The Role of the School Committees in Improving School Performance at SD Negeri Jenang 02 and SD Negeri Jenang 04 Majenang

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ABSTRACT

Digital platform is an effective strategy to optimize tourism potency. This exploratory research analyzes capacity development of Micro Small And Medium Enterprises (MSMEs) actors in tourism sector using tourism digital literacy approach in Surakarta Indonesia with Parsons' Structural Functional theory through observation, in-depth interview and related documentation from MSMEs actors in Tourism Sector, Related Service Offices, Manager of Night Market Ngarsopuro and tourists in Surakarta selected using purposive sampling technique. Source triangulation was used for testing data validity and interactive model for data analysis. Socialization is made to MSMEs actors in tourism sector related to RI's Law Number 11 of 2008 about Information and Electronic Transaction to improve digital literacy on legal frame of online economic activities. Because online media plays an important role in MSMEs development, training and facilitation are provided concerning social media use through various social platforms to produce and develop tourism promotion content in Surakarta.

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1. INTRODUCTION

Tourism in Indonesia encourages economic development, improves people welfare, and preserves society tradition. In long term tourism is an important driver of local and regional economic growth for the community. The components of community exerting significant effect on tourism development in the region are Micro-, small-, and medium-scale enterprises (MSMEs) and tourism-conscious group (pokdarwis). They are stakeholders relevant to and exerting significant effect on the growth and the realization of tourism consciousness and community welfare around tourist objects and attractions [1]. Digital tourism is a strategy of expanding tourism potency in digital media. For digital tourism and literacy to go hand in hand, the foundation of information technology use should be set up, various criminal behavior and information technology crimes should be stopped, and Republic of Indonesia's Law Number 11 of 2008 about Electronic Transaction and Information (Indonesian: Undang-Undang ITE, thereafter called UU ITE) should be recognized.

Digital transformation in tourism MSMEs helps bring the best integrated tourist service and more informative and transparent governance into reality [2]. Tourism-based MSMEs is a mass organization functioning to be motivator, driver, and communicator in tourism activities in the attempt of promoting and improving environmental economic welfare, but the institutional operation and tourism-based MSME management in Surakarta run less optimally due to institutional problem and management function, inadequate knowledge on *Undang-Undang ITE* and its implementation, social media use and administration, how to produce and edit video to promote tourist destination location. Tourism-based MSME as the starting point in

tourism-based economic development needs facilitation in using social media for the sustainable tourism development [3].

Tourism system will run well and optimally when it is supported with human and tourism resources (potency) including cultural, religious, natural, and maritime tourism, etc and supported with attraction, accessibility, amenity, and ancillary aspects in tourism destination [4]. The element of tourism system is integrated into system and functions so well that can create equilibrium. When a community wants to create stability and harmony in environment or in an institution, structure and system existing within it should be functional, because it aims particularly to create social order in the community. The integration of community will run well and normally when related elements or actors can run their function and structure appropriately [5]. The objective of current research is to analyze the capacity development of micro-, small-, and medium-scale enterprises in tourism sector using tourism digital literacy approach in Surakarta Indonesia.

2.   RESEARCH METHODS

The unit of analysis used in this exploratory research includes Cooperative, Small- and Medium-scale enterprises, and Industry Service Office, Culture and Tourism Service Office of Surakarta, Micro-, small-, and medium-scale enterprise actors in tourism sector in Surakarta, manager of Ngarsopuro Nigh Market Surakarta, and tourists selected using purposive sampling technique. Data validity and reliability tests were conducted using source triangulation. Using observation, in-depth interview and documentation, data and information relevant to the object of study were obtained and then analyzed using an interactive model of analysis [6].

3.   RESULT AND DISCUSSION

Analysis of tourism potency and its problem is an early step to grow literacy consciousness in the context of sustainable tourism development. Socialization, training, and facilitation are held to build tourism-based MSMEs, *Pokdarwis* and local community in order to develop tourist destination independently and creatively, and therefore to grow sense of belonging. It plays an important role in enabling the actors of MSMEs to understand tourism digital literation to think and to act creatively, and to find innovative tourism products [7].

The Culture and Tourism Service Office of Surakarta City, in collaboration with all cross-sector entities existing, has carried out a variety of tourism region development activities. Community empowerment-based development is expected to lead to self-help program based on the economic ability of people surrounding consistently.

Public space education is provided to the public to create a healthy virtual environment. The regulation about information and electronic transaction and the prohibited acts are two basic substances of UU ITE. Illegal behavior regulated in UUITE includes illegal content such as insulting language, gambling, defamation, threatening behavior, and extortion. It is governed in Articles 27, 28, and 29 of UU ITE. Article 30 concerns illegal access or computer system hack, and Article 31 illegal wiretapping. Meanwhile Article 32 of UU ITE governs the acts of destroying, deleting, or changing computer data (data interference). Article 33 of UU ITE governs the illegal acts of interfering or obstructing seriously the function of system interference. Article 34 of UU ITE governs the misuse of device. Article 45A of UU ITE governs fake news, unsourced news or hoaxes and its characteristics and how to use social media wisely.

The socialization of UU ITE was attended by the actors of Micro-, Small-, and medium-scale enterprises in Surakarta and the manager of Ngarsopuro Night Market of Surakarta. Pre-test was taken before the participants attended the socialization activity, and post-test was taken after that. The result of tests shows the improved knowledge among the participants after attending the socialization. The training held is relatively effective, because through this the participants can know the importance of UU ITE and how to use social media wisely.

The improved understanding on UU ITE provides a broad legal frame for online activities. Any things prohibited in real world are also prohibited in cyberspace. The participants utilize many social media sites to surf the internet positively, because the law regulates it clearly. In the borderless cyberspace today, every act has ethical and legal context that should be standard behavior before the public. Facilitation and socialization need to be provided to the actors of MSMEs in tourism sector, *Pokdarwis* and community to prevent the misuse and the application of UU ITE. Participants state that this activity is important and useful and to improve their understanding on UU ITE.

One of topics discussed in the activity is application and obstruction in applying UU ITE in daily life and how to face the obstruction. The participants know, understand, and will implement UU ITE wisely. The use of internet, particularly social media, in increasing along with the development information and communication technology as it enables the people to find news and information more easily. The participants are getting more aware that not all news or information found in internet are accurate and reliable, and even hoax can be disseminated widely to disturb the people peace.

3.1 Social Media Management Training

Social media is a communication media that can facilitate online communication, and information exchange and gathering for the actors of MSMEs in tourism sector in Surakarta, *Pokdarwis*, and people without temporal and geographical borders. Social media should be used carefully to avoid the accusation of spreading false information. In the attempt of maintaining business operation, despite the decline of income in tourism sector due to Covid-19 pandemic, a number of initiatives has been approved to use social media as the platform of tour and travel advertisement, to prepare tourist destination material orderly, to communicate with the followers in Facebook and Instagram regularly, and to ask for critique and suggestion [8]. Social media include characteristics, types, and general advantages of social media. Preparing content involves content limitation and superiority of respective social media channels, image, and video. Social media also include the procedure of producing advertisement and short movie video content, distributing content, making Facebook, Instagram, and YouTube accounts, optimizing keywords, hash tag and information, and evaluating the social media activation [9].

Facebook is a favorite social network platform. Many people use Facebook because it functions as social network site or social media, containing marketplace, job vacancy, group/community, page, and game. In addition to being social network, Facebook also provides business with entertainment. Generally, MSME actors have posted profile with photograph. In this activity, they get training on how to add contact and information, to join community to establish connection, to promote and to sell product appropriately, and to integrate Facebook into WhatsApp and Instagram [10]. The weaknesses of Facebook are related to, among others, its misuse to disseminate fake information and hoax so that the actors of MSMEs are recommended to filter information to avoid receiving fake information that may cause noise, discord, and social conflict. Facebook uses all user data collected for business and security purposes, to improve the target of Facebook advertisement by finding out what the users like. Information collected can be image and video shared, location, user message, and even how long the people watch the content. The users can see all information in Facebook privacy page [11].

This activity shows the increasing use of digital technology by team management, the efficient online communication, online idea management, and sustainable technology advance through WhatsApp that provides message exchange service and simple, safe, and reliable call available in various devices.

3.2 Tourist Object and Attraction Promotion

The Culture and Tourism Service Office of Surakarta City realize that technology digitization affects tourist object management. Marketing communication strategy should be developed more optimally to make tourist object known and visited by more tourists. The social media platforms used by tourism-based MSMEs in Surakarta to promote their product in internet are Instagram and YouTube. Several members have made YouTube and Instagram accounts and promote their MSME products. Online advertisement is the type of interactive marketing that uses digital media to disseminate information message related to new tourist destination that has not been known widely. Instagram and YouTube are promotion media working by giving testimony about certain tourist destination. Social media use can introduce tourist destination, but can uncertainly increase the number of visitor. The attempt of disseminating tourism-related information can be seen for free as its function is set on public mode, making it accessible to everyone [12].

The actors of tourism MSME state that *hashtag* and detailed information are still used inadequately in caption column in the tour package product offering so that the tour packages offered are difficult to find through *search* feature in Instagram. Therefore, they should use relevant hashtag most widely used by Instagram users. YouTube also becomes an option to disseminate tourism information that contains various contents the potential tourist can choose from. Through YouTube channel, several tourist destination locations can be viewed. Innovative measures begin to be taken leading to innovation through YouTube media. Participants use handphone camera as a means of taking picture or producing film to be promotion material. A number of photographs and videos resulting are then shared in social media such as Instagram, Facebook, YouTube, and YouTube Shorts.

The facilitation program implemented is consultation as a problem solving attempt needed by MSMEs. Learning is a process of transferring knowledge and value system the actor facilitator in intentional process. Counseling is conducted by helping explore problem and potency owned, providing alternative solutions and encouraging the MSME actors to make decision based on responsible consideration of their acts. MSME actors understand better how to such sites as Facebook, Instagram, and Youtube in promoting tourist destination to the public. The improvement of human resource's ability is expected in managing and helping develop tourist attractions through using various social media platforms. To use social media appropriately, facilitation is required, moreover during Covid-19 pandemic that harms economy, including tourism. To use social media maximally as the tourism promotion platform, a number of strategies have been taken, including producing content consistently, communicating actively with followers, and collecting visitors' testimony [5].

The tourist destination-related contents are discussed one by one routinely to review the beauty of tourist objects. It provides some valuable information to the potential tourists. This in fact helps build the visitors' trust in tourist destination location [13]. Many attempts have been taken and facilitation has been given to involve the followers in social media, including producing content covering activities such as quiz or question generating curiosity. This connection is intended to grow the sense of intimacy between business actors and customers. The story about tourist visits is collected and then reposted by adding some captions to make the content more interesting. Customer testimony can grow trust among other potential visitors and make them curious and interested in visiting the tourist destination. The testimony posted in social media can also be the form of appreciation to the tourists having visited [14].

4. CONCLUSIONS

The actors of tourism MSME in Surakarta can find, value, prepare, and deliver information using information and digital technology or digital literacy. It creates society order with critical-creative mindset and perspective that cannot be the victim of hoax easily.

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