



THE ROLE OF VILLAGERS' SOCIAL INNOVATIONS IN ADVOCACY VILLAGE TOURISM THROUGH INVOLVEMENT OF STUDY ACTIVITIES IN VILLAGE TOURISM

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Abstract

This study aims to determine the positive relationship between social innovation, involvement, and advocacy tourism in the villagers Community. Active support from the village community can be very important for successful tourism development if villagers become more aware of the attractive characteristics of the area and are involved in developing sustainable tourism promotion in Village. In this study, a hypothesis test of the relationship between social innovation and advocacy tourism through community involvement will be conducted. To get a comprehensive picture, the researcher will collect a research sample of 100 villagers who have the criteria for the age of 18 to 50 years and are familiar with social media. Respondents will fill out a questionnaire and answers from respondents will be analyzed using path analysis to test hypotheses. The results of this study succeeded in proving that social innovation has a positive effect on the involvement and advocacy of residents. The involvement of tourism village can mediate positively and significantly between social innovation and tourism advocacy in village. it needs to be prioritized increasing social innovation of the residents of Village by encouraging and giving freedom to them to take more initiative, get used to digitalization, and be active in social media as an effort to provide information about tourism to prospective tourists on social media.

Keywords: social innovation, involvement, advocacy, village tourism

INTRODUCTION

The local government sought to promote the modern image of a tourist site for investment and urban renewal, but the villagers identified it with a traditional value (Robin Nunkoo 2012). The active support of the village community can be very important for the successful development of tourism if the villagers become more aware of the attractive characteristics of the area and are involved to participate in developing the sustainability of tourism promotion (Robin Nunkoo 2012). People's attitudes towards tourism are largely focused on citizens' perceptions of the impact of tourism and tourism development in their area. Relatively little attention is paid to the role of the community as an ambassador to promote tourism. Citizens or residents tend to identify tourism icons used to promote their area and the tendency to promote or recommend such tourism increases.

Villagers or main actors in village development are individuals who take responsibility for the development process in their villages and are said to be rural social innovations. (NEUMEIER 2016). They are not considered a solution to the existing problem. In the era of information technology, the role of rural communities digitally as digital social innovation (DSI) is to analyze citizen participation as a necessary actor related to social innovation in rural areas. The actors are involved and their role in DSI and digital technology initiatives towards cooperation and community building in the village. The involvement of villagers as DSI actors will change their behavior, especially towards tourist destinations, namely promoting these tours by recommending or advocating.

This research focuses on individual identities regarding the possibility of villagers sharing knowledge, and innovating to provide ideas that live in the area as a tourist destination. As a basis



for social identity theory, the population is an actor needed in social innovation in rural areas or actors involved in rural development (Neumeier 2016) so they need to be given responsibility for the village development process. Social innovation contains the characteristics of the actors of social innovation in rural areas. Identity as social innovation is an attitude that can be realized by active involvement in activities with tourism. Engagement can be both a cause and a consequence of social innovation.

According to Skinner (2005, p.302) to create a favorable image, there is a potential incompatibility between the actual place, and the image being promoted. The residents of perceptions fail to identify with destination marketing objectives. There are many sample where residents of an area do not identify tourist destinations, where the institutions such as central or local governments seek to promote a modern image of a tourist site to promote broader policy objectives, especially investment into and urban renewal, but the interests of rural residents are concerned. identify it with more traditional values (Ollins, 2000). Active support from village communities can be critical for successful tourism development (Gursoy & Rutherford, 2004) and it has been suggested that if local residents become more aware of the positive characteristics of the area and they get involved it is important for sustainable tourism promotion (Nunkoo & Gursoy, 2011). The objective of the study is to know the effect DSI to advocacy of the tourism through involvement of the residents to increase promote the village tourism.

LITERATURE AND HYPOTHESIS DEVELOPMENT

Social Innovation

Social identity theory examines the relationship between the individual and the larger social structure (Robin Nunkoo 2012). Three components of identity: (1) cognitive, (2) evaluative, and (3) emotional component. The support to identify the different cognitive, affective and evaluative components of identity in the context of the identity of the inhabitants of a region as a tourist destination has not been explored. Social identity theory explores the influence of the imagery displayed by tourism destination management organizations on the attitudes and behaviors of residents in promoting their tourism brands. Identity can be cognitive, referring to an evaluation based on identification with the practical benefits associated with the area. Emotional refers to firmly held but not necessarily rational beliefs about the area, for example regarding historical associations from the area. (Ollins 1999).

Studies related to social innovation, in general, provide useful references for various actors and their roles as developers, promoters, supporters, and knowledge providers from public and private as well as civil society (Butzin and Terstriep 2018) p. 78). According to them, promoters start and operate innovations, promoters are partners who provide equipment, funding, or connections to policy programs, supporters facilitate the diffusion of social innovations, and providers (supporters) offer specialized knowledge relevant to the development process. According to (Bria, Sestini et al. 2015) actors in social innovation are described as identified as innovators, users, and communities who collaborate to jointly provide solutions to social needs. In a village, they are called village volunteers. The social innovation characterized by digital technology user actors is digital, social innovation (DSI) which is defined as a type of social and collaborative innovation in which innovators, users, and communities collaborate using digital technology to jointly create knowledge and solutions for various social needs and at a large scale and unimaginable speeds before.

Have an identity and experience a sense of being a member of a community so that they understand that they are social innovators in rural areas who act as drivers, supporters and users (Bria, Sestini et al. 2015) The social innovation carried out by the villagers is by collaborating to use and implement how to provide ideas, be active in tourism and technology activities. The relationship between the owner of the identity and the Villagers involved in the social innovation process has a vertical level, they can be distinguished by top-down actors (professionals from outside the village) and bottom-up actors (volunteers, who come from the village). On a horizontal level, inspired by argumentation in the literature (Bria, Sestini et al. 2015, Butzin and Terstriep 2018) identified three groups of actors: 1) drivers 2) support and 3) users. They are determined based on their special interests, knowledge, level of involvement, and connection with the village. Social innovations that occur in social relations and institutions or organizations



will manage practices and processes in establishing communication channels that in this case require involvement. The villagers using social media applications to post news about the village tourism, communicate with the community and conduct community interactions. Actors at DSI are described as innovators, users, and communities who collaborate using digital technology to come together in DSI initiatives and digital technology to promote tourism by recommending or advocating. herefore we hypothesize:

H1: Social Innovation affects advocacy.

H2: social innovation affects engagement.

Engagement

There is a complex relationship between behavioral involvement and individual identity, expressing individuals who involve themselves in group activities to meet the needs of self-improvement and self-esteem. In the context of identity with the brand,, (Sukoco and Wu 2010) proposes two underlying motivations for why an individual becomes involved in the community namely relating to oneself (referring to the need for pleasure and personal growth) and social related (caring about the need to develop relationships with others in the community). The theory of social exchange suggests that the population is more likely to have a deeper identification with the objective. The attitude toward tourists will be positive if the perceived benefits are obtained, and engagement with tourism exceeds the estimated costs. If economic benefits are considered attractive, community members are more likely to participate and welcome visitors to their area (Yutyunyong and Scott 2009). As a result, positive feelings and deep identification with tourist destinations tend to increase population participation in local tourist attractions. In tourism studies, there is a positive relationship between citizen involvement in tourism. In tourism studies, there is a positive relationship between citizen involvement in tourism (Sharma and Dyer 2009).

The intention to engage in behavior, such as recommending a service or product is predicted by attitudes towards behavior and subjective norms (Ajzen, 1991). Involvement with a product or service will result in an increase from mouth to mouth (Dichter 1966). If citizens are involved with the tourism industry (for example through visiting tourist attractions) and show an affective attitude that favors tourists, they tend to be supporters of tourism. Social innovations that occur in social relations and tourism will manage practices and processes in building communication channels for villagers in attracting tourists by telling more about the tourism, replying to questions in the comment column on social media and having positive information about tourism. which in this case requires the involvement of villagers as communities or administrators. Therefore, involvement is able to mediate the relationship between social innovation and advocacy Therefore, we propose the following hypothesis;

H3: Engagement has a positive impact on advocacy.

H4: Social innovation towards advocacy through engagement.

Advocacy

Advocacy is associated with the dimensions of attitudes and behaviors related to loyalty and advocacy. Some argue that self-consumption of goods and suits can be a form of advocacy, whereby such consumption implicitly or explicitly signals recommendations to people to buy (O'Shaughnessy and O'Shaughnessy 2002). Tourism attractions often make locals a potential target market. In this study, we limited advocacy behavior for communication by residents to travelers that had the effect of implicitly or explicitly encouraging them to revisit the tour. In the tourism sector, information (e.g. from members of the public through getting word of mouth) has more credibility than other sources (e.g. official tourist brochures). Although there is growing evidence of the influence of social networking media in spreading such organic information, it has also been proven that the opinions of locals are considered to be a very useful source of information about tourist destinations (Crick 2003).

From the literature study above, the research model that will be developed is as follows:

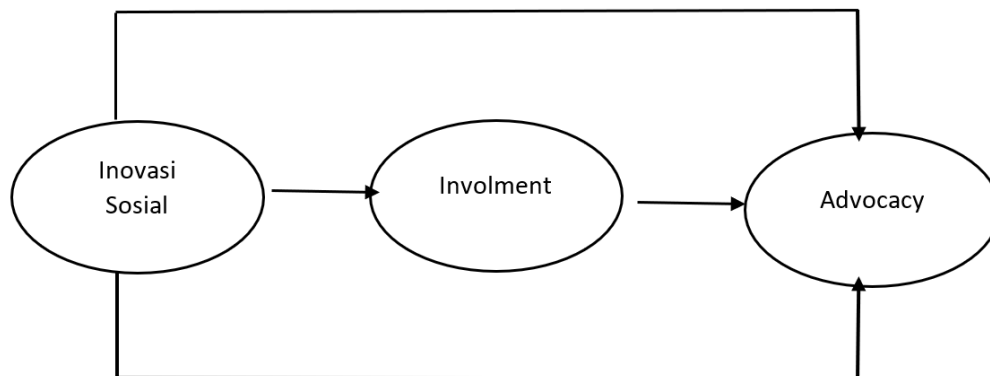


Figure 1 Research model framework

METHODOLOGY

This type of research (explanatory research) is to test the hypothesized variables. The type of research is explanation research using purposive sampling technique. The sample in this study was villagers living in Melung, Kedung Banteng District, Banyumas Regency, aged 17 to 50 years, consisting of villagers, tourism awareness groups, the Village government, BUMDES managers, the Youth and Sports Tourism Office with the consideration that they have internet access and are members of social networks. The number of samples in this study was taken based on an error rate of 10% then the coefficient value at a level of 1.96 the minimum sample size is 96 which is rounded to 110 to avoid incomplete questionnaires.

The data analysis technique used in analyzing the data of this study is Path Analysis (Path Analysis). In this study using a path analysis model (path analysis) because between the independent variable and the dependent variable there is a mediation that influence. This research consists of three variables. That is, the independent variable (independent) social innovation, involment (mediation) and advocacy (dependent). The size of the social innovation variable using research (Zerrer and Sept 2020) is initiative, use of social media, active social media, accustomed to using applications, digitization, volunteering and looking for opportunities. A construct measure of engagement using research (Zaichkowsky 1985) is engagement in tourism activity. A measure of the advocacy construct is the intention of promoting travel through word of mouth (Harrison-Walker 2001). Testing the validity of the questionnaire in this study used the product moment correlation formula. Based on the output of the questionnaire validity test results in appendix three, all indicators X, Y, and Z in each variable show that r calculates $> r$ table (0.07). Reliability testing in this study used Cronbach's Alpha coefficient formula. (Ghazali 2016). Based on the data all items of the statements for each variable in the study were declared reliable.

RESULTS AND DISCUSSION

The data analysis using classical assumption tests by conducting normality tests based on SPSS output normality test results can be known asymp values. The sig of 0.300 $>$ the value of α (0.05) so that it can be concluded that the regression model used in this study is normally distributed. The results of the multicollinearity test are known that each of the Variables of Social Innovation (X) and Engagement (Y) has a VIF value of < 10 so it can be concluded that there are no symptoms of multicollinearity in the regression model used in this study. The results of the



heteroskedasticity test that have been carried out are known to have a significant value of 0.014 less than α (0.05), so it can be concluded that heteroskedasticity does not occur

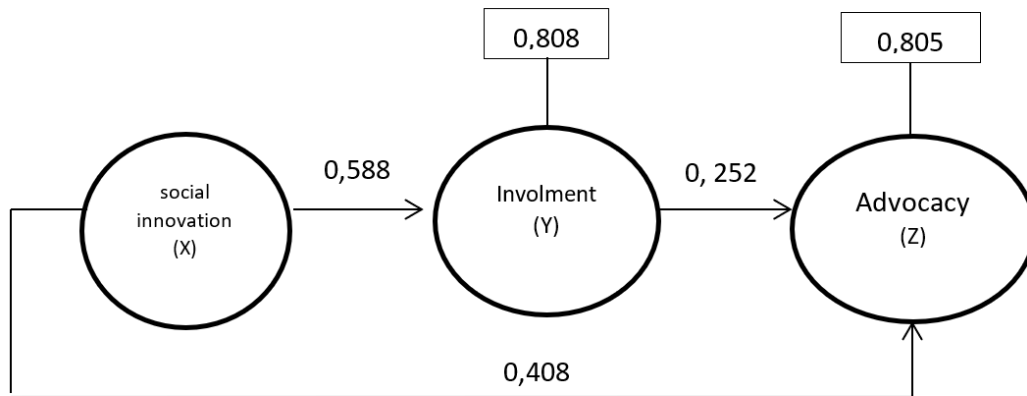


Figure 2. Path Diagram

From the results of the analysis obtained, the value of social innovation significance towards involvement and involvement in advocacy was $0.001 < 0.05$. So it can be concluded that the social variables of innovation have a significant effect directly on engagement. It is known that the direct influence given by social innovation on engagement is 0.588. Meanwhile, the indirect influence of social innovation through involvement in advocacy is the multiplication between the value of standardized coefficients beta perception of social innovation on engagement with the value of standardized coefficients beta engagement on advocacy, which is $0.588 \times 0.252 = 0.148$. Then the total influence that social innovation exerts on advocacy is direct influence coupled with indirect influence, which is $0.408 + 0.148 = 0.556$

Based on the results of the Adjusted R Square (R^2_{adj}) value of 0.339, the results show that social innovation has a variation in contribution to influencing engagement at 33.9%. That is, 66.1% is explained by other variables that were not studied. Meanwhile, social innovation and engagement have a variation in contribution to influencing advocacy by 33.8%. That is, 66.2% is explained by other variables that were not studied. The hypothesis test partially uses the t-test and for the mediation variable using the Z test, aims to determine the influence of the social innovation variable on advocacy with engagement as a partial mediation variable.

Table 1. T Testing

Hypothesis	t-value	t-table	Conclusion
Social Innovation → Involment	7,199	> 1,98	Hypothesis accepted
Social Innovation → Advocacy	4,036	> 1,98	Hypothesis accepted
Involment → Advocacy	2,497	> 1,98	Hypothesis accepted
Social Innovation → Advocacy through Involment	2.360	> 1,96	Hypothesis accepted



Based on the Sobel test using the Sobel test calculator, it is known that Z counts 2,360 and Z table there are 1.96. The variable of social innovation towards advocacy through engagement is 2,360 > of the Z value of table 1.96. Therefore, H_a accepted, that it is evident that engagement mediates the relationship between social innovation and advocacy. Based on the Sobel test using the Sobel test calculator, it is known that Z counts 2,360 and the Z table is 1.96. The variable of social innovation towards advocacy through engagement is 2,360 > of the Z value of table 1.96. Therefore, H_a accepted, that it is evident that engagement mediates the relationship between social innovation and advocacy

Discussion

Social Innovation has a positive effect on advocacy because social innovation is a process that occurs in the community. In the tourism sector, the role of residents in promoting their area through advocacy is a comprehensive manner. Social innovations carried out by villagers are using initiatives in the use of applications, social media, and those related to digital such as being accustomed to using applications on mobile phones as actors who use digital social innovation (DSI). Information technology is developing about the influence of social networking media in spreading such organic information, it has also been proven that the opinions of residents are considered to be a very useful source of information about tourist destinations. The relationship between social innovators and their area as a tourist destination and the tendency to promote it to potential tourists.

The results of the study correspond to (Bria, Sestini et al. 2015) where social innovation characterized by digital technology user actors is digital social innovation (DSI) which is defined as a type of social and collaborative innovation in which innovators, users, and communities collaborate using digital technology to jointly create knowledge and solutions for various social needs and at a scale and unimaginable speeds before the advent of the Internet. The results of this study succeeded in proving that social innovation has a positive effect on the involvement of residents began melting village tourism. Villagers or main actors in village development are individuals who take responsibility for the development process in their village. They are not considered a solution to the existing problem. In the era of information technology, the role of rural communities digitally as digital social innovation (DSI) is to analyze citizen participation as a necessary actor related to social innovation in rural areas. ((NEUMEIER 2016) hal. 43). The actors are involved and their role in DSI and digital technology initiatives towards cooperation and community building in the village. Using eight items of social innovation measurement, namely initiatives, being active on social media, using mobile applications, looking for opportunities, and establishing networks and volunteers to increase the involvement of villagers in developing village tourism.

The involvement of villagers as DSI actors will then change their behavior. This is in line with indicators from research conducted by Bria 2015 where villagers who identify their area as a tourist destination will support tourism. Have an identity and experience a sense of being a member of a community so that they understand that they are social innovators in rural areas who act as drivers, supporters, and users. The results of the study are in line with (Robin Nunkoo 2012) that in the context of tourism, it is found that not only the attitude of the population to the impact of tourism but their identity affects their support for tourism, and that self-identity as a social innovator is a determinant of behavior. The results of this study succeeded in proving that involvement has a positive and significant impact on the advocacy of villagers by providing information about tourism to others through social media. The answers from respondents indicate that respondents agree that the involvement of villagers has a positive effect on advocacy, using six assessment indicators on the involvement variable, namely helping operational activities, being a community administrator, , having a social media account and replying to comments on social media will strengthen their advocacy in attracting tourists. This is in line with the indicators of research conducted by (Dichter 1966, Sharma and Dyer 2009).



Engagement with a product or service will result in increased word of mouth. Thus, if citizens engage with the tourism industry (eg through visiting tourist attractions) and display an affective attitude that supports tourists, they are more likely to become supporters of tourism.

The results of this study have succeeded in proving that the involvement of tourism village can mediate positively and significantly between social innovation and tourism advocacy in village. The value of respondents' answers shows that the involvement of villagers as administrators or communities can mediate the relationship between social innovation and advocacy, by using the size of the involvement of villagers as administrators and tourism communities so that they are willing to petrify the operation of tourist activities, are often in tourist attractions, have social media accounts to answer comments and provide information about Pagubugan Melting. Of the six indicators, it shows that melting residents have involvement tourism because they identify themselves as drivers, support, and users (Bria, Sestini et al. 2015)

CONCLUSION

The results showed that social innovation and engagement can increase advocacy for tourists. Social innovation has a positive effect on advocacy and engagement. Social innovation has a positive effect on advocacy through involvement. For managers, it needs to be prioritized increasing social innovation of the residents of Village by encouraging and giving freedom to them to take more initiative, get used to digitalization, and be active in social media as an effort to provide information about tourism to prospective tourists on social media. The benefit of research results for academics is that there are variables of social innovation and involvement that can increase advocacy in attracting tourists to visit village tourism..

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