Digital Marketing of Tourism Villages for Sustainable Visits

Elfitra Desy Surya, Mesra B, Muhammad Syahrin Asnan

Abstract

This study aims to analyze the influence of WhatsApp on digital marketing, the influence of WhatsApp on digital marketing mediated by innovation, the influence of Facebook on digital marketing, the influence of Facebook on digital marketing in innovation mediation, the influence of innovation on digital marketing of tourist villages for sustainable visits. The method used in this study is quantitative. The population of all visitors to Kampoeng Lama Village which has become 19 quality and sustainable Tourism Destination Areas through the tourism village development program and the sample is 100 visitors (saturated sample). The data was analyzed using the SEM (Structural Equation Modelling) method using the SMART-PLS tool. Based on the results of the study, there is a positive and significant influence of WhatsApp on digital marketing of tourist villages for sustainable visits, there is a positive and significant influence of WhatsApp on digital marketing in tourism village innovation expeditions for sustainable visits, there is a positive and significant influence of Facebook on digital marketing there is a significant influence of Facebook on digital marketing in the mediation of tourism village innovation for visits sustainable, there is a positive and significant influence of innovation on the digital marketing of tourism villages for sustainable visits

Keywords: Instagram, Shopeefood, Digitalization, Promotion, MSME Food Souvenir Medan

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Introduction

Tourism villages are the growth of tourism concepts that prioritize the welfare of local residents while preserving the culture and environment of the city. In the development of tourist villages, it is necessary to have an appropriate advertising plan to ensure that the tourist village is known by tourists from various places. The Central Ministry of Maritime Affairs, 2021 reported that Indonesia has 7,275 tourist settlements spread throughout the country. However, tourism in rural areas is often neglected and not promoted to its maximum (D. Nurmadewi, 2023).

According to data (Kemenparekraf, 2020) that the number of tourist villages in Indonesia in 2020 is around 244 tourist villages. Where of the 244 tourism villages, including 142 developed tourism villages, 54 pioneer tourism villages, and 48 developed villages, as referred to can be seen in the following figure below:
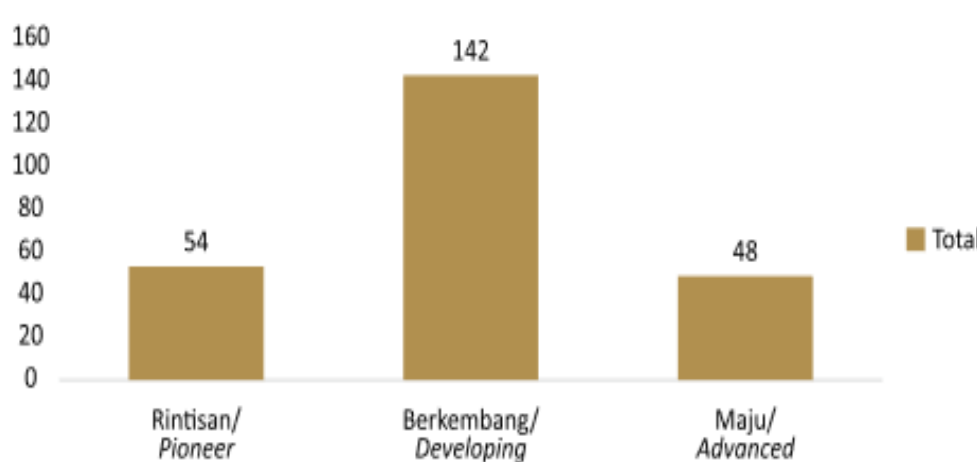
Source: Tourism and Creative Economy Statistics, 2020
**Figure 1.** Number of Tourism Villages, Based on Classification, 2020

Based on the data mentioned above, the development of tourist villages in Indonesia is very uneven where the classification of advanced tourist villages is more found in Java Island areas such as East Java, Central Java, and Yogyakarta, while the classification of start-up and developing tourist villages is found in the provinces of North Sumatra, East Nusa Tenggara, Nusa Tenggara Bara, and South Sulawesi.

Furthermore, data from the Report of the Ministry of Tourism, Economy and Creative states that there are 19 quality and sustainable tourism destination locations through the tourism village development program as has been carried out in 2023 through the ADWI program by the Ministry of Tourism and Creative Economy in the development of tourist villages, including 5 (five) categories, namely the development of potential attractions, the development of souvenirs, the development of homestays and toilets, technology development, and development of village and CHSE institutions (Kemenparekraf, 2023). Departing from the data mentioned above, in order to spread the development of tourist villages in Indonesia, it is necessary to strengthen digital marketing (digital marketing) for the tourist village so that later the development of the village will be sustainable, this is also stated in the Regulation of the Ministry of Tourism and Creative Economy (Kemenparekraf, 2023) in IV usage which states that in developing tourist villages it is necessary to have digital marketing training.

Digital marketing has an important meaning in the development of tourist villages, namely as an informant about the existence of tourist villages in a location and also makes it easier for a

tourist to access and find the location of the tourist village (Elfitra Desy Surya and Firman Ario, 2023) to be visited (E. D. Surya, M. G. Saragih, and N. Siregar, 2022), besides that digital marketing also provides a visually appealing experience (E. D. Surya, K. F. Felani, V. Tasril, and A. Andriani, 2023) to tourists who will visit the tourist village (R. I. Azizah and F. As, 2023). The most widely used digital marketing by the people of Indonesia in 2024 can be seen in the table of the most social media platforms in Indonesia, this is quoted from the following data books:
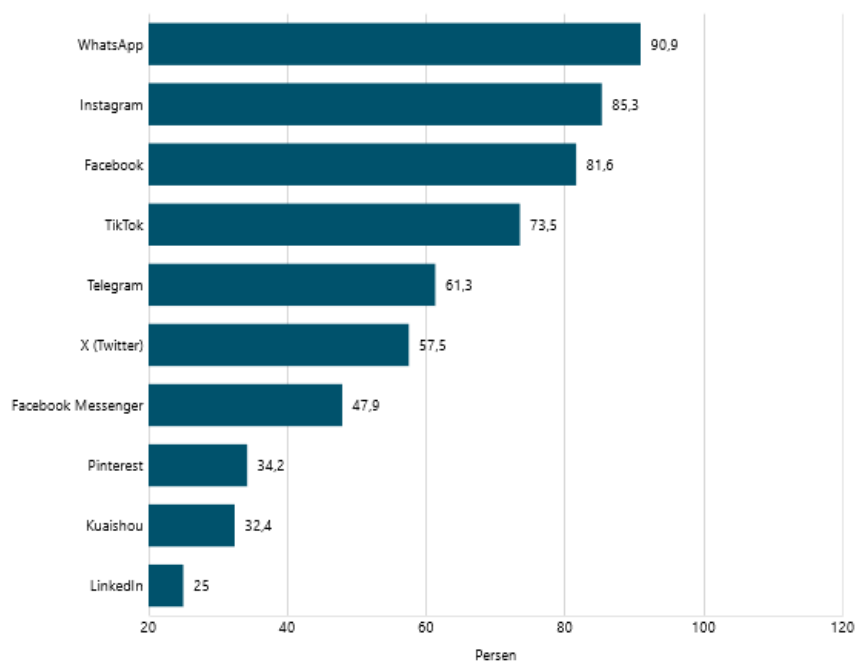
Source: Tourism and Creative Economy Statistics, 2020
Figure 2. Most Used Social Media Platforms 2024

From the data above, it is clear that the social platform that occupies the top warning is what with a percentage of 90.9%, followed by social media Instagram with a percentage of 85.3%, and then Facebook with a percentage of 81.6%

Based on the background that has been explained above, and the data that has been described in the development of digital marketing of tourist villages for sustainable visits, the researcher hereby tries to limit the use of social media platform variables as digital marketing, namely WhatsApp variable and the Facebook variable as a social media platform that will be applied in the digital marketing of tourist villages for sustainable visits. Furthermore, the research tries to connect innovation variables as mediation that can affect both Instagram and Facebook and digital marketing.

This is also strengthened by previous research, namely research (I. B. G. Prasadhya, R. A. Nggili, J. Junaldo, and D. R. Angga, 2024) where in his research it was stated that whatsapp social media is very helpful in marketing the prime peanut cake business so that the use of whatsapp social media is also very helpful in increasing the sales volume of the prime peanut cake business. This is in line with the research (Q. Ayuni, H. Cangara, and Arianto, 2019) in his research it was stated that social media is superior with a percentage of 74.1% in digital marketing and followed by Facebook social media with a percentage of 68.3% as digital marketing to the sales level of packaged culinary products.

On the other hand, the application of innovation in digital marketing needs to be carried out because it is a key that can group startups from competitors so that it is possible to achieve the growth of a business[10]

Research Methodology

The type of research that researchers use is quantitative research. The location of the research was carried out in North Sumatra Province. The population in this study is all visitors to Kampoeng Lama Village which has become 19 quality and sustainable Tourism Destination Areas through the tourism village development program and a sample of 100 visitors (saturated sample). The data sources used in this study are data primers.

Table 1. Variable Operational Definition

Types of Variables	Definition	Indicator
Digital Marketing (Y)	According to (V. V. Lombok and R. L. Samadi, 2022) digital marketing is a form of marketing activity that uses the internet (such as Instagram, Facebook, Twitter, TikTok, and websites)	According to Yazer Nasdini (2021) in (V. V. Lombok and R. L. Samadi, 2022) there are 5 (five) digital marketing indicators, namely 1. Accessibility 2. Interaktivitas 3. Entertainment 4. Credibility 5. Informativeness
Whatsapp (X1)	Internet-based applications that can be used to share information (F. P. N. Koten, A. Jufriansah, and H. Hikmatiar, 2022)	According to (L. Irmawati, S. Ton, N. S. R. Wilujeng, D. A. Wicaksono, and M. A. Liliyanti, 2024) whatsapp business indicators consist of 1. Business profile 2. Product catalog 3. Automated messages 1. Status whatsapp
Facebook (X2)	Facebook is a social media platform headquartered in Menlo, California, United States that launched in February 2024 (Kartini, I. M. Ningrum, J. E. Sari, and Khoirunnisa, 2020)	According to (Kartini, I. M. Ningrum, J. E. Sari, and Khoirunnisa, 2020) the facebook indicator is part of the structure on Facebook, namely: 1. News Feed 2. Friend 3. Wall 4. Linimasa 5. Likes and Responses 6. Messages and Inbox 7. Notification 1. Group
Innovation (Z)	Transformation of knowledge to new products, processes,	According to Zimmerer and Scarborough (2008) in ((Y.

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Types of Variables	Definition	Indicator
	services, activities utilizing something new (Y. Afriyani and Muhajirin, 2021)	Afriyani and Muhajirin, 2021) innovation indicators are: 1. Design changes 2. Technical innovations 3. Product Development

Data analysis in this study uses Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using SmartPLS 3.3.3 software. According to (Gozali, 2014) Partial Least Square (PLS) is a fairly powerful analysis method because it is not based on many assumptions.

Results

1. **Outer Models Analysis**
   Composite Reliability
   The statistics used in the measurement of composite or construct reliability calculations are as follows: a composite reliability value of more than 6.0 means that the construct is reliable or has high reliability as a measuring tool. A threshold value of 0.6 or higher indicates acceptable, while an acceptable threshold value between 0.8 and 0.9 indicates very satisfactory.

Table 2. Result Composite Reliability

	Composite Reliability
Whatsapp (X1)	0,831
Facebook (X2)	0,735
Digital Marketing (Y)	0,847
Innovationsi (Z)	0,773

Data Source: Data SEM-PLS 2024

The conclusions of composite reliability testing are as follows:
1. The Whatsapp variable is reliable because of the Composite Reliability value of 0.831
2. The Facebook variable is reliable because of the Composite Reliability value of 0.735
3. The Digital Marketing variable is reliable because of the Composite Reliability value of 0.847
4. The Innovation variable is reliable because of the Composite Reliability value of 0.825

Average Variance Extracted (AVE)

AVE, or the average size of the extracted variance, balances the variance that an item can account for with variations due to measurement errors. If the AVE score exceeds 0.5, the construct has excellent convergence validity. Latent factors can explain almost 50% of the variance of indicators.

Table 3. Hasil Average Variance Extracted

	Composite Reliability
Whatsapp (X1)	0,815
Facebook (X2)	0,857
Digital Marketing (Y)	0,780
Innovationsi (Z)	0,801

Data Source: Data SEM-PLS 2024

The conclusion of the AVE test is as follows:
1. The Whatsapp variable is reliable, because the AVE Test value is 0.815
2. The Facebook variable is reliable, because the AVE Test value is 0.857
3. Digital Marketing Variable, because the AVE Test score is 0.780
4. The Promotion Variable is reliable, because the AVE Test score is 0.801

Inner Models
  R-Square
R-Square is a measure of the proportion of variation in the value of the variable that is affected (endogenous) and can be explained by the variable that affects it (exogenous). This is useful for predicting whether the model is good or bad (Juliandi, 2018). The criteria for R-Square according to Juliandi (2018) are as follows:
  1). If the value of R2 (adjusted) = 0.75 →the model is substantial (strong).
  2). If the value of R2 (adjusted) = 0.50 → medium model.
  3). If the value of R2 (adjusted) = 0.25 → the model is weak (bad).

Table 4. R-Square

	R-Square	**R-Square Adjusted**
Digital Marketing	**0,821**	**0,843**

Data Source: Data SEM-PLS 2024

The conclusion of the r-square value test on the digitization of the R-Square Adjusted path model using the moderator variable is 0.843. This means that the variable of whatsapp and facebook in explaining digital marketing is 84.3%. Thus, the model is classified as substantial (strong).

Direct Effect
The purpose of direct influence analysis is to test the hypothesis of a direct influence of a variable that affects (exogenous) on the variable in question. influence (endogenous) (Juliandi, 2018). Probability/significance value (P-Value):
  - If the P-Values < 0.05, it is significant.
  - If the P-Values > 0.05 then it is not significant.

Tabel 5. Direct Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X1 -> Y	0,315	0,543	0,573	6,325	0,02
X1 -> Z-> Y	0,287	0,435	0,454	2,833	0,00
X2 -> Y	0,452	0,576	0,475	5,466	0,04
X2 -> Z-> Y	0,546	0,552	0,355	6,390	0,02
Z -> Y	0,448	0,436	0,467	1,961	0,01

The conclusion of the direct influence values in the table above is as follows:
1.   Whatsapp Towards Digital Marketing: Path coefficient = 0.02 < 0.05 =, meaning the influence of whatsapp on Digital Marketers is significant
2.   Whatsapp on Digital Marketing in Innovation Mediation: Path Coefficient = 0.00 < T-Table = 0.05, This means that the influence of WhatsApp on digital marketing in innovation mediation is significant.
3.   Facebook Towards Digital Marketing: Path coefficient = 0.04 < 0.05 = This means that Facebook's influence on digital marketing is significant.
4.   Facebook on Digital Marketing in Innovation Mediation: Path coefficient = 0.02 < 0.05, meaning that Facebook's influence on digital marketing in innovation mediation is significant.
5.   Innovation on Digital Marketing: Path coefficient = 0.01 < 0.05, meaning that the moderator variable (innovation) moderates the influence of endogenous variables (whatsapp and facebook) on exogenous variables (digital marketing).
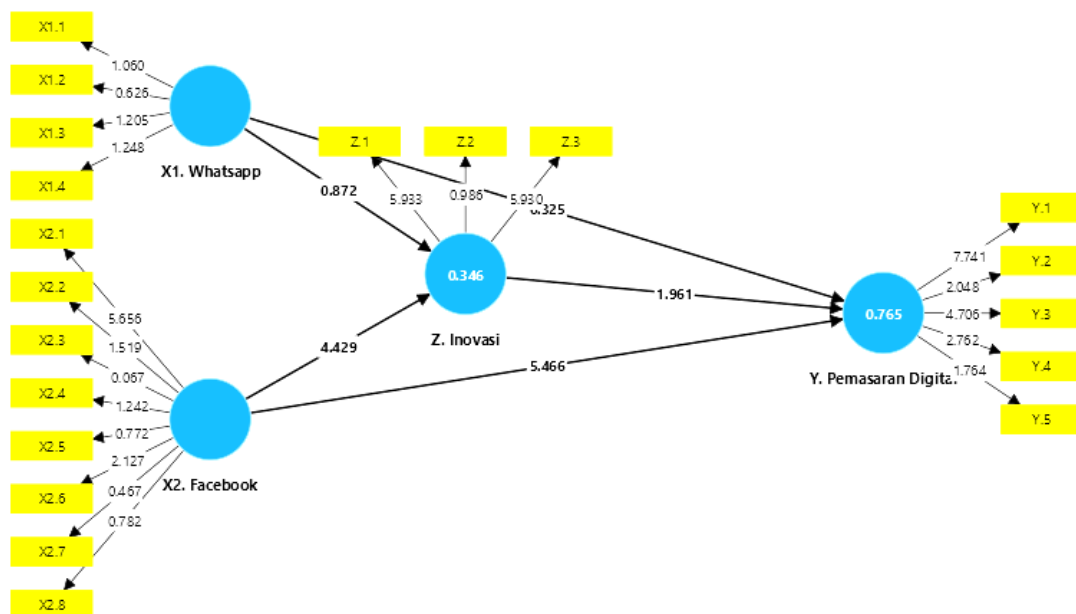

Figure 3. T-Value Inner and Outer Model

The t-test carried out is the result of the t-test from the bootstrap calculation. The results of the t-test in the figure above will then be compared with the t-value of the table. The analysis of the results of this study is an analysis of the suitability of theories, opinions and previous research that has presented the results of previous research and what behavioral patterns must be done to overcome this. Below are 2 (two) main parts that will be discussed in the analysis of the findings of this study, which are as follows:

Discussion
1. The Influence of Whatsapp on Digital Marketing
From the results of statistical tests, whatsapp (X1) has a significant effect on digital marketing (Y). This is clearly seen from the results of the calculation (6,325) > ttable (1,660) with P-Values (0.01) < 0.05, then H0 is rejected which shows that there is indeed a positive and significant influence of WhatsApp on the digital marketing of tourism villages for sustainable visits. This is in line with research [9] in his research stated that whatsapp social media can help the marketing of the prima rasa sari peanut cake business so that the business increases its sales volume.

2. The Influence of Whatsapp on Digital Marketing in Innovation Mediation

From the results of statistical tests, whatsapp (X1) has a significant effect on digital marketing (Y) in innovation mediation (Z). This is clearly seen from the results of tcount (2,833) > ttable (1,660) with P-Values (0.02) < 0.05, then H0 is rejected, which shows that there is indeed a positive and significant influence of Facebook on digital marketing in the mediation of tourism village innovation for sustainable visits. This is in line with the research (M. Anggraeni and Sanaji, 2021) where the results of the study stated that the results of this study show that social media has a significant influence on innovation and branding capabilities and help SMEs improve their marketing performance

3. Facebook's Influence on Digital Marketing

From the results of statistical tests, Facebook (X2) has a significant effect on Digital Marketing (Y). This can be clearly seen from the results of tcount (2,247) > ttable (1,660) with P-Values (0.00) < 0.05, then H0 is rejected which shows that there is indeed a positive and significant influence of Facebook on the digital marketing of tourism villages for sustainable visits. This is in line with research (F. Simarmata, R. N. Lesmana, P. R. Sari, and A. Setiyawan, 2021) Facebook social media plays a very important role for communication in today's digital era, this is due to the breadth of reach obtained and the many features that facilitate sales so that marketing carried out by people can be effective and can quickly reach their target market.

4. Facebook's Influence on Digital Marketing in Innovation Mediation

From the results of statistical tests, facebook (X2) has a significant effect on Digital marketing (Y) in Innovation Mediation (Z). This can be clearly seen from the results of tcount (6,390) > ttable (1,660) with P-Values (0.01) < 0.05, then H0 is rejected which shows that there is indeed a positive and significant influence of Facebook on digital marketing in the mediation of tourism village innovation for sustainable visits. This is in line with research (Gellysa Urva, M. Pratiwi, and A. Oemara Syarief, 2022) the debriefing of Digital Marketing knowledge through Facebook and Whatsapp is expected to provide knowledge and understanding and can inspire sellers to use social media as a mediation to market products optimally.

5. The Influence of Innovation on Digital Marketing

From the results of statistical tests, Innovation (Z) has a significant effect on Digital Marketing (Y). This is clearly seen from the results of the calculation (1,961) > ttable (1,660) with P-Values (0.03) < 0.05, then H0 is rejected which shows that there is indeed a positive and significant influence of innovation on the marketing of digitalization of tourism villages for sustainable visits. This is in line with research (Y. D. Wibawa, N. M. A. Widiastini, and N. L. W. S. Telagawathi, 2024) product innovation is proven to have a positive and significant influence on the marketing performance of MSMEs, so the importance of effective use of digital marketing and continuous product innovation to improve the marketing performance of MSMEs in Buleleng Regency.

Conclusion

Based on the results of the research and discussion of the research, the following were obtained:
1. There is a positive and significant influence of WhatsApp on village digital marketing tourism for sustainable visits.
2. There is a positive and significant influence of WhatsApp on digital marketing in the Tourism Village Innovation Campaign for sustainable visits
3. There is a positive and significant influence of facebook on digital marketing
4. There is a significant influence of Facebook on digital marketing in the mediation of tourism village innovation for sustainable visits,

5. There is a positive and significant influence of innovation on the digital marketing of tourism villages for sustainable visits.

Figure 4. ICEEGLOF

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