

Digital Literacy in the Development of Community-Based Tourism in Tamansari District, Bogor Regency

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Abstract

This study focuses on the digital literacy of Tamansari tourism village business actors in building and developing communitybased tourism villages. This study was conducted qualitatively by conducting focus group discussions (FGD) with 14 people consisting of representatives of the sub-district/village government and tourism village actors in Tamansari, Pasir Eurih, and Sukajadi. The results of the study show that digital literacy and fluency in tourism village marketing communication practices are divided into four categories. The first category is filled by tourism village actors who have digital fluency at the level of being able to utilize social media, especially Facebook, to promote tourism villages simply because it is still done manually. The second category is filled by tourism village actors who have digital fluency at the level of learning content editing practices. The third category is filled by tourism village actors who have digital fluency at the level of being able to create photo uploads that have been equipped with information about price descriptions and business addresses of products and/or services related to tourism village. The fourth category is filled by village tourism actors who possess digital fluency, capable of using multiple social media platforms simultaneously, implementing strategies for managing upload times and coordinating online with other village tourism business actors.

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INTRODUCTION

Community based digital tourism is a study that can be used to view the reality of tourism from a communication perspective. Unfortunately, there is still little communication research that uses this perspective as its main focus. Community-based tourism research mediated by technology is still being conducted partially (Safari et al., 2023; Arintoko, Ahmad, Gunawan, & Supadi, 2020); (Ap, Karinawati, & Cita, 2020); (Utami, Taufik, & Bhakti, 2019). These studies focus on community empowerment especially in tourism without considering communication technology interventions. Furthermore, tourism studies have also highlighted non-community stakeholders, as done by (Istiqomah, Kusuma, & Adawiyah, 2020), (Lubis, Rohmatillah, Rahmatina, Madura, & Madura, 2020), (Amerta, 2017). Tourism research is also conducted from other perspectives, such as evaluation (Sesotyaningtyas & Manaf, 2015) and identify its distribution (Fafurida, Purwaningsih, Mulyanto, & Suryanto, 2023).

Research trends in the field of tourism continue to increase. This is because tourism is one of the sectors most affected by the COVID-19 pandemic, requiring appropriate interventions to mitigate

its impact, including from an academic perspective. (Fafurida et al., 2023) to use a geographical technique to determine the Central Java Province's tourism village distribution and to compare the situations of tourist and non-tourist villages. (Safari et al., 2023) focusing on identifying the potential of natural resources, culture, and crafts in Wanayasa Village, as well as the role of facilitators and the implementation of empowerment in the Tourist Village. Similar to (Istiqomah et al., 2020) which is also capable of highlighting the advantages, disadvantages, opportunities, and difficulties of tourist villages, while concentrating on the Papringan village government's function rather than the community's. The same thing was done by Lubis et al. (2020) which attempts to study tourism development strategies in Telaga Biru Village, Bangkalan, based on local resources, but does not specify the role of certain stakeholders. Still in the post-pandemic era, (Arintoko et al., 2020) formulating A case study of a community-based village tourist development plan in the Borobudur village tourism area. Then there's (Ap et al., 2020) which also analyzes the management of tourist villages in the "new normal" situation.

The pandemic has transformed the way people live, including how they enjoy vacations and leisure travel. This situation requires tourism destinations to adapt their operations to the new reality. The same applies to community-based tourism at the local level; tourism villages—with their community-led management—must improve and align their capabilities in tourism marketing communication, particularly regarding the use of technology and appropriate communication approaches, especially those that are digitally driven.

Post-pandemic, Indonesia has practically taken steps to initiate the revival phase of its tourism sector, including by designating 6,026 tourist villages (Chandra, 2023). A hamlet that possesses the potential and distinctive qualities of its own tourism attractions, such as natural, cultural, and artificial/creative works, is considered a tourist village (Kementerian Pariwisata, 2019). Tourism villages are one of the government's strategies to empower local communities thru sustainable tourism to boost economic growth, improve people's welfare, preserve nature, and advance culture. Another way to speed up integrated village development is through the creation of tourism villages (Ekon.go.id, 2018; Krisnawati, 2021). However, the presence of tourist villages does not ensure that local residents' empowerment and well-being would significantly improve. The creation or administration of tourist settlements may give rise to a number of disputes. The example of Ciburial Tourism Village in Bandung Regency demonstrates how the locals' lack of capital, education, and skills causes them to struggle with entrepreneurship and social jealousy (Lazuardina & Ghassani, 2023).

There are 70 tourist villages in Bogor Regency, three of which are located in Tamansari District: Tamansari Village, Pasir Eurih Village, and Sukajadi Village. With tourist attractions such as lakes, waterfalls, Siliwangi heritage sites, temples, and the arts, these three tourist villages have natural, cultural, and economic potential. The two main issues faced by the three tourism villages in Tamansari District are that they are not yet digitalized and tourism activities are still not integrated with the creative economy. This situation actually occurs for business owners in various fields around the world, as explained by Chinara (2018) that micro-enterprises do not have a consistent digital marketing strategy, particularly in content production, and do not utilize analytics in their digital marketing activities. This situation is becoming increasingly challenging amidst rapid technological changes, for example, with the evolution of online privacy, particularly the removal of third-party cookies from the ecosystem (Tiia, 2023) and significant changes to the content of digital marketing itself (Heli, 2015) which impacts business owners. The challenges of digitalization in tourism activities also stem from the very nature of digital marketing, which measures online marketing based on daily procedures (Sami, 2020).

In practice, Nikunen, dkk (2017) seeing the neglect of business owners, particularly at the micro level, in managing customer relationships. Specifically for business owners at the micro level, Isohella, dkk (2017) finding limitations in scientific research examining the application of digital marketing at this business level. Findings of Isohella (2017) has common ground with the research findings by (Eze, Chinedu-eze, Awa, & Alharthi, 2021) which states that The majority of Nigerian microbusiness owners

do not think that using digital marketing technology is essential for their companies. (Eze, Chinedu-eze, Okike, & Bello, 2020) earlier studies were successful in identifying functional skills, adaptability, and technological context-related extensions. While training levels, service delivery quality, customer needs fulfillment, and fierce competition are linked to the environmental context as success factors influencing micro-enterprises' adoption of digital marketing tools, collective understanding, partnership levels, and information diversity are related to the organizational context. The problems related to digital marketing that occur in various parts of the world are similar to those that occur in tourist villages in Indonesia, including the three tourist villages in the Tamansari sub-district. This situation and condition results in the tourist village not being widely known and ultimately leads to local residents receiving insufficient economic benefits from the existence of the tourist village.

The development of community participation and empowerment in tourism can be viewed from the perspective of community-based tourism (CBT). (Giampiccoli & Saayman, 2018). CBT emphasizes the importance of social capital and governance that gives special attention to local residents, ensuring the positive impact of tourism on society, preserving natural and cultural heritage, and not creating social gaps (Rocca & Zielinski, 2022). Tourism development studies from a CBT perspective have been widely conducted in Indonesia, including in Ubud-Bali (Girinda, Muluk & Sentanu, 2023), Trenggalek regency (Prasetyo, Febriani, & Dewi, 2024), Tangerang City (Sarudin, 2023), Langkat Regency-Sumatra Utara (Kurniawati, 2023), Wanayasa Village (Safari et al., 2023), Papringan Village (Istiqomah, dkk, 2020), Telaga Biru Village-Bangkalan (Lubis et al., 2020), Borobudur Tourist Village (Arintoko et al., 2020), Banyuwangi Village (Utami et al., 2019), Kutoarjo (Sesotyaningtyas & Manaf, 2015), Pakraman Jasri Village (Amerta, 2017) up to the distribution of tourist villages in Jawa Tengah Province (Fafurida et al., 2023) and challenges and opportunities (Ap et al., 2020). However, various studies on tourism villages have not yet made digital-based CBT the central focus of research. Yet, digital-based CBT increases the visibility and attractiveness of tourism villages supported by the creative economy.

Digital literacy, the capacity to comprehend and use digital information and technology, and digital fluency, the capacity to apply, innovate, and adapt digital tools, platforms, and strategies, are the two components of digital capability, which creates business opportunities and improves market competitiveness (Kim & Jin, 2024). Digital capabilities are dynamic for developing innovative products, services, and processes (Wang, et. al., 2014). Therefore, it is necessary for village tourism actors. Research related to digital capacity, particularly digital literacy, has been widely conducted in various fields within the context of different countries. Tinmaz, et. al, (2022) showing that the research trend in digital literacy has increased since 2013. However, this increase in the number of digital literacy-related studies is not evenly distributed across all fields. Reddy et al., (2020) Considering that research in this field is more focused on banking, transportation, economics, and more specifically, education. Studies related to digital literacy are still focused on the field of education (Eshet-alkali, Ph, Amichai-hamburger, & Ph, 2004; Lee, 2014). Therefore, the formulation of digital-based frameworks and working tools that are currently available is still limited to the field of education (Martin & Grudziecki, 2015). Therefore, it can be concluded that research in the field of digital literacy still faces many challenges (Warschauer, 2009). Differently, this study examines the digital literacy skills of actors, managers, stakeholders, and policymakers as an effort to develop community-based tourism villages in Tamansari District, Bogor Regency, to fill gaps in previous research.

METHODOLOGY

This research is part of the qualitative phase (of a more complex overall research process). The researcher, as an instrument, was assisted by FGD guidelines and observation guides to explore the elements of digital capabilities and CBT in three tourist villages. Focus Group Discussions (FGD) are conducted once (a day) to gain an in-depth understanding of social issues (Nyumba, 2018). The FGD aims to discuss issues in each of the tourist villages, namely Tamansari Village, Pasir Eurih Village, and

Sukajadi Village. The FGD participants numbered 14 people, consisting of representatives from the sub-district/village government and local village tourism stakeholders. The researchers transcribed the FGD results and processed them through a systematic data analysis procedure. Following the qualitative data analysis framework proposed by Miles, [\(Gale, Heath, Cameron, Rashid, & Redwood, 2013\)](#), the analysis proceeded through three concurrent flows of activity: data condensation, data display, and conclusion drawing/verification. Data analysis uses data reduction, data presentation, and verification. Data collection was supplemented with observations in the form of direct visits to the three tourist villages, including Pasir Eurih, Sukajadi, and Tamansari, which were conducted over two days of fieldwork. Observations were conducted to observe the location/object, activities, and community participation/involvement in cultivated tourism objects (Sukajadi Village), lake tourism objects (Tamansari Village), and the micro industry of shoe (Pasir Eurih Village).

RESULTS

Village tourism development actors who are members of the Teras Ciapus community admit they still need digital assistance, such as the basics of content creation and social media management. Village tourism actors have begun to understand visual content creation through certain applications like CapCut and Canva. Village tourism actors who are local residents demonstrate higher digital literacy because of their participation in digital marketing training. This training is organized by various institutions, ranging from the government through relevant departments to educational institutions that send their academics to provide assistance to strengthen digital marketing communication for village tourism. These various forms of digital capacity building training are expected to help mitigate potential misperceptions regarding digital capacity, particularly in the field of digital marketing communication.

Digital literacy capacity is demonstrated by the literacy and fluency of village tourism actors in using various social media platforms such as Instagram, TikTok, and YouTube to support village tourism management activities. The digital literacy and fluency possessed by members of the village tourism development community are not limited to social media use, but are also accompanied by proficiency in video editing, content creation, and digital promotion management carried out independently. However, there is no evidence of literacy and fluency in digital marketing practices. The use of digital technology in marketing communication practices remains fragmented, lacking integration in the pursuit of marketing objectives. Knowledge regarding marketing communication practices and the use of communication technology is acquired through self-learning and training sessions organized by external entities—such as the government, universities, or companies as part of their corporate social responsibility initiatives.

Micro-business owners can also expand their market share, which also impacts sales growth. Digital literacy and fluency in the practice of marketing communication for village tourism are divided into several categories. The first category is filled by village tourism actors who have digital fluency at the level of being able to utilize social media, especially Facebook, for simple village tourism promotion because it is still done manually. This means that planning, execution, and monitoring and evaluation are still managed partially. The second category is filled by rural tourism actors who are digitally proficient at the level of learning content editing practices. The third category is filled by rural tourism actors who are digitally proficient at the level of being able to create photo uploads that include descriptions of prices and business addresses for products and/or services related to rural tourism. The fourth category is filled by rural tourism actors who are digitally proficient at the level of being able to use various social media simultaneously by implementing upload time management strategies and coordinating online with other rural tourism business actors.

The four categories above show that the level of digital fluency among Tamansari village tourism entrepreneurs varies, with a trend of increasing skills across all participants. Therefore, it is also

linearly expected that there will be development in digital literacy aspects that can lead to an increase in the digital capacity of Tamansari village tourism development entrepreneurs.

Digital capacity is also shaped by the social capital possessed by rural tourism actors in developing their businesses. The social capital referred to in this context is the existence of networks between members of the Ciapus community who act as business owners in the Tamansari tourist village. The communication network between tourism village entrepreneurs is considered capable of accelerating the growth of tourism villages. This communication network is manifested in two forms. First, the presence of a community. Second, the presence of technology-based chat groups. The dissemination of information related to the management of village tourism businesses is done thru group text-based chats via the WhatsApp (WA) application. This WA group includes members residing in the smallest unit, namely the neighborhood (RT). Each neighborhood unit possesses distinct resources, enabling them to work together and complement one another in addressing shortcomings during village development. Village potential may encompass an abundant workforce of productive age, the presence of small and medium-sized enterprises—such as those focused on processing natural produce and handicrafts—and the village's own natural resources.

The presence of social capital in the form of communication networks, both direct and technology-mediated, can encourage citizen participation in the development of tourism villages because updated information becomes easier to disseminate to all residents simultaneously. The village tourism operators stated that residents are becoming actively involved in digital promotion activities, content production, and village tourism events.

Social capital is a crucial aspect of developing community-based tourism villages, given that government support remains severely limited in both quantity and quality during implementation. The distribution of government support to villages is often driven by electoral considerations; villages that support specific regional or central officials tend to secure assistance more easily than others—including for tourism village development initiatives. Consequently, human resources, social networks, and network-based communication can serve as vital elements in successfully establishing and sustaining empowered tourism villages.

Digital capacity ownership can be an important element in managing community-based tourism villages. Village tourism development actors emphasize that promotion thru social media, such as Instagram, Facebook, and TikTok, has successfully increased tourist visits. The village tourism business operators in Tamansari revealed that uploading promotional content in the form of documentation of village tourism activities in video format is effective in attracting new tourists. In addition to activity documentation, promotional content for village tourism can also be created by sharing photos of accommodations (homestays) and local cuisine to visually strengthen the village's tourism identity on social media.

Fulfilling the need for video and photo content can be achieved thru consistent content management and the creation of a neat and organized digital archive. Content creation support equipment, such as cameras and drones, is considered to be able to improve the quality of promotional content creation. Additionally, another important aspect is long-term planning and strengthening the village's social media team to ensure the sustainability of digital promotion.

DISCUSSION

[Eze et al. \(2021\)](#)'s research findings showing that micro-business owners perceive digital marketing as a time-consuming activity, and creating high-quality digital content is also considered challenging. These perceptions can lead to a decrease in digital marketing activity and limited adoption of digital marketing tools. There is no evidence of literacy and fluency in digital marketing practices,

which, according to [Chinara \(2018\)](#) it can be aimed at brand building, increasing awareness, and communication. In fact, when applied effectively, Rizaldi & Hidayat, (2020) seeing how digital marketing strategies can influence increased sales and customer numbers. [Adriwati et al. \(2023\)](#) showing that digital marketing thru social media helps small business owners expand their marketing reach and provides space for online interaction with consumers.

Planning, execution, and monitoring and evaluation are still managed partially. This is explained by [Chinara \(2018\)](#) that there are business actors who choose to use only one digital marketing communication tool that is considered suitable for their products/services, target customers, and business goals. This is similar to what happens to micro-entrepreneurs in general, who according to [Chinara \(2018\)](#) frequently uses various digital marketing communication tools with varying levels of utilization of digital marketing activities.

Developing of citizen participation can serve as an initial step in the diffusion of digital fluency and literacy innovations to reach digitally unskilled groups. This relates to what was explained by [Chinara \(2018\)](#) that the utilization of digital marketing depends, among other things, on resources. Resource constraints were found to be the main reason for business owners to adapt within the digital marketing ecosystem. Micro-business owners are potentially prone to making mistakes in digital marketing communication practices, as seen by [Nikunen, et. al., \(2017\)](#) that micro-business actors are neglecting the customer relationships management.

[Sami \(2020\)](#) believes that exposure to marketing messages thru social media (excluding email) is considered to have an effect on increasing sales compared to exposure to messages on various other channels. [Heli \(2015\)](#) revealing that the definition of content marketing depends on the perspective of the person defining it. Marketing content is seen as a form of marketing communication that provides valuable and useful information to the target audience. The objectives of marketing communication content must be clearly defined to lead to increased sales. Although in practice, this audience targeting effort cannot function on its own without considering consumer preferences and behavior ([Sami, 2020](#)). Understanding consumer behavior in this context encompasses knowledge of how consumers use media. Media serves as a gateway for users to explore the world and acquire information and new knowledge, while also shaping the thought processes that influence decision-making—including choices regarding tourist destinations.

[Heli \(2015\)](#) explained that content marketing practices are more viewed as a continuous cycle rather than a linear line. Additionally, digital marketing communication is also considered capable of building an image (Agustina, Burhanuddin, Wahjono, & Hilvania, 2025) and public trust in products and services (Angelia, Juliadi, & Gasa, 2025). No less important is the adaptation of micro-business operators in the tourism sector to changes in the digital ecosystem. This is similar to what happened in Finland when the cookie feature was removed, which turned out to have a significant impact on business owner ([Tiia, 2023](#)). In addition, [Eze et al. \(2020\)](#) finding the factors that influence microenterprises' use of digital marketing technologies, such as functional capabilities, adaptability, and technical context growth. While training levels, service delivery quality, customer needs fulfillment, and fierce competition are linked to the environmental setting, collective understanding, partnership levels, and information diversity are linked to the organizational context.

Research findings of [Lubis et al. \(2020\)](#) In Madura, it provides a formula for building community-based tourism villages. There are six stages that can be adopted by the business operators of Tamnasari Village Tourism, namely, first, increasing community capacity with knowledge as the main target of the local community's Knowledge, Attitude, and Practices (KAP) thru community-based education and training (CBT) activities. Second, inventory human resources for local guides, moringa, strawberry, and nutmeg cultivation instructors, the shoe craftsman team, and Sundanese culinary providers. Third, institutionalizing village tourism management at the village level will be responsible for the sustainability of village tourism. This is also done in Pandeglang ([Utami et al., 2019](#)). Fourth,

efforts to bridge and connect with the Bogor Regency Tourism Office and investors. This is supported by [Adriwati et al. \(2023\)](#) research which indicates that the DKI Jakarta, Central Java, and West Java Provincial Governments are actively involved in assisting the development of micro-enterprises in their regions. Fifth, cooperation with travel agents in Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek). Sixth, branding and promotion thru social media and village tourism websites.

CONCLUSION

This research successfully identified digital capacity by examining the literacy and fluency of business owners in the Tamansari tourist village. The distribution of variations in digital capacity ownership among members of the village tourism driver community shows that training and mentoring are interventions needed by the community to optimize their role in building village tourism. Behavioral interventions regarding the adoption of digital marketing communication practices must be preceded by interventions at the cognitive and affective levels concerning the knowledge and attitudes that shape perceptions related to the implementation of digital marketing communication in tourist villages. This intervention's linearity is expected to create awareness and sustainable digital marketing communication behavior in achieving community-based village tourism goals, ultimately leading to the welfare of the local community. Further research can focus its study on more specific micro-enterprises, such as shoe craftsmen, nutmeg entrepreneurs, or moringa entrepreneurs, in order to address existing social issues in detail and concretely for each business supporting village tourism.

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