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# The Effect of Using Digital Marketing Platforms, Optimizing Potential Assets on the Inclusive and Sustainable Economy Improvement

The Effect of Using  
Digital Marketing

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## Abstract

This study aims to analyze the role of the green economy and digitalization in sustainable rural economic development. This research is quantitative descriptive research. The research was conducted in Manistutu Village, Jembrana Regency, Bali Province. Research data using primary sources were collected using a questionnaire with a Likert scale. Respondents in this study were the community and village officials who carried out activities using technical assistance in government activities, tourism, agriculture, and plantations. The research sample amounted to 70 people using purposive sampling. Data were analyzed using Structural Equation Modeling. The results of the research were conducted to explain the importance of maintaining sustainable economic growth in the tourism, agriculture, and plantation sectors in the Jembrana Regency by using technology. Digital marketing platforms and optimizing the potential of village assets have a significant influence on growth in the inclusive and sustainable economic and financial sectors.

**Keywords:** Asset, development; digital, economy, inclusive; marketing, sustainable; village.

## Introduction

The dynamics of development in rural areas have experienced a shift in traditional patterns towards technological adaptation in anticipation of increasingly competitive competition for resources. Village development is not only focused on the agricultural sector and fundamental needs but towards technological readiness, especially in the field of information and communication (Purnamawati et al., 2022). This form of transformation can be seen in the digital village with its concept of providing services in terms of governance, community service, and rural community empowerment programs by utilizing information technology to increase sustainable welfare. It is hoped that various technology adoption programs in villages will facilitate access in providing access to services for the community. In the end, it will be able to minimize the government's role in it. Currently, creativity and innovation are the main competitive strategies to survive in winning the competition (Cowie et al., 2020); (Khan, et al., 2021).

The countryside with its development dynamics is a central point in the development of society and institutions related to increasing welfare (Hajighasemi et al., 2022). The principles that must be met include aspects of transparency, participation, enjoyment of the community, accountability, and long-term sustainability. This involves the role of the community and the development of rural areas in a comprehensive manner by focusing on various interacting social, economic, cultural, and technological factors (Gebre & Gebremedhin, 2019). Development efforts should be able to provide significant changes between one region and another due to differences in characteristics (Sukowati et al., 2020).

Rural development in this digital transformation requires communication in a convergent pattern and includes interpersonal communication, mass media, and hybrid media (Mazya et al., 2022). All parties will participate in accelerating the achievement of development goals as expected. The development process also cannot ignore the involvement of various elements of society (Fardiah et al., 2019). Indonesia as a very large archipelagic country is inhabited by various races, customs, and traditions.



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Indonesia has a very rich natural wealth. Every place in Indonesia has its advantages, including its rich natural resources. Based on its existence in the international world, Indonesia does make significant use of natural resources and tourism. This has changed a large part of the tourism industry and even the business sector that supports it. Tourism is considered an important sector in the development of the world economy (Holik, 2016). If the tourism sector can develop or even experience a decline, it will certainly affect the economic sector in many countries (Agustina & Sharyputra, 2022). The development of tourism will affect one of several aspects of management, both in terms of economy, society, politics, and culture. The tourism industry will continue to develop dynamically with local and global strategic environmental conditions (Ollivaud & Haxton, 2019).

The combination of natural beauty, accommodation, and transportation as well as various infrastructure and facilities that exist in a tourist village forms the structure of community life and is integrated into local traditions making it a special attraction with a strong character (Arismayanti et al., 2019). The village as an area should have its utilization strengthened for the welfare of the local village community in accordance with the potential assets they have. Village management with digital concepts is very important because it can increase significant economic growth. (Djajadiningrat & Hardjolukito, 2013) explain that there are at least 10 aspects that must be met, one of which is: creativity and community development. Villages with digital concepts are not only prioritized on seeking profit alone, but they must also maintain the conduciveness and competence of human resources, in addition to technological infrastructure support, and no less important is the creation of positive synergies between humans (Richards, 2020).

Indonesia is currently experiencing a downturn due to the Covid-19 pandemic (Purba et al., 2021) several activities or tourist attractions are greatly affected by many sectors of people's lives such as health, social, education, economy, and tourism. The tourism sector is a sector that has been hardest hit, this has an impact on the growth of small and medium industries. The tourism situation, which initially experienced growth, is now getting weaker in line with the ongoing pandemic. In general, the tourism sector in various parts of Indonesia has suffered enormous losses due to the decline in the number of tourists due to various government policies regarding social restrictions. In addition, it also has an impact on the sustainability of tourism, especially in tourist villages. Bali Province is one of the provinces that has very beautiful natural beauty so many tourist villages were built, which later became the main source of income for the community as managers.

The Bali Provincial Government continues to prepare Bali to become one of the best tourist destinations in Indonesia with the support of technology. Various tourist village destinations are found in all districts in Bali Province. This research focuses on a tourist village in the province of Bali, namely Manistutu village in Jembrana Regency. The village is heading towards community-based tourism management. Manistutu is a tourist destination with acculturation of Balinese culture in the lives of people who adhere to various religions. Based on the diversity of religions and cultures, the village is in dire need of digital tourism in its management. A very interesting phenomenon for further study of the potential and strategies of digital-based village management to increase people's economic income during the Covid-19 pandemic (Purnamawati et al., 2022).

Manistutu Village is one of the areas whose program has the aim of implementing digitalization in every village's economic and financial activity. These activities include marketing agricultural and plantation products, as well as savings and loan units through increasing the role of Village-Owned Enterprises and MSMEs. The touch of technology is an opportunity to improve the standard of living and welfare of the community by reaching a wider marketing area and a well-patterned financial management system (Diyanto & Musfi, 2022).

This paper tries to examine the acceptance model of marketing technology (MTAM) in digital marketing strategies and optimal asset utilization. The important goal is to direct the implementation of digital marketing so that it continues to experience development, and

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maximizes the utilization of assets that are relevant to the theory of the Technology Acceptance Model and the Digital Marketing Technology Acceptance Model. TAM deals with implementing digital marketing on an ongoing basis based on intention, motivation, and user acceptance. Users consider that the use of websites on computer media and social media has great benefits so that it is in line with MTAM theory (Sheen Low et al., 2020).

### Literature Review

Community welfare reflects a country's economic growth. This is related to an increase in the value and quantity of goods or services produced over a certain period of time (Purnamawati & Adnyani, 2021). The measurement is done in nominal terms or based on the inflation rate. The calculation is also done by comparing the components as proxies for the current and previous state of a country's economy. The proxy is in the form of gross national product (GNP) or gross domestic product (GDP) (Purnamawati & Werastuti, 2013).

The transformation of changes in a country's economic conditions towards a better improvement also indicates economic growth that has experienced development. Community economic activities are also able to have a significant impact on increasing the quantity of goods and services produced (Muryanti, 2020).

The addition of goods and services produced through these economic activities will ultimately be able to improve people's welfare in a sustainable manner. There are several elements that play an important role in the development of the rate of economic growth, such as: Resources (Natural and Human), Capital Accumulation, Managerial Personnel, and Production Organization, Science and Technology, Political Aspects and Government Administration, and Socio-Cultural (Peterson, 2017).

Economic development has a very broad definition, not just about GNP per year. This started before the 1960s, economic development was defined as the ability of the national economy to be able to increase and maintain the growth rate of GNP up to a percentage per year. Then in the 1950s and 1960s, there was a change, namely, a development that only focused on the economy would not be able to solve basic development problems. Thus, it is concluded that economic development has elements and characteristics such as a process which means changes that occur continuously, efforts to increase per capita income, the increase in per capita income must continue in the long term and improvement of the institutional system in all fields. Therefore, economic development is seen as a process of mutual influence and interrelatedness of factors. Furthermore, economic development is also seen as a process of increasing GDP per capita income or GNP. However, the process of continuous per capita increase will not be sufficient without improvements in other areas (Callen, 2020).

Utilizing information and telecommunications technology in addition to tourist villages is also one of the MSME strategies to maintain business continuity in the pandemic era (Karbana & Fatiatun, 2022). In this advanced age of science and technology, it is not surprising that the assistance and influence of digitalization greatly influence the development of MSMEs in Indonesia. The technological development of the Industrial Revolution 4.0 has had a major impact on business related to the economy, society, and culture.

The Chairperson of the World Commission on Environment and Development (Brundtland) revealed the dimensions of sustainable development which are not only the obligation to meet needs and provide benefits for world development today but also in the future (Mulyadi et al., 2015). The main objective to be achieved is to improve the people's welfare and fulfill their needs and aspirations. Sustainable development involves three pillars with SDGs indicators, including: human development (including education and health), small environment (social economy: fulfillment of environmental facilities and infrastructure and economic growth), wider environment (availability of natural resources and good environmental quality). It has been stated in the UN document through the 2005 World Summit, agreeing on three dimensions which are the drivers of sustainable development, namely: the sustainable development scheme is at the intersection of these three

pillars, and emphasizes problem solving in an integrated and comprehensive manner. Equally important to get a focus on equity and justice, an integrative approach, prioritizing the relationship between humans and nature, a long-term perspective, sustainability (ecological, economic, socio-cultural, political, defense and security) (Mensah, 2019).

Several indicators are generally used in evaluating the success of sustainable development in developing countries according to Todaro (2015) including National Income, Economic Growth, Income per Capita, National Income Distribution, Poverty, Public Health, Public Education, Community Productivity, Population Growth, Unemployment, and Underemployment. Development is a multidimensional process that leads to changes in the social structure and also to changes in the level of economic growth and poverty eradication (Ernawati, 2021). Sustainable development aims to enable each generation to promote economic opportunities and social welfare by utilizing natural resources. In its application, the process of sustainable development in people's lives requires a series of factors of production that can be used to obtain the desired goods and services.

Sustainable development is essential to seek equitable distribution of development between the current and future communities. Sustainable development is a prerequisite for community economic development that relies on natural resources and labor so that it can increase community economic growth (Wadu et al., 2020).

Incorporating technological elements into public service activities and village development programs will accelerate competitive economic growth. Rapid technological changes should also create strong changes in building infrastructure, information technology, communications, transportation, zoning, irrigation and energy. So that it is expected to minimize costs and optimize public services and people's living standards. Technology is a tool to reduce costs and improve performance or services, by using technology, villages will be more advanced and independent (Satoła & Milewska, 2022). Villages are no longer dependent on regions and even the center by utilizing digital technology or what is called the Internet of Things (IoT). Through IoT, it can create: Smart Energy, namely the automation of energy such as electricity and others; Smart environment, which is an intelligent environment, where environmental conditions can be controlled automatically by the Internet of Things, such as temperature, pollution, and others; Smart Transportation, namely intelligent transportation that can speed up travel, increase energy and others; Smart Farming, smart farming that can increase crop yields to good distribution, can reduce costs and increase farmers' profits; Smart Village Government, village government services electronically, so that all village government services will be supported by a good information system and able to reduce costs and improve public services.

### Methodology

This research was conducted with a quantitative descriptive approach. Collecting data in this study using primary sources through a questionnaire with a Likert scale of 1-5. Respondents in this study were the community and village officials who carried out activities using technical assistance both in government activities and agriculture and plantations in Manistutu Village, Jembrana Regency. The research sample amounted to 70 people using purposive sampling. Data were analyzed using Structural Equation Modeling using WarpPLS 7.0. The endogenous variable in this study is economic growth, while the exogenous variable is the use of digital platforms and the optimization of village assets.

Model:

$$Y = \gamma_1 X_1 + \gamma_2 X_2 + \varepsilon$$

Information,

Y: Endogenous variable

X: Exogenous variable

$\gamma$ : Coefficient of influence of exogenous latent variables on endogenous latent variables

Hypothesis Formulation:

Hi: The use of digital marketing platforms affects increasing an inclusive and sustainable economy

H2: Optimizing asset potential affects the inclusive and sustainable economic improvement.

The development of questionnaire indicators in this study is based on theoretical studies, namely Perceived Ease of Use, usefulness, Cost, Greater Return, Efficiency, and Actual Use. Make the development as research originality. Digital marketing is a solution in minimizing current promotion costs. Especially making it one of the right strategies to reach a wider business area. To increase the number of customer segments.

**Analysis and Discussion**

**Analysis**

Hypothesis 1 shows a positive and significant influence on the variable use of digital marketing platforms to increase an inclusive and sustainable economy. Hypothesis 2 shows a positive and significant influence of the asset potential optimization variable on an inclusive and sustainable economic improvement. Along with the MSME sector that supports tourism and sustainable development, the Bali Provincial Government continues to prepare itself to become one of the best tourist destinations in Indonesia with the support of the local community business sector. Various tourist village destinations are found in all districts in Bali Province. This research focuses on a tourist village in the province of Bali, namely Manistutu village in Jembrana Regency. When entering Manistutu Village, you will feel the nuances of a very thick Balinese culture.

Development is a process of continuous change carried out towards improvement in all areas of people's lives to achieve the coveted level of life. It can also be interpreted as an increase in the ability of the community to influence their future which leads to changes in living standards that are better than before (Yusoff, 2020). Therefore, a development that only prioritizes centralized growth is not evenly distributed and is not balanced with the role of the community which is the main actor, and those who feel development will cause fragility. Therefore, one of the indicators of national development is economic growth. The achievement of development goals in the midst of a competitive world competition is able to make the economy the main pillar. Macroeconomic analysis provides an overview of the rate of economic growth as an increase in a country's per capita income and an increase in overall social welfare (Peterson, 2017). National development, as the main objective of the commitment to economic development, is also accompanied by an increase in the number of goods and services and access to the employment sector for the wider community.

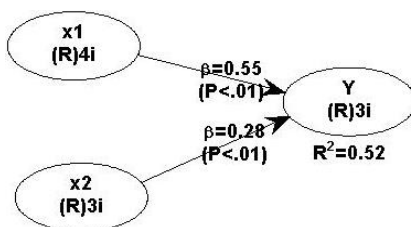


Figure 1. Direct Effect

Table 1. General model elements

**Number of:**

data resamples: 100

cases (rows) in model data: 70

latent variables: 3

indicators: 10

iterations to obtain estimates: 10

Source: Data Processed, 2022

**Table 2.** Model fit and quality indices.

<b>Average:</b>
path coefficient (APC)=0.414, P<0.001
R-squared (ARS)=0.521, P<0.001
adjusted R-squared (AARS)=0.506, P<0.001
block VIF (AVIF)=1.269, acceptable if ≤ 5, ideally ≤ 3.3
3 full collinearity VIF (AFVIF)=1.702, acceptable if ≤ 5, ideally ≤ 3.
Nonlinear bivariate causality direction ratio (NLBCDR)=1.000, acceptable if ≥ 0.7
Tenenhaus GoF (GoF)=0.562, small ≥ 0.1, medium ≥ 0.25, large ≥ 0.36
Sympson's paradox ratio (SPR)=1.000, acceptable if ≥ 0.7, ideally = 1
R-squared contribution ratio (RSCR)=1.000, acceptable if ≥ 0.9, ideally = 1
Statistical suppression ratio (SSR)=1.000, acceptable if ≥ 0.7

Source: Data Processed, 2022

**Table 3.** Latent variable coefficients

	X1	X2	Y
R-squared coefficients			0.521
Adjusted R-squared coefficients			0.506
Composite reliability coefficients	0.777	0.913	0.798
Cronbach's alpha coefficients	0.618	0.857	0.620
Average variances extracted	0.471	0.777	0.570
Full collinearity VIFs	1.914	1.403	1.788
Q-squared coefficients			0.520

Source: processed data, 2022

**Table 4.** Path Coefficients and p-values

Variable	Criteria	
	Path coefficients	P Values
X1	0.552	< 0,001
X2	0.275	< 0,001***

Source: processed data, 2022

\*\*\* Highly Significant

### Discussion

It needs involvement from various parties including the community and government to be able to mobilize existing resources. The main actors in development are the community while the government must direct and protect and build a conducive, safe, and peaceful climate to support national development. This is because in national development gradual, comprehensive, directed, and sustainable planning is needed for the realization of the essence, goals, vision, and mission of national development. The main actor in national development is the community, so it is the community that has an important role and shares in the implementation of national development, especially in economic development.

The public and business actors must be given awareness and understanding that the implementation of financial administration according to standards is an obligation. At the same time, the development of the era of globalization in the field of technology, especially related to the digital world, is present and helps make it easier for MSME actors in these problems by creating various software. Bank Indonesia cooperates with the Indonesian Institute of Accountants (IAI) to develop guidelines and modules for MSEs so that these guidelines are considered standard because they have been confirmed or have complied with banking rules and requirements in assessing MSE creditworthiness.

In the 1985-1999 period, the rapid industrial development made a good contribution to economic growth and poverty alleviation in Indonesia. This can be proven by the achievement of economic growth of 7.9 percent and the poverty rate which has decreased

by 49 percent (Asian Development Bank, 2005). The industry does not only have a good impact but also has a bad impact that affects the condition of natural resources.

This is in line with the theory of TAM and MTAM. ease of use of technology is the basis for implementing digital marketing. Adequate technology is certainly needed to support the green growth program. Referring to the consistency of research with the theory and concept of innovation from Schumpeter, Research & Development provides opportunities for companies or organizations to create and develop various breakthroughs (innovations) that are able to explore and improvise in producing technology that is able to minimize the negative impact of developments and industrialization turbulence. The government's task is to provide maximum service to the public by providing and facilitating the public to access affordable education and research to create innovation. The fiscal policy instrument stipulated by the Ministry of Finance in the form of a budget plays a role in stabilizing and encouraging economic growth. This is done by providing various conveniences for the community through the principles of Value for Money, planning and budgeting. The government adheres to three basic elements in it, namely economy, efficiency and effectiveness. Planned planning and budgeting with a focus on output goals so that the use of economic resources can be efficient.

Rural areas need the support of digital technology in forming a convergent communication system and the involvement of interpersonal, mass media and hybrid communication. All of these elements are intended so that various stakeholders with different levels of generations can be directly involved in accelerating the achievement of development goals. The development process, of course, without putting aside the opportunity for community components to be involved. Indonesia with its natural wealth has various races, customs and traditions, so that each region has its own characteristics of excellence. The ease of access to technology also provides opportunities for increasing the number of tourists. The reach will be wider, especially facilitating tourism promotion.

Tourism and technology as a synergy are considered important integrations in the development of the world economy, of course, supported by elements of an independent village unit (Chamidah et al., 2021). If the village can develop, of course, it will affect the country's economic sector. The development of the village in terms of technology will affect one of several aspects of management, both in terms of economy, society, politics, and culture. The tourism industry will continue to develop dynamically with local and global strategic environmental conditions. Tourist villages, supported by advances in digital technology, will form rapid integration in promotions, so that everyone can easily reach the village's potential including beautiful nature, accommodation, and additional facilities, presented as the structure of community life, and integrated into mainstream procedures and traditions. Technology-based Tourism Village is a rural area with several advances that can become a tourist attraction.

The use of ICT is a necessity for all people, not only people who live in urban and rural areas. However, to implement the use of ICT, adequate infrastructure is needed. The infrastructure needed to implement digital-based ICT in an area is the availability of internet networks, computer hardware, smartphones, mobile phones, and accessories (Simpson, 2020). Digitization is the use of ICT through digital devices such as mobile phones, smartphones, and computers and their supporters so that previously manual processes and mechanisms turn into automatic (Lindgren et al., 2019).

By the infrastructure needs, the implementation of digitalization in rural areas becomes a challenge. People in rural areas have the following limitations: low knowledge and competence of the community; the low level of the community's economy; low quality of public health; limited access to finance, both for access to funding, as well as other financial services such as money transfers, limited access to local product marketing. Furthermore, the phenomenon of Indonesia as an archipelagic country has more rural areas than urban areas.

In the transformation of digital tourism villages, the digitization and digitalization processes take place simultaneously. This digital transformation in the tourist village will change the tourism village business to be more optimal, efficient, and effective (Li et al., 2023). Digital transformation tends to adopt a wider digital technology and there is a cultural change in it. Digital transformation can be said to place more emphasis on people/humans than on digital technology. The trigger for changes in tourist villages in digital transformation is getting faster is the customer's desire for service speed that continues to increase.

The process toward a Digital Tourism Village must be carried out end-to-end (end-to-end) and in an integrated manner between one component and another. This is so that digital transformation can create value that increases benefits for all parties, reduce risk, and uses limited resources efficiently. The value of benefits felt by the parties for example convenience, speed, and low cost. Risk reduction is very important to reduce the occurrence of failures or process errors, including avoiding potential disruptions that may occur. The utilization of ICT must also pay attention to the efficient use of resources, such as the availability of funds and human resources in the village.

In general, the digital transformation includes several aspects, namely national policies related to tourist villages, appropriate business process arrangements, more suitable village institutions, village customs or customs, village information, availability of infrastructure and applications, and adequate village human resources. Based on Permendagri 114 of 2014 the Digitalization of Tourism Villages which is the village authority must be a priority in the Village RPJM and RKPDesa and budgeted for in the tourism sector and information on supporting fields that are budgeted for in the APBDesa based on Permendagri 20 of 2018. The use of ICT is not just using ICT in carrying out the process manually. Without proper business process management, the use of ICT will only become a heavy burden, usually a high-cost burden. While the perceived usefulness value is very less. Changes in business processes can be made by changing technical procedures, data recording or recording processes, financial transaction processes, and others. This business process change is made based on the results of the previous business process analysis.

The use of ICT must touch the process of digitizing information. Information related to tourism is packaged in digital media in promotional activities. This media transformation is important to facilitate the distribution of information so that it reaches the intended parties easily, cheaply, safely, and on time (Raharti et al., 2021). Technology can make the main opportunities bigger in promoting tourism information, such as ordering tour packages, tourist identity (demographics and socio-economic status), schedule of room occupancy and number of visits, transactions made while in a tourist village or inclusive digital finance, go digital tourism village, e-commerce, creative industry, provide criticism, input, and suggestions in improving the quality of tourist areas and their services.

Through several background aspects, Manistutu Village has been able to fulfill and prove that it is worthy of its status as a digital-based village. The village continues to improve its performance and add facilities to support tourism development.

### **Conclusions and Recommendations**

The implementation of a green economy program in Indonesia can be a good start in line with the increasing investment in the current era of industrialization. This increase in the level of investment will certainly have a good influence on increasing economic growth. However, on the one hand, increased investment can also mean increasing adverse impacts that cause environmental quality to decline if industrialization activities do not pay attention to sustainability components. In response to this problem of decreasing environmental quality, the Indonesian government is committed to a green growth program with two main



achievements, namely capacity building, and green investment. MSME business actors are said to have good digital literacy skills when these business actors can transform business activities using digital technology devices. So, it can be said that everything is digital. This digitalization is used not only to use technology to replace human resources but also to how MSME business actors create automated and integrated systems with each other. MSMEs towards going digital or all-digital is a mission to realize Indonesia as a Digital Energy of Asia. In addition, the government is also making efforts by carrying out the construction of various physical and digital infrastructures. The digitalization era of the Industrial Revolution 4.0 has begun to enter and be felt by MSME business actors. MSME business actors who can take advantage of the advantages of digitalization will experience development and improve aspects of their business.

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