

UTILIZATION SOCIAL MEDIA AS A PROMOTIONAL TOOL IN DEVELOPING POTENTIAL IN BAGOT TOURISM VILLAGE SAMOSIR DISTRICT

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Abstract

Digital marketing is one of the concepts of communication / interaction that utilizes the role of technological media in the form of the internet for marketers and users to communicate online. Bagot tourism village is a settlement of the Sitanggang clan located in Parlondut Village, Pangururan District, Samosir Regency. Regarding the current existing conditions, the influence of technology and information flow is a significant factor that plays an important role in bringing marketers (in this case the manager of Bagot tourism village) closer to users/visitors (both potential and repeaters). This study aims to analyze the efforts made in utilizing social media as a promotional tool in developing the potential of Bagot tourism village. This research uses qualitative methods. Data collection techniques use field studies, interviews, and data sources are obtained from primary and secondary data. The data obtained will be triangulated and presented descriptively. The results showed that the use of social media as a promotional tool in developing potential in Bagot tourism village is still limited. This is due to limited funds and the number and capability of human resources.

Keywords: Digital Marketing, Social Media, Tourism Village Development

Introduction

Bagot tourism village is a settlement of the Sitanggang clan located in Parlondut Village, Pangururan District, Samosir Regency. In 2020, on September 11 2020 to be exact, the village was inaugurated as a tourist village managed by POKDARWIS (Tourism Awareness Group). The men who live in the village work as paragot bagot or palm wine tapper. The bagot produced is obtained from Nira trees which are in steep/steep areas and grow naturally around residential areas.

Prior to the upgrading of the settlement's status as a tourist village, the sap water that had been harvested and processed into bagot was sold by residents to the community around Pangururan District. Over time, the people in the village realized that the processed Nira, landscapes, panoramas and the daily lives of the residents were potential resources that could be developed for tourism purposes. Residents began to build several facilities such as spots/areas Photo with a panoramic hill background Poso Buhit (which incidentally produces sulfur and is used as a hot spring in Samosir Regency), shelter (which functions as a place for visitors to enjoy bagot), provides several cleaning facilities and involves residents (especially

women) to act as cleaners, cooks as well as serving visitors who come to the villagetour Bagot.

Bagot tourist village is a relatively new tourist destination. The current condition of the Bagot Tourism Village can be grouped into stages of involvement. This stage is the 2nd (second) stage in the cycle/life cycle of a tourism destination which illustrates the emergence of several conditions including: 1) increased visits, 2) availability of local facilities for visitors, 3) fairly high interaction between communities and visitors, 4) changes in the economic and social orientation of the community and 5) the emergence of promotional activities. Regarding the current existing conditions, the influence of technology and information flows are significant factors that play an important role in bringing marketers (in this case the manager of the Bagot Tourism Village) closer to users/visitors (both potential and repeater).

Digital marketing is a communication/interaction concept that utilizes the role of technological media in the form of the internet for marketers and users to communicate online. North Sumatra is recorded as the largest internet user in the Sumatra region.

(Chadwick & Chaffey, 2016) Explain that social media not only plays a role to communicate services and products to consumers. Social media is able to provide added value experiences for users.

Regarding the various conditions and phenomena that arise, this research seeks to analyze the efforts of internal and external parties to develop the potential of Bagot Tourism Village through social media.

Literature Review

Tourism Village

According to the Regulation of the Minister of Culture and Tourism (Pariwisata, 2010) the tourism village has the meaning as: "a form of integration between attractions, accommodation and supporting facilities presented in a structure of community life which is integrated with the prevailing procedures and traditions".

Understanding this shows that tourism villages have resources formed by physical and non-physical environmental components consisting of: 1) natural environment, 2) cultural environment and 3) man-made products.

Through the same source, the types of tourist villages can be grouped into the following characteristics:

1. A tourism village based on the uniqueness of natural resources, where natural environmental conditions play a role as the main attraction. The components of the natural environment are unique landscape conditions.
2. A tourism village based on the uniqueness of local cultural resources, where the condition of the cultural environment is the main attraction. Components of the cultural environment can be in the form of traditions, livelihoods, belief systems, people's daily life as well as various other cultural components that are unique.

3. Creative tourism village, is a tourism village that makes the uniqueness of creative economic activities the main attraction. Its constituent components can be in the form of local community home industries or the arts.
4. Combination-based tourism village, where the attraction of the former is a combination of one or more attractions as explained in the points above (Points 1 – 3).

Digital Marketing

Marketing is described as: the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society at large (Association, 2021). This statement shows that marketing has a communication function, namely by delivering information reciprocally between the sender message with the recipient of the message.

Further the American Marketing Association (which will be abbreviated here in after OR) explained that the internet plays a role in opening access to interaction/communication that is 2 (two). The interaction/communication created allows for changes to occur that demand adaptive follow-up. Media in digital marketing include:

“...Digital media currently includes—but is not limited to—websites, social networking environments, search engine ads, banner ads, email communications, streaming audio and video, online gaming, and mobile services (Association, 2021)

Through the same source, digital marketing (digital marketing) has several characteristics that are influenced by the level of the company/organization. The difference in levels shows the strength of the company/organization's capital in utilizing and mobilizing existing resources for each intermediate market others namely:

1. Basic Digital Marketing — Startups and small businesses do not generally have a large budget available for digital marketing. So, these businesses focus on low-cost methods, typically leveraging websites, blogs and social media to drive revenue at a low price point. The cost for basic digital marketing can be several hundred dollars per month.
2. Intermediate Digital Marketing — Medium-sized businesses tend to have established revenue streams and the capability to spend more on digital marketing. This is where SEO, SEM, PPC and email marketing start to become prevalent. The cost for intermediate digital marketing can be several thousand dollars per month.
3. Advanced Digital Marketing — Large or enterprise businesses will use digital marketing in a comprehensive and often global manner. These businesses tend to have developed strategies across most digital marketing channels. These businesses often spend substantial resources developing a digital marketing strategy across many available channels. The cost for advanced digital marketing can be tens of thousands of dollars per month.

Social Media

(Forrester, 2007) describes to develop social media As a strategy in digital marketing, there are several things that need to be considered, namely:

1. **People**, understanding the adoption of social media within an audience is an essential starting point.
2. **Objectives**, set different goals for different options to engage customers across different aspects of the customer lifecycle from customer acquisition to conversion to retention.
3. **Strategy**, how to achieve your goals... 'imagine the endpoint and you'll know where to begin.'
4. **Technology**, decide on the best social media platforms and tools to achieve your goals.

For companies/organizations that want to take advantage of social media, (Hidayatullah, 2021)

1. Determining the goals of the company/organization
2. Setting targets
3. Design content
4. Selects a channel
5. Define performance measurements

(Kirby, 2003) suggests that in order to convey messages and information effectively, companies/organizations can develop the following 3 (three) things, namely:

1. Creative material – the 'viral agent'. This includes the ability of companies/organizations to create messages as well as disseminate these messages creatively, either through writing, pictures or videos.
2. Seeding. Companies/organizations can spread messages like spreading viruses, by searching for data through websites, blogs or by sending messages via email to consumers and the potential tourism market.
3. Tracking. Is the company/organization's efforts to monitor the impact due to messages sent as well as the costs that have been incurred for some of the actions in the previous point.

(Hidayatullah, 2021) explain media social as a service nature online will provide space for its users to participate in terms of creating content, commenting on and even distributing content. The format of the content delivered can be in the form of text/sentences, images, audio/voice and video. He further explained that there are 6 (six) types platform social media, which can be developed among others:

1. Blogging service. This service is in the form of short stories/journals to share user experiences, examples of services: WordPress, Blogger.
2. Social networking service (social network). Services focus on creating relationships between users in sharing content, examples of services: Facebook, LinkedIn.
3. Micro blogging service (microblogging). This service is more concise than a blog including the content presented, service examples: Twitter.

4. Media sharing service (media sharing). The main services are shared usually in the form of photos, audio and video so as to visually strengthen the content, examples of services: Flickr.
5. Forum service. This service is usually used as a forum for users to share experiences/discuss various things or specific/certain topics, examples of services: Kaskus, Quora.
6. Collaboration service. This service opens access for users to jointly load, edit or revise content, examples of services: Wikipedia.

(Constantinides, 2014) describes 2 (two) approaches that can be used to make social media as a digital marketing strategy, namely:

1. Passive approach, namely by making social media as public property. Companies/organizations utilize social media as a medium for obtaining information about user needs, user experience, competitor movements and prevailing trends. The media used can be a blog or online forums.
2. Active approach, namely by utilizing social media as a communication tool for companies/organizations to communicate, direct sales and attract users, until finally the user makes the information as a memory.

Research Methodology

To achieve the stated objectives, this research uses qualitative methods. Qualitative research methods provide opportunities for researchers to obtain data systematically and comprehensively, which is complex and deep. Opportunities obtained through qualitative research are produced by a research process that takes place continuously, namely from the preparation of the research to the stage where the research can be concluded.

Data Collection Techniques

The data needed in this study were obtained from 2 (two) sources, namely primary data sources and secondary data sources. Data obtained through primary data sources are collected using techniques including:

1. Field studies were carried out to gather information through observation activities. This activity is supported by efforts to document actual conditions using a camera.
2. Interviews were conducted by gathering information from sources/key informants using tools such as a list of questions and a voice recorder.

The secondary data used in this study were obtained through a documentation study. Data can be in the form of public documentation originating from the internet, scientific journals, articles, newspapers, books, and other sources, published by the government or non-government.

Data analysis technique

The data obtained will be analyzed by triangulation and presented descriptively. Different data collection techniques and types of data will support this research to be able to produce objective findings. The thinking process is arranged systematically and planned to make it easier for researchers to build constructive analysis.

The stages of analysis include efforts to 1) reduce data, 2) present data, and 3) conclude. Each stage describes a constructive thinking process by sorting information, and compiling data. The data obtained is produced continuously so that conclusions can be drawn and able to achieve the research objectives that have been set.

Results and Discussion

Overview of Bagot Tourism Village

Administratively, the Bagot tourist village is located in the village Parlondut, Pangururan District, Samosir Regency, North Sumatra Province. This village is also known by another name, namely Dusun Lumban Sitanggang, according to the majority of the population living in the village, namely the Sitanggang clan. Regent of Samosir Regency (samosir, 2021) explained that residents in the Bagot tourism village had the initiative to develop the potential of their village through the tourism sector.

The Sitanggang clan settlement was upgraded to a tourist village. On September 11, 2020, the Samosir Regency Government officially confirmed the village and at the same time appointed a Pokdarwis (Tourism Awareness Group) under the name Pokdarwis Bagot Tourism Village. Mr. Jekiman Sitanggang as a member of the community who lives in the village was appointed as chairman.

The inauguration of the Pokdarwis of the Bagot tourism village is expected to support the growth of the tourism sector and the creative industry specifically in Samosir Regency. Dumosch Pandiangan as the Head of the Samosir Regency Tourism Office stated that:

“So this is a golden triangle. Parlondut-Tano Ponggol-Aek Rangat Village. It has a lot of potential. After arriving from Aek Rangat, tourists will bathe on the beach, then they will drink bagot here. We believe this location has great potential.” (samosir, 2021)

The statement above shows that the presence of the Bagot Tourism Village is part of the government's efforts to create new travel patterns for tourists when visiting Samosir Regency. When visiting Samosir Regency, tourists can not only do relaxation activities in warm springs in the area Aek Rangat, do swimming activities in the Parbaba beach area or just enjoy the scenery / natural panorama of Lake Toba. The existence of the Bagot tourism village is expected to be able to provide a new tourist experience for tourists, namely by enjoying Bagot drinks as a result of local residents' production.

Potential of Bagot Tourism Village

Based on the following observations and interviews, an overview of the potential of the Bagot Tourism Village is presented:

1. Accessibility

The operational schedule for the village is from 14.00 WIB to 20.00 WIB. This was done to provide space for residents to rest, as well as prepare for village operations the next day.

Bagot tourism village has a landscape in the form of hills. From the main road, namely from Jalan the Church, visitors still have to access the village with a

distance of 600 meters. On the access road to the village, visitors can find information boards leading to the village. The road to the village can be accessed on foot or using vehicles such as motorbikes and cars. Access conditions with width 2.5 meters, it is only possible to be accessed by 1 (one) car at the same time.



Figure 4.1 Main Access to Bagot Tourism Village

2. Tourist Attractions and Activities

a. Bagot

Bagot is a term used to refer to one of the typical Batak drinks, namely Tuak. The pinning of the name Bagot to this tourist village is influenced by the main livelihood of the residents (namely men) who work as paragots / palm wine tappers. The drink produced by residents in this village comes from Nira trees, which grow around residential areas. These plants grow in steep areas. This causes paraparagot Bagot to require extra experience and struggle to be able to harvest the sap tree. Sources explained that the yield of sap obtained by residents is still very limited, considering that sap trees are harvested in limited quantities. The sap tree grows naturally and has not become a plant cultivated by residents.

Explained that previously the Nira results were obtained paragot bagot, processed and then sold to the community around Pangururan District. Over time, the residents realized that the Nira processed product could be used to improve the population's economy, namely by opening direct access for visitors to come to the village and enjoy Bagot.

The pinning of the name Bagot at the beginning of its formation often brought various views/perceptions. Bagot as a typical drink of the Toba people is considered to have an alcohol content that can make consumers drunk. The perception that emerged prompted managers to provide limits for visitors in consuming Bagot, namely a maximum of 2-3 glasses in one visit. Bagot produced by villagers can only be consumed on the spot and has 2 (two) types of taste, namely sweet (sap water precipitated and then mixed with raru) and bitter (sap water without raru mixed).

Sources explained that bagot consumed in reasonable quantities can give consumers a "fresh" taste the next day. The source also explained that bagot can also provide benefits to women after giving birth, namely to help restore energy.



Figure 4.2 Serving bagot using a bamboo teapot & glass

(Source: <https://kahyangan.net/kahyangannews/beautifully-bagot-tourism-village-hidden-paradise-on-the-samosir-lake-toba-island/>, accessed February 2023)

b. Processed food products and crafts

Apart from Bagot, residents also use Nira water to produce food such as: 1) cakes/cakes with developer ingredients from Nira water and 2) Sweet potatoes/cassava precipitated with Nira water and then fried to be served together with Andaliman sambal (andaliman is a one of the typical chili sauce of the Batak tribe), at a price of IDR 10,000 per portion. In addition to providing food and drinks made from Nira, residents also provide Batak specialties such as Napinadar chicken. For visitors who want to consume Napinadar chicken, visitors are expected to order the food in advance. This is intended so that mothers and women have the opportunity to shop and process the food before visitors arrive, so that the food can be served warm and fresh.

One of the uniqueness of serving Bagot drinks in the village is that the bagot served to visitors is placed in a container in the form of a teapot and glass made of bamboo. The teapots and glasses are produced by the residents themselves. These handicrafts can also be purchased by visitors as one of the village souvenirs, but these handicrafts are still limited in number. For visitors who are interested in bringing local production products such as food and crafts as souvenirs, visitors are expected to order these products in advance.



Figure 4.3 Processed food products and crafts

(Source: Processed by researchers, 2023)

c. Panorama of Nature from the hills of the Village

Bagot tourism village which is located in a hilly area has a beautiful natural panorama. There is 1 (one) area outside the residential area, which is provided by the manager for visitors to enjoy the natural panorama of the Hill Pusuk Buhit and Lake Toba.



Figure 4.4 Natural Panorama of Bagot Tourism Village

(Source: Processed by researchers, 2023)

d. Daily life and residential buildings

Before opening operational activities for visitors, women and children jointly carry out village cleaning activities. This is intended to create a clean and comfortable residential atmosphere for visitors. The Mothers prepare the needs in the form of food and beverage ingredients to be offered to visitors.



Figure 4.5 Village cleaning activities
(Source: Processed by researchers, 2023)

Every morning then paragot Bagot will harvest the sap trees that have been stored the previous day. The sap obtained is collected and paragot is handed over to be processed by the mothers and female residents in the village. The amount of Nira water obtained every day is not fixed. This condition also colors consumption restrictions Bagot for visitors to the village. Bagot's daily average production results are able to serve around 30 visitors assuming 1 (one) visitor 1 (one) cup.

e. Activity

While in the village, visitors can not only enjoy bagot and food processed by residents. Visitors can also enjoy the daily activities of the residents, enjoy the panorama of the village, discuss/chat with relations and villagers. Based on the narrative of sources, visitors are also given the freedom to walk around the settlement, visit the processing kitchens to see the process of making food and drinks.

3. Facility

Starting from the entrance to the settlement, various interpretation facilities such as information about operating hours, limiting the amount of bagot consumption, signs/directions to implementing health protocols have been provided by the manager. This is a manifestation of the management's efforts to provide information as well as make it easier for visitors while in the village. The management has also provided various hygiene facilities including providing a place to wash hands for visitors, to create a clean village atmosphere while supporting government programs in minimizing the spread of Covid-19. Before entering the residential area, visitors can also take pictures at the facility spot photo provided by the manager. The facility has a backdrop of hill views Posobuhit as well as the landscape of Lake Toba.

To enjoy bagot, the manager provides 6 (six) fruit shelters built using bark. The capacity of each shelter is different, but if averaged then each can accommodate \pm 6 (six people).

Visitors who come by vehicle often park the vehicle in front of residents' houses. This was acknowledged by Sources due to the absence of parking regulations set by the management and limited special parking areas for visitors. Apart from the limited parking facilities, he also acknowledged that the available toilets were still in limited condition for visitors to use. Based on the explanation from the Head of Parlondut Village, Bagot Tourism Village is one of the villages that is prioritized for development through the tourism sector. He also mentioned that the government will make efforts to repair roads to make it easier for visitors to access tourist villages, including providing toilet facilities in the Bagot tourist village.



Figure 4.6 Facilities in the tourist village of Bagot
(Source: Processed by researchers)

The overall resources contained in the Bagot tourism village have the potential to support the development of the village as a tourist destination in Samosir Regency, specifically in Pangururan District. Existing resources will provide added value if supported by the availability of human resources (HR) who are sensitive to tourism needs, especially visitors.

The sources also explained that the presence of visitors had a positive impact, especially for residents, namely training residents to communicate in friendly and polite speech, including children. The thing that was revealed to be a problem was the delayed schedule for parents to feed their children due to operational activities in the village. Children in the village are slowly being trained and accustomed to working together and being independent, especially

in terms of learning. Children are also often involved in organizing several events/events held in the village such as dancing and welcoming guests (with a mentor). However, this is not held every time, depending on the needs/requests of visitors.

On visits conducted by researchers it is known that residents have openness to the presence of visitors. This is marked by the emergence of a friendly attitude that is conveyed by residents to visitors, including by greeting and delivering services to visitors. The involvement of residents in the management of the Bagot Tourism Village can be seen through the emergence of the role of fathers, mothers, teenagers to children who jointly carry out village operational activities including by creating a safe, clean, comfortable and friendly atmosphere for visitors. This involvement is an effort by the residents to create a village environment that is in line with the principles of tourism, namely *Sapta Pesona*.

The Involvement of Tourism Actors in Utilizing Social Media

In developing the potential of Bagot Tourism Village, social media is a form of marketing technology that is effective and efficient. To achieve this, human resources are needed as managers. According to (Yoeti, 1993) tourism actors who can be grouped as follows:

1. Tourists have a variety of motives, interests, expectations, social characteristics, economy, and so on. This diversity makes them the party that creates demand for tourism products and services. Tourists are consumers or users of products and services.
2. Tourism industry (service provider). This means all businesses that produce goods and services for tourism.
3. Supporting tourism services, this group is a business that does not specifically offer tourism products and services but often depends on tourists as users of these services and products. Like, services photography, beauty services, sports, food business, sales of raw fuels (BBM), and others.
4. The government has the authority to regulate, provide and designate infrastructure related to tourism needs. In addition, he is responsible for determining the intended direction in the macro policy tourism journey taken by the government as a guide for other stakeholders in playing their respective roles.
5. Local communities, especially indigenous people who live in the area, are one of the key players in tourism, because they will provide most of the attractions while determining the quality of tourism products.

According to the theory above, tourism actors based on the conditions in the Bagot Tourism Village are categorized into 2 parts as follows

1. Internal side

Internal parties in the tourism village refer to all elements or parties related to the management and development of the tourism village itself. Internal parties in a tourist village usually include village managers, *pokdarwis*, village

residents, and workers involved in managing a tourist village. The internal parties involved in the promotion of Bagot Tourism Village are as follows:

a. Bagot Tourism Village Manager as an Internal Party in Using Social Media

The sources explained that visitors who come to the Bagot tourist village are still dominated by local people. Based on the experience of researchers when visiting Pangururan, local people who live outside still do not know Bagot Tourism Village as one of the sellers of palm wine. Mr. Jekiman explained that this was influenced by the result that so far the village was more well-known as a distributor of Nira.

The overall description of the efforts made by the head of Pokdarwis explained that the Bagot Tourism Village had carried out marketing, but it was still traditional, namely by using the words-of-mouth. This method requires quite a long time and can only be accessed in a limited way.

Referring to the AMA explanation, the current era is placing digital marketing (digital marketing) as a form of activity that plays a significant role, namely by bringing closer the interaction of marketers and users through electronic devices and internet networks.

He explained that social media owned by Bagot Tourism Village is used to publish the results Photo as well as videos captured using mobile phones/cellphone. He added that photos and videos published on social media Bagot tourism village contains: 1) the daily activities of the residents before the village's operational time, 2) processed Nira products in the form of bagot as well as food and crafts, 3) visitor activities while in the village, 4) natural scenery around the village and 5) available facilities in the tourist village of Bagot. Social media which is actively used is Facebook and WhatsApp. Facebook with the account name "Pokdarwis DW Bagot" is social media actively used to publish Photo and videos related to Bagot Tourism Village.

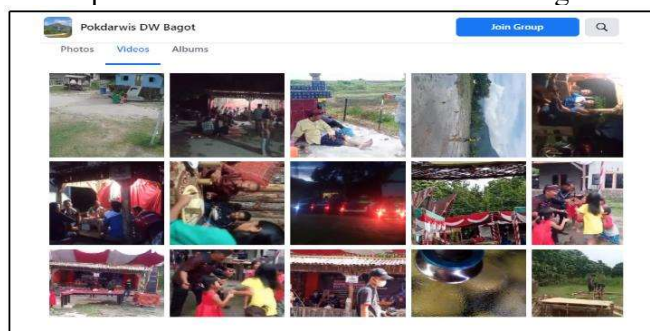


Figure 4.7 Bagot tourism village Facebook account
(Source: documentation study researcher)

The results of the documentation study show that the account above has a total of 381 friends. To publish photos and videos on the "Pokdarwis DW Bagot" account, use the personal account of Mr. Jekiman Sitanggang. If we look at the number of friendships between the two accounts, Mr Jekiman's personal account has more friendships than the "Pokdarwis DW Bagot"

account, which has reached 1,027 people. Display of images and videos on the social media account Bagot tourist village is not accompanied by sentences or descriptions. Sentence Introduction as well as information about pictures and videos only appears, when we take those pictures and videos through Mr. Jekiman Sitanggang's personal account.



Figure 4.8 Publication display on Facebook

(Source: documentation study researcher)

Based on the above documentation study, Mr. Jekiman Sitanggang not only manages the Bagot Tourism Village account, but he also tries to promote his personal.

WhatsApp is social media which is also used by the manager of the Bagot Tourism Village. Social media This is used by the manager to join the communication forum online between Pokdarwis and various communities. WhatsApp also functioned as a medium to establish communication to serve questions or special requests of visitors and prospective visitors.

To publish various contents about Bagot Tourism Village, Mr. Jekiman was assisted by 2 (two) young people namely Depe Sitanggang and Dani Malau. However, he admitted that the activities of the 2 (two) young people placed Mr. Jekiman Sitanggang as the main manager of social media at Bagot tourism village. In addition to this role, Mr. Jekiman Sitanggang also works as a village official Parlondut and on the other hand he must also be responsible for controlling the operational activities of the Bagot Tourism Village (considering he is the Chairperson of the village Pokdarwis). HR (Human Resources) both in number and capability is an obstacle to maximizing the role of social media in supporting the digital marketing of Bagot Tourism Village. This condition causes limited interaction (via the comments column) between tourism village managers and limited consistency of managers to publish content on a regular/scheduled basis through social media.

He also explained his desire to make the website/Bagot tourism village an official site. However, it was again revealed that with limited human resources he explained that the content published via social media Bagot tourism village is dominated by pictures and videos, which are sometimes not accompanied by sentences to explain in detail the meaning of the pictures. He only tries to

publish what things are caught by the camera on his cell phone/cellphone his personal. Mobile phone/cellphone is a digital device that is actively used. On the same occasion he also admitted that composing sentences is something that requires thought, especially in the midst of his various responsibilities. Most of the sentences/text what is conveyed still aims to provide information about daily/operational activities that take place in the Bagot Tourism Village, specifically by publishing visitor photos/pictures.

Based on the entire explanation above, the efforts developed by the Bagot Tourism Village manager belong to the basic digital marketing level. This was produced by the still limited village funds allocated to increase content on social media as well as limited human resources (in terms of number and capability). But on the other hand it looks good that visitors who come to the Bagot Tourism Village have shown behavior advocate. This behavior is indicated by the appearance of several publications in the form of sentences/text, pictures or videos about the village tour Bagot, through the social media personal property of visitors. Efforts made by the manager of the Bagot Tourism Village to publicize its tourism potential have not been systematically arranged/planned. This condition further indicates that there is no specific strategy developed by managers to utilize social media in the current era of digital marketing.

2. External parties

External parties in a tourist village refer to all elements or parties that are outside the tourist village itself but influence the development and management of a tourist village. External parties in tourist villages usually include tourists, government, non-governmental organizations (NGOs) and business partners. The involvement of external parties in promoting the Bagot Tourism Village through social media can have a major positive impact on the promotion of the Bagot Tourism Village. External parties can help reach a wider target audience. External parties involved in the promotion of Bagot Tourism Village are as follows:

a. Traveler

The head of Pokdarwis hopes that visitors who come to the Bagot Tourism Village will publish photo as well as video visits through social media accounts owned by each visitor. He did not forget to convey this hope/inform personally to the visitors who came. He also explained that the Bagot Tourism Village had been visited several times by Youtubers and the media to do coverage.

With the construction of the area / spotPhoto is expected to be an attraction for young people. However, specifically the content presented through the Bagot Tourism Village social media is not intended to target consumers with a specific profile. The manager of social media at Bagot tourism village hopes that the presence of visitors at the Bagot Tourism Village will be able to have a positive impact, namely the occurrence of deployment information and increased sales. Tiago & Verissimo (2014) explained that social media can be used as a channel to: 1) provide various information to users, 2) improve relationships/relationships between stakeholders as well as 3) encourage increased sales. Here are some content published by visitors:

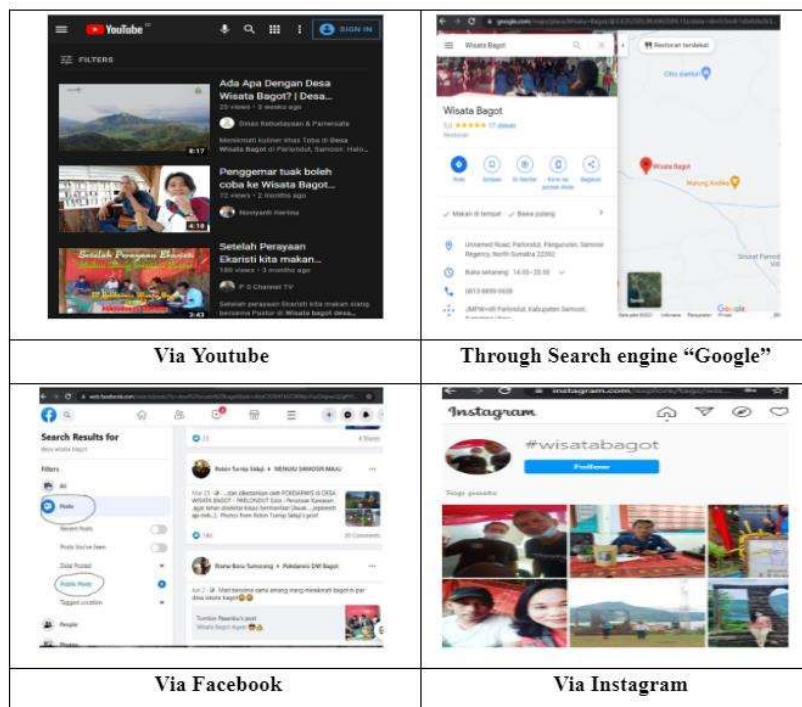


Figure 4.9 Search results for Bagot Tourism Village
(Source: documentation studyresearcher)

b. Academy

The Bagot Tourism Village had created an account Instagram by relations. But he admits having difficulty in using it Instagram, so that this account is no longer used to publish various content related to Bagot Tourism Village.

Based on the documentation study, 1 Instagram account was found with the username "wisatabagot". Account "baggy tour" This is an account made by students of the Medan Tourism Polytechnic who have carried out a Field Project Study (FPS). This account has 70 followers and has uploaded 26 posts.

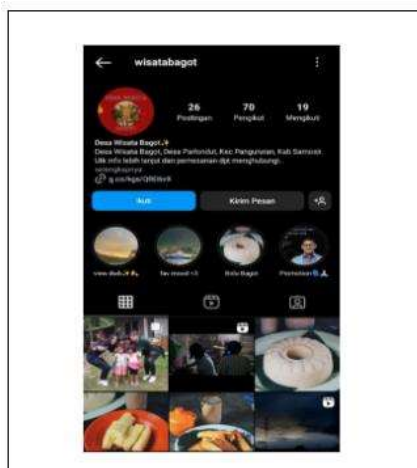


Figure 4.10 Instagram Bagot Tourism Village
(Source: documentation studyresearcher, 2023)

c. Government



Website of the Department of Culture and Tourism of North Sumatra Province



Website of the Ministry of Tourism and Creative Economy/Ministry of Tourism and Creative Economy

Figure 4.11 Government website on Bagot Tourism Village
(Source: documentation studyresearcher, 2023)

The government is also an important external party in tourism villages because they can provide support in terms of licensing, regulation and promotion of tourism villages. In addition, the government can also provide assistance in terms of infrastructure development and training for local communities. The picture above is a form of real support by the government for the Bagot Tourism Village.

With a tourism information system, the government will help tourists in providing accurate and reliable information and this will also expand the market owned by the Bagot Tourism Village so that it will increase the number of visits to the village.

d. Media

The media has an important role in promoting the tourist village of Bagot. The following are some of the roles of the media for the Bagot tourism village: (1) Introducing Tourism Potential, the media can help introduce the tourism potential that exists in the Bagot tourism village, such as natural beauty, culture and local traditions. In this way, the media can attract the attention of tourists to visit the tourist village of Bagot. (2) Building an Image, the media can also help build a positive image of the Bagot tourism village as an attractive place to visit. With positive media coverage, Bagot tourism village can be considered as an attractive tourist destination for tourists. (3) expanding market reach, the media can also help expand the market reach of the Bagot tourism village. Through the media, the tourist village of Bagot can be recognized by tourists who may have never heard of the tourist village, so that it can attract more tourists to visit the tourist village of Bagot.



Figure 4.12 Media coverage of Bagot Tourism Village
(Source: documentation studyresearcher, 2023)

Conclusions

Based on the description presented in the previous chapters, the Bagot Village Manager has realized that one of the roles of digital marketing is to market their products, using technological devices and technology networks. Social media is the main digital platform owned, while Facebook and WhatsApp are types of social media that are actively used by managers.

The main content presented is in the form of images and videos which are sometimes not accompanied by sentences/text. This content was posted during breaks/free time amidst the busy schedule of Mr. Jekiman Sitanggang as the Chair of the Pokdarwis of the Bagot Tourism Village as well as village officials Parlondut. He is a party that plays an active role in publishing social media content for the Bagot Tourism Village. The content displayed is the result of documentation obtained using his personal cell phone/cellphone camera. The published pictures and videos are conditions/situations, which according to his opinion need to be published, so that it is illustrated that the manager has not set a target market to be targeted. The role of social media in the digital marketing era is currently utilized by managers to support the dissemination of information about Bagot Tourism Village through the internet network and increase the number of visitors so that there is an increase in Bagot sales and processed food products in Bagot Tourism Village.

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