



The Effectiveness of Digital Marketing as a Promotional Media Paddy Agro-Tourism in The Village of Market Transfer

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ABSTRACT

Pasar Melintang Village has a rice field location developed into one of the agro-tourism areas in the Deli Serdang Regency. Where currently, the existence of this location is only known to the local village community and requires further development. The aims of this study are to 1) Analyze the influence of personal characteristics on visiting interest and 2) Analyze the effectiveness of digital marketing in moderating the relationship between personal characteristics and visiting interest. Independent variables are personal characteristics and digital marketing as a moderating variable. The population in this study is the people of the Lubuk Pakam District. The sampling technique used is purposive sampling with the following criteria: 1) Respondents have come to the village rice field tourism location, 2) Minimum age is 17 years, 3) Minimum education is high school equivalent. When collecting data, the team was able to get sixty-three respondents who met the criteria. The analysis technique used was Moderated Regression Analysis. The results of this study are that personal characteristics have no significant effect on the interest of visiting tourists. However, digital marketing can effectively moderate the relationship between personal characteristics and interest in visiting.

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1. Introduction

Deli Serdang Regency is one of the North Sumatra areas with many tourist destinations. Such as the Dua Warna waterfall, Tanjung Raja waterfall, Scout Campground, Hill Park, then Mirror Beach, recreational parks, and many natural attractions have not been fully explored. The natural wealth of the Deli Serdang district can be very numerous and unique. Unfortunately, the tourist sites are not well exposed, so they are often inferior to tourist sites in the Berastagi area and the city of Medan. One of the tourist sites being developed and has not been exposed is rice field agrotourism in Pasar Melintang Village, Deli Serdang. Pasar Melintang Village is one of the villages in the Deli Serdang Regency, precisely in the Lubuk Pakam sub-district, North Sumatra Province. Geographically, Deli Medium Regency is close to Medan City, so the area has become one of the economically strategic areas. Reporting from data from Deliserdangkab.bps.go.id (2021), Pasar Melintang Village has an area of 5.59 km² with 6772 people. The majority of the population earns a living as farmers, 11.64% of the total population. This can be seen from the data reported by BPS Lubuk Pakam District in 2021 that the area of rice and corn planted with rice reaches 3286.7 hectares. The village area, which is mainly

planted with rice and corn, is attractive as agro-tourism that can be developed further. The World Tourism Organization (WTO) informs that the development of alternative tourism that preserves the environment needs to be supported and developed (Hadi, 2021). In the situation in Pasar Melintang village, the vast and beautiful expanse of rice fields makes this village an alternative for rural tourism that has the potential to develop. Local people only enjoy the beauty of rice field tourism in Pasar Melintang Village. With a beautiful expanse of rice fields reaching 3287 hectares. the general public rarely hears of village locations outside Deli Serdang Regency.

Advances in information technology play an essential role in marketing activities (Laviyanto, 2019). It is easier for people to access information from wherever and whenever needed in the digital era. In the field of marketing for tourist sites, digital marketing is an activity that requires special attention because packaging good marketing communications through various digital platforms can affect the response of potential visitors in responding to information about the tourist destinations they want to go to. The positive response of potential visitors is the target of marketing activities that need to be considered by tourism managers. Social media is one-way managers use to market village rice tourism. According to (Nugroho, 2022), social media has a broad reach and quickly spreads information. Until now, digital marketing has advantages in terms of speed, reach, and several users. So that the delivery of information in any form through a digital platform is considered the most effective.

Based on the survey results by the Association of Indonesian Internet Service Providers (APJII, 2020), the number of internet users in Indonesia in 2020 reached 196 million people. It may also be observed that the arguments in favor of corporate social responsibility have been linked to those in favor of sustainable development, a concept that is still relevant in the field of tourism (Kartono, 2020). Tourism is an economic activity that has a unique interaction with and around the host community since it has the potential to have both beneficial and bad effects on the community in which it operates. On the other hand, it affirms the significance of economic growth in the context of care for natural resources, cultural heritage, and environmental quality (Wang, 2020). monetary compensations (Hariyanto, 2019).

The COVID-19 pandemic did not hurt the number of internet users, but the number of users increased by 8.9% compared to before the pandemic. In North Sumatra province, where Pasar Melintang Village is, internet users reached eleven million people, increasing the 2018 survey to ten million people. This shows that tourists at the provincial level already have a significant potential for potential visitors. Managers can take advantage of this potential to get a positive response from potential visitors and encourage the initiative to make tourist visits, which response can be obtained if the marketing information of tourist sites is adequately conveyed.

According to APJII data, 97.4 percent of internet users use social media. Where the most frequently used social media are Facebook (65.8%), Instagram (42.3%), Twitter (10%), and LinkedIn (2.1%). Meanwhile, based on the survey, as many as 61 percent of internet users use YouTube to fill their time. Meanwhile, 97 percent use WhatsApp for messaging activities apart from the social media mentioned above.

Consumers are internet users who have various personal characteristics. Therefore, managers of tourist sites need to know the characteristics of potential visitors to identify the target market and convey promotional information to the target (Heliany, 2019)(Lubis, 2020). According to (Purwant, 2021), the characteristics of visitors are related to their interest in visiting tourist sites to fill their holiday time. So this study examines how digital marketing can play an influential role as a promotional media that influences interest in visiting rice fields in Pasar Melintang Village, Deli Serdang.

2. Methods

The method used in this research is a quantitative approach. a quantitative approach is used to empirically test the relationship between the independent variable, namely interest in visiting, the independent variable is personal characteristics, and digital marketing as a moderating variable. The population in this study is the people of Lubuk Pakam District, the sampling technique used is purposive sampling with the following criteria: 1) Respondents have come to the village rice field tourism location, 2) Minimum age is 17 years, 3) Minimum education is high school equivalent. At the time of data collection, the team was able to obtain sixty-three respondents who met the criteria. The data collection technique was using a questionnaire with a Likert scale of 1-5. The systematics of the questionnaire consists of two parts, namely the first part is a profile and psychographics of the respondents consisting of age, gender, education, profession, social media that is often used, while the second part is a part that contains questions about the characteristics of respondents, digital marketing, and interests. visited the rice field tourist site of Pasar Melintang Village with a total of thirteen questions.

Before the questionnaires were distributed to respondents, the questionnaires had been tested for validity and reliability first to twenty visitors outside the respondents of this study. For the validity test, all the questionnaires meet the criteria and are valid, which means that the thirteen questions can be processed for further testing. As for the validity test, the value of the cronbach alpha of the digital marketing variable is 0.735 then the personal characteristic variable is 0.818 and finally the alpha value of the variable of interest in visiting is 0.613 so that based on (Wickramasekera, 2015) the cronbach alpha value above 0.60 is the minimum value of a questionnaire. valid. Based on the results of instrument testing, the questionnaire can be continued in the next testing process.

The analysis technique used in this study is Moderated Regression Analysis (MRA), MRA is a regression equation containing elements of interaction. The MRA equation can be seen in the equation below:

$$Y = \alpha + \beta_1 X + \varepsilon \dots\dots\dots (1)$$

$$Y = \alpha + \beta_1 X + \beta_2 Z + \beta_3 X*Z + \varepsilon \dots\dots\dots (2)$$

Information :

Y = Visiting Interest

= Constant

1- 3 = Regression coefficient

X = Personal characteristics

Z = Digital marketing

X*Z = Interaction between personal characteristics and digital marketing

= Error Term, which is the level of estimator error in the study

3. Results and Discussion

3.1 Respondent Profile

The data collection results show that the majority of education is high school, which reaches 95.23%, while the rest is diploma education. The majority of respondents are in the age range of 44 – 52 years, namely 57.14%. While from the aspect of work, 47.61% are farmers, and 42.85% are homemakers. Meanwhile, from the researcher's search, data showed that most information on village rice field tourism was traditionally word of mouth (61.9%), followed by social media Facebook

(23.80%). From the respondent's profile, it can be seen that the rice field tourism in Pasar Melintang Village still relies on traditional marketing and has not explicitly worked on digital marketing.

3.2 Normality test

Normality test using Kolmogorov-Smirnov with the result is the Asymp significance value. 0.079 which means more than 0.05. So it can be concluded that the data in this study are normally distributed and can go through the next analysis test.

3.3 Multicollinearity Test

The multicollinearity test aims to analyze whether in a regression model there is a correlation between the variables. From the test results in table 2 below, it can be seen that the digital marketing variable has a tolerance value of 0.860 and personal characteristics of 0.860, which means the tolerance value is more than 0.1. Meanwhile, the VIF score shows that there is no variable that has a score of more than 10. So it can be concluded that with the fulfillment of the tolerance score and VIF in the regression model in this study, it is feasible to use for the next process.

3.4 Heteroscedasticity Test

According to (Ghazali, 2013), the heteroscedasticity test aims to test whether there is an inequality of variance from the residuals of one observation to another observation. The heteroscedasticity test in this study uses a point distribution pattern on a scatter plot. The test results can be seen in the image below:

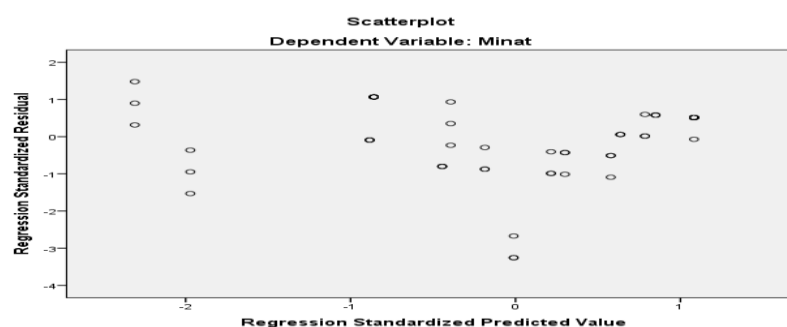


Figure 1. Heteroscedasticity Test Results

Based on the results of the heteroscedasticity test, it can be seen that the points are spread above and below and the points are spread above and below the number 0 on the Y axis. So it can be concluded that there is no heteroscedasticity.

3.5 Hypothesis Testing Results and Discussion

a. The Influence of Personal Characteristics on Visiting Interest

Testing the first hypothesis using multiple regression analysis. The results of the regression analysis can be seen in table 1 below:

Table 1. Multiple Regression Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1	(Constant)	12.434	.707	17.596	.000
	Characteristics	.062	.036	.214	.091

a. Dependent Variable: Interest

Source: primary data processed, 2022

Based on the data above, personal characteristics have no significant effect on interest in visiting, which can be seen at a significance value of 0.091, more significant than 0.05. The results of this study are inconsistent with research conducted by (Edu, 2019)(Ghauri, 2020), who found that personal

characteristics were closely related to enthusiasm and interest in visiting tourist sites. Based on the team's investigation, rice field tourism in Pasar Melintang Village does not yet have the right market segment. Still, this tourist location is not ready for supporting facilities in the development process, so the tourist location is not yet widespread and is only visited by locals or residents. This is to research conducted by (Laksamana, 2018) that tourism facilities consisting of infrastructure (infrastructure and basic tourism facilities such as restaurants, lodging, playing facilities, sports, and other supporting facilities) play an essential role in the tourism development process. . The unpreparedness of the manager in preparing the facilities and infrastructure is one of the causes of the unclear target market of the rice field tourism location of Pasar Melintang Village so that in this study the characteristics do not have a significant influence on interest in visiting (HS, 2021).

b. The Influence of Personal Characteristics on Visiting Interests with Digital Marketing as Moderator

Testing the second hypothesis using the moderated regression analysis (MRA) test, the test results are in the table below:

Table 2. Moderated Regression Analysis (MRA) Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	37.249	4.190			8.890	.000
Marketing	-1.092	.188	-2.877	-5.800		.000
Characteristics	-1.585	.259	-5.492	-6.126		.000
Moderating	.072	.011	7.381	6.328		.000

a. Dependent Variable: Interest

Source: primary data processed, 2022

Based on the test results in table 4, it can be seen that the moderating variable, which is the interaction between personal characteristics and digital marketing, has a significance score of 0.000, and the t-count is positive. This shows that digital marketing can play a moderating role in the relationship between personal characteristics and interest in visiting. So the second hypothesis is accepted. The results of this study are consistent with research conducted by (Hariyanto, 2019)(Kurnianti, 2018) that digital marketing plays a role in strengthening managers' efforts to develop and attract visitors. Digital marketing using social media is preferred by visitors. This can be seen from descriptive statistical data that fifteen out of sixty-three visitors know the location of the village rice fields from social media Facebook, although based on the researcher's search, Facebook is personal facebook that becomes a recommendation event, this is because the manager does not use social media in introducing village rice fields (Nasib, 2020).

4. Conclusions

Personal characteristics do not significantly affect tourist interest in visiting, but digital marketing can effectively moderate the relationship between personal characteristics and interest in visiting. With so many smartphone users who have become a basic need of society, tourism managers must be able to anticipate and adapt to advances in information technology. Conventional marketing, which is still the primary strategy for promoting rice field tourism in Pasar Melintang Village, needs to be strengthened with information technology-based marketing. Seeing that there is a significant influence in the interaction of individual characteristics and digital marketing on visiting interest, the use of social media as a marketing strategy needs to be done as soon as possible. Social media can embrace various levels of society. For the first step, tourism managers can promote the manager's social media through websites and social media from the government of North Sumatra Province and Deli Serdang Regency. In addition, the manager can cooperate with various travel agencies to support

the marketing of village tourism. So traditional marketing, such as word of mouth, is no longer the primary strategy.

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