

# Developing Tangkahan Tourism Village in Indonesia by Strengthening Social Media Literacy for SME

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**Abstract:** - This study aims to develop Tangkahan tourism village in Indonesia by strengthening social media literacy for SMEs. To achieve the study's objectives, this type of research is descriptive with a survey method approach. The criteria for respondents in this research are community owners of SMEs in tourism groups, village-owned enterprises (BUMDes), small business owners, and workers at tourist locations. The total population in this study was 637, so the sample taken was 150 respondents using the method proposed by Sekaran. Data was collected using a questionnaire. To improve research results, a qualitative approach was also used, namely interviews with SME groups to gain insight into appropriate strategies to strengthen village welfare through digital social media literacy awareness. The results indicated small and medium business actors need help in using social media to promote their businesses and village tourism. This difficulty is in line with previous findings by researchers that most need help creating interesting narratives, content, and animations on social media. As a result, Tangkahan tourism has not been maximally exposed. With the increasingly widespread use of social media by SMEs regularly, the number of tourist visits is expected to increase gradually. In addition, the aggressive strategy emphasizes active communication by building strategic partnerships with related travel companies, educational institutions, and non-governmental organizations, which can help expand the reach of tourist villages. This alternative strategy aims to maximize the potential of social media literacy and utilize social media platforms effectively to develop tourism and grow SMEs. These alternative strategies aim to maximize the potential of social media literacy and effectively utilize social media platforms to develop tourism and grow SMEs.

**Key-Words:** - Digital, Literacy, Media Social, Village, Tourism, Development, SME.

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## 1 Introduction

The progress of the tourism sector plays a significant role in contributing to the country and the welfare of society, [1]. One of the strategies of the Indonesian government to enhance tourism potential is the development of tourism villages. Tourism

villages integrate tourism elements such as cultural attractions, accommodations, and supporting facilities presented within the community's life structure, [2]. Tourism villages are an attraction for the tourism sector in Indonesia due to their diverse local culture, [3]. One of the issues Indonesian

tourism villages face is the need for more exposure and proper management, resulting in the underutilization of tourism potential in various regions to attract domestic and international tourists, [4]. Langkat Regency has ecotourism in the Batang Serangan District, known as Tangkahan tourism. This area is a natural habitat for various types of wildlife, such as Sumatran orangutans, siamangs, deer, long-tailed monkeys, and gibbons. Most of the area consists of tropical rainforests and protected elephant habitats within the Gunung Leuser National Park. The Langkat Regency government has been developing village tourism to support the Tangkahan tourism area, where three villages in the region have been designated as tourism villages by the North Sumatra Provincial Government. These villages are Sei Musam Village, Namo Sialang Village, and Sei Serdang Village, [4]. Each village has its own unique characteristics. It starts with Namo Sialang Village, the location of the elephant habitat; Sei Serdang Village with its Batang Serangan river ecotourism; and Sei Musam Village, a center for the broomstick industry and woven bracelet souvenirs. Despite Tangkahan ecotourism being one of the tourist destinations in North Sumatra since 2004, the villages in the area still suffer from poverty. According to data from the Central Bureau of Statistics (BPS), 11.5% of the population in that area falls into the underprivileged category, [5].

The lack of digital literacy among the Tangkahan community has contributed to the limited use of digital technology to promote Tangkahan tourism in the public space. However, communication utilizing information technology plays a crucial role in providing general information about the location of tourist attractions, [6]. This situation is ironic considering that Indonesia has entered the fourth industrial revolution era, where every aspect of life undergoes digital transformation, [7]. The ability of individuals to use various digital platforms to access, evaluate, and generate information is the concept of digital literacy, [8]. Digital literacy refers to an individual's proficiency in managing various information using the technology available at that time, [7]. Information needs influence the intensity of digital media use as a form of literacy, [9].

Competence in digital literacy is crucial with the increasing openness of information that needs to be verified for its accuracy and relevance to be processed according to specific needs. Therefore, user experience in digital media is essential, [8]. Indonesian society is an active information technology user, with many users globally, [9]. The phenomenon can be seen in the release of

documents by the Association of Indonesian Internet Service Providers, stating that from 2021 to 2022, the internet user penetration in Indonesia reached 77.02% of the population of 270 million, [10].

There is a need for a strategic model that strengthens digital literacy and communication skills among SMEs in the Tangkahan tourism area. By improving digital skills, SMEs can participate in promoting Tangkahan products and tourism, thereby increasing tourist visits and improving the well-being of the surrounding community. Research suggested that the community-based tourism approach implemented in tourism villages effectively increased community income, [11]. Strengthening tourism villages involving local wisdom increases community participation, [10], and the economic condition of the residents improves both as SMES entrepreneurs and as workers, [12]. Demonstrates that tourism visiting numbers have proven to contribute positively to the local economy. The novelty of this research lies in the utilization of strengthening social media literacy and communication among SMEs in tourism villages to develop tourism, with the hope of enhancing exposure to the natural beauty of Tangkahan tourism, [13].

## 2 Literature Review

### 2.1 Tourism Village

Tourist villages are a regional development concept that integrates attractions, accommodations, and supporting facilities to transform villages into tourist destinations. Proper management of all tourist attractions is expected to empower the village community itself, and tourist villages serve as a direct forum for the community to be aware of the potential.

The concept of establishing tourist villages aims to transform villages into tourist destinations by integrating natural and cultural tourist attractions, public tourism facility services, and suitable accessibility with village community processes and customs. Building a tourism village requires three components: 1. Possessing tourism potential 2. Community enthusiasm and readiness for the development of local tourism attractions 3. The tourism city concept is unique. The establishment of tourist villages is expected to boost the community's added value and productivity. Furthermore, tourist villages can be an endeavor to protect and preserve the environment, resources, and culture as a type of local knowledge legacy of the village community.

## 2.2 Media Social Literacy

As technology and information have advanced, digital literacy has become an increasingly important skill. The majority of Indonesians are active information technology users, as are many others around the world. According to a paper provided by the Indonesian Internet Service Providers Association and shown in Figure 1 (Appendix), from 2019 to 2020, internet users in Indonesia reached 73.7% of the population, or 196.71 million individuals, out of a total population of 266.91 million people. Digital literacy includes how SMEs use e-commerce, [14].

Advances in information technology present new hurdles for entrepreneurs while also giving a platform for social recognition and income, [15]. Social media as software-based digital technology in applications and websites that creates a digital ecosystem in which users can transmit and receive digital information. Social media is rapidly growing and influencing digital culture, including modes of communication and expression. Social media is classified into six broad categories depending on their applications and purposes, [16]:

1. **Social media are communication tools** such as blogs, X, LinkedIn, Facebook, and others.
2. **Social media are collaboration tools** such as Wikipedia, where the platform allows multiple people to update information and provides space for other users to update and view the online encyclopedia.
3. **Social media as Q&A platforms** such as Quora and Yahoo Answers are examples of sites specializing in allowing open questions to be asked and answered by other users in the community.
4. **Social media are used as monitoring tools** like Attensity360 and Sysomos Heartbeat, and social media analytics tools like Sysomos MAP.
5. **Social media for entertainment.** The entertainment and gaming industries are mutually beneficial, with many game developers relying on social media to acquire, retain, and monetize their players.
6. **Social media for sharing media or multimedia,** focusing on photography, music, and video sharing, for example, Flickr; Instagram, video-sharing sites including YouTube, Vimeo, and Zideo; MySpace Music and The Hype Machine; and finally, sharing presentations with SlideShare and Scribd. Cant's classification of social media use and functions may be subject to modification in light of the rapidly evolving technology landscape. Facebook, for example, was once categorized as

a communication-focused social media platform, but it has since expanded beyond that, [17]. Videos, pictures, and other multimedia-sharing features are now supported by Facebook. Similar to this, Instagram, which began as a social network that only allowed users to share photos and images, now has tools that let users share one-minute movies and reels that let users upload lengthier videos, [18].

## 3 Methods

Descriptive qualitative research was used in this study. Sei Musam Village, Sei Serdang Village, and Namo Sialang Village are the three Tangkahan tourism villages. The goal of this research is to improve the community's well-being by enhancing social media literacy for SMEs. The research participants included small business owners and community members who engaged in the development of the tourism villages, including village-owned enterprises (BUMDes), community-based tourism groups, and individual small business owners in Tangkahan who were not affiliated with any official business organization. They also included employees from the three villages who work at the tourist attractions.

A number of factors are taken into consideration when this study uses a cluster-stratified sampling technique, which combines cluster sampling and stratified random sampling. These factors include: a) a homogeneous population, b) a large population size, which is the community in the three Tangkahan tourism villages, and c) the population is dispersed over a large geographic area, [19].

Cluster stratified sampling involves the following steps: a) Cluster sampling: Three villages in Langkat Regency that have been classified as tourism villages are the focus of this study out of the eight villages in the Tangkahan tourism region. The villages of Namo Sialang, Sei Musam, and Sei Serdang have been chosen as the cluster population for this study. (b). Using stratified sampling: Community members who directly contribute to the development of the tourism villages are the criteria used to choose respondents for this study. These include SMEs owners who belong to community-based tourism groups, village-owned enterprises (BUMDes), individual small business owners in Tangkahan who are not affiliated with any official business group, and employees from the three villages who work at the tourist attractions.

The Central Bureau of Statistics data, which was published in "Batang Serangan dalam Angka 2019,"

indicates that the three settlements have the following populations, [20].

Table 1. The population of Three Tangkahan Tourism Villages

| Village      | Population |
|--------------|------------|
| Sei Musam    | 5.191      |
| Namo Sialang | 4732       |
| Sei Serdang  | 3614       |
| Total        | 13.637     |

The number of residents who can master technology can influence the development of tourist villages. Table 1 shows the population in this study, which was 13,637 respondents. The study's sample size is 150 respondents in total, with 50 respondents from each village, provided that the respondents are actively engaged in village tourism-related activities. According to Sekaran's recommendation, the sample size should be more significant than thirty and more minor than five hundred, and this amount is thought to be adequate to represent the total population. The methods used to gather data for this study include a) observation, which is essential to comprehending the issues or phenomena of the thing being seen. Observing the problems with Tangkahan tourism village development that impede the advancement of community welfare is how this activity is carried out. b) SMESS groups interested in the development of Tangkahan tourism village are interviewed in-depth in order to obtain information about suitable tactics to improve village welfare by raising awareness of digital social media literacy and c) surveys.

SWOT analysis is used in this study to identify the best way to build a tourism village by enhancing SME digital social media literacy. Businesses use SWOT analysis, a strategic planning method, to determine their opportunities, threats, weaknesses, and strengths, [21]. The main tool to help business practitioners create models is the Strengths-Weaknesses-Opportunities-Threats (SWOT) matrix, which can be used to develop strategies for enhancing social media literacy for Micro, Small, and Medium Enterprises (SMEs) in the development of Tangkahan Tourism Village, Indonesia, [22].

## 4 Results and Discussion

### 4.1 Description of the Tangkahan Tourism Village Area

One of the North Sumatra Province's regional tourist spots is Tangkahan Village, which is situated in Langkat Regency. The number of tourists visiting

Langkat Regency fluctuated between 2021 and 2023, encompassing both domestic and foreign visitors. In comparison to 2022, Langkat Regency saw a 69.90% rise in tourists in 2023.

Table 2. The Number of Tourists Visiting Langkat Regency, [16]

| Description | 2021   | 2022   | 2023    |
|-------------|--------|--------|---------|
| Domestic    | 35.658 | 70.070 | 107.514 |
| Abroad      | -      | 6.444  | 22.486  |
| Amount      | 35.658 | 76.514 | 130.000 |

Based on Table 2 shows that the number of visits has grown dramatically during the past year. This is definitely a result of the interest that both local and international people have in Langkat Regency's natural resources, such as Tangkahan Village, which offers breathtaking scenery and amusing tame animal attractions.

The results of this study also show that 60.5% of the respondents were men, according to the data collection results. The age group of 31 to 40 years old accounted for 39.5% of the total responses, while the age group of 41 to 50 years old accounted for 26.5%. Given that most responders are in the elderly age range, it is predicted that they will give insightful answers based on their personal experiences. as shown in Table 3.

Table 3. Respondents Profile

|                 | Amount | Percentage |
|-----------------|--------|------------|
| <b>Sex:</b>     |        |            |
| Male            | 98     | 67%        |
| Female          | 48     | 33%        |
| <b>Age :</b>    |        |            |
| < 20 years      | 4      | 2,9%       |
| 21 s/d 26 years | 18     | 12,3%      |
| 27 s/d 32 years | 36     | 24,6 %     |
| 33 s/d 38 years | 38     | 26 %       |
| 39 s/d 44 years | 25     | 17,1%      |
| 45 s/d 49 years | 6      | 4,1 %      |
| > 50 years      | 19     | 13 %       |

Source: Field Research Data, 2024

The majority of responders (43.5%) had completed high school, with junior high school education coming in second (30.6%). The percentage of responders with a bachelor's degree was just 2%. The high percentage of poverty in the Tangkahan Tourism Village neighborhood is the cause of these phenomena, as it restricts parents' capacity to send their kids to college.

When it came to business categories, the majority of respondents (27.0%) worked in the culinary industry. They worked mostly in the culinary industry, running eateries and selling

regional specialties in the Tangkahan Tourism Village. With 20.4% of all company types, wholesale was the second most prevalent. In the three Tangkahan Tourism Villages, a large number of locals ran wholesale and general stores. Guides and photographers were among the 14.3% of respondents who worked in the tourism industry. The remaining 24.4% of respondents owned a variety of enterprises, including vegetable vendors, gas stations, and motorcycle repair shops, that were not specifically covered in this study.

Table 4. Percentage of Respondents' Familiarity with Social Media

|                                             | Yes   | No    |
|---------------------------------------------|-------|-------|
| SMEs are accustomed to using social media   | 90%   | 10%   |
| SMEs use social media for work              | 57,8% | 42,2% |
| SMEs use social media for product promotion | 66,7% | 33,3% |

Source: Primary Data, 2023

According to data Table 4, 90% of respondents utilize social media on a regular basis, while 10% do not. This is because some MSMEs do not use social media to their full potential because of barriers like a lack of proficiency with digital platforms and information technology. These data findings show that social media has grown ingrained in the community's way of life in the Tangkahan tourism village area.

The results also show that 57.8% of respondents use social media to facilitate their work, indicating that SMESS entrepreneurs in tourism rely on social media for their business activities. However, a significant number (42.2%) still stated that they do not use social media for their business because SME actors want to meet directly with consumers. In addition, it also preserves the cultural values present in Tangkahan Village today, so such thinking, will impact the low utilization of technology as a tool for work.

Additionally, 66.7% of small business owners already use social media to market their goods and services in order to connect with customers directly, promptly, and efficiently. Additionally, SMEs can expand their consumer base and access a larger market from other geographical areas. 33.3% of SMEs said they did not utilize social media to promote their products. Its causes include a lack of information technology expertise and digital platforms that are unable to compete with big companies that offer online services, fraud risk, and a lack of government assistance in comprehending digitalization.

In line, data from the Association of Internet Service Providers in Indonesia shows the national

contribution of internet usage among workers and SME entrepreneurs is 86.90%. The data means that internet utilization for business purposes in Tangkahan, which reaches 57.8% and 66.7%, is still below the national average. Based on these findings, SME entrepreneurs in the Tangkahan tourism area require strategies and models to enhance digital literacy in social media to maximize the effective use of social media for their businesses and promote Tangkahan tourism nationally.

As seen in Table 3, this study also discovered a number of obstacles to adopting social media for business. As the primary barrier to promoting their goods and services, 42.9% of SMESS businesses believe they need to improve their ability to produce interesting content for social media. The following obstacles include the weak network, which deters SMESS businesses from making the most of social media, the restricted signal coverage (22.4%), and the hilly terrain, which makes internet connections erratic in the Tangkahan tourist area. Respondents' inability to produce animations, which are available through smartphone applications, is another limitation. Only 4.1% of those surveyed claimed they were comfortable using social media to promote their companies. It is displayed in Table 5.

Table 5. Constraints of Using Social Media

| Constraints of Using Social Media       | Percentage |
|-----------------------------------------|------------|
| a. Creating engaging narratives         | 10,2       |
| b. Creating content                     | 42,9       |
| c. Creating animations                  | 20,4       |
| d. Signal                               | 22,4       |
| e. No constraints on using social media | 4,1        |
| Social Media Platforms :                |            |
| a. WA                                   | 41,2       |
| b. Facebook                             | 44,2       |
| c. Instagram                            | 13,3       |
| d. Youtube                              | 1,3        |

Source: Primary Data, 2023

According to Table 5, 44.2% of respondents use Facebook for business purposes, followed by WhatsApp (WA) at 41.2%. According to respondents' assessments, Facebook and WhatsApp are easier to use and require less editing than Instagram and YouTube. As a result, responders have begun to promote Tangkahan tourism and companies via WhatsApp and Facebook. The percentage of people utilizing Facebook as a social networking site is 44.2%. Instagram users account for 13.33% of the total, while YouTube users account for 1.3%. Those who use Facebook to promote themselves have the highest percentage of business for SME actors. The rationale is that

Facebook has low costs. SMEs can introduce items at a reasonable cost. Facebook allows you to reach out to customers in a timely and personalized manner. The most significant aspect is that Facebook is simple to utilize to engage with clients. Meanwhile, the lowest percentage of people use YouTube (1.3%). This is due to a lack of knowledge and abilities in information technology and digital platforms, as well as a competitive environment. Not many small and medium-sized enterprises comprehend the Internet. Therefore, support from the government is required.

SWOT analysis was used to design a tourism village development strategy by improving SME social media literacy in Tangkahan's three tourism villages. SWOT analysis uses the External Factor Analysis (EFAS) and Internal Factor Analysis (IFAS) matrices to assess respondents' assessments of their strengths, weaknesses, opportunities, and threats. SWOT analysis is a qualitative research tool for identifying strengths, weaknesses, opportunities, and threats. By recognizing these four criteria, users of SWOT analysis are supposed to manage weaknesses, optimize strengths, capitalize on opportunities, and limit threats. Internal matrix analysis is made up of the overall scores of internal strengths and weaknesses found in the research object, which are the scenarios that SMES players encounter in Tangkahan's three tourism villages, [23].

Table 6 of the IFAS matrix data shows that internal strengths have a score of 1.798, which is more than internal weaknesses (0.708). This finding implies that the three tourism villages in Tangkahan have a strong development position since their strengths can overcome their weaknesses. The bulk of the community in the three villages is a merchant, followed by the locals' pleasant attitude toward newcomers and support for the village apparatus. These three factors share the same score of 0.219.. Because of their occupation, the people in the three villages are willing to become financially independent and have an entrepreneurial spirit. The community's enthusiasm for taking part in tourism development (e.g., developing businesses around the region and joining tourism driver groups) accounts for the low score (0.073) of internal factor strength. This results from a lack of dedication to the village's development and a poor capacity to form networks. Instead of only searching for work, the local community would rather develop job opportunities. The community can create enterprises and boost the town's income with the right tourism village development.

The above IFAS matrix shows that tourism village development finance is the most severe vulnerability, with a score of 0.114. The second Aspect is the difficulties SMESS performers have in using social media creatively, with a score of 0.108. According to the research team's observations, the tourism area's weak infrastructure demonstrates the need for increased investment for growth. For instance, the roads going to the place are dilapidated and potholed, and the internet network must be well-established. Suppose there needs to be more attention given to advancing the village infrastructure. In that case, it is feared that it will continue to hinder the progress of tourism in Tangkahan and make it challenging to achieve prosperity for the communities in the three tourist villages of Tangkahan. Furthermore, an interesting finding by the research team is that SMESS actors need help utilizing social media to promote their businesses and the village's tourism. This difficulty aligns with the previous finding that most need help creating engaging narratives, content, and animations on social media. As a result, Tangkahan's tourism has yet to be maximally exposed. Data about the opportunities and risks/difficulties SMESSs encountered in creating Tangkahan Tourism Village are displayed via external matrix analysis. It can be seen in the Table 7 (Appendix).

Based on Table 7 (Appendix) shows the total score for opportunities (0.1845) is greater than the total score for threats (0.978), according to the EFAS matrix computations. These findings indicate that the current dangers can be handled by the prospects for Tangkahan tourism growth. The existence of elephant conservation in the national forest area—the only one in North Sumatra—surrounded by three communities with distinctive local knowledge is the most important opportunity factor. The community's strong enthusiasm for nature tourism is the next factor (0.375). The combination of high community enthusiasm and elephant conservation in the Tangkahan forest presents the highest opportunity for developing the tourism village.

Furthermore, 76.62% of Sumatra's population uses social media, [24]. Consequently, the big SMESS actors in Tangkahan Might use the number of locals utilizing social media to advertise their companies and Tangkahan tourists.

The Bukit Lawang ecotourism area, which is already well-liked in Langkat Regency and North Sumatra, is the largest threat, per the EFAS matrix. Tangkahan is around 39 kilometers away from the ecotourism hotspot of Bukit Lawang. This area is

more professionally managed and has been a popular tourist destination in Sumatra for a longer period of time. Furthermore, compared to Tangkahan, the Bukit Lawang neighborhood has far better infrastructure and access, including sufficient facilities and strong internet connectivity. Thus, the biggest concern is the competition between Tangkahan and Bukit Lawang tourists.

Internal-external matrix is implemented after analyzing IFAS and EFAS. The total scores calculated for IFAS and EFAS are as follows:

1. Total strength score = 1.798
2. Total weakness score = 0.708
3. Total opportunities score = 1.845
4. Total threats score = 0.978

Based on the above total scores calculation, a SWOT diagram using the following formula:

$$\frac{S-W}{2}; \frac{O-T}{2}$$

$$\frac{1,798-0,708}{2} ; \frac{1,845-0,978}{2} = 0,545;0,433$$

Based on the IFAS and EFAS calculation, the coordinate point of the internal and external matrix is 0.545;0.433, positioned in quadrant I as shown in Figure 1 (Appendix).

The growth of Tangkahan Tourism Village is located in quadrant I, where opportunities and strengths outweigh threats and weaknesses, according to the internal and external matrix calculation. In order to fully develop the tourism village, aggressive methods are required. Strengthening SMES actors' social media literacy is the strategy's main goal in this study, as will be discussed in the following section. According to the results of the IFAS and EFAS matrix, an aggressive approach is the primary tactic needed. This tactic places a strong emphasis on taking the initiative to take advantage of opportunities and deal with problems found by SWOT analysis.

The aggressive strategy, when used in the development of Tangkahan Tourism Village, entails actively pursuing a variety of approaches to present Tangkahan Village tourism in order to establish recognition among both domestic and foreign travelers. The aggressive plan will concentrate on using social media and communication strategies to maximize visibility for the Tangkahan region, as SMES actors in the area have not fully embraced the digital era.

By enabling SMES players to actively use social media platforms like Facebook, Instagram, YouTube, and WhatsApp from their accounts to promote their company items and present

Tangkahan tourism, the aggressive strategy is carried out through already-existing tourism awareness organizations. Personal accounts, groups, and communities that SMES actors follow on their social media platforms are used to regularly post activities, promotions, and other content. This claim is supported by research, which shows that digital media is a very effective and efficient way to increase tourism since it makes it possible for information about travel destinations to circulate quickly and is not constrained by time or geography, [25].

Promoting high social media interaction on SMEs' social media material is one way to conduct an aggressive strategy. Engaging with business-related content on social media can result in active interaction effects that can draw more attention to the content, according to research by [26]. SME actors must understand how important social media participation is to increasing the efficacy of their participation and content production. SME actors should actively like and comment on business information in order to increase social media participation. In order to draw more public attention to their accounts, they are also encouraged to actively share helpful business-related content with their colleagues.

It is anticipated that the number of tourist visits will gradually rise as SME actors constantly use social media extensively. In order to increase the tourism village's reach, the aggressive strategy also places a strong emphasis on active communication through the development of strategic alliances with pertinent travel agencies, academic institutions, and non-governmental organizations. These collaborations may entail joint product development for the tourism industry, capacity building via education and training, and reciprocal marketing through the use of social media accounts to reach a wider audience, [27]. Prioritizing plans according to the sum of the strengths, weaknesses, opportunities, and threats is the next stage. Table 8 displays the strategies in order of priority.

Table 6. Priority Order of SWOT Strategies for Tourism Development through Strengthening Social Media Literacy

| Strategy | Formulation                                             | Score | Priority |
|----------|---------------------------------------------------------|-------|----------|
| SO       | Total <i>Strength</i> + skor total <i>Opportunities</i> | 3,643 | I        |
| WO       | Total <i>Weakness</i> + Skor total <i>Opportunities</i> | 2,255 | III      |
| ST       | Total <i>Strength</i> + Skor total <i>Treaths</i>       | 2,776 | II       |
| WT       | Total <i>Weakness</i> + Skor total <i>Treaths</i>       | 1,686 | IV       |

According to Table 6, which explains the weight and scoring evaluation in the IFAS and EFAS tables, the SO strategy has the highest score (3.643). By improving social media literacy among SME players, the SO strategy aims to maximize current strengths and take advantage of potential. The following are the alternate tactics developed using the SO strategy: Training and Education: Provide training and education to SMES owners and their employees regarding social media literacy. This statement includes a fundamental understanding of various social media platforms, critical content assessment, online security and privacy, social media etiquette, and best practices for effective participation.

1. Cooperation with Local Influencers: Form alliances with regional influencers who have audiences that are pertinent to SMEs. Influencers can promote SMESS on their social media channels to increase its visibility and reach. Through this partnership, SMESS can also get knowledge from influencers' effective social media tactics and practices.
2. Creating Online Communities: Motivate SMESS to participate in online forums that are pertinent to their sector or area of expertise. Discussion boards, discussion groups, and social media community platforms can all be used to make this claim. SMESS can receive assistance and criticism in these forums as well as exchange ideas, expertise, and experiences with other members.
3. Improving Content Quality: Stress how crucial it is for SMEs to have relevant and high-quality content on social media. Educate the target population on how to produce valuable, consistent, and captivating content. Introduce innovative techniques to improve attractiveness and engagement, such as the use of pictures, videos, or other visual content..

These alternate tactics seek to optimize social media literacy's potential and make efficient use of social media platforms to promote travel and expand SMEs.

## 5 Conclusions

Developing the development strategy for Tangkahan Tourism Village requires SMEs to strengthen their digital literacy through social media. The primary tactic centers on the extensive marketing of the

tourism village by means of coordinated social media campaigns by SMEs. Alternative approaches, on the other hand, focus on ways to coach and improve SMESS' social media skills, including training, working with local influencers, creating online communities, and improving the caliber of material. The social media capacity-building initiative is essential for enhancing SMEs' digital literacy, drawing tourists to Tangkahan, and creating a favorable perception of the tourism town.

Therefore, SMEs can expand Tangkahan tourism village by making the most of the digital era. One of the study's weaknesses is that the respondents weren't particularly interested in SMEs in a given industry. It is advised that future academics focus their attention on SMEs that operate in certain industries, such as handicrafts, the culinary industry, and so forth. Another drawback is that more study is required to assess the strategic models that have already been applied to the research objectives in order to formulate strategies. In addition to creating the models, researchers ought to assess how these tactics are applied and how they affect SMEs.

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The authors wrote, reviewed and edited the content as needed and they have not utilised artificial intelligence (AI) tools. The authors take full responsibility for the content of the publication.

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The authors equally contributed in the present research, at all stages from the formulation of the problem to the final findings and solution.

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The authors have no conflicts of interest to declare.

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## APPENDIX

Table 7. IFAS Matrix

| <b>Internal Factors- Strength</b>                                                                                                                             | <b>Total</b> | <b>Weight</b> | <b>Rating</b> | <b>Score</b> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------|---------------|--------------|
| 1. Tangkahan Tourism Village has attractive tourist attractions (such as home industries and Kuda Lumping attractions)                                        | 443          | 0,072         | 3             | 0,216        |
| 2. Tangkahan Tourism Village has several culinary centers that can attract tourists                                                                           | 429          | 0,069         | 3             | 0,207        |
| 3. The livelihoods of village residents as farmers and traders can support tourism village development                                                        | 451          | 0,073         | 3             | 0,219        |
| 4. The tourism village is located within the Gunung Leuser National Park, which is a tourist attraction                                                       | 443          | 0,072         | 3             | 0,216        |
| 5. The community is enthusiastic about participating in tourism development (e.g., opening businesses around the location and joining tourism driver groups.) | 451          | 0,073         | 3             | 0,073        |
| 6. The community is enthusiastic about participating in tourism development (e.g., opening businesses around the location and joining tourism driver groups.) | 453          | 0,073         | 3             | 0,219        |
| 7. The tourism village has good cooperation between the village apparatus and the BKM (Village Development Institution)                                       | 448          | 0,073         | 3             | 0,219        |
| 8. The village security situation is relatively good                                                                                                          | 441          | 0,071         | 3             | 0,213        |
| 9. The prices of tourism village products (food, drinks, souvenirs, accommodations, tour guides) are low and affordable for tourists                          | 446          | 0,072         | 3             | 0,216        |
| <b>Total Internal Strength</b>                                                                                                                                | <b>4005</b>  | <b>0,648</b>  |               | <b>1,798</b> |
| <b>Internal Factors-Weakness</b>                                                                                                                              | <b>Total</b> | <b>Weight</b> | <b>Rating</b> | <b>Score</b> |
| 1. Inadequate access/transportation (public transportation) to the village                                                                                    | 272          | 0,044         | 2             | 0,088        |
| 2. Infrastructure/road conditions to the village are damaged and potholed                                                                                     | 279          | 0,045         | 2             | 0,09         |
| 3. The government's commitment is insufficient in supporting tourism village development                                                                      | 312          | 0,051         | 2             | 0,102        |
| 4. There is no successful initiator or driver to mobilize tourism groups in the village                                                                       | 312          | 0,051         | 2             | 0,102        |
| 5. Limited information from websites and social media regarding tourism news in the Tangkahan Tourism Village area                                            | 317          | 0,052         | 2             | 0,104        |
| 6. The community faces difficulties in using social media creatively to promote Tangkahan Tourism Village                                                     | 332          | 0,054         | 2             | 0,108        |
| 7. The village lacks sufficient funding capacity to develop tourism                                                                                           | 347          | 0,057         | 2             | 0,114        |
| <b>Total Internal Weakness</b>                                                                                                                                | <b>2171</b>  | <b>0,352</b>  |               | <b>0,708</b> |
| <b>Total Internal Factors</b>                                                                                                                                 | <b>6176</b>  | <b>1,00</b>   |               |              |

Table 8. External Matrix

| External Factors-opportunity                                                                                                                                                                                | Total       | Weight       | Rating | Score        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------|--------|--------------|
| 1. The enthusiasm of the people of North Sumatra and surrounding areas for tourism is increasing as the COVID-19 pandemic ends                                                                              | 465         | 0,125        | 3      | 0,375        |
| 2. There are many travel agencies and tour operators that can promote village field tourism.                                                                                                                | 458         | 0,123        | 3      | 0,369        |
| 3. Elephant conservation efforts are only found in the Tangkahan                                                                                                                                            | 463         | 0,125        | 3      | 0,375        |
| 4. Langkat Regency is well-known for its natural attractions, such as beaches, waterfalls, and bathing places. It is expected that visitors to these attractions will also visit Tangkahan Tourism Village. | 444         | 0,119        | 3      | 0,357        |
| 5. North Sumatra ranks highest regarding the number of social media users in Sumatra.                                                                                                                       | 457         | 0,123        | 3      | 0,369        |
| <b>Total Opportunity Factor</b>                                                                                                                                                                             | <b>2287</b> | <b>0,615</b> |        | <b>1,845</b> |
| <b>External Factor-Threat</b>                                                                                                                                                                               |             |              |        |              |
| 1. The investor is still waiting to develop village tourism.                                                                                                                                                | 316         | 0,085        | 2      | 0,17         |
| 2. The investor is still waiting to develop village field tourism.                                                                                                                                          | 337         | 0,092        | 2      | 0,184        |
| 3. Increases in food prices and fuel costs affect the purchasing power of visitors/tourists.                                                                                                                | 376         | 0,101        | 3      | 0,303        |
| 4. An existing ecotourism area in Bukit Lawang is already popular near Tangkahan                                                                                                                            | 393         | 0,107        | 3      | 0,321        |
| <b>Total External Factors- Weakness</b>                                                                                                                                                                     | <b>1422</b> | <b>0,385</b> |        | <b>0,978</b> |
| <b>Total External Factors</b>                                                                                                                                                                               | <b>3709</b> | <b>1,00</b>  |        |              |

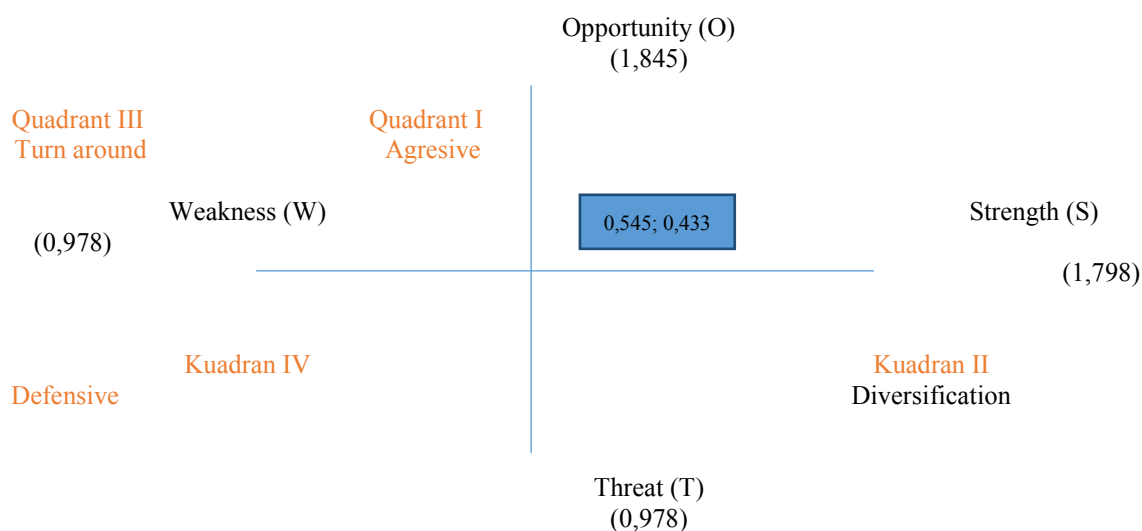


Fig. 1: Position Matrix of Tangkahan Tourism Village Development