# Digitalization of Tourism Villages: Social Media as a Tourism Promotion Strategy in Tinalah Tourism Village, Kulon Progo Regency

Kevin Arya Pranaja [✉], Muhammad Akbar Nugraha Sabarna, Dimas Prahmana, and Satria Iman Prasetyo

Department of Government Studies, Faculty of Social and Political Science, Universitas Muhammadiyah Yogyakarta, Yogyakarta 55183, Indonesia
`kevin.arya.isip21@mail.umy.ac.id`

**Abstract.** This study aims to determine the communication strategy of Tinalah Tourism Villagein promoting digital-based tourist destinations through social media. This research takes a case study in Dewi Tinalah Tourism Village as a digital tourism village that uses socialmedia as a means of promoting tourism villages. The method used in this study is a qualitative descriptive research type, with the main data obtained from Facebook, Twitter and Instagram within the past year's posts. The data obtained was also analyzed by software analysis with the crosstab feature in NVivo 12 plus. In addition, data were analyzed using interactive model techniques through three aspects of analysis, including: data reduction, presentation and conclusion. The theoretical foundation used in this study is Laswell's communication theory with several indicators including: Who, Says What, In Which Channel, To Whom and With What Effect. So that the results of the research can find out the communication strategy of Tinalah Tourism Village in promoting local tourist destinations based on social media.

**Keywords:** Digitalization, Social Media, Dewi Tinalah Tourism Village.

## 1 Introduction

The village is a legal community unit that has territorial boundaries that are authorized to regulate and manage government affairs, local community interests based on community initiatives, origin rights, and/or traditional rights that are recognized and respected in the system of government of the Unitary State of the Republic of Indonesia [1]. The village has the authority to carry out development by utilizing the potential of its human resources and natural resources, one of which is the development of the tourism sector. Self-guided tourism villages are conceptually a type of tourism where some visitors stay in rural areas, close to traditional life, or both to experience local culture and learn about the environment. The main objective of the tourism village is to help the community's economy while increasing the village's original income [2].

Together with the rapid advancement of technology, everything is becoming accessible digitally, from the existence of a marketplace to payment methods that can be

done digitally. This is also a challenge for people who live in rural areas so that they can also adapt to utilizing technological advances, and one way to take advantage of this technology is by promoting digital-based tourism villages. The advantage of applying technology to promote tourism villages is that it makes it easier for tourism villages to reach wider tourists, who can be reached throughout Indonesia and even the world, to visit the village [3]. Thus, the existence of technology can be utilized by villages to promote tourism villages digitally.

Dewi Tinalah Tourism Village is one of the tourist villages in Yogyakarta that has utilized digital platforms to promote tourism. It has been recorded that since 2013 until now, Dewi Tinalah Tourism Village has consistently utilized digitalization as a form of tourism management, especially in the promotion of tour package attractions using social media such as Facebook, Instagram, and Twitter [4]. Digital-based promotions provide more benefits for promoting tourist objects owned by Dewi Tinalah Tourism Village and reaching tourists. Fig. 1 shows some views from various social media platforms about Dewi Tinalah Tourism Village.
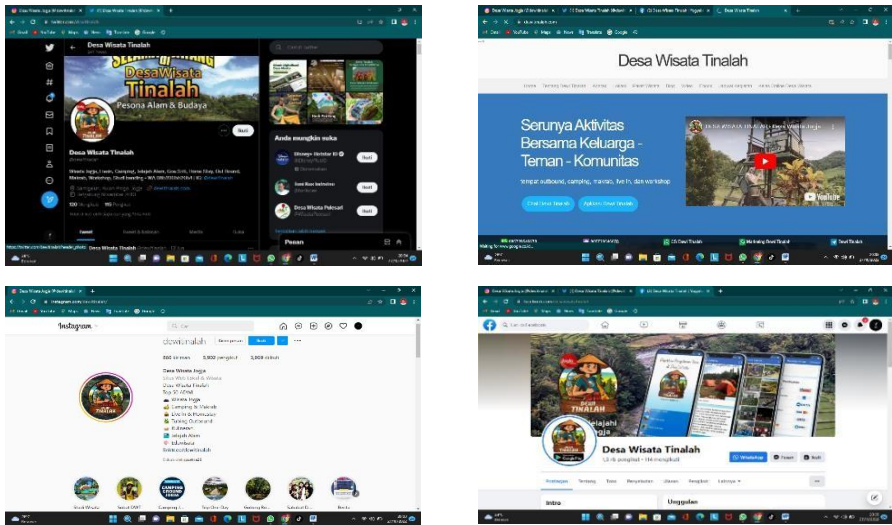


**Fig. 1.** Display of social media and Mass Media Features of Tinalah Tourism Village (Source. Images collected from a number of social media and Mass Media of the Dewi Tinalah Tourism Village, 2022)

Fig. 1 shows the display of social media features such as Facebook, Instagram, and Twitter. A number of the above features are used to promote tourist destinations in Tinalah Tourism Village. The use of social media as a promotional medium has attracted the attention of researchers who want to further examine the process of promoting tourist destinations within the framework of the communication process. A number of previous studies have focused on the use of media in tourism village promotion, such as research explaining the use of online media-based digital marketing to make it easier

to promote tourism villages so that they are easily accessible to tourists [5], [6]. In addition to the explanation above, there is also research that says that in carrying out digital marketing it is necessary to do things that are more active and also innovative, and that in preserving natureand culture they must be maximized so that they can attract tourists to visit [7]–[9]. Research from Saputra [10] and Fadul [11] explained that the digitization of the Tourism Village was seen in the form of product marketing during the pandemic using several types of social media such as Facebook, Instagram, Google Maps and Youtube.

Furthermore, there are several studies described in the following explanation. Research from. Research from [12] explained that the Implementation of the Community Partnership Program (PKM) had been carried out in Kerta Village in the framework of heading towards tourism 4.0 by developing a Village Profile website, a Tourism Potential website, a BUMDes website and applications. Research from [13] entitled Digitalization of Promotional Media for Penglipuran Bali Tourism Village Through a Certified Internship Program, stated that PT. Tourindo Guide Indonesia, TBK collaborates with the Ministry of Education, Culture, Research and Technology which manages the Tourism Village VanguardProgram where the program is based on the development of tourist villages to have a good impact on Indonesia. Then, the research results from [12] explained that community-based digital marketing applications using digital enabler technology have been successfully designed in Penglipuran Village and Taro Village. In addition to using that, the researcher also conducted a search of previous research using the VOSViewer bibliometric analysis method, which can be seen in the Fig. 2.
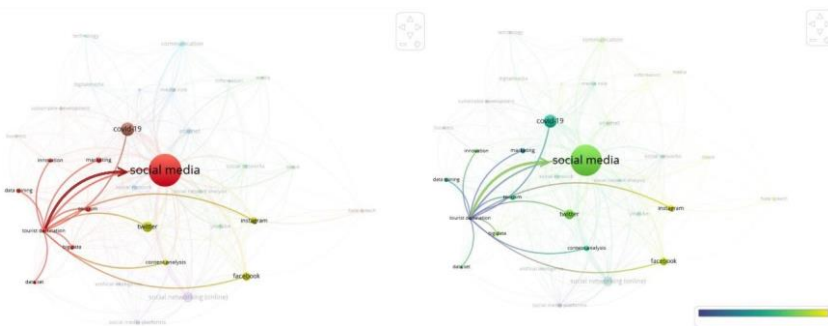


**Fig. 2.** VOSViewer bibliometric analysis (Source: Processed by the author of 2022)

Based on the results of a review of previous studies using the literature reviewtechnique and the VOSViewer bibliometric analysis above, it can be seen that previous research only focused on studies related to the digitization of tourist villages on the benefit aspect in the form of the ease of use of social media in tourism promotion. Minimal research examines the process of communication in social media as a form of promotion. Therefore, this study aims to look at the use of social media as a promotion

strategy for tourist destinations in Dewi Tinalah Tourism Village, Kulon Progo Regency. This study uses the Laswell communication model [14] with five indicators, including: who, where, and how thisindicator affects the communicator when conveying information Says What, where thisindicator is related to the message. In which channel does this indicator explain the medium used to convey information? To whom, where this indicator refers to the message's recipient,and With What Effect, where this indicator describes the changes that occur after the message has been conveyed to the communicant. This theory is in accordance with the needs of this research because researchers want to see the systematic process of conveying information on each social media platform of Dewi Tinalah Tourism Village. so that the research findings can demonstrate how extensive Dewi Tinalah Tourism Village's socialmedia presence is in promoting tourist destinations so that the results of the research can be seen and compared between online media related to what tourism objects are being promoted.

## 2      Method

This study uses a type of qualitative research with a case study approach Therefore, this type of research usually involves a number of pieces of evidence in the form of field data that describe natural and problematic events in the life of each individual human being. This type of research can facilitate researchers because it is more detailed and in-depth, considering that it also focuses on quality. According to Simon C. Kitto, there are three main principles used in measuring the quality of qualitative research, namely: (1) Rigor (overall and determination of method use), (2) Credibility (significance and findings are well presented), and (3) Relevance (usefulness of finding search usually involves a number of pieces of evidence in the form of field data that describe natural and problematic events in the life of each individual human being. This type of research can facilitate researchers because it is more detailed and in-depth, considering that it also focuses on quality. According to Simon C. Kitto, there are three main principles used in measuring the quality of qualitative research, namely: (1) Rigor (overall and determination of method use), (2) Credibility (significance and findings are well presented), and (3) Relevance (usefulness of findings) [16]. This research was conducted using qualitative methods because this research is more directed toward a case study approach. This can make it easier for researchers because, by focusing on case studies, they can identify cases that are rich in information supported by a number of theories that have relevance to the research being studied. Then data collection techniques and data analysis were carried out by means of literature analysis or literature studies.

The data collection technique used in this study is that of using secondary data, where this data is obtained through official documents, articles, news, books, or other sources (literature review) that have relevance to the research being studied, namely that related to the digitization of tourist villages. especially in the use of social media as a means of promoting tourist destinations. Data collection techniques are a way for researchers to get the data or information needed according to the research topic.

The data obtained was analyzed using interactive modeling techniques covering four stages of analysis, namely: 1. The data analysis process begins by examining all the data that we have obtained (data processing stage), 2. Performing data reduction, namely to map and select the secondary that fits your needs research, 3. Presentation of data, namely writing the results of mapping and selecting data that focus on research problems, 4. Drawing conclusions, namely knowing the results of research related to the communication processon the use of social media in the Dewi Tinalah Tourism Village. The data obtained was also analyzed using NVIVO 12 Plus with the Crosstab analysis feature, this feature helps in reducing some data according to research needs.

# 3      Result and Discussion

## 3.1      Who and Say What

The first indicator in this theory is Who. In general, who is also known as a communicator. According to Laswell, who means the object that distributes the information conveyed [17]. Meanwhile, if it is related to the research topic being studied, who means the media for conveying messages, namely the social media of the Dewi Tinalah Tourism Village? social media of this tourist village, such as Facebook, Twitter, and Instagram. The second criterion is "say what?" In general, explain what will be conveyed to the communicator or recipient from the communicator in the form of information content. In this context, it means that each Tina Tourism Village's social media is used to contain information, such as conveying tourist destinations. Therefore, in these two indicators, the researcher was interested in knowing which information and what kind of information was on each of Dewi Tinalah's social media within the last year. As for knowing this, researchers will analyze it using the Nvivo 12 Plus Crosstab feature. The results of the analysis can be seen in Fig. 3.
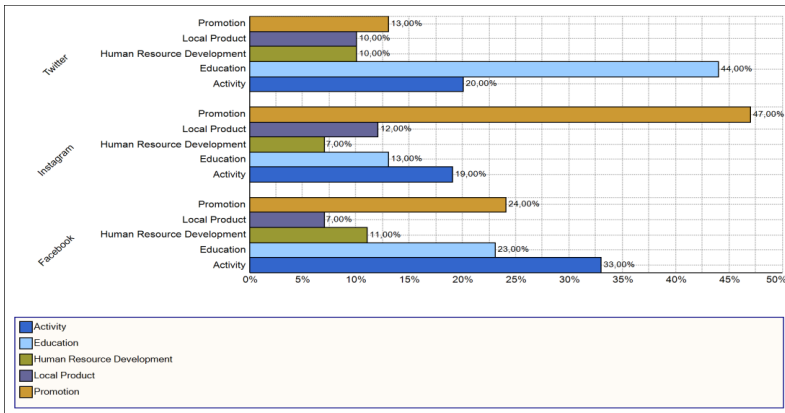


**Fig. 3.** Crosstab Nvivo12 plus analysis (Source: Nvivo 12 plus, 2022)

Based on the results of the analysis using the Nvivo 12 plus Crosstab feature above. Itcan be seen that the Twitter application for one year contains more information related to education. This is based on the educational parameter, which obtained the  highest percentage of 44%. The Instagram application then appears to contain a lot of information related to promotions, having achieved the highest percentage of 47%. Finally, with a 33% share, Facebook contains more information about activities. The first analysis, namely the Twitter application, based on the results of the data presented above, it appears that the information on Twitter tends to be educational. This is evidenced by several posts on Dewi Tinalah's Twitter, which posted a number of educational things, such as e-books  on digitizing tourism villages, webinars related to the role of academics in developing thedigitization of tourist villages, and workshops related to the development of digitizing tourism villages to support sustainability. The posts can be seen in Fig. 4.
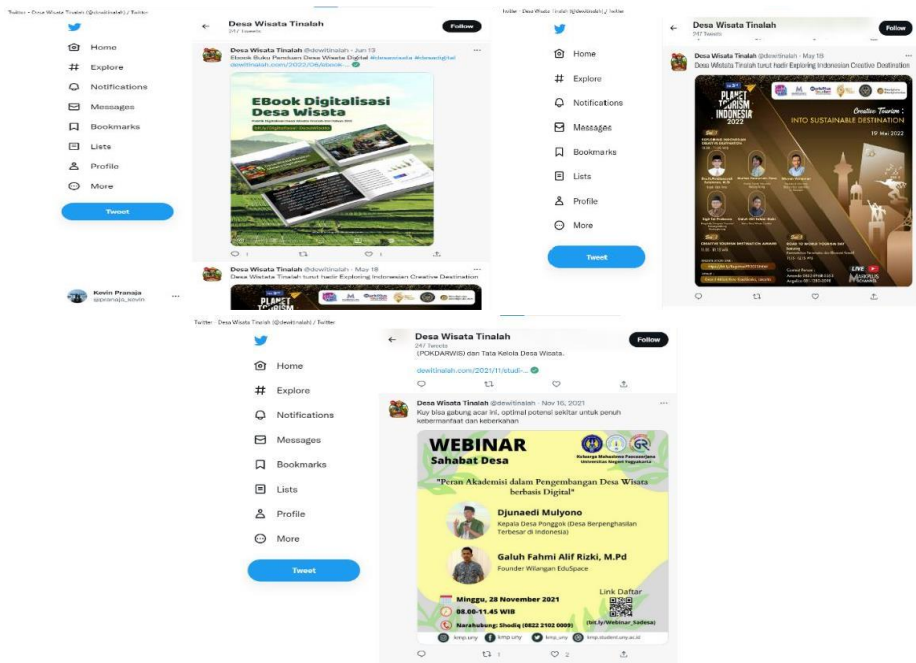


**Fig. 4.** Dewi Tinalah's E-book, workshop and webinar posts (Source: Dewi Tinalah's Twitter)

The second analysis is on the Instagram application. Based on the crosstab results above, it can be seen that for the past year, Dewi Tinalah's Instagram has contained more information in the form of promotions. The promotion in question is promotion in order to disseminate information related to tourist destinations. This is evidenced by posts related to tourist village profiles, tourist destinations, tourist descriptions which are presented in the form of videos and attractive promos every month. The posts are presented in Fig. 5.
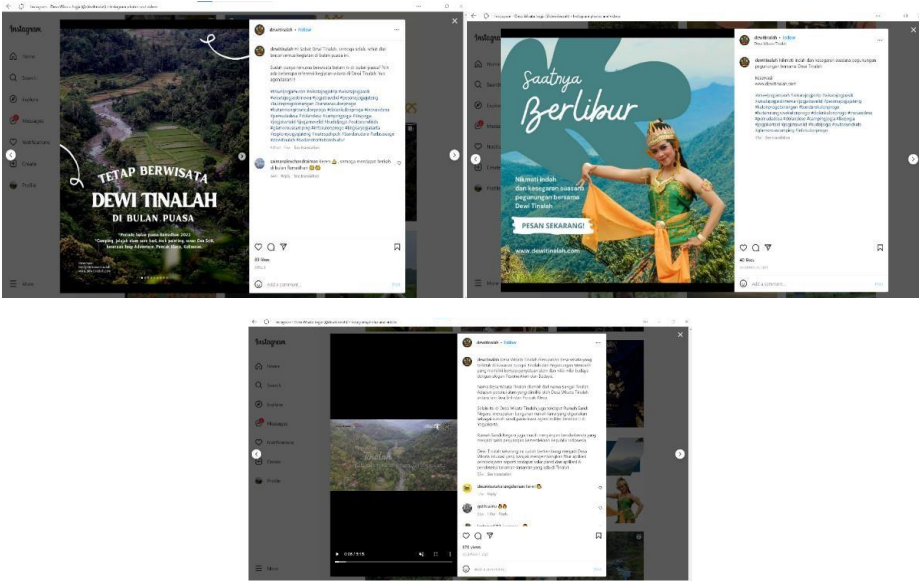
**Fig. 5.** Promotional posts for Dewi Tinalah Tourism Village (Source: Dewi Tinalah's Facebook)

The last analysis is on the Facebook application. Based on the results of the crosstab above, it can be seen that this application focuses on documenting each activity for the past year. The activities in question are the activities of tourists while visiting tourist destinations. These activities include: Staying at Joglo Wiguna and Omahku, staying with nature, staying at the Joglo house, Rafting, out bound, camping area, Makrab Jogja, Tinalah Tubing, family and community gathering, Tinalah Trekking, walking along the Tinalah River, Joglo Meeting Room, Live in, natural attractions at Puncak Kleco, Site of the Sandi Negara House [18]. Fig. 6 shows some pictures of tourist activities on Dewi Tinalah's Facebook.
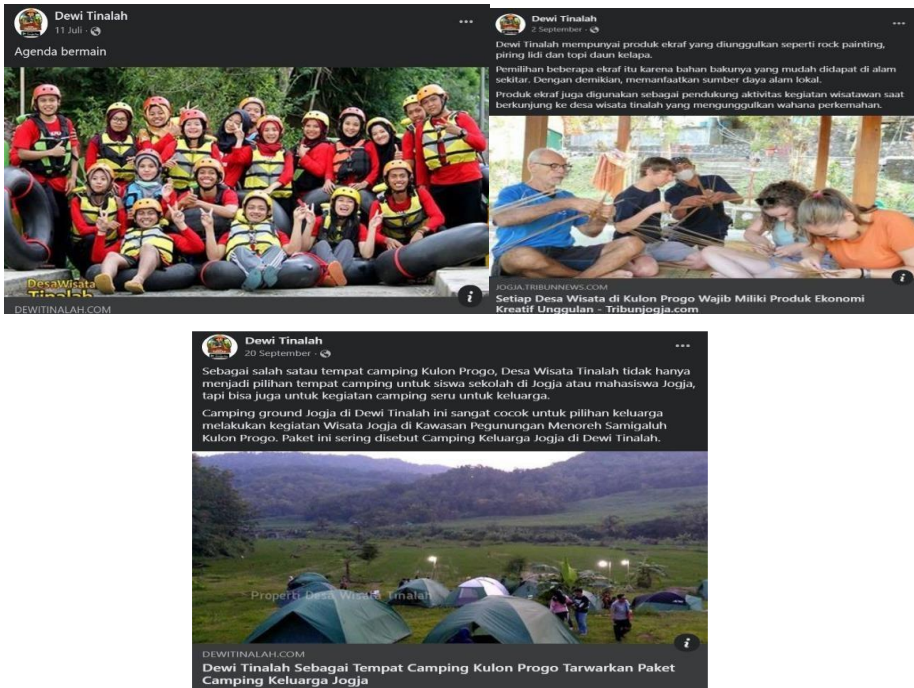
**Fig. 6.** Posts of a number of tourist activities in the Dewi Tinalah Tourism Village (Source: Dewi Tinalah's Facebook)

## 3.2    In Which Channel and To Whom

The third indicator is in which channel. According to Laswell, "channel" means a channel or media that has a function as an intermediary to deliver the contents of the message from the first communicator to the communicant or recipient of the message directly face-to-face or indirectly, such as through print or online media [19]. In this case, the Dewi Tinalah Tourism Village uses a number of social media to convey messages in the form of information related to tourist destinations. The social media used include: Twitter, Instagram and Facebook. Therefore, in this indicator, researchers are interested in seeing which social media of the Dewi Tina Tourism Village is more active in providing information related to tourist destinations within one year. To find out this, the researcher conducted a crosstab analysis for Nvivo 12 plus by dividing the three social media into parameters which will later be explained or analyzed in crosstab analysis using the Nvivo 12 plus  feature in Fig. 7.
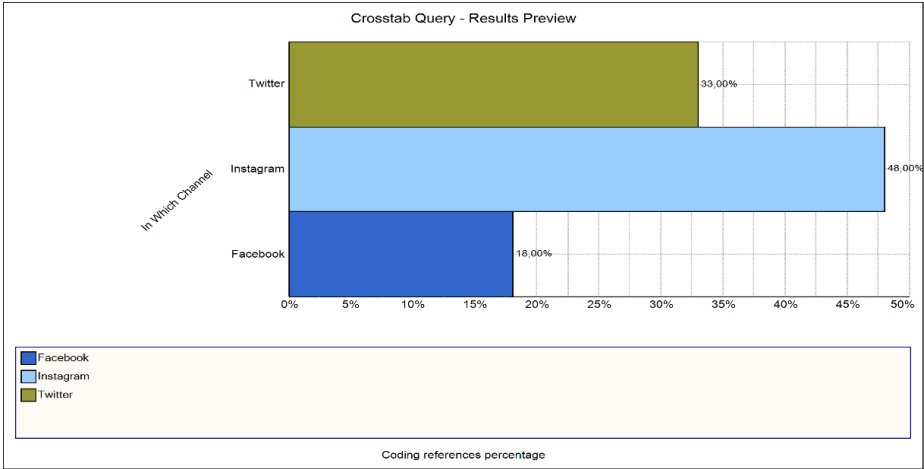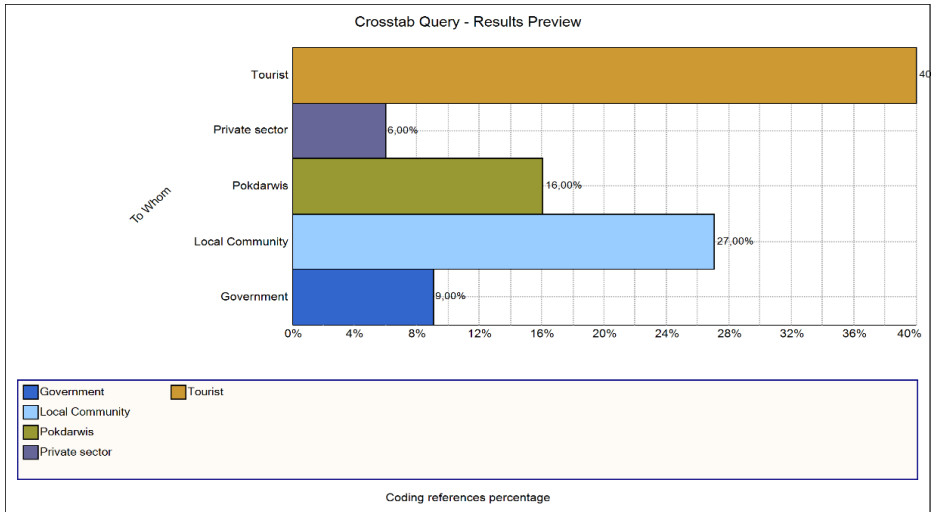
**Fig. 7.** Nvivo 12 plus Crosstab analysis (Source: Nvivo 12 plus)

Based on the results of the analysis of the Crosstab Nvivo 12 plus model above, it can be seen that of the three-social media of the Dewi Tinalah Tourism Village, it can be seen thatInstagram achieved the highest presentation with 48% followed by Twitter with 33% and Facebook with 18%. The first parameter shows that Instagram is the most active social media in providing or conveying a number of information related to tourist destinations. There are various kinds of information presented on Dewi Tinalah's insta-gram. This information is in the form of tourist destination posts, village achievements, links to access tour packages and village profile videos listed in the Instagram bio and insta stories, each story containing a description of the types of tourist destinations.

The fourth is the to whom indicator. Lasswell stated that this indicator contains a description of who the message is addressed to (recipient of the message) [20]. If it is related to this research, the recipients of the message include: the government, tour-ists, the private sector, Pokdarwis, and local communities. As for finding out more to whom information related to tourism is conveyed, the researchers analyzed using the Nvivo 12 plus Crosstab feature with the results of the analysis in Fig. 8.

**Fig. 8.** Nvivo 12 plus Crosstab analysis (Source: Nvivo 12 plus)

Based on the results of the analysis using the Nvivo 12 plus Crosstab feature above, it can be seen that the tourist parameter has the highest percentage at 40%, followed by the local community at 27%, the government percentage at 9%, and the lowest percentage at 6%, namely in the private sector. The first parameter shows that Dewi Tinalah's social media is more aimed at tourists in the form of promotion of tourist destinations. This statement is reinforced by the efforts of the Dewi Tinalah Tourism Village in promoting tourists by using digital marketing, such as the use of social media. On Dewi Tinalah's social media, there are marketing promotions such as giving price discounts, offering coupons with prizes (free nights, free tickets), and others [21]. Apart from that, the attractiveness factor for tourists to visit Dewi Tinalah tourist destinations is because this tourist village has the advantages of this form of digitization by displaying detailed information so that it can become an attraction for these tourists [22]. So that the tourist village of Dewi Tinalah can optimize tourist objects to become a tourist village in the form of digitization.

## 3.3    With What Effect

The last indicator is With What Effect. In this indicator Laswell says what changes occur when the communicant receives a communication message [23]. In line with Laswell's opinion, researchers have the view that any information provided to the communicator can have a significant influence in the form of positive and negative impacts or effects. As for the delivery of information on the social media of the Dewi Tina Tourism Village, of course the information conveyed has a positive impact on the village. The positive impact is in the form of an increase in the number of tourists visiting the Dewi Tinalah Tourism Village. It is noted that by adopting social media as a means of promotion, visitors to this tourist village have increased every year. As for the following,

the researcher displays Table 1, which present data showing the number of tourists from 2013 to 2022.

**Table 1.** Number of tourists from Dewi Tinalah Tourism Village from 2013-2022

| Year | Number of Visitors |
|------|--------------------|
| 2013 | 517 |
| 2014 | 1.478 |
| 2015 | 2.191 |
| 2016 | 2.434 |
| 2017 | 7.776 |
| 2018 | 12.764 |
| 2019 | 11.157 |
| 2020 | 2.503 |
| 2021 | 3.395 |
| 2022 | 1.970 |

Source. E-book digitization of Dewi Tinalah Tourism Village

Based on the data presented in Table 1, the number of tourists in Dewi Tinalah Tourism Village has increased every year, especially in 2013 to 2018 which has experienced a significant increase. Since 2013 the use of digitization has been the focus of the management of Dewi Tinalah. So that the tourism village manager continues to develop digital tourism villages by utilizing digital media and information technology, one of whichis by using social media to attract the attention of tourists to visit this tourist village.

Digitalization has a positive impact on the Dewi Tinalah Tourism Village. Several awards were won by the Dewi Tinalah Tourism Village in 2021. Dewi Tinalah Tourism Village won 2nd place in the Creative Economy Title for the Kulon Progo Tourism Village and was included in the Top 50 Tourism Villages in Indonesia in the 2021 IndonesianTourism Village Award by the Ministry of Tourism and Creative Economy of the Republic ofIndonesia. Not long ago, Dewi Tinalah Tourism Village took part in the BCA  TourismVillage Award as well as the Tourism Village Virtual Tour Development & Competence by Semut Nusantara, Sebumi, and Bank Mandiri. Even during a visit to Dewi Tinalah Tourism Village, Minister of Tourism and Creative Economy [24].

## 4    Conclusion

Based on the description above related to the use of social media in promoting tourism in Dewi Tinalah Tourism Village which is analyzed using the Lasswell communication model, there are a number of findings: first, on the who indicator Dewi Tinalah Tourism Village uses a number of social media, namely: Instagram, Facebook and Twitter. Second, on the say what indicator, researchers found that on Twitter Tinalah Tourism Village was more dominant in conveying information related to education, then Instagram conveyed more information related to the promotion of tourist destinations, on Facebook the delivery was more likely to convey information about tourist activities in Dewi

Tinalah Tourism Village. Third, on the indicator in which channel the researcher found that the Instagram of Dewi Tinalah Tourism Village was the most active social media in the last one year. Fourth, in the to whom indicator, it is found that the information provided is mostly aimed at tourists. Finally, on the indicator with what effect. There are findings that say the use of social media has a positive impact on tourist villages, one of which is in attracting the attention of tourists.

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