

DIGITAL MEDIA LITERACY AND SOCIAL MEDIA COMPETENCE AMONG MILLENNIALS FOR TOURISM PROMOTION DURING THE COVID PANDEMIC

Santa Margaretha Niken Restaty¹, AG. Eka Wenats Wuryanta²

¹santa_margaretha@mercubuana.ac.id, ²eka.wenats@umn.ac.id

¹Universitas Mercu Buana

²Universitas Multimedia Nusantara

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Abstract

This research started with the fall issue of tourism at a time when the pandemic strikes Indonesia. Much effort has been made to try to explore the possibility of a revival of Indonesian tourism. The millennial generation has the advantage of digital capabilities that can encourage tourism revival through social media. This study aims to find out to what extent the level of social media literacy can be a factor that encourages the participation of the younger generation, especially millennials, in helping the level of tourism promotion in Indonesia. The methodology used is quantitative with data collection using questionnaires. The population is Paramadina Univ students and Mercu Buana Univ students. The analysis used is frequency tables, correlation tests, and factor analysis. The findings obtained are that the generation is relatively high in the context of digital media literacy, and there are three supporting factors in the framework of involvement in tourism promotion, namely the ability to process digital media production, social collaboration capabilities, and the consistency of the millennial generation in developing social media productions.

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PREFACE

Since the beginning of 2020, the world has been shaken by the presence of the COVID-19 virus outbreak. In Indonesia, the Covid-19 virus has spread since early March 2020. The outbreak of the Covid-19 virus has made many countries afraid to stir their thoughts and feelings since the Wuhan case, which has soared ((Benjamin et al., 2020; Zenker & Kock, 2020)). Covid-19 is the main enemy of humans and worries the world because it can take many people's lives.

As a result of the COVID-19 pandemic that has lasted for several months, economic activity has weakened. Economic activities include production, distribu-

tion, and consumption activities (Yuniarti et al., 2020). Production is an activity to process goods and services that create uses. The goal is to meet human needs, including activities to create and increase utility (Maulidiyah et al., 2020)

Various economic activities ranging from the tourism sector to trade were forced to close their businesses and lay off their employees. It also supports government regulations to implement social distancing between people. This method certainly directly impacts the nation's economy because there will be much reduction in working outside the home. This is done to minimize the chain of the spread of the Covid-19 virus outbreak. The coronavirus outbreak began to impact

Corresponding Author:

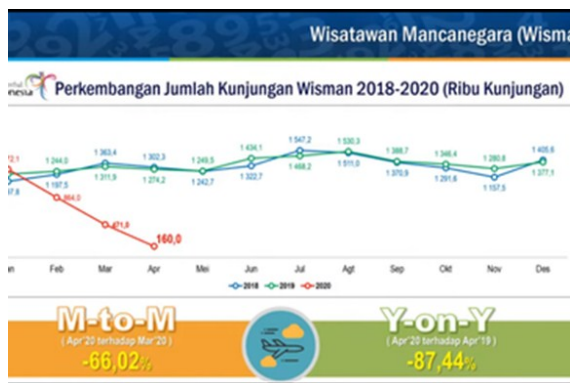
Universitas Mercu Buana Jakarta

Jln Meruya Selatan. Jakarta

Email: santa_margaretha@mercubuana.ac.id

Indonesian tourism. According to data from the Central Statistics Agency (BPS), the number of foreign tourist arrivals to Indonesia in February 2020 decreased by 28.85% compared to the number of visits in February 2019. In addition, compared to January 2020, the number of foreign tourists visiting in February 2020 also experienced a significant decrease of 30.42%, not only in Indonesia. World tourism has also been affected by this Covid-19 problem.

Figure 1
Graph of the Development of the Number of Foreign Tourist Visits 2018-2020



Source: Data from the Central Bureau of Statistics 2020

Recently, the World Tourism Organization (UNWTO) released the situation and impact of the coronavirus, which will reduce international tourism receipts by an estimated 20 to 30 percent. Based on UNWTO data, this means that it impacts the value of growth that will be lost for five to seven years due to the Covid-19 outbreak.

Whereas economic activity is a form of human effort in the context of fulfilling needs. Because human existence cannot be separated from nature to maintain and maintain survival, the measurement of the welfare of human life is measured by the standard of economic satisfaction that can be achieved through economic activities contained in production, distribution, and consumption activities. Economic activities generally involved by the community include agriculture, non-agriculture, and trade in services and services (Gunawan, 2014 in Abbas et al., 2020). Consumption activities have the aim of meeting the needs of life, including meet physical and spiritual needs. had to be

stopped (Dini Yuniarti, Bambang Subiyakto, and Muhammad Adhitya Hidayat Putra, 2020).

Since the instructions to maintain social distance and echo activities at home, the tourism sector has become sluggish (Benjamin et al., 2020). The sluggishness was felt before Indonesia announced that there were positive corona patients in early March 2020. Several stimuli prepared by the government to revive the tourism sector could not stem the negative impact of the COVID-19 corona.

The International Aviation Industry Association (IATA) said that the global aviation industry's losses could reach US\$113 billion this year due to Covid-19. The Indonesian government's policy is to increase local tourist visits by providing incentives through discounted airline tickets between 30% to 40% for ten domestic destinations from March to May 2020. The 10 tourist destinations in question include Batam, Denpasar, Yogyakarta, Labuan Bajo, Lombok, Malang, Manado, Silangit, Tanjung Pinang, and Tanjung Pandan. However, the policy cannot be excellent where local tourists themselves cannot meet the occupancy rate of up to 80-100% as expected by hoteliers. However, the strenuous efforts made by the government are to keep local tourist movements in various areas able to keep at least there is economic movement in the tourist areas, although it does not reach the results or occupancy rates as before this outbreak.

All efforts are encouraging ministries and other government institutions and various companies, state-owned and private companies, to conduct meetings in destination areas that receive incentives. The government is also currently discussing other subsidies to reduce the impact, such as taxes and relaxation of debt collection for tourism industry business actors. However, this is still in its early stages and involves various parties, including the Ministry of Finance, OJK, and banks.

The above condition is a fact that occurs when tourism, which should be the leading sector in Indonesia's economic development, has become the sector that has been worst affected by the COVID-19 pandemic

(Bascha et al., 2020). On the other hand, many efforts are being made to respond to the impact of the pandemic on the tourism sector. One that can be a supporting factor for tourism promotion in Indonesia is social media in Indonesia.

In the next section, several studies will be exposed at the same time to show the novelty of the issue of this research. Various things have been done to promote tourism, among others, by using television, radio, advertisements, brochures, exhibitions, and most recently by using social media. In contrast to conventional media used for tourism promotion years ago, promotion using social media is still relatively new. It seems to have started to have its charm for tourism industry players for promotion through social media. This can be seen with the emergence of tourism areas that have started to have social media accounts for their respective tourism. This seems to be in line with the potential that social media has in promoting tourism. There are 129.2 million social media users in Indonesia (APJII, 2016), with more than half of Indonesia's population. The potential of social media as a medium for tourism promotion is enormous.

With such large social media users, it is undoubtedly a good thing to promote tourism. However, the problem is making social media known and having many followers so that the published content can be seen and accepted by many people. Usually, social media in tourism promotion is also integrated with conventional media such as television, radio, and newspapers. What if a region does not have significant funds to integrate it with conventional media? This can be overcome with community participation, especially for millennial participation.

Community participation here can be done in two ways; the first is by involving various community elements in the area to promote tourism through their respective social media. As a first step, it is considered more effective than creating social media from scratch. Local governments can facilitate creating a community to attract social media users in their area. Local governments can easily control and manage these social media

users in promoting tourism in their respective regions. While the second method is if the people in the area are still unfamiliar with social media, this is done by providing counseling and training on the potential of social media to promote their respective tourist areas.

The millennial generation is the generation that comes after generation X. The presence of millennials also has much influence on various sectors, especially economic activities, such as the tendency to consume goods or services, as well as the totality in allocating their income for something that defines or gives them an experience (Moreno, Lafuente, Carreón, & Moreno, 2017). This reason makes millennials a market opportunity in the future, including the tourism market.

The-next-future-tourist, a phrase aimed at the millennial tourist market, is growing at a breakneck pace. In 2020, in a report submitted by WTM's First Youth Travel Program, the number was estimated to reach 320 million trips, or an increase of 47% from 217 million trips in 2013 of all world trips (Chapman in Mohn, 2014). In the tourism sector, this shift and growth have made millennials a generation that also impacts changing business landscape patterns (Yahya in the Ministry of Tourism, 2019).

At the concept level, millennial tourists have changed the atmosphere and patterns of tourism travel, which were previously conventional, shifted to a more digital direction. Their digital native characteristics, *high degree of permanent connectivity*, *search for outstanding experiences*, and altruistic habits are potentials that disrupt the tourism sector (Veiga, Santos,guas, & Santos, 2017).

Furthermore, several similar studies regarding the characteristics of millennials in traveling have also been widely discussed. Among them are typical millennials who use social media as the most significant determinant of millennial motivation to travel (Ghandour, 2014); the tendency of millennials who have higher self-esteem characteristics than the previous generation (Burke, Cooper, & Antoniou, 2015); (Berthon et al., 2012) make social media a determinant of their personality and behavior (Kavitha & Bhuvaneshwari, 2016);

like adventure and authentic experiences (Azzahrani, 2019); to the importance of the influence of relevant comments and suggestions in online media for millennial tourists (Zeng & Gerritsen, 2014; Zenker & Kock, 2020), and other writings like this. Some of these things show that millennials have specific characteristics that tourism stakeholders must understand as tourism market opportunities in the future, one of which is Indonesia.

From the statements and facts seen in the statements above, several questions arise that will become the basis for developing research that will be made further. To what extent can new media literacy become the primary capital for these millennials to encourage promotions in the tourism sector more generally in Indonesia? What factors can be the fundamental factors of millennial social media literacy in advancing tourism promotion, especially in Indonesia during the pandemic? What is the picture of millennial social competence, especially in social media, which has the context of encouraging tourism promotion in Indonesia? How is a critical assessment of the description of millennial social competence in social media in Indonesia?

Opening the tourism sector during a pandemic is indeed high risk. Conducive cooperation is urgently needed between the government, the private sector, and the community as tourism stakeholders so that they are not in a hurry to restore this situation to normal again, the main thing being that it can still be appropriately controlled (Gössling et al., 2020; Sigala, 2020). Many things must be considered when looking at tourism activities in Indonesia which are indeed quite promising and become a magnet for tourists—starting from health protocols, accommodation, infrastructure, transportation, and facilities in the tourist area.

Another study states that effective and efficient tourism communication in the current digitalization era requires very open communication, significantly if it is associated with tourists as the primary consumers in the tourism industry (Bungin, 2017). New Normal guidance and supervision in each tourist destination, of course, is prioritized for areas that have been

declared ready to open and must be mutually coordinated with the task force and regional heads of each region (Benjamin et al., 2020; Berthon et al., 2012).

The reopening of tourism objects must be carried out gradually. Another super important thing is the support from tourism sector actors and the creative economy in implementing the New Normal protocol to bounce back, such as restaurants and hotels. Promoting the tourism industry online is an innovation seen in several social media (Jin & Muqaddam, 2019).

Research on social media states that technology that is increasingly developing makes a person able to access things easily (Zeng & Gerritsen, 2014). Technological developments such as smartphones, for example, make people able to access things quickly and can explore the world with only one smartphone and internet access. We know that wifi corners are widely spread in various places, and coffee shops also now provide wifi as a facility. Another for the customer. This technological development makes tourism in Indonesia more able to be developed and promoted abroad through short videos or photos uploaded on various social media such as YouTube, Instagram, and Facebook, and many others (Berthon, Pitt, Plangger, & Shapiro, 2012; Felix, Rauschnabel, & Hinsch, 2017).

Other studies have investigated that various social media can lift or boost tourism in Indonesia because social media, as mentioned above, is widely used and accessed by citizens worldwide (Fahrudin et al., 2020; Fikri et al., 2019). One of the social media that is widely used in Indonesia is YouTube which occupies the first rank of social media that is widely used. Youtube itself is a particular social media for sharing between users and viewers through a video show. Indonesia's tourism promotion video labeled Wonderful Indonesia has made tourism in Indonesia widely known and seen by many people from within the country or abroad. The new Bali is a place that can become a world tourist spot that will be able to compete with and be commensurate with Bali—making this short video can develop tourism in Indonesia and show the whole world that the beauty of Indonesia is amazing and

makes tourism growth in Indonesia more advanced which will also have an impact on the economy.

Another social media that plays a significant, impressive role in advancing tourism in Indonesia is Instagram (Elvina, 2019; IconoSquare, 2018). Instagram is one of the social media specifically for sharing photos. When we want to post photos on Instagram, we will choose suitable photos and good backgrounds or atmospheres. Now, a place that is very contemporary and becomes an exciting photo spot when posted on Instagram. We can call it an Instagramable place that many residents hunt to beautify the appearance of Instagram feeds. The development of social media such as Instagram has given rise to many new tourist attractions, especially places or instagramable photo spots.

Interesting research took place in West Nusa Tenggara. Tourism is designated as the leading sector of West Nusa Tenggara Province. The earthquake that occurred in August 2018 became a test for Lombok tourism, especially for tourism, one of which was measured by the number of tourist arrivals, both domestic and foreign.

This is in line with the increase in social media users and netizens who prefer to update social media-based information. National internet penetration also shows that social media is the most effective means, having the broadest total market share (Ministry of Communication and Informatics Data, February 2019). The number of hoaxes that appear and the behavior of netizens in post-disaster situations raise particular concerns. Lombok, as one of the priority tourist destinations, should be supported by intelligent netizen behavior. The public, through netizens, has an important function, many of which do citizen journalism through public accounts, as well as updating information on Lombok, which can be accessed by the public at large so that they contribute in disseminating information. So far, there is no filtering of information, and everything is shared on social media, so that it is worrying in shaping public perceptions about Lombok after the earthquake.

The importance of correctly packaging information, selecting and sorting information, and framing news make it essential to use social media wisely and adequately.

LITERATURE REVIEW

Media Literacy and Social Media Competence

Media Literacy, consisting of two syllables, media means where exchanged messages are and literacy means literacy, then known as Media Literacy. In this case, media literacy refers to the ability of the audience to be literate towards the media and mass media messages in the context of mass communication (Austin et al., 2021).

Media literacy can be said as a process of accessing, critically analyzing media messages and creating messages using media tools. Rubin (1998: 99) explains that what is meant by media literacy is understanding the source, communication technology, code used, the message generated, selection, interpretation, and impact of the message (Austin et al., 2021). So it can be said that the existence of the Internet or this new media has changed the pattern of human communication.

The mass media provides information and entertainment and invites the public to make changes in behavior. Through various distinctive and unique media content so that the media messages look very attractive, arouse the audience's curiosity. Framing messages through text, images, and sound is a media activity to influence the thoughts and feelings of the audience.

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As explained above, media literacy can access, analyze, evaluate and communicate messages in various forms. Meanwhile, Article 52 of Law no. 32/2002 on Broadcasting defines media literacy as "a learning

activity to improve people's critical attitudes" ("Communication, Power and Counter-Power in the Network Society," 2007). The Center for Media Literacy defines media literacy as "the ability to communicate competently through all media, both electronic and print" (Iriantara, 2009). Center for Media Literacy (CML, 2003) states that media literacy includes several abilities, namely: criticizing, producing, exploring and teaching.

Meanwhile, the description of media literacy according to the European Commission in the European Commission, 2009 is the ability to access, analyze and evaluate the meaning of images, sounds, messages that we face every day and are an essential part of our contemporary culture, as well as to communicate competently inappropriate media (Jandrić, 2019). Privately available. In addition, media literacy also relates to all media, including television and film, radio and music recorders, print media, the internet, and other new digital communication technologies.

Digital literacy is the ability needed to achieve digital competence, use Information Technology critically and confidently to work, study and communicate. These abilities are basic skills such as using computers to search, access, store, create, present, and exchange information to communicate and participate in collaborative relationships via the internet (Hobbs, 2021; Rasi et al., 2019). Meanwhile, three areas that deserve to be considered in the development of digital competencies as communication skills; production capacity, find, store, share and evaluate information; critical thinking; online awareness of risks and opportunities, ability to read and analyze media messages; creative activities and the ability to generate content, express opinions, and to be able to use digital media tools in innovative ways (Tiago & Verissimo, 2014a).

Digital Competence

Social Digital Competence is a person's ability to communicate and build social relations through the media and produce content. Social Competence consists of Communicative abilities, which can build social

relations and participate in the community through the media. Communicative Abilities include several dimensions: the ability to communicate and build social relations through the internet (social relations).

Some of the networking sites that have entered the public consciousness, namely MySpace, Facebook, Bebo, Twitter, have proven popular and have provided individuals with the opportunity to present themselves remotely, to have relationships and live life. Active online social. This social life displays the capacity of the user to contact other individuals, work in relationships with them, and build different networks and communities. These abilities are manifested in the following abilities:

- a. Create and maintain contacts through media and social media.
- b. Following the trends propagated by the media and playgroups (European Commission, 2009).

Ability to participate with the community through the internet (citizen participation). Participation in public life through new media is divided into two categories, namely the use of e-government (government services available on the internet, such as library services or passport applications) and participation in public life in a political context (using media for engagement and communicate with governments and other individuals to shape policy). Both activities are related to citizen participation in public life, which can take the form of simple individuals and government institutions for better and more complex cooperation, such as the formation of membership of political parties or organizations of protest groups. In detail, these capabilities include:

- a. Nurture participation with groups that share a standard model.
- b. Using social media to manage contacts with others pragmatically strategically.
- c. Appropriate appearance (profile).
- d. Interaction with various institutions appropriately (European Commission, 2009).

Ability to produce and create internet media content (content creation). These abilities are related to the individual's capacity to produce new content and produce original media messages. This ability is manifested in the ability of users to use, identify, and understand the information in media messages and respond appropriately. This capacity generate different levels of complexity, ranging from the most basic to the more sophisticated.

European Commission (2009), communicative ability consisted of three category which are communication capabilities and developing social relations, citizen participation), content creation.

Digital literacy allows people to access, sort, and understand various information that can improve the quality of life, such as health and child care, family. In addition, they can participate in social, state, and political life by expressing their aspirations on specific channels. Through digital media, people can voice their perspectives and opinions for justice without harming other parties. Economic goals can also be achieved through digital literacy through understanding online transactions (Bakić-Mirić, 2018; Miller et al., 2018).

Promotion and Social Media Social

Media, better known as social networking referred to as Online Media, is part of new media. They are defined as online media where users can easily participate, share, create content, including blogs, online forums, social networks, wikis, and virtual worlds. New media is a name attached to social media because this media is different from previous media such as magazines, television, and radio. The media described above is classified as old media, which is now almost certain to be slowly replaced with new media with more people's hearts (Tiago & Verissimo, 2014b).

Ardianto revealed that social media, called online social networks, is not online mass media because social media has enormous social power. Which significantly influences public opinion that develops in society. Raising mass support can be quickly done by simply moving your finger through social media in-

stead of spreading it from person to person.

Social media is an effective business promotion tool because anyone can access it to widen the promotion network (Zeng & Gerritsen, 2014). Social media is an indispensable part of marketing for many companies and is one of the best ways to reach a broad market or customer. Social media such as Facebook, Twitter, Instagram, and YouTube have several benefits for business actors compared to using conventional media as promotional media. The following are the roles and functions that will compare social media with conventional media, namely as follows:

1. Simpler

Of course, when viewed, social media is straightforward compared to conventional media, radio, and television. In doing promotions, we can very easily use our Social—media wherever we are. We can still promote our goods very simply. That is, it can be done through an application on a cellphone. At the same time, on social media, we have to coordinate first to the marketing office, and it takes time long because there is a long process that must be passed if you want to do promotions (AYOMI, 2017; Leung et al., 2013).

2. Building Relationships

Social media can allow us to interact quickly with our consumers. In this media, we can get direct feedback from consumers to quickly fix it if there is an error in the product. This is very different from conventional media, which only communicates in one direction.

3. Global reach

Conventional media can indeed reach globally and quickly. However, of course, this makes the costs incurred for promotions must be expensive in order to be able to reach widely by collaborating with various conventional media such as television media which is not enough just one television media if you want

to reach globally. Globally, this is different from social media. Social media can reach even wider than conventional media can. In addition, this media can also communicate anything in just an instant. In an instant, when they start spreading information, they can receive the message regardless of their geographical conditions (Hall et al., 2020)

4. Measurable

Promotion using social media can be controlled. We can get measurable data instantly regarding its reach and effectiveness, in contrast to conventional media, which takes a very long time to provide data to measure the effectiveness of promotions. Based on this comparison, it can be concluded that social media has a more effective, efficient, and inexpensive role when compared to conventional media. Using social media as a means of promotion is expected in this era.

METHODOLOGY

This research used descriptive quantitative research methods that will measure the weight of the assessment of each variable so that it can determine the level of digital media literacy ability in the context of social media and tourism promotion. The research method used is a survey research method. Data was collected using an instrument in the form of a questionnaire that will be sent online. Questions on the questionnaire were made based on the Social Competence discussed above. Furthermore, respondents were asked to fill out a questionnaire that has been provided to be analyzed and concluded.

The sample in this study will consist of students from Paramadina University and Mercubuana University. The population collection will consist of students from the 2020-2021 class with a total sample using the Taro Yamane formula, with adequate proportions between the 2 Universities, specific students in the communication science study program. A sampling

of the sample is non-probability sampling by distributing questionnaires to some students. As many as 300 people obtained and processed the data from the distributed questionnaires, the random number of 104 data drew the incoming data.

The validity coefficient is 0.55 with the KMO Barlett Test size indicator with a significance below 0.00, which indicates that the factorial instrument coefficient is valid. It also means that this instrument can also be continued as factor analysis.

Analysis of this research data using relationship and factor analysis. Relationship analysis uses statistical interval tests intending to see the degree of relationship between two or more variables. The strength of the relationship that indicates the degree of this relationship is called the correlation coefficient of association (correlation). So if the statistical test found the relationship between the two variables showed 0.00 fragile relationship while one strong relationship. Factor analysis is a statistical technique that can provide a relatively simple description by reducing the number of variables called factors. Factor analysis is a procedure to identify items or variables based on their similarity. The high correlation value indicates the similarity. Items that have a high correlation will form a cluster of factors.

RESULT AND DISCUSSION

This study found that digital media users in Indonesia are still trapped as consumers of content and information circulating in cyberspace, although on the other hand, especially among Millennials or students, in this case, there are also digital inter-media production and Collaboration capabilities. Nevertheless, the ability to use digital media critically and social collaboration appear to be formed at various levels of society, especially among students and millennials.

Communalities		
	Initial	Extraction
tot_SR	1,000	.784
tot_CP	1,000	.674
tot_CR	1,000	.368

Extraction Method: Principal Component Analysis.

The ability to use digital devices is followed by

good information management skills and broader collaboration. Research shows ten digital literacy competencies into four essential categories: skills to consume information functionally, critically consume skills, functional prosuming (production) skills, and critical prosuming skills.

Based on the data obtained, the highest score is in functional production and collaboration skills. This means that most of the community, in this case, students or new millennial groups using digital media, is no longer limited to seeking information.

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
Mampu_post	4.8462	.36255	104
Mampu_hub_post	4.8269	.38015	104
Mampu_eng_post	4.6827	.46768	104
mampu_promosi_kolaboratif	4.6731	.47136	104
mampu_bina_kolaboratif	4.8365	.37158	104
mengundang_masy_kolaboratif	5.0000	.00000	104
bentuk_kerjasama_kolaboratif	5.0000	.00000	104
gunakan_media_pemerintah	5.0000	.00000	104
maintain_media_pemerintah	4.6731	.47136	104
tindaklanjut_kolaboratif_masy_wisata	4.7788	.41703	104
evaluasi_interaksi_kolaboratif	4.6346	.48387	104
Teratur_guna_media	4.4904	.50233	104
pengalaman_kreatif	4.3462	.47805	104
upload_foto	4.3462	.47805	104
profil_pribadi	5.0000	.00000	104
sumbang_komen	4.9327	.25177	104
prep_situs_relevan_wisata	4.8942	.30903	104
upload_video_wisata_se	4.7596	.42939	104
konten_sosialwisata	4.4519	.50009	104

Although the average value is relatively lower, the research findings show that some people can think

critically when consuming information. Interestingly, although critical skills tend to be present in respondents with higher education levels, some respondents with

lower levels of education also have good critical and collaborative competencies. This can be seen from the correlation between critical production factors and social, collaborative skills, which are indeed required as the basic skills of digital media literacy.

Correlation Matrix

		tot_SR	tot_CP	tot_CR
Correlation	tot_SR	1,000	.619	-.367
	tot_CP	.619	1,000	-.214
	tot_CR	-.367	-.214	1,000
Sig. (1-tailed)	tot_SR		.000	.000
	tot_CP	.000		.015
	tot_CR	.000	.015	

This research also shows that, in the end, all levels of society have a responsibility to improve digital literacy competencies. People can better use social media to channel creativity, participation, and collaboration to act as consumers and message producers.

The number of smartphone users, the internet, the following factors will influence more specifically social media:

1. The more complex the information needs. People know what is going on in other parts of the world, and by using the internet or social media for tourism promotion, this has become much easier.
2. The internet, or more specifically social media to promote tourism among millennials, is a part of education and learning facilities. The development of internet technology increasingly helps the teaching and learning process.
3. The internet and the use of smartphones open up wider business networks and make business more effective.
4. The internet or social media, and

smartphones are practical communication tools to reach a broader and faster mass.

Livingstone in his study, states that four components form. A skill-based approach in media literacy, namely, First, access, is a dynamic and social process, continuous action so that the sustainable quality of access and media content provision services can be seen. With the new media providing access to tourism, participation and culture are needed to be more connected to the social context of the community (Miller et al., 2018).

Second. analysis. Livingstone describes a sustainable and satisfying relationship with symbolic texts in analytical competence, where users must be competent and motivated by traditions and relevant cultural values. In line with that, in the context with result, Livingstone describes the analysis scheme starting from media agencies, media categories, media technology, media language, media audiences and media representation. The six stages of this scheme are the initial stages of analysis that are effective for new media (Munar & Jacobsen, 2014; Sari & Hartina, 2016; van Dijck & Poell, 2013).

Third, evaluation. The ability to evaluate content requires good skills because it involves critical evaluation of general knowledge as well as the political, economic, social and cultural context of the content obtained.

And fourth, content. Content is material produced based on the experience of the creator. Professional content creation conveys ideas, ideas, aspirations and creativity as a form of cultural contribution and participation in society. With the development of technology, creating content becomes more Manageable because it is also supported by the availability of an easy-to-use platform, high definition digital camera so that the resulting image is much higher quality, but with all the conveniences available, the consequence is that content creators must be able to build bonds between creators and recipients (Bascha et al., 2020; Benjamin et al., 2020; Sampurno et al., 2020). Content where there must be a helpful context for learning, cul-

tural manifestation, and community contribution (mention in result).

In addition, it can be explained further in the context of this study that in Koltay explains that currently there is a high level of media consumption which causes people to get bored with the media (Bendau et al., 2021; Levy, 2021). Because in their lives, people become significantly influenced by the perceptions, beliefs, and attitudes displayed by the media, so that there is a need for more practical information supported by more explored communication. Media literacy involves understanding, interpreting, critical analysis, and concluding texts to become research subjects in various fields ranging from communication, literature, culture, economics, history, general knowledge, and media studies (Pratama et al., 2021; Zeng & Gerritsen, 2014). Livingstone (2004), in his study, states that in the development of new media, including the internet and social media, efforts are needed to analyze multimedia texts, interactions, cultural diversity, to visual aesthetics.

On the side and context of tourism-related to digital competence, this study shows that technological developments significantly affect changes in all aspects of human life, which have unwittingly changed the pattern of human relations (Fransisca & Briandana, 2022). The interaction had to be done directly, and technology has reduced it to convenience only with screen to screen in real-time. This is because technological updates on previous discoveries have been responded to quite well. In the findings of important factors in the development of tourism promotion among millennials (in this case students) (Bascha et al., 2020; Gössling et al., 2020), three dominant factors are seen, namely the ability to produce social media content in addition to media consumption tendencies, the ability factor for social collaboration in the context of tourism promotion and the consistency factor in the ability to initiate social media content. related to existing tourism promotion.

Digitization (as mention in research result) cuts red tape and makes everyone's privacy seem limit-

less. Personal data is easily recorded in the brain of a computer machine that is easily accessed by others. However, we must know that the digital era is no longer a question of whether we are ready to face it. However, it is a consequence that comes with the convenience of technological developments (Rianto, 2019). Technology will continue to develop and accompany the journey of human life.

Every innovation that is born has two opposite effects. The Capitalization Effect and the Destruction Effect have occurred during the first revolution to the present. The Capitalization Effect occurred in the first to third revolutions where the technology produced increased workers' productivity and opened new jobs because the technology built was still people-centric. Meanwhile, the Destruction Effect occurs instead of replacing human labor with artificial intelligence that cuts down on the role of human labor. A survey conducted by the Association of Indonesian Internet Network Users (APJII, 2017) said that of the 262 million people in Indonesia, almost half (143.26 million people) are internet users. Online habits have changed people's social lives to be less interacting as social beings.

CONCLUSION

The industrial and communication revolution and digital social competence have the main characteristics, namely the use of information and communication technology concerning artificial intelligence, especially in the tourism sector. This use is revolutionizing how humans work in every field. On the one hand, informative intelligence and facilitating access to digital competence are essential. Human labor becomes useless, and humans can only become connoisseurs of what automatic machines have done. This is what makes technology factors and digital competencies even more critical.

Information and communication technology training must be carried out so that the community can develop their area. Mastery of technology is necessary

so that the area is not left behind. If so, the technology has been put to good use. After mastering the intricacies of information and communication technology through training carried out, the community can involve themselves by becoming actors in the tourism industry. E-tourism that utilizes the availability of technology aims to facilitate the promotion of forms of collaboration of tourism services between tourists and service providers.

Suppose the community is literate and understands its function in today's society. In that case, the involvement of digital technology, which is often a scourge as the leading cause of unemployment, can be overcome by making a middle way, namely the people themselves who use today's technology for their needs, in this case, tourism. Communities, especially millennials, are involved through professions that are actually behind creating current technology, such as being a maker of device applications that facilitate access to nearby tourist attractions and others.

The communication and information revolution will no longer be responded to by stuttering if people understand how they can take advantage of developing technology. With training and an engagement process to take advantage of technology, concerns about the large number of unemployed can be dismissed

The suggestions given by researchers include:

1. Improving the concept and training of digital competencies, especially in the field of tourism among the community, in this case, young people, especially students
2. Improving tourism promotion strategies through the internet, both through social media and websites, to meet tourist information needs (look), then order tour packages of interest (book) to pay online. Activities can be done by searching and sharing using digital media by tourists.
3. The government and young influencers who thrive on social media can build applications that can provide tourist attraction recommendations to tourists based on tourist characteristics.

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