



The Initiation of Madura's Content Creator, Digital Community, and Citizen Media Development as the Strengthened Strategy of Marketing Communication in the Madura Region within the Digital Communication Era

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Abstract. The existence of content creators and digital communities in the era of digital communication can be an essential support in the development of Madura areas and tourist destinations. Tourist destinations and the Madura area have good prospects and potential to be marketed through digital communication media. Therefore, it needs tourism and regional marketing efforts through the development of content creators and digital communities as public relations activism activities so that they can reach a broader range of consumers. This study used descriptive qualitative research approach with constructivist paradigm. The data obtained through direct observation and in-depth interviews and confirmed through focus group discussions (FGD). The informants in this research were the core stakeholders of the new media in Madura, ranging from reporters to owners, content creators in four regions, and IT people. This research was developing research and producing capacity-building actions for content creators in Madura. Strengthening the capacity of Madura content creators was developed by enhancing soft skills and hard skills to encourage netizens' creativity and innovation to build content to help the Madura area promotion be more attractive. The citizen media developed based online dynamically and continuously by relying on the participation of netizen reporters or citizen reporters.

Keywords: Content Creator, Digital Community, Digital Activism, Citizen Media, Regional Marketing, Madura.

1 Introduction

The development of the Madura region and tourism nowadays will have complex impacts. Followed by the massive usage of social media in society is predicted to influence social change in Madura. The strengthening of the middle class will also increase the distribution and need for information. In that context, the diffusion of knowledge through communication media becomes urgent and necessary.

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The conventional way to promote tourism in Madura is no longer effective. The optimization of modern tools is crucial. The massive change is shown by Umbul Ponggok, a natural tourism destination in Klaten Central Java, from the physical brochure to social media. Umbul Ponggok has Instagram account and website to promote and unexpectedly the number of tourists increased to 200.000 in 2015 compared to 2008 [1].

Currently, information and communication media need to cover all circles as a public space for citizens that can be managed independently from, by, and for citizens. Everyone will function as an informer (citizen reporter) who is also a user of the information. Through journalism and citizen reportage, the public can share actual information encountered and experienced directly with the public.

A great collaboration of content creators and convergent digital media can build a more intense community network to give Madura tourism content a creative touch. That way, the content of Madura tourism media will not be monotonous and will be more attractive. In the concurrent model, each development actor is a participant (participating parties).

The capacity building of content creators and convergent digital media cannot deny the uneasy challenges. Those arose following the rapid changes. It is important to note that content creators must aware of the social media users as well as know well their behaviour [2]. Then, it will lead to great content that increases the number of visitors. Therefore, productive collaboration with broader stakeholder involvement is needed. It makes tourism development comprehensively multidimensional, positively impacting multiple aspects of life.

The development of communication media will face various sophisticated problems, so it is necessary to detect and identify the various potential more carefully and entirely. Regarding preparing technical aspects, the consideration is also meticulously calculating non-technical aspects. The media resources development is still unnoticed, and there has been no serious effort to develop the human resource capacity of content creators. Thereby it cannot become an integrated and sustainable business with the development of regional marketing and tourism.

In the era of media convergence, the existence of content creators and citizen reporters continues to grow along with the emergence of new media platforms. At this moment, we are entering an era where consumers can, at the same time, act as media producers (prosumers). Citizens can report what is happening around them through social media. If it is magnitude enough, the report will be picked up by the mainstream media and become viral, which has a broader reach. In the future, the role of citizen reporters will be even more significant, which will be favorable for increasing the critical thinking of the community.

There is a study related to influencers affect the tourism destination. It is written by Serra and Gretzel [3] and reveals that the role of influencers are significant. Thus, it is able to give the many Destination Management Organizations (DMO) valuable insights to promote their destinations to tourists. The other research was carried out by Krizanova, et al. [4] and showed the positive result of online marketing communication of hotels. It is important and leads to the return on investment. The difference between the previous studies and the current studies are on the topic. Those were reflecting the different locations and subjects. One of it were talking about the investment, whether this

study focus only on the tourist destination that can get many visitors through content creators. Then, how to develop the capacity of Madura content creators to strengthen marketing communication for Madura halal tourism and region? and how is the development of digital citizen media as a medium for marketing tourism and the Madura region in the digital and convergent era?

2 Method

The study used a descriptive qualitative research approach with constructivist paradigm [5]. The data were obtained through direct observation and in-depth interviews and confirmed through focus group discussions (FGD). Furthermore, secondary data from various recent studies enriched the data. The informants in this research were the core stakeholders of the new media in Madura, ranging from reporters to owners, content creators in four regions, and IT people.

Observations were carried out in society and included all structural and cultural activities. It was to identify various forms of society's support and obstacles in the field and see opportunities to find solutions in accordance with all the potentials of the local community. The validity, reliability, and credibility of research results were measured by the willingness of local stakeholders to approve the results of this research. This research tries to describe or explain the symptoms comprehensively while offering solutions.

3 Result and Discussion

3.1 Madura Tourism Communication Media

Virtual communication media is the primary choice when the ownership and usage of smartphones are increasingly massive in society. Netizens can get information faster, anywhere and anytime, at an affordable cost, and accessed easily with the existence of online communication media. As the latest regional and tourism marketing communication media, interactive and convergent communication media are needed.

The emergence of the prosumer (producer and consumer) phenomenon in the digital age is a consequence of the development in that consumers and producers can act simultaneously. They become not only recipients (consumers) but also senders and can share a role in determining the content of the media. A distinctive feature of prosumers is the ability to send, share, and participate in the distribution of information.

Interactive media to support communication of tourist destinations can be used through e-paper media, Facebook, YouTube, TikTok, Twitter, and also WhatsApp. Public participation will increase with the use of online communication media. Andriadi [7] explained that digital technology would play an essential role in increasing citizen participation because it has the advantages of interactive and multimedia. With digital technology, people can watch videos, read texts, and listen to audio simultaneously. Previous mass communication technologies were not capable of accommodating

this. Digital technology also allows users to create messages, publish content, and engage in online interaction and two-way communication [7]. The effectiveness and efficiency of online media can increase participation from online to offline.

Madura tourism has complex challenges related to the fulfillment of infrastructure facilities and the involvement of local resources (HR) in maintaining the traditions and culture of the Madurese people (research interview, 2021). Madurese people, known as devout Muslims, want tourism development in line with what has been there so far without alienating and uprooting the culture of the community (research interview, 2021). This situation makes Madura tourism communication design must consider cultural, religious, and also the empowerment of local human resources. With the support of local communities, this sharia tourism development strategy is believed to be able to make Madura tourism sustainable.

The development of communication media for Madura tourist destinations uses a combined design of own media, paid media, and earned media. According to Hidayah [8], identifying from their function, the three media complement each other and have their advantages and disadvantages. Therefore, the three media are used together and complement each other to optimize them.

3.2 Tourism Digital Media Development

The integration of those three types of media can optimize marketing strategies through the internet. The stages of internet marketing development in tourism destinations are [8] 1) Every type of communication, content or advertisement posted on online media will direct consumers back to our website. The website is the home base of the entire context of the tourist destination communication platform, 2) The website displays a message or information clearly and entirely to visitors displaying all offers to audiences and FAQs, 3) It must be built by bringing out uniqueness so that it can distinguish from competitors and be accessed 24 hours, 4) Must be informative and high website rankings in search engines will be visited frequently by people and the greater the chances of the destination being known and visited.

The existence of the internet has had a significant impact on the management of tourist destinations [8]. It can impact changes in human behavior before, during, and after visiting. Indeed, the internet has also changed various forms of booking tours online. Thus, internet marketing emerged to promote tourism to increase awareness in the marketplace. Online tourism marketing is to bring visitors to the website (attract), maintain good relations with website visitors (engage), prospect them (travel leads), become destination visitors (convert), and delight destination visitors to be loyal and have advocacy behavior.

The principle of marketing communication through online media as described by Hidayah [8], is circular through attracting, engaging, converting, and delighting.

Most tourist destination managers have been active on social media to disseminate information, communication, and marketing. According to Hidayah [8], social media sites are numerous, diverse, and offer different user features. From this diversity, social media has its own characteristics that must be adapted to the goals of internet marketing and its destination.

Hidayah [8] suggests that microblogging for senior target markets can use Twitter. To approach the millennial target market of generations y and z, you can use TikTok, Facebook, and Instagram. The effectiveness of reaching the audience also varies on each social media. This is based on the popularity and social media users in the visitors' origin area and the social media used by marketers. Since 2020, many tourist marketers have used Facebook, Instagram, and LinkedIn to promote. Meanwhile, the presence of messenger bots (sending messages using AI, artificial intelligence) and TikTok is also starting to be considered by tourist marketers.

3.3 Strengthening Communities and Content Creators through Soft Skills and Hard skills

The magnitude of the development of the internet in Indonesia and the addition of infrastructure in technology makes business industry players have flexibility in choosing a medium and what format to use in delivering the best message to its consumers. One of the favorite formats of brand owners is endorsement via content creators. This is considered more effective because it can reach more people with similar interests to the target audience according to what they want. Many brands are interested in using the services of content creators to promote. The content creators' role is to create interesting content about the product to be advertised. They must create creative and valuable content for their followers. The knowledge needed in this profession includes knowledge about production media, communication, techniques, and dissemination methods. Including alternatives to inform and entertain the audience through written, oral, and visual media.

In developing Madura tourism creator content, what is done is to make the community aware of tourism and encourage the tourism activism movement, which will become a pioneer of content creators in filling content creatives through Facebook and YouTube. First, a Facebook group was created to become a large channel for various narrative reports and coverage, and then the YouTube link for the audiovisual channel.

In order to attract creativity, tourism awareness cadres and media activists are trained on how to do interesting citizen reportage and reports through short reports and take unique angles for each report. This training is carried out on an ongoing basis so that citizens can understand how social media logarithms work. The strategy is through learning by doing.

One of the things that can be done is to strengthen the role of Madurese tourism content creator. They need to produce contents that can persuade tourists to come, such as reviewing the tourist destination. It is in line with Alghizzawi [9], that some tourists do research through social media to see the review of the destination and make a decision afterward. Of course, it is not easy considering that in the context of public awareness, supporting tourism has not been a priority for people's needs. Moreover, people's ability to create content varies between rural and urban communities. Building awareness of citizens to produce Madura tourism content is not an easy and light effort. Sustainability is needed to encourage community participation in the development of Madura tourism content.

The production of engaging content, cannot just post everything without preparation. Simple research towards what is happening and the needs of audiences can be the first stage of producing the content. Then the content creators can produce content based on it. After the content is posted, they can review it by the viewers and comments to upgrade their next content. Moreover, tourism content can help increase public awareness and improve the surrounding community's economy through the involvement of tourism and Micro, Small, and Medium Enterprises (MSME).

Skill development is closely related to self-development, a process of learning new things to improve one's quality of life. There are two types of skills that a person has to help them survive in the future as mentioned by Moldoveanu and Narayandas [10], hard skills and soft skills. Concerning content creators, the first one namely hard skill related to knowledge and the ability of content creators to produce content effectively. The second one is soft skills, which are personal qualities that help content creators be able to develop. Content creators need an excellent mix of hard and soft skills in order to produce interesting content.

The optimism of content creators' abilities can create interesting visual/audiovisual content. The development of content creators relies on developing soft skills, which include AK-6, namely adaptive, communicative, creativity, collaboration, critical, consistency, and connectivity. In order to strengthen soft skills, it can be done by improving: 1) communication with clients, 2) flexibility, 3) leadership in the team, 4) motivation to create content, 5) patience in the production process, 6) problem-solving ability, 7) teamwork, 8) time management, 9) work ethic.

3.4 Creativity as the Key

Content creators can maintain and increase their creativity in many ways. When they have the spirit to always learn and focus on their goals, it is possible to level up their position. Therefore, a conducive environment can involve their creativity. Content creators must gather with other content creators to share any up-to-date information, and they can manage to follow training classes or workshops together. This is in line with Guilford's opinion in Fachruddin [11], which states that there is Four P's Creativity as a process of emerging creativity, including 1) person: high motivation to create content, enthusiasm for learning to produce content, being able to focus on goals and having good self-management. 2) process: join a community, training, or workshop, opening up to discuss with other content creators, and want to find as many references as possible for the OIM method (Observe, Imitate, and Modify). 3) press: Have clear deadlines, have some clients or bosses who demand related to the contents' type, and the need to always be up to date with information around. 4) product: The ability to create visual and audiovisual content that is interesting, not boring, educative and has important information.

Kertamukti [12] has the opinion that content can be said to be creative if: 1) it is able to increase sales of the advertised product, 2) it comes from an original idea, 3) it has artistic and aesthetic values, 4) it can win an award, 5) it is unique and different from others, 6) it is easy to remember for a long time, 7) it has an effect (impactful), 8) is

shocking, 9) has novelty, 10) is innovative. Thus, the creative strategy must pay attention to opportunities, identifying target audiences, fundamental problems, main ideas, attractiveness, execution style, and extracting information related to the produced content.

3.5 Development of Madura Tourism Information

Through social media, people's knowledge will continue to grow, and they will finally have the awareness to develop their potential and use the development of media as a basis for developing themselves [13]. There is a platform for the community to post content that contains Madura's local wealth to introduce Madura more widely.

One of the informants responded that the more tourism and cultural information spread with the points of view of various authors would influence curiosity and a desire to see the beauty of tourism and culture. This will also have a multiplier effect on the regions in increasing income and building tourism faster, with the consumption of people traveling.

The technological skills of the Madurese people and fellow Madurese tourism and culture enthusiasts, affect the development of rapid information in Madura. Because of the involvement between media and public in the provision information makes the two interact in the mass media. Social media not only provides convenience in disseminating information, but with the feature of sharing or tagging posts with other media, makes the information left on someone's social media can be spread more widely through friends' social media accounts and tourism social media.

With the potential for wonderful natural tourism, it is an attraction for tourists to come to Madura Island. The information provided is sufficient and exciting, but it is undeniable that the negative stigma that has been given to Madura, such as Madura is harsh, the judgment given by the outer citizens to Madura, is one of the obstacles for tourists to visit the island of Madura. As the results of the interview above explained, content creators can invite the Madurese community to always provide positive information about Madura with #katakanbaiktentanmadura (#saygoodthingaboutmadura) movement. It is a good way to promote Madura, as what has been found by Ketter and Avraham [14] that hashtag is useful to always make the destination in tourists' top mind. It is also an excellent step to change Madura's bad image by providing good information about Madura. This movement can accommodate the needs of tourists' curiosity about Madura as Alghizzawi [9] thought that technology can serve them pleasure, information, and tourism services.

The challenge of the Madura community and local media in carrying out a role in arranging strategy to become the guardian of good news about Madura, starting by providing information with creativity in the development of Madura tourism and cultural information. When information is increasingly abundant, we must sharpen our information literacy skills by understanding the basic essence of information and communication technology in producing and consuming information. As responsible producers and consumers of information, let us work together to encourage the growth of positive, quality, enlightening information.

From the interview results above, the availability of translation services for tourists is also essential, language differences are one of the doubts for tourists to come. The role of translators in an area will help significantly solve the problem of exchanging tourism and cultural information in multilingual by translators. It is aligned with Agorni [15] where the translator will also stimulate the tourists by translating the geographical and communities in a certain area. Intercultural transfers carried out by translators or tour guides with tourists can lead to the development of the Madura area as a national and international tourist destination.

4 Conclusion

Citizen media can be developed as a medium of existence and self-development. Citizen media can be managed independently and carried out directly by the community. Through the citizen media, information will become a shared responsibility. In the context of Madura, the citizen media must point out the cultural and religious aspects. The majority of Madurese are Muslims which makes the culture and religion sustained. By portraying it through the content, it can attract tourists to come. On the other hand, it will also help the Madura local resources proudly show their values and beliefs to the visitors.

The development of citizen reporters and citizen media in online communication media is from, by, and for netizens by applying the principle of profit sharing. Incentives and a strict code of ethics for citizen reporters based on citizen journalism. Users can generate and share news content with the gatekeeper and editor optimizations to maintain the quality of news and information.

In this convergent era, public community media and Madura tourism promotion are urgent and necessary in the context of Madura tourism development. The development and communication assistance can be done by strengthening and developing tourism-conscious communities and Madura tourism digital activists by strengthening soft and hard skills.

The development of Madura content creators must be millennial-based by strengthening their capacity as content creators. Hopefully, this will be the forerunner of the undercurrent social-based Madura tourism activism. The citizens' and local communities' reports propagate media content by relying on the principles of, by, and for the community. Human resource development must be carried out sustainably through the media of citizens. Strengthening digital media literacy is carried out by opening a mindset of knowledge and training citizens to become reporters so that citizens can become prosumers, namely as consumers as well as media producers, sustainably and responsibly.

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