

Village Development based on Social Media Marketing Case Study in Lerep Tourism Village, Semarang District

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Abstract. The research found that using social media was effective in digitalizing Kandri tourist village. By adopting the approach of "from the community, for the community," the management of Lerep tourist village created social media accounts and websites, conducted training sessions and offered joint counseling services related to tourism, the environment, waste, and agriculture. The community brought new ideas, and they displayed adequate skills in managing existing natural resources. The community empowerment process focused on social, cultural and economic aspects, and the community became the actor and determinant of the development of Lerep Tourism Village. The village government held a deliberation forum with the community to create local development programs.

Keywords: Tourism Village Development; Social Media Marketing; Lerep Tourism Village

1 Background

In the development of technology in the global era, the movement of the economy has a direction of rapid and progressive progress. In the current era, social media is increasingly being used to interact between organizational groups and each other, resulting in the emergence of various digital alternatives. Social media is used as an effective strategy because it can increase customer involvement which has a massive promotional impact on a product so that it can create special advantages for an existing product. With the increasingly sophisticated development of information and communication technology, the Indonesian people are required to always learn and be careful. Globalization has had a major influence on the political, social, and economic world order, both in the government and business sectors.

Social media marketing is the practice of marketing through online media. In its comprehension, Web-based Entertainment Showcasing is a promoting strategy that utilizes virtual entertainment to explicitly advance items or administrations more. Great substance show can make guests to online item or administration sites inspired by the items and administrations that we show. Web-based entertainment showcasing is a type of internet promoting that utilizes the social setting of social networks including informal organizations, virtual universes, social news destinations, and social assessment sharing locales to meet correspondence objectives. In the ongoing period, financial specialists need to trial and make acclimations to economic

situations by utilizing virtual entertainment advertising strategies to accomplish the organization's objectives.

The travel industry which upholds monetary improvement in towns is a recent trend of industry that is fit for giving fast financial development concerning open positions, pay, and way of life and in enacting different areas in vacationer getting nations. The travel industry as a complicated area incorporates enterprises like the craftsmanship business, gift industry, convenience, and transportation. As a help industry that is delegated the third business, the travel industry assumes a significant part in deciding strategies with respect to work open doors, because of the undeniably dire interest for extremely durable business potential open doors due to the steadily expanding the travel industry later on. Monetary challenges brought about by declining non-oil and gas trades, rising imports, and inconsistent financial turn of events[1].

The socio-cultural diversity of social media's contribution to the Indonesian economy and culture serves as inspiration for Indonesia's creative economy development. Indonesia's socio-social variety demonstrates that the innovativeness of Indonesian culture is extremely high. Similarly, the variety of items from different nationalities is a supporting element for the innovative economy improvement that can't be isolated from the way of life of the nearby local area. The development of social media marketing must be based on the culture of the local community. Local community culture is local wisdom that must be integrated into every development activity to be preserved and developed. Products with significant values, such as crafts, art, culinary arts, and so on, can represent both physical and non-physical manifestations of local wisdom. The concept of social media marketing can be evaluated not only from an economic standpoint, but also from a cultural perspective.[2]. These days, the innovative thoughts that arise are obtained from nearby territorial insight. This indicates that Indonesia's creative economy's direction is determined by local wisdom.

Town Advancement in Indonesia plans to work on the government assistance and personal satisfaction of town networks through satisfying essential necessities, creating town foundation, creating nearby financial potential, and manageable utilization of regular assets as expressed in Regulation No. 6 of 2014 concerning Towns. Computerized change is a leap forward in focusing on the modern market so it is a major an open door, taking into account the ongoing way of behaving of Indonesian individuals who can't be isolated from involving the web in their everyday exercises[3]. Particularly in confronting the Modern Period 4.0, this will lead to many advantages and become a test for the culprits. The advancement of this traveler town is to additional increment vacationer visits to Focal Java, particularly the city of Semarang, particularly as the help from the Service of The travel industry and Inventive Economy is awesome, as should be visible from the distribution of help and improvement has likewise expanded. A traveler town is a provincial region that offers a general environment that mirrors the realness of the town as far as financial, socio-social, traditions, day to day existence, has novel structure design and town spatial construction, or monetary exercises that are remarkable and fascinating and can possibly the improvement of different the travel industry parts, for instance, attractions, food and drink, and other the travel industry needs[4]. The community of Kandri had a strong desire to make the village into a tourist destination before the process began.

Through the improvement of traveler towns, it is trusted that there will be equivalent dissemination of government assistance, which is by the idea of supportable the travel industry advancement. In addition, the community's participation in tourism activities in their villages can help preserve the culture of rural communities by creating tourist villages. The improvement of vacationer towns has gigantic advantages in the financial, social, social, natural, and different fields. Monetarily, the advancement of vacationer towns can work on the economy of public, territorial, and nearby networks. From a social perspective, it may provide village communities

with employment and business opportunities. [5]. Aside from that, the presence of tourist villages in schools has the potential to broaden the horizons and mindset of village communities, educate individuals about healthy and clean living, and enhance tourism industry knowledge and technology.[6].

Web-based Entertainment Showcasing in the town improvement procedure is a new and more creative metropolitan turn of events and the executives technique through the promoting system. Towns presently seldom utilize online media to trade data. At the point when individuals need data, they should initially come to the town office to demand the fundamental data and to town individuals to convey it. The Imaginative and Imaginative Town Program means to give web access in towns that recently had no web association by any means. Reasonably, computerized towns are a program to cause towns into improvement regions that to enable networks with satisfactory data innovation offices. In the public authority setting, the huge utilization of innovation started with Official Guidance Number 3 of 2003 concerning the execution of electronic government. The quality of information, systems, and services has a positive impact on user satisfaction with quality and competitive village development. Client fulfillment and results (hierarchical objectives) are one of the fundamental objectives that should be accomplished by the public authority in offering types of assistance to the local area[2]. Carrying out e-government in the Town Government can be a significant mediation in pushing towns towards progress.

The execution of territorial government in the viewpoint of local independence is the authenticity and order of the local area through the provincial independence regulation, which contains the expectation of reinforcing public trustworthiness as a different nation yet one in power to battle for the privileges of its kin, for improvement, administration and a brought together society in general. The fundamental target of territorial independence strategy is to make local area government assistance through the arrangement of acceptable public administrations (public administrations, improvement for financial development, and public assurance) through the institutional job of provincial government[6]. In such manner, nearby government organizations are essential in accomplishing these objectives. Therefore, regional governments must be strengthened to maintain their capacity to carry out the objectives and essence of regional autonomy.

The creation of services that are satisfying, of marketable value, and competitive with attractions such as natural products, traditional arts and culture, special interests, typical village foods and drinks is the strategy concept for developing the Lerep tourist village. It also tries to pay attention to the desires, needs, and expectations of tourists. Lerep Town, one of the vacationer towns in Semarang Rule, keeps on expanding advancements to draw in sightseers. Notwithstanding, the availability of vacationer towns to invite homegrown and unfamiliar sightseers is as yet hampered by lacking states of street framework and HR (HR). There is as yet a requirement for consideration from the regional government to be completely upheld so the vacationer town can be more evolved and very much made due. The improvement of traveler town protests additionally requires the confidential area and backing from the encompassing local area[7].

It is hoped that this shift in perceptions of the village will improve the governance of the village government, the effectiveness of social media marketing, and the quality of public services, thereby enhancing the social welfare of village communities. To understand this objective, town states are expected to be imaginative in dealing with their town government. One development that can be done by town government is by using data innovation in completing town government organization. This is on the grounds that data innovation can now be gotten to by different gatherings. The utilization of computerized showcasing applications in

endeavors to digitize town the travel industry that have been utilized on the off chance that reviews incorporate sites, virtual entertainment, web gatherings, web based promoting, and portable applications [8]. The utilization of computerized advertising in the ongoing period in the realm of the travel industry has changed the worldview of industry, work, approaches to imparting, shopping, exchanges, and even way of life.

In creating vacationer towns through digitalization of the travel industry through Web-based Entertainment Promoting, it has been demonstrated that there are many advantages, for example, the simplicity of giving different the travel industry administrations to sightseers, including admittance to sorting out showcasing, digitalization of the travel industry is considered to make it simpler for travelers to get to data about a travel industry location and obviously can lessen costs. both for the coordinators or potentially chiefs, as well with respect to travelers, etc. People's incomes will rise and the regional economy will improve as a result of an increase in village tourism.[7].

2 Methodology

This sort of exploration is expressive examination. The methodology utilized is a subjective methodology and a calculated methodology. The information source utilized is optional information. Information investigation was done spellbindingly and subjectively[9]. Using a deductive approach, conclusions are drawn from general to specific, particularly those that are connected to the research topic, Village Development Based on Social Media Marketing. If the empirical data obtained cannot be categorized and is in the form of a collection of words rather than a series of numbers, qualitative data analysis is performed. Data can be collected in a variety of ways (interview observations, document instances, and recording tapes).[10]. In qualitative research, it is typically processed first before being used, such as data reduction, analysis, data interpretation, and triangulation.

3 Results and Discussion

3.1 Village Development Strategy Based on Social Media Marketing in Kandri Lerep Village, Semarang Regency

Lerep Tourism Village is one of the tourist villages in Ungaran, Semarang Regency. Lerep Village was designated as a tourist village based on the Semarang Regent's Decree Number 556/0431/2015 of 2015. This Tourism Village is managed by the Gate Lentera Village-Owned Enterprise (BUMDes) based on Lerep Village Regulation, West Ungaran District No. 3 of 2017. This BUMDes collaborates with the Tourism Awareness Group (Pokdarwis) in Lerep Tourism Village in marketing and implementing tour packages. Efforts to develop the Lerep Tourism Village need to pay attention to tourism-supporting components so that the development carried out can run optimally. Lerep tourist village became one of the sustainable tourist villages in 2019 along with 16 other tourist villages in the archipelago. Geographically, Lerep Tourism Village is located on the slopes of Mount Ungaran, so this provides potential for Lerep Village to have a cool mountain atmosphere accompanied by beautiful views. The ongoing development of Lerep Tourism Village has implemented development based on local wisdom. Lerep Tourism

Village has explored and optimized natural, social, artificial, and cultural potential to be processed into attractions offered to tourists

In its execution utilizing web-based entertainment, digitalization in the Lerep traveler town is exceptionally powerful, guests can undoubtedly get data about the vacationer town, and can quickly fill in the internet based reservation structure total with the accessible visit bundles. Via completing the comprehension "from the local area for the local area", the board in dealing with the digitalization of the travel industry in the Lerep vacationer town begins from the arranging system by making online entertainment records and sites for of advancement. Preparing is given to the local area, aside from that, there is additionally joint guiding with offices connected with traveler towns, for example, the Travel industry Administration in regards to the travel industry, the Climate Administration in regards to ecological administration and waste, and the Horticulture Administration in regards to agribusiness for ranchers [11].

The administration of Lerep Town is done by Pokdarwis who are helped by the local area. The execution of the Local area Organization Program (PKM) is completed by town authorities, the Travel industry Mindfulness Gathering (POKDARWIS), and the local area, particularly the people who own MSMEs. Aside from that, the execution of PKM gave brings about the type of improvement of the Town Profile site, The travel industry Possible site, BUMDes site, and Kandri Town Expanded Reality application, socialization, and help with utilizing the site and application. The data contained in a few applications is finished, beginning from presenting town profiles, objections, and visit bundles, to showcasing contacts. This was only done to promote tourism in Kandri Village more. The tourist village management group acts as an administrator in the management of tourism digitalization by managing all of the content on websites and applications used to promote villages and tourist attractions.[6].

The utilization of advanced showcasing applications in the travel industry digitalization endeavors that have been utilized on the off chance that reviews incorporate sites, virtual entertainment, web gatherings, web based publicizing, and portable applications. The utilization of advanced showcasing in the ongoing period in the realm of the travel industry has changed the worldview of industry, work, approaches to imparting, shopping, exchanges, and even way of life. In creating vacationer towns through digitalization of the travel industry, it has been demonstrated that many advantages are gotten, for example, the simplicity of giving different the travel industry administrations to sightseers, including admittance to coordinating showcasing, digitalization of the travel industry is considered to make it simpler for sightseers to get to data about a travel industry location and obviously can decrease costs for the two coordinators and chiefs, as well concerning travelers, etc[7].

The presence of local states with all limits that have the potential and ability to further develop aggregate local area government assistance and harmony in building public activity by the order of the common independence regulation[12]. The presence of common society not entirely set in stone by how much the presence of local government and its mechanical assembly can impact and urge society to reasonably exist in producing for a long term benefit. It very well may be expected that the presence of provincial government so far is still in the space of additional reinforcing the character of its contraption and the hierarchical construction and administrative framework that can uphold the accomplishment of good administration for the improvement of local potential and its kin as a type of territorial government responsibility during the time spent executing provincial government by command of Regulation Number 32 of 2004

concerning Provincial Government, which gives guidance for the acknowledgment of provincial administration which has the ability to decide the premise of public life, a supportable state in the point of view of territorial independence[13].

3.2 Managerial Implications of Village Development Based on Social Media Marketing in Kandri Lerep Village, Semarang Regency

This type of natural tourism focuses on utilizing the natural beauty of the Lerep Tourism Village. This type of natural tourism offers several attractions such as beautiful rice fields and the Pangus River which is clear and filled with natural rocks, Curug Indrokilo Waterfall, and sunrise which can be enjoyed at Puncak Ngipik. One type of Online Entertainment Showcasing exercises of the town government is the execution of Brilliant government. Shrewd administration is tied in with overhauling formal vote based administration and keeping up with by and large and monetarily created majority rule standards. Shrewd administration comprises of three sections, to be specific local area support in going with choices straightforwardly or in a roundabout way, expanding the number and nature of public administrations, and the presence of an organized and efficient data set for putting away information and data connected with public administrations. After examining the tourist village and a number of internal aspects.

The commitment of Web-based Entertainment Showcasing to the Indonesian economy and culture with its socio-social variety is a wellspring of motivation in fostering the imaginative economy in Indonesia. Indonesia's socio-social variety demonstrates that the innovativeness of Indonesian culture is extremely high. Similarly, a contributing factor to the growth of the creative economy is the variety of ethnically diverse goods. The advancement of the innovative economy can't be isolated from the way of life of the nearby local area. Imaginative monetary improvement should be founded on neighborhood local area culture. Local community culture is local wisdom that must be integrated into every development activity to be preserved and developed. Neighborhood shrewdness in common culture in physical and non-actual structures. Products with significant values, such as crafts, art, culinary arts, and so on, can represent both physical and non-physical manifestations of local wisdom. Virtual Entertainment Promoting isn't just estimated according to a monetary point of view however can likewise be estimated from a social aspect. These days, the innovative thoughts that arise are obtained from nearby territorial insight. This indicates that Indonesia's creative economy's direction is determined by local wisdom.

It is hoped that this shift in perceptions of villages will enhance the social welfare of village communities by enhancing the quality of public services, as well as the efficiency and governance of village governments. To understand this objective, town states are expected to be imaginative in dealing with their town government. One development that can be done by town government is by using data innovation in completing town government organization. This is on the grounds that data innovation can now be gotten to by different gatherings. The utilization of computerized showcasing applications in endeavors to digitize town the travel industry that have been utilized in the event that reviews incorporate sites, virtual entertainment, web gatherings, web based publicizing, and portable applications. The utilization of advanced promoting in the ongoing period of the travel industry has changed modern ideal models, occupations, approaches to conveying, shopping, exchanges, and even ways of life[5].

Many structures can be picked in the Provincial Government (Pemda) HR advancement model. Nonetheless, there should be an improvement structure that is pertinent to each current action. For instance, essential regions in the Territorial Government Well defined course of action ought to likewise decide the sort, amount, and nature of HR required in the area, particularly for the necessities of provincial government organizations/foundations. Experience shows that frequently human asset advancement isn't connected to local vital necessities, and even appears to make little commitment to territorial government itself. With regards to HR, the attention ought to on create: 1) abilities and skill, 2) understanding and information, 3) ability and potential, 4) character and work thought processes, and (5) ethics and hard working attitude. Institutional limit advancement is customary limit improvement and authoritative fortifying that spotlights on improvement assets on the whole on human asset issues, processes, and hierarchical designs. The advanced methodology inspects all components of limit at all levels (procedure mission, culture, the board style, structure, HR, finance, data resources, framework) including cooperations inside the more extensive framework, particularly with other existing substances, investors, and clients[14].

There are numerous sentiments on creating institutional limit seen from the hypothesis over that the aspects connecting with authoritative reinforcing are methodology, culture, the board style, structure, HR, finance, data resources, and framework. With the presence of business open doors for the Kandri town local area, it will diminish and beat monetary imbalance in the public eye, so society has pay from its true capacity and empowers the development of society itself from its social and financial circumstances to turn out to be better. It will put the local area in the place of enormous recipients from the advancement of exercises in the Lerep The travel industry Town.

4 Conclusion

1. The development of a tourism village based on Social Media Marketing along with the achievements that have been achieved by Lerep Village has had several positive impacts. This positive impact includes several aspects such as economic, social, and environmental. Such as opening up job opportunities, and developing the quality of human resources.
2. The presence of local area thoughts to bring a new thing to their town, then is a triumph for the local area. The people group's abilities in overseeing existing regular assets can be supposed to be satisfactory. The people group strengthening process completed in the Lerep The travel industry Town is by the capability of the local area by focusing on the social, social, and monetary parts of the local area.
3. In Web-based Entertainment Showcasing of vacationer towns through digitalization of the travel industry, it has been demonstrated that many advantages are gotten, for example, the simplicity of giving different the travel industry administrations to sightseers remembering access for the setting of coordinating promoting, digitalization of the travel industry is considered to make it more straightforward for sightseers to get to data about a travel industry location and obviously can diminish costs both for the coordinators and/supervisors, as well with respect to vacationers, etc. Expanding the advancement of town the travel industry, will likewise build

individuals' pay and lead to an expansion in the territorial economy in Online Entertainment Showcasing.

5 Suggestion

1. It is anticipated that this shift in viewpoints regarding villages will enhance the social welfare of village communities by enhancing the quality of public services, as well as the efficiency and governance of village government. To understand this objective, town states are expected to be imaginative in dealing with their town government.
2. Town government and working on the nature of public administrations so it can work on the social government assistance of town networks. To understand this objective, town states are expected to be imaginative in dealing with their town government. One of the developments that can be completed by town states is to use data innovation in doing town government organization in the imaginative economy.
3. It is hoped that Lerep Village can increase the interest of the younger generation in developing their village and continue to pay attention to the regeneration of tourism actors so that the development of the current tourist village will continue. Apart from that, by involving the younger generations from the local community, it is hoped that they can express their ideas and creativity in developing tourist villages so that the market for the Lerep Tourism Village can develop.

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