

Increasing Digital Media Literacy to Improve Online Marketing: A Case Study of Ranuyoso Tourism Village

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Abstract. To support tourism development in the Ranuyoso area, the abundant potential of natural resources, particularly fruit and coffee, must be considered. Unfortunately, culinary resources, that can contribute to tourism development as one of the interesting features, are underutilized. Aside from the lack of variety in processed products, one of the issues is the ineffective use of a digital marketing system. It appears that the traditional paradigm, which views digital platforms only as a promotional tool similar to offline promotions, is dominant in digital marketing management. To address this issue, a paradigm shift in how to manage digital platforms in the marketing process must be initiated. This article explains conceptually how the paradigm shift among Ranuyoso's small and medium entrepreneurs must be accomplished. This paradigm shift is hoped to encourage Ranuyoso entrepreneurs to be more creative in their future use of digital media platforms for marketing and other business-related activities.

Keywords: digital literacy, online marketing, Ranuyoso Lumajang, tourism.

1 Introduction

In general, the management of the tourism program in Ranuyoso village has been more focused on the physical development of tourist areas and has paid little attention to other potentials such as culinary potential to be managed and marketed as part of the tourism features being developed. The abundance of food resources, particularly fruit, is not optimally processed to create a marketable product. Furthermore, the marketing process remains relatively traditional, with little use of online media platforms. Besides, the use of online platforms that is of concern in this article is the use of online media, which is nothing more than a product showcase with no impact on marketing results.

Based on the community-based tourism development paradigm, the development of online marketing patterns and mechanisms for business actors in Ranuyoso is focused on increasing digital literacy. This increase in digital literacy will be beneficial for expanding the role and active participation in marketing sector management as one of the supporting elements of the tourism program that is being developed [1]. This is coherent with Pakpahan's [2] explanation that the focus of community-based tourism (CBT) is local communities, who will act as

owners of any resources while also acting as actors in structuring, managing, and developing these resources.

Ranuyoso Village has a lot of potential for small and medium enterprises (SME) development. However, based on preliminary observations, several issues needed to be addressed and solutions needed to be found so that SME development could be accelerated. These issues include, first, a lack of systematic management improvement dealing with the most recent marketing strategy, and second, a lack of human resource competence in responding to technological developments. The two issues found above appear to be related to processed agricultural product marketing methods that are still relatively conventional, traditional, and do not take advantage of existing technological advances.

Focusing on increasing human resource knowledge and understanding about online marketing model, clarifying the concept of social change in today's society due to the massive and intense interaction with the digital space is necessary. It is explained as the basis understanding of how and why the shifting paradigm of online marketing from producer-based marketing to consumer-based marketing should be initiated for the online marketing. This article will conceptually describe this paradigm shift, which is the foundation for increasing people's knowledge and understanding of developing online business marketing in Ranuyoso.

2 Method

The qualitative methodology served as the foundation for the analysis process. Data were gathered directly from the community through observation and discussion either individually or in groups. After compiling the data, mapping of the data to identify the real conditions to solve was done. These processes were followed step by step to ensure that the main and fundamental problems of the marketing process would be the focus of analysis. In order to provide analytical responses to real-world community problems regarding the marketing activities, solutions were developed within a multidisciplinary theoretical framework while also designing a framework for real-world activities that were carried out in stages as a test mechanism for the solutions. As the final step, conclusions are drawn to serve as a guideline for future improvement and development steps in the marketing activities.

3 Digital Media Platform for Marketing Processes: The Shifting Paradigm

Product marketing is a practical action related to communication skills that are intended to introduce products to a large audience as well as to persuade them to buy the products. To do this, producers should shift the paradigm toward the consumer sides. Producers do not only talk about the products and their benefits but "*[t]oday, marketing strategies ask 'How will customers engage with us and each other?' This leads to the bigger question 'What kind of customer experience are marketers creating?'*" [3]. This pattern of communication is not the same as the old paradigm of marketing communication and for sure, it is different from the pattern of daily communication that occurs in the context of social interaction. To generate the most apt communication pattern, it is necessary to be aware of the consumer's current situation as well as communication modalities as the resources to perform communication. Therefore, an

understanding of the communication environment known as digital communication is absolutely necessary.

In the digital age nowadays, digital literacy is becoming increasingly important, as people are exposed to a range of multimedia texts, such as websites, advertisements, and social media posts, that use multiple modes of communication to convey meaning. Within digital kinds of communication, people are forced to get involved in the integration and interpretation of multiple modes of communication, such as visual images, written language, sounds, and gestures, to construct a holistic understanding of a certain text. People in this post-modern society with fuzzy logica and automatization [4] are increasingly confronted with the complex use of digital media, which results in the global acceleration of information.

Similarly, changes must occur in the world of entrepreneurship. If SMEs (Small and Medium Entreprises) can compete by producing quality products, distributing goods efficiently, and having a broad marketing distribution, new business opportunities will emerge [5]. Broad marketing distribution is one thing to highlighted in relation to digital platform used in marketing activities. Knowledge of digital marketing encompasses not only the ability to use digital media, but also how someone thinks about effectively using the platform to keep in connection with potential targeted buyers.

The first and most fundamental issue found in the context of marketing for small and medium business entrepreneurs in Ranuyoso village was local residents' lack of knowledge about digital marketing patterns that they could implement and used as supporting mechanism in marketing system. To address them to be "lack of knowledge" in terms of digitalization did not imply that they were unaware of digital media tools. On the other hand, they were heavily exposed to various forms of mass and social media, which became a part of their daily lives. This condition had raised the issue of digital literacy, *"creating a divide between those who can (are able/have access to) manage them and those who cannot (are not able/do not have access to) [6]*. Understanding the problem of ineffective use of digital media, it was discovered that those classified as non-digital illiterates were also unable to change the orientation of using their media platform as a marketing tool. Furthermore, those who had attempted to use online media as a marketing tool remained trapped in 'conventional marketing patterns' that were preoccupied with offering products without regarding for the logic and convenience of consumers or the intended target market. What the primary issue, in this case? It is about the issue of symbolic value of objects in connection with marketing mindset that should be broadened to match recent, more updated logical thought of the society.

Following Baudrillard's logic about a symbolic value in the objects and activities around us as a result of media technology, it was an important starting point for initiating a shift in understanding the behavior of Ranuyoso youngsters when they were interacting with digital media. When post-modern human beings are constantly in motion due to the glitter of digital media presenting a variety of products, the marketing concept of being 'different' from 'what has existed' appears difficult to use as the main foundational logic in the marketing process. It does not mean that the concept of differentiation has lost its functionality but a product feature or identity would not be enough to be used as the primary support for product sustainability in market of digital society.

The logic of promotion and marketing should be linked to Baudrillard's notions of "speed, 'fuzzy' logic, and automatism" [4]. To see the connection between Baudrillard's logic, the 'magnetic content' concept from Mayar and Ramsey will be used as a supporting concept. One of the propositions to create such a meaningful promotion of products in digital age was provided by Mayar and Ramsey stating that, "[r]ather than interrupting consumers with ads, it's about attracting them, engaging them—with some kind of utility, entertainment, helpful information, or other valuable content that is actually welcomed by the consumer" [7]. This entails creating content and messages that are unique, useful, and resonate with consumers in a deeper and more meaningful way than just the utility or exchange values of the products. To put simply, the logic of marketing in Ranuyoso should transform from the logic of selling products to selling 'symbols or images' that were in line with the targeted consumers in digital era.

According to Baudrillard's hyperreality perspective, the phenomenon where the media can become a "real model" of life and the lives of the current generation supports the assertion that network society marginalizes the concept of real and imaginary. On the one hand, people are getting more and more 'ignorant' toward differences of reality and virtuality. In many different aspects of life, those domain are considered blurred and undifferentiated. On the other hand, we can see that the logic of the market and production in a networked society is heavily influenced by digital algorithms, which is undeniably true. To put it another way, aspects virtuality and reality are intertwined to some extent creating new logic for determining what is required in life. Here, society is overwhelmed by the widespread and intensive use of digital media platforms.

Furthermore, Rivoltella states that society has transformed itself from the information society to informational society. Proposing the concept of "virtualization of communication", he denotes the presence of an informational society, where the essence of society is a society that is exposed to information on a massive and sustainable basis. He defines that "*informational society is a society "made out of information"*" [8]. Moreover, he explained that there are three factors must be considered in the development of the informational society: speed, virtuality, and network.

Understanding this 'trend', the marketing concept under consideration is to follow the logic of informational society as mentioned previously. Combining speed, virtuality and network, the strategy that will be introduced and tried to be implemented in Ranuyoso is to hold online events that are relevant to the target market intensively to maintain productive online interaction. Following's Baudrillard's concept of consumption, he said that it "*was not a passive end result of circuits of capital; rather it had become an active moment, possibly the crucial moment in the formation of new social relations, opening on to a new phase of capitalist development*" [9]. Therefore, instead of being used to promote and introduce products directly, the online platform is used as a medium of interaction and communication between producers and targeted potential consumers.

To address the issue of creating online productive communication, three strategic formulations are presented in detail in the table below.

Tabel 1. Three Strategic Formulations of Digital Habituation for SMEs in Ranuyoso

Strategies	Rationale
Creating engaging content	In every new communication technology development, two groups of people emerge: digital natives (people born in the digital era who are fully exposed to the existence of digital media) and digital immigrants (people born before the digital era who must adapt to current conditions). This inequity must be addressed by promoting the broadest possible understanding and awareness of digital world. To do this, creating engaging content that resonates with the target consumers. This includes creating visually appealing images or videos, writing clear and concise copy, and providing more interactive online activities.
Analysing the engagement and introducing the product gradually.	Promotion in the digital era has progressed beyond simple advertising to dialogic logic built by producers and delivered to consumers via online platforms. Smart marketing goes beyond simply talking about a product and involves customers in a fun and familiar consumption ritual. This shift can be introduced by more interactive platform of online marketing.
Evaluating the whole activities	Online marketing involves analyzing data related to website traffic, click-through rates, and conversion rates. However, to begin with simple activity of evaluation, ongoing simple evaluation of the response from the targeted consumers will ensure the disciplinary activity of the producers in online interactions for marketing purposes to boost more exploration of online media for marketing purposes.

In carrying out the three strategies above, this process was intended to convey and provide an understanding of the current concept of media literacy, with the hope that the knowledge, the habituation processes in dealing with digital media platform can be more productive particularly for marketing, and will become more acceptable with the current logic of mediatization in the future. Many of the business actors in Ranuyoso village are young people who are familiar with digital media platforms. Not only familiar, those actors can be categorized as the digital native category who are not stuttered and nervous when dealing, using and learning the digital media platform. The issue is that the intensity of their contact with digital media was more often in the position of mere users or consumers. This condition will change by providing understanding of the latest media concepts to the younger generation so that they are better prepared to become content producers for a variety of purposes, particularly marketing processed fruit products in Ranuyoso.

4 Conclusion

The use of digital media platforms for marketing and other business-related activities done by Ranuyoso's small and medium entrepreneurs is important in encouraging Ranuyoso entrepreneurs to be more creative in maximizing the potential of the internet to promote tourism in the village. Three strategic formulations are composed to achieve it, namely: creating engaging content, analysing the engagement, and introducing the product gradually, and evaluation the whole activities. The realization of these formulations is seen as a solution to boost the digital habituation for SMEs in Ranuyoso.

In terms of creating engaging content, the identification of target consumers need to be done. Creating visually appealing images or videos, writing clear and concise copy, and providing more interactive online activities are some options to make an engaging content. Therefore, digital content creation training can be done to the entrepreneurs in Ranuyoso to help them

improve their methods of promotion. In terms of analysing the engagement and introducing the product, it is believed that with digital marketing the promotion of products from SMEs in Ranuyoso will reach a larger market and various segments of consumers. Consequently, the increases in revenue can be expected. In terms of evaluation of the whole activities, evaluation needs to be conducted regularly to respond to the consumers' inputs as well as to control the quality the services and products, particularly in online interactions.

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