

Enhancing tourism awareness and digital promotion skills of Lok Baintan Floating Market Vendors

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ARTICLE INFO:

Received: 2025-12-22
Revised: 2026-01-20
Accepted: 2026-02-05
Published: 2026-02-27

Keywords:

Digital literacy, Floating market, Lok Baintan, Social media, Tourism

ABSTRACT

This community service activity aims to improve the understanding of traders at the Lok Baintan Floating Market regarding tourism potential and digital literacy as a strategy to strengthen the destination's attractiveness and competitiveness. The target partners are floating market traders who interact directly with tourists, but most of them lack an adequate understanding of tourism concepts, service quality, and the use of digital media for promotion. The program was implemented through interactive lectures and participatory discussions. Evaluation was carried out through participant feedback and a comparison of knowledge before and after the activity. Results showed an increase in participants' understanding of the importance of tourism, cleanliness, service quality to tourists, and basic skills in creating simple promotional content through social media, as evidenced by a comparison of pretests and posttests distributed. Participants demonstrated high motivation in this activity and will apply it in their daily lives as traders at the Lok Baintan floating market. Observations after the training also showed improvements in the content produced by several participants. Further mentoring in the form of ongoing digital content training and strengthening promotional networks is needed to optimize the program's impact.

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How to cite: Rachmawati, D., Hamdani, A. R. T., Ramonita, L., Ayu, J. P., & Wibowo, Y. P. P. (2026). Enhancing tourism awareness and digital promotion skills of Lok Baintan Floating Market Vendors. *Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang*, 11(1), 198-213. <https://doi.org/10.26905/abdimas.v11i1.16651>

1. INTRODUCTION

The Indonesian government continues to promote the development of sustainable tourism across various regional destinations, including the development of floating market areas in South Kalimantan. Floating markets are exemplary form of traditional economic activity among river-based communities that has existed since the Banjar Sultanate in the 16th century (Apriati, 2013). The existence of floating markets not only functions as a center of trade for river communities but also serves as a cultural identity of the Banjar people, shaped through interactions between humans and the river environment. The geographical condition of Banjarmasin City, which is surrounded by rivers, has naturally encouraged the development of river-based trade, leading to its recognition as the "City of a Thousand Rivers."

One of the floating markets that still exists today is the Lok Baintan Floating Market, located in the Sungai Tabuk area, Martapura. In 2015, this market was designated as an Intangible Cultural

Heritage of Indonesia, as it is considered a cultural tradition passed down through generations by the local community. Trading activities conducted using small boats, known as *jukung*, not only reflect the traditional economic system of river communities but also demonstrate local cultural richness, such as the tradition of exchanging rhymes during transactions. These unique characteristics make the Lok Baintan Floating Market not only a place of trade but also a cultural tourism attraction with historical and social significance for the people of South Kalimantan.

However, the advancement of modernization and changes in community lifestyles have posed challenges to the sustainability of floating markets. The development of land-based infrastructure and shifts in consumption patterns have led to a decline in river-based trading activities. This condition has also affected several floating markets, including the Muara Kuin Floating Market, which was previously well known as an iconic tourism destination in Banjarmasin (Pradana, 2020). The transformation of floating markets from centers of trade into tourism destinations also requires adjustments in the management of trading activities to provide an engaging experience for visitors.

Based on interview results with the Banjar City Tourism Office, tourist visitation data indicate a decline in the number of visitors to the Lok Baintan Floating Market. In 2018, the number of tourists was recorded at 83.631, while in 2019 it decreased to 66.216. This decrease of approximately 25 percent has become a concern for the local government in efforts to restore the attractiveness of this tourism destination. One of the initiatives undertaken was the establishment of the Tourism Awareness Group (Pokdarwis) "Baintan Berseri" through Decree No. 018 of 2022. The formation of this group is expected to enhance community participation in destination management while strengthening community-based tourism development.

Despite its significant tourism potential, initial observations conducted by the community service team revealed that most floating market traders, locally known as "*acil*," still have limited understanding of tourism concepts and service quality for visitors. This condition is reflected in interaction patterns where traders often gather around tourists simultaneously to offer their goods. In general, traders tend to focus more on selling their products rather than considering the comfort of visitors in experiencing the cultural activities of the floating market. This situation may lead to less favorable tourist experiences and can affect the image of the destination. In fact, service quality and positive interactions between service providers and tourists are critical factors influencing visitor satisfaction and overall tourism experience at a destination (Rachim & Salam, 2025).

Another issue identified is related to the utilization of digital technology for tourism promotion. The community already has social media accounts used to promote the Lok Baintan Floating Market; however, their management remains suboptimal. Activities such as content creation, user engagement, and information dissemination strategies are still limited. In fact, digital media play a crucial role in expanding the promotional reach of tourism destinations and in building a positive destination image (Saputra, 2022). Furthermore, the use of digital marketing has been shown to enhance the capacity of MSME actors in utilizing digital technology to expand market reach and improve business competitiveness (Lianardo et al., 2022).

Several previous community service activities have demonstrated that the application of tourism concepts, improvement of service quality, and utilization of digital media can generate positive impacts on the development of community-based tourism destinations. A digital marketing assistance program conducted by Lianardo et al. (2022) showed that training and mentoring in the use of digital media were able to improve the ability of MSME actors to promote products and expand their market reach. In addition, improving the communication with tourists has been proven to enhance memorable tourism experiences and increase visitor satisfaction at tourism destinations (Lestari, 2023). These findings

indicate that the integration of tourism concepts with service quality improvement and the utilization of digital technology can serve as a relevant strategy to support the development of community-based tourism destinations such as the Lok Baintan Floating Market.

Based on these issues, the community service team implemented solutions through the application of appropriate technology in the form of strengthening tourism concepts, improving service quality for visitors, and providing assistance in the utilization of digital media for destination promotion. The implementation of activities was not limited to lectures or socialization sessions, but also included hands on practice in managing service interactions with tourists as well as creating and managing digital promotional content on social media platforms for the tourism destination.

The outputs of this activity include increased capacity of partners in delivering services to tourists and the strengthening of digital promotional media that can be sustainably utilized by trader groups and tourism managers. This community service program aims to enhance the understanding and capacity of the community, particularly floating market traders known as “*acil*,” boat owners or renters, and local social media managers, in applying tourism concepts, improving service quality for visitors, and optimizing the use of digital media as a promotional tool for the Lok Baintan Floating Market tourism destination.

2. METHODS

This community service activity was conducted by involving partners, namely traders at the Lok Baintan Floating Market located in Banjar Regency, South Kalimantan. A total of 31 traders participated in this activity, most of whom were women selling traditional culinary products, souvenirs, and local agricultural goods to tourists. The activity aimed to provide training on basic tourism concepts, improvement of service quality for visitors, and digital literacy to support broader promotion of products and the tourism destination.

Table 1. Activities in community service

| Stages | Activities | Timeline |
|-----------------------------------|---|--|
| Preparation | <ul style="list-style-type: none"> - Establishing team for implementation. - Brainstorming with relevant stakeholders to develop proposals and implement the program, particularly with the Banjar Regency Tourism Office. - Preparing implementation stage. | October 2023 – January 2024 |
| Socialization | <ul style="list-style-type: none"> - Outreach to village officials and community leaders regarding the implementation of the activity. - Determining the location of the activity at the residence of a community leader in a strategic location (easily accessible by land and river). | First Week of February 2024 |
| Implementation | <ul style="list-style-type: none"> - The activity was carried out over two days. - The first day covered tourism material. - The second day covered digital literacy material. | 6 th & 7 th of February 2024 |
| Monitoring and Evaluation | <ul style="list-style-type: none"> - Evaluation of learning outcomes by comparing pre- and post-training tests - Random monitoring of participants 2 weeks after training | Fourth Week of February 2024 |
| Sustainability Improvement | <ul style="list-style-type: none"> - Regular monitoring of participants' social media accounts for one month after training. - Participants disseminate information to fellow traders. | During February to the first week of March 2024 |

In its implementation, the training was carried out through capacity building and mentoring on tourism concepts based on visitor experience, improvement of service quality through hospitality, cleanliness, and communication with visitors, as well as the use of digital promotion through social media platforms such as Instagram, TikTok, and WhatsApp as simple marketing tools for business actors. This approach is expected to assist tourism MSME actors in enhancing product attractiveness and expanding promotional reach through accessible digital technology (Chaffey & Ellis-Chadwick, 2019; Rachim & Salam, 2025).

The method of implementing this community service activity was systematically structured through key stages, namely preparation, socialization, implementation, monitoring and evaluation, and program sustainability. With these structured stages, the implementation of the community service program is expected to provide tangible and sustainable impacts for the target partners. The stages of the community service activity are summarized in the following table according to the activity timeline.

Participants' Profile

The participants, traders at the Lok Baintan floating market, were very enthusiastic about participating. There are 31 participants in the tourism and digital literacy training.

Participants' age

The majority of participants were aged 41–50 years, accounting for 58 percent. This was followed by participants aged 31–40 years at 23 percent and those aged 21–30 years at 13 percent. These findings indicate that most participants belong to Generation X, defined as individuals born between 1965 and 1981 (Burawat, 2023; Twenge, 2010). This result is consistent with prior observations by the community service team, which identified Generation X as the dominant group of traders at the Lok Baintan Floating Market. More detailed data are presented in the Table 2.

Table 2. Participants' age

| Age Group | Number of people | Percentages (%) |
|-------------------|------------------|-----------------|
| 21 – 30 years old | 4 | 13 |
| 31 – 40 years old | 7 | 23 |
| 41 – 50 years old | 18 | 58 |
| 51 – 60 years old | 2 | 6 |
| Total | 31 | 100 |

In response to the question regarding the duration of trading at the Lok Baintan Floating Market, more than half of the participants (58 percent), or 18 individuals, reported that they had been trading for 21–30 years. This indicates that they have spent a considerable amount of time working as traders in the market. When related to the age distribution presented in the previous table, this finding also demonstrates a consistency between participants' age and their length of trading experience. It further confirms that the majority of traders are dominated by Generation X (Burawat, 2023; Twenge, 2010). This relationship is further illustrated in the following table.

The training participants were predominantly female (84 percent), while only 16 percent were male. This finding is consistent with observations made by the community service team during visits to the Lok Baintan Floating Market, where most traders are women, commonly referred to as "aci". Further details are presented in Figure 1.

Table 3. Duration of trading at the Floating Market

| Duration | Number of people | Percentages (%) |
|---------------|------------------|-----------------|
| 0 – 5 years | 7 | 23 |
| 6 – 10 years | 4 | 13 |
| 11 – 20 years | 2 | 6 |
| 21 – 30 years | 18 | 58 |
| Total | 31 | 100 |

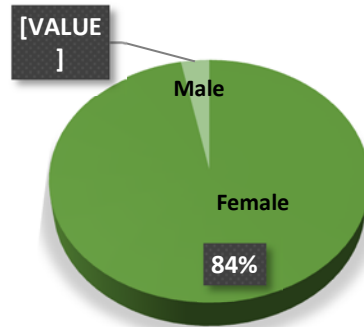


Figure 1. Participants' gender

3. RESULTS AND DISCUSSION

Results

The implementation of this community service activity was carried out systematically through several interrelated stages, namely the preparation stage, implementation stage, monitoring and evaluation stage, and program sustainability stage. Each stage was designed to ensure that the activity was conducted in a structured, effective manner and provided optimal benefits for the target partners. The following section describes each stage that has been implemented.

Preparation

The community service activity began with the formation of a joint implementation team consisting of representatives from two participating universities and the Banjar City Tourism Office. Identification of partner needs was conducted through interviews with traders at the Floating Market as well as community leaders in the Lok Baintan area to determine the specific needs of the partners. Subsequently, coordination was carried out to determine the venue, schedule, and participants of the training program.

Socialization

The implementation team first conducted a socialization process with village officials and community leaders to communicate the objectives, benefits, and planned activities. This process was intended to build understanding and support from stakeholders at the village level. Subsequently, in coordination with community leaders, the location for the activity was determined and selected at the residence of one of the local community leaders. This location was chosen due to its strategic position and accessibility for participants, both by land and river routes, thereby facilitating community participation in the planned activities.

Implementation

The activity was conducted at the residence of a local community leader in Lok Baintan on 6 and 7 February 2024. The implementation stage involved providing training to floating market traders. The pre-test and post-test instruments to be administered to participants were prepared prior to the activity in coordination with relevant stakeholders. At the beginning of the session, participants were given a pre-test to assess their initial level of knowledge before receiving the training. This was followed by the delivery of educational materials and concluded with a post-test to evaluate participants' knowledge after the training. The implementation of the community service activity provided to traders and stakeholders related to tourism at the Lok Baintan Floating Market was divided into two stages, namely:

First Day: Basics of Tourism

In this activity, participants were provided with an understanding of tourism, including the meaning of tourism, the concept of sustainable tourism, and how to behave as part of the tourism system. In addition, they were introduced to service practices that can create a pleasant and comfortable experience for tourists and encourage repeat visits.

This community service program emphasized the development of knowledge, skills, and attitudes required in the tourism sector. Participants were equipped with knowledge of how tourism can generate positive impacts for the community when properly managed. They were also trained in practical skills such as delivering quality service, effective communication, and the use of polite language. Equally important, participants were guided on appropriate attitudes when interacting with tourists. These aspects are essential to ensure that visitors feel satisfied and comfortable, leading to positive experiences that encourage them to revisit and recommend the Lok Baintan Floating Market to others.



Figure 2. First day implementation

Second Day: Digital Literacy.

In this activity, participants were provided with guidance on the wise use of social media, including posting content that is positive and beneficial for themselves and the surrounding community, as well as maintaining proper ethics in trading and in treating customers. Participants, particularly the floating market traders known as acil jukung, were also encouraged to convey positive messages when interacting with visitors who record videos or take photographs during their visits. This is intended to ensure that content shared on the internet reflects a positive image of the Lok Baintan Floating Market. Such efforts

are expected to enhance visitor comfort, encourage repeat visits, and motivate tourists to share their positive experiences with others, thereby attracting more visitors to the destination.

In addition, the program provided training on how to create effective and engaging captions for social media posts. Traders were encouraged to act as communication agents who can support government and community efforts in promoting the Lok Baintan Floating Market through digital platforms. Participants were also trained on how to respond appropriately to comments and how to repost positive content from users who tag the official social media accounts. Furthermore, they were equipped with basic knowledge about digital security and potential online risks to ensure safe social media usage. Through this program, participants are expected to develop digital literacy skills and to utilize social media in a responsible and effective manner.



Figure 3. Second day's material on digital literacy

In terms of social media ownership (as shown in Figure 3), 58.1 percent of participants did not have social media accounts, while only 41.9 percent reported having them. This finding is consistent with the age distribution of respondents, as individuals in older generations such as Generation X and Baby Boomers tend to have lower levels of internet and social media usage. This observation is supported by previous studies, which indicate that younger generations, including Millennials, Generation Z, and Generation Alpha, are more technologically literate and adapt more easily to digital platforms compared to older generations (Galinkala et al., 2024; Rachmawati, 2019; Vasudeva, 2023). This pattern is also evident among traders at the Lok Baintan Floating Market, where younger individuals are more likely to utilize the internet and social media.

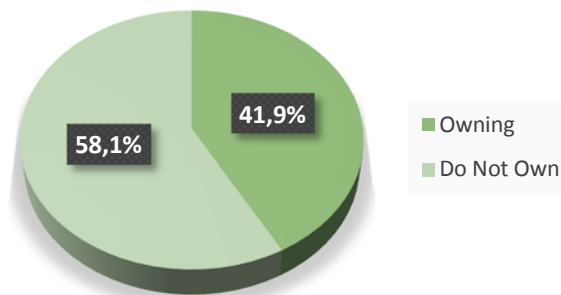


Figure 4. Social media account ownership

Social Media Content Creation Practices

The practical stage of social media content creation was conducted after participants had acquired a basic understanding of the importance of digital promotion in supporting tourism activities and sales. At this stage, participants were provided with direct assistance to practice creating simple content that could be published on social media platforms. They were guided to identify attractive objects or activities within the Lok Baintan Floating Market, learn how to capture engaging photos or videos, write brief descriptions (captions), and use relevant hashtags to increase promotional reach.



Figure 5. Tourism and social media training materials (in Bahasa Indonesia)
(Link: <https://tinyurl.com/MateriPembekalanLokBaintan>)

As an output of this activity, participants not only gained knowledge of digital literacy and tourism promotion but also produced simple social media content that can be used to promote trading activities at the Lok Baintan Floating Market. Several participants have practiced creating photos and short videos depicting the atmosphere of the floating market, the products being sold, and interactions with tourists, and have uploaded them through their personal social media accounts.

These outputs represent the implementation of appropriate technology in the form of utilizing social media as an accessible promotional tool that is suitable for the partners' conditions. The impact of this activity is reflected in the increased understanding and skills of participants in using digital media to support local tourism promotion and in expanding the dissemination of information about the Lok Baintan Floating Market to a wider audience.

Evaluation

Before the training was conducted, participants were given a pre-test to measure their initial knowledge and skills regarding the materials to be delivered. This initial assessment served as a baseline to identify participants' needs and capacities prior to the training intervention. After the training session, a post-test was administered to evaluate the extent to which participants understood the content and their ability to apply it in the future.

By comparing the results of the pre-test and post-test, the effectiveness of the training and its potential application by participants can be more clearly identified. The following section presents the participants' pre-test and post-test responses.

In Figure 6, Question 1 shows that 68 percent of participants answered correctly in the pre-test regarding sharing daily life content on social media, while 32 percent provided incorrect responses. In the post-test, there was an increase of 29 percent, resulting in 97 percent correct responses, or 30 out

of 31 participants who completed the post-test. This finding indicates that the training successfully strengthened participants' awareness of the importance of selecting and considering appropriate content for publication, enabling them to use social media more wisely and responsibly.

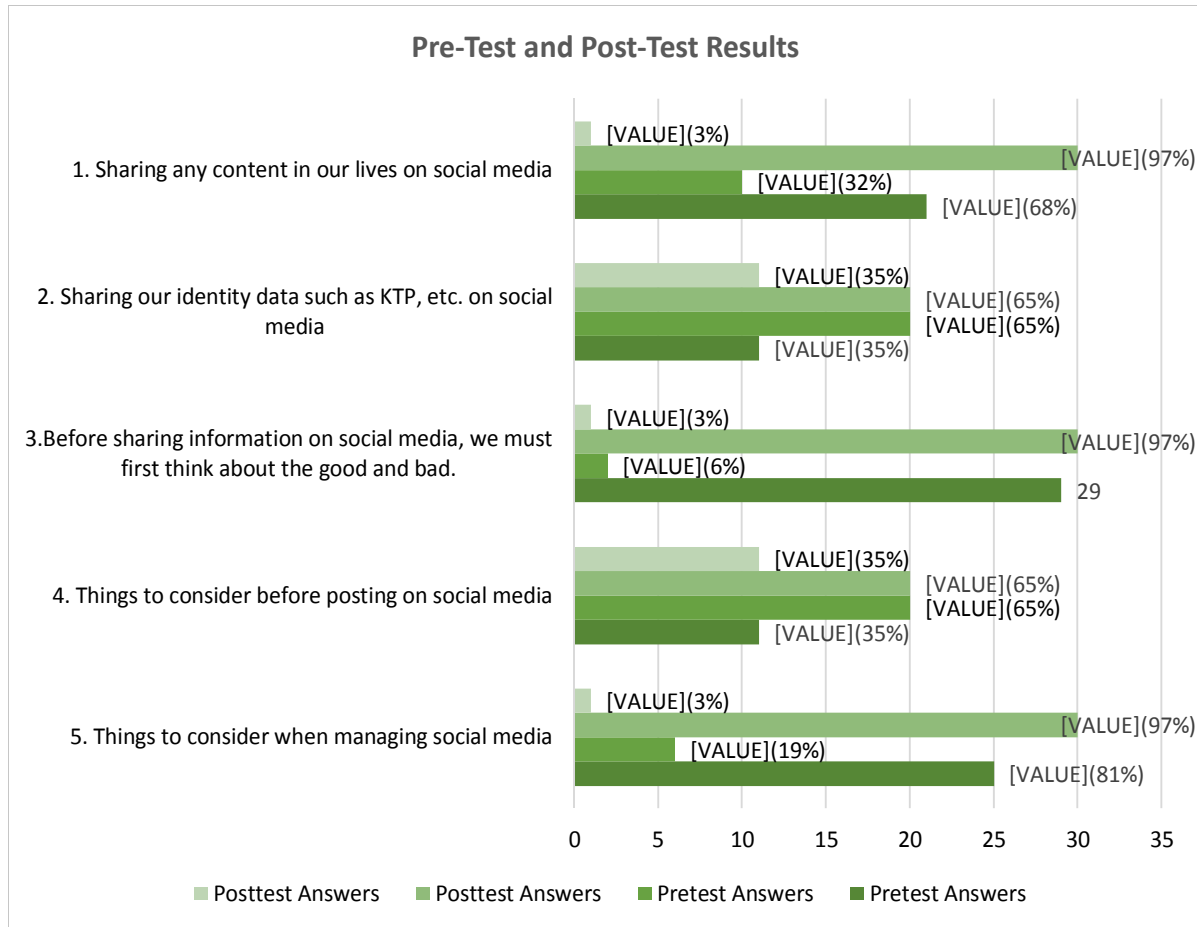


Figure 6. Evaluation before (pre-test) and after (post-test) the briefing activity

Question 2 shows an improvement between the pre-test and post-test regarding participants' knowledge about sharing personal identity data, such as photographs of identity cards, on social media. During the pre-test, only about 35 percent of participants answered correctly. However, after receiving training emphasizing that personal data such as identity cards should not be shared indiscriminately on social media, the proportion of correct responses increased to 65 percent. Despite this improvement, 35 percent of participants still did not fully understand this issue, indicating the need for continued education to prevent the inappropriate sharing of personal identity information on social media.

The results of the pre-test and post-test for Figure 4, Question 3 indicate that most participants already had a good understanding of the importance of considering the positive and negative impacts before sharing information on social media. In the pre-test, 29 out of 31 participants (94 percent) answered correctly, suggesting a relatively high baseline awareness of ethical information sharing. After the training, there was a slight increase in the post-test, with 30 out of 31 participants (97 percent) providing correct responses. This improvement indicates that the training reinforced participants'

understanding and further enhanced their awareness of the need for caution when sharing information, leading to a greater proportion of participants recognizing the importance of critical thinking before publishing content on social media.

In question 4 the pre-test and post-test results show an improvement in participants' understanding of aspects that need to be considered before posting on social media. In the pre-test stage, only 11 out of 31 participants (35 percent) answered correctly, while the majority, 20 participants (65 percent), answered incorrectly in identifying aspects that are not relevant in the decision-making process before publishing content. After receiving digital literacy training, the number of participants who answered correctly increased significantly to 20 out of 31 participants (65 percent), while those who answered incorrectly decreased to 11 participants (35 percent). This change indicates that the training improved participants' accuracy and understanding in evaluating content before posting, including their ability to identify irrelevant aspects in the decision-making process.

Question 5 shows that participants' understanding of aspects to consider in managing social media was already relatively good at the outset, with 81 percent answering correctly in the pre-test (25 out of 31 participants). This increased to 97 percent in the post-test (30 out of 31 participants), while incorrect responses decreased from 19 percent to 3 percent. This finding indicates that the training reinforced participants' knowledge even though most participants already had a basic understanding beforehand.

Overall, the evaluation results from the five questions administered in the pre-test and post-test indicate an improvement in participants' understanding after the training. Each question showed an increase in comprehension with variations of 29 percent, 30 percent, 3 percent, 30 percent, and 16 percent, respectively. When averaged, these values indicate an overall increase of 22 percent. These findings suggest that the tourism and digital literacy training program provided a consistent positive impact, although the level of improvement varied across different aspects. In general, this average increase demonstrates that participants gained additional knowledge and greater awareness of the material presented.

Evaluation of the Implementation of Tourism and Digital Literacy Training Activities

In general, participants already had an understanding of what constitutes good and memorable tourism experiences from the visitors' perspective. However, in practice, there are still aspects that may create discomfort for visitors. Through the tourism training provided, participants, as tourism actors, became more aware and gained a clearer understanding of how they deliver services to visitors. The following section presents the evaluation results of the training conducted over two days.

Participants reported significant benefits from the training provided. As shown in Question 1 of Figure 7, 97 percent of participants stated that the material delivered by the community service team was highly beneficial in improving their knowledge and skills. This figure indicates that almost all participants perceived the material as relevant and useful, both in their daily lives and in supporting their roles as traders at the Lok Baintan Floating Market. The high level of satisfaction reflects that the delivery approach, examples provided, and interactions during the training sessions were able to address participants' needs and provide new insights into digital literacy and safer, more effective communication practices on social media. These results also suggest that the training was not only well understood but also considered applicable and potentially implementable in participants' future activities.

Furthermore, 94 percent of participants in Question 2 of the evaluation (Figure 7) stated that they intend to apply appropriate and responsible social media practices. This high percentage indicates that

participants not only understood the material but also demonstrated strong motivation to improve how they interact on digital platforms. For traders at the Lok Baintan Floating Market, responsible and communicative use of social media is particularly important, as they also serve as tourism actors who contribute to promoting the image of their region. Their intention to adopt better social media practices reflects an increased awareness of the importance of maintaining personal and destination reputation, while also utilizing social media as an informative and engaging promotional tool for tourists. This increased awareness serves as an indicator of the effectiveness of the training in fostering more positive and professional digital behavior.

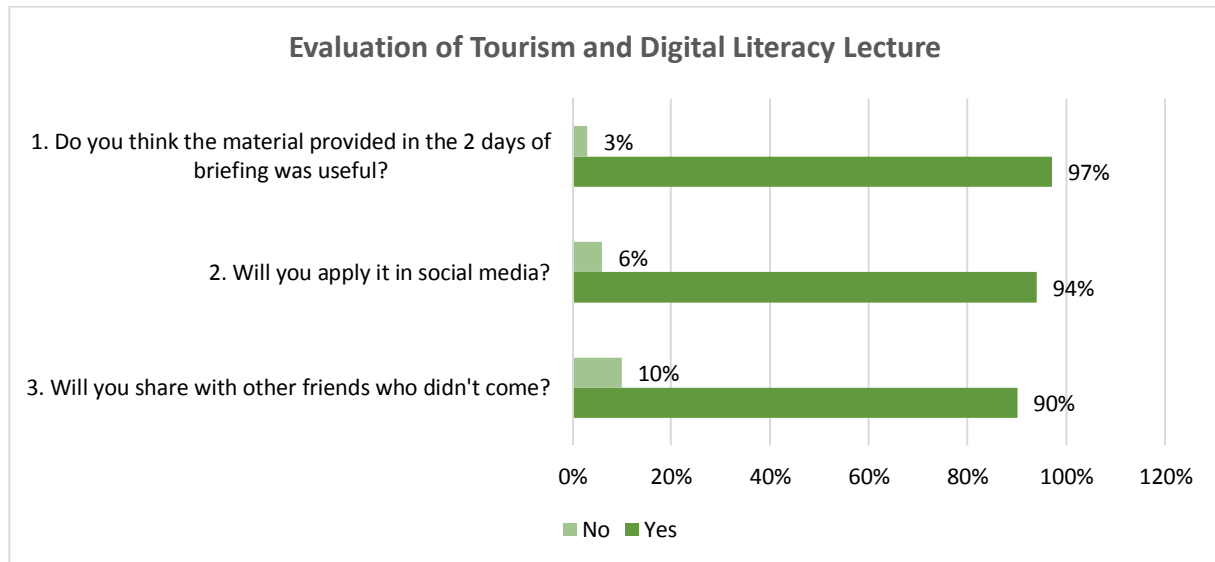


Figure 7. Evaluation of tourism and digital literacy training activities for Lok Baintan Floating Market traders of Lok Baintan Floating Market

One limitation faced by the community service team from LSPR was the difficulty in reaching all tourism actors in Lok Baintan. Therefore, it is expected that participants who have received the training will share their knowledge with other tourism actors. In this regard, the team also asked whether participants would disseminate the information they had learned about responsible social media use and good tourism practices to those who did not attend. As shown in Figure 7, Question 3, 90 percent of participants stated that they would share the information with their fellow traders at the floating market. Meanwhile, the remaining 10 percent indicated that they would not share it, mainly due to concerns about being perceived as lecturing their peers. Overall, all participants responded positively to the training and expressed hope that similar programs would continue and reach a wider range of tourism actors in Lok Baintan. Participants also expressed their commitment to providing better services to ensure visitor satisfaction and encourage repeat visits, thereby supporting the further development of tourism in Lok Baintan.

The evaluation stage in this activity was not only conducted to assess the increase in participants' knowledge through comparisons of pre-test and post-test results, but also to observe the initial impacts following the training. Evaluation was carried out by monitoring visitor responses to the services provided by traders, as well as reactions to promotional content shared on social media by participants. Field observations by the implementation team indicated that some visitors noted that traders were less

aggressive in their selling approach and demonstrated more communicative interactions. Meanwhile, content uploaded on social media began to receive engagement in the form of comments, likes, and shares from users. These findings indicate an initial positive impact of the training, particularly in increasing participants' awareness of the importance of service quality and the use of digital media as a promotional tool for the Lok Baintan Floating Market.

Sustainability Improvement

The sustainability improvement stage was designed to ensure that the impact of the community service program continues after the training activities have been completed. At this stage, the community service team conducted an evaluation of the participants' social media accounts one month after the training, focusing on the consistency of postings, content quality, and the delivery of tourism messages as introduced during the training. Attention was also given to the application of digital communication ethics as previously emphasized.

In addition, participants were encouraged to act as agents of information dissemination by sharing the knowledge and skills they had acquired with other traders at the Lok Baintan Floating Market, whose numbers are relatively large. This process is expected to expand the program's impact through peer learning and by strengthening solidarity among traders. Thus, the sustainability of the program does not rely solely on the support of the community service team, but also on the active participation of participants in maintaining digital literacy practices and community-based tourism promotion.

One example of a participant account that demonstrated positive outcomes after the training is the TikTok account of Acil Ibay, as shown in Figure 8. This was followed by other traders who also began to learn how to use social media and share their daily activities at the Lok Baintan Floating Market.

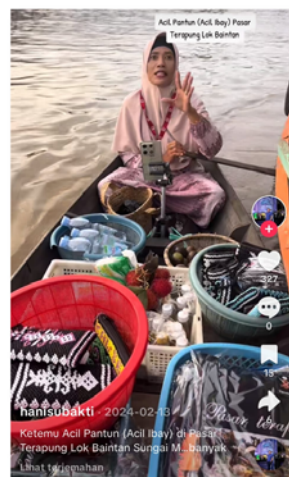


Figure 8. One of Acil Ibay's posts on TikTok social media (<https://vt.tiktok.com/ZSuhAbtvY/>)

Discussion

The evaluation of pre-test and post-test results in the digital literacy training program indicates an overall improvement in participants' understanding across all assessed aspects, although with varying levels of enhancement. These findings reflect the effectiveness of the training in transferring knowledge and improving participants' digital literacy skills. The increase in participants' knowledge regarding

responsible sharing of social media content is consistent with previous community service programs conducted by [Arisanty et al. \(2023\)](#), [Budiman et al. \(2024\)](#), [Dolorosa et al. \(2024\)](#), [Handijono et al. \(2025\)](#), and [Nisa et al. \(2025\)](#). Most participants demonstrated improved understanding in general social media management, indicating that the training provided important reinforcement even for those who already possessed a relatively good baseline knowledge. Similar improvements have also been reported in other digital literacy programs, such as those by [Adhvidya & Maulana \(2025\)](#) and [Mardiansyah et al. \(2025\)](#).

The improvement in understanding related to personal data security further highlights the importance of digital literacy in the context of community empowerment. These results support findings from other digital literacy training programs that demonstrate increased public awareness of ethical and digital security components. Comparable community service initiatives include those conducted by [Akbar et al. \(2025\)](#), [Fitriyani & Rachmawati \(2023\)](#), [Hidayat et al. \(2024\)](#), [Raharjo & Maulana \(2025\)](#), and [Rahmawati et al. \(2025\)](#). In addition, most participants already had an initial awareness of the positive and negative impacts of sharing information on social media, particularly in the context of tourism. However, the training still provided reinforcement of these aspects. These findings are consistent with previous community service studies that emphasized information awareness and digital communication ethics, such as those reported by [Alim et al. \(2025\)](#), [Effendi et al. \(2025\)](#), [Huda et al. \(2024\)](#), and [Puspaningrum & Triwanto \(2025\)](#).

Strengthening digital literacy understanding becomes increasingly relevant when integrated with the tourism training provided. Participants were not only equipped with technical skills in using social media, but also with an understanding of the strategic role of social media in shaping destination image and tourist experiences, in which floating market traders can actively contribute. The integration of digital literacy and tourism encourages participants to be more mindful in their communication and behavior, considering that many visitors create content while visiting the Lok Baintan Floating Market. It also promotes caution in sharing content that represents activities, culture, and interactions within the floating market environment. As a result, the information conveyed remains positive and supportive of tourism development, which ultimately contributes to improving the local economy. The role of social media in advancing tourism has also been examined by [Andzani et al. \(2024\)](#), [Ardinata et al. \(2023\)](#), [Hussain et al. \(2024\)](#), and [Pahor Zvanut & Baruca \(2025\)](#).

As an output of this community service program, participants successfully produced simple promotional content that was subsequently uploaded to their personal social media accounts. This content consisted of photos and short videos showcasing trading activities at the Lok Baintan Floating Market, products sold by traders, and the distinctive atmosphere of the floating market as a tourism attraction. The creation and publication of this content represent the implementation of appropriate technology, namely the use of social media as an accessible, cost-effective, and context-appropriate promotional tool. Through the uploaded content, information about the Lok Baintan Floating Market can reach a wider audience, thereby increasing its potential to attract more visitors.

4. CONCLUSION AND RECOMMENDATIONS

This community service program demonstrates that tourism and digital literacy training based on local context and community needs can serve as an effective strategy to enhance public understanding of proper tourism service practices and responsible social media use. The significant improvement in understanding after the training indicates that the delivery of materials successfully strengthened competencies, as well as increased participants' knowledge and awareness. The integration of tourism training and digital literacy reinforces the capacity of participants, particularly floating market traders at the Lok Baintan Floating Market, to utilize digital promotional tools that can ultimately contribute to

the advancement of tourism in the area. Beyond individual knowledge improvement, the training also contributed to strengthening the social role of participants as part of the local tourism ecosystem. The program encouraged participants to recognize that social media activities are not merely personal, but have direct implications for tourist experiences, public perception, and regional economic sustainability. Therefore, floating market traders can also promote local wisdom in the digital space, reflecting the unique characteristics of the Lok Baintan Floating Market and supporting its economic development.

Based on the implementation and evaluation of the program, several recommendations to support its sustainability can be proposed as follows: (1) local governments, particularly at the village level, are expected to facilitate follow-up training for communities involved in tourism activities to enhance their understanding of tourism services and digital literacy; (2) regular mentoring should be conducted to strengthen participants' understanding and ensure consistency in the responsible and ethical use of social media; (3) training participants are expected to act as digital literacy agents who disseminate knowledge to the surrounding community; and (4) collaboration among communities, tourism managers, local governments, and other tourism stakeholders needs to be strengthened to support the use of social media as a sustainable and community-based tourism promotion tool.

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