JURNAL LOCUS: Penelitian & Pengabdian
Volume 4 Number 12, December 2025
E-ISSN 2829-7334| P-ISSN 2829-5439
Hompage: https://locus.rivierapublishing.id/index.php/jl

Analysis of Individual Characteristics and Use of Media In The Adoption Process of Social Media Innovation for Tourist Village Management

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Abstract

The tourism sector serves as a catalyst for development (agent of development). Kampung Blekok, one of Situbondo Regency's 20 Tourist Attractions, survived the pandemic and won 1st place as the best pioneering village in the 2021 Tourism Village Award (ADWI). To restore tourism, promotion is vital for attracting visitors amid rapid digital information growth. Instagram and TikTok, Indonesia's most used social media sharing networks, innovate in photo and video editing features. Kampung Blekok managers leverage these platforms for promotion, with creative content as the key driver for tourists. Managers must track platform innovations to produce current, appealing content. This study analyzes: (1) individual characteristics, media use, and environmental support in adopting Instagram and TikTok features by Kampung Blekok managers; (2) adoption stages of these features; and (3) influencing factors on those stages. Using census method, the population/sample comprised 50 Kampung Blekok managers. Data were analyzed via descriptive statistics and inferential tests with SmartPLS software.

Keywords*: Innovation Adoption, Tourism Village, Social Media, Tourism Promotion.*

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INTRODUCTION

The tourism sector can function as a catalyst for development (agent of development) that accelerates the development process itself. Besides generating state foreign exchange, tourism promotes income equity and expands employment opportunities (Anggarini, 2021; Kemenparekraf, 2021; Oktaviani & Yuliani, 2023; Yakup, 2019). Development in the tourism sector is vital to attract domestic and foreign tourists; the more tourists who visit tourist sites, the more job opportunities and equitable income distribution arise for people around those sites.

This aligns with efforts to achieve the Sustainable Development Goals (SDGs). One implementation of the SDGs in the tourism sector involves tourism villages, whose development has attracted global attention. Since 2021, United Nation Tourism (UN Tourism)—an organization under the United Nations that focuses on tourism—has promoted the "Best Tourism Villages by UN Tourism" initiative to transform tourism into a catalyst for rural prosperity. Rapid advances in communication technology have made vast amounts of information available digitally, influencing communication models and media selection for information dissemination. Widely used information media today are digital and internet-based, such as websites, blogs, social media, and instant messaging (Abdulsalam et al., 2023; Jorgensen et al., 2022; Kumar et al., 2024; Yuwono et al., 2024).

A survey by the Indonesian Internet Service Providers Association (*Asosiasi Penyelenggara Jasa Internet Indonesia*, APJII) shows that internet users in Indonesia reached 215 million in 2022–2023 out of a total population of 275 million, or 78.19% penetration (APJII 2023). Hootsuite (2023) reports that 167 million Indonesians actively use social media, with 42.3% of them seeking information and tourism locations. This large base of active social media users presents opportunities for digital promotion of tourist areas.

Feature innovations—such as social media features—enhance the value of user-generated content. Drucker (1985) defines innovation as something new, useful, and capable of improving the quality of life through advancements in technology, services, products, processes, business models, or raw materials. Communication plays a key role in innovation success (Azmi 2020). When used for promotion, innovations on Instagram and TikTok can serve as strategies to promote tourism villages and build managers' capacities (Santoso 2022). Such innovations are also expected to accelerate the recovery and development of tourist villages.

Blekok Village is one of the 20 tourist attractions inaugurated in Situbondo Regency in 2019. Attractions in Blekok Village include mangrove ecotourism, agritourism, blekok bird conservation, beaches, waterfalls, blekok batik village, Blekok Village homestays, and culinary tourism. Despite being in the pioneer category, Blekok Village weathered the COVID-19 pandemic crisis, earning 1st place in the Pioneer Village Category at the 2021 Tourism Village Award (ADWI) event. This success stems from the roles of tourism village managers and visiting tourists.

Creative and innovative content serves as the primary tool to attract tourists. Thus, tourism village managers must keep pace with innovations in features developed by Instagram and TikTok platforms to enhance their capacities and create up-to-date promotional content that appeals to potential visitors.

The tourism sector in Situbondo Regency was severely affected by the COVID-19 pandemic; data indicate a 72.4% decline in visitors to flagship attractions from 2019 to 2021 (BPS 2022), including pioneer tourism villages like Blekok Village. A similar decline occurred in pilot-category villages such as Blekok Village. To revive the sector, managers need effective promotion so information about tourist villages reaches prospective tourists easily. This can be achieved through the adoption of innovative features provided by Instagram and TikTok developers by Blekok Village tourism managers.

Rogers' (2003) theory outlines innovation adoption stages: knowledge, persuasion, decision, implementation, and confirmation. The knowledge stage is influenced by individual characteristics and the social system of one's community. Consistent with prior research, individual characteristics yield varying results in innovation adoption stages (Soekartawi 1988; Mirza et al. 2017; Allam 2019). The frequency and duration of social media use differ among tourist village managers, so the adoption process is also shaped by media usage levels (Rakhmat 2011). Therefore, the following research questions are formulated: What are the individual characteristics and media usage patterns in the adoption process of Instagram and TikTok social media innovations? How do individual characteristics and media use influence the knowledge stage of innovation adoption?

RESEARCH METHOD

This study employed a quantitative explanatory approach supported by qualitative data. The variables included individual characteristics, media use, environmental support, and innovation adoption stages.

The research was conducted in Kampung Blekok, a pioneer tourism village in Situbondo Regency, selected purposively based on criteria such as inclusion among the regency's 20 tourist attractions, active use of Instagram and TikTok for digital promotion, and potential to advance to developing village status (Neuman 2014). Managers had promoted the village via Instagram (1,381 followers since 2019), TikTok (104 followers since 2021), websites, and WhatsApp.

Data comprised primary quantitative data from questionnaires distributed to all 50 Kampung Blekok managers and secondary data from books, journals, theses, dissertations, e-books, tourism office documents, government publications, BPS statistics, and manager interviews (Sugiyono 2013).

Quantitative data were analyzed using descriptive statistics to describe variable distributions and inferential statistics via SmartPLS 3.0 software. Partial Least Squares (PLS), a variance-based Structural Equation Modeling (SEM) approach, was used for prediction and theory development (Sugiyono 2021).

RESULTS AND DISCUSSION

Overview of Research Locations

Situbondo Regency is one of the areas in East Java Province which is located at the eastern tip of the northern part of Java Island with a position between 7°35' – 7°44' South Latitude and 113°30' – 114°42' East Longitude. Situbondo Regency is located in the north bordering the Madura Strait, on the east it is bordered by the Bali Strait, on the south by Bondowoso Regency and Banyuwangi Regency on the west it is bordered by Probolinggo Regency. The area of Situbondo Regency is 1,638.50 km2 or 163,850 Ha, the shape extends from West to East along the Madura Strait Coast ± 158 Km with an average width of ± 11 Km. The population of Situbondo Regency in 2023 is based on the results of population projections of 694.01 thousand people, consisting of 342.48 males and 354.54 females (BPS Situbondo Regency 2024).

Blekok Village is an ecotourism place for biodiversity conservation. Blekok Village is located in Coastal Hamlet, Klatakan Village, Kendit District, Situbondo Regency. It is 10 kilometers from the center of Situbondo Regency with a travel time of 15 minutes. Before being used as a tourist destination, Blekok Village was a slum area and was often used as a plastic waste dump. Now Blekok Village is a mangrove forest ecotourism area with an area of approximately 6.3 hectares with the natural beauty of mangroves which is a habitat for waterfowl and the sea scenery which is a tourist attraction.

Tourist activities that can be enjoyed by visitors include Boat Tours, Mangrove Education, Waterbird Education, Handicraft Education, Hot Bottle & Ecobricks Education, and Culinary and Lodging Tours. The operational activities of Blekok Village are managed directly by the Pokdarwis which totals 50 people. There are 12 divisions in Kampung Blekok including; Security, Order, Cleanliness, Beauty, Waste Recycling, Accommodation and Homestay, Culinary, Tourist Attractions, Livestock, Handicrafts/Souvenirs, Mangroves, and Public Relations.

Individual Characteristics of Blekok Village Management

Individual characteristics are inherent characteristics and resources that managers have that distinguish themselves from others. The individual characteristics in this study include: age, education, experience, work time, and income level. The distribution of respondents based on the individual characteristics of tourism managers is presented in Table 1.

The age indicator of the manager of the Kampung Blekok Tourism Village shows the highest data results of 60% in the age range of 26-45 years. The education level indicator of the manager of the Kampung Blekok Tourism Village shows the highest data results of 62% at the high school/vocational level. The work experience indicator of the manager of the Kampung Blekok Tourism Village shows the highest data results of 74% of respondents have more than 2 years of work experience. In the indicator of the outpouring of working time, the manager of the Kampung Blekok Tourism Village produced the highest data of 66% of respondents having a working time of 4-8 hours per day. In the income level indicator, the

manager of the Kampung Blekok Tourism Village produced the highest data of 56% earning in the range of IDR 1,500,000 - IDR 3,000,000.

The Use of Media in Blekok Village Management

Media use or exposure is an audience activity in using media which is a voluntary and selective orientation of the audience towards the communication process. In this study, the indicators of media use in question are the type of media used, frequency, and duration. The distribution of respondents based on media use is presented in Table 2.

The results of the study in the media type category had results that 54% of respondents used four or more types of social media, namely Instagram, Tiktok, Twitter/X, Facebook, and Youtube. The results of the study in Table 2 show that as many as 62% of respondents are classified as having high frequency and high duration in the use of social media.

Based on the results of the study, as many as 50 respondents showed that 60% of them already have Instagram and Tiktok accounts, while the other 34% only have Instagram accounts. These results show that almost all respondents have the main capital to adopt innovation. The frequency of respondents using Instagram was dominated by the use of more than 4 times a day with data of 54% and using Tiktok with data of 38%. Respondents were also quite active in looking for tourism information through Instagram with data of 48% and creating content on Instagram with the highest data of 36%. The average respondent has been using Instagram and Tiktok for more than 2 years with a percentage of 76% Instagram and 44% Tiktok. The average respondent who has Instagram with 42% data and Tiktok with 34% data uses it more than 2 hours a day and those respondents tend to take a total of 1-2 hours to create and upload content to Instagram and Tiktok.

SEM-PLS Testing Analysis

This study was analyzed using SEM-PLS using SmartPLS 3.0 software. The variables analyzed included individual characteristics (X1), media use (X2), environmental support (X3), knowledge level (Y1), persuasion stage (Y2), decision stage (Y3), implementation stage (Y4), and confirmation stage (Y5).

Haryono (2016) said that in analyzing *the outer model* there are several stages. The first stage is to determine *convergent validity* to measure the correlation of latent variables with constructs. To measure *convergent validity* , there is a standard *loading factor* that describes the magnitude of the correlation of each indicator with its construct. *The loading factorloading factor* that be at ≥ 0.7 so Said ideal Means Indicators aforementioned Valid measure Construct that It is formed . Deep experience Empirical research , value ≥ 0.5 masih dapat diterima namun dengan syarat skor *of Average Variance Extracted* (AVE) remains above 0.5. If there is a *loading factor* below 0.5, it will be removed from the model (Ghozali, 2021). Figure 1 shows that there are three indicators in the individual characteristic variable (X1) that have a loading factor value below 0.5 so that these indicators (education level, working time, and income level) need to be eliminated and retested, after elimination the image shows that all loading factors are valued above 0.5 so that all indicators are valid. Furthermore, convergent *validity* is also seen from the value of *Average Variance Extracted* (AVE) where the condition must be above 0.5.

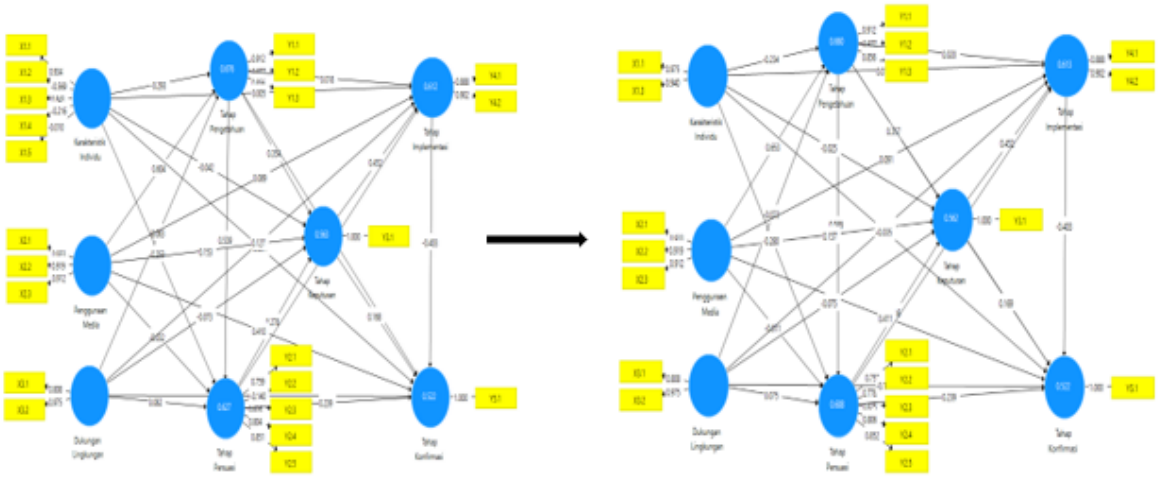

Figure 1 Outer model and outer model results after indicator elimination

All latent variables are declared valid because they are above 0.5 so that they meet *convergent validity*, which means that latent variables can explain the average of more than half of the variants of the indicators. The measurement of construct reliability in PLS refers to the values of AVE, *cronbach alpha* and *composite reliability*. If the AVE value is greater than 0.5, *the composite reliability* is greater than 0.7, and *the cronbach alpha* is greater than 0.6, then the construct is declared reliable. Based on Table 1, all AVE values are more than 0.5 as well as composite *reliability values* are more than 0.7 and *cronbach alpha* values are more than 0.6. So that all indicators are reliable. The next stage after looking for *convergent validity* is to measure *discriminant validity* seen from the results of cross loading. The indicator is declared to meet the test if *the cross loading* value of the intended latent variable is greater than the other latent variable.

Table 1 Results *Cronbach alpha values, composite reliability,* and AVE

Variable	*Cronbach Alpha*	*Composite Reliability*	AVE Value
Individual Characteristics	**0,913**	**0,957**	**0,917**
Media Usage	**0,912**	**0,944**	**0,849**
Environmental Support	0,793	0,889	0,802
Level of Knowledge	**0,857**	**0,913**	**0,778**
Persuasion Stage	0,864	0,902	0,647
Results Level	1,000	1,000	1,000
Implementation Stage	0,752	0,890	0,801
Confirmation Stage	1,000	1,000	1,000

Based on Table 2, it is shown that the *cross loading* value of each indicator in the research variable is greater than the *cross loading* value of the other variable indicators. Based on these results, it can be concluded that the indicators used in this study meet the *good discriminant validity* in the preparation of each variable.

Table 2. Cross *loading value* of each indicator

Variable	X1	X2	Y1
X1.1	0,975	-0,645	-0,688
X1.3	0,940	-0,390	-0,424
X2.1	-0,612	0,933	0,834
X2.2	-0,453	0,919	0,723
X2.3	-0,484	0,912	0,589
Y1.1	-0,566	0,781	0,912
Y1.2	-0,545	0,654	0,877
Y1.3	-0,492	0,640	0,856

In this study, structural model tests were carried out to assess R-squares (R2). R-squares (R2) can be used to explain the influence of certain exogenous (independent) latent variables on whether they have a substantive influence. In Table 5, it can be seen that the R-square value of the knowledge level variable is 0.638. This shows that individual characteristics, media use, and environmental support can explain the knowledge level variable of 63.8% while the remaining 36.2% are explained by factors outside the model. Likewise, individual characteristics, media use, and environmental support can explain the other four stages of adoption according to the results of the R-Square score.

Table 3. R-Square Values (R2)

Variable	R-Square Value Adj
Level of Knowledge	0,638
Persuasion Stage	0,573
Results Level	0,513
Implementation Stage	0,559
Confirmation Stage	0,442

This analysis was used to test the hypothesis to determine the influence of intervariables using bootstrapping . Testing Ini Done to see value t- Statistics and table value Line influence that Function to see value Original sample. Original sample show relationship escort variable have characteristic positive or negative . T- table that Used be by 1.96 with level Significance (α) = 0,05 or 5%. With ketentuan apabila nilai T-statistic ≥ T-Tabel α = 5% (1.96) maka hipotesis diterima, begitu pun sebaliknya apabila nilai T-statistic ≤ T-Tabel α = 5% (1.96) maka hipotesis ditolak. Hasil Path Coefficient pada tabel 6.

Table 4. Value Path Coefficient

Variable	Original Sample	T-Statistics	P-Values
Characteristic Individual → Phase Pengetahuan	**-0,234**	**2,455**	**0,014**
Use Media → Phase Pengetahuan	**0,653**	**7,598**	**0,000**

Individual characteristics of the knowledge stage have a T-statistical value of 2.455>1.96, p-value 0.014<0.05 and original sample -0.234, so H_{1-1} is accepted, meaning that individual characteristics have a significant effect on the knowledge stage. The negative original value of the sample indicates the increasing value of individual characteristics, which will also be followed by a decrease in the level of knowledge. The use of media for the knowledge stage has a T-statistic value of 7.598>1.96, p-value 0.000<0.05 and original sample 0.653. So H_{2-1} is accepted, meaning that the use of media has a significant effect on the stages of knowledge. The positive original value of the sample shows the increasing use of media, which will also be followed by an increase in the level of knowledge.

CONCLUSION

Blekok Village managers were predominantly productive-aged (26-45 years: 60%), high school/vocational graduates (62%), with over 2 years' experience (74%) and daily work of 4-8 hours (66%). Income varied: <Rp1,500,000/month (28%), Rp1,500,000-3,000,000 (56%), >Rp3,000,000 (16%). Media use was high, with 54% using >4 platforms, 62% showing high frequency, and 62% high daily duration. Age and work experience significantly influenced knowledge and persuasion stages in Instagram/TikTok feature adoption, while media use affected knowledge and confirmation stages. Future research should examine how targeted digital training enhances these relationships and accelerates tourism village development across diverse Indonesian regions.

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