

Connecting Local Wisdom and Social Media: Innovative Strategies in Building Economic Sustainability and Overcoming Unemployment

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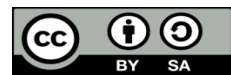
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ABSTRAK

Ketidaksesuaian antara keterampilan yang dimiliki pencari kerja dengan kebutuhan pasar tenaga kerja menyebabkan terjadinya pengangguran. Berdasarkan hal tersebut, tujuan penelitian ini yaitu mengeksplorasi strategi inovatif yang menghubungkan kearifan lokal dengan media sosial untuk membangun keberlanjutan ekonomi dan mengatasi pengangguran. Pendekatan metode campuran digunakan dalam penelitian ini. Tiga elemen kearifan lokal yang menjadi fokus penelitian ini adalah Agrowisata Paloh Naga, Selayar Denai, dan Pasar Kamu. Jumlah responden ditentukan sebanyak 30 orang yang dipilih dengan teknik purposive sampling. Metode pengumpulan data menggunakan kuesioner, wawancara, dan observasi. Instrumen pengumpulan data menggunakan lembar angket. Teknik analisis data menggunakan analisis deskriptif kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa penggunaan media sosial, seperti Instagram dan Facebook, secara signifikan meningkatkan visibilitas dan kunjungan wisatawan ke lokasi agrowisata tersebut. Media sosial merupakan alat promosi yang efektif yang memperkenalkan keunikan lokal dan membuka lapangan kerja baru bagi masyarakat setempat, baik Generasi Z maupun milenial. Kombinasi kearifan lokal dan strategi digital, desa ini berhasil meningkatkan ketahanan ekonomi dengan memanfaatkan potensi alam dan budaya setempat secara berkelanjutan. Disimpulkan sinergi antara kearifan lokal dan media sosial tidak hanya mendukung pertumbuhan ekonomi di Desa Wisata Kampoeng Lama, tetapi juga berkontribusi dalam menanggulangi pengangguran. Rekomendasi penelitian ini adalah memperkuat kapasitas digital masyarakat lokal serta lebih mengembangkan unsur-unsur kearifan lokal untuk menciptakan ekosistem pariwisata yang lebih terintegrasi dan inklusif.

ABSTRACT

The mismatch between the skills possessed by job seekers and the needs of the labor market causes unemployment. Based on this, this study aims to explore innovative strategies that connect local wisdom with social media to build economic sustainability and overcome unemployment. A mixed-method approach was used in this study. The three elements of local wisdom that are the focus of this study are Paloh Naga Agrotourism, Selayar Denai, and Pasar Kamu. The number of respondents was determined by as many as 30 people selected using the purposive sampling technique. The data collection method used questionnaires, interviews, and observations. The data collection instrument used a questionnaire sheet. The data analysis technique used qualitative and quantitative descriptive analysis. The study results showed that using social media, such as Instagram and Facebook, significantly increased the visibility and tourist visits to the agrotourism location. Social media is an effective promotional tool that introduces local uniqueness and opens up new jobs for the local community, both Generation Z and millennials. Combining local wisdom and digital strategies, this village has succeeded in increasing economic resilience by sustainably utilizing local natural and cultural potential. It is concluded that the synergy between local wisdom and social media supports economic growth in Kampoeng Lama Tourism Village and contributes to overcoming unemployment. This study's recommendation is to strengthen local communities' digital capacity and further develop elements of local wisdom to create a more integrated and inclusive tourism ecosystem.

1. PENDAHULUAN

In today's digital and globalization era, the role of information technology, especially social media, is increasingly significant in influencing various aspects of human life, including in the economic realm and handling social problems such as unemployment. One of the leading causes is the mismatch between the skills possessed by job seekers and the needs of the labor market (Hagen et al., 2022; Peters, 2017; Wang & Li, 2021). This occurs when there is a change in the industrial or technological sector so that workers with specific skills become irrelevant (Bianchi et al., 2023; Hagen et al., 2022; Jia, 2023; Wang & Li, 2021). The

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percentage of poor people in March 2023 was 9.36 percent, down 0.21 percentage points compared to September 2022 and 0.18 percentage points compared to March 2022. One of the factors that causes high unemployment in our country is that too many workers are directed to the formal sector so that when they lose their jobs in the formal sector and cannot try to create jobs in the informal sector (Rizkia & Haryatiningsih, 2023; Suroto et al., 2023; Syairozi & Susanti, 2018). Referring to Presidential Regulation Number 142 of 2018 concerning the Master Plan for the Development of the National Creative Economy for 2018-2025, it is explained that the business ecosystem development in the creative economy sector is carried out in 16 sub-sectors, namely Application and Game Developers 2. Architecture 3. Interior Design 4. Visual Communication Design 5. Product Design 6. Fashion 7. Film, Animation, and Video 8. Photography 9. Crafts 10. Culinary 11. Music 12. Publication 13. Advertising 14. Performing Arts 15. Fine Arts 16. Television and Radio (Fadillah & Indriyanti, 2023; Prajanti et al., 2021).

One of the efforts made by the Indonesian government to overcome the unemployment problem is the development of the creative economy. Developing a creative economy based on culture and local wisdom is an alternative solution to spur the development of the creative economy to be independent and able to develop businesses, especially in the regions. The uniqueness or distinctiveness of local products must be the core, then added elements of creativity with a touch of technology (Herlina et al., 2018; Woelandhary et al., 2022). Local wisdom is a noble value that applies to the community's life system, among others, to sustainably maintain and manage the environment (Dewi & Hidayati, 2021; Shufa, 2018). Local wisdom, including traditional knowledge and community practices, has great potential to become a valuable resource in building a sustainable local economy and reducing unemployment (Azizah & Muhfiatun, 2017; Vuspitasari & Siahaan, 2022). The use of social media for marketing media is considered appropriate to face the Industrial Revolution 4.0. In a life that relies on an internet network system in the field due to the Industrial Revolution 4.0, namely, The shift of conventional services to online (Handayani et al., 2020; Marta & William, 2016). Therefore, it is necessary to empower the community to know and be able to utilize social media as a promotional medium.

Social media that are very easy to use are Facebook and Instagram. The advantages of social media that can be felt by business actors, apart from not being limited by time and place, are also able to reduce promotion and marketing costs to the lowest possible, including making it easier to get closer to consumers to get feedback in the form of suggestions or input as evaluation material for entrepreneurs to develop further the products produced (Arya et al., 2022; Mulyani et al., 2022; Vernia, 2017). MSME actors have succeeded in implementing strategies that are in line with the 4P concept (Product, Price, Place, Promotion) in their marketing efforts. Marketing is carried out with various approaches in utilizing social media, such as posting content on social media platforms such as WhatsApp, Facebook, Instagram, and TikTok (Aprilia et al., 2023; Arianto, 2022; Umbara, 2021). In addition, they actively create engaging videos to attract the attention of potential consumers and collaborate with content creators to expand the marketing reach of their products (Aynie et al., 2021; Marta & William, 2016).

Most SMEs use social media to contact consumers, conduct promotions/advertisements, record consumer needs, and convey responses to consumers. Social media has the potential to increase market share and sales volume, so it needs to be utilized optimally and consistently (Arya et al., 2022; Diansyah & Nurmalasari, 2017; Mulyani et al., 2022; Vernia, 2017). Influencer marketing is one of the factors underlying the success of marketing through social media. Japanese culture and Balinese civilization are communities within and outside the country whose local/traditional wisdom is still vigorously maintained. These two diverse locations have prominent strengths in their respective sectors, in contrast to the fading of local values. Through mastery of science and technology, Japan has become Asia's most advanced industrial country and perhaps the world. Bali is growing because of its tourism business, which is well-known both locally and internationally (Paramita & Putra, 2020; Udayana, 2017).

One of the prominent performances of the manufacturing industry is the creative industry. The creative economy is an industry whose utilization comes from creativity and talent according to each individual in building a creation that aims to create jobs and improve people's welfare (Sukardi, 2016; Suryadi & Ningsih, 2021). The creative economy sector can reduce unemployment because, over time, the creative economy industry sector will also continue to grow and will increasingly need human resources, which can later reduce unemployment (Agung, 2015; Fadillah & Indriyanti, 2023; Suarka & Cika, 2014). Unemployment in Indonesia, which has reached tens of millions of people, is an urgent problem that must be addressed immediately because the impact of unemployment will be hazardous to the social order. Therefore, through developing a communication strategy, realistic policies are carried out in the short and long term so that unemployment can be reduced. This study aims to improve the community's economy and overcome unemployment by developing local wisdom and positively impacting social media use. However, there is often a gap between the application of information technology, especially social media, and the use of local wisdom to solve economic and social problems at the community level. Therefore, it is necessary to

find innovative ways to connect the two aspects to maximize their potential simultaneously in building economic sustainability and overcoming unemployment.

2. METHOD

This study uses a mixed method, which combines two approaches: quantitative and qualitative. The mixed method combines two research methods, quantitative and qualitative, into a research activity so the data obtained will be more comprehensive, valid, reliable, and objective (Sugiono, 2015). This study uses a mixed method approach, combining quantitative and qualitative methods, to comprehensively understand the integration of local wisdom and social media in building economic sustainability and overcoming unemployment in Kampong Lama Tourism Village, Deli Serdang Regency. The mixed method approach was chosen because it provides the advantage of obtaining complete data, both quantitatively and qualitatively. Quantitative methods allow researchers to measure and identify patterns and relationships statistically, while qualitative methods explore individual perspectives and experiences of informants. Thus, this approach can combine numerical and descriptive data strengths to produce a more comprehensive analysis. In this study, quantitative methods support qualitative findings with objective statistical data, while qualitative analysis deepens the understanding of quantitative data. The research location is Kampong Lama Tourism Village or Denai Lama Village at Jl. Utama Dusun II, Denai Lama, Kec. This location is relevant because it shows a phenomenon that aligns with the research's focus, namely the need for a strategy to integrate social media and local wisdom for economic sustainability. The research respondents were residents of Kampong Lama Tourism Village who utilized social media to promote or market local products. The number of respondents was determined as many as 30 people who were selected using a purposive sampling technique to obtain relevant data related to the impact of social media on village economic development. The primary informants included community leaders, tourism village managers, local business actors, and parties involved in preserving local wisdom and utilizing social media. Informants were selected deliberately to gain in-depth insights from parties who understand the cultural and economic context of the village.

Quantitative Data Collection Method: Quantitative data was collected through questionnaires distributed to respondents, focusing on social media use and its impact on the village's economic development. Qualitative methods, namely qualitative data collected through in-depth interviews with informants and direct observations in the field, are used to gain a more detailed understanding of local wisdom and social media use. Data analysis techniques use qualitative and quantitative descriptive analysis. Data triangulation is carried out by combining data obtained from questionnaires, interviews, and observations. The results of these three methods are compared to ensure the validity and reliability of the data and identify consistent patterns. Triangulation aims to ensure that the study results are not only based on one source of information but include various perspectives to obtain objective and in-depth conclusions. With this mixed method, this study can produce an effective, innovative strategy model to integrate local wisdom and social media to achieve economic sustainability and reduce unemployment in Kampong Lama Tourism Village.

3. RESULT AND DISCUSSION

Result

In the analysis of the results of the study entitled "Connecting Local Wisdom and Social Media: Innovative Strategies in Building Economic Sustainability and Overcoming Unemployment in Kampong Lama Tourism Village, Deli Serdang Regency," several key aspects can be identified to assess the effectiveness of this strategy. Quantitative analysis using the SPSS 4.0 application. First, the relationship of local wisdom and social media to the contribution of local wisdom to the economy. The results of the descriptive data analysis are presented in Table 1. The results of the data correlation are presented in Table 2.

Table 1. The Results of the Descriptive Data Analysis

	Mean	Std. Deviation	N
Q6: Knowledge of Local Wisdom	3.53	1.252	30
Q9: Social Media Use	1.90	0.885	30
Q13: Contribution of Local Wisdom to the Economy	2.57	1.194	30

Table 2. The Results of the Data Correlation

Control Variables			Q6: Knowledge of Local Wisdom	Q9: Social Media Use
Q13: Contribution of Local Wisdom to the Economy	Q6: Knowledge of Local Wisdom	Correlation	1.000	0.588
		Significance (2-tailed)	0.00	0.001
		Df	0	27
Q9: Social Media Use	Q9: Social Media Use	Correlation	0.588	1.000
		Significance (2-tailed)	0.001	0.0
		Df	27	0

From the results of the SPSS correlation above, it can be concluded that the relationship between local wisdom knowledge, the use of social media, and the contribution of local wisdom to the economy. The correlation between local wisdom knowledge and social media use was 0.588, which indicates a moderate positive relationship between these two variables. Significance (p-value) = 0.001, meaning that this relationship is statistically significant. With a p-value < 0.05, we can say that the better a person's knowledge of local wisdom, the more likely they are to use social media. The correlation between the contribution of local wisdom to the economy and local wisdom knowledge is 1,000, which is a perfect correlation. However, this number may appear due to unchanged data or the same scale on both variables, so it is necessary to further examine whether this is a realistic result. The correlation between the contribution of local wisdom to the economy and the use of social media was also 0.588. This shows that the more frequent or better the use of social media, the greater the contribution of local wisdom to the economy in the region. So, there is a significant relationship between local wisdom knowledge and the use of social media, as well as between the use of social media and the contribution of local wisdom to the economy. The correlation shows that the use of social media can play an important role in strengthening the impact of local wisdom on the economy in Kampong Lama Tourism Village.

Second, The Relationship between Local Wisdom Knowledge and the Use of Social Media on the Impact of Social Media on the Economy. The results of the descriptive data analysis are presented in Table 3. The results of the data correlation are presented in Table 4.

Table 3. The Results of the Descriptive Data Analysis

	Mean	Std. Deviation	N
Q6: Knowledge of Local Wisdom	3.53	1.252	30
Q9: Social Media Use	1.90	0.885	30
Q12: The Impact of Social Media on the Economy	3.17	1.464	30

Table 4. The Results of the Data Correlation

Control Variables		Q6: Knowledge of Local Wisdom	Q9: Social Media Use
Q12: The Impact of Social Media on the Economy	Q6: Knowledge of Local Wisdom	Correlation	0.550
		Significance (2-tailed)	0.002
		Df	27
Q9: Social Media Use	Q9: Social Media Use	Correlation	1.000
		Significance (2-tailed)	0.002
		Df	0

Based on data analysis, there was a significant positive correlation between local wisdom knowledge and social media use (p = 0.002). This shows that the higher the knowledge of local wisdom, the higher the use of social media. Although the average use of social media is low, this relationship suggests that knowledge of local wisdom can relate to how social media is used. A significant positive correlation between local wisdom knowledge and the impact of social media on the economy (p = 0.002) shows that knowledge of local wisdom can contribute to the perception of the positive impact of social media on the economy. The correlation between social media use and the impact of social media on the economy is not mentioned in this table, but it can be assumed that there is a similar positive relationship based on the correlation between Q6 and the other two variables.

Third, the relationship between local wisdom knowledge and the use of social media on the impact of unemployment. The results of the descriptive data analysis are presented in Table 5. The results of the

data correlation are presented in Table 6.

Table 5. The Results of the Descriptive Data Analysis

	Mean	Std. Deviation	N
Q6: Knowledge of Local Wisdom	3.53	1.252	30
Q9: Social Media Use	1.90	.885	30
Q14: The Impact of Social Media on Unemployment	3.03	1.450	30

Table 6. The Results of the Data Correlation

Control Variables			Q6: Knowledge of Local Wisdom	Q9: Social Media Use
Q14: The Impact of Social Media on Unemployment	Q6: Knowledge of Local Wisdom	Correlation	1.000	0.574
		Significance (2-tailed)	0.0	0.001
		Df	0	27
	Q9: Social Media Use	Correlation	0.574	1.000
		Significance (2-tailed)	0.001	0.0
		Df	27	0

Based on data analysis, there was a significant positive correlation between local wisdom knowledge and social media use ($p = 0.001$). This shows that the higher the knowledge of local wisdom, the higher the use of social media, or vice versa. This significant positive correlation shows that knowledge of local wisdom is positively related to the perception of the impact of social media on unemployment ($p = 0.001$). This means that knowledge of local wisdom may increase a positive view of how social media affects unemployment. The correlation between social media use and the impact of social media on unemployment is not mentioned in this table. However, it can be assumed that there is a relationship that may be positive, based on the relationship between other related variables.

Discussion

The strategies implemented in Kampong Lama Village are: first, understanding (knowledge) of Local Wisdom. The study results show that Kampong Lama Tourism Village residents have a strong understanding of local wisdom, such as Paloh Naga Agrotourism, Selayar Denai, and the Pasar Kamu local economic program. This local wisdom reflects the residents' attachment to their cultural values and natural resources. Local wisdom can be understood as ideas, values, and views that are wise, full of wisdom, and have good value, which are embedded and embraced by the community (Mahardika, 2017; Santika, 2022; Sumardjoko, 2018). Awareness of the potential of agrotourism is important in building community confidence to promote local products and strengthen village identity. Local wisdom can be a foundation for innovative strategies in building economic sustainability at the community level (Dharmawibawa, 2019; Sutarto, 2016). The community formed as one of the innovative strategies to build economic sustainability based on local wisdom is Sanggar Lingkaran. Sanggar Lingkaran is one of the centers of art and culture education. Sanggar Lingkaran has a program of art and culture, as well as character education based on local wisdom. Integrating art and culture education with character education based on local wisdom is an attraction for tourists. It has been proven to have received several tourist visits from England (2014), Australia (2015), and in 2016 from several European countries at the Indonesia International Work Camp (IIWC) activity.

Sanggar Lingkaran or Lingkaran Quantum Indonesia is a social foundation that has the vision to realize a decent life for the growth and development of children and adolescents, supported by a prosperous and dignified standard of living for families and communities (Ananda et al., 2023; Dwifebianti et al., 2022). Sanggar Lingkaran has programs guided by facilitators or volunteers in each division. The programs run by Sanggar Lingkaran are handicraft training, preservation of arts and culture, and reading stalls. Handicraft training guided by Sanggar volunteers involves making key chains, brooches, hydroponics, and tote bags. Preserving arts and culture is achieved by children and adolescents learning traditional Malay dance and making traditional foods such as cassava and spinach chips and traditional foods from community agriculture. Meanwhile, the reading stalls are managed by local youth to learn entrepreneurship while earning a salary. Sanggar Lingkaran also has character education programs such as the Package B (SMP) and Package C (SMA) programs so that the community, especially Generation Z, who dropped out of school, can continue their education to a higher level.

The local wisdom of Kampong Lama Village is: 1) Paloh Naga Agrotourism is a tourist attraction that preserves agrarian culture and makes it a tourist destination that combines natural beauty with local

wisdom (Durllee, 2021; Hadziyah et al., 2023). Paloh Naga is an agricultural education and agrotourism area that drives the local economy (Hadziyah et al., 2023; Rizam & Harahap, 2023). This area is famous for its vast expanse of rice fields; in its name, there is a wooden and iron bridge as a place to walk or do outdoor activities. This place also sells traditional culinary food with shellfish exchange at IDR 2,000 / shellfish. Facilities at Paloh Naga, besides culinary, also include a swimming pool and traditional dance performances. Paloh Naga is open on Sundays. 2) Selayar Denai Cultural Market is a place for children or teenagers to learn traditional dance and culture. The Selayar Denai Cultural Market holds Malay, Javanese, and Chinese cultural performances with traditional Malay, Javanese, and Chinese cultural arts (lion dance). Art activities are also very popular with tourists (Mu'minin et al., 2022; Udayana, 2017). This activity also presents Malay artist Alpin Habib to enliven the event. The community participates in selling traditional culinary delights through traditional bartering. This place can be a natural path closely related to local agriculture or ecosystems, supporting nature-based tourism and culture. Tourists or visitors from various regions come to see the performances and taste the traditional culinary delights sold at the Kamu Market. To increase community insight, the village collaborates with donors to provide training to develop community skills. One of them is sewing skills.

Second is the application of social media. The strategy of utilizing social media is the primary catalyst in expanding the reach of local product promotion and marketing (Mahmudati & Indrawati, 2019; Ong, 2020). Several commonly used platforms, such as Instagram, Facebook, and WhatsApp, are effective communication channels (Ajismanto & Widyanto, 2020; Marta & William, 2016). Respondents stated that social media, village promotion, and superior products are more quickly known to the broader public, especially from the tourist segment and potential buyers outside the area. The analysis results show that social media-based promotion significantly increases the income of small and medium businesses in Kampong Lama. The use of social media is supported by presenting artists and influencers such as Mak Beti, Tauko Tembung, Alpin Habib, Lebah Behang, and other content creators. Promotion is not only from the Kampong Lama Village Community but is also assisted by the enthusiastic participation of visitors so that it has a positive impact on the local wisdom of the Kampong Lama Village Community. Almost every visitor posts on their social media, be it WhatsApp, Facebook, Instagram, or TikTok, to increase visitors (tourists) to visit agrotourism, Paloh Naga, Pasar Kamu, or Selayar Denai.

Social media enables merchants to reach consumers beyond their geographic area, expanding previously unreachable markets (Arya et al., 2022; Mulyani et al., 2022). This presents significant opportunities for local economic growth, particularly in the MSME sector, which generally has limited access to broader markets (Mahmudati & Indrawati, 2019; Ong, 2020). However, increasing access to technology and digital capacity is needed to maximize these opportunities sustainably. The use of social media has a direct positive impact on improving the local economy (Ajismanto & Widyanto, 2020; Mahmudati & Indrawati, 2019; Marta & William, 2016; Ong, 2020). Survey respondents reported an increase in sales of local agrotourism products and MSMEs (micro, small, and medium enterprises) and a more significant number of visitors to Kampong Lama after increasing promotions on social media. Some business people said that the increase in revenue reached 30-50% compared to the period before digital promotion was carried out. This shows that social media can facilitate wider market reach.

Third, reducing unemployment. One important indicator of the success of this strategy is unemployment, the unemployment rate in Kampong Lama. Thanks to initiatives based on local wisdom, many residents, especially young people, are involved in managing local wisdom in Kampong Lama. One thing that reduces unemployment is the existence of MSMEs based on local wisdom (Agung, 2015; Putri & Rahardjo, 2020; Trisnawati et al., 2018). Local wisdom in Kampong Lama Village is: 1) Paloh Naga Agrotourism: People can sell culinary, manage parking lots, swimming pools, and other spots, and participate in traditional dance performances held in Paloh Naga. 2) Selayar Denai: people can sell culinary and participate in performances in Selayar Denai. Participants who participate get pocket money to enliven the Selayar Denai event, in addition to several tourists who visit, staying at the Sanggar Lingkaran Homestay, which is guided by local youth. 3) Youth Work Breakfast Week (Pasar KAMu): the public can sell traditional dishes, put on traditional Malay dance performances, *kuda kepang (lumping)*, traditional music performances, and parking attendants.

Further analysis shows that this initiative reduces unemployment by creating jobs for MSME actors and residents. Increasing tourism and local economic activities create more jobs that reduce unemployment in the village (Fitriani & Santoso, 2021; Harsana et al., 2018; Putri & Rahardjo, 2020). One way to reduce unemployment is through a cooperation program between the village and related parties such as the Education Office, Advocacy Center, Angkasa Pura, and state and private universities. The Deli Serdang Education Office and State Universities provide scholarship programs to local youth, both school assistance and college scholarships. Thus, the community is enthusiastic about improving education and opening a positive mindset. In addition, Angkasa Pura established a production house and provided MSME-based

training in Kampoeng Lama Village. MSME products from the community also come from banana tree waste, such as banana leaves and chips. MSME product production is carried out in people's homes with cooperation between residents. Meanwhile, some sewing and handicraft products are made in production houses. In addition, Sanggar Lingkaran also has homestay facilities that are maintained and cleaned by residents. Café Baca also opens vacancies as cafe guards for local youth. The influence of local wisdom on the sustainability of the economy to overcome unemployment is very influential, marked by the increase in job opportunities for the local community. However, the use of social media is still not optimal, so it has not been able to overcome unemployment.

4. CONCLUSION

The results of this study indicate that local wisdom has excellent potential as a foundation for building economic sustainability in Kampoeng Lama Village at the community level. By utilizing traditional understanding and knowledge, cultural practices and values passed down from generation to generation become the characteristics of the community to create innovative and sustainable economic strategies. Applying social media such as Facebook, Instagram, WhatsApp, and TikTok with local wisdom can expand market access or promotion at affordable prices. Increase the competitiveness of local products while strengthening cultural identity. This approach supports an economy that is not only oriented towards profit but also maintains environmental, social, and cultural balance. The existence of a creative economy or MSMEs (Micro, Small, and Medium Enterprises) can reduce unemployment in the Kampoeng Lama Village Community.

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