



# Managing tourism in rinjani circle region: how tourism business owners understand digital literacy

Mugni<sup>1</sup>, Nurjannah<sup>2</sup>, Yuniati<sup>3</sup>

<sup>1,3</sup>Department of Tourism, Politeknik Selaparang Lombok, Nusa Tenggara Barat, Indonesia

<sup>2</sup>Department of Tourism, Universitas Hamzanwadi, Nusa Tenggara Barat, Indonesia

## Article Info

### Article history:

Received: Jul 9, 2023

Revised: Aug 08, 2023

Accepted: Aug 23, 2023

### Keywords:

Digital literacy;

Managing Tourism;

Rinjani;

Tourism business owners.

## ABSTRACT

The era of technological development successfully drives other sectors to develop better. All business sectors require creating opportunities to understand what has been booming, for example, behaviour. This study then aims to determine the level of digital literacy of tourism business owners (managers) in carrying out tourism activities in the area of Rinjani, Lombok Timur. Quantitative descriptive was employed as a research approach. We collect data through questionnaires spread through Google form links to the respondents. The number of samples used was 15 from business owners who run destinations as a tourism product. The results show that the digital literacy ability of tourism business owners (managers) was more dominant to ICT skills than other skills. Security capabilities indicate that business owners of tourism are poor at it. Postering capacity through regular soft training will be a future action to replenish skill deficits.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



## Corresponding Author:

Mugni,  
Department of Tourism,  
Politeknik Selaparang Lombok,  
Jl. Pariwisata Aikmel-Toya, Lombok Timur  
Email: [mugnipsl@gmail.com](mailto:mugnipsl@gmail.com)

## 1. INTRODUCTION

Tourism is a travel activity carried out by someone, individually and in groups, to gain happiness and new knowledge (Hasibuan et al., 2022) Tourism activities impact economic development and greatly benefit a country (Putri et al., 2022) Tourism is one of the sectors that can be relied on to improve community welfare (Manggarai, 2022). In optimising tourism, the steps that need to be taken by tourism managers are by implementing a digital system.

Digital literacy is one of the essential variables that must be owned by the management team of a tourist object (Herlina et al., 2022) Digital competence can help the development of a tourism object in promoting its uniqueness and excellence to an extensive market share (Wikan et al., 2023) This is one of the top priority scales for tour managers because this competence guarantees to utilise all the potential in a tourist destination (Apriliana, 2022). The development of digital technology is a necessity that has an impact on changing the mindset and work patterns of humans (Danuri, 2019)

In the industrial era 4.0, digital technology is part of industrial development that has a positive impact and can be used as a reference by the public in accessing information. The public can carry out promotional activities through the internet, for example, through Facebook, WhatsApp and other

digital media (Risdiyansyah et al., 2023) The aim is to introduce and attract people to tourist destinations (Jayawinangun et al., 2022) It can be interpreted that digital literacy is the ability to understand and use information in various forms from various sources accessed through computer devices (Dinata, 2021)

Digital literacy is generally understood as effectively finding, identifying, evaluating and utilising information (Afriyanti & Junaidi, 2022). The American Library Association (1989) defines digital literacy as the capacity to find, analyse, create and transmit information using information and communication technologies that require cognitive and technical abilities (Veronika et al., 2022)

Digital tourism is an effective strategy to promote tourism potential through online platforms (Ade & Mutaqin, 2020) This cannot be separated from digital literacy. Many young tourists already have a good level of literacy (Raharjo & Winarko, 2021). The tourism cycle carried out by tourists today, starting from extracting information, booking accommodation and payment has been done digitally (Prajarto et al., 2017) Tour managers' lifestyle changes must also be able to adjust from conventional to digital ways (Retnasary et al., 2019) Due to increasingly sophisticated technology, the ability to digitise digital in the 4.0 era for managers is essential (Bastian et al., 2021) Currently, the most considerable tourism market income in Indonesia is given by the millennial generation, so to attract young tourists, it is necessary to increase digital literacy (Bangun & Turgarini, 2021).

Digital media is very influential in society regarding individuals and groups (Habibah, 2021). In mastering the market, tourism managers should be able to take advantage of the opportunities in this digital era (Cahyani & Mutiah, 2021). Tour managers must be willing to participate in improving their literacy because the more they understand digitalisation, the more open the opportunity to be known globally (Prasetyo & Rini, 2021).

The role of digital media in the tourism industry is considered in the scope of marketing and promotion of tourist destinations (Ni, 2022). With the existence of digital media, tourism activities can run smoothly and can develop. In addition, it can make it easier for tourists to get to know destination products with all the services offered and is a particular concern for tourist destination marketers (Purnamasari & Afriansyah, 2021).

Many previous research literature discusses digital literacy. Ten researchers raised digital literacy; for example, research from (Nurhayati et al, 2022) raised related to increasing the digital literacy of tourism-conscious groups for the sustainable development of tourism villages. The research results say that social media is a communication medium that can facilitate communication, exchange and collection of information during time for the community without being limited by time or geography. Youtube and Instagram are options in disseminating tourism information in Surau Village. The researcher also refers to research conducted by (Pratama et al, 2021) which examines digital media literacy in the tourism community in the Lake Toba area. The studied are the literacy level of tourism actors, MSMEs, agencies, academics & media in each district. The research (Jariah, A. 2021) examines the implementation of digital literacy in increasing tourist attraction in the new standard era of Palangkaraya City and The study conducted by (Herlina et al, 2022), which raises digital literacy training and assistance to promote tourism destinations for Ciamis Regency tourism awareness groups.

As far as researchers search from several journal sources that focus on digital literacy, research on the digital literacy of tour managers is still very minimal. The researchers have not found literature references that discuss tour managers' digital literacy level. Even though this is a significant thing to study because the level of digital literacy for tour managers makes it easier for tourists to get information related to tourist destinations, in-depth studies on digital literacy still need to be improved. They must be one of the concentrations of tourism actors. In addition, this research was also conducted in locations where there has been no study on digital literacy, namely in the Rinjani Circle area, West Nusa Tenggara.

**2. RESEARCH METHOD**

This type of research is descriptive research, aimed at describing phenomena as they are. This study's descriptive question is quantitative because the picture uses size, number or frequency. Quantitative descriptive research only tells the content of a variable in the study, not intended to test a particular hypothesis. It is known that quantitative descriptive research is research that describes, examines and explains a phenomenon with data (numbers) as it is without intending to test a particular hypothesis (Iii et al., 2015). The sample used by researchers in this study was a tourist destination in the Rinjani Circle area of Tete Batu Village. This location is chosen because Tete Batu is a tourist area that has long been active and an entirely developed tourist village.

The sample researchers use a *nonprobability* sampling technique of *purposive* sampling type. Purposive sampling is a technique with specific considerations (Sugiono 2016 in Fakhri, 2021). The researchers' concern of using this purposive sampling is because Tete Batu is a tourist area that is quite famous, and its activities are active; besides that this is a tourist area that I often visit. The number of samples used in this study amounted to 15 tour managers. The technique used in this study is questionnaires to obtain data sources. A questionnaire is a research tool or survey with a series of questions shown to a selected group (Dian & Noersanti, 2020). This questionnaire aims to collect responses from selected correspondents. The answers or responses collected are data and can be processed for specific purposes.

The type of questionnaire the researchers used is a close-ended Google form containing eight components of digital literacy. Still, these eight components will be simplified to six members. Each element has several items; in the ICT Skill ability items, I only compile 6 items, creativity 5 items, collaboration/engagement 8 items, communication 4 items, the ability to find information 3 items and security 3 items.

Table 1. Components of Digital Literacy Indicators

Concept	Dimension	Indicator
Digital Literacy Component, Hague (2020:21)	1. Functional skill Beyond	1. ICTSkill capability 1. Product creation or output in various formats and models by utilising digital technology
	2. Creativity	2. Ability to think creatively and Imaginative in planning, content, Explore ideas
	3. Collaboration	1. Ability to participate in the digital space 2. Able to explain and Negotiating other people's ideas, ideas
	4. Communication	1. Able to communicate through digital technology media 2. Able to understand and understand Audians.
	5. Ability to Find and Select Information	Ability to search and investigate information Able to contribute, analyse, and sharpen thinking skills
	6. Critical Thinking and Evaluation	Critical moment Dealing with Information
	7. Cultural and Social Understanding	In line with the context of socio-cultural understanding Ensure security as users explore, create, collaborate, and
	8. E-Safety	Digital technology.

The analysis technique used is descriptive analysis. Descriptive analysis is a research method carried out by collecting data following the truth then the data is compiled, processed and analysed to provide an overview of the existing problem. In descriptive analysis, data is usually displayed in ordinary tables

or frequency tables, graphs, bar charts, line charts, pie charts, data centring sizes, data spread sizes, etc. The software used in data analysis is Microsoft Excel software.

### 3. RESULTS AND DISCUSSIONS

#### Results

This study consists of six components measuring tour managers' digital literacy levels. The six components are ICT skills, creativity, collaboration, communication, information search and security. Several questions were poured out of the six components, amounting to 29. Each component has a different number of questions. The research scale used is nominal, with the weighting score of " Yes " coded 1 and the answer "No" coded 0.

This study included questions related to respondents' data. The respondents' answers consisted of 11 men and 4 women. This study consisted of 4 respondents aged 17-30 years, 8 respondents aged 31-50, and 3 respondents over 50 years (<50).

#### ICT Skill (*Functional skill Beyond*) and creativity (*creativity*)

This study's digital literacy measurement includes various components, including ICT skills and creativity. To measure the level of digital literacy, researchers have collected data to answer several research questions that have been asked previously, where as many as 6 items of questions about ICT skills and 5 items of questions about creativity abilities. In this section, the table is presented to provide a clear visual picture of the data that has been collected. Table 3 illustrates the characteristics of respondents in answering questions on the components of ICT ability, skill and creativity.

Table 2. Distribution of Respondents' Answers on the Components of ICT Ability, Skill and Creativity

Indicator	Answer			Percentage		
	Yes	No	Total	Yes	No	Total
S1	13	2	15	87%	13%	100%
S2	14	1	15	93%	7%	100%
S3	10	5	15	67%	33%	100%
S4	15	0	15	100%	0%	100%
S5	14	1	15	93%	7%	100%
<b>Average</b>	<b>13.2</b>	<b>1.8</b>		<b>88%</b>	<b>12%</b>	
KR1	13	2	15	87%	13%	100%
KR2	13	2	15	87%	13%	100%
KR3	13	2	15	87%	13%	100%
<b>Average</b>	<b>13</b>	<b>2</b>		<b>87%</b>	<b>13%</b>	

The results of the questionnaire distributed with six question indicators on ICT skill ability show that the majority of tour managers are at a high level of 88%. This indicates that respondents already know about digital literacy and the use, operation and utilisation of technological media or social media. The high ability of ICT skills is due to respondents being accustomed to using smartphones and the internet. Furthermore, in terms of creativity ability, tour managers have been said to have high creativity, judging from the percentage results of 87% with the number of five question indicators. The use of mobile phones and the internet cannot be separated from humans and is owned by everyone. This statement is evidenced by the respondents' answers, stating that 100% of respondents have used the media to promote tourism that is run through social media platforms such as Facebook, Instagram, YouTube, TikTok, Twitter and other social media. Here's a description of social media user data, as seen in Figure 1.

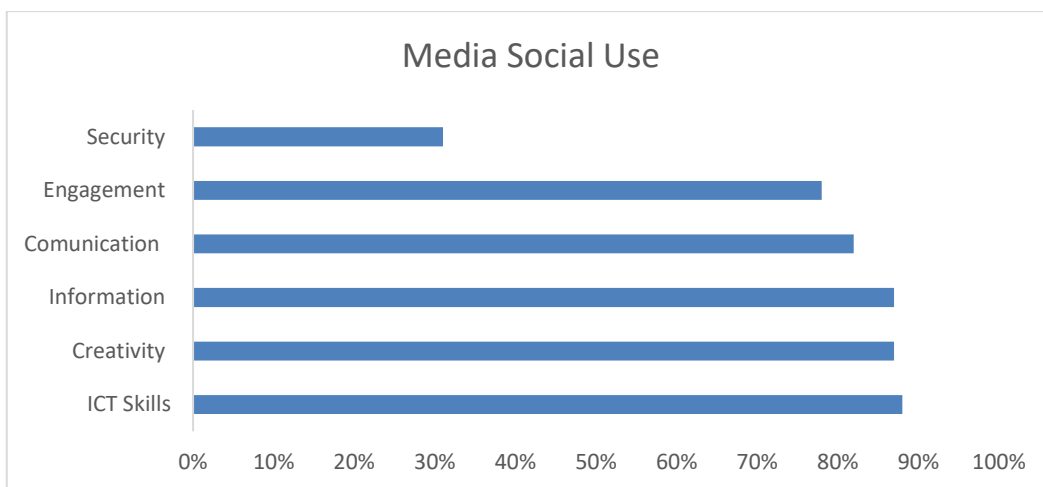


Figure 1. Social Media Use

The use of social media shown in the picture above explains that Facebook and Instagram are in the top position as media in promotion. Facebook is the media with the main target because it has a comprehensive market; this can be seen in the graph where 100% of managers actively use this media, followed by Instagram at 80%. The supporting factor is that Facebook is the most widely used media by the people of Indonesia, so it becomes a product promotion tool that has very potential, is easily accessible and can reach all users. 33% of tour managers promote through Twitter, and 40% use other media. Twitter and other media are less desirable by tourism managers because they have a very minimal market and unfamiliar service among the public.

However, there are still some abilities that are still relatively low, such as the ability to operate a computer, this is because respondents rarely use computers and are only used by 65% of respondents. Some factors of low power to run computers are limited access, especially in rural areas, and lack of digital education or adequate training. There are age factors, where the older generation may find it challenging to adapt to computer use, in terms of creativity owned by tour managers, namely developing their tourism business through promotional content in providing information that attracts the attention of tourists. The promotional content created is in the form of short videos, *storytelling*, *live streaming* and others. In this case, the content that is often used is to make short videos. Here's a description of the promotional content type data, as shown in Figure

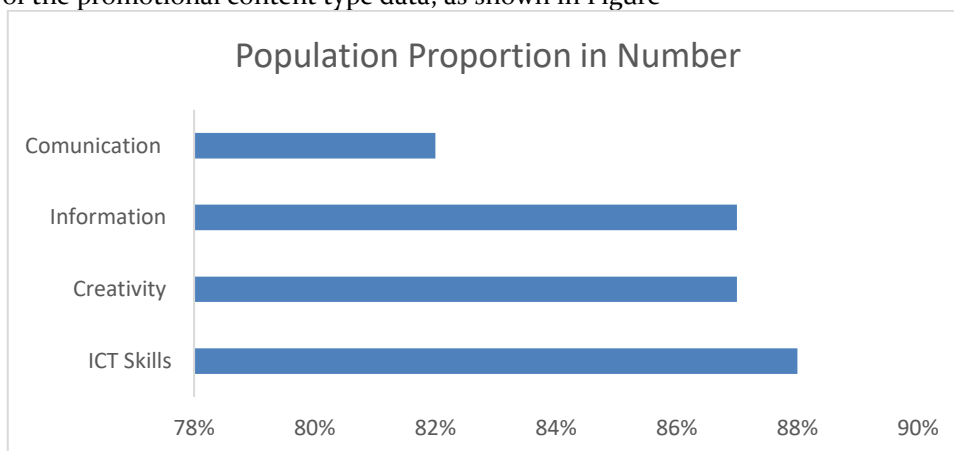


Figure 2. Promoted Content

The promotional content in the image above explains that short videos and story telling place the most dominant position in marketing. The narrative of making packaged short videos targeting the market

looks high, with an accumulation of 67% of managers actively involved in this process, followed by storytelling at 53%. 40% of managers promote tourism products through live streaming, and the remaining 40% do not respond.

### Collaboration and Communication Components

The *collaboration* and *communication* component, in this case, is how tour managers' digital literacy level. *Collaboration* includes the ability to participate in the digital space, and *communication* consists of the ability to communicate through technology. In measuring digital literacy, 8 questions included a collaboration component and 4 questions included a *communication* component. Table 4 will illustrate the characteristics of respondents' answers that researchers have collected.

Table 3. Distribution of Respondents' Answers in the Components of *Collaboration* and *Communication*

Indicator	Answer			Percentage		
	Yes	No	Total	Yes	No	Total
PL1	15	0	15	100%	0%	100%
PL2	15	0	15	100%	0%	100%
PL3	13	2	15	87%	13%	100%
PL4	7	8	15	47%	53%	100%
PL5	8	7	15	53%	47%	100%
PL6	11	4	15	73%	27%	100%
PL7	13	2	15	87%	13%	100%
<b>Average</b>	<b>11.7</b>	<b>3.3</b>		<b>78%</b>	<b>22%</b>	
KM1	13	2	15	87%	13%	100%
KM2	15	0	15	100%	0%	100%
KM3	12	3	15	80%	20%	100%
KM4	9	6	15	60%	40%	100%
<b>Average</b>	<b>12.3</b>	<b>2.8</b>		<b>82%</b>	<b>18%</b>	

The data obtained from 15 respondents related to the ability to collaborate and communicate in the digital space revealed that 78% of respondents stated that they already had collaboration skills, and 82% had communication skills in tourism management. This collaboration ability can be seen in active promotional activities on social media. Of all the indicators used in this component, promotional activity on social media, especially on Facebook, has the highest value of other indicators, with a percentage rate of 100%. This statement shows that tour managers actively promote their tourism activities through owned social media such as Facebook and other social media.

However, respondents ignore several indicators, namely, using YouTube and TikTok platforms for promotional activities is less desirable. The YouTube and TikTok platforms can be an effective strategy because both are very popular today. Using YouTube and tiktok in travel promotion makes it possible to reach a wider audience and create an emotional connection with potential travelers through engaging and interactive content.

The low use of YouTube and TikTok in promoting tourism can be influenced by several factors, one of which is the lack of awareness of tour managers about the potential of YouTube and TikTok as promotional tools. They may focus more on other social media platforms like Facebook and Instagram. Lack of sufficient technical knowledge is found in managing and promoting content on YouTube and TikTok. Another contributing factor is not following the target audience; for example, if the tourism business targets older people, then the Facebook platform is more effective, but if it targets young people, TikTok is more effective.

In addition, in developing social media as a promotion place, tour managers involve several parties including the local community, government, tourism actors, etc. This collaboration is mutually beneficial for tour managers and the parties involved. The results of the data obtained are related to involvement, that the community is a person who is often involved. The following describes people's engagement data in developing social media promotion, as seen in Figure 3.

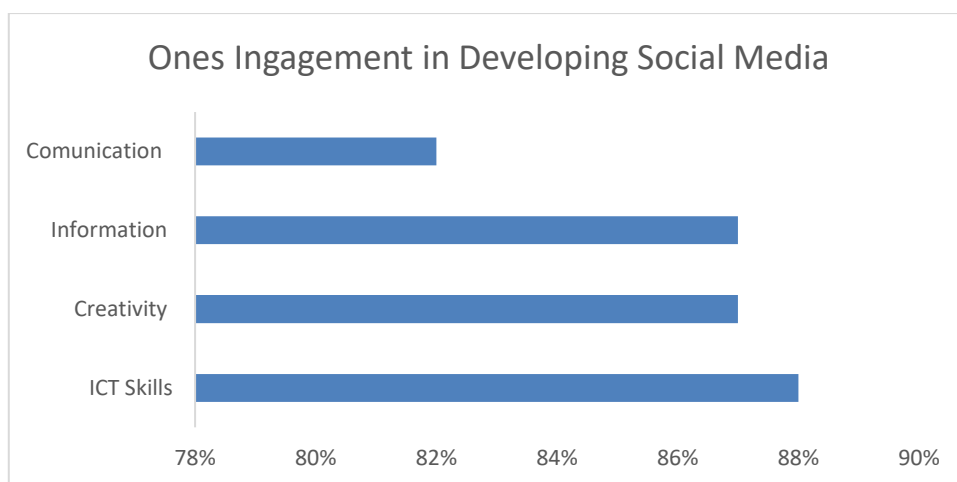


Figure 3. Promotional person engagement

The promotional involvement in Figure 3 explains that the community is in the highest position with an accumulation of 73%; this means that Community involvement is very active in helping managers in promotion. Tourism players at 20%, followed by the government with a percentage of 13% and the remaining 47% did not respond.

Respondents' answers about communication skills possessed by tour managers amounted to 82%. From this number, activeness in replying to mentions on social media is the leading indicator in this component because it has the highest average value of other indicators, namely with a percentage rate of 100%. The ability to use social media is essential in increasing the digital literacy of tour managers. Providing platforms/links to fill in the level of satisfaction after visiting the destination is an under-noticed indicator which only 60% has been applied by respondents. Even though this is an important indicator to improve tourism services, in this way, tourists' ideas, thoughts and input can motivate managers.

Communication skills in services (bookings and transactions) using or utilising technology by telephone and providing platforms to fill in tourist satisfaction levels after visiting also play an essential role in increasing digital literacy. Respondents' Good communication skills are inseparable from using smartphones as a communication tool, so respondents are accustomed to and dare to convey their ideas and listen to other people's ideas through digital media.

**Ability to find and select information and E-Safety**

In this section, table 3 will be presented regarding the characteristics of respondents' answers, containing the ability to find and select information and the power of e-safety with each of the 3 question items. In this case, the ability to find and select information includes the ability to find and select information and e-safety related to the security system. Details can be seen in the following table.

Table 4. Distribution of Respondents' Answers to the ability to find and select information and E-Safety components

Indicator	Answer			Percentage		
	The	No	Total	The	No	Total
IN1	11	4	15	73%	27%	100%
IN2	15	0	15	100%	0%	100%
<b>Average</b>	<b>13</b>	<b>2</b>		<b>87%</b>	<b>13%</b>	
K1	5	10	15	33%	67%	100%
K2	5	10	15	33%	67%	100%
K3	4	11	15	27%	73%	100%
<b>Average</b>	<b>4.7</b>	<b>10.3</b>		<b>31%</b>	<b>69%</b>	

From the results of data analysis, it was obtained that the assessment of the component of the ability to read information had an average value of 87%, which, when categorised, was at a high level. This means that respondents claim to be able to read and select information or find and select data. This is



based on their ability to use web browsers to find information and ease managing tours using technological media such as the internet. In addition to technology media, respondents also usually get tourism-related information through broadcasting, print and other media. The highest percentage is internet media 87%. This proves that Tetebatu tourism managers are very active and knowledgeable in internet media use. The ability to find and select the right and accurate information in tourism management helps intelligent decision-making, effective strategic planning and optimisation of the tourist experience. This is important to increase the competitiveness of tourist destinations and ensure the continued sustainability of the industry. The following describes information media usage data, as seen in Figure 4.

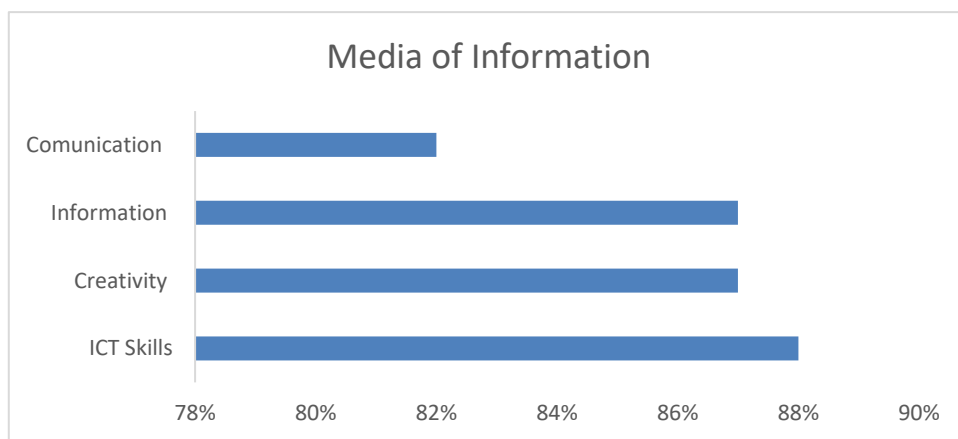


Figure 4. Media of Information

The information media in Figure 4 explains that internet media places itself at a high level in obtaining information. The accumulated percentage is 87%. The manager looks pretty active in using internet media as an information centre. Then, for broadcast media, it was at 33, followed by print media, the percentage was only 13,% and the remaining 27% did not respond. In comparison, the security capabilities possessed by tour managers are deficient, with an average value of 31%. This statement is explained by respondents' responses to several indicators, namely the lack of use of website systems that use developers. *E-safety* itself is a component that emphasises choices that ensure safety when users explore, create and collaborate with digital technology.

A form of warning can cause a low level of security in tourist areas due to the intensity of accessing digital technology and needs to be considered in education about *cyber-security* in increasing vigilance. Safety at tourist sites is also an important indicator of better service. This security is related to the low use of CCTV and the lack of tourism managers having qualified disaster mitigation designs. The low use of CCTV is due to the wonderful place and still nuances of nature.

From the presentation of each component in measuring the level of digital literacy of tourism management, a graph can be formed that can give a more detailed picture of the level of digital literacy of tourism managers in the Rinjani Circle area of Tetebatu village. Here is a percentage graph of the digital literacy component.



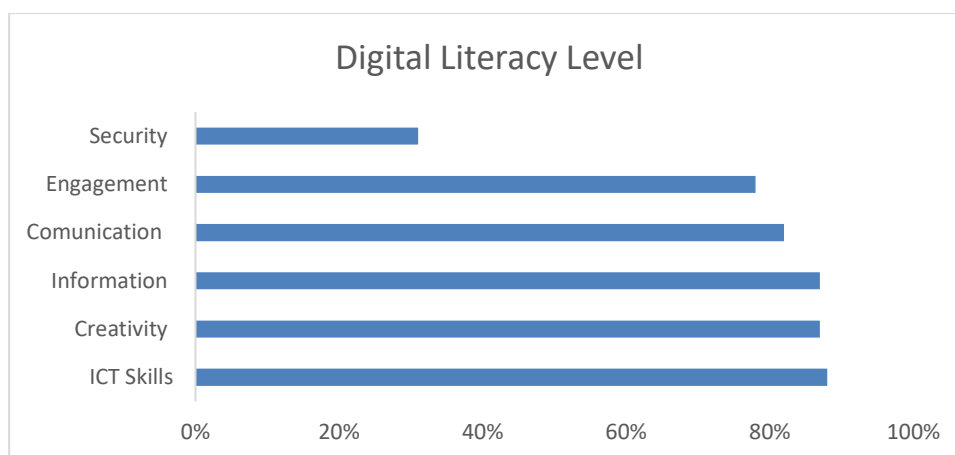


Figure 5. Percentage of Digital Literacy Components

## Discussion

Tourism managers should dominate the market in this digital era by taking advantage of existing opportunities. The opportunity to be known globally is open by taking advantage of options, and tourism actors must take part in improving literacy skills. Digital literacy in tourism management is critical. Digital literacy means a person's ability to utilise information technology in sharing forms, be it from the source of the device or from a mobile phone (Jarlah, 2021). Digital literacy refers to the understanding and ability to use technology to increase efficiency and effectiveness in various aspects of life (Naufal, 2021). Someone who is digitally literate needs to develop search skills and build a strategy in using *search engines* to find information that is available according to needs, including tourism management.

The six components of ability used to determine the level of digital literacy are compiled into several indicators and translated into several questions for research questionnaires. Based on the description of the research results, the overall level of digital literacy of tourism managers in the Rinjani Circle area of Tetebatu village is in the high category. The findings show that ICT skill or *Functional skill Beyond* is the dominant component in measuring digital literacy. What underlies the high ability of ICT skills is the ability to utilise technology, such as using various social media to produce a final product of technology (Husniyah et al, 2023). ICT skills are related to familiarity with technology and its use (Nasionalita & nugroho, 2020).

The safety component (*E-safety*) is a component that has a low percentage rate. The security component itself is a component that emphasises choices that ensure security when users explore, create, and collaborate with digital technology (Dinata, 2021). Tour managers consider the security component, the lack of qualified facilities both in digital space (*cyber*) and in open areas or tourist sites is the main factor in the low security capabilities possessed by tour managers.

Previous research conducted by Dinata (2021) has several similarities and differences with this study. The equations found contain variables or components used in previous studies. Regarding research results, the function skill and beyond element is the dominant component in measuring digital literacy. The e-safety component is the component with the lowest value of other elements. The difference is in the assessment score of the questionnaire using the Likert scale.

Nasionalita & Nugroho (2020) in their research entitled Digital Literacy Index of the Millennial Generation in Bandung Regency, similarities and differences can be found with this study. From the results of the survey, similarities can be found with this study; namely, the e-safety component is the component that has the lowest value of other components. The difference is in features with a high perforation value, whereas in previous studies, the components. The ability to find and select information is becoming a more dominant component in measuring the digital literacy index. In addition, the digital literacy index level score is seen from the 1-6 scale calculation.

From this discussion, a conclusion can be drawn that the digital literacy ability of tourism managers in Tetebatu village is in the High category. Digital literacy of tour managers is more dominant in ICT skills related to the ability to utilise technological media. In addition, the components of creativity, collaboration and communication skills are supporting components. The security component in digital literacy is an important aspect that must be considered when interacting with technological media and the internet. It involves understanding and practices that can help individuals protect themselves and their information from technological media threats.

#### 4. CONCLUSION

Based on the results of research and data analysis in this study, of the six digital literacy components used to determine the level of digital literacy of tour managers, there is that the most dominating element is the ability of ICT skills; this is because respondents are accustomed to using smartphones and the internet. The use of mobile phones and the internet cannot be separated from humans and is owned by everyone. This statement is evidenced by the ability of managers to use technology media as promotional media, especially for the use of social media, in this case, the dominant social media used is Facebook. As for this study, the digital literacy ability of tour managers is lacking in terms of security. The form of warning causes a low level of security in tourist areas due to the intensity of accessing digital technology. It needs to be considered in education about cyber-security in increasing vigilance. This security is related to the use of CCTV, which is still low and the lack of tour managers having qualified mitigation designs. The low use of CCTV is due to the wonderful place and still nuances of nature.

#### ACKNOWLEDGEMENTS

We thank you for all parties who are in big effort to support this projects. To my teachers, colleagues, we appreciate your endeavour.

#### REFERENCES

- Ade, O., & Mutaqin, Z. (2020). *Gerbang Digital Pariwisata Indonesia berbasis lokalitas*. September, 2-4.
- Afriyanti, L., & Junaidi, K. (2022). *Digital Literacy Accompanied For Santripreneur Development As Creative Economic Activator At Islamic Boarding School Pendampingan Pengenalan Literasi Digital untuk Pengembangan Santripreneur Sebagai Penggerak Ekonomi Kreatif di Pondok Pesantren*. 495-500.
- Apriliansa, T. A. (2022). *WISATA LITERASI DIGITAL : PELATIHAN DAN PENDAMPINGAN PEMBUATAN KONTEN KREATIF WISATA LITERASI DIGITAL BAGI FORUM ( TBM ) TAMAN BACAAN MASYARAKAT KOTA BEKASI*. 5, 3444-3451.
- Bangun, D. V. B., & Turgarini, D. (2021). *Teknologi Digital untuk Wisata Gastronomi*. 8, 37-45. <https://doi.org/10.34013/barista.v8i2.324>
- Bastian, O. A., Rahmat, H. K., Basri, A. S. H., Rajab, D. A., & Nurjannah, N. (2021). *Urgensi Literasi Digital dalam Menangkal Radikalisme pada Generasi Millennial di Era Revolusi Industri 4 . 0*. 23(1), 126-133.
- Cahyani, V., & Mutiah, N. (2021). *ANALISIS TINGKAT LITERASI DIGITAL PADA GENERASI Z DENGAN ( Studi Kasus : Mahasiswa FMIPA UNTAN )*. *Jurnal Komputer Dan Aplikasi*, 09(01), 1-11.
- Danuri, M. (2019). *PERKEMBANGAN DAN TRANSFORMASI*. 116-123.
- Dian, N., & Noersanti, L. (2020). *Pengaruh Komunikasi, Disiplin, Dan Motivasi Terhadap Kinerja Karyawan Bagian Produksi Pt. Extrupack Bekasi Barat*. *Sekolah Tinggi Ilmu Ekonomi Indonesia*, 3, 1-25.
- Dinata, K. B. (2021). *ANALISIS KEMAMPUAN LITERASI DIGITAL MAHASISWA COVID-19 proses Pendidikan Matematika Fakultas Keguruan dan Ilmu Pendidikan . Dampak yang mandiri . Salah satu kemampuan yang berperan cukup penting dalam memfasilitasi*. 19, 105-119. <https://doi.org/10.31571/edukasi.v19i1>.
- Habibah, A. F. (2021). *Era Masyarakat Informasi sebagai Dampak Media Baru*. 3(2), 350-363.
- Hasibuan, R. R., Darmawan, A. R., Ulya, W., & Khusnia, A. N. (2022). *Pengembangan Niche Marketing Online Desa Pariwisata Berbasis Konten Lokal dan Pelatihan Pembukuan Keuangan Sedarhana Development of Online Niche Marketing Village Tourism Based on Local Content and Simple Financial Booking Training*. 3(2), 141-146.
- Herlina, E., Setiawan, I., Haris, F., Prabowo, E., Usmar, D., Fauzan, I., Ekonomi, F., Galuh, U., & Artikel, I. (2022). *PELATIHAN DAN PENDAMPINGAN LITERASI DIGITAL DALAM*. 5(1006), 1006-1012.

- Iii, B. A. B., Pendekatan, A., & Penelitian, J. (2015). *No Title*. 32–50.
- Jayawinangun, R., Ono, D. K., Valdiani, D., Handayani, P., Studi, P., Komunikasi, I., & Pakuan, U. (2022). *Literasi digital produksi profil video untuk karang taruna di desa koleang*. 1(3), 111–122.
- Manggarai, K. (2022). *Pelatihan Pembuatan Website Desa Wisata di Desa Wisata Meler*. 6(1), 108–115.
- Ni, A. (2022). *Peran Media Terhadap Pengembangan Eduwisata Sebagai Strategi Pariwisata ( Studi Kasus Kebun Pak Budi )*. 2(2), 34–50.
- Prajarto, Y. A. N., Phitaloka, M., & Purwaningtyas, F. (2017). *Media Digital dalam Komunikasi Pemasaran Pariwisata : Efektivitas Sistem Informasi Kanal Pemesanan Daring*. 1–18.
- Prasetyo, H., & Rini, H. P. (2021). *Meningkatkan keterampilan literasi informasi masyarakat melalui program wisata literasi*. 42(2), 277–286. <https://doi.org/10.14203/j.baca.v42i2.812>
- Purnamasari, A., & Afriansyah, E. A. (2021). *Kemampuan Komunikasi Matematis Siswa SMP pada Topik Penyajian Data di Pondok Pesantren*. *Plusminus: Jurnal Pendidikan Matematika*, 1(2), 207–222. <https://doi.org/10.31980/plusminus.v1i2.1257>
- Putri, K. Y. S., Sutjipto, V. W., Anindhita, W., & Romli, N. A. (2022). *Digital Literacy Hoax Information in Indonesian Tourism Area*. 2(1), 1–11.
- Raharjo, N. P., & Winarko, B. (2021). *Analisis Tingkat Literasi Digital Generasi Milenial Kota Surabaya dalam Menanggulangi Penyebaran Hoaks*. 10, 33–43. <https://doi.org/10.31504/komunika.v9i1.3795>
- Retnasary, M., Setiawati, S. D., Fitriawati, D., & Anggara, R. (2019). *Pengelolaan Media Sosial Sebagai Strategi Digital Marketing Pariwisata*. *Jurnal Kajian Pariwisata*, 1(1), 76–83.
- Risdiansyah, D., Dewi, S., Maulana, M. S., Sasongko, A., Bina, U., Informatika, S., Laut, B. B., & Pontianak, K. (2023). *PEMANFAATAN MEDIA SOSIAL DAN BLOG UNTUK*. 2(2), 35–38.
- Sugiono 2016 dalam Fakhri. (2021). *Metode Penelitian Purposive Sampling*. 2021, 32–41.
- Veronika, R., Ginting, B., Arindani, D., Mega, C., Lubis, W., & Shella, A. P. (2022). *LITERASI DIGITAL SEBAGAI WUJUD PEMBERDAYAAN MASYARAKAT*. 3(2), 118–122.
- Wikan, I. G., Juniarta, I. W., Adi, I. M., Permana, S., & Baskara, I. M. W. (2023). *PELATIHAN DIGITAL MARKETING DALAM UPAYA MENINGKATKAN*. 4(1), 200–205.