

**Utilization of Social Media as a Means of Promoting  
Village Tourism Potential in Border Areas**

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***Abstract***

*In the fast and easy digital era, of course, it will provide enormous benefits for society if it can be used wisely and responsibly. The use of social media is no stranger to the people of Sebente village. Currently, promoting village potential can be done very easily because most people already use social media. By being aware of the potential that exists in the village, it is also easy to market it via social media. The purpose of this research is to describe the benefits of social media to promote the potential that exists in Sebente village, Teriak sub-district. The research method used is qualitative research.. Social media as a means to promote village potential is an effective and efficient way.*

*Key word : Social Media, Tourism potential, Promotion*

## **Background**

*Today it cannot be denied that the development of internet technology can change a person's thoughts and insights as well as the mindset and communication of society, especially interactions as individuals as well as business, social, economic and cultural interactions. This will certainly have an impact, if done together, it means that each individual will have an understanding of taking opportunities in business (Alfianto, 2012). Business generally starts from oneself, activities from oneself and fortitude, mental strength in facing difficulties and existing loads. It cannot be denied that the presence of the Internet in society is very helpful in increasing efficiency and effectiveness in the world of business and work, especially its role as a means of communication, in obtaining various information needed. The expected development at this time is a sustainable development. With the presence of digital media in the midst of society, of course, it will facilitate many things, not only in matters of communicating with family and friends which feel more intense, but also in marketing goods and services.*

*Communication using the media at this time is something that needs to be done and improved and developed, especially in rural areas so that it can provide information and get various inputs so that there is no lag in information, with the increasingly fulfilled community communication needs, it will certainly reduce migration of people moving. city to find jobs. Sebente village, Teriak sub-district, is one of the villages that has implemented communication using the village's digital website facilities and other social media such as Facebook, Instagram, WhatsApp. The use and utilization of the website is one way that can be done for the Sebente village government to provide information to people outside the Bengkayang district and its surroundings that Sebente village has the tourism potential of Setanga Lestari or other potentials. Natural tourism potential in Sebente village as an alternative to tourist visits in Bengkayang district. This is in accordance with what was stated by (Barringer, B., 2019) that a businessman needs to appreciate, carry out thoughts to try his invention to offer several benefits to his clients. Describes that a businessman will have imaginative, initiator, constant, and visionary traits and qualities.*

*Social media is a form of communication that has a considerable influence on the business world, because good information can be used to reach a wider market*

*because it can convey various information more openly about the advantages of the village. The website available in the village is used as one of the first steps taken to assist village officials and the community in providing a lot of information on the potential of Sebente village. Global uncertainty and new challenges are the nature of economic growth in Asia changing to become more balanced. a new type of economic growth is needed in Southeast Asia, global uncertainty is an opportunity to re-create economic growth. (Pezzini, 2012) one of the right steps from Sebente village by providing a village website can help the community in general. In the implementation of course requires planning and knowledge as well as time and effort. In the digital era like now, social media is no longer just to build communication between people, but has become a part of life that cannot be separated from every human activity. Social media is part of human needs. This study intends to measure and review the benefits and use of social media as a digital marketing strategy by farmers in Sebente village.*

*Judging from the facts that most of the poor live in rural areas and their livelihood is agriculture. Priority as support for agriculture is one of the maximum efforts for rural development. Poverty conditions do not only speak of one's life or material conditions but also one's mindset and self-perception in complex social networks. (Leary and Berge, 2006)*

*The use of social media to promote tourism potential, products in the tourism sector is one of the important points as a trigger to create opportunities for agricultural and community economic development in the context of reducing unemployment and poverty. Innovation in tourism that is good and timely will be supported by information related to other information that can be used as good input for decision making, in the context of community business development. Social media is an access to information for economic development. In the field of tourism and agriculture, of course, there will be various challenges that may come from the farmers themselves or from outside the farmers themselves. Indonesia's own agriculture is controlled by small farmers in villages or rural areas with varying agricultural products and quality and most of their economic life conditions are poor. Limitations of small farmers such as access to knowledge, capital and innovative skills as well as in land tenure, and bargaining position in the market. In general, farmers*

*have limitations in their ability to open themselves to updates in the field of information, especially those related to elements of innovation, which further worsens the condition of farmers in making decisions to reject or accept innovations, the results of surveys on access and use of information technology by households and Individuals in Indonesia in 2014 showed that for the most part, information technology used radio and television was still more widely used for entertainment purposes. Social media, of course, uses the internet to access the information needed. The current behavior of using social media is evenly distributed in every type of work. The use of information technology for entertainment purposes is greater for respondents with low education (Ministry of Communication and Informatics, Republic of Indonesia 2015*

*Agriculture is the mainstay of the rural economy, it is important to find other ways to reduce the poverty situation of farmers in rural areas, namely by overcoming all the problems that occur and they may face in productive activities. This is evidenced by the results of research (Dumasari, 2010) supported by Dumasari and Watemin (2010) which shows that in addition to the relatively low level of formal education of farmers (average elementary school), the level of participation in various non-formal educational activities is also minimal. The use of technology is a solution to reduce the information gap in rural areas, especially in marketing corn and tourism. The research was conducted with the intention of gaining a better and easier understanding regarding the use of information technology from several developing countries with the aim of developing the agricultural economy and poverty alleviation.*

*The community is really expected to get new opportunities and challenges and with the right solutions related to the use of information technology for the development of the agricultural economy and poverty alleviation, especially in Bengkayang district. Promotion using social media*

### ***Research methods***

*This research is a descriptive research that uses a qualitative approach. Descriptive research is research that provides a detailed or detailed picture of a situation or relationship that is carried out with the intention of obtaining broader information*

*about the existence of a phenomenon that occurs. Through a descriptive qualitative approach, it will answer all the questions that have been provided by understanding the phenomenon of what is experienced by research subjects, in this case social media as a means of promoting village potential as a whole and in a descriptive way in managing words and language. The choice of research location was in Sebente village, Teriak sub-district and the focus of the research was to look at the existing and interesting natural tourism potential and harvest potential: to provide knowledge to farming communities in order to encourage people in Sebente village, Teriak sub-district, Bengkayang regency to be able to take advantage of the extraordinary potential of social media. If the impact is normal, it can be used as a means as an opportunity that can be utilized as a business opportunity.*

*By using digital technology that can be used to provide extensive information to people outside the Bengkayang district and surrounding districts about the potential that exists in Sebente village such as eco-friendly natural tourism which offers a natural concept that is quite different from natural tourism in big cities . The other benefits are helping the community to market their products to improve the standard of living of the community in general. The selection of the location based on the place or location originally carried out by the researcher shows that development in Sebente village is categorized as quite good compared to other villages. In this research there were 5 informants or 5 people, consisting of a group of women farmers Kiranti Sebente village, Informants were determined using the Purpose Sampling Technique, namely selecting informants according to the purpose of a particular reason determined based on the objectives and research problems. (Hadari, 2007). data in the field with theory) and drawing conclusions.*

### **Results and Discussion**

*Research conducted using social media as a means of promoting village potential is an effective and efficient way. This can be seen from the large number of visitors who come to the tourist attractions in Setanga Lestari for sightseeing or recreation. The promotion that was carried out before using social media, the visitors who came were still very limited, but by changing the marketing strategy, which initially only used word of mouth to use social media, there was a significant difference. The role of*

*social media is of course very helpful to promote Setah Lestari tourism. Marketing techniques are used to promote tourism potential in the village by providing information via social media or via other social media accounts. Many people outside the village or outside Bengkayang district know about the potential. Setah Lestari village, especially during the last pandemic, digital marketing techniques are promotional techniques that are very suitable to be applied considering that face-to-face meetings are still not permitted.*

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