

The Importance of Actor Capacity Improvement in Village Sustainable Tourism Business Through Marketing Communication Based On Social Media

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Abstract – Abstract – Tourism is one of the important leading sectors that can be developed to improve the human resources (HR) quality and community welfare. Based on 17 points of Sustainable Development Goals (SDGs), tourism sector can contribute to several points such as reducing poverty, supporting economic growth, and providing appropriate job. The potential development of tourism village is an important part of tourism industry development in Indonesia. The opportunity to compete with other countries is very huge, both quantitatively and qualitatively, due to the large potential that village has. Media selection is essential in marketing communication, thus the goals and objectives can be achieved effectively, efficiently, and optimally. The choice of media used can influence the knowledge, understanding, beliefs, attitudes, and behavior of modern society. It is believed that the tourism village actors have not been able to implement social media-based marketing communication practices. Although this practice is an important element for the development and sustainability of a tourism village that can bring a large number of tourist visits, thus benefits can be obtained optimally. The aims of this study were to describe the capacity level of tourism village actors and the sustainability of tourism businesses, and to analyze the ability of tourism village actors in social media-based marketing communications, known to many people, then can contribute to the economy of the community. The method used in this study was literature study supported by field research. Primary data were collected through direct observation and in-depth interviews to obtain in-depth information from key informants with a descriptive analysis approach. The results of the study revealed that the capacity level of tourism actors and the sustainability of tourism village business through social media-based marketing communications in Bogor Regency are still low. This level of empowerment and capacity discovery can be used as a guide and direction for developing capacity for tourism village actors and improving the ability to adequately utilize the development of social media-based communication technology, therefore tourism village actors have independence, skills, creativity, innovation and adaptive in marketing potential, markets, and tourism business sustainability.

Keywords – Tourism Village, Capacity Of Tourism Actors, Business Sustainability, Marketing Communication, Social Media.

I. INTRODUCTION

Tourism is one of the important leading sectors that can be developed to improve the quality of human resources (HR) and community welfare. As seen at the 17 points of Sustainable Development Goals (SDGs), the tourism sector is able to contribute to several points such as reduce poverty, support economic growth and provide decent work. The development of tourism village potential is an important part of the development of the tourism industry in Indonesia. Rees, 1989 (Gunn, 1994) tried to formulate a definition of Sustainable Development that is quite relevant to tourism planning, namely, "Sustainable development is positive socio-economic change that does not undermine the ecological and social systems upon which communities and society are dependent. Its successful implementation requires integrated “.

The opportunity to compete with other countries is very huge, both quantitatively and qualitatively, due to the large potential of villages in Indonesia has. Media selection is essential in marketing communication, thus the goals and objectives can be achieved effectively, efficiently and optimally. The choice of media used can influence the knowledge, understanding, beliefs, attitudes and behavior of modern society (Qualman, 2013). It is believed that the tourism village actors have not been able to implement social media-based marketing communication practices. Although this practice is an important element for the development and sustainability of a tourism village that is able to bring a large number of tourist visits, thus benefits can be obtained optimally.

The evolution of Web 2.0 information technology has had an impact on the growth of the tourism industry. Information technology has changed the way people communicate especially for travelers and the tourism industry. The tourism industry implements two functions of Knowledge Management which are the explicit level and the tacit level. The relationship between the two types of knowledge includes four processes: Socialization, Externalization, Combination, and Internalization. Web 2.0 has provided a different level among these processes.

Social media such as Facebook, Instagram, YouTube as internet-based applications have an important role in supporting the tourism industry (Umami, 2015) in providing information related to destinations, travel costs, and accommodation. Apart from that, social media also helps tourists to search, organize and share travel experiences. This platform can be used effectively to disseminate information to customers and the travel industry. The proper use of social media includes the persuasion process and emotional intimacy establishment thus it can increase the trust of the account's followers in the information provided (Hamzah Y., 2013).

Social media as a provider of various platforms for various stakeholders to exchange information and communicate among people or the community (Atiko, Sudrajat, & National, 2016). Because of these capabilities, tourism businesses need to formulate several guidelines or frameworks before starting to use Social Media. The tourism department also needs to ensure that challenging factors (incomplete and less responsive information) are minimized, as this will result in positive feedback by tourists. The use of social media has many benefits and advantages for the community in promoting new tourism potential in areas that are not yet widely known (Retnasy, Setiawati, & Fitriawati, 2019). The benefits include being able to easily disseminate information on tourist areas, travel information, and attract the attention of other users who are more supported by social media features (Nurjanah, 2018).

The aims of this study were to describe the capacity level of tourism village actors and sustainability of tourism businesses, and to analyze the ability of tourism village actors in conducting social media-based marketing communications.

II. RESEARCH METHODS

The method used in this study was literature study strengthened by field research. Primary data were collected through direct observation and in-depth interviews to obtain in-depth information from key informants with a descriptive analysis approach.

III. RESULTS AND DISCUSSION

The concept of capacity according to (Morgan, 2008) is an asset and skills needed in implementing development programs. According to (Subagio, 2008) capacity is a description of the ability of individuals or communities to face problems as part of their efforts to achieve sustainable development goals. The capacity of individuals or communities regarding the ability and skills to solve problems encountered by individuals or communities based on predetermined development goals (Laily, 2013). The definition of this capacity implies a process that enhances the ability of an individual, group, organization or system to achieve goals or to perform better (Spencer, 1993). High capacity means that there is a high ability to carry out tasks and functions related to one's presence in a certain environment. Results of several previous research on capacity, especially the capacity of farmers according to

(Subagio, 2008) that every individual (person) naturally always has a capacity inherent in themselves. The ability of farmers to meet their needs according to their potential is a capacity of farmers that should not be ignored should they want to achieve success in sustainable agricultural business, (Suprayitno, 2011) added that the capacity level owned is related to knowledge, attitudes, and abilities to overcome various problems faced by farmers in the form of technical, managerial and social skills. (Wetik, 2018) stated that the capacity of farmers consists of identifying potential, developing markets, overcoming problems and maintaining sustainability.

Human resource (HR) or individual capacity development is personal development that aims to find personal lacking and efforts to increase these deficiencies. Thus the development of individual capacity is how to create the ability to achieve success (Suprayitno, 2011) through actions taken by individuals. Individual capacity development can be explored in various ways, namely through training to increase individual ability to learn the skills needed, assign tasks that must be carried out, therefore can solve problems. The United Nations for Development Program (1998) defines capacity building as the process of individuals, organizations and communities acquiring, strengthening, and maintaining the ability to set and achieve their own development goals over time (Fill, 1995). There are five strength factors in capacity building, namely the potential of natural resources, the existence of social and cultural values, the resilience of farmers, the multipurpose nature of the product, and the role of the business in utilizing the product as a source of income.

Capacity building is also closely related to empowerment. Empowerment activities will foster individual capacity (Zainal *et al*, 2019), thus the individuals have the ability to overcome problems and answer challenges to achieve progress with the characteristics: independent, resilient, smart, honest, creative, productive, emancipatory, independent, proactive, dynamic, open and responsible (Padmowihardjo, 1999). (Markadiyanto, 2013) stated that there are two ways of empowering activities in developing capacity, namely creating an atmosphere or climate that allows the potential of the community to develop (enabling) and strengthening the potential or power of the community (empowering). The main strategy that can be done is to increase the capacity of human resources as tourism actors which greatly affect a person's ability to create attractive tourism package to be presented.

Tourism is an important income source to support the realization of many goals, but budget cuts, as well as media and technology utilization alteration require changes in the destination communication strategies and the way to promote themselves in global market. The development of information and communication technology and its increasing use have radically altered the relationship between destinations and the visitors. Visitors develop an illustration of the destination as well as a set of expectations based on recommendations from the experient (Kiráľová, 2015).

The proper use of social media really helps create a positive impression on visitors about tourist attractions. Developing a good communication strategy for market goals also attracts visitors to visit tourist destinations. Not only focusing on the benefits and special features of a tourist spot. Improve personal approach, intelligence, creativity, interactive, communication and messages including empathy and emotion. Presenting attractive and eye catching content on social media helps travel destinations remain sustainable.

Burns (Triyono & Eniarti, 2015) explained that being a reliable guide and tour service is a requirement that must be met, especially the ability to communicate. This is in accordance with the concept of tourism development expressed by Burns in the elements of tourism intermediaries, such as tour operators, travel agents, and accommodation which play an important role.

Furthermore (Suprayitno, 2011) detailing the development of tourism management capacity can be seen based on the ability to provide services, promotion, social interaction, landscape management, and provision of facilities and infrastructure. The service is a service activity provided to visitors. Promotion is an activity to introduce agro-tourism objects to attract many visitors. Social interaction is the relationship between tourism actors and visitors and relationships between farmers as managing actors. Arrangement of landscape activities for commodity planting and agro-tourism infrastructure. Finally, the provision of tourism facilities and infrastructure is the ability to provide supporting facilities. The development of a tourism village is influenced by institutional aspects, tourist objects and attractions, as well as tourist infrastructure (Ayumi, 2019)

Strategies and operational steps in increasing the capacity of agro-tourism actors according to (Mayasari & Ramdan, 2013) include: (a) Building partnerships between agro-tourism actors and schools or tour travel agents in order to promote and market agro-tourism activities and products; (b) Establishing cooperation between agro-tourism actors with community institutions and related government agencies in developing and providing agricultural technology; (c) Conduct commercial promotional activities

through various media as a method of introducing a product; and (d) Organizing special events in the context of holidays, one of the efforts to attract customers is by organizing special events to welcome certain days or celebrations.

The concept of the capacity of tourism village actors in this study is every party who plays a role and is involved in tourism activities, especially tourism villages in Bogor Regency, by examining the ability of tourism village actors to see the potential of the area including aspects of natural wealth, natural beauty, local wisdom, culture, and other interesting things that can still be explored. The results of interviews with key informants obtained that the capacity of tourism village actors is the ability to reach the market based on the needs, desires and interests of the community towards the tourist attractions they will visit. Another capacity that is also an important study of this research is an indicator of the ability to solve various problems as a result of developing a tourism village. Finally, the ability to maintain the environment, its existence, and ensure sustainability. It is hoped that the concept of capacity can lead to innovation, creativity and other developments to make the tourism villages developed become bigger, popular, have a good reputation and be able to attract the attention of foreign tourists.

The marketing of the advanced category tourism village has been going well through social media, mass media (local television), and intensive collaboration with travel agencies. (Hamzah e., 2013) stated that marketing tourism villages in the digital era through social media is absolutely necessary at this time. Furthermore, social media is a cost-effective communication tools to communicate with customers (Sullins, 2010). Before determining the location of the tourist village to be visited, potential customers/tourists will seek information first through the internet and compare it with other tourist villages.

The results of study (Sugandini, 2018) stated that some respondents said they did not have much information about tourism villages in the Special Region of Yogyakarta because not many were promoted through mass media and social media. Therefore, promotion must be increased because promotion is a means of attracting tourists. In addition to promoting and marketing through social media and mass media, advanced category tourism villages often participate in exhibitions in various tourism events, either national or international levels. Participation in exhibitions at tourism events is one of the rewards from the government for village achievements in the category of developed tourism villages (Damayanti, 2014).

Another factor that supports the number of visitors/tourists visiting the advanced category tourism village is consumer loyalty. The developed tourism village has several loyal customers who make repeat visits almost every year. The loyal consumers are caused by feeling satisfied with the services provided and the facilities enjoyed on previous visits. As stated by (Tan, Lee, Hew, Ooi, & Wong, 2018), satisfaction will determine the loyalty of tourists to make repeat visits and willingness to recommend to others.

In addition to adequate promotional and marketing support through social media, it also needs support from the ability of the surrounding community in developing the tourist attraction. Knowledge support is required through socialization to develop promotional, marketing, and internet skill for tourist attraction developmental support. To develop tourist attractions, it is necessary to have supporting ability on the surrounding community. In this study, the abilities that must be possessed are obtained through socialization by experts namely practitioners, academics and NGOs who are concerned about the development of tourism villages. If the aspects of the facilities and infrastructure are adequate, but the capacity of tourism village actors is still low in utilizing and managing social media, then this will be less than optimal in marketing the potential that tourism villages have. In addition, if the surrounding community around tourist attraction is still amateur to use this, it will be disadvantages. Therefore, socialization, training on the use of social media management is needed for the development of tourist destinations.

However, in terms of marketing, introduction to the wider community about nature-based tourism potential, such as *curug* waterfall is very necessary. Because it is unfortunate to own these beautiful natural potential but can not utilized it properly. Until now, there are limited media or parties who want to introduce the tourism potential of this waterfall. Internally, Ciasihan Village community expects the waterfall tour to be known and visited by many visitors. However, their knowledge in social media marketing is still very limited.

The tourism actors has limited knowledge of social media utilization. It is one of the internal factors that hinders the marketing of waterfall tourism, thus people outside the Ciasihan Village area may never hear about this waterfall tourism. The use of electronic media such as television coverage has never been carried out from any television media to introduce Ciasihan Village waterfall tourism. Sometimes, people find out about this waterfall tour only through posts of visitors who ever visited the Ciasihan Village waterfall tourism. Therefore, it can be said that the obstacles encounter in developing Ciasihan Village waterfall tourism are due to limited knowledge, facilities, and marketing as conveyed by Udin Fahrudin, a tourism village actor in Ciasihan Village.

Fahrudin and Ciasihan Village community hope for a hall building. This building can be used for many events, such as office meetings, family events, and other events. Although Ciasihan tourism village is far from the city. These days, many parties looking for a quiet and natural place such as village atmosphere to hold their events. This preference is aimed to obtain peace and comfort, not only for the events, but also personally. However, limited operational fund makes building hall difficult to do.

Fahrudin's enthusiasm can be seen whenever any parties intended to hold training for Ciasihan Village community, particularly training related to the development of village tourism. Because training related to village tourism development will enrich community knowledge and useful. However, until now, none party is interested in conducting training. Thus, it is unfortunate that until today the Ciasihan Village waterfall tourism still depends on insufficient and minimal knowledge in utilization of available natural resources. If there is training, such as making souvenirs. Udin hopes that the souvenir can be seen as reminder for tourists visited the Ciasihan Village waterfall tourism as well as a tool to improve both community's welfare and village tourism. However, it is still a dream. Even though the development of tourism village is a reason for increasing the economy of the local community as long as it fulfills several factors, namely the nature of the main facilities and attractions available, the volume and intensity of expenditure, the level of economic growth in the destination, the size of the economic base in the destination, the level of tourist expenditure circulation within the destination and the extent to which the destination has been adapted to the tourist demand season (Alister and Wall, 1982); (Lee, Meng, Chua, & Ryu, 2020).

The role of external parties is also lacking, due to the lack of full attention to the tourism potential of this waterfall. The government only recommends paying for tickets in anticipation of an unwanted incident to tourists. Even so, there are already parties who help the tourism economy of waterfall tourism and the surrounding community, although only partially. Innovation is a necessity that must be carried out by regions, thus the government assistance will be meaningful, regional creativity is necessary in carrying out development to explore potential sources of regional income, one of which is through the village tourism sector. However, in this tourism development, it is often carried out less optimally and not in accordance with the tourism potential that can be developed in the said region. Therefore, the regions need to formulate a vision, mission and master plan for regional tourism development, thus regional tourism development has clear direction and in accordance with government policies and regulations (Fahrudin, 2017).

The use of social media is also considered very helpful, because there are many positive impacts on tourism, many social media influencers take very good pictures of tourism destination, and very persuasive in convincing others to visit. It is one of benefits in using social media in the tourism village development in Bogor Regency. As stated by (Tan, Lee, Hew, Ooi, & Wong, 2018) that the increase in cellular technology and the emergence of social networking sites can help advertise tourism products and services. Interactive mobile social media advertising is better than conventional advertising used in traditional tourism product marketing. As marketing technique can be done through digital media use for tourism development, Curug Luhur uses social media. Social media is assumed to be very easy to use and unnecessary pay large amounts of money, unlike publishing the content in newspapers or airing advertisement in radio and television. Social media utilization only requires electronic media, namely a smartphone or laptop as technology media, then an internet network or internet quota to upload creative content with various types of promotion on social media.

This marketing technique in social media-based communication is considered very helpful because it is more effective and efficient with only one post on social media (Ji Hoon Parka & et.al, 2016), tourism objects in the village can be accessed by anyone who wants to see, either local or foreigners. Therefore, the use of social media-based communication is very much needed by tourism village actors who want tourism destinations in Indonesia, especially in Bogor Regency, to get the attention of tourists who want to travel or just spend time with family. The tourism actor of Curug Luhur always try to maintain the cleanliness, comfort and beauty of this tourist attraction, put effort to develop the potential. Especially in this modern era, where the majority accesses anything through the internet and social media, thus it's nothing new for tourism village actors to also keep up with the times by promoting the tourist destination through social media.

As stated by (Barcelos, Dantas, Senecal, & Rossi, 2016) that tourism and customers use social media to find valid information. Tourism brands take advantage of these activities by using social media as a way to communicate with customers, create a good image, and present the company interactively to customers both personally and publicly. Apart from that, there are a lot of parties who help out in the tourism, especially Curug Luhur, as a village potential to be proud of. Several parties helped organize training in order for tourism village actors to have better understanding in managing tourism properly and adequately.

Image branding is part of Positioning, which is an activity to build an image in the minds of the market through appropriate integrated design between products, marketing communications, pricing policies, and marketing channels which consistent with the image to be built and the visible expression of a product. Positioning aims to help tourists find out the true difference between a destination and a competing destination.

To build an image, it is necessary to know how tourists perceive it. Perception is how tourists see or think about a tourist destination. This perception is formed in line with what tourists experienced during their stay at tourist destination. To show differences with competitors' destinations, branding is necessary. Branding is the communication process of a brand/product.

Specific characteristics in the aspect of employment opportunities in the tourism sector: (Vanhove, 2005) Job opportunities in the tourism sector will always be promising because the tourism sector is always growing. Job opportunities in the tourism sector are not only open to those who have skilled (skilled workers), but also those who have few skills (semi-skilled workers) and unskilled workers. The tourism industry is a good medium for part-time workers. The tourism industry is also a good medium for female workers. Job opportunities in the tourism sector differ from one destination to another, depending on their development.

Social media advertising in the tourism industry is relatively new. This research model only considers interactivity, personal factors and mobile technology acceptance models to study social media advertising adoption in tourism settings. The presence of social networking sites and the phenomenon of advance mobile technology, lead to new advertising platforms emerged in the tourism sector. Social networking sites help contribute to obtain higher market share and revenue for many organizations as more than 26,6% of the world's 7.395 population access social networking sites on mobile devices. Cellular usability is defined as an overall assessment of the usability provided to potential users when adopting a mobile device (Tan, Lee, Hew, Ooi, & Wong, 2018).

The ease in mobile use has a significant positive relationship with behavioral intention to adopt mobile social media advertising in receiving tourism-related advertising. Mobile social media advertising is designed primarily for the interactivity of buyers and sellers as it facilitates real-time communication through interacting functions such as reply, retweet, follow and comment. Thus, interactivity has a significant positive relationship with behavioral intention to adopt social media advertising in receiving tourism-related advertising.

The increase in mobile technology utilization and the emergence of social networking sites can help advertise tourism products and services. Interactive mobile social media advertising is better than conventional advertising used in the marketing of traditional tourism products such as television, radio, newspapers, magazines, billboards, flyers, catalogs, brochures and flyers. Mobile social media advertising refers to the use of social networking sites on mobile devices to advertise tourism products and services such as *Facebook*, *Twitter*, *YouTube*, *LinkedIn*, *Pinterest*, *Google Plus*+, *Tumblr*, *Instagram*, and *Flickr*, which are now accessible via mobile devices.

Based on social media analysis in *Facebook* and *Twitter*, word choice is important part used by DMO to retrieve feedbacks expected from users. DMO gets more reactions from *Facebook* users than *Twitter* users, although having a similarity in popular values. The result of DMO activities on social media can be categorized into four categories, namely: success values, failing values, unnecessary values, promising values (Lilic, Huertas, Moreno, & Jabreel, 2019).

DMO need to plan different message sequences based on a set of emotional brand values to reach their target audience and create a higher level of online impact. It is advised that DMOs find good equivalents of word choice and critically evaluate which values are compatible with their strategy and in line with the objectives of the activities carried out.

The dissemination of post-tourism information through social media is carried out based on references to technical resources which make it easier to circulate some types of content than other media (Jansson, 2018). Dissemination of information through social media encourages increased cultural reflectivity between communities and various forms of tourism or recreation (based on eras, times or events). It is advisable to check the response of the audience to the content published on social media. This applies to post-tourism in general and even to the wider tourism sector.

The voice tone used on tourism brands on social media is very important. It greatly influences the company image on the way to use voice tones in tourism at social media. Tourism authorities and customers use social media to find valid information. Tourism brands take advantage of these activities by using social media as a way to communicate with customers, create a good image, and present the company interactively to customers both personally and publicly.

Social media provides another way to maintain direct communication. The company will determine the best way to communicate. Should they chose formally or in a more familiar way? Based on how companies present their image, in different ways and styles of communication, they therefore use a concept called human voice conversation. The author designed two experiments using social media Facebook to assess the efficacy of communication style used by company running hotel business. There are two styles of communication that tends to get busier. Customers will be much more likely to browse pages from a hotel's social media when using a human voice tone.

Social media is used as a provider of multiple platforms for various stakeholders to exchange information and communicate among people or society. Because of these capabilities, tourism busines needs to formulate several guidelines or frameworks before starting to use Social Media. The tourism department also needs to ensure that challenging factors (incomplete and less responsive information) are minimized, as this will result in positive feedback by tourists.

IV. CONCLUSION

The capacity level of tourism village actors is still low and sustainable tourism village business through social media-based marketing communication in Bogor Regency needs to be improved by providing training activities from various stakeholders. The level of empowerment and capacity discovery is expected to be used as guide and clear direction in developing the capacity of tourism village actors and increasing the ability of tourism actors to take advantage of social media-based communication technology development, therefore creating tourism village actors with independence, skills, creativity, innovation, and adaptive to marketing potential and markets, as well as ensuring the sustainability of tourism businesses will bring good impact on the economy and welfare. of village communities.

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