

Marketing Strategy: Covid-19 VS Tourism Village (Case Study of Social Media Utilization in Sidetapa Village North Bali)

Nyoman Dini Andiani^{1,*} A.A.N. Yudha Martin Mahardika¹ Trianasari Trianasari¹
Putu Indah Rahmawati¹

¹Department of Management, Universitas Pendidikan Ganesha, Singaraja, Indonesia

*Corresponding author. Email: dini.andiani@undiksha.ac.id

ABSTRACT

The purpose of this study is to determine the most effective promotional media to use during the pandemic of covid 19. With so many promotional media that make use of information technology, this research aims to assist tourist villages, specifically the Sidetapa tourist village, in determining priority promotional media that can help tourist villages survive during a pandemic. Pokdarwis My Darling, Sidetapa Village is the subject of this research. The Analytic Hierarchy Process (AHP) analysis technique is used in this study, which is narrated in a qualitative descriptive manner. The research subjects are the actors and managers of Sidetapa Village's tourist villages, particularly those who are Pokdarwis members. The study's findings indicate that social media platform Facebook is the primary choice for the simplest marketing medium to use.

Keywords: Covid 19, Marketing, Tourism village.

1. INTRODUCTION

Buleleng Regency is currently developing numerous tourist villages; the existence of tourist villages serves as a reminder to inhabitants of their villages' potential, as evidenced by the designation of 31 villages as tourist villages in the Buleleng Regent of Bali Province's Decree 430/405/HK/2017 concerning Tourism Villages. The 31 designated tourist villages in Buleleng Regency are distributed across six sub-districts, one of which is located in Banjar District, specifically in Sidetapa Village.

Sidetapa Village is one of the five traditional villages of Bali Aga (Sidetapa, Cempaga, Tigawasa, Pedawa, and Banyuseri) in the Buleleng Regency. It contains a wealth of interesting facts, as various facets of uniqueness are the primary characteristics of community culture in the rural area of Bali Aga. The order established by customary law and leadership, the presence of holy places, ceremonial processions, architectural structures, and performing arts pique the interest of visitors from outside the village. Numerous sarcophagi are also scattered throughout this area, indicating that the rural villages of Bali Aga are quite old. Apart from that, it retains a significant amount of its

traditional and cultural potential, which has been sustained and preserved to the present day [1]. Additionally, Sidetapa village has stunning natural tourism potential in the form of the Mampoh waterfall, which is located approximately 1.5 kilometers west of the village center. Additionally, there is a forest in Sidetapa Village that is managed and utilized by the surrounding community to meet their needs, including bamboo trees that are used as raw materials for woven crafts. Not only are the woven handicrafts sold locally, but they are also exported. A local community called Pokdarwis my Darling manages the area's existing tourism potential [2].

Since 2018, community groups in Sidetapa Village that are members of the My Darling Pokdarwis have consistently developed their tourism areas. It requires integration of related components as a tourist village [1]-[5]. However, with the Covid-19 outbreak immobilizing tourism, including tourist villages, tourism actors must be more creative. Sidetapa Village continues to market its tourist areas despite the Covid-19 outbreak by means of internet [1]. Through the use of information technology (IT)-based marketing strategies, such as virtual tours, websites, and social media. Marketing plays a critical role in introducing tourism to

the general public. However, with a plethora of online marketing channels available, the My Darling travel awareness group requires the appropriate marketing model.

This phenomenon necessitates an analysis in order to determine the optimal model for marketing village products in the event of a pandemic. As a result, this research is here to deconstruct the marketing model that will be most effective for the community in the Tourism Village, particularly during the covid 19 pandemic. This research is necessary to ensure the continued effectiveness of marketing management. The problem of selecting a marketing model is multi-criteria. As such, this study will use Analytic Hierarchy Process analysis techniques to determine the priority of marketing models during the pandemic. This technique is used to solve complex, unstructured, and multi-attribute problems by ranking the available decision alternatives and then selecting the best one based on numerical criteria. Although several previous studies have been conducted on the Bali Aga Tourism Village, no one has examined the priority digital media channels that are most in demand for marketing during the COVID-19 pandemic.

2. LITERATURE REVIEW

Following up on tourism activities in a tourist village is absolutely essential. It is necessary to introduce ready-to-use products. A tourist village is defined as an area connected to the region or to various indigenous wisdoms, which is managed properly as a tourist attraction in accordance with its capabilities, as demonstrated for the community's social and economic well-being. Local wisdom, or the local knowledge system, refers to the unique knowledge that has developed over time within a particular society or culture as a result of reciprocal relationships between the population and its environment [6]. Additionally, tourist villages are suffering the impact of the covid 19 pandemic. [7] Tourism, according to a statement, is extremely vulnerable to the crisis. Not only has Covid 19 paralyzed tourist destinations, but it has also wreaked havoc on the global economy [8]. During the COVID-19 pandemic, it was discovered that the younger generation plays a significant role in moving the economy forward. Because the younger generation is believed to be more adept at mastering technology and information access [9].

Technology and information are pervasive in all aspects of people's lives. This also occurred in Sidetapa Village, which is one of the Bali Aga Villages. [10] The Bali Aga village is unique in that it does not burn the dead, does not recognize caste, does not consult Brahmin priests (pedanda), does not use mantras (sacred words), and does not elect village leaders based on intelligence. These characteristics set the village apart

from the rest of Bali's villages. However, the COVID-19 pandemic and technology have united people's perception of information access via cyberspace.

Tourism villages have been able to survive and improve during this pandemic period as a result of technology-based marketing. The marketing media available today are extremely diverse. In this era of covid 19, residents of tourist villages have utilized a variety of strategies to continue promoting their community. Among other ways, this can be accomplished through the use of virtual tours accessible via desktop computers, social media, and websites. The results of the research are parsed using marketing theory, as they are directly related to the information needs of managers and prospective customers regarding tourist destinations during the COVID-19 pandemic.

3. METHOD

This study lasted eight months, from January to August 2021. The Analytical Hierarchy Process (AHP) was used to combine qualitative and quantitative data in this study. Data collection methods included observation, direct interviews with each individual who joined the Pokdarwis, and document studies tailored to the research objectives. The Analytical Hierarchy Process (AHP) analysis was used to analyze the results of interviews with experts regarding the priority of the IT-based village tourism marketing model. Associated with the various strategic management criteria for media selection [11], [12], [13] and [14] which can be used to develop a strategy based on the opinions of several experts. Utilizing AHP analysis tools enables quantification (from qualitative data after interviews with experts [15] then quantified using a scale of 1-9, and then the results are described). As a result, it is clear that AHP is a tool for qualitative research, not quantitative research.

4. RESULT AND DISCUSSION

4.1 Tourism Potential of Sidetapa Village in General

Sidetapa Village is one of the villages in Bali Aga's rural area. The village is located in the mountains, between 200 and 500 meters above sea level. Tampekan is the village on the village's northern outskirts. It is bounded on the east by Br. Corot Service Office of Cempaga Village, on the south by Cempaga Village, and on the west by Br. Banjar Village Genteng Office. This village has tourism potential, both in terms of natural as well as social and cultural potential. Figure 1 depicts a map of the Sidetapa Village area.

The findings of the research were obtained by conducting a search to the location and meeting with the Village Head of Sidetapa Village, namely Mr. Ketut

Budiasa, the Head of My Darling Pokdarwis, Mr. Putu Sinarja, community leaders and Kelian Desa Adat Pakraman Jero Mangku Nyoman Parma, and Village Leaders and the originators of the names SCTPB and English Corner, Mr. Wayan Ariawan. So, we can describe some of the potentials that have been planned with the PMD, as well as some that have been managed and run by the village, such as the potential for natural tourism such as waterfalls and community plantations, so that this potential can be used to develop adventure tourism activities and activities.

Trekking pathways are being developed to promote agrotourism. Meanwhile, the community's potential who retains traditions such as weaving traditions and the tradition of preserving ancestral heritage buildings in the form of traditional residences.

Tourists can participate in activities such as trekking while also participating in community initiatives. According to the following interview extract from the Head of Pokdarwis My Darling:

“Setelah mendapat pelatihan pembuatan paket wisata, kami telah mencoba membuat program agrowisata, dan sudah berjalan serta dikelola oleh pihak desa, melalui koordinasi dengan Bumdes dan Pokdarwis My Darling, akan tetapi sampai saat ini masih perlunya pengembangan, dan dukungan banyak pihak untuk mendukung program ini agar lebih optimal”.

(interview, Putu Sinar Jaya 1 December 2019).

As an area that excels in its natural potential, the Tourism Awareness Group in Sidatapa Village creates trekking tours for tourists. The head of the Pokdarwis in Sidatapa Village who mentioned the name of the My Darling Pokdarwis group, namely Putu Sinarjaya, said (in an interview, January 1, 2021) that:

“Tiyang (saya) dengan teman-teman di Pokdarwis telah membuat paket trekking dan masih terus memperbaiki rute trekking terutama yang menuju air terjun. Selain menuju air terjun paket trekking yang kami tawarkan kewisatawan adalah mengunjungi masyarakat yang menganyam, dan rumah tua Desa Sidatape, disamping wisata wanakan melewati wilayah perkebunan cengkeh milik masyarakat”



Figure 1 Map of the Sidatapa Tourism Village area. (Source: Widiastini, 2018)

According to information from the Pokdarwis Chair and Sidatapa Village Head, the Tourism Office, along with several related agencies such as the PMD with the Wisnu Foundation, and the Tourism Office, have provided assistance to the community in the Bali Aga Rural area, including the Sidatapa Village community, regarding the management of potential to be ready to become a tourism product that can be used as a tourism product. Figure 2 depicts a scene from a tour led by Pokdarwis My Darling for French tourists. The tourism potential in Sidatapa Village is no less intriguing due to its natural potential in the shape of a waterfall. This village is home to four waterfalls: Mampah, Tamblang, Wagu, and Pejaan.

Sidatapa Village's waterfall is located in a different area. As is the case with the Tamblang waterfall near the Dauh Pura hamlet. This waterfall is around 35 meters tall. Tamblang waterfall is located two kilometers from the village center. There are some stunning vistas surrounding the waterfall. The presence of green trees and the sound of water flowing from a height contribute to the atmosphere's serene and natural feel. Tourists can use this excursion as a selfie tour. The town management has taken steps to facilitate access to the waterfall.



Figure 2 Agrotourism activities with tourists in Sidatapa Village (Documentation: Ariawan, January 20 20)



Figure 3 The condition of the Tamblang waterfall (Source: Documentation by Ariawan, 2019)

As a result, a road is constructed utilizing paving to make it simpler for tourists to reach the Tamblang waterfall safely. The situation of the Tamblang waterfall is depicted in Figure 3

According to Mr. Ariawan, the Tamblang waterfall has its own uniqueness, here are excerpts from an interview with Mr. WayanAriawan regarding the existence of the Tamblang waterfall (in an interview on February 9, 2020):

“Masyarakat lokal akan datang ke air terjun ini untuk nunas (minta) penglukatan (pembersihan). Masyarakat kami meyakini bahwa air dari air terjun ini bisa menyembuhkan penyakit”

“Local people will come to this waterfall for nunas (asking) for cleaning (cleaning). Our community believes that the water from this waterfall can cure disease”

The next waterfalls are Mampah and Wagu. Mampah waterfall is approximately 40 meters, taller than Tamblang waterfall. While the Wagu waterfall is around 30 meters tall. According to Mr. Ariawan, these two waterfalls do not have the same historical significance as the Tamblang waterfall, but they are nevertheless worth visiting and have been handled as a tourist attraction in Sidatapa Village by Pokdarwis My Darling.

An old house is the physical manifestation of cultural practices and traditions in Sidatapa Village. This historic structure is typically designed with its back to the main road. According to the results of an interview with one of the owners of an old or traditional house, I WayanAriawan, who is also the initiator of the term SCTPB (interview on February 9, 2020), he stated the following:

“Bangunan kuno di Sidatapa itu bernama Bale Gajah Tumpang Salu atau juga bisa disebut Bale Tumpang Salu Gajah Mekipu. Bale berarti rumah, gajah menunjukkan simbol dari bangunan yang bertiang empat dalam setiap bagiannya, tumpang berarti tingkat dan salu bermakna tiga. Lengkapnya bisa disebut sebagai rumah besar yang terdiri atas tiga bagian”.

“The ancient building in Sidatapa is called Bale Gajah Tumpang Salu or it can also be called Bale Tumpang Salu Gajah Mekipu. Bale means house, elephant shows the symbol of a building with four pillars in each part, overlap means level and salu means three. Completely can be called a large house consisting of three parts.

In his explanation, he mentioned the house's three sections: the main section (utamaning mandala), the center section (madyaning mandala), and the outer section (nistaning mandala). The central section is

utilized for praying, sleeping, and eating, as well as storing ceremonial items, traditional attire, heirlooms, jewelry, and other valuables. The middle section is where daily activities like as cooking and performing traditional and religious ceremonies take place. Nista mandala is an outdoor space that serves as a special setting for receiving guests. Thus, it is reiterated that the old house can be regarded as both a temple or merajan and an area of residence. Thus, the three components of this house serve social, economic, spiritual, and cultural functions and are interwoven to form a coherent whole.

One of the stories from the owner tells that:

“Dari cerita orang tua saya dulu, kami telah mempercayai bahwa rumah adat kami dulunya tidak ada pelinggih di dalamnya. Namun, pelinggih berada di pekarangan luar rumah. Orang tua saya mengatakan bahwa pada jaman dahulu terdapat mitologi bahwa di Desa Sidatapa ada raksasa yang merupakan anak buah dari Maya Danawa. Raksasa tersebut tidak senang jika ada masyarakat yang menyembah Tuhan. Jika ada orang yang menyembah Tuhan dalam bentuk perwujudan pelinggih maka pelinggih tersebut akan dirusak dan penyembahnya disiksa. Oleh sebab itu, orang Bali Aga merasa takut, sehingga membuat pelinggih di luar rumah.”

“From the story of my parents, we believed that our traditional house did not have a *pelinggih* in it. However, the *pelinggih* is in the yard outside the house. My parents said that in ancient times there was a mythology that in Sidatapa Village there was a giant who was a subordinate of Maya Danawa. The giant is not happy if there are people who worship God. If there are people who worship God in the form of the embodiment of the *pelinggih*, the *pelinggih* will be damaged and the worshipers tortured. Therefore, the Balinese Aga feel afraid, so they make a *pelinggih* outside the house.”

(Interview, WayanAriawan 1 June 2021).

The myth also explains that the people of Bali Aga are extremely loving and obedient to God, which is why the houses are built with their backs to the road and with *pelinggih* inside. Since time, the Bali Aga people of Sidatapa Village have been able to worship God freely. It has been passed down from generation to generation until now.

In Sidatapa Village, 97 old houses still survive and are inhabited by locals, while some have been partially refurbished yet preserve components of their spiritual value (information from an interview with the Village Head of Sidatapa). This can be used by village management to host guests interested in witnessing how old houses in Sidatapa Village look up closely. Tourists interested in seeing historic homes in this village can pay a visit to inhabitants who still live-in historic homes.



Figure 4 The front area of the old house of Sidetapa Village
(Source: Documentation by Researchers, 2019)



Figure 5 Jangkang Dance
(Source: Reseacher’s documentation, Ariawan, 2019)

However, travelers are not permitted to take photographs or videos of the interior of the house when visiting Sidatapa, in order to preserve the house's holiness. It was observed that in Figure 4 tourists from the Netherlands, along with authors and a tourism awareness group, took photographs in front of the traditional Bale Gajah Tumpang Salu home. Another unique side of this Sidatapa village is the existence of sacred dances.

There are many traditional dances in Sidatapa village, one of the dances is the Jangkang dance. According to information from Mr. Mangku Nyoman Parma, this dance is a defense dance danced by men as a symbol of soldiers fighting evil. The portrait of the Jangkang dance can be seen in Figure 5.

WayanAriawan explained that the Rejang Jangkang dance can usually be found during the Galungan and Kuningan celebrations or the work of Briang Agung. The following is an excerpt from an interview which says that:

“Khusus untuk rejang jangkang dan ngabuang itu hanya di pentaskan di dalam pura, yang bisa kita saksikan di saat perayaan hari raya Galungan dan Kuningan atau karya Briang Agung. Tarian sakral ini tidak melalui latihan di sanggar tari atau sejenisnya, biasanya anak-anak muda tersebut sudah menyadari bahwa mereka harus menari

sebagai bagian dari upacara, dan akan belajar sendiri di rumah masing-masing. Sehingga saat upacara tiba langsung mementaskannya di dalam Pura “.

“Especially for *rejang Jangkang* and *Ngabuang*, it is only performed inside the temple, which we can see during the *Galungan* and *Kuningan* celebrations or the work of *Briang Agung*. This sacred dance does not go through training in a dance studio or the like, usually these young people have realized that they must dance as part of the ceremony, and will learn on their own at home. So when the ceremony arrives, they immediately perform it in the temple.”

(Interview, Wayan Ariawan 1 June 2021).

Additionally, Mr. WayanAriawan stated that in addition to the Jangkang dance, which featured male dancers, there was the SanghyangGandrung Dance, which had two men in formation, and the Ngabuang dance. While the Sanghyang dance is performed by two women with the intention of refusing reinforcements. Additionally, it has been reported that the Sanghyang and Gandrung dances are performed whenever a relationship or the village encounters difficulties. The record of the Sanghyang Dance is shown in Figure 6.

Regarding the existence of the sacred dance, it was also conveyed in an interview with Mr. WayanAriawan (interview 8 January 2020) he stated that:

“Perlu untuk diketahui, tarian-tarian tersebut merupakan tarian sakral yang tidak boleh dipertontonkan secara sembarangan. Tarian itu hanya boleh dipertontonkan ketika ada upacara adat. Dulu di tahun 2001 *tiyang* (saya) sempat buat sanggar tari untuk membuat duplikat tariannya. Tapi sayang banyak warga tidak mengijinkannya”.

“It is necessary to know that these dances are sacred dances that should not be performed arbitrarily. The dance can only be performed when there is a traditional ceremony. Back in 2001, *Tiyang* (I) had time to create a dance studio to make a duplicate of the dance. But unfortunately many people do not allow it.”



Figure 6 Sanghyang Dance
(Source: documented by Ariawan, 2020)

In Figure 7, other community traditions and cultures are those of people who continue to weave bamboo. Weaving is a hereditary activity in Sidatapa Village. Woven bamboo can be described as a custom or culture that people engage in on a daily basis, which also serves as a source of income for the residents of Sidatapa Village.

Not only are the woven products sold to locals, but they are also sold to foreign tourists and are exported. Village management use this to create woven bamboo as a tourism attraction. Visitors interested in weaving their own bamboo can come directly to this community and purchase the finished product. This draws tourists to Sidatapa village. In Sidatapa Village, weaving craftsmen continue to operate out of each resident's home. However, the hamlet has ambitions to develop, including weaving cottages, and has been submitted as a creative and unique tourism village to the Bali Provincial Tourism Office (Source of information from Pokdarwis Chair Mr. Putu Sinarjaya, 2021).

The transformation of Sidatapa hamlet into a tourist destination is accompanied by an increase in the quality of the village's human resources. The English Corner is one of the initiatives that Pokdarwis has undertaken in collaboration with the village council to teach and train members of the community to converse in English.

The capacity to communicate in English is necessary to assist Sidatapa Village in becoming a tourist village, as it enables residents to communicate with visiting tourists and to explain in depth aspects of natural tourism, religion, and village social culture to visiting visitors. Additionally, effective communication would help travelers feel at ease while visiting Sidatapa Village. This activity draws tourists in an indirect manner (Results of an interview with Komang Rena, Head of Sidetape English Corner. June 2019). As illustrated in Figure 8, a photo of researchers and volunteers at the English Corner was taken



Figure 7 Workshop Bambu Corner (Documented by Sinarjaya, August 2019)



Figure 8 researchers and volunteer English Corner Source: documented by reaseacher, June 2019

4.2. Sidetape Tourism Village's Priority Marketing Media During the Covid 19 Pandemic

The AHP technique is used to determine the marketing media that is most compatible with Human Resources in Sidetape Village. This priority media determination can be used first with a variety of variables to ensure that the marketing strategy chosen is implemented successfully and not haphazardly. Pairwise comparisons or pairwise comparisons in the Analytic Hierarchy Process are carried out by stakeholders who are also research informants, and a questionnaire is used to collect data on each stakeholder's weighting values.

4.2.1. Criteria and Promotional Media Selection Process

Establishing the criteria for defining the priority approach for the Sidetape Tourism Village during the Covid-19 Pandemic Period is the first step. The criteria are established after consultation with specialists. Experts are presented with a variety of criteria; the criteria are the product of numerous methodologies used to determine a strategy, including Porter (1980), Vargas (2010), and Rummelt (2000). The opinions of these specialists are then considered and picked by experts based on factual data, in order to determine the most effective marketing media to deploy. Seven experts are employed to determine priority media: one from the academic element, five from the community element, one from the mass media element, and one from the entrepreneur aspect. To facilitate debate, Figure 9 has a description of each hierarchical category.

To simplify the discussion, all elements are explained into hierarchical groups. The description of each hierarchical group in Figure 9 is as follows: 1) Hierarchy 1: Research Objectives. The first hierarchy contains goals (objectives), namely problems that are sought for solutions through the AHP model.

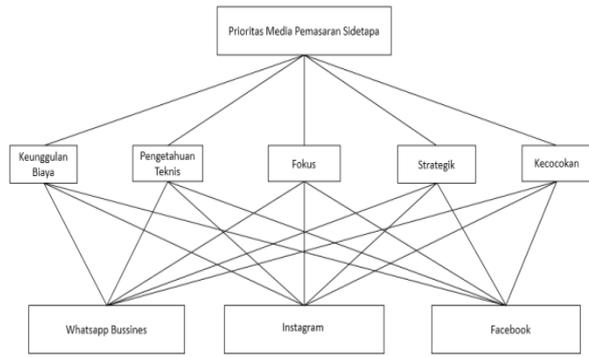


Figure 9. Pairwise Comparison Between Criteria Against Goals.

Source: Research data processing, 2021.

The problem to be solved in this research is to formulate priority marketing media that are the people's choice to apply to the new custom order of tourism destinations in Bali. 2) Hierarchy 2: Criteria. The second hierarchy in this study is a criterion that is considered by stakeholders in determining strategies that can be prioritized. This criterion is based on Porter's 1980 generic strategy, and the strategy criteria according to Vargas (2010). The criteria are described in Table 1 as follows. And the last the third hierarchy is a model of educational thematic tourism that was used to establish the first hierarchy (research objective). As previously said, the determination of this alternate strategy is determined by the personal thoughts and comprehension of each stakeholder. The following are alternate priority promotion media (Whatsapp business pages, Facebook fan pages, Instagram).

The criteria and development priorities for online promotion media were determined through interviews with seven specialists representing members of the community responsible for tourist destinations, academia, the business sector, and government management and marketing concepts. These criteria were established in agreement with various publications [11]-[13] stating that management is always required.

4.2.2 The Most Effective Online Promotional Media for Each Criteria

After conducting in-depth interviews with research respondents to ascertain the promotion criteria and types used, the data was examined using an analytical tool in the form of AHP. Following the determination of the criteria and strategies, the AHP approach proceeds with alternate pairwise comparisons against each of the criteria as follows:

- 1) Results of the AHP based on the Focus Criteria. The priority of promotional media is determined by the focus criteria, with the idea that adhering to these criteria implies that this promotional media enables users to concentrate on easy-to-target market share.

Table 1. Marketing Media Determination Criteria

No	Criteria	Definition
1	Cost Advantage	A strategy that concentrates attention on the lowest cost of implementation but has the maximum benefit
2	Technical Knowledge	Most strategies require the highest technical knowledge so that these strategies can be executed more easily
3	Focus	Strategies that concentrate on certain market segments
4	Strategic	Strategic criteria that are directly related to the strategic objectives of an organization.
5	Compatibility	Strategies that can represent adaptive responses to the external environment and changes that occur

Source: Porter (1980), Vargas (2010), Rummelt (2010).

According to the results of an AHP analysis based on expert data, whatsapp internet marketing is the primary promotional medium for marketing the Sidetapa tourist village, with a Consistency Ratio (CR) of 0.04 (CR0.1). This demonstrates the consistency of the preference comparison. The AHP analysis's findings are based on the stakeholder commitment criteria depicted in Figure 10.

The results of this data processing are supported by field observations, as it is critical to ascertain who is already known and whose cell phone contact numbers have been recorded. Thus, the intended goal is reached more quickly [1].

- 2) AHP Outcomes Determined by the Fit Criteria. Priority for online marketing media during the COVID-19 pandemic, based on the match criteria, with the understanding that adhering to this criterion means that this marketing media can be employed in accordance with Pokdarwis's ability to use it. According to the results of AHP study based on expert data, the criteria for the applicability of Facebook online marketing media indicate that the primary promotional medium has a Consistency Ratio (CR) of 0.0014 (CR0.1). This demonstrates the consistency of the preference comparison. The AHP analysis results based on the appropriateness criteria depicted in Figure 11.

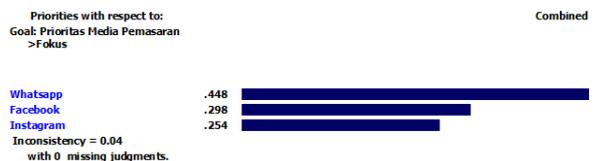


Figure 10 Priority of Marketing Media based on Focus Criteria

(Source: Primary Data Processed, 2021)

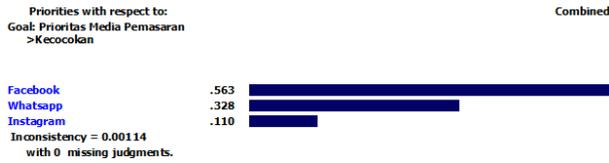


Figure 11 Development Priorities based on Suitability Criteria

(Source: Primary Data Processed, 2021).

Figure 11 shows the Facebook promotional media, which is most needed to provide convenience in finding the appropriate market. It is certainly understandable that matters related to making promotional media on Facebook are easier and suitable for certain circles according to the group. As stated by Mr. Sinar Jaya, that members feel more comfortable in promoting their village using Facebook, (based on the results of Putu Sinar Jaya's interview on August 21, 2021).

3) AHP Results Based on Cost Excellence Criteria. The priority of online marketing media during the covid 19 pandemic is based on the criteria of cost advantage, which has the understanding that if you adhere to this criterion, it means that the strategy will cost the least but have the best effect. The use of minimal costs, causes the use of Facebook to be increasingly enjoyed by Pokdarwis in using this media. The results of AHP analysis based on data obtained from research subjects, have shown that from the cost advantage criteria, facebook media is the main priority with Consistency Ratio (CR) = 0.02 (CR<0.1). This shows that the comparison of preferences is consistent. The results of the AHP analysis based on the criteria of technical knowledge are shown in Figure 12.

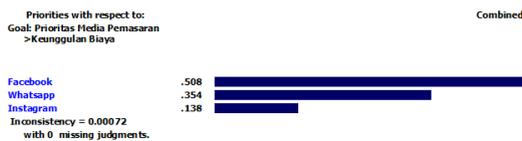


Figure 12 Development Priority based on Cost Excellence Criteria

(Source: Primary Data Processed, 2021)

The results of the AHP analysis in Figure 12 are supported by observations which show that the existence of the most dominant social media Facebook is an option. Currently, the use of digital media platforms does not require too much cost [16].

4) Results of the AHP Using Technical Knowledge Criteria. According to the results of AHP research based on expert data, Facebook is regarded the easiest to use technically, with a Consistency Ratio (CR) of 0.02 (CR<0.1). This demonstrates the consistency of the preference comparison. Figure 12 illustrates the results of the AHP analysis using the cost advantage criterion.

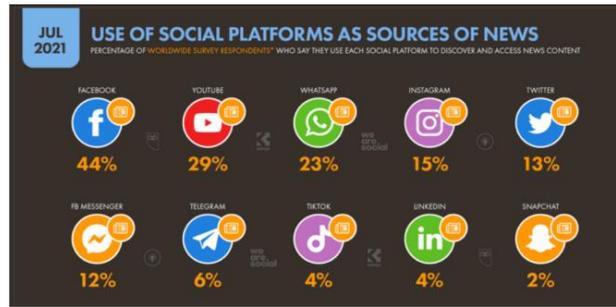


Figure 13 Priority of Development Technical Expertise (Source: Primary Data Processed, 2021)

Facebook, as an easy-to-reach user market, plays a critical role in the field of promotion and communication [17]. The primary consideration while adopting digital applications is ease of use. This is because the residents of Sidetapa Village used Facebook prior to using Instagram or WhatsApp for commerce.

5) AHP Outcomes Determined by Strategic Criteria. Priority is given to online marketing media during the COVID-19 epidemic on the basis of strategic criteria, with the knowledge that adhering to these criteria implies that the campaign in question employs techniques to entice tourists to visit tourist communities. The results of the AHP analysis, based on data gathered from experts, indicate that the primary priority strategies for building human resource strategies have a Consistency Ratio (CR) of 0.003 (CR<0.1). This demonstrates the consistency of the preference comparison. The AHP analysis's findings based on the strategic criteria depicted in figure 13.

Figure 13 illustrates how Instagram information media can be used to exhibit beautiful potential photos. This is a unique technique for the millennial market share, and it's always fascinating to see photographs that adhere to the current phrase, namely Instagramable. [18]Instagram is an appealing promotional medium because, as a social media platform powered by smartphone applications, it enables users to submit photographs and videos.

6) Sidetapa Tourism Village's Priority Marketing Media. The goal of AHP analysis is to identify professionals who are knowledgeable about the proper marketing medium utilized by tourist communities in Sidetapa Village. There are no requirements for the number of experts involved in developing this model as long as they possess extensive expertise and insight [19], [20]. The AHP research revealed that Facebook social media was the primary priority marketing medium, with a Consistency Ratio (CR) of 0.01 (CR<0.1). This demonstrates the consistency of the preference

comparison. The AHP analysis findings are depicted in Figure 14.

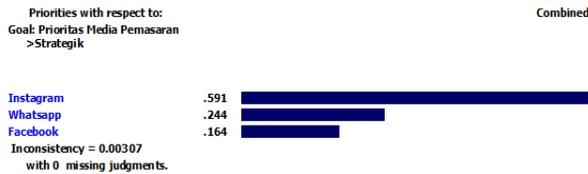


Figure 14 Strategy for Priority Development based on Strategic Criteria (Source: Primary Data Processed, 2021)



Figure 15 Development Priority Based on All Criteria (Source: Primary Data Processed, 2021)

The AHP's findings indicate that, based on the five agreed-upon criteria, digital marketing via social media is effective. Facebook is a top marketing channel that tourist observers use to promote the Sidetapa Tourism Village.

According to the results of the Analytic Hierarchy Process in figure 15, the marketing media with the highest importance in this study is Facebook, with an eigenvector value of 0.457, followed by WhatsApp with a value of 0.293 and Instagram with a value of 0.250. The AHP research determined that, based on five factors including suitability, strategy, focus, cost advantage, and technical expertise, Facebook marketing media is a priority model that requires attention in order to achieve more concentration before marketing via other media. The usage of Whatsapp and Instagram for business will assist in the development of thematic tourism education, cultural icons, and Bali Aga heritage.

With the internet reaching a third of the world's population [21], the reason for sharing information via internet media is extremely prevalent today. Digital-based marketing media is the preferred method of communication for all business segments, including micro, small, and medium-sized enterprises (MSMEs) and even giant enterprises [22]. This has resulted in a significant increase in the usage of social media for marketing purposes. Facebook, for example, is one of them that offers free features [23]. Even this phenomenon demonstrates, based on research findings, that Facebook is the preferred social media platform for marketing. The findings of this study corroborate statistics from the digital eportal [24], which indicates that Facebook continues to have the biggest percentage of users.

This rapid growth in the global use of Facebook validates the findings of study conducted in Sidetapa Village. Because the results of the AHP analysis recommend that Facebook social media be used as a marketing medium, this is consistent with the observation that tourism village management activities in Sidetapa Village are primarily conducted via Facebook social media, as it is considered easier to use technically, does not require a large budget, can reach a large number of target groups, and can also focus more on specific groups. According to the results of the AHP analysis, Facebook as a primary marketing medium supports marketing theory [25], which states that marketing strategy consists of three primary components, including targeting by determining the market. The presence of a fan page feature on Facebook enables managers to more easily select the intended target group based on market segmentation and the items offered by tourist villages. Additionally, Facebook is capable of providing marketing space across multiple segments. This enables the tourism village management to more effectively shape public opinions of the Sidetapa tourist village. [26] According to the concept that the presence of a positioning strategy in marketing is one method for a product, brand, or firm organization to be regarded in relation to its products. It will utilize social media as a media platform to emphasize its users' existence [26], allowing tourism village administrators such as Sidetapa Village to leverage it for marketing purposes.

5. CONCLUSION

Sidetapa Resort, which was a tourist village before to the COVID-19 epidemic, has continued to work to enhance its tourism village. One of the activities that the management community members of the Tourism Awareness Group frequently engage in is social media marketing. The range of social media platforms currently available provides tremendous optimism for public awareness of the tourism village's potential. AHP data and observations indicate that social media platform Facebook is the preferred medium for regular promotions. Meanwhile, other social media platforms such as Instagram and WhatsApp Business aid the manager in pursuing additional market shares among various social media consumers.

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