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Empowering Munding Village for Tourism and MSME Growth with Digital Literacy and Secure Social Networking

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Article Info

ABSTRACT

Munding Village has the potential to become a vast natural, cultural, and religious tourism village because of its strategic location on the tourist route and its various potential areas that can be developed into tourist destinations. However, the villagers of Munding Village have not adopted technological advances to market the attractiveness of their tourist village. Therefore, the community service team aims to improve the skills of village villagers in using information technology for the growth of tourism and Micro, Small, and Medium Enterprises (MSME) through digital literacy and safe social networks. The methods used in this community service are training and workshop methods. The results of the training and workshops that have been carried out are an increase in digital literacy and secure social networking by 64%.

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1. INTRODUCTION

Munding Village is located on the slopes of Mount Ungaran in Bergas District, Semarang Regency, Central Java Province. The location of Munding village can be seen in Figure 1. Initially, Munding Village was founded by a husband and wife who were descendants of the Demak Kingdom. Their graves are now at the top of Prawotosari Hill. The name "Munding" comes from the words "meet" and "negotiate." According to stories from villagers, an area was initially inhabited by an elder with high knowledge. This area is often used as a gathering place for guardians/kyai or Islamic religious figures to discuss things, so the place was later named Munding.

Figure 1. Map of Munding Village, Bergas District, Semarang Regency,
Central Java Province, Indonesia

Munding Village has abundant water and fertile agricultural land, especially for polio crops such as leeks (clang), coffee, rice, cassava, and other local fruits. The topography of the hills in Munding can be seen in Figure 2. The topography of Munding Village means that most of the population works as farmers, while some are factory workers and traders. The potential for Munding Village to become a Natural, Cultural, and Religious Tourism Village is enormous because of its strategic location on the tourist route. It has various potential areas that can be developed into tourist destinations. The social capital of all Munding Villagers also strengthens the opportunity to form a tourist village. The community is encouraged to utilize its natural potential to support Munding Village as a tourist destination that offers natural beauty, cultural heritage, and religious values. Community empowerment is carried out by forming Tourism Awareness Groups (POKDARWIS) and introducing the Tourism Village Concept, mapping tourism potential, strengthening supporting components of Tourism Villages, and marketing efforts to attract tourist attention.

Figure 2. Location of Munding Village, Bergas District, Regency Semarang, Central Java Province, Indonesia

Munding Village offers a variety of tourism potential, including natural, religious, and traditional tourism, as part of its cultural heritage. Natural destinations in Munding Village include Bukit Kembar Cemanggal, Curug Tirtowati, Curug Tirto Wening, and Cemanggal Agricultural Tourism. Realigi tourism includes Sheikh Ghozali's grave at the top of Prawotosari Hill and Sheikh Syarif's grave on a hill with beautiful views in Cemanggal Hamlet. Meanwhile, traditional tourism in Munding Village includes Mot Banyu, Suran, Nyadran, and Kadeso. Cultural attractions in Munding Village include cultural arts such as Kuda Lumping (Reog), Rebana, Drumbleg, and Kuda Blarak.

Besides being a tourist destination, Munding Village emphasizes its local wisdom, especially in vegetable farming and leek production. This village also has a variety of Micro, Small, and Medium Enterprises (MSME) products, such as typical foods such as Onclang Chips, Lonto Dimclang, Koplak Coffee, Various Market Snacks, Jamu Gendong, as well as Rattan crafts, faucet flower boards, and many other MSME products which are still under development towards Smart Village as a support tourist village attraction. In this way, this village is not only a place to live for its villagers but also an attraction for tourists looking for authentic and varied experiences [1] [2] [3].

Significant changes in information and communication technology use, especially social networking sites, have influenced village life [4] [5]. Villages, although sometimes remote, increasingly rely on social networking sites to interact, share information, and expand their social networks [6] [7]. However, this dominant presence also carries security risks, especially for village villagers who may be less educated about online dangers [8] [9]. Therefore, it is essential to increase awareness of these risks through education, training, and regulations that support active public participation in ensuring online safety [10] [11]. Munding Village, for example, offers natural, cultural, and religious tourism potential that can be developed as an attractive tourist destination while highlighting its local wisdom in agriculture and MSME production.

Based on the results of observations in Munding Village, Bergas District, Semarang Regency, Central Java, it can be identified that the villagers of Munding Village have not adopted technological advances to market the attractions of their tourist village. People do not yet understand the benefits and functions of technology in marketing. The Universitas PGRI Semarang, community service team, offers solutions and output targets for these problems. The solution provided is to conduct a workshop on the use of social networks, with the output target being skilled in using basic information technology for branding and marketing tourist village attractions.

2. METHOD

The activity implementing team came from the same study program at the same university, Universitas PGRI Semarang. Meanwhile, the target partner for this activity is the Head of Munding Village, Bergas District, Kab. Semarang. Workshop activities were held at the house of the Munding village head. The workshop is structured in a series of stages that cover various materials and involve resource persons who are experts in their respective fields.

This is based on the research method Nurhayati (2020) conducted, which states that workshop activities are carried out in several stages and involve competent facilitators [12]. The flow of implementation of the community partnership program can be seen in Figure 3.
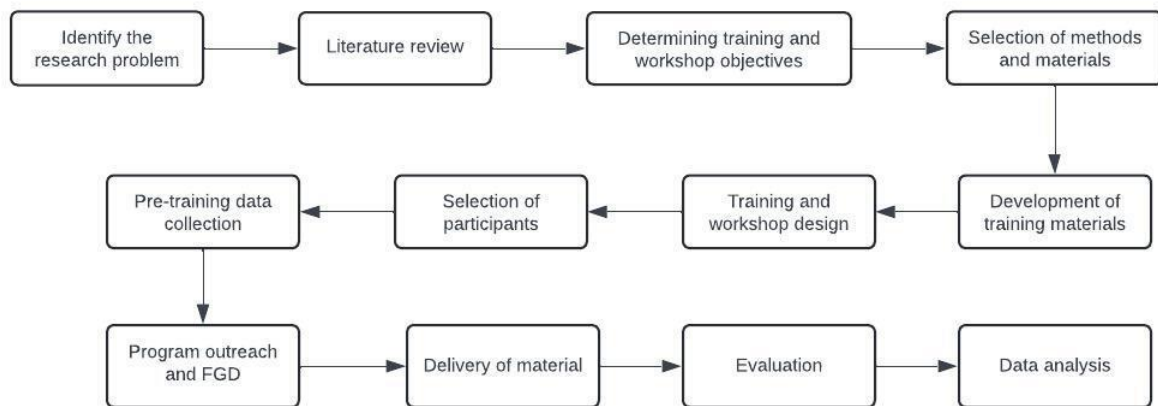

Figure 3. Flow of implementation of community partnership programs

This community partnership program uses training and workshop methods. In the first stage, the community service team identified problems in Munding Village by interviewing the local village head. Next, a literature review of relevant theories and previous research will be conducted. Training and workshop objectives are determined From the problem identification and literature review. After that, methods and materials appropriate to the training objectives are selected. The material used is developed according to topics relevant to the training and workshop objectives. The workshop will be designed in the sixth stage, which will involve planning the structure and agenda. Next, participants will be selected for training and seminars. In the eighth stage, pre-training data will be collected to determine participants' initial knowledge of the topics discussed in the training. The ninth stage is program socialization and FGD. Next, material was delivered regarding creating social media accounts quickly, creating safe social networking sites, using the internet wisely and marketing products simply, and designing and developing safe social networking sites. The eleventh stage is an evaluation to measure success in achieving training objectives through a questionnaire. The final stage is data analysis to determine the effectiveness of the training and workshops that have been carried out.

3. RESULTS AND DISCUSSION

In fact, in the increasingly advanced digital era, social networking sites have become an essential part of everyday life for many people, including village villagers [13] [14]. Although social networking sites offer various benefits, such as social connectedness, information access, and sharing platforms, it is essential to pay attention to the safety of using social networking sites among village villagers [15]. Various security problems arise along with the growth in the use of social networking sites in villages [16]. User privacy is one of the main concerns on social networking sites. Revealed personal information can be misused by irresponsible parties [17]. Therefore, villagers must be reminded not to share sensitive personal information openly on social networking platforms [18] [19]. The privacy settings provided by these sites should be utilized to control who can see their information [20].

False identities and fraud are serious problems on social networking sites. Fake identities are often used for fraud or other abuse [21]. Therefore, villagers must be wary of friend requests or messages from unknown people. Verifying the identity of people, they know online before sharing personal information or having further interactions is a wise step. The spread of false information or hoaxes seriously threatens village villagers [22]. Social networking sites are often used as channels to spread false information that can cause confusion and panic. Therefore, villagers must be trained to verify information's veracity before sharing it. They must check the source of the information and seek confirmation from trusted sources before disseminating the information further.

Online harassment and intimidation also frequently occur on social networking sites, which can hurt the mental and emotional well-being of village villagers. Villagers must understand the importance of behaving politely and respecting others online. They should also know how to report harmful behavior to the site organizer or authorities. Digital security threats, such as account hacking, identity theft, and malware attacks, are also vulnerable to rural villagers. Therefore, they should be reminded to use strong and different passwords for their online accounts. Additionally, using up-to-date security software and avoiding clicking on suspicious links or attachments is necessary.

Dangerous content, such as violence, pornography, or extremism, also poses a threat to village villagers, especially children and teenagers. Therefore, villagers must be trained to recognize and avoid harmful content. They

should also monitor their children's online activities and use parental control features provided by social networking platforms. Education and awareness are the primary keys to maintaining security on social networking sites for village villagers. It is essential to increase their understanding of the security issues associated with using social networking sites. Training and awareness programs can help them identify, avoid, and address secure social networking risks more effectively. Thus, villagers can enjoy the benefits of social networking sites without leaving themselves open to unwanted risks. This is based on the results of research conducted by Permana (2023), who concluded that after socialization about digital literacy in the community, citizens became aware and understood how to maintain the security of personal data on digital media [23].

Figure 4. Implementation of community partnership programs

The community service team from Universitas PGRI Semarang proposed a Community Partnership Program to improve security on social networking sites for villagers of Munding Village. The proposed solutions include strengthening the security of social networking sites for Munding Village villagers and training on branding and marketing using simple information technology. Furthermore, the community service team from Universitas PGRI Semarang has succeeded in holding various activities to increase information technology awareness and skills for the villagers of Munding Village. During the implementation, villagers participated by providing space and other equipment, including a sound system, cables, and several personal laptops. The service team helped prepare the necessary infrastructure, mainly because villagers did not have these facilities, and also provided data packages during workshops regarding the use of technology. The following are the results of each activity carried out:

1. Program Socialization and FGD

The first stage is program socialization and FGD. The service team planned all the needs used in implementing the service, conducted FGD (Forum Group Discussion) and an MoU of cooperation with Mrs. Romdoniyatun, S.Ag as Village Head in Munding Village, Bergas District, Semarang Regency, Central Java and UTM (Universiti Teknologi Malaya) who collaborate in KKN International. RT and PKK administrators and all villagers stated that they were ready to help and jointly solve problems by realizing the use of information and communication technology, especially social networking sites. The service team carried out program outreach to villagers at the Village Head's house, which was attended by the team and villagers. It can be seen in Figure 3 during the socialization and FGD.

2. Delivery of Material

At the stage of delivering the material, there are four parts, namely:

a. Easily deliver material regarding creating social media accounts. This material was presented by Bambang Agus Herlambang, S.Kom., M.Kom. Practical training can help individuals understand how to easily create social media accounts, including registration steps, privacy settings, and account security. With clear guidance and hands-on practice, participants can gain the skills to manage their social media accounts confidently and efficiently. In this training, the presenter provides the material to be delivered, while the partner is tasked with giving the place and supporting equipment (laptop).

b. Submission of material regarding creating safe social networking sites. This material was presented by Noora Qotrun Nada, ST, M. Eng. Training in creating secure social networking sites is critical in ensuring these platforms provide positive social benefits and protect users from various security risks [24]. Developers and site administrators can understand best practices for designing and managing secure platforms through this training. This includes a strong understanding of data encryption, protection against hacking attacks, and adequate user privacy settings [25]. Training can also include education about recognizing the signs of security threats such as phishing and malware and how to deal with them [26]. Thus, training in creating secure social networking sites not only provides developers with the necessary technical skills but also increases awareness of the importance of maintaining the security of user information in a digital ecosystem that continues to develop rapidly [27]. In this training, the presenter provides the material to be delivered, while the partner is tasked with giving the place and supporting equipment (laptop).

c. Delivering material about using the internet wisely and marketing products simply. This material was presented by Mega Novita., S.Si., M.Sc., M.Nat.Sc., Ph.D. Wise use of the internet is essential in marketing products effectively. By understanding the potential and risks of the internet, businesses can optimize their online presence to increase the visibility of their products. One practical approach is to simplify marketing strategies [28]. This means focusing on relevant and exciting content for the target market and choosing the right online platforms to reach the desired audience. By using clear language and attractive images, businesses can communicate product value more effectively to potential consumers [29]. Additionally, prioritizing interaction and customer engagement through social media and other online channels can help build strong relationships and expand market reach. Thus, wise use of the internet not only helps market products simply but also enables businesses to achieve tremendous success in this competitive digital world [30] [31] [32].

d. Delivering material on creating a secure social networking site requires planning and implementing robust security measures from design to development. This material was presented by Nur Latifah Dwi Mutiara Sari, S.Kom., M.Kom. This design and development stage involves using robust encryption protocols, carefully managing user identities, and implementing layers of protection against cyber-attacks such as hacking and spreading false information. Regular updates and active monitoring of platform security are also vital in ensuring the ongoing security of social networking sites.

3. Evaluation

This evaluation is being carried out to correct any deficiencies during the service. Each activity is evaluated, and improvements are made based on the evaluation results. After the activity is completed, an evaluation and reflection on the results of the extension work is held. The participants' mastery of the material can be seen from the knowledge results. The success of this activity can be seen from the indicators of success in increasing knowledge, namely, evaluating the security of social networking sites, which is a crucial step in ensuring the protection of user data and preventing detrimental security incidents. In carrying out the evaluation, it is necessary to thoroughly analyze various security aspects, including data encryption, privacy settings, protection against hacking attacks, and handling dangerous content. The results of this evaluation are then used to identify potential vulnerabilities and weaknesses in the system and formulate appropriate improvement strategies. In addition, evaluation may also involve gathering feedback from users regarding their experiences using the site, including reports of security incidents they may have experienced. Thus, evaluating the security of social networking sites becomes the basis for developing preventive measures and continuous improvement to create a safer and more trustworthy online environment for users.
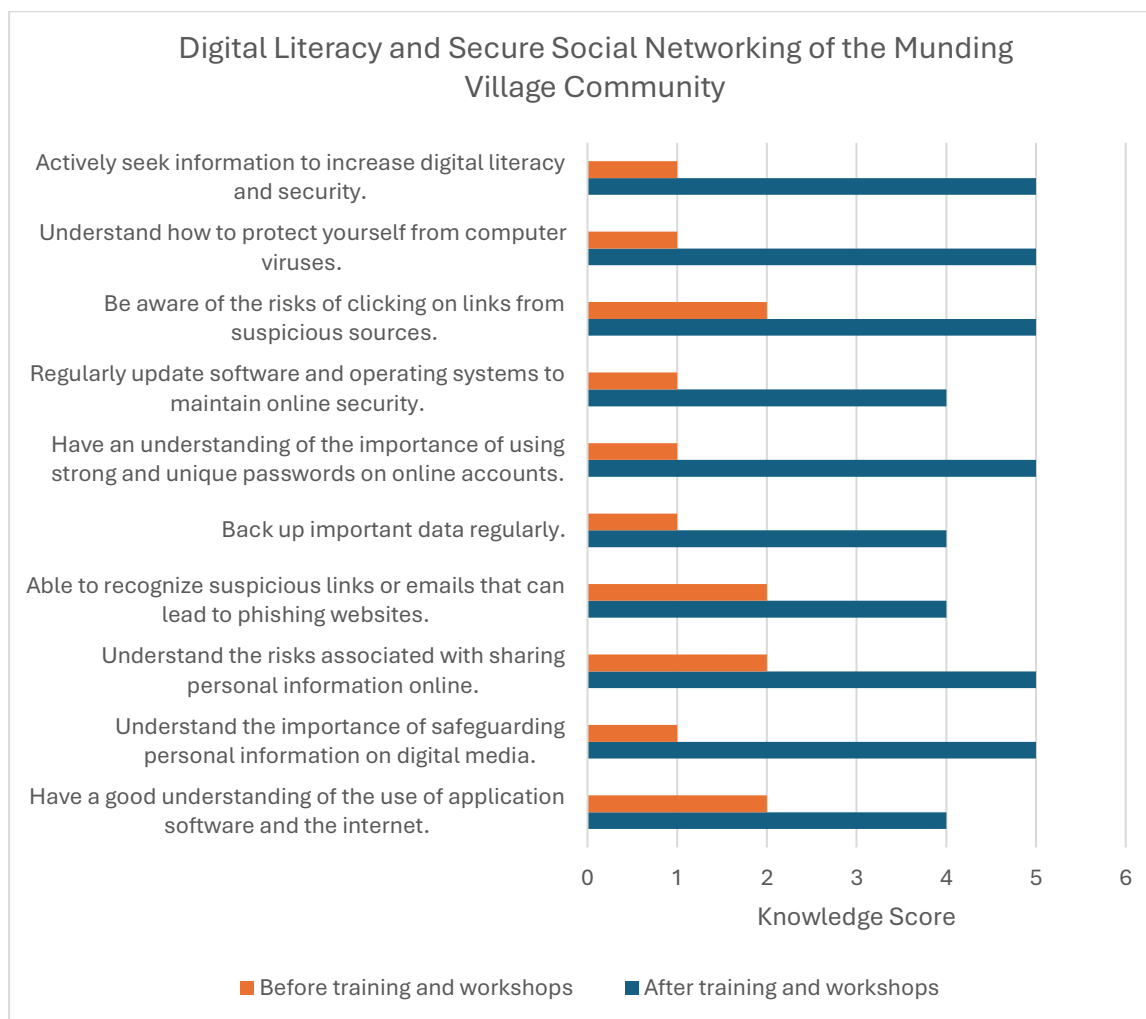
Figure 5. Changes in digital literacy and secure social networking of Munding Village villagers

This community partnership program resulted in increased digital literacy and secure social networking for the villagers of Munding Village, as shown in Figure 5 above. Figure 5 shows that before the training and workshop, the value of digital literacy and safe social networking for fifteen training participants from Munding village was 28%. After conducting training and workshops, it was discovered that the value of digital literacy and safe social networking for Munding village villagers was 92%. So, it is known that there has been an increase in digital literacy and secure social networking for Munding village villagers by 64%. Through increased training and awareness, villagers can harness their tourism and MSME potential more effectively in an increasingly digital era while protecting themselves from secure social networking risks. This emphasizes the importance of joint efforts in building a culture of digital security awareness in village communities to protect shared interests and prosperity. According to the research results by Sidyawati (2021), village villagers will avoid digital crimes such as fraud, phishing, misuse of personal data, and the spread of hoaxes by implementing sound digital security principles [33].

4. CONCLUSION

Conclusion of activities with the theme PKM Security on Social Networking Sites for Villagers of Munding Village, Bergas District, Kab. Semarang, facing an increasingly advanced digital era, has seen social networking sites become an inseparable part of everyday life, including for village villagers. Although social networking sites bring various benefits, such as social connectedness and access to information, concern for the safety of their use among village villagers is essential. Security issues, such as user privacy, fake identities, the spread of false information, online harassment, digital security threats, and dangerous content, can threaten village villagers.

In overcoming this problem, preventive measures such as managing privacy, being alert to fake identities, verifying information before sharing it, and avoiding online harassment are essential. In addition, it is also vital to increase village villagers' awareness of digital security threats and how to overcome them. Training and awareness programs can help villagers identify, avoid, and address secure social networking risks effectively. This is demonstrated by an increase in digital literacy and secure social networking by 64%. Thus, by increasing

understanding and awareness about digital security, villagers can enjoy the benefits of social networking sites without leaving themselves vulnerable to unwanted risks. This underscores the importance of joint efforts in building a solid culture of digital security awareness in village communities to protect collective interests and prosperity.

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