

The Influence of Civic Economy, Social Media and Digital Literacy on Interest in Visiting The Wonosobo Balloon Festival Event

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Abstract. The purpose of this study is to ascertain how civic economics, social media, and digital literacy affect people's desire to attend the Wonosobo hot air balloon festival. This study is quantitative in nature. One hundred respondents made up the sample utilised in this study. Purposive sampling was the method employed for sampling. Multiple linear regression data analysis is used in the analysis method. Using the SPSS version 29 application tool, hypothesis testing employs the T test and the F test. The study's findings indicate that tourists' interest in attending the Wonosobo hot air balloon festival event is significantly boosted by the civic economy. Additionally, social media significantly increases travellers' desire to attend the Wonosobo hot air balloon festival. Additionally, travellers' desire in attending the Wonosobo hot air balloon festival event is significantly positively impacted by digital literacy. The F Test indicates that visitors' interest in attending the Wonosobo hot air balloon festival event is significantly influenced by civic economy, social media, and digital literacy.

Keyword. Civic Economy, Social Media, Digital Literacy

1 Introduction

According to [1], marketing is a management and social process wherein people or organisations willingly exchange something of value with other parties in order to acquire what they seek. Knowing what customers need so that the products or services meet their demands is the goal of marketing initiatives for manufacturers. Business players that offer goods and services in the present industrial revolution must be ready to adjust to changes and fortify their companies in this more sophisticated period. The business world's constant growth and development might make it difficult for business players to prevail in fierce competition [2]. The Indonesian government is now working hard to improve the country's tourism industry. Every area is working hard to provide enticing locations for selfies and natural tourism, such as Wonosobo in the Central Java Province. The Hot Air Balloon festival is one of Wonosobo's yearly tourist activities.

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The annual number of attendees to Wonosobo's hot air balloon festival event is rising; according to the most recent data available in 2024, 189,550 people attended the event in April of that year. Foreign visitors were present in addition to domestic ones. The Wonosobo Regency Government hosts this balloon festival every year after Eid or Idul Fitri. Attending tourist events, such as the Wonosobo hot air balloon festival, is one of many considerations. Economic capability, economic empowerment, economic progress, and the need of vacations are all measured by civic economy. The impact of social media on tourist event marketing and digital literacy, on the other hand, may be seen in indications of how to get information about political events, such the Wonosobo hot air balloon festival, via digital platforms or media. This study examines how interest in attending the Wonosobo hot air balloon festival is influenced by the civic economy, social media, and digital literacy. describes how tourism events are planned and promoted to draw in tourists and serve as a channel of communication to showcase the area and its potential [3]. As the sole tourist destination in Indonesia, Wonosobo requires tourism managers to design activities that are as engaging as possible, including hosting a competition for a hot air balloon festival. A number of variables, such as those pertaining to the theory of planned action, impact interest in attending tourist events.

2 Literature Review

Theory of Planned Action (Theory of Planned Behavior) [4] asserts that this theory is based on the belief viewpoint, which has the power to persuade someone to engage in a certain behaviour. The trust viewpoint is put into practice by fusing several traits, properties, and qualities of specific knowledge, which subsequently create the desire to act. According to the notion of planned action, people do deliberate activities because they are convenient and interesting. Three factors—attitude, subjective norms (societal opinions), and ease of behavior—have an impact on this desire [5]. Both internal and external influences impact attitude. Put more simply, this idea states that if an activity is constructive and other people think it is right, then the individual will do it. The focus on a person's behaviour is heavily impacted by a variety of elements, including motivation theory, learning theory, and other theoretical viewpoints, in addition to the individual's attitude. The variables included in this theoretical concept model are also connected to elements that impact customers' decision-making in the context of marketing science, particularly consumer behaviour. In order to demonstrate how these variables affect interest—that is, how they affect consumers' choices of tourist attractions—this study particularly applies the theory of planned behaviour [6]. State that the theory of planned action consists of the following elements by [5]:

- a. Behaviour Belief refers to a person's belief in a certain behaviour; in this case, the individual will weigh the benefits and drawbacks of that behaviour. In addition, the significance of the repercussions that the person will face if he engages in this behaviour is taken into account.
- b. Belief in norms A person's belief in what and how other people think is important, as well as their motivation to follow that behaviour (such as how important it is for us to accept advice or recommendations from others), are examples of normative

beliefs that are reflected in this context. Subjective norms and social norms are also reflected here.

- c. **Perspective Regarding The Action** Perceptions of the effects of a behaviour, evaluations of that behaviour, and ideas about the consequences of behavior—also known as normative views—all influence attitude. A broad sentiment that conveys a person's acceptance or dislike of an item that influences his reaction is often referred to as attitude. The determinants of behaviour changes are attitude factors, which are shown by shifts in an individual's attitude towards a situation.
- d. **Crucial Standards** Important social norms are those that are applicable in the society in which an individual lives and are influenced by sociocultural influences. "Prestige" is one of the sociocultural factors in issue, and it might influence someone to adopt or stop a behaviour.
- e. **Personal Standards** subjective standards or standards that an individual or family follows. A person's acceptance of a certain behaviour is also influenced by the encouragement of family members, including closest friends, and is followed by recommendations, counsel, and inspiration from family members or relatives. A person's experience, expertise, and evaluation of a certain behaviour, as well as his conviction that other people succeed when they follow advice, provide family members or close relatives the power to persuade someone to act in a way that they would want.

2.1 Civic Economy

The goal of economic civics is to train capable and competitive individuals to become both producers who can make money and consumers of goods from other nations. As a result, another phrase used to [1] refers to the "civic economy," implying that economics is not only traditionally about allocating resources but also about economic solidarity, sharing, and the local, regional, and global economies. T. H. Marshall established the idea of economic citizenship [7]. In addition to the idea that workers have the same rights and responsibilities as men and women as members of society, there is an open interaction between entrepreneurs, social classes, and citizens. Global networks and community development may be promoted via civic economics. It is crucial to stress that civic economics stresses comprehensive development, which neither prosperity nor the market economy alone can provide, rather than money as the primary component of its framework [8].

2.2 Social media

Social media is a powerful instrument for company marketing since it is accessible to anyone, expanding the promotional network. Social media is becoming a vital component of businesses and one of the most effective means of connecting with clients and consumers [9]. Social media is an online tool that lets people interact or show who they are by exchanging text, photos, and videos and creating virtual connections with others [10]. Consumers may exchange text, audio, picture, and video content with one another and vice versa via social media. Due to the rapidly evolving technical landscape and the

more sophisticated business world, social media's contribution to improving a company's success is becoming more widely acknowledged. One can always stay in touch with everyone who joins the same social media platform in order to converse and exchange information. These days, the millennial generation utilises social media to share information and opinions on their experiences with one another. Compared to traditional media, social media offers unique features. In contrast to traditional forms of media, social media has unique features and some restrictions. The following are the characteristics of social media, according [11]:

- a. network. In technical domains like computer science, the term "network" refers to the infrastructure that links computers and other gear.
- b. Information Social media relies heavily on information. Because users of social media, in contrast to traditional online media, generate content, engage based on information, and construct representations of themselves. In the digital age, information has really turned into a commodity. Every person creates, shares, and consumes information.
- c. cArchives Archives serve as a reminder that data has been saved and is available at any time and on any device. Any content posted on social media won't just vanish at the end of the day, month, or year.
- d. Interaction: The development of user networks is social media's fundamental feature. Technology and its gadgets are becoming an integral part of daily life and are even the most significant digital technology in our daily lives.
- e. Social Simulation (Society Simulation) Two requirements must be met by the user while communicating with other users via the social media interface in social simulation, or the simulation of society. The user must first establish a connection by putting down their username and password in order to log in or access social media. Second, people sometimes express their self-identity in an open manner on social media, as well as controlling how they identify or present themselves in the online environment. 6) User Generated stuff: This user demonstrates that all of the stuff on social media is completely original and derived from the account owner's inputs. Sharing is another characteristic of social media; users not only create and consume material on these platforms, but they also share and develop it. There are two ways that this dissemination happens: via gadgets and through content.

Social Media Indicators [10] explains the 4'C used as indicators in using social media, including:

- a. Context: "How we frame our stories" refers to how to construct an informational message on language use and message content. captivating and appeal to the viewer.
- b. Communication: "The practice of sharing our sharing stories as well as listening, responding, and growing" refers to using listening, responding, and a

variety of other techniques to share information or stories while also making users feel at ease and effectively communicating the message.

- c. Collaboration: "Working together to make things better and more efficient and effective" refers to the cooperation of a business or account on social media with its users in order to improve, increase, and streamline things.
- d. "The relationships we forge and maintain" is the connection. Specifically, preserving the established ties. Using social media, you may take a sustainable approach to help consumers feel more connected to your account or business.

2.3 Digital Literacy

The ability to utilise digital media, including internet networks and communication technologies, is known as digital literacy [12]. Finding, working on, assessing, using, creating, and using it sensibly, thoughtfully, meticulously, and exactly in accordance with its intended purpose are all examples of user abilities in digital literacy. Four fundamental concepts underpin digital literacy, specifically: Recognising. This indicates that individuals are able to comprehend the information that is presented in the media, whether it be overtly or implicitly. Interdependence This indicates that there are relationships and interdependencies among the media. According to [13], current media must coexist and enhance one another. Social aspects: This indicates that the public receives messages or information from the media. Because the people who exchange and receive information decide the media's long-term success. The capacity to retrieve, comprehend, and retain knowledge for subsequent reading is known as curation. The capacity to collaborate in order to find, gather, and arrange material that is deemed beneficial is another aspect of curation [14].

3 Research methods

This study is quantitative in nature. One hundred responders served as the sample for this study. Purposive sampling was the method employed for sampling. Multiple linear regression data analysis is used in the analysis method. Using the SPSS version 29 application tool, hypothesis testing employs the T test and the F test. In order to gather primary data for this study, a survey approach was used, which involves giving respondents statement indicators along with a questionnaire. Each variable on the response sheet is assigned a score on a Likert scale in the manner described below for quantitative analysis purposes: a. Agree (S) 5 b. Strongly Agree (SS) 4. c. N, or neutral 3. Disagree (TS) 2 e. Disagree Strongly (STS) 1. The validity of the indicators in the questionnaire is examined using the validity test. A tool's degree of accuracy, suitability, or appropriateness to measure what will be examined is ascertained using the validity test [15]. According to [16], a questionnaire is considered legitimate if the statements it contains accurately reflect the subject matter it is intended to assess By computing the person product moment correlation between the indicator score and the overall score, validity testing is performed on each question indicator for each variable. Each indication is deemed legitimate if its significance value is less than 0.05. Multiple linear regression analysis is the data analysis method used in this study. To ascertain the impact of several independent variables on a single dependent variable, multiple linear

regression analysis is used by [2]. To demonstrate the independent variable's partial effect on the dependent variable, the partial test is used. The significance threshold for this test is 5% (0.05), meaning that if the significance value is less than 0.05, the hypothesis is accepted [16].

4 Result And Discussion

The results of this research include the following

Table 1. Data analysis related to respondent characteristics based on gender

Category	Frequency	Precentage
Male	37	37%
Female	63	63%
Amount	100	100%

Source: prossessed by reseachers, 2024

Tabel 2. Data analysis related to respondent characteristics based on domicile

Category	Frequency	Precentage
Domiciled in Wonosobo	70	70%
Domiciled outside Wonosobo	30	30%
Amount	100	100%

Source: prossessed by reseachers, 2024

Table 3. Data analysis related to respondent characteristics based on age

Category	Frequency	Precentage
17-25	57	57%
26-36	33	33%
>36	10	10%
Amount	100	100%

Source: prossessed by reseachers, 2024

Table 4. Data analysis related to respondent characteristics based on education level

Category	Frequency	Precentage
Senior High School	60	60%
Bachelor	35	35%
Other	5	5%
Amount	100	100%

Source: prossessed by reseachers, 2024

Table 5. Data analysis related to respondent characteristics based on type of work

Category	Frequency	Percentage
Private sector employee	20	20%
Civil Servant	12	12%
Student	48	48%
Entrepreneur	20	20%
Amount	100	100%

Source: processed by reseachers, 2024

Table 6. Data analysis related to respondent characteristics based on type of work

Category	Frequency	Percentage
Rp. 500.000-Rp. 1.000.000	20	20%
Rp. 1.000.000-Rp. 1500.000	10	10%
Rp. 1500.000-Rp. 2.000.000	33	33%
Rp. 2.000.000-Rp. 3000.000	20	20%
> Rp. 3000.000	17	17%
Amount	100	100%

Source: processed by reseachers, 2024

Table 7. Results of Multiple Linear Regression

Variable	Coefficient Regression	T Count	Sig	information
Social Media (X1)	0,091	2,602	0.011	Significant
Digital Literacy (X2)	0,232	2,020	0,047	Significant
Economic Civic (X3)	0,346	4,060	0000	Significant
constant			0.186	
Adjusted R2			0,508	
Sig F			0000	
Variable Dependens : interest in visiting (Y)				

Analysis Source: processed by reseachers, 2024

Table 8. T Test Result

Variable	Coefficient Regression	sig	information
Social Media (X1)	0,091	0.011	Significant
Digital Literacy (X2)	0,232	0,047	Significant
Economic Civic (X3)	0,346	0000	Significant

Source: processed by reseachers, 2024

4.1 Discussion

According to the study's findings, social media positively influences people's desire to attend the Wonosobo balloon festival. This is shown by a significance level of 0.011, which is less than 0.05, and a coefficient value of 0.091. The positive significance of the study findings indicates that there is a correlation in the same direction, suggesting that if social media impact is greater, there will be a greater interest in attending the Wonosobo balloon festival. According to [10], before embarking on a trip, the majority of Indonesian visitors use social media to research potential places. According to the first hypothesis, social media positively influences people's desire to return to the Wonosobo Balloon Festival tourism destination. The findings of this study corroborate those of earlier research by [11], which found that social media positively influences traveler interest. The findings of the study indicate that interest in attending the Wonosobo balloon festival is positively impacted by digital literacy. This is shown by a coefficient value of 0.232 and a significance level of 0.047, which is less than 0.05. The research's favourable findings indicate that there is a correlation in the same direction, suggesting that as economic civic impact increases, so will interest in attending the Wonosobo balloon festival. According to the study's findings, social media positively influences people's desire to attend the Wonosobo balloon festival. This is shown by a coefficient value of 0.346 and a significance level of 0.000, which is less than 0.05. The positive interpretation of the study's findings indicates that there is a correlation in the same direction, suggesting that if social media impact is greater, interest in attending the Wonosobo balloon festival would also rise.

5 Conclusion and implication

The findings of the study indicate that interest in attending the Wonosobo balloon festival is positively impacted by social media, digital literacy, and civic economy. Social media, however, has the most effect. Therefore, creating tourism-related activities that support the civic economy is crucial. Future researchers who wish to investigate the factors that influence social media, tourism events, service facilities, and interest in returning should first conduct additional studies by adding variables (promotion, motivation, and perception) to supplement earlier research. Promotions on social media should also have educational and digital literacy value. To get better

findings than they did in the past, future researchers should also seek for more references or literature that substantiates the study they want to do.

6 References

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