

Social Media Literacy of Tourism Village Activists in Wanurejo, Borobudur: Does Age Matter?

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ABSTRACT

Borobudur Temple is one of the five Indonesian super-priority destinations targeted to be the “New Bali.” Wanurejo tourist village is one of the areas affected by this and is considered a buffer zone to develop. Therefore, skilled human resources are required in the use of digital technology, especially social media, to be able to promote tourism destinations extensively and to increase tourism visits. This study compared and analyzed Wanurejo tourism village activists’ social media literacy levels based on socioeconomic circumstances, particularly age. In order to acquire the data, a questionnaire was used as a data collection instrument. The 87 respondents who were Wanurejo tourism village activists make up the sample for this study. Data analyses were performed using descriptive and differences analysis. The findings demonstrated that the most popular social media platforms for communication, promotion, and information retrieval were WhatsApp, Instagram, and Facebook.

Additionally, Wanurejo tourism village activists had moderate social media literacy (71.58), characterized mainly by technical mastery. Based on the characteristics of the respondents, younger tourism village activists had a better level of social media literacy than older ones. According to the latest education, a higher education level was associated with greater social media literacy. As for the aspect of gender, income, and work experience, there were no notable differences in social media literacy. Therefore, strengthening social media literacy to support tourism promotion needs to be focused on millennials and highly educated tourism village activists.

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INTRODUCTION

Tourism is one of the industries most impacted by the Covid-19 outbreak (Abbas et al., 2021; Pradana & Mahendra, 2021). The impact on Indonesian tourism can be observed in the drop in foreign number visitors, which fell from 14.9 million in 2019 to 4.05 million in 2020, a decrease of 72.81%. Even by the end of 2021, only 1.56 million foreign tourists visited Indonesia (BPS, 2022b). Similar trends were seen in domestic tourism, where 722.16 million people traveled in 2019, while only 518.59 million people did so in 2020, a decrease of 28.19% (BPS, 2022a). Therefore, through the Ministry of Tourism and Creative Economy, the Government of Indonesia continues to make recovery efforts by establishing five super-priority destinations. Those are Borobudur (Central Java), Likupang (North Sulawesi), Mandalika (West Nusa Tenggara), Lake Toba (North Sumatra), and Labuan Bajo (East Nusa Tenggara). Infrastructure development, a creative economy, and human resources support it. Interestingly, storynomics tourism is a novel way to introduce tourism (Kemenparekraf RI, 2021). This idea employs narrative, creative content, and living culture to introduce a destination (Kartika & Riana, 2020).

One of the top priorities, Borobudur Temple, continues to be developed, particularly in terms of infrastructure. Even the ten buffer zones in the district of Borobudur did not go unnoticed. One of them is Wanurejo Tourism Village,

the gateway to Borobudur Temple, which the Governor of Central Java previously designated as an independent village. Due to its village's culture, which is still very rich in ancestral legacy and has many home industries that produce a variety of crafts ranging from statues to trinkets, it is also known as the 'Cultural and Craft Tourism Village' (Pratiwi, 2017). However, this development effort faced several challenges. Those are internal and external challenges, including government policies, uneven engagement, and a lack of fundamental foreign language skills, tourism expertise, and technological proficiency (Simangunsong & Soesanti, 2018; Ismail et al., 2022).

The ability of human resources to understand technology is therefore crucial to maximizing the capacity of Wanurejo tourist village, especially in using social media. Professional HR is anticipated to thoroughly comprehend contemporary technology to distinguish the organization externally and advance social relations (Amechi & Long, 2015; Ulrich et al., 2012). Moreover, various recent social media platforms, such as Facebook, Instagram, WhatsApp, YouTube, and others, permeate practically every aspect of life and provide many advantages for their users (Eshet-Alkalai, 2012). This phenomenon changes the old communication pattern and switches to digital (Astari, 2021; Putra, 2017; Salim et al., 2022). Social media is also a powerful tool for introducing goods and promoting travel destinations (Jayasinghe & Madushanka, 2021; Királová & Pavlíček, 2015; Monica & Darma, 2022; Pino et al., 2019; Santi & Fadjar, 2020). Additionally, social media is an effective tool to influence travel decisions (Daud et al., 2021; Dwityas & Briandana, 2017; Gaffar et al., 2022). Therefore, a preliminary investigation is required to determine the understanding and competency of the Wanurejo tourism village activists regarding social media. It is accomplished by assessing social media literacy.

Social media literacy skills are essential in tourism to support digital promotion and public relations 4.0. The European Commission offers a straightforward definition of media literacy that includes two key components, (a) individual competence, which is defined as technical use, critical understanding, and social skills, and (b) environmental factor. These are media availability, education, policies, and other stakeholder roles (Celot & Pérez Tornero, 2009). From a different perspective, media literacy is the capacity to comprehend, analyze, access, and produce mass communication messages. It is a type of empowerment that enables people to use media in an informed, healthy, and secure manner (Purwaningtyas, 2018).

To our knowledge, only a few studies are related to this field. In tourism, the digital media literacy of the community around Lake Toba is at a moderate level (Pratama et al., 2021; Safitra et al., 2022). The difference with this study is in the instruments and research methods. However, studies on social media literacy have been conducted in various contexts. Social media literacy was found to be moderate in studies on millennials in higher education and high school (Briandana & Dwityas, 2019; Kurniawati & Baroroh, 2016) and to be at a high level in studies on local government public relations staff (Putra, 2017). In addition, the media literacy of millennials is still at a functional level for consumption. It has yet to advance to a point where it is crucial for handling and producing media content.

Furthermore, utilizing Instagram has been shown as a tool to improve media literacy (Kurnia et al., 2018). According to socioeconomic characteristics (age, gender, education, and income), there are differences in social media literacy for adults in Singapore (Tandoc et al., 2021). As such, this study aims to determine the level of social media literacy of Wanurejo tourism village activists and identify differences in literacy levels based on socioeconomic characteristics, such as age, gender, education, income, and work experience. The results of this study are significant as an initial study in determining digital promotion policies for tourism in Indonesia.

METHOD

This research uses a descriptive quantitative approach. The type of data used in this study is primary data. Primary data sources were obtained by distributing questionnaires offline and online. Questionnaires given to respondents have closed questions with statements that provide several answers as choices. The social media literacy questionnaire adopted from the research of Tandoc et al. (2021) was measured using four indicators that have been proven valid and reliable. First, technical competence; refers to knowing how to navigate social media affordances, such as knowing how to create or delete an account, how add friends, and post information. Second, privacy and algorithmic awareness; refers to the need for privacy protection and the issue of identity theft. Third, social relationship; refers to managing relationships that were prominent in the discussion. Fourth, informational awareness refers to distinguishing between truthful and false accounts on social media and the benefits of social media regarding information.

The population in this study were all tourism village activists at Wanurejo. Simple random sampling was used to determine the sample. It obtained 87 tourism village activists spread over nine hamlets. The questionnaire results were analyzed using descriptive quantitative analysis to measure the social media literacy level of the activists in Wanurejo tourism village. The range of index literacy values is between 0 to 100. It was classified into three categories; low is in the range 0 - <60, medium or moderate is 60 - <80, and >80 is classified as high literacy (Mendari & Soejono, 2019). In the next stage, a comparative analysis was conducted to analyze the differences in social media literacy based on gender, age, education, income, and work experience. Data analyses were performed using the independent t-test technique for gender comparison and one-way ANOVA for other characteristic analyses.

RESULTS AND DISCUSSION

A. Sample Characteristics

The sample of this research was Wanurejo tourism village activists, with 87 respondents in total. Respondents were classified by gender, age, last education, average monthly income, and work experience.

Table 1. Sample Characteristics

Description		N	%
Gender	Male	45	51.7
	Female	42	48.3
Age	<23 years	9	10.3
	24-30 years	17	19.5
	30-36 years	22	25.3
	37-43 years	12	13.8
	>43 years	27	31
Level of Education	Elementary School	9	10.3
	Junior High School	14	16.1
	Senior High School	45	51.7
	College	19	21.9
Income	Under IDR 1,500,000	39	44.8
	IDR 1,500,000 – 3,000,000	34	39.1
	IDR 3,000,000 – 4,500,000	8	9.2
	Above IDR 4,500,000	6	6.9
Work Experience	Under 1 year	9	10.3
	1 – 5 years	42	48.3
	6 – 10 years	28	32.2
	Over 10 years	8	9.2
Social media ownership	Do not have social media	3	3.4
	1 social media	5	5.7
	2 social media	26	29.9
	3 social media	25	28.7
	4 social media	15	17.2
	5 social media	7	8.0
	6 social media	3	3.4
	7 social media	2	2.3
8 social media	1	1.1	

Source: Processed Data (2022)

Based on Table 1, the majority of Wanurejo tourism village activists involved in this study are male (51.7%), the average age is over 43 years (31.0%), with an average education is senior high school (51.7%), the average income is below IDR 1,500,000 (44.8%). It has been a tourism activist for 1-5 years (48.3%). Thus, Wanurejo tourism village activists have taken the formal mandatory education level, are middle-aged, and are approaching the pre-retirement age. In addition, the average monthly income of tourism village activists is still below the regional minimum wage (UMR). However, it has sufficient work experience to provide services to tourists and utilize social media as a tool for digital promotion and public relations.

Moreover, most tourism activists have used two or more social media. However, it was also found that three people (3.4%) did not have social media. It was because they did not have a smartphone.

Fig. 1 displays data on the types of social media most often used by activists of Wanurejo tourism village. WhatsApp became the most popular social media used by 83 tourism activists (98.8%). It is because WhatsApp is an effective and easy interpersonal communication medium (Ali & Kootbodien, 2017). Furthermore, tourism village activists also used Facebook (63 people), Instagram (60 people), TikTok (21 people), Twitter (15 people), YouTube (14 people), Line (4 people), Telegram (3 people), Pinterest (1 person), and LinkedIn (1 person). In line with the information in Table 1, the majority of tourism activists use several social media in their daily lives. Besides WhatsApp, social activists generally use Facebook, Instagram, or both as supporting social media.

Fig. 2 shows social media functions for Wanurejo tourism village activists. 71.4% of them use social media as a medium of communication. It is understandable because WhatsApp is the most used social media. In addition, social

media was also used to promote managed tourism objects (60 people) and search for information (58 people) for personal, family and business interests. Furthermore, tourism village activists also used social media for entertainment (28 people), online shopping (11 people), and learning (4 people).

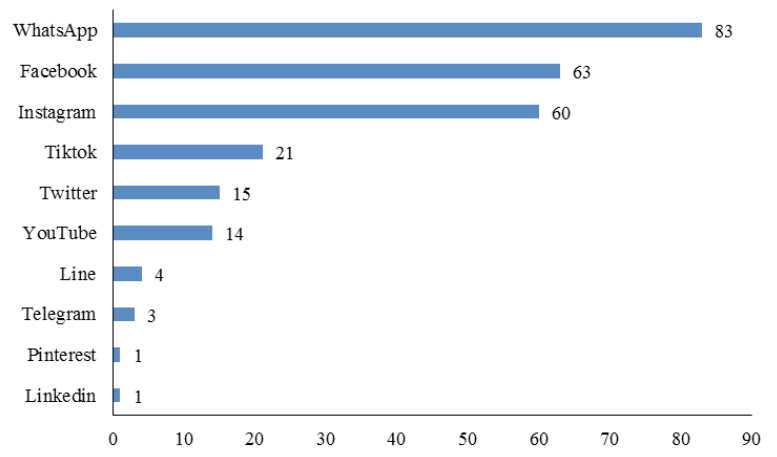
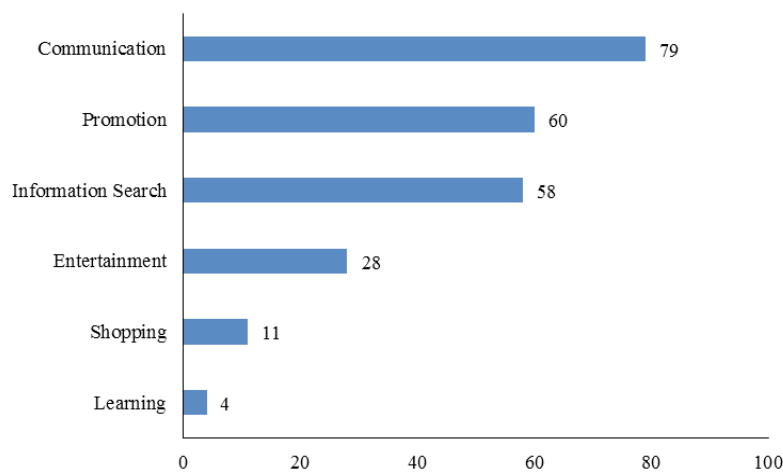


Fig 1. The most frequently used social media by Wanurejo tourism village activists
Source: Processed Data (2022)



The use of social media for Wanurejo tourism village activists
Source: Processed Data (2022)

B. Social Media Literacy Measurement

Social media literacy in this study was measured by 4 (four) indicators based on technical competence, privacy, algorithmic awareness, social relationships, and informational awareness (Tandoc et al., 2021), consisting of 18 statement items. Table 2 explains that the social media literacy score for Wanurejo tourism village activists is 71.58, which is included in the moderate literacy category. With sufficient understanding, Wanurejo village tourism activists should be able to use popular social media to promote tourism objects in Wanurejo Village to a broad audience. It is as several studies have revealed that social media can become a medium for introducing tourist attractions and maintaining a competitive level (Jayasinghe & Madushanka, 2021; Királ'ová & Pavlíček, 2015; Santi & Fadjar, 2020). In a different context, these findings support the digital literacy survey results that the Indonesian people's digital literacy is at the moderate literacy level (Kominfo RI & Center, 2020). In addition, this study also supports the findings of Kurniawati and Baroroh (2016) and Briandana and Dwityas (2019). As for the indicators of its formation, Wanurejo tourism village activists have the best understanding of technical competence aspects (74.08) even though they are still in the 'moderate' category. Thus, the ability and understanding of tourism village activists in social media are more dominant in creating accounts, posting, and deleting content. It is followed by informational awareness (72.64), social relationships (71.19), and privacy and algorithmic awareness (68.41) aspects. All are included in the moderate literacy level.

More specifically, two items include high literacy, namely items no 12 and 16. The highest score on the statement '*I know how to find information on social media*' is 81.15, followed by the statement '*I know the boundaries between*

funny posts and offending posts of 80.23. These two good understandings are the strengths of tourism village activists in their efforts to promote managed tourism objects. Moreover, this strength is an essential aspect of tourism development in Wanurejo Village as a buffer for the Borobudur KSPN.

In addition, one statement item is classified as a low literacy level. It is related to the privacy on the item *'I know how to protect my account from hackers'* of 59.08. The results of this analysis indicate that education related to the protection of social media accounts needs attention from tourism activists knowing that social media uses open-source software that is easily hacked (Naslund & Aschbrenner, 2019). The other items, divided into four indicators, are moderate literacy.

Table 2. Social Media Literacy Score

No.	Indicator	Item statement	Indicator score	Item Score
1	Technical competence	I know how to create an account on social media	74.08 (moderate)	73.33 (moderate)
2		I know how to post content, such as photos, on my social media accounts		77.93 (moderate)
3		I know how to delete unwanted content on my social media accounts		74.48 (moderate)
4		I ask others for help when I use social media		70.57 (moderate)
5	Privacy and algorithmic awareness	I know how to control the posts I see on social media	68.41 (moderate)	72.18 (moderate)
6		Social media sites like Facebook control what I see on other social media		67.82 (moderate)
7		I know how to control who can see what I post		72.64 (moderate)
8		I know how to protect my account from hackers		59.08 (low)
9		I know how to block unwanted information from being sent to my account		70.34 (moderate)
10	Social relationships	I know the copyright laws governing social media platforms	71.19 (moderate)	60.00 (moderate)
11		My post can be misinterpreted by others		72.41 (moderate)
12		I know the line between funny posts and offensive posts		80.23 (High)
13		I know the difference between social media platforms like Instagram and Facebook		72.18 (moderate)
14		I know the proper way to deal with conflicts that may arise from comments on social media		70.34 (moderate)
15		Informational awareness	Not all the information I read on social media is true	72.64 (moderate)
16	I know how to find information on social media			81.15 (High)
17	I know how to use multiple sources to verify the information I see on social media			66.90 (moderate)
18	I can explain whether a piece of information on social media is true or false			71.03 (moderate)
Social Media Literacy Score			71.58	Moderate

Source: Processed Data (2022)

C. Comparison of Social Media Literacy for Wanurejo Tourism Village Activists

Further analysis was carried out using different analyses to review the differences in literacy levels based on the socioeconomic characteristics of the respondents. Therefore, the comparative analysis of social media literacy levels is reviewed from several aspects. Those are gender, age, education, income, and work experience. The analysis begins with a normality test using the Kolmogorov-Smirnov technique. Based on gender, the normality test results obtained the value of sig. < 0.05, so the data were not normally distributed, and the analysis was carried out using the Mann-Whitney U Test technique. As for age, education, income, and work experience, the normality test results obtained the value of sig. > 0.05, so the data were normally distributed, and the analysis was carried out using the One-Way ANOVA technique. A summary

of the different analyses is presented in Table 3.

Table 3. Difference analysis results

Variable	Mann-Whitney U Test		One Way Anova		Conclusion
	Z	Sig.	F	Sig.	
Social Media Literacy*Age			6.690	0.000	Significantly different
Social Media Literacy*Gender	-0.722	0.470			Not significantly different
Social Media Literacy*Education			5.322	0.002	Significantly different
Social Media Literacy*Income			2.120	0.104	Not significantly different
Social Media Literacy*Work Experience			0.260	0.854	Not significantly different

Source: Processed Data (2022)

The comparison of the level of social media literacy based on age resulted in a sig value of 0.000 (<0.05). These results indicate that there are differences in the level of social media literacy based on the age level of the tourism village activists. Furthermore, based on the Post Hoc test using the Games-Howell technique in Table 4, it is known that significant differences in the level of social media literacy occur between ages <23 years and >43 years, 24-30 years with >43 years, and 30-36 years with > 43 years (sig. < 0.05). The results of the mean difference show that the social media literacy of Wanurejo tourism village activists aged >43 years is lower than the age group below, namely <23 years, 24-30 years, and 30-36 years. The highest comparison is with the age group of 24-30 years (10. 57534). Based on this analysis, it can be concluded that the older the tourism village activists are, the lower their social media literacy. This result is supported by the Statista survey in 2021, which revealed that most social media users are in the 25-34 year age group, followed by the 18-24 year age group. (Statista, 2021). However, teenagers are only vulnerable to social media addiction if they get a proper education. It is because teenagers potentially misuse social media. (Aprilia et al., 2020). This finding is in line with the research results by Tandoc et al., (2021), who revealed that age harmed social media literacy.

Table 4. Post Hoc Test by Games-Howell for Age Difference Analysis

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.
<23 years	24-30 years	-0.53719	1.63509	0.997
	30-36 years	1.30677	1.93138	0.959
	37-43 years	7.75722	3.63426	0.258
	>43 years	10.03815*	2.46343	0.002
24-30 years	<23 years	0.53719	1.63509	0.997
	30-36 years	1.84396	1.56394	0.763
	37-43 years	8.29441	3.45305	0.178
	>43 years	10.57534*	2.18727	0.000
30-36 years	<23 years	-1.30677	1.93138	0.959
	24-30 years	-1.84396	1.56394	0.763
	37-43 years	6.45045	3.60281	0.415
	>43 years	8.73138*	2.41678	0.007
37-43 years	<23 years	-7.75722	3.63426	0.258
	24-30 years	-8.29441	3.45305	0.178
	30-36 years	-6.45045	3.60281	0.415
	>43 years	2.28093	3.91388	0.976
>43 years	<23 years	-10.03815*	2.46343	0.002
	24-30 years	-10.57534*	2.18727	0.000
	30-36 years	-8.73138*	2.41678	0.007
	37-43 years	-2.28093	3.91388	0.976

Source: Processed Data (2022)

Moreover, a comparison of the social media literacy level based on gender resulted in a sig value of 0.470 (>0.05). These results indicate no difference in the level of social media literacy between male and female tourism village activists. Then the comparison of the social media literacy level based on education resulted in a sig value of 0.002 (>0.05). These results indicate that there is a significant difference in the level of social media literacy based on the last education level. This difference appears in tourism activists with high school education in elementary and junior high schools, where those in high school education have higher literacy than those in lower education levels. Meanwhile, the literacy of tourism village activists with a last university education was not significantly different from the lower education level.

Furthermore, a comparative analysis of the social media literacy level based on income level resulted in a sig value of 0.104 (>0.05). These results indicate no difference in the level of social media literacy based on the average monthly income. Finally, a comparison of the level of social media literacy based on work experience resulted in a sig value of 0.854 (>0.05). These results indicate no difference in the level of social media literacy based on work experience.

CONCLUSION

The analysis results found that the social media literacy of Wanurejo tourism village activists was at the moderate literacy level, with a score of 71.58. Among the four indicators of social media literacy, the best understanding is technical competence, while the lowest is privacy. From the characteristics of the respondents, it can be concluded that the young tourism village activists had a higher literacy rate than the older ones. Furthermore, based on the latest education, those with the latest high school education had better social media literacy than those with lower education levels. As for the aspects of gender, income, and work experience, it was found that there was no significant difference. As such, there should be a development of human resources in a structured manner, especially for millennials, to keep up with the dynamics of a very fast-changing era that requires mastery of technology. Well-identified human resource competencies related to understanding social media users are expected to contribute to determining the best strategy for tourism promotion through digital marketing. Good social media literacy can be helpful not only in introducing tourist attractions but also increase the interest of potential tourists to visit. Also, in the end, it will impact increasing income. Furthermore, it is recommended that further researchers conduct a more in-depth analysis of the factors that affect the social media literacy of tourism village activists. So that educational efforts to improve the social media literacy of tourism village activists can be well-planned and on target.

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