practices to create social media using Facebook and Instagram. This activity is carried out one day, namely Monday, February 11, 2020 from 07.30-15.30 WIB. The participants of the activity were 24 people consisting of the general public and MSMEs in Tulungagung Regency.

The implementation of this Community Service activity was carried out by the PKM team and part of the community service speaker team, namely Ripto Mukti Wibowo, S.Kom., M.Eng. with the topics presented regarding:

1. Tips to increase promotion through Instagram
2. Use of Creative Content
3. Use of hashtags, geotagging in instagram
4. Mapping the target market through Instagram users
5. Share Instagram ID Link with other social media
6. Tips to increase facebook promotion
7. Determine the page of the brand competitor through Facebook
8. Create an interesting page or pages
9. Mapping the target audience through facebook users

10. Use of post and group support on facebook

The limited time for the meeting resulted in not all material being delivered in detail. The activity which began with lectures and demonstrations was then continued with training. From the training activities, it appears that the community has not mastered how to use social media properly, especially the use of Facebook and Instagram. The event was followed by a question and answer session. Various questions were asked enthusiastically by the participants in the question and answer session. Broadly speaking, the main questions from the participants were:

1. Steps to register for social media via Instagram and Facebook
2. Attract visitors quickly via Facebook and Instagram
3. Quick search for tourist locations or sales results via hashtags
4. How to manage Instagram and facebook accounts
5. How to create good content with facebook

The community service program in the form of Community Empowerment training at Taman Alun-alun Tourism Sites through Optimizing the Use of Social Media to Support the Promotion of Tulungagung City Local Tourism which has been implemented is expected to increase knowledge, skills to the community in using gadgets or information technology. It is hoped that the increase in tourist visits will be able to have a positive impact on the sales of merchandise for traders and the surrounding community. The results of this training can also be applied in everyday life and anywhere because of the support of technology and the use of gadgets that can be used anywhere.

5.2 DISCUSSION OF ACTIVITIES IMPLEMENTATION RESULTS

The results of Community Service activities broadly include the following components:

1. The success of the target number of trainees
2. Achievement of training objectives
3. Achievement of the planned material targets
4. The ability of participants in mastering the material

The target of the training participants as previously planned was at least 20 people or representatives of traders around the Tulungagung Square and MSMEs who were present, according to the number of invitations that had been distributed initially. In its implementation, this activity was attended by 24 participants. Thus it can be said that the target of participants was achieved 100%. This figure shows that Community Service activities seen from the number of participants who follow can be said to be successful/successful .

The achievement of the training objectives for optimizing the use of social media to support the promotion of local tourism is generally good, but the limited time provided means that not all materials on the development of learning media can be delivered in detail. However, judging from the results of the training of the participants, namely with the understanding and practice of use that has been applied, it can be concluded that the purpose of this activity can be achieved.

The achievement of the material targets in this Community Service activity is quite good, because the training materials have been delivered in their entirety. The training materials that have been delivered are:

1. Tips to increase promotion through Instagram
2. Use of Exclusive Content
3. Use of hashtags, geotagging in instagram
4. Mapping the target market through Instagram users
5. Share Instagram ID Link with other social media
6. Tips to increase facebook promotion
7. Determine the page of the brand competitor through Facebook
8. Create an interesting page or pages
9. Mapping the target audience through facebook users
10. Good use of post and group support on facebook

The ability of the participants seen from the mastery of the material is still lacking due to the short time in delivering the material and the different abilities of the participants. This is because a large amount of material is only delivered in one day so that there is not enough time for the participants to fully understand and practice all the material provided.

Based on the distribution of evaluation sheets, interviews and direct observations during the training, the following results were obtained:

1. The training started at 08.00 WIB and was opened by the Chairman of the Training Committee, Mr. Ripto Mukti Wibowo, S. Kom., M.Eng. The training participants gave an enthusiastic welcome to the opening of this event.
2. The training went well, the participants gave a positive response to the implementation of the training as indicated by a number of questions from participants to the presenters and several inputs for improving the implementation of the next training.
3. Evaluation of training activities is carried out by looking at two components, namely:

a. Implementation of training

Indicators: Training Theme, Timeliness, Atmosphere, Completeness of Materials, Service/Attitude of Operators, and Auxiliary Tools.

b. Presenter

Indicators: Problem Mastery, Presentation Method, Material Benefits and Use of Tools

Based on the evaluation sheets distributed to participants, where the number of questionnaires distributed were 24 sheets while the returned questionnaires were 21 sheets, the following picture was obtained;

a. Evaluation Results of Training Implementation

- 1) The theme of the training provided, namely Optimizing the Use of Social Media to Support Local Tourism Promotion, was considered good by the participants. This is in accordance with the statements of 44% of participants who stated that the training theme was good and 19% of participants stated that the training theme was satisfactory, while 37% of participants stated that the training theme was sufficient.

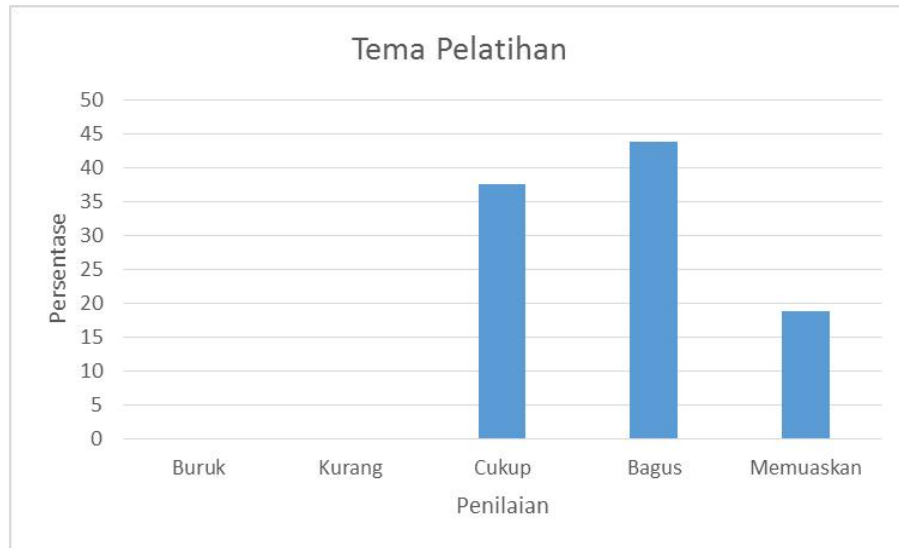


Figure 1. Evaluation Results of the Training Theme

2) In terms of timeliness, a number of participants, namely 69.9% said it was sufficient, 9.1% of participants said it was good, while 21% of participants gave a poor assessment of this indicator.



Figure 2. Evaluation Results on Timeliness

3) The assessment of participants in the general training atmosphere is good. This is indicated by 53.9% of participants stating that the training atmosphere was good, 25% said it was sufficient, 17.6% of participants

stated that the atmosphere was satisfactory and only 3.5% of participants stated that the training atmosphere was lacking.

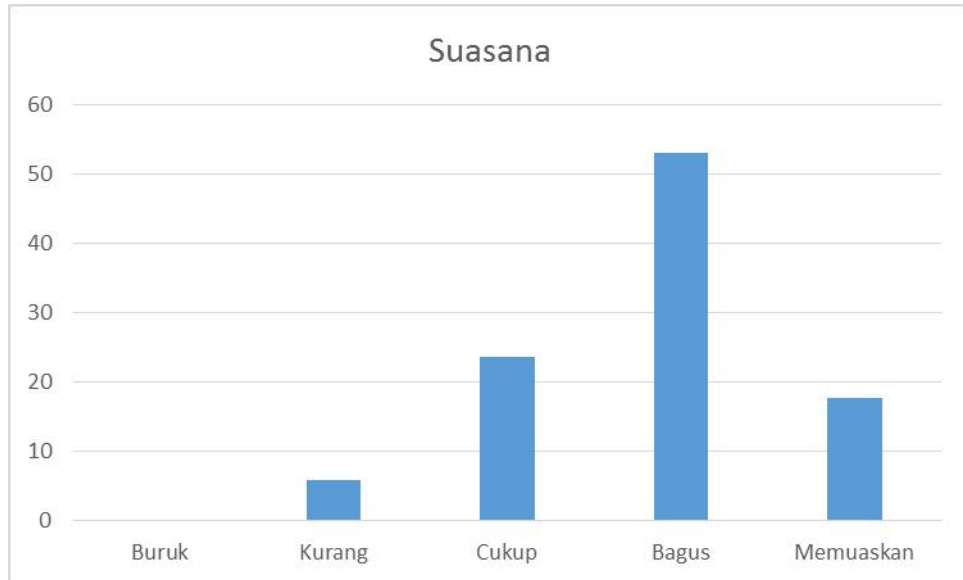


Figure 3. Evaluation Results of the Atmosphere

4) Based on the indicators of the completeness of the material, 44.7% of participants said it was good, 19.2% of the participants stated that the completeness of the material in this training was satisfactory and the remaining 36.1% said it was sufficient.



Figure 4. Evaluation Results of the Completeness of Materials

5) Based on the service/attitude of the organizers during the implementation of the training activities, it was generally considered good, which was represented by 68.7% of participants giving a good rating.



Figure 5. Evaluation Results of Service/Attitude of Providers

4) Auxiliary tools are indicators that assess the tools used to facilitate the training process, such as projectors, loudspeakers and others. In this indicator, 66.7% of participants gave a good rating, 6.7% of participants gave a satisfactory rating and the rest gave a poor rating.

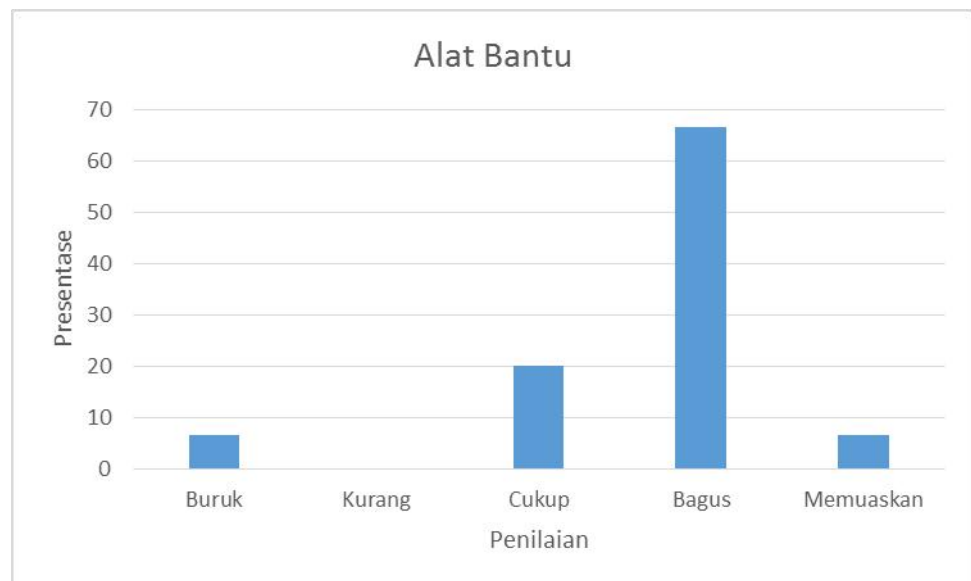


Figure 6. Evaluation Result of Service/Attitude of Provider

The overall score of the components of the training implementation is good with the average value of the 6 indicators being 47% giving a good rating, 31% giving a fair rating.



Figure 7. Evaluation Results of the Overall Value of the Training Implementation

b. Evaluation of Presenter

- 1) Mastery of the problem is given an assessment by participants as much as 75% is good, 25% of participants say enough.



Figure 8. Results of Problem Mastery Evaluation

2) The presentation method performed by the presenters was given a good rating by participants as much as 81.25%, while as many as 12.5% stated that it was sufficient. This good assessment is supported by a non-monotonous way of presenting the material during the training by inserting humor related to the material and using language adapted to the participants.

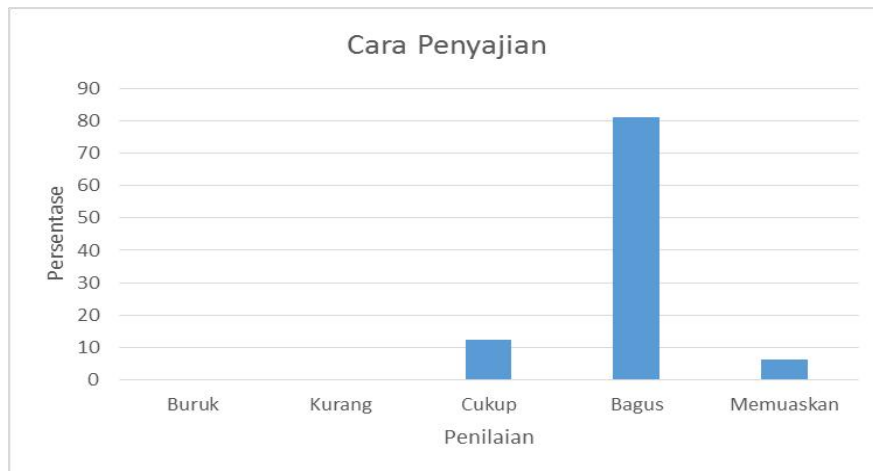


Figure 9. Evaluation Results of Presentation Method

3) The benefit of the material from the training was given a good rating by participants as much as 62.5%, another 18.75% gave a satisfactory and satisfactory

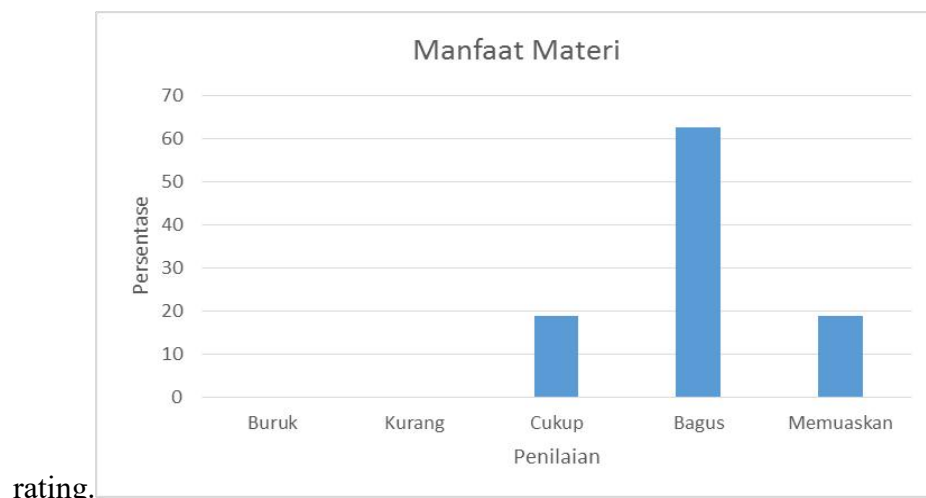


Figure 10. Results of Material Benefit Evaluation

4) The use of assistive devices by the presenters received good reviews from the training participants. A total of 86.67% of participants gave this assessment. Only 13.3% of participants gave a sufficient rating.

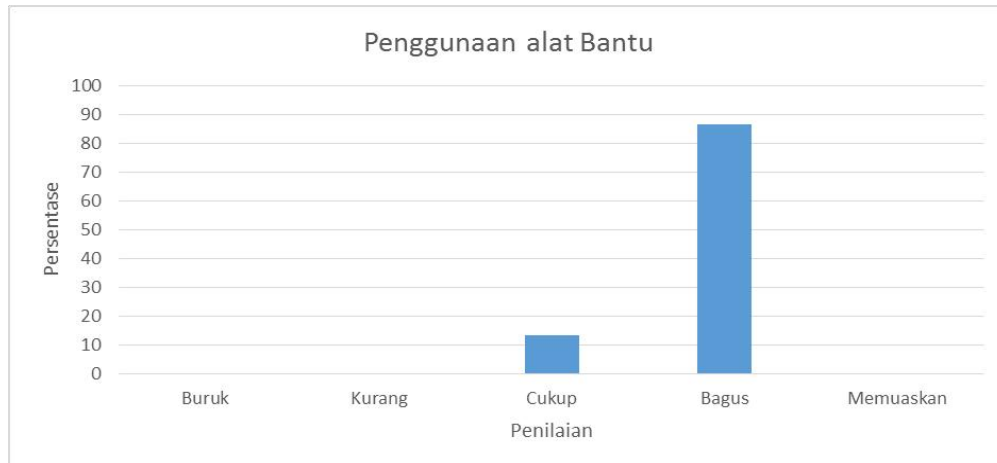


Figure 11. Results of Evaluation of the Using Ads Tools

Overall, the optimization of the use of social media to support the promotion of local tourism can be said to be successful. This success is not only measured by the four components above, it can also be seen from the satisfaction of the participants after participating in the activity. The benefits obtained by the surrounding community are that they can use social media well and are able to optimize their use so that the impact is expected to be able to boost tourist visits and increase being able to have a positive impact on the sales of merchandise for traders and the surrounding community.

CONCLUSION

The optimization program for the use of social media to support the promotion of local tourism can be well organized and run smoothly in accordance with the activity plans that have been prepared, although not all participants have mastered the material presented well. This activity received a very good response as evidenced by the active participation of participants in the training by not leaving the place before the end of the training. Although it is good and satisfying, there are several things that need to be improved such as time, service and infrastructure.

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