

Analisis faktor yang memengaruhi adopsi media sosial oleh Pengelola Desa Wisata di Kabupaten Bogor dan dampak penggunaannya =
Analysis of factors influencing the adoption of social media by Tourism Village Managers in Bogor Regency and the impact of its use

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Abstrak

Potensi penggunaan media sosial bagi desa wisata di era digitalisasi ini sangatlah besar. Mempertimbangkan besarnya potensi penggunaan tersebut, Kemenparekraf menghimbau para pengelola desa wisata untuk meningkatkan adaptasi mereka terhadap media sosial. Namun sangat disayangkan, realitasnya masih banyak pengelola desa wisata yang belum memiliki kesadaran akan pentingnya hal tersebut. Terbukti dari total 40 desa wisata di Kabupaten Bogor saja, baru 19 yang diketahui telah memanfaatkan media sosial.

Penyebabnya adalah masih banyak pengelola desa wisata yang resisten. Terlebih lagi, kebanyakan dari mereka juga belum meyakini betul manfaat dari pengadopsian media sosial. Jika masalah ini dibiarkan tanpa upaya penyelesaian, maka akan berdampak pada timbulnya berbagai risiko kerugian jangka panjang, seperti: terhambatnya keberlanjutan pembangunan desa wisata, hilangnya peluang untuk bertahan dan pulih dari kondisi krisis pasca Covid-19, tidak mampu berkontribusi maksimal terhadap PDB, serta kehilangan atensi calon pengunjung sebesar 70% dari kegiatan search dan share. Perlu disusun rekomendasi strategi yang dapat mempercepat proses pengadopsian media sosial, khususnya untuk desa-desa wisata di Kabupaten Bogor. Namun, sebelum rekomendasi strategi dapat disusun, perlu diketahui dahulu faktor-faktor apa saja yang dapat memengaruhi pengelola desa wisata untuk mengadopsi media sosial serta bagaimana dampak penggunaannya. Untuk tujuan tersebut, dilaksanakan studi kualitatif dengan pendekatan studi kasus tunggal embedded terhadap delapan desa wisata di Kabupaten Bogor yang terpilih sebagai unit analisis melalui penerapan teknik maximum variation. Model penelitian dibangun berdasarkan perspektif multi-teori guna memberikan pemahaman yang komprehensif tentang pengaruh tiap-tiap faktor adopsi sekaligus menjamin kredibilitas hasil penelitian. Secara khusus teori adopsi inovasi TOE digunakan sebagai kerangka kerja menyeluruh, sedangkan indikator di dalamnya dikembangkan melalui eksplorasi empat teori adopsi inovasi lainnya yaitu DOI, TAM, UTAUT, dan Institutional Theory. Pengolahan dan analisis data penelitian dilakukan melalui penerapan tiga tingkat pengodean yaitu terbuka, aksial, dan selektif, dengan bantuan computer-assisted qualitative data analysis software NVivo 12. Hasil studi memvalidasi perceived benefit, perceived risk, perceived compatibility, perceived ease of use, cost, top management support, member capability, financial and IT resources, competitive pressure, customer pressure, dan social influence sebagai faktor-faktor yang memengaruhi pengadopsian media sosial. Hasil studi lebih lanjut mengidentifikasi bahwa penggunaan media sosial tidak hanya memberikan dampak positif berupa manfaat, tetapi juga bisa membawa dampak negatif berupa risiko. Meski demikian, para pengelola desa wisata meyakini bahwa manfaat yang dapat diterima jauh lebih besar dan signifikan jika dibandingkan dengan risiko yang mungkin dihadapinya.

.....The potential use of social media for tourism villages in this digitalization era is extensive. Considering the magnitude of the potential use, the Ministry of Tourism and Creative Economy urges tourism village managers to improve their adaptation to social media. However, it is miserable that many tourism village

managers are still unaware of this importance. The proof is from 40 tourism villages in Bogor Regency alone; only 19 are known to have used social media. The reason is that there are still many resistant tourism village managers. Moreover, most are also unsure of the benefits of adopting social media. Suppose this problem is left without any efforts to resolve it, it will have an impact on the emergence of various risks of long-term losses, such as delays in the sustainability of tourism village development, loss of opportunities to survive and recover from the post-Covid-19 crisis, unable to contribute optimally to GDP, and loss of attention of potential visitors by 70% from search and share activities. Therefore, it is necessary to formulate strategic recommendations to accelerate social media adoption, especially for tourism villages in Bogor Regency. However, before strategic recommendations can be drawn up, it is necessary to know what factors can influence tourism village managers to adopt social media and its impact. For this purpose, a qualitative study with an embedded single-case studies approach was carried out on eight selected tourism villages in Bogor Regency by applying the maximum variation technique. The research model is built based on a multi-theory perspective in order to provide a comprehensive understanding of the influence of each adoption factor while at the same time ensuring the credibility of the research results. In particular, the TOE framework was employed and complemented by four other innovation adoption theories: DOI, TAM, UTAUT, and Institutional Theory. Research data processing and analysis are carried out through the application of three coding levels: open, axial, and selective, with the help of computer-assisted qualitative data analysis software NVivo 12. The study results validate perceived benefits, perceived risk, perceived compatibility, perceived ease of use, cost, top management support, member capability, financial and IT resources, competitive pressure, customer pressure, and social influence as factors that influence the adoption of social media. The results of further studies identify that the use of social media not only has a positive impact in the form of benefits but can also have a negative impact in the form of risks. However, the tourism village managers believe that the benefits that can be received are more remarkable and significant when compared to the risks they may face.