

Utilization of Social Media for Digital Marketing Training as a Means of Increasing Knowledge of Wisatame Village Promotion

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Abstract

After the COVID-19 pandemic, education and training in Indonesia is conducted online. To ensure that the learning experience remains meaningful, various learning media must be used properly. Therefore, the use of social media among the community has increased rapidly, which allows them to use it as a learning medium. There are three tourism village managers involved in this study, namely the chairperson, secretary and treasurer. The purpose of this study was to find out the participants about the utilization of social media before and after using it as a learning or digital marketing training to increase their knowledge about tourism village promotion. This study used a qualitative approach, data were collected through interviews, observations, and literature studies. The results showed that social media is very effective as a source of digital marketing learning to increase promotional knowledge and this training can equip participants in promoting existing tourist villages.

Keywords: *Learning Media, Social Media, Education and Training, Digital Marketing*

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INTRODUCTION

Utilizing learning media can be used by teachers or instructors to form a new attitude in the learning process. This attitude makes students or learners as active learners and teachers only as facilitators of the learning process [1]. Learning media has the ability to convey information and has the ability to encourage students' thoughts, feelings, and desires [2]. The use of learning media in the teaching process or providing information can have a psychological effect on students, such as fostering new interests and desires, encouraging and stimulating learning activities [3].

The results of interviews from three managers of Tirta Arum Tourism Village, Bojonegoro Regency that the learning carried out to find out the ability to promote tourism in the village really needs interesting and effective media to be easily accepted and directly practiced so that it will affect the increase in village tourism promotion [4][5]. The form of learning used is still with lectures so that students are less able to receive knowledge optimally [6]. They also said the lecture method without media gave the impression that after the training they would simply forget and not apply what knowledge had been received [7].

The digital marketing training that is carried out still uses the lecture method, the existence of books or materials on training is still not functioning optimally because students will only read what is given by the teacher to read or do questions from the material provided [6]. From these problems, it also affects the learning outcomes of students who are still low, as evidenced by their lack of promotion for tourism in the village, making tourism villages less known and known by the wider community [8]. Previous research has the concept that social media is more widely used for assignments, material is also much sought after by students on social media such as Facebook and Instagram, entertainment is most sought after on social media and discussions and tutorials are widely used on social media because students usually interact with social media through Facebook and Instagram [4].

With the development of science and technology, more and more people are beginning to realize the importance of multimedia-based learning media [2][9]. Media-based learning can also help students learn and help make the learning process more enjoyable [10]. The selection of appropriate learning media is one of the factors that can affect the achievement of learning objectives in accordance with the expected competencies [11]. Media is one of the factors that support the success of the learning process in schools because it can help the process of delivering information from teachers to students or vice versa [12]. Creative use of media can facilitate and improve learning efficiency so that learning objectives can be achieved. social media in learning shows that the use of social media can improve the quality of learning and learning outcomes [5].

This research aims to explore the use of social media for learning or digital marketing training in villages, especially tourist village managers because social media presents more interesting features [13]. This research is very useful for teachers or an instructor by utilizing social media as a learning medium in the village [14].

METHODS

This research uses a qualitative approach, the research in question is to understand the phenomenon of what is experienced by the research subject in a descriptive way in the form of language words in a special natural context and by utilizing various scientific methods [15].

This research was conducted on 3 managers of Tirta Arum Dander Bojonegoro Tourism Village, namely (chairman, secretary, treasurer) as informants. In collecting the required data, researchers used three techniques, namely interviews, observations and literature studies. Observation, namely by directly re-viewing the research location in the Tourism Village "Tirta Arum" Dander District, Bojonegoro Regency, is carried

out by observing the activities carried out by managers in tourism so as to get a picture related to the object of research, and literature studies are used to support this research in collecting the data needed in previous studies.

The research instrument used by researchers is in the form of a questionnaire. This questionnaire was used to obtain facts about the practice of utilizing social media for learning as well as to reveal opinions about the benefits of learning media and how tourism village managers utilize social media for daily promotion.

RESULTS AND DISCUSSIONS

This study aims to determine whether there is an increase in knowledge of learning outcomes obtained from the use of social media. Based on the results of interviews with tourism village managers consisting of the chairman, treasurer, secretary, the use of social media has been effective and very helpful in learning digital marketing and is more quickly understood and practiced.

There is a sense of desire that arises directly due to the influence of messages conveyed on social media and through positive presences from other consumers. In addition, social media has a very large influence in influencing action, this can be seen from the three tourist village managers who are active users of social media [4].

Interview excerpts through questionnaires from 3 managers of the Chairman, secretary and Treasurer obtained the following information:

Table 1. Interview Result

No	Questionnaire from Researcher	Chairman	Secretary	Treasurer
1.	Do you have a social media account? Please specify!	Have - FB - Instagram - Youtube - Tiktok	Have - FB - Twiter - Youtube - Tiktok	Have - FB - Instagram - Youtube - Tiktok
2.	Are you currently still active and often use social media accounts? What are you using it for?	Still, I use social media for entertainment, communication, sharing and learning Still very active	Still. I usually use social media to learn and find tutorial information to find out the knowledge I want besides that as a means of entertainment, communication etc	Still active, I use social media for entertainment, looking for additional income, and as a means of learning.
3.	Through what social media do you find it easier to learn to improve promotional activities for tourism villages?	Youtube, Instagram, Tiktok	Tik tok, Instagram, Youtube	Youtube, FB, Instagram
4.	What training	Digital content	Digi-tal	Digi-tal

	is needed to improve knowledge in terms of tourism village promotion?	creation training	marketing training	marketing training
5.	Is social media very influential in the learning or training you need?	Very influential, by utilizing social media knowledge is more easily accepted and practiced	Very useful, social media has many tutorials and ways that are easy to understand and not boring	Social media is very influential for the learning process, especially in terms of increasing knowledge for the promotion of tourist villages.
6.	What is the difference between before and after using social media as a learning medium?	Using social media is more effective because the existing features make it easier and clearer	With social media it is more interesting and easier to receive the knowledge sought	Before utilizing social media the learning or training carried out was less effective because it was too ordinary, after using social media it was more effective and quick to understand.

From the answers to the interview questionnaire to the manager of Tirta Ar-um tourist village, researchers can information that social media has a positive effect and the use of social media has a positive view for digital marketing training as a means of increasing knowledge of tourism village promotion [16]. From the results of observations of activities carried out by the manager and the existing tourism situation illustrates that the condition of the tour always has visitors every day thanks to the attractive promotion applied by the manager.



Picture 1



Picture 2

CONCLUSION

Based on the results of research and discussion, the utilization of social media for digital marketing training is very useful in increasing knowledge of tourism village promotion. Learners utilize learning media using social media more effectively and easily to receive learning [17]. Social media provides many features and interesting content as a medium for training and learning. So that the use of social media for digital marketing training is very effective in providing an effective and efficient learning experience.

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