



Analysis of Digital Media Literacy Among Tourism Stakeholder in The Coastal Area of Kupang City

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Abstract— This research aims to assess the level of digital media literacy among tourism stakeholders in the coastal area of Kota Kupang. It aims to understand their comprehension of digital media, individual literacy levels in using and leveraging digital media, and the influencing factors affecting the individual literacy levels of tourism stakeholders in the coastal area of Kota Kupang, specifically those associated with the tourist destinations of Beach Lasiana, Beach Nunsui, Beach Aloha / Beach Lahilai Bissi Kopan (LLBK), and Beach Warna. Digital media has a significant impact on society, both at the individual and group levels. Digital tourism is an effective strategy for promoting the potential of tourist destinations through digital platforms. Data collection for this study involves an online survey method, and the analysis employs descriptive and inferential statistical methods. The research consists of four stages: First Stage: Observation and Interviews, to assess the conditions of the tourist areas; Second Stage: Questionnaire Distribution, for data collection; Third Stage: Data Analysis; Fourth Stage: Drawing Conclusions. The research findings indicate that the majority of respondents are females (75%) within the primary age range of 33-45 years (45%). Furthermore, a significant portion of the respondents (78%) work as entrepreneurs and consider this occupation as their primary source of income. Additionally, approximately 25% of the respondents contribute to tourism activities as owners of bars, cafes, restaurants, and homestays in the area. The level of digital literacy among coastal area tourists in Kota Kupang shows that the majority of them possess a medium level of digital literacy (63%), while a smaller percentage falls into the basic (20%) and advanced (17%) categories. Overall, the digital literacy of tourists in the coastal areas of Kota Kupang is at a medium level. This research provides valuable insights into the characteristics and digital literacy of tourists, serving as a foundation for the development of more effective strategies and training programs in the tourism industry within the region. To further enhance digital literacy and support the tourism sector, it is recommended to tailor digital literacy programs to the specific needs of tourists, provide assistance to tourism business owners, improve overall digital literacy levels, involve local stakeholders in strategy development, and conduct regular monitoring and evaluation to ensure the successful implementation of these programs. It is expected that these efforts will optimize the potential of the tourism industry in the coastal areas of Kota Kupang and contribute to local economic growth.

Keywords; Media Digital Literacy, Tourism Stakeholder, Coastal Area

I. INTRODUCTION

The concept of community-based tourism management emphasizes the participation of the local community in tourism management as an effort to achieve sustainable tourism. This concept is predicted to effectively enhance the well-being of the community through local economic development. However, it appears that some local communities have not been able to fully maximize their tourism potential to reap greater benefits (Ritchie et al., 2018). The use of information technology has transformed the lifestyle of modern society, impacting various sectors, including tourism, which facilitates decision-making in tourism through the exploration of unstructured data in various forms: text, images, videos, and voice [1]. Tourism stakeholders should be able to harness the opportunities available in the digital era to maximize their market presence. To capitalize on these opportunities, tourism stakeholders should actively contribute to enhancing Digital Media Literacy among Tourism Stakeholders in the Coastal Area of Kota Kupang. With improved literacy, a deeper understanding of digitization, and a global perspective, opportunities for recognition on a global scale become more accessible. The current tourist cycle, from information search and accommodation booking to payment, is predominantly digital. Lifestyle changes require tourism stakeholders to transition from conventional methods to digital ones. Currently, the largest share of the tourism market in Indonesia is contributed by millennials. Therefore, enhancing digital literacy among tourism stakeholders is essential for attracting younger tourists. With rapid technological advancements, many tourists choose destinations advertised online via social media. Effective marketing and strong regional branding are crucial factors in tourism promotion [2]. Kupang is the main port city in West Timor and possesses significant potential, especially in coastal areas such as Beach Lasiana, Beach Nunsui, Beach Oesapa, Beach Aloha / Lahilai Bissi Kopan (LLBK). This potential can be unlocked through tourism digitalization and digital literacy among tourism stakeholders. However, coastal area tourism stakeholders in Kota Kupang have yet to fully utilize digital media. Therefore, digital literacy is essential for tourism stakeholders in the coastal areas. Digital media promotion is increasingly favoured because of its cost-effectiveness and broader reach to tourists while focusing on the 5 A's: attraction, accessibility, amenities, accommodation, and awareness. The objective of this research is to assess the understanding of digital media among tourism stakeholders in the Coastal Area of Kupang City, individual digital literacy levels among tourism stakeholders, and the factors influencing the individual literacy levels of tourism stakeholders in the coastal area of Kota Kupang. The research consists of four stages: Observation and

Interviews, Data Collection through online questionnaires, checklists, interview guidelines, and digital tools for data collection such as images or audio, FGD in each area, and business information form completion. Data Compilation using the Purposive Sampling technique with respondents from tourism stakeholders in the coastal area of Kota Kupang. Data analysis through instrument testing and Drawing Conclusions, where the analysis results are interpreted and used for concluding. The significance of this research lies in its economic value, as it aims to understand the use of digital media and the individual digital literacy levels of tourism stakeholders. It also has a social impact by involving tourism stakeholders in tourism development.

II. LITERATURE REVIEW

A. *Media Digital Literacy*

1. Definition of Media Digital Literacy

[1]. define digital media literacy as the ability to effectively use digital technology, comprehend information obtained from digital media, and actively participate in digital media culture. It encompasses the skills and technological proficiency required to access, generate, and share information online. [5]. explain that digital media literacy is an individual's ability to understand, use, analyze, evaluate, and critically create digital media. Digital media literacy involves critical skills in reading, writing, and thinking about digital media.

2. Benefit of Digital Media Literacy

[6]. explains the benefits of Digital Media Literacy as follows:

1. Time-saving: It makes searching for and finding information easier.
2. Cost-effective: It helps save money on promotions and other activities.
3. Safety: It provides a safer way to access and assess the abundance of available information, serving as a quick reference to meet one's needs.
4. Stay updated: It ensures access to the latest information.
5. Utilize specialized applications for communication and other activities.
6. Informed decision-making: It enables better decision-making by allowing individuals to search, learn, analyze, and compare information at any time.
7. Assistance in computer, smart phone, and other digital media-related tasks.
8. Increased variety: It offers a wider range of entertaining content such as images or videos and useful information.

The benefits of digital literacy encompass an individual's skills and abilities to process information, make decisions, and participate in social and economic aspects related to the use of technology, information, and communication.

3. Digital Media Literacy Indicators

Belshaw (2011) identifies six indicators of digital literacy as follows:

1. The ability to use digital technology effectively and efficiently to access, evaluate, and generate the needed information.
2. Critical thinking skills in evaluating digital information found, assessing its reliability, and considering different sources of information.
3. Understanding of user rights and responsibilities in digital technology, including privacy, security, and ethics.
4. Effective communication through digital technology, including the ability to build networks and participate in online communities.
5. Problem-solving using digital technology, including an understanding of tools and technologies available to address issues.
6. Recognizing and addressing risks and challenges that arise from the use of digital technology, including security risks, addiction, and social isolation.

B. *Tourism Stakeholders*

1. Definition of Tourism Stakeholders

[7]. explains that tourism stakeholders are increasingly adopting the sharing economy concept, allowing them to access and utilize tourism services more efficiently and affordably. [8]. proposes the concept of creative tourism, where tourism stakeholders can harness the potential for creativity and innovation in developing unique and attractive tourism products and services. This may include the development of art, music, fashion, architecture, and local lifestyles as tourist attractions. Tourism stakeholders are individuals and groups involved in tourism activities, whether as service providers, destination managers, or consumers.

2. Components of Tourism

[9]. describe the components of tourism as follows: a. Product: This includes the tourism experiences offered by tourist destinations, such as accommodations, food, tourist attractions, and activities. b. Price: This covers airfare, hotel rates, and entrance fees to tourist attractions. c. Promotion: This involves advertising campaigns, social media promotions, and other marketing activities to attract tourists. d. Place: This encompasses the distribution network, including transportation companies,

hotels, and available tourist attractions. e. Process: This includes management systems, services, and other activities involved in meeting tourists' needs at tourist destinations.

3. Supporting Factors for Tourism Stakeholders

[10]. explains the supporting factors for tourism stakeholders in the decision-making of tourists and visitors to travel and visit a tourist destination. These factors include a. Internal factors: Motivational factors such as the desire for new experiences, emotional satisfaction, and the pursuit of interest. b. External factors: External factors like tourism promotions, accessibility, and information availability.

4. The Role of Digital Media in Tourism

[11]. states that digital media has merged technology, industry, and culture into an inseparable unity. In the context of tourism, digital media enables travelers to access information, make plans, share experiences, and connect with others. Digital media has transformed the way tourists research, book, and share their travel experiences. Social media platforms, travel websites, and mobile applications play a significant role in shaping tourists' decisions and experiences.

5. The Relationship Between Digital Media Literacy and Tourism

[12]. argue that digital media literacy can enhance the tourism experience. Travelers with good digital media literacy can effectively use technology to plan their trips and access information about their destinations. Individuals with strong digital media literacy can participate in discussions and decision-making related to tourism development and provide feedback through online platforms. Overall, digital media literacy offers many benefits to the tourism industry, including improved experiences, service quality, marketing, and public participation. Therefore, tourism industry stakeholders and the general public need to enhance their digital media literacy to harness technology and digital platforms effectively.

III. RESEARCH METHOD

This research is a descriptive study with a quantitative approach. [13]. defines descriptive research as a type of research used to depict or explain the characteristics, behaviors, and conditions of a population or sample. The quantitative approach is employed to measure and analyze numerical or quantitative data obtained from a population or sample. In descriptive research with a quantitative approach, data is collected through surveys, interviews, observations, or secondary data collection. The subjects of this study are tourism stakeholders in the coastal areas of Kota Kupang, namely: Beach Lasiana, Beach Nunsui, Beach Oesapa, Beach Aloha/Lahilai Bissi Kopan (LLBK). The sample is selected using purposive sampling techniques. Data Collection Method: Data will be collected through an online survey using a structured questionnaire. The instrument used for measurement is a structured questionnaire that has been tested for validity and reliability before use. The questionnaire will cover independent variables (digital media literacy) and dependent variables (the use of digital media by tourism stakeholders). Data Analysis Method: The collected data will be analyzed using descriptive and inferential statistical analysis techniques. [15]. explains that media has a significant influence on individual behavior and attitudes. In the context of tourism, digital media can influence travelers' perceptions and decisions in choosing destinations and activities during their journey. Digital media can also impact the image and reputation of a tourist destination. Users' perceptions of usefulness, users' perceptions of ease of use, and social factors play a role in this. In the context of tourism, digital media must be user-friendly and provide clear added value to users to be widely accepted by the public. Descriptive analysis will be used to obtain an overview of digital media literacy and the use of digital media by tourism stakeholders in the coastal areas of Kupang City. Inferential analysis will be employed to test research hypotheses and examine the relationship between digital media literacy and the use of digital media by tourism stakeholders in the coastal areas of Kupang City.

IV. FINDINGS AND DISCUSSION

1. Research Finding and Discussion

In this research, the respondents were predominantly females, comprising 75% of the total, and all of them were tourists originating from four tourist attractions located in the coastal area of Kupang City. Regarding age characteristics, the respondents were primarily within the age range of 33-45 years, accounting for 45%. In terms of their occupational backgrounds, the majority of respondents worked as entrepreneurs, representing 78% of the total. These occupations were considered by the respondents as their primary sources of livelihood. Furthermore, in terms of their contribution to tourism activities in the coastal area of Kupang City 25% of the respondents were involved as owners of bars, cafes, restaurants, and homestays. As shown at Table 1:

TABLE I. THE TOTAL OF TOURISM STAKEHOLDER

The Total of Tourism Stakeholder in 4 Coastal Area of Kupang City							
Nu	Category	Lasiana Beach	Lahilai Bissi Kopan/LLBK Beach	Warna Beach	Batu Nona Beach	Total	Percentage
1 Tourism Stakeholders							
	Resto & Mini Bar	1	1	0	3	5	12,8%
	Accommodation	1	0	0	1	2	32%
	Bar & Cafe	0	1	6	2	9	14,06%
2 UMKM							
	Culinary Traders	20	5	20	3	48	75%
	Total			64			

a. Total of Tourism Stakeholders : 64

TABLE II. THE TOTAL OF TOURISM STAKEHOLDERS

The Level of Digital Media Literacy Among Tourism Stakeholders in the 4 Coastal Area of Kupang City														
Nu	Category	Lasiana Beach			Lahilai Bissi Kopan/LLBK Beach			Warna Beach			Batu Nona Beach			
		Basic	Medium	Advanced	Basic	Medium	Advanced	Basic	Medium	Advanced	Basic	Medium	Advanced	
1 Tourism Stakeholders														
	Resto & Mini Bar			1			1						2	1
	Akomodasi			1										1
	Bar & Cafe						1					6		2
2 UMKM														
	Culinary Traders	6	14			5		4	10					

b. Basic : 13 : 20%; Medium 40 : 63 % ; Advanced : 11 : 17 %

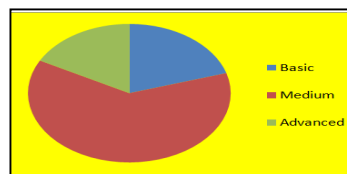
TABLE III. RESULT OF REALIBILITY TEST

Cronbach's Alpha	X	N of Items	Y	N of Items
		0,812	7	0,793

c. Result of SPSS

d.

Total of 14 questions were posed to the respondents, and the survey results revealed that the digital literacy level of coastal area tourists in Kota Kupang was as follows: basic literacy was found in 13 respondents (20%), medium literacy in 40 respondents (63%), and advanced literacy in 11 respondents (17%). The digital literacy level of tourists in the Coastal Area of Kupang City is at a medium level, as shown in Figure 1:



2. Conclusion

- a. Kupang City. The primary age group of the respondents was between 33-45 years (45%). The majority of the respondents were entrepreneurs (78%), and they considered this occupation as their primary source of livelihood. Some of the respondents (25%) contributed to tourism activities in the coastal area of Kupang City as owners of bars, cafes, restaurants, and homestays. Out of the 14 questions posed to the respondents, the majority of tourists displayed a medium level of digital literacy (63%), while some were at a basic level (20%), and a few were advanced (17%).
- b. The digital literacy of tourists in the coastal areas of Kupang City is at a medium level. The testing of research instruments and assumptions met the requirements, including normal data distribution and the absence of outliers.
- c. This research provides valuable insights into the digital literacy of tourists in the coastal areas of Kupang City, which can serve as a basis for the development of more effective strategies and training programs in the tourism industry within the region.

3. Recommendations:

- a. Develop Digital Literacy Programs: Implement programs aimed at enhancing the technological skills relevant to their tourism businesses.
- b. Support for Tourism Business Owners: Provide training in business management, tourism promotion, and technology adoption to support those engaged in the tourism sector.
- c. Enhance Digital Literacy: Offer formal training and broader digital literacy campaigns to improve overall digital literacy levels.

- d. Collaborate with Local Stakeholders: Engage local government, tourism business associations, and community organizations in the development of strategies and training programs. This collaboration can ensure effective and sustainable implementation.
- e. Regular Monitoring and Evaluation: Conduct periodic monitoring and evaluation to facilitate adjustments to programs when needed and to ensure the achievement of long-term goals, thereby maximizing the potential of the coastal tourism industry and contributing to local economic growth.

Acknowledgment

I am enormously grateful to the Associated of Applied Science and The 6th International Conference on Applied Science and Technology Manufacturing Polytechnic Nunukan.

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