

DIGITALIZATION OF VILLAGE TOURISM MARKETING IN SUSTAINABILITY

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ABSTRACT

Digitalization is a big question about how the level of acceptance and adaptation. People's behavior and culture are also influenced by the development of the internet, especially in tourist areas, which have the potential to use it to meet their needs, shop online, sell to visitors and get important information that can increase the scale of their small businesses. However, of course this does not happen in Pamah Similir Hamlet - Telagah Village, where the community still has limited access to digitalization. Telagah Village is ready to face digitalization, but with some improvements in the factors that influence village marketing digitalization, namely irritation, credibility, interactivity, accessibility and transformative. This research was conducted on the application of digitalization. The purpose of this study was to analyze how much the influence factor of Village Marketing Digitalization is and how prepared the community is to face it. The results of this study indicate that all factors influencing Village Marketing Digitalization have a positive and significant effect on the Village Marketing Digitalization variable. The influencing factors are the Irritation, Credibility, Accessibility, Transformative, and Interactivity variables. From the Testing of the model, the largest direct influence is the transformative variable on the credibility variable with a Tstatistic of 22.259 and a P Value of 0.000, while the largest indirect influence is the accessibility variable on the credibility variable through the transformative variable with a Tstatistic of 18.755 and a P value of 0.000. The conclusion of this study shows that the Telagah Village Community is ready to accept the digitalization of their village marketing, although there are several priority obstacles in terms of signal reception and the size of the signal obtained, road infrastructure and network stability in the village.

Keywords: Digitalization, Tourism Marketing, Culture and Community Readiness

1. INTRODUCTION

Communication is a link between interaction and economic strengthening in today's society. All information is spread and consumed in just one grip. According to (Milyane et al. 2022) communication is a form of interaction between humans to exchange information. The unique differences between humans that are very heterogeneous, make communication patterns also very diverse. In this case, communication has a good effect if its use is intended for simple good things such as providing relevant information (Riswandi 2018). Smartphone growth is also increasing from year to year, indicating a large and widespread number of users. In fact, Indonesia has many areas where signal coverage is not optimal. Especially if the area is a rural area, but has serious tourism potential to be considered.

Increase and decrease in signal in various regions based on the number of villages in North Sumatra Province (1,749-1,828-1,793) throughout 2019-2021, then there was a decrease in weak signal (1,525-1,320-1,347) and no signal (166-193-148). This shows that there are still many areas that have no signal at all. Telagah Hamlet - Pamah Similir Village is a village that has the potential to be developed into a tourist village located in Langkat Regency, North Sumatra Province. The absence of a signal that appears and disappears is an obstacle to this potential to be known more widely domestically. The Internet of Things (IoT) has developed into a useful and practical tool to promote tourism management practices (Novera et al. 2022). The internet is a breakthrough tool used by every company to gain a competitive advantage in this case the internet offers many opportunities for businesses to increase sales and reduce costs (Rauf et al. 2021). The rapid and rapid development of the digital world throughout the world demands advertising promotion activities that do not occur directly, but have a major impact on society, both marketing and sales (Ayesha et al. 2022).

Everyone who uses electronic equipment connected to the internet has a contribution to e-marketing, whether that person is in a village, city or country far away at the end of the earth (Elida and Raharjo 2019). For the people of Telagah Village, the presence of the internet is considered a form of transformation of change that can raise the potential of the village in tourism, with less than optimal access and the distance between residents' houses that are far apart, digitalization plays an important role in bringing credibility to the village community.

The behavior and culture of the community are also influenced by the development of the internet, especially in tourist areas (Quynh, Hoai, and Loi 2021). The community has the potential to use it to meet their needs, shop online, sell to visitors and get important information that can increase the scale of their small businesses. Every community business always prioritizes the interests of customers, treating consumers as the main party (Ayesha et al. 2022), but of course it does not happen in Dusun Pamah Similir - Telagah Village where the community still has limited access to digitalization. Are they ready to face digitalization? Based on five factors that influence the digitalization of village marketing, namely irritation, credibility, interactivity, accessibility and transformation this paper will design a model for tourism marketing in the digitalization era and how the community is prepared to face it.

2. LITERATURE REVIEW

As with conventional marketing, the digital world also has electronic marketing. Such marketing is known as e-marketing. E-marketing has the same function as conventional marketing, namely as a sales tool, consumer service, communication media, cost savings and as product/company brand development. The difference lies in the digital technology used by e-marketing or commonly called digital marketing (Elida and Raharjo 2019). Digital marketing is a modern marketing concept that utilizes online digital facilities and the internet for activities to promote a brand and services and

sell products using digital media and the internet as well as social media and website activities, to reach consumers (Rauf et al., 2021).

2.1 Digital Village

Rural areas are identical to remote areas or can be said to be areas where access to information is still limited. Therefore, the main capital in improving and empowering rural areas to become villages based on digital technology is the availability of an internet network. The design or model of a digital village in Indonesia will certainly differ from one village to another. This is because villages and other villages have different potential natural resources and human resources. However, in general, the rural digital development model is as follows (Nugroho 2021).

There are five factors that influence the digitalization of village marketing, namely irritation, credibility, interactivity, accessibility and transformation (Fikri, Nasir, and Poluan 2023) The irritation factor has 9 indicators/measurements, namely; Product Knowledge, Village Geography, Village Transportation, Village Infrastructure, Product Needs, Shopping Desire, Marketing Promotion, Trust and Legal. The credibility factor has 8 indicators/measurements, namely; Consumer Readiness, Village Community, Marketing Communication, Information Distribution, Education Level, References, Use of Payment Instruments and Product Prices. The interactivity factor 5 has indicators/measurements, namely; IT Infrastructure Stability, Consumer Knowledge, Consumer Skills, Consumer Adaptation and Community System Stability. The accessibility factor 4 has indicators/measurements, namely; Signal, Signal Reception, Internet Costs, and Waiting Time. The transformative factor 3 has indicators/measurements, namely; IT Readiness, IT Culture and IT Communication.

2.2 Irritation

Irritation is a factor that disrupts the stability of society in the implementation of digital marketing, but if it can be seriously improved and enhanced, it will increase the rate of implementation of digitalization of village marketing. Consumer product knowledge on the s-commerce platform makes consumers more selective in making choices (Herzallah, Muñoz-Leiva, and Liebana-Cabanillas 2022). Scattered products make minor differences between one and another. In supporting equitable social commerce efforts, the local government must provide support for the geographical location of the destination area (Viet and Thanh 2023). Geographical location determines the delivery system to the front of each consumer's house, because not all places can be reached by s-commerce/e-commerce delivery, so transportation support becomes a related matter, especially when transportation is environmentally responsible (Mach and Ponting 2021). Choosing the right mode of transportation based on geographic location has high future value. Low-carbon transportation has the potential to protect society and the environment and support the local tourism industry and logistics mobility that connects villages and the distribution of consumer products. The existence of infrastructure is a major investment

in the tourism sector in rural areas to ensure the creation of tourist mobility (Topcu, Denaux, and Crews 2023). With the rapid movement in tourist destination areas, the need for economic products and community needs will likely increase various dimensions of welfare (Sumanapala and Wolf 2023). The desire of people to carry out activities to meet their needs by shopping online will certainly increase regional income. The enthusiasm for online shopping based on desires relies on images, with digital marketing capabilities that cover the lack of physical inspection, assessment and product reviews (Tahir 2021). This is not a major obstacle for people to reduce their desires, especially since emotional factors play an important role in moderating the choice to continue viewing page after page. Word of mouth promotion in online shopping illustrations becomes a review that can be widely spread and get attention in determining choices (Paruthi et al. 2023). Advertising on social media increases the success of this promotion, but can also have a negative impact on the product (Fatima and Ali 2023). The seller's ability to capture consumer attention is carried out in a way that seems hyperbolic and increases the economic value of the product. Ethical behavior of sellers can affect customer satisfaction, trust, and loyalty (Mansouri, Sadeghi Boroujerdi, and Md Husin 2022). Official product accounts on social media play an important role in enhancing the relationship between brands and customers (Ballester, Ruiz, and Rubio 2021). Content that is posted and relevant to consumers' lives provides a sensation of experience that makes consumers immersed in social media activities. However, not all content is presented with accountable data, unauthorized content retrieval and content fraud also often occur and make it appear viral and invite high public activity (a combination of objective and subjective factors - untrustworthy content without official data) (Cerdá-Mansilla, Rubio, and Campo 2021). Rural communities in the irritation factor are able to become objects and subjects of the potential of their area.

2.3 Credibility

Credibility is a factor that increases the trust of rural communities in carrying out digital marketing. The extraordinary readiness of information and communication technology shows excellent environmental, social, and governance performance (Dempere and Modugu 2022). Where the community has been able to accept technological changes from outside and try to learn them. Tourist destinations create communities for the community and government and involve them in preserving the environment (Yuliana et al. 2023). A clean rural environment far from the hustle and bustle of the city is an extraordinary attraction to attract masses and visitors. Communities formed by the community are important drivers of visitor engagement and on digital platforms involve them more deeply and become a strategic necessity to create positive love and recommendations (Paruthi et al. 2023). Developing community forums can make users feel more socially influenced and understand the benefits of social interaction (Kusumawardani, Widyanto, and Tambunan 2023).

Social media platforms help local community businesses connect in accessing information, increasing loyalty and meeting their needs (Kristiyono, Supratikno, and Hariandja 2023). Two-way

communication carried out by the community as consumers by utilizing social media as a marketing communication for their needs or business (Rathi and Jain 2024). Various forms of information are spread and digested in the minds of the community, so that considerations and their impact on the truth of information disseminated on the internet provide positioning in marketing (Gomez-Pino et al. 2023). In conditions of tight market competition, environmental changes, digitalization and remote areas, play an increasingly important role in the dissemination of information (Abbasova 2023). By utilizing rural areas far from the city, information about authenticity and local wisdom will attract visitors. This situation must be prepared in such a way by equipping the community with a good level of education, especially in interacting with visitors. The level of education will later be able to make rural communities more selective in accepting the flow of change from visitors. Education will be able to provide individual preferences for wearable devices to support community activities (Saheb, Cabanillas, and Higuera 2022). The selection of gadgets, in supporting people's efforts to face tourists or personal needs, is all done independently to implement innovative advertising strategies (Iyer and Mallika 2023). The payment methods used by the community will be contaminated with technology, in addition to their needs to shop online, also in tourism transactions, becoming an attractive choice for visitors (Mach and Ponting 2021). In the end, it all comes back to the price of the product, for rural communities, the price of products in E-Commerce is considered very cheap when compared to when the product is in their area, but the charging of product prices is tied to other costs (Nikolajenko-Skarbalé and Viederytė-Žilienė 2023). In the tourism industry, local people often raise prices as high as possible in destination areas (trap prices), so that visitors feel cheated. However, all of this applies to viral tourist objects and the behavior of unscrupulous sellers from the local community who are trying to make a profit in the short term.

2.4 Interactivity

Interactivity is a factor that synchronizes the communication of elements of rural society in achieving digital marketing. Rural communities have polemics in technological infrastructure, due to developments that are centered in cities. Even in many rural lodgings, it is specifically affected by the stability of IT infrastructure in today's challenging economic conditions (Boiko et al. 2023). Public knowledge of social changes caused by tourism will provide insight for local governments that seek to strengthen the positive impacts and neutralize the negative impacts of tourism development (Lei, Suntikul, and Chen 2023). Consumer knowledge of the products brought by visitors to rural areas becomes a new item to be discussed, in the end with gadgets in their hands they enter online stores to get them. Sufficient skills and having qualified competencies are the basis for people to understand transaction activities in online stores (Nasution et al. 2023). To make the tourism business more optimal, rural communities adapt and in order to achieve prosperity (Sumanapala and Wolf 2023). Meaning that tourism touches the deepest joints of rural communities. A stable community system towards digital

industry capabilities is the foundation for village development (Y. Zhao et al. 2023). However, the main contradictions of society and the goals of digitalization development continue to change along with government policies (Novera et al. 2022).

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2.6 Accessibility

Accessibility is a factor in the ease of rural communities in gaining access or utilizing digital marketing. Accessibility is an important part of designing a rural community IoT system. A quality signal helps reduce the uncertainty felt by tourists (Belver-Delgado, San-Martín, and Hernández-Maestro 2020). The state of signal uncertainty is also accepted by rural communities who do not receive it, due to inadequate infrastructure and gadgets. Uncertainty for tourists is much more difficult than for rural communities who are used to it, where access to information at tourist destinations is not optimal. The relatively expensive cost of using the internet in rural areas and its access capabilities make people and visitors consider the benefits received compared to the cost of the service (Saoula et al. 2023). Fast browsing really meets this need, especially collecting data, viewing pages and moving from one application to another is a long waiting time (Crotts, Magnini, and Calvert 2022). Access speed is able

to fully support the digitalization process (Herzallah, Muñoz-Leiva, and Liebana-Cabanillas 2022). Rural tourism areas really need this to get a limitless impression and still have the same ability to access the internet.

2.7 Transformative

Transformative is a factor of direct and indirect change towards rural communities regarding the implementation of marketing digitalization. The extraordinary readiness of information and communication technology shows excellent environmental, social, cultural and governance performance (Dempere and Modugu 2022). The technological culture of local communities encourages better understanding (Li, Fu, and Jiang 2023). Economically, this must also ensure long-term viability as a transformative tourism destination. Tourism destinations and organizations are also progressing as people become more aware of sustainability and the direct and indirect impacts of their behavior on the environment. Digital culture is directly correlated with the use of its communication tools. Digital communication has become a critical tool for ensuring the survival of community businesses and giving them a competitive advantage (Olasanmi et al. 2023). Intelligent communication systems and all the basic needs of society being met from digitalization, it is no problem to start information management in rural areas. The tourism system determines the interaction between sectors of institutional structures and business entities for the production, sale, and organization of complex tourism product consumption and community welfare (Okhrimenko et al. 2023).

3. METHODOLOGY

3.1. Research Design

Quantitative research is a research method with a more complex level of variation, because it examines more samples, but quantitative research is more systematic in conducting research from start to finish (Sahir 2022).

3.2. Sample

The population is the real data of the object of research or observation that the amount is large, small, or infinite (Fikri et al. 2020). The population in this study was the community of Pamah Similir Hamlet, Telagah Village aged 15 to 55 years. This age is the productive age of the community which is in accordance with the objectives of this study. The sample of this study uses the (Fikri, Pane, and Safitri 2020):

$n = \text{Research indicator} \times \alpha$

$\alpha = \text{amount of data/sample to be taken}$

Criterion α : 1. If the number of indicators is <10 then $\alpha > 10$ data (with a minimum of $n = 30$)

2. If the number of indicators is > 10 then $\alpha < 10$ data (with a minimum of $n = 30$)

In this study, 29 indicators were used with calculations with $a = 3$. So the number of samples used in this study is $n = 29 \times 3 = 87$ samples or 87 people from Pamah Similir Hamlet, Telagah Village. $a = 3$ is used because this study uses structured interviews and is quite time consuming in interacting with the community. The sampling technique used is purposive sampling with the following criteria: Aged 15-55 years; Have a personal smartphone; Know digital marketing, online shopping phenomena and existing market places; Know the tourism potential of Telagah Village; Know the conditions around Telagah Village.

3.3. Data Collection

The method of collecting data for this research is by using questionnaires, interviews and field observations. Operational definition is a parameter used to find out and explain variables in the research. Operational definition is able to describe each variable that is an indicator of the research in detail and precisely in tabulation with ordinal scale measurements.

3.4. Data Analysis

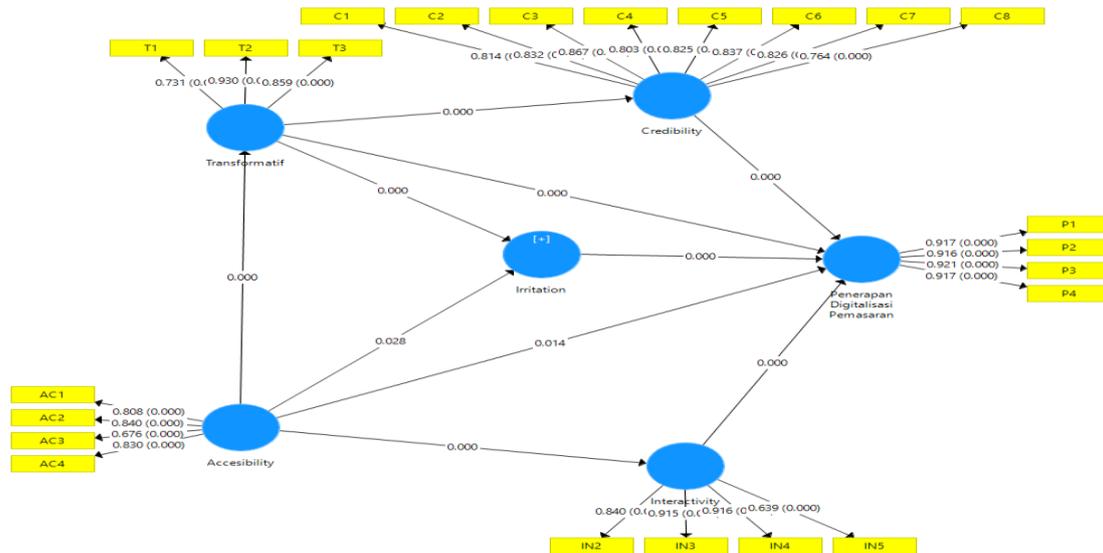
According to (Sugiyono 2019) states that data analysis techniques in quantitative research use statistics. In this study, data analysis will use the Structural Equation Model (SEM) analysis model using smartPLS software version 3.0. Before testing the model, the data will be tested for feasibility using the data feasibility test, testing is carried out so that the data gets optimal results in the SEM test. In the final stage, the data will be tested for its hypothesis using smartPLS to obtain the direct and indirect effects of each research variable and to test whether the model can be used properly. testing is carried out on the variables irritation, credibility, accessibility, interactivity and transformative.

4. RESULTS AND DISCUSSION

4.1. Result

The hypothesis testing proposed in this study is the inner model by looking at the total effect which shows the parameter coefficient and the t-statistic value for 87 respondents is 1.66. In the smartPLS test, statistical testing of each hypothesized relationship is carried out using simulation. In this case, the method used is bootstrapping which is seen in the image below:

Figure 1. Inner Model



Source: SmarPLS (2024)

The direct influence test table shows how the influence and magnitude of the influence given between research variables directly by looking at the table below:

Table 1

Direct Effect Hypothesis Testing Based on Total Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Accesibility -> Credibility	0,497	0,498	0,026	18,755	0,000
Accesibility -> Interactivity	0,490	0,490	0,037	13,172	0,000
Accesibility -> Irritation	0,440	0,445	0,026	16,678	0,000
Accesibility -> Penerapan Digitalisasi Pemasaran	0,475	0,476	0,033	14,482	0,000
Accesibility -> Transformatif	0,742	0,745	0,016	46,251	0,000
Credibility -> Implementation of Marketing Digitalization (IMD)	0,343	0,342	0,072	4,748	0,000
Interactivity -> implementation of marketing digitalization	0,134	0,135	0,033	4,080	0,000
Irritation -> implementation of marketing digitalization	0,354	0,355	0,052	6,813	0,000
Transformatif -> Credibility	0,670	0,668	0,030	22,259	0,000
Transformatif -> Irritation	0,707	0,699	0,051	13,797	0,000
Transformatif -> implementation of marketing digitalization	0,704	0,701	0,035	20,311	0,000

Source: SmarPLS (2024)

Based on the table above with a T statistic value > 1.66 and a P Value with a value < 0.05, decision making on all direct variable influences has a positive and significant influence.

The indirect effect test table shows how the influence and magnitude of the influence given between research variables indirectly through the mediation variable by looking at the table below:

Table 2
 Indirect Effect Hypothesis Testing Based on Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Accesibility -> Transformatif -> Credibility	0,497	0,498	0,026	18,755	0,000
Accesibility -> Transformatif -> Irritation	0,525	0,522	0,044	12,050	0,000
Transformatif -> Credibility -> Implementation of Marketing Digitalization (IMD)	0,229	0,228	0,048	4,756	0,000
Accesibility -> Transformatif -> Credibility -> Implementation of Marketing Digitalization (IMD)	0,170	0,170	0,036	4,766	0,000
Accesibility -> Interactivity -> Implementation of Marketing Digitalization (IMD)	0,066	0,067	0,019	3,484	0,000
Accesibility -> Irritation -> Implementation of Marketing Digitalization (IMD)	-0,030	-0,027	0,016	1,813	0,035
Transformatif -> Irritation -> Implementation of Marketing Digitalization (IMD)	0,250	0,248	0,042	5,977	0,000
Accesibility -> Transformatif -> Irritation -> Implementation of Marketing Digitalization (IMD)	0,186	0,185	0,032	5,713	0,000
Accesibility -> Transformatif -> Implementation of Marketing Digitalization (IMD)	0,167	0,167	0,024	6,937	0,000

Source: *SmarPLS (2024)*

Based on the table above with a T statistic value > 1.66 and a P Value with a value < 0.05, the decision making on the influence of indirect variables uses intervening variables, all variables are stated to have an indirect influence on Credibility, Irritation and Implementation of Marketing Digitalization (IMD) according to the table above.

4.2. Discussion

The results of this study indicate that all direct variables proposed and designed by researchers have direct and indirect influences. This means that this model can be used to implement digital marketing. The relationship between variables in this study is in accordance with various previous studies, so that the novelty of this study can be a new reference for digital marketing science in rural areas. The irritation variable affects IMD, this is in accordance with previous research conducted by (Nikolajenko-Skarbalė and Viederytė-Žilienė 2023) showing that this variable can weaken or

strengthen IMD. The credibility variable certainly affects IMD in line with research that states that the credibility of a marketing element will determine its use and application (Akdim 2021). The interactivity variable shows how the relationship between elements in managing and running IMD (Quynh, Hoai, and Loi 2021). The accessibility variable provides a path for connectivity to digital marketing and opens up wide market opportunities, especially for rural communities that have very potential village tourism potential (Arreerard and Ruangsana 2021). Transformative variables that seek to change people's behavior and habits to interact with the digital world (W. Zhao, Liang, and Li 2022). This study also found that based on the findings of interviews with researchers in the field, researchers can conclude how the success of marketing content brings traffic to tourist attractions caused by the uniqueness and appeal of village tourism, authentic experiences, recommendations and reviews, accessibility and transportation, and accommodation and facilities. The researcher explains this below:

1. **Uniqueness and Attraction of Village Tourism:** The uniqueness of nature, culture, traditions, and activities offered by tourist villages are the main attractions. Content must highlight these elements to attract tourists.
2. **Target Audience:** Identify target audiences such as local, international, family, backpacker, or nature lovers. Content must be tailored to the preferences and needs of each audience segment.
3. **Season and Weather:** Season and weather conditions can affect the appeal and activities in tourist villages. Content needs to adjust promotions based on the season, for example, highlighting summer activities or winter festivals.
4. **Infrastructure and Accessibility:** Ease of access to tourist villages, including transportation, accommodation, and public facilities, will influence tourists' decisions. Content should provide complete information about accessibility and available facilities.
5. **Local Culture and Traditions:** Local wisdom, festivals, traditional ceremonies, and handicrafts are important elements that can attract tourists. Content that describes these authentic experiences will be very effective.

5. CONCLUSION

All factors influencing Village Marketing Digitalization have a positive and significant effect on the Village Marketing Digitalization variable. The influencing factors are the Irritation, Credibility, Accessibility, Transformative, and Interactivity variables. The Telagah Village community is ready to accept the digitalization of their village marketing, although there are several priority obstacles in terms of signal reception and the size of the signal obtained, road infrastructure and network stability in the village

Suggestions are a form of real contribution from researchers given to research objects, in the form of strategies, implementations, or products that can be applied by research objects that are research partners. The researcher's suggestions come from the lowest correlated outer loading value for each influencing variable. The suggestions that the researcher provides in the Research on the Digitalization Model of Village Tourism Marketing; Based on Community Behavior and Readiness are: It is recommended to the community and Telagah Village apparatus to add village infrastructure related to village digitalization by submitting village funds to the local government to add digital infrastructure to support the implementation of village digitalization, for example; number of signal transmitters and village roads ($I4 = 0.576$). Afterward, It is recommended to the community and Telagah Village apparatus to understand the price of products and costs attached to the ability of the village community to buy products on social media or E-Commerce by reading the product description in detail first and conducting a cross-examination of the validity of the product with fellow community members ($C8 = 0.764$).

Furthermore It is recommended to the community and Telagah Village apparatus to prepare the community for the digital climate that will soon enter the village, and invite its people to start using technological devices and learn about digital transactions and their benefits widely ($T1 = 0.731$). It is recommended to the community and Telagah Village apparatus to add village infrastructure related to the number of internet signal transmitters, so that internet signals can be enjoyed throughout the village without exception. In the end, the fairly expensive internet costs with short usage applied by tourist attractions to tourists can be reduced and avoided ($AC3 = 0.676$). 5. It is recommended to the community and Telagah Village apparatus to stabilize the community system implemented to filter the digitalization that occurs in the village. This filtering can be in the form of education for village apparatus or universities requested by village apparatus or community service activities aimed at all levels of society in Telagah Village ($IN5 = 0.639$).

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