

Strategy for the Implementation of Information Technology and Social Media to Increase Value Added to Public Welfare Based on the Tourism Model in East Java

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Abstract

The tourism model is a life entity that has great potential in the welfare of its people's lives towards an independent society. The tourism model can be directed to encourage initiatives to utilize the potential of the region through various development sectors. The tourism model is no longer only aimed at encouraging the growth of the number of visits but the quality of visits towards sustainable tourism development. In addition, the tourism model is also expected to become an economic locomotive to strengthen the value chain and tourism business ecosystem based on community strength. The tourism model is expected to become a local force that becomes a magnet for tourist arrivals, so that it can trigger inclusive economic activity. One of the famous tourist attractions and many objects is in Batu City, East Java. This research is a quantitative research using the type of explanatory research which aims to determine the effect of human resources, services on the improvement of tourist villages through social media. The sample used is 60 people as business actors in the tourist village of Bumiaji Village, Bumiaji District, Batu City. Statistical analysis used is Path Analysis approach. Based on the results of the analysis, it is known that there is a significant influence of human resources and services on social media in the Tourist Village of Bumiaji Village, Batu City. In addition, there is a significant influence of human resources, services and social media on increasing the tourism village of Bumiaji Village, Batu City. For this reason, a strategy for implementing advances in information and communication technology and the existence of social media is needed so that the tourism model designed is able to also build collaboration between institutions and the community, making the community more creative, innovative, and independent.

Keywords

tourism model; human resources; services; social media



I. Introduction

Economic growth is one of the benchmarks of development for developing countries, especially Indonesia. Economic growth that develops will make people prosperous. According to Salah Wahab in Yoeti (1996) tourism is a new type of industry that is able to accelerate economic growth. To accelerate efforts to improve community welfare, restore the tourism sector and restore labor productivity in the tourism sector, appropriate strategies are needed in the application of information technology and social media based on tourism models. This can be done with the support of business assistance, improving the quality of

destinations, and diversifying tourism products and other components that are able to attract and provide certain characteristics. Therefore, the strategy of implementing information technology and social media based on the tourism model is one of the important products to support sustainable, inclusive and integrated tourism across sectors, and rich in local wisdom.

The tourism model is a living entity that has great potential for the welfare of its people's lives as an independent society. The tourism model is no longer only aimed at encouraging the growth of the number of visits but the quality of visits towards sustainable tourism development. Furthermore, the development of the tourism model is also directed at strengthening the tourism value chain so as to create a greater multiplier effect in the tourism sector on the economy, which in turn is able to provide added value for community welfare and economic growth.

Famous tourist attractions and many objects are in Batu City. The development of the tourism sector in Batu City in the last 10 years has developed very quickly. This is in line with the slogan that was made, namely Batu Wisata City and with its current city branding "Shining Batu". Among several villages in Batu City, there is one village in Bumiaji District which has quite a lot of tourist objects, namely Bumiaji Village, Bumiaji District, Batu City. Tourist destinations that are served by Bumiaji Village include Apple Picking Tour, Orange Picking Tour, Guava Picking Tour, Tele Tubis Hill, Bumi Kitiran, Kaliwatu Outbound Area and there are still some that can be enjoyed by visitors.

The tourism sector in Bumiaji Village in its development is also strongly influenced by several factors including Human Resources (HR) who are involved in the tourism world, social media that has been developing in the community and no less important is the role of the village government in granting permits in the tourism sector. tourism development in the Bumiaji village. In the service business, especially services such as tourism services, it will be greatly influenced by the services in it. Service is a form of providing services or services provided to customers or consumers in this case tourists. In disseminating information to the general public, especially those outside the village, especially outside the area, the role of the media is very important. The Tourism Village in Bumiaji Village, Bumiaji District, Batu City is currently very developed and the number of visits has increased drastically. This is greatly influenced by human resources, services and the media used to promote these tourist attractions.

With the COVID-19 pandemic, all sectors in Indonesia are experiencing problems, including in this case the tourism sector. Therefore, the role of human resources and social media will later be very influential in republishing the tourism sector which had stopped for some time, especially for the tourism sector in rural areas considering that they are still in the stage of promoting themselves. For this reason, a strategy for implementing advances in information and communication technology and the existence of social media is needed so that the tourism model designed is able to also build collaboration between institutions and the community, making the community more creative and innovative, and independent

II. Review of Literature

2.1 Human Resources

Human resource development aims to produce a logical and comprehensive framework to develop an environment in which employees are encouraged to learn and develop (Sedarmayanti, 2008:167). The purpose of employee development is to improve the effectiveness of employee work in achieving the work results that have been determined. Improvement of work effectiveness can be done by improving employee knowledge, employee skills and attitudes of employees themselves towards their duties. Employee

development aims and is beneficial for the company, employees, consumers, or the community who consume goods/services produced by the company.

2.2 Service

According to Kotler (2008:88) service is any action or activity that can be offered by one party to another, which is essentially intangible and does not result in any ownership. Furthermore, Sinambela (2008:71) argues that service is a profitable activity in a group or unit, and offers satisfaction even though the results are not tied to a physical product. This shows that service is related to the inner satisfaction of the service recipient. The definition of service according to Zein (2009: 69) is a word that for service providers is something that must be done well. Based on the above understanding, it can be concluded that service is a form of a certain system, procedure or method that is given to other people, in this case, the customer's needs can be met in accordance with the expectations or desires of customers with their level of perception.

2.3 Social Media

Andreas Kaplan and Michael Haenlein define social media as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and enable the creation and exchange of user-generated content. Web 2.0 became the basic platform of social media. According to Kaplan and Haenlein there are six types of social media: collaborative projects (e.g., wikipedia), blogs and microblogs (e.g., twitter), content communities (e.g., youtube), social networking sites (e.g. Facebook, Instagram, Whatsapp), virtual games (e.g., e.g. world of warcraft), and virtual social (e.g., second life).

Social media invite anyone who is interested to participate by contributing and giving feedback openly, giving comments, and sharing information in a fast and unlimited time. As the internet and mobile phone technology advance, social media also grows rapidly. Now to access Instagram, for example, it can be done anywhere and anytime using only a mobile phone. How quickly people can access social media has resulted in a major phenomenon in the flow of information not only in developed countries, but also in Indonesia. Because of their speed, social media have also begun to appear to replace the role of conventional mass media in spreading news.

2.4 Tourism Village Improvement

A tourist village is a village that has the potential for uniqueness and distinctive tourist attractions, both physical characteristics of the rural natural environment and social and cultural life of the community which are managed in an attractive and natural way with the development of tourism support facilities, in a harmonious environmental system and good and planned management. so that they are ready to receive and drive tourist visits to the village, and are able to drive tourism economic activities that can improve the welfare and empowerment of local communities (Muliawan, 2008: 68).

In this area, the people still have traditions and culture that are relatively pristine. Apart from these factors, natural resources and the natural environment are still maintained is one of the important factors of a tourist village area. In addition to these unique features, tourist village areas are also required to have various facilities to support them as tourist destinations. Facilities that should exist in a tourist village area include: transportation, telecommunications, health, and accommodation facilities.

III. Research Method

This research was carried out on tourist objects and their supporters in Bumiaji Village, Bumiaji District, Batu City from July - August 2020. The sampling technique in this study is probability sampling (random sampling), which is a random sampling technique according to the needs of the author, which is 60 business actors in the Tourism Village of Bumiaji Village, Bumiaji District, Batu City. Data collection techniques use questionnaires by giving a set of questions or written statements to respondents to answer (Sugiyono, 2017:142).

The variables used in this study are human resources, services, social media and the improvement of tourist villages. The analytical method used is path analysis because we want to know the influence of human resources and social media on the improvement of tourist villages through social media. The structural equation can be seen as follows:

$$(1) Z = b_1X_1 + b_2X_2 + \varepsilon_1 \text{ (substructure equation 1)}$$

$$(2) Y = b_1X_1 + b_2Z + b_3X_2 + \varepsilon_2 \text{ (substructure equation 2)}$$

Where:

X1 = Human Resources

X2 = Service

Z = Social Media

Y = Tourism Village Improvement

ε = Error

IV. Discussion

4.1 Validity and Reliability Test

Based on the results of the validity test, it can be seen that the significance value of the results of the validity test in this study were all < 0.05 . So it can be concluded that all item numbers in this study are valid. From the reliability test, it can be seen that the Cronbach's Alpha values from the reliability test results in this study were all > 0.7 . So it can be concluded that all item numbers in this study are reliable.

4.2 Classical Assumption Test

The classical assumption test carried out in this study is the residual normality test, multicollinearity test and heteroscedasticity test (Ghozali, 2011).

Table 1. Classical Assumption Test Result

Variable	Normality	Multicollinearity		Heteroscedasticity
	p-value	TOL	VIF	p-value
Residual	0.124	-	-	-
Human Resources	-	0.101	9.910	0.479
Services	-	0.270	3.699	0.136
Social Media	-	0.164	6.100	0.129

Source: Primary data processed by researchers, 2021

The results of the residual normality test with the Kolmogorov Smirnov test obtained a significance value of $0.124 > 0.05$. Then the assumption of residual normality is met. Based on the multicollinearity test, it can be seen that the VIF value for all independent variables is not more than 10 and the tolerance value for all independent variables is also more than 0.10.

So it can be interpreted that there are no symptoms of multicollinearity. In the results of the heteroscedasticity test with the Glejser test, that all independent variables have a significance value greater than 0.05, and it can be concluded that all independent variables have no symptoms of heteroscedasticity.

4.3 Path Analysis

a. Substructure Path Analysis 1

The following path coefficient values in sub-structure 1 can be seen in the following table:

Table 2. Summary of Sub-structure Path Coefficient Results 1

Effect	Coefficient (Beta)	p-value	Result	Coefficient of Determination	Error
Human Resources (X1) → Social Media (Z)	0,381	0,000	Significant	0,907	0,305
Services (X2) → Social Media (Z)	0,627	0,000	Significant		

Source: Primary data processed by researchers, 2021

Thus, the structural equation for sub-structure 1 can be obtained as follows:

$$Z = b_1X_1 + b_2X_2 + e_1$$

$$Z = 0.381 X_1 + 0.627 X_2 + 0.305$$

Based on Table 4.2, that the variables of human resources and quality affect social media. Social media is influenced by human resources and services simultaneously and significantly by 90.7% and the remaining 9.3% is influenced by other variables outside this research. The influence of human resources and quality on social media is a positive influence. The better the human resource variable, the better social media will be. The better the service, the better social media will be.

b. Substructure Path Analysis 2

The following path coefficient values in sub-structure 2 can be seen in the following table:

Table 3. Summary of Sub-structure Path Coefficient Results 2

Effect	Coefficient	p-value	Result	Coefficient of Determination	Error
Human Resources (X1) → Tourism Village Improvement (Y)	0,921	0,000	Significant	0,883	0,342
Services (X2) → Tourism Village Improvement (Y)	0,544	0,000	Significant		
Social Media (Z) → Tourism Village Improvement (Y)	-0,493	0,002	Significant		

Source: Primary data processed by researchers, 2021

Thus, the structural equations for sub-structure 2 can be obtained as follows:

$$Y = b_3X_1 + b_4X_2 + b_5X_3 + e_2$$

$$Y = 0.921 X_1 + 0.544 X_2 - 0.493 X_3 + 0.342$$

Based on Table 3, that the variables of human resources and quality affect social media. The increase in tourist villages is influenced by human resources, services, and social media simultaneously and significantly by 88.3% and the remaining 11.7% is influenced by other variables outside of this study. The influence of human resources, quality and social media on the improvement of tourist villages is a positive influence. The better the human resources variable, the higher the tourism village improvement will be. The better the service variable, the higher the tourism village improvement will be. The better the Social Media, the lower the improvement will be in the tourism village.

4.4 Path Analysis Results

So, the overall effect of the causality of the variables of human resources, services, social media on tourism village improvement simultaneously with the blue line can be described in the structural model as follows:

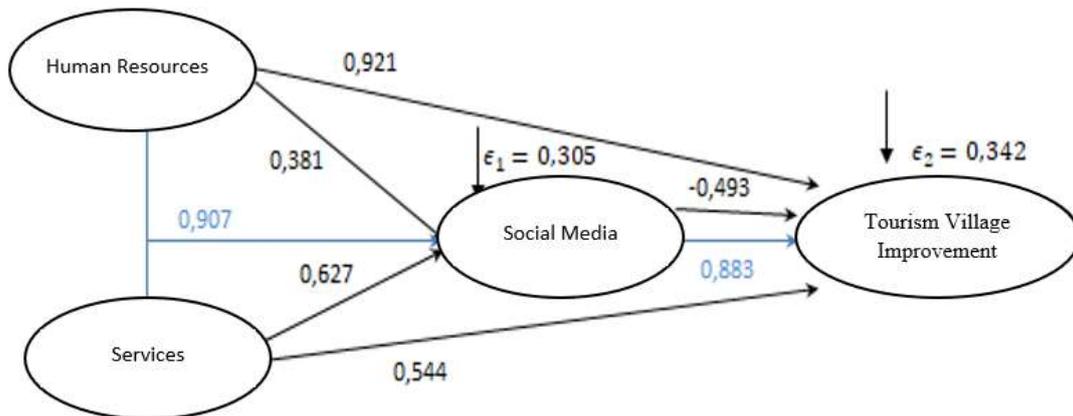


Figure 1. Path Diagram of the Overall Research Structure

Source: Primary data processed by researchers, 2021

Based on all existing path coefficients, it can be seen that the direct causal effect and the indirect causal effect of each variable are studied. The following results are shown in the form of a table 4.

Table 4. Summary of Effect Results Based on Path Coefficient

Effect	Coefficien t	Causal Effect			
		Direc t	Result	Indirect	Result
Human Resources (X1) → Social Media (Z)	0,381	0,381	Significa nt	-	-
Services (X2) → Social Media (Z)	0,627	0,627	Significa nt	-	-
Human Resources (X1) → Tourism Village Improvement	0,921	0,921	Significa nt	0,381 x - 0,493 = -0,187	Not signfica nt

(Y)					
Services (X2)→Tourism Village Improvement (Y)	0,544	0,544	Significa nt	0,627 x – 0,493 = -0,309	Not significa nt
Social Media (Z) → Tourism Village Improvement (Y)	-0,493	-0,493	Significa nt	-	-

Source: Primary data processed by researchers, 2021

Based on Table 4, that human resources and services have a significant effect on social media. The results of the study are supported by research conducted by Noerchoidah, et al. (2020), which states that extension and training programs have had a positive impact on increasing the knowledge, abilities, and skills of local communities related to tourist villages and also have the ability to create websites as promotional activities through online media.

Human resources have a significant effect on the improvement of tourism villages. These results support previous research conducted by Pajriah (2018), which states that the role of HR greatly supports the success of the development of cultural tourism in Ciamis Regency with its competencies, so that cultural tourism objects in Ciamis Regency become more attractive and unique tourist destinations, rich in historical and cultural values of Galuh as well as beneficial for the people who live in tourist areas so that the welfare of the community will also increase. And also research conducted by Noerchoidah, et al. (2020), which states that PPM programs have been running well and smoothly. The community in Banjarsari Village welcomes and is enthusiastic about being given counseling and training in developing business as a tourist village.

Services have a significant effect on the improvement of tourism villages. With good service, many tourists will come, as well as in the tourist village of Bumiaji Village, Bumiaji District, Batu City. The services provided by tourism businesses in Bumiaji Village, Bumiaji District, Batu City in the past 2 years have undergone many improvements. The results of this study support previous research conducted by Akbar (2020) which stated that service had a positive effect on tourist satisfaction.

The impact of social media on the development of tourist villages is significant. With so many people viewing social media about tourism in the tourist village of Bumiaji, Bumiaji District, Batu City, it is likely that tourists will visit the tours in the Bumiaji tourism village, Bumiaji District, Batu City. Because in today's era, most people will look at social media before refreshing/ going on a trip to a certain destination. So that by promoting promotion, there should be more tourists. However, during this pandemic, social media has a negative effect on the increase in tourist villages because the tourists are mostly local tourists from Malang Raya, where tourists do not use social media to travel in Bumiaji Village, Batu City considering they already know the tours in Bumiaji Village. The results of this study support previous research conducted by Sabdowati (2020) which states that the variables of quality, human resources, use of social media and business capital together have a positive effect on the development of Bakpia in Yogyakarta

Therefore, the role of human resources and social media will later be very influential in republishing the tourism sector which had stopped for some time, especially for the tourism sector in rural areas considering that they are still in the stage of promoting themselves. With the role of social media, both Facebook, WhatsApp, Instagram, Twitter, Website, etc., the promotion of village tourism will be even more intense, especially after entering the post-

COVID 19 pandemic. Sihombing (2020) state that Covid-19 pandemic caused everyone to behave beyond normal limits as usual. The outbreak of this virus has an impact especially on the economy of a nation and Globally (Ningrum, 2020). The problems posed by the Covid-19 pandemic which have become a global problem have the potential to trigger a new social order or reconstruction (Bara, 2021). This also requires the support of human resources who are quite tenacious and skilled.

Human resources have no significant effect on increasing tourist villages through social media in the tourist village of Bumiaji Village, Batu City. This can be seen from the direct influence of human resources on the increase in tourist villages by 0.921. Meanwhile, the indirect influence of human resources on the improvement of tourist villages through social media is -0.187. This shows a greater direct influence on the indirect effect, so it is said that human resources have no significant effect on increasing tourist villages through social media. Human resources have no significant effect on increasing tourist villages through social media in the tourist village of Bumiaji Village, Batu City. This can be seen from the direct effect of service on increasing the tourist village by 0.544. While the indirect effect of service on increasing tourist villages through social media is -0.309. This shows that the direct effect is greater than the indirect effect, so it is said that the service has no significant effect on increasing the tourism village through social media.

V. Conclusion

Based on the results of the analysis, the following conclusions can be drawn:

1. There is a significant influence of human resources and services on social media in the tourism village of Bumiaji Village, Batu City.
2. There is a significant influence of human resources, services and social media on the improvement of the tourism village of Bumiaji Village, Batu City.

From these two statements, it can be interpreted that the tourism model has great potential in the welfare of people's lives because the variables in the tourism model affect the increase in tourist villages. If the tourist village increases, it will improve the local economy. In addition, the strategy of implementing information technology and social media based on a tourism model is important to support sustainable, inclusive and integrated tourism across sectors, and rich in local wisdom.

Based on the results of this study, social media is strongly influenced and affects other variables. Therefore, a strategy for implementing advances in information and communication technology and the existence of social media is needed so that the tourism model designed is able to also build collaboration between institutions and the community, making the community more creative, innovative, and independent. So the advice for tourism village entrepreneurs in Bumiaji Village, Bumiaji District, Batu City, is to keep maximizing social media so that people/tourists can see the tourism potential in this Bumiaji village well. With the role of social media, both Facebook, WhatsApp, Instagram, Twitter, Website, etc., the promotion of village tourism will be even more intense, especially after entering the post-COVID 19 pandemic.

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