



## Community-Based Tourism Dimension Approach: The Existence of Digital Marketing in the Coastal Communities of the Riau Islands Province

David Humala Sitorus<sup>1</sup>, Lismayasari<sup>2</sup>

<sup>1,2</sup>Putera Batam University

Email : davidhumalatoru@gmail.com

### ARTICLE INFO

#### Article history:

Received: 01/10/2020

Revised: 10/10/2020

Accepted: 30/10/2020

#### Keywords:

*Branding; based community tourism; digital technology*

### ABSTRACT

This study aims to respond to an alternative review of tourism-based communities as an effort to contribute to the state and small communities with breakthroughs in economic acceleration and poverty alleviation programs for local communities in tourist villages throughout the Riau Islands province. In contrast and normatively, the division of tourism concepts cannot be separated from branding and regional characteristics of cultural and ethnic concepts. Technological intervention indicates that there is a schematic and constructive relationship pattern related to the differentiation of the need for tourism consumption which is the fruit of the concept of community-based tourism. Researcher contextually, namely, three supporting dimensions that provide a strong foundation for the program to improve the economic construct of local communities in the Riau Islands province, namely Branding, tourism-based communities, the existence of the surrounding community, community creativity, and stakeholders in it. This study uses a quantitative survey method with samples taken from 160 tourism village residents who have used digital technology related to product marketing for the branding process of local areas for visitors to tourist attractions in the province of Riau Islands. This research is survey research where the data analysis process uses Structure Equation Model analysis with a continuous analysis base pattern.

Copyright © 2020 Jurnal Mantik.  
All rights reserved.

### 1. Introduction

At the beginning of the 21st century, all activities provide something different in their application. Tourism activities look different, especially for those who have the desire to change the mindset of the tourism concept. Various parties have the desire to change the concept of tourism that is more creative, especially the model of populist tourism based on local communities. This fact provides a breakthrough in developing new destinations in tourism so that it can be developed into an important point where something that has not been explored by tourists will be found new developments with a more specific focus with local genius, history, and ethnic potential in it. So far, cultural differences have been seen as active community participation in tourism development in developing countries.

The background of the implementation of this research is that the implementation of Community- Based Tourism provides initiation and mechanism for sustainable development of programs to alleviate poverty in coastal communities. In practice, it is believed that CBT can not only increase the income of coastal residents in the Riau island province but also increase skills, and develop institutions, for example in developing small tourism businesses. With the implementation of this program, it is hoped that there will be an increase in the economic level of coastal communities by utilizing and utilizing skills in the field of food tourism where this study is part of digital marketing. This at least can provide strategic advantages to coastal residents in the development of sustainable nature conservation.

The description of the background above is obtained from a research gap in research (Imbaya, Nthiga, Sitati, & Lenaiyasa, 2019) entitled which states that this research is also a continuation of empirical research (Koski, Matilainen, Suutari, & Merja, 2018) where at the Global activities that have been running on a massive scale so far are believed to have had negative impacts marked by the ongoing decline in the quality of the environment which is often touched by tourists. Two main things that can be assumed with concern for tourism and the environment, first the environment will be disrupted by tourism activities, secondly, tourism will synergize positively with the surrounding environment and support one another. This assumption will run carefully if the quality of human resources and the community environment has the potential to sell more value to community-based destinations in community-based tourism development, as a result, it will respond



to state-sponsored innovations through the development of tourism villages which are still causing problems to this day. The involvement of the local community in tourism-based community development is important because it is the local community that better understands the potential of the area. Besides, the involvement of the local community is very important to get support and ensure that what is obtained is in line with the needs and benefits of the local community. As a result, tourism development is very urgent to be developed and placed as part of participatory integration of local communities but it is the most important solution in encouraging the spirit of decentralization and the sharing of full authority for local communities to manage tourism in their regions is essential for the realization of community-based tourism that leads to the development of communal communities in the maritime environment.

On the one hand, at the local level, the opportunity to develop tourism activities in its role will show its existence to be observed as a basis for participatory development of new tourist destinations as a tool to motivate the business competitiveness of community-based tourism asset managers. Local people are educated to be able to compete with large-scale developers with large capital. Community-based development in its role can shape the process of stratification of the tourism market, especially those related to the development of natural resource-oriented communities, which is one of the biggest factors that has become a trending topic in the past to the present is managing the coordination of social and procedural strata, community-based communities are found in many community groups or cooperative associations until this is one way to fight poverty in local communities with sustainable organizational initiatives. This view is a tourism development approach that emphasizes local communities in the form of providing opportunities (access) in tourism management and development which leads to political empowerment through a more democratic life including the sharing of benefits from tourism activities that are more equitable to local communities. This idea is a form of critical attention to tourism development which often neglects the rights of local communities in tourist destinations. This has the aim of allowing local communities the opportunity to control and be involved in tourism management and development. In the role of the community and is directly involved in the tourism business to get benefits under expectations. And local communities can demand political and democratic empowerment with the distribution of profits that have less opportunity in rural areas to compete to participate in efforts to support the acceleration of the country's economy from the tourism sector in a sustainable manner.

## **2. Literature Review**

### **2.1 Branding**

(Zarantonello & Pauwels-Delassus, 2018) said branding is the naming of a design symbol or a combination of all of which is made with the aim of identifying goods or services or groups of sellers in order to differentiate competitor goods and services. (Charan, 2015) states that the notion of branding is not just a brand or trade name of a company service product. But everything is related to the visible things of a brand, starting from the trade name, logo, visual characteristics, image, credibility, character and the impression that is in the mind of the consumer or customer. Meanwhile, according to (Alhaddad, 2014) the notion of branding is the process of creating or leaving certain imprints on the minds and hearts of consumers through various ways that have an impact on the lives of these consumers.

### **2.2 Community Based Tourism.**

Is the concept of developing a tourist destination through empowering local communities where the community takes part in planning, managing and voting in the form of decisions in development. There are three tourism activities that support the concept of communitybased tourism, namely exploration (adventure travel), cultural tourism (cultural tourism) and ecotourism (ecotourism). According to (Mtapuri & Giampiccoli, 2019) the CBT concept will also involve the community in the decision-making process, especially related to income generation, job opportunities and environmental preservation and local indigenous culture which eventually fosters the identity and sense of pride of the local population growing as a result of increased tourism activities. According to (Nair, Haniza Mohamad, & Hamzah, 2013) The concept of CBT is an implementation of the people's economy in the real sector which is directly implemented and enjoyed by the community.

Another definition of CBT according to (Pawson, D'Arcy, & Richardson, 2017) is an ecotourism business that is owned and managed and supervised by the local community. The community plays an active role in ecotourism development activities starting from planning, implementation, monitoring and evaluation. The results of ecotourism activities are enjoyed by the local community as much as possible. So in this case the community has sufficient authority to control ecotourism activities (Amerta, 2017)

According to (Yusof, Ibrahim, Muda, & Amin, 2012) CBT is a tourism development model which assumes that tourism must depart from the awareness of the value of community needs as an effort to build tourism that is more beneficial to the needs, initiatives and opportunities of local communities..

(Mair, 2014) states that CBT is a tourism that takes into account the sustainability aspects of the social and cultural environment. CBT is a tool for realizing sustainable tourism development. In the definition conveyed the ideas, namely:

- a. Recognize and support the development of community ownership in the tourism industry.
- b. Involve community members in starting every aspect
- c. Develop community pride
- d. Develop the quality of life of the community
- e. Ensuring environmental sustainability
- f. Maintain the unique character and culture of the local area
- g. Assisting in cultural exchange learning.

(Mtapuri & Giampiccoli, 2019) suggest that community based tourism is a tourism management model managed by local communities that seeks to minimize the negative impact of tourism on the environment and culture at the same time creating positive economic impacts. The people who live in the vicinity of tourism objects and attractions are actually part of the tourist attractions themselves. This concept was developed to maximize the benefits obtained from tourism activities for the local community and place them as subjects of tourism activities not as objects (Cahyaningrum, 2017).

### 2.3 Digital Technology

According to (Setiawan, 2017) Digital technology is technology that no longer uses human or manual labor but tends to be an automatic operating system with a computerized system or a format that can be read by a computer. Digital technology is basically just a very fast counting system that processes all forms of information as numerical values.

(Rahmayani, 2018) Said that inventions such as telephones, fax machines, cellphones, scanners and others are tools that help create easier communication relationships between human beings. We can easily contact other people who are thousands of kilometers away from us just by picking up the receiver and dialing another phone number. Currently digital technology is very important where there are always the latest inventions, the latest innovations and very rapid developments prove that digital technology is useful as part of various fields including the IT field when compared to analog systems which are quite ancient because before digital technology existed this technology was able to match the latest IT developments. The following are some reasons, among others, according to (Lestari. E.G & Dewi.I.S, 2016):

The development and sophistication of digital technology has made many positive and negative changes. Many people easily find cases of fatal errors. The error here is an error caused by technological tools. Digital technology is certainly very worrying if the device has an error because the possibility of damage cannot be avoided (Putra, 2018) The more developed and sophisticated digital technology makes many changes both positive and negative. Many people easily find cases of fatal errors. The error here is an error caused by technological tools. Digital technology must also be very worrying if the device has an error because the possibility of damage cannot be avoided (Putra, 2018)

## 3. Method

This research is categorized as explanation research, which is research that intends to describe the pattern of a causal relationship or influence between two or more variables. The relationship pattern that will be revealed in this study is a causal relationship, namely, community based tourism has a direct or indirect effect on branding of tourist attractions mediated by digital technology. While the analysis is carried out through a quantitative approach using statistical methods to test the hypothesis. For this reason, steps will be taken starting from the sample selection technique using cluster sampling followed by the operationalization of variables, hypothesis testing plans, until the data analysis method is used using the Structural Equation Model with the unit of analysis (sample) of business actors based on entrepreneurial tourism as many as 160 respondents. The location of this research is an explanative survey of tourism business actors based on entrepreneurial tourism in the Riau Islands Province, which are spread over seven (7) populist-based tourism areas on Lagoi beach, Nongsa beach, Elyora Beach, Air Menanti Beach, Trikora Beach, Pulauakang Padang Coast and Terih beach. Secondary data representations will be obtained at the Tourism Office in Sekupang, Batam City. Population and Sample The population in this study were all tourism business actors who were scattered in community-based tourist attractions in the Riau Islands region. Because the population in this study was very large and based on quantitative paradigm considerations to make it more efficient and



effective, this study used a sample as the subject. The sampling process used cluster sampling technique by dividing 160 respondents in 7 different tourism potential areas

#### 4. Result and Discussion

##### 4.1 Results

The use of CFA in SEM is carried out on two measurement models, namely endogenous variables, namely community based tourism and digital marketing with the theoretical consideration that each item has been studied to measure its respective constructs. The basis of the analysis emphasizes the content validity of each construct. In connection with this, the researcher adapts the Item It which is taken from the literature of international journals, then the item item is adapted into the phenomenon of MSME performance appraisal so that the representation of the final results of this study is not only empirical.

The two-factor study in this manuscript consists of several studies drawn from one intermediate sample-based study of 160 respondents. The next step, the researcher divides into two sub-samples with the mean split technique, the main basis for division is high and low social capital which is in the minds of the entrepreneurs who fill out the questionnaire of this study..

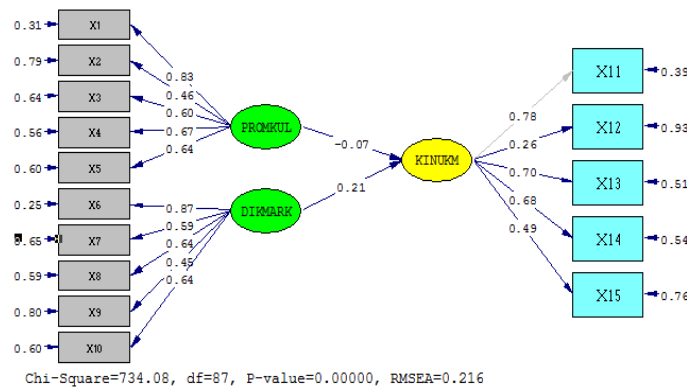


Fig 1. Research Result Construction

In the Structural Equation Model analysis there is no single statistical test tool to measure the degree of fit of the model (Hair, et al 1998). For this reason, it is necessary to use some model suitability to assess whether the model fits the data. The results of validation using the CFA (*confirmatory factor analysis*) In the two sub-samples of halal culinary entrepreneurs, it shows that the two-factor model, namely Community Based Tourism and digital technology in general, has a good goodness of fit, as seen from the table below:

Table 1.

Goodness of fit model dua faktor

No	Goodness of fit	Cut off value	Estimasi
1	chisquare	919,65	fit
2	ECVI	5,03	fit
3	AGFI	0,47	fit
4	RMSEA	0,22	fit
5	GFI	0,62	fit
6	CFI	0,63	fit
7	RFI	0,52	fit

Chi square criteria are very sensitive to the sample size so that it must be equipped with other testing tools. The smaller the chi square value the better the results, as well as the probability of significance, if it is not significant at  $p > 0.05$ , it means that there is no difference between the model and the data. AGFI and GFI are used to calculate the weighted proportion of the variance in the estimated population covariance matrix (Ferdinand, 2000). GFI in the regression model is analogous to R square, the recommended level of acceptance is if GFI and AGFI have a value equal to or greater than 0.90. The results of the CFA validation of the two samples show that the GFI is  $> 0.90$  so that it can be said to have a relatively good model fit.

The RMSEA is an index that can be used to compensate for Chi Square statistics. RMSEA that is smaller or equal to 0.22 is an index that the model can accept. Empirically, the results obtained were 5.03 and 0.62. This shows that the figure is 0.47 so that it can be said that there is a suitability of the model with the

data. The results of the validation of each item show that the four items in the construct of community based tourism have a loading factor above 0.5, namely  $X_{11} = 0.52$ ,  $X_{12} = 0.61$ ,  $X_{13} = 0.74$  and  $X_4 = 0.66$ . This suggests that each of these items describes the construct better. While the 6 items in the Branding construct have a loading factor in general above 0.5 except for  $X_{11} = 0.46$  but it is still within tolerance limits. Likewise, the five items in the construction of digital technology have a loading factor above 0.5, namely  $X_{21} = 0.62$ ,  $X_{22} = 0.73$ ,  $X_{23} = 0.53$ ,  $X_{24} = 0.71$ ,  $X_{25} = 0.74$ ,  $X_{26} = 0.63$ , while the six items in the culinary entrepreneur sample showed results above 0.5 except for  $X_{21} = 0.46$  but still within the tolerance limit of 0.4 (Ferdinand, 2000). By looking at the suitability of the model and loading factor in each construct, items of community based tourism and digital marketing in the phenomenon of performance assessment of tourism actors have good validation results in each sample used by this institution both on different characteristics, namely those with interest and enthusiasm.

## 4.2 Discussion

The study in this research provides an empirical description of insight and knowledge about Branding, Community Based Tourism and digital technology. Tourism business actors are the SME sector in Batam, practice, the application in the field uses multidimensional business risk factors and the presentation of the demographic conditions of tourism actors, especially those related to tourism products that are distributed online with web-based tourism media intermediaries such as travelodge, ticket.com and trips advisor. Modeling of community based tourism through digital technology related to branding provides a positive response to increase profits and positive business flows. This will significantly support the output of the populist economy, especially the development of tourism-based community-based tourism in the Riau Islands in a sustainable manner. The answer from the Structure Equation Model provides a significant general effect and contributes positively to the use of the concept of community based tourism as an intermediary medium for increasing branding so that it can be recommended as a reference for effective marketing creativity in the future related to the risks faced in perceptions of tourism actors at this time. The findings in this study are intended in accordance with the results of previous research by Amerta, I. M. S. (2017) where in the results of his research the intensity of community based tourism naturally increases the output when using online marketing. But the results of previous research Imbaya, BO, Nthiga, RW, Sitati, NW, & Lenaiyasa, P. (2019)) contradict the results of this study which provides a psychological description to improve the measurement and distribution of branding for tourist visits with product and point risk perceptions. behind consumer satisfaction. The positive side of tourism actors' knowledge of the intensity of tourist trust and satisfaction is recommended by targeting the demographic and consumer characteristics of community based tourism in the Riau Islands. This relates to differences in age and gender in this study in line with the answers of previous researchers with different disciplines. The results of this research indicate that variations in consumer behavior and satisfaction of online web users as a mediator of online business are found to be fundamental differences between tourism operators who have a business length of 36 months and > 48 months. From this answer, it can be seen that the demographic intensity of digital marketing is proven to be very heterogeneous if it is crossed with the intensity of output received by tourism players in Batam widely.

## 5. Conclusions

The findings in this study provide a test comparison between tourism business actors based on community based tourism and branding which has a positive effect on the tourism business in the Riau Islands in developing marketing strategies that are oriented towards target consumer satisfaction. The level of trust of online web users in product marketing gives an outline of the positive aura that regular market plans will be well organized. Each production of community based tourism in Batam is able to influence the business environment and visitor satisfaction. The representation of the descriptive results shows that tourism actors with a high level of education are more creative in the decision-making process wisely so that the main priority of the target market can be served carefully.

## 6. References

- [1] Alhaddad, A. (2014). The effect of brand image and brand loyalty on brand equity. *International Journal of Business and Management Invention*, 3(5), 28–32.
- [2] Amerta, I. M. S. (2017). Community based tourism development. *International Journal of Social Sciences and Humanities*, 1(3), 97–107. <https://doi.org/10.29332/ijssh.v1n3.60>
- [3] Cahyaningrum, D. (2017). Community Empowerment Based Local Wisdom In Tourism Of Bajo Community, Wakatobi. *International Journal of Scientific & Technology Research*, 6(11), 196–201.
- [4] Charan, A. (2015). Brand and Brand Image. In *Marketing Analytics* (pp. 3–22).



- [https://doi.org/10.1142/9789814641371\\_0001](https://doi.org/10.1142/9789814641371_0001)
- [5] Imbaya, B. O., Nthiga, R. W., Sitati, N. W., & Lenaiyasa, P. (2019). *Capacity building for inclusive growth in community-based tourism initiatives in Kenya*. 30(May 2018), 11–18. <https://doi.org/10.1016/j.tmp.2019.01.003>
- [6] Koski, P., Matilainen, A., Suutari, T., & Merja, L. (2018). *Management by boundaries e Insights into the role of boundary objects in a community-based tourism development project € hdesm a*. 67, 284–296. <https://doi.org/10.1016/j.tourman.2018.02.003>
- [7] Lestari, E.G & Dewi.I.S. (2016). Kreativitas Pustakawan Pada Era Digital Dalam Menyediakan Sumber Informasi Bagi Generasi Digital Native. *Kreativitas Pustakawan Pada Era Digital Dalam Menyediakan Sumber Informasi Bagi Generasi Digital Native*, 1–17.
- [8] Mair, H. (2014). Community-based tourism. In *Encyclopedia of Tourism* (pp. 1–2). [https://doi.org/10.1007/978-3-319-01669-6\\_32-1](https://doi.org/10.1007/978-3-319-01669-6_32-1)
- [9] Mirzai, A., Fard, Y. S., & Slambolchi, A. (2016). the Branding : a Study of Brand Image , Brand. *Advanced Social Humanities and Management*, 3(1), 52–64.
- [10] Mtapuri, O., & Giampiccoli, A. (2019). Tourism, community-based tourism and ecotourism: a definitional problematic. *South African Geographical Journal*, 101(1), 22–35. <https://doi.org/10.1080/03736245.2018.1522598>
- [11] Nair, V., Haniza Mohamad, nor, & Hamzah, A. (2013). Tourism cooperative for scaling up community 醜based tourism. *Worldwide Hospitality and Tourism Themes*, Vol. 5, pp. 315–328. <https://doi.org/10.1108/WHATT-03-2013-0017>
- [12] Pawson, S., D’Arcy, P., & Richardson, S. (2017). The value of community-based tourism in Banteay Chhmar, Cambodia. *Tourism Geographies*, 19(3), 378–397. <https://doi.org/10.1080/14616688.2016.1183143>
- [13] Putra, R. A. (2018). Peran Teknologi Digital dalam Perkembangan Dunia Perancangan Arsitektur. *Elkawnie*, 4(1). <https://doi.org/10.22373/ekw.v4i1.2959>
- [14] Qom, M., & Azad, N. (2017). The impact of brand extension on brand image. *Industrial Engineering and Management Systems*, 16(4), 437–441. <https://doi.org/10.7232/iems.2017.16.4.437>
- [15] Rahmayani, I. (2018). Indonesia Raksasa Teknologi Digital Asia.
- [16] Setiawan, W. (2017). Era Digital dan Tantangannya. *Seminar Nasional Pendidikan 2017*, 1–9.
- [17] Yusof, Y., Ibrahim, Y., Muda, M. S., & Amin, W. A. A. W. M. (2012). Community Based Tourism and Quality of Life. *Review of Integrative Business and Economic Research*, 1(1), 335–345.
- [18] Zarantonello, L., & Pauwels-Delassus, V. (2018). Brand Identity and Brand Image. In *The Handbook of Brand Management Scales* (pp. 6–25). <https://doi.org/10.4324/9781315813998-2>