

Utilization Of 5.0 Technology Facilities Through Social Media Promotional Content In Langda Tourism Village

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Abstract

In the era of Industry 5.0, information and communication technology has become an important instrument supporting various sectors, including tourism. The rapid growth of digital platforms, particularly social media, has significantly transformed tourism promotion strategies and destination marketing. However, many rural tourism destinations still face challenges in optimizing digital technology to promote their tourism potential effectively. Langda Village is one of the emerging tourism areas that has begun utilizing online media as a platform to introduce and promote its tourism attractions, although the effectiveness of these efforts has not yet been fully explored. This study aims to analyze tourism promotion strategies implemented in Langda Village and examine the application of Industry 5.0 technology in supporting these promotional activities. The research employs a qualitative approach using a literature-based study and document analysis. Data were collected from various secondary sources, including academic publications, government planning documents, and tourism promotion materials, which were then analyzed using descriptive qualitative techniques. The findings indicate that the Langda Village Government has implemented several tourism promotion strategies through print media, electronic media, social media, promotional events, and tourism exhibitions. These efforts are supported by government strategic and operational plans. Although Industry 5.0-related technologies have been adopted, their management remains suboptimal. Nevertheless, these promotional initiatives have contributed to a gradual increase in tourist visits to Langda Village.

Keywords: Langda Village, Strategy, Means, Technology 5.0

A. INTRODUCTION

Tourism has become one of the most significant sectors contributing to economic growth and regional development in many countries. The tourism industry not only generates revenue but also creates employment opportunities and encourages the development of local infrastructure and communities. In this context, the role of media and communication has become increasingly important in supporting tourism development and destination marketing. Effective communication strategies can influence tourists' perceptions, increase destination awareness, and encourage travel decisions. Therefore, tourism management requires strategic promotion efforts that highlight natural beauty, cultural heritage, and local traditions in order to attract visitors (Khaerunnisa, 2017).

Previous studies have emphasized that promotion is an essential element of tourism marketing strategies. Promotion functions as a communication process that provides information and persuades potential consumers about the value and attractiveness of tourism products or destinations (Grimaldi, 2013). With the rapid development of digital technology, tourism promotion has shifted from conventional marketing methods to digital-based strategies. In the era of Industry 5.0, Information and Communication Technology (ICT) has

become a crucial tool that supports tourism activities, particularly through digital marketing platforms (Carlo et al., 2011; Septiano, 2017). Digital marketing enables tourism stakeholders to reach broader audiences through internet-based media such as websites, social media platforms, and online promotional content.

Langda Village is one of the rural areas that possesses significant tourism potential. The village offers a variety of attractions, including scenic rural landscapes characterized by green rice fields, natural tourism sites such as Katangka Waterfall and the Buntu Toding River, as well as a flower garden that attracts visitors. In addition to its tourism attractions, Langda Village also has rich natural resources in agriculture and plantations, including coffee, cloves, pepper, vanilla, vegetables, and various tropical fruits. These resources indicate that Langda Village has strong potential to be developed as a tourism destination supported by natural and environmental assets.

Based on these conditions, there is still limited understanding of how rural tourism destinations utilize digital technology and promotional strategies in the context of Industry 5.0. Therefore, further research is needed to analyze how tourism promotion strategies are implemented at the village level and how digital technology supports these promotional activities. This study aims to analyze the tourism promotion strategies implemented in Langda Village and examine the application of Industry 5.0 technology in supporting tourism promotion activities. The findings of this study are expected to contribute to the development of knowledge in tourism communication and digital marketing, particularly in the context of rural tourism destinations. In addition, this research provides practical insights for local governments and tourism stakeholders on how to optimize digital technologies to enhance tourism promotion and increase tourist visits in rural tourism destinations.

B. RESEARCH METHOD

This study employs a qualitative research approach to analyze tourism promotion strategies and the utilization of Industry 5.0 technology in Langda Village, Enrekang Regency. A qualitative approach was chosen because it allows an in-depth understanding of social phenomena and communication practices in tourism promotion. The research design combines library research and qualitative field data collection. Library research was conducted to review theories and previous studies related to tourism promotion, digital marketing, and the role of information and communication technology in tourism development. The data used in this study consist of primary and secondary data. Primary data were obtained through observations and semi-structured interviews with stakeholders involved in tourism promotion in Langda Village. Secondary data were collected from written documents, government reports, photographs, and digital promotional content, including the official village website and social media platforms such as Facebook, Instagram, and YouTube. The research procedure involved several stages: literature review, data collection through observation and interviews, documentation of promotional content, and data classification. The collected data were then analyzed using descriptive qualitative analysis to identify patterns, strategies, and the use of digital technology in tourism promotion. This approach allows for a systematic and objective explanation of how tourism promotion is implemented in Langda Village.

C. FINDINGS AND DISCUSSION

Langda Village, located in Enrekang Regency, has significant tourism potential. While Langda Village has the potential to become a tourist destination, it has not been adequately managed. The Langda Village government has strived to ensure its community has qualified human resources capable of competing in the tourism industry and to develop the village's tourism potential, ensuring its residents' wellbeing, in line with its vision of becoming a developed and prosperous tourist village, serving as a positive role model for other villages in Enrekang Regency. Langda Village boasts a diverse array of attractions, including natural, artificial, and cultural sites. The Langda Village government has taken various steps to develop its tourism potential, including collaborating with universities to provide assistance and guidance to the Tourism Village. This initiative aims to empower the community to take responsibility for planning and managing their environment and encourage local entrepreneurship. Langda Village's tourist attractions are divided into three groups:

1. Natural

Sarambu Katangka Waterfall, located in Katangka Hamlet, offers beautiful and pristine natural scenery. Situated amidst a coffee plantation, tourists must first explore the area. The waterfall is approximately 20 meters high. Sarambu Katangka Waterfall welcomes hundreds of local tourists each month. Therefore, the Langda Village Government has made this tourist attraction a priority for advancing the village's tourism sector.

2. Man-Made

Simpang Tiga Park, located in the middle of the village, offers panoramic views of rice fields and several endemic flower species, making it a beautiful spot for selfies.

3. Cultural

The "Mangtanan Banne" tradition is a tradition practiced by the residents of Langda Village, where villagers work together to plant rice. The men carry out the "Mangtanan Banne" activity, while the women gather in one house to cook food to be eaten together after the planting process is complete.

Langda Village Tourism Promotion Strategy

A promotional strategy is a step in marketing management, a strategy used by companies to introduce their products — whether goods or services — to consumers, so that consumers are interested in purchasing them. Activities within this promotional strategy involve communication and interaction between the company and consumers. The main goal of promotion is to inform, influence, and persuade consumers to increase consumer demand for goods and services.

"The promotional strategy we implemented involves conducting a SWOT analysis first, followed by developing a strategic plan and work plan. We then assign tasks to all employees. This is done to ensure optimal tourism promotion efforts." The above opinion indicates that the Langda Village Government carefully and meticulously plans tourism promotions. This is evident in the SWOT analysis conducted before undertaking promotional activities. The Langda Village Government strives to professionally allocate tourism promotion tasks to employees to ensure successful promotions.

Meanwhile, according to Dewi, the Head of the Planning Section of Langda Village, the promotional strategy is carried out as follows: "We utilize media as one of our tourism promotion strategies. We hope that with various media we can reach everyone, both domestic and international tourists." The media used by the Langda Village Government to carry out promotional activities are as follows:

1) Print Media

Print media used to publish tourism information in Langda Village, from the Enrekang Regency Youth, Sports, and Tourism Office, is delivered through newspapers and billboards.

2) Electronic Media

Electronic media used include telephone and internet access at desalangda@yahoo.com or at <http://desalangda.enrekangkab.go.id> /, which contains information about Langda Village.

3) Social Media

Social media previously served as a place to make friends, chat, and share videos. The development of social media as a digital medium in the business world has enabled businesses to promote and grow their followings by uploading images or content to web or mobile platforms. With social media, tourism promotion can be done more quickly and in real Time, making it accessible to social media users. Langda Village uses social media promotions on Facebook, Instagram, YouTube, Google, and its website.

4) Tourism Exhibitions and Promotions

Tourism exhibitions and promotions are held through events organized by the Enrekang Regency Youth,

Sports and Tourism Office (DISPOPAPAR), where Langda Village participates by showcasing superior village products such as Langda Village culinary specialties, coffee, and snake fruit. Based on the statement above, Langda Village has implemented modern, non-conventional tourism promotion. This is undoubtedly more effective and efficient in today's era of globalization. Rizal, the Head of Langda Village, echoed this sentiment. He stated that in implementing tourism promotions, we involve all parties, including the Enrekang DISPOPAPAR, specifically the Promotion Division, universities, the Langda Village government, and the community. They collaborate with various parties, both government agencies and private institutions. This was done because there is so much tourism potential in Langda Village that has not been optimally managed. After analyzing the conditions, both internal and external, several strategies were needed to address these needs. These overall strategies can be outlined below :

Table 1. SWOT Analysis

Internal Factor Analysis	
<i>Strengths</i>	1. Beautiful natural scenery 2. Cool climate and weather conditions 3. Marketable village-made products
<i>Weakness</i>	1. Incomplete facilities and infrastructure, such as transportation services and signal

	boosters. 2. Lack of digital marketing for Langda village tourism.
External Factor Analysis	
<i>Opportunities</i>	1. Advances in information technology 2. Access to tourist locations that support
<i>Threats</i>	1. Worsening weather conditions during the rainy season 2. The presence of other similar tourist attractions.

Source: Analysis Results, 2025

Table 2. SWOT Matrix

	<i>IFAS</i>	<i>Strengths</i>	<i>Weakness</i>
EFAS			
<i>Opportunities</i>		Web creation and various publication media through digital marketing	Improving accessibility infrastructure and providing transportation services to tourist locations
<i>Threats</i>		Increasing and empowering human resources who have a disaster preparedness attitude	Complete signboards and traffic signs along the road to the location, and publish digital marketing content highlighting the uniqueness of the tourist attraction.

Source: Analysis Results, 2025

Table 3. IFAS and EFAS

Internal Factor Analysis Summary				
	<i>Factors</i>	<i>Weight</i>	<i>Rating</i>	<i>Skor</i>
<i>Strengths</i>	• Beautiful natural scenery	0,375	5	1.875
	• Cool climate and weather conditions	0,25	5	1,25
	• Having marketable village-produced products	0,375	4	1,5
	Sub total	1		4,6
<i>Weakness</i>	• Facilities and infrastructure that are still incomplete, such as transportation services and signal boosters	0,6	4	2,4
	• There is still a lack of digital marketing for Langda village	0,4	4	3

tourism.			
	Sub total	1	3,6
<i>Opportunities</i>	• Advances in information technology	0,25	5
	• Access to tourist locations that support	0,75	3
	Sub total	1	3,5
<i>Threats</i>	• Worsening weather conditions during the rainy season	0,67	4
	• There are other similar tourist attractions.	0,33	2
	Sub total	1	3,3

Source: Analysis Results, 2025

Based on Table 3 above, the score values are as follows:

- IFAS

$$\text{IFAS} = \text{Strength} - \text{Weakness} \text{ IFAS} = 4.625 - 3.6 = 1.025$$

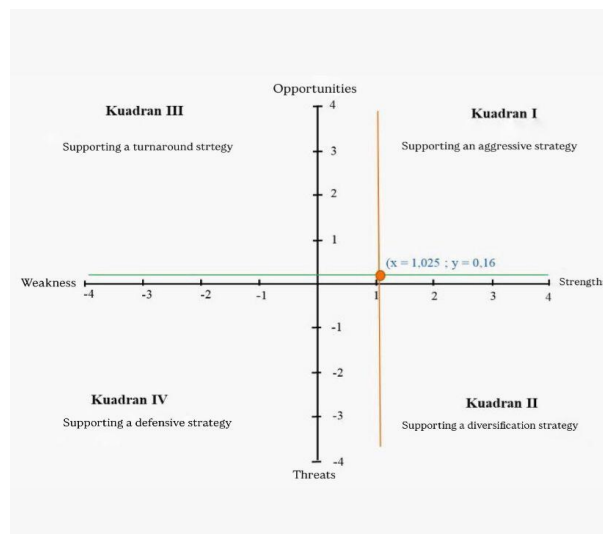
This then becomes the x-axis coordinate.

- EFAS

$$\text{EFAS} = \text{Opportunities} - \text{Threat} \text{ EFAS} = 3.5 - 3.34 = 0.16$$

This then becomes the y-axis coordinate.

Based on the coordinate points obtained, Table 3 shows that the Langda tourism promotion strategy is in quadrant I, indicating that internal strengths and external opportunities are more dominant than internal weaknesses and external threats.



Source: Analysis Results, 2025

Based on field data, Langda Village's tourism promotion strategy to attract tourists was first identified through a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats). It is hoped that the Langda Village Government will develop a plan to maximize tourism development. The SWOT analysis focuses on predicting the extent to which strengths and weaknesses impact tourism development. In addition to conducting a SWOT analysis, the Langda Village Government formulated steps to manage tourism promotion in Langda Village. The Langda Village Government's promotional strategy is structured into a Strategic Plan (Renstra) for the long term and a Work Plan (Renja) for the short term.

Based on the IFAS and EFAS assessments, the analysis results are shown in Figure 7. The X-axis represents the value resulting from subtracting strengths from weaknesses, while the Y-axis represents the value resulting from subtracting opportunities from threats. Based on the results in Table 7.3, the SWOT quadrant matrix shows 1.025 on the x-axis and 0.16 on the y-axis. The SWOT matrix shows that Langda Village's opportunities lie in Quadrant I, indicating that this destination can compete through aggressive promotional strategies. Because it is in an aggressive strategic position, the following actions are required in promotional activities using 5.0 technology:

1. Further explore the tourism potential and resources of Langda Village.
2. Be more active in promoting Langda Village's tourism potential using 5.0 technology.
3. Provide information on all social media platforms and be more active in interacting with tourists on social media.

Implementation of 5.0 Technology in Langda Village Tourism Promotion

Digital media plays a crucial role in influencing the development of tourism promotion activities. Therefore, promoting a tourism product requires the use of 5.0 technology. In today's era of globalization, tourists first search for and browse information, even booking tour packages online. In other words, today's tourists search and share using digital media. These include:

a) Website

Website is an information page provided via the internet that can be accessed worldwide as long as there is an internet connection. Langda Village already has an official website, but it is not updated, and the information provided is limited; it only contains the organizational structure of the Langda Village Government and a photo of the Village Head. There is no other information available. According to the results of an interview with Dewi, a staff member of the Langda Village Government, stated that: "The Langda Village website is less updated because there is no special staff to manage the website, while I and other village staff already have our respective duties and responsibilities.



Figure.1 Langda Village Government Website
Source: <http://desalangda.enrekangkab.go.id/>

b) Youtube

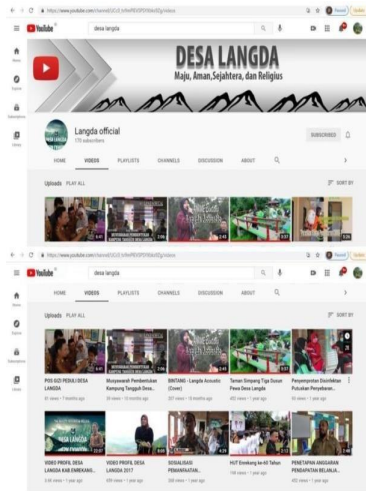


Figure 2: Langda Village YouTube account

Source: <https://www.youtube.com/watch?v=600YAn8zH6A>

YouTube is a video-sharing website. Langda Village created a YouTube account in 2020 and uploaded several videos, including a profile video of Langda Village, a deliberation on the establishment of the Langda Village Resilient Village, a socialization on sustainable yard utilization (P2L), the Langda Village Nutrition Post, and other activities. These videos have been viewed 6,211 times.

c) Instagram

Instagram is a photo- and video-sharing app. It's currently a very popular social media platform among smartphone users, making it a perfect digital promotional tool. Langda Village also has an Instagram account, where the account administrator primarily posts photos and short videos of the village's natural panoramas and tourist attractions.

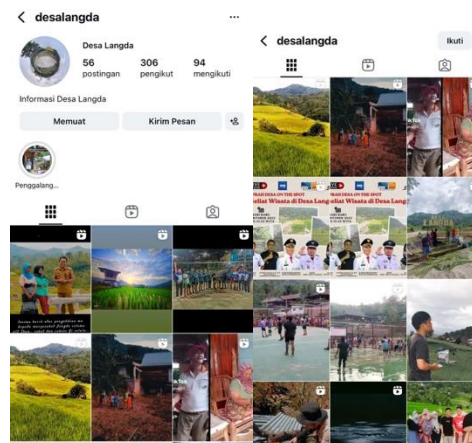


Figure 3. Instagram accounts for Langda Village

Source: https://instagram.com/desalangda?utm_medium=copy_link

d) Facebook

Facebook is a social media platform that allows users to interact with other users worldwide. Of all the online platforms in Langda Village, Facebook is the most frequently used, providing comprehensive and up-to-date information regarding village activities. The Langda Village Facebook account is managed by a Langda Village Government staff member, Mrs. Dewi, who also serves as the Head of the Village Planning Section. According to her, the reason she stays updated on Facebook is because she understands how to use the platform, finding it easy and straightforward. Furthermore, the Langda Village community is generally active on Facebook, so information posted on the village Facebook account reaches the community more quickly.



Figure 4. Langda Village Facebook account
Source: <https://www.facebook.com/desalangka/>

The Langda Village Government has developed a tourism promotion strategy through a short-term work plan (Renja) that focuses on developing partnerships and maintaining tourist attractions. The Langda Village Government's promotional efforts target everyone, both domestic and international tourists. Furthermore, the Langda Village Government's tourism promotion efforts also target staff, as they play a crucial role in supporting the promotion of tourist attractions in Langda Village. Therefore, it is essential to foster good communication between employees, both superiors and subordinates.

D. CONCLUSION

The findings show that the Langda Village Government implements tourism promotion strategies by identifying tourism potential, analyzing strengths and weaknesses, and addressing development challenges. These strategies are outlined in the village's strategic plan (Renstra), which focuses on building the tourism image of Langda Village, while the short-term work plan (Renja) emphasizes practical promotional activities using print media, electronic media, social media, tourism exhibitions, and promotional events. The results indicate that the use of digital media has contributed to an increase in tourist visits. The number of visitors rose from 120 in 2017 to 189 in 2018, increased significantly to 305 in 2019, and reached 396 in 2020. This suggests that digital promotion has helped improve destination visibility and attract more visitors. The application of Industry 5.0 technology in tourism promotion is reflected in the use of digital platforms such as the official website, YouTube, Instagram, and Facebook. However, the effectiveness of these platforms remains limited due to insufficient digital skills and limited technological capacity, resulting in less engaging promotional content. This study contributes by providing insights into the implementation of digital tourism promotion strategies in rural destinations and highlighting the need to strengthen digital capacity to optimize tourism promotion.

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