

## DIGITAL MINDSET IN PROMOTING REGIONAL TRADITION AND BASIS OF COMMUNICATION WITH PRIVACY IN SOCIAL MEDIA

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### Abstract

Digital Mindset is a mindset formed by the development of digital technology. Communities are required to be able to use technology in the midst of changes that occur. This change has an impact on the way people open up opportunities to market the area with social media. This convenience provides answers to existing problems regarding the slow introduction of uniqueness in traditional villages which can actually become tourist areas. The purpose of this activity is to provide basic education and training on the use of social media for promotion with Instagram media, and to limit oneself to privacy, steps and making privacy to stay safe in using social media. This activity was carried out in the Bukian Traditional Village, Gianyar. From the results of the descriptive analysis, data was obtained that out of 183 people who had been given information, 123 (67.21%) had a good understanding of building a digital mindset and communicating privacy on social media accounts. As many as 60 people (32.79%) quite well understand this understanding of digitalization. The general public already has a good understanding of building a digital mindset and good communication on social media.

**Keywords:** Communication, Digital Mindset, Promotion, Social-Media.

### INTRODUCTION

The development of the 4.0 era requires people to understand technology. This development can be seen from the internet usage data where it can be seen that Facebook, Instagram, Twitter accounts are the social networks most often used to obtain information, share information and share information online. The digital mindset needs to be grown along with the increasingly rapid development of technology. Digital mindset is how to form thinking patterns by maximizing the use of digital technology, it is known that the participation of users is the most important in the use of this technology.

The development of the times in the era of digital transformation requires people to be able to use technology where social media is an important need for every community to carry out their activities. The community, in this case, can easily communicate with the outside world using social media. The relationships that are forged vary from providing information, sharing information and even carrying out business activities, which can be done with social media. Advances in technology are so fast that it facilitates communication from all directions so that several innovations emerge from digital media, tools that can be used to communicate various

things aim to facilitate the communication process, humans can effectively use this communication tool.(Mutiah, Albar, Fitriyanto, & Rafiq, 2019).

The younger generation is a person who has an important role in holding the milestones of a nation's development in all sectors of life, including promoting traditional village traditions. The younger generation can easily master technological developments and become influencers of new things and old things because they are packaged in such a way that is attractive to look at. The use of this technology quickly provides information and shares information from anywhere and at any time, but it needs good supervision so that it builds culture and character strong and not easily eroded by globalization, the younger generation needs to build personal branding or identity that will be used to assist in tourism promotion activities. Good control will build good habits in adolescents in making and disseminating information(Subejo et al., 2021).

The activity of using digital technology is often seen from the use of social media from all walks of life, it is important for the public to understand the advantages of using social media and the negative effects. The community must participate, especially social media users, must be careful and wise in sharing personal data on social media, the public must limit themselves by not sharing personal data, personal photos or contacts can be freely accessed by parties who are interested. not interested.

This digital transformation provides an opportunity for the community to promote all aspects that have far-reaching reach. In the past, people were familiar with traditional marketing media to market products using only traditional methods, this change can reach further so that information can be reached quickly. This change makes it easier for people in traditional villages to promote their local area. so it needs to be instilled by the community that nowadays the community will more quickly get opportunities to improve the village economy and reach a wider range of what is traditional in traditional villages that can be sold to the wider community using digital technology.

## **IMPLEMENTATION METHOD**

This community service activity is carried out in several stages including the stages of implementation activities where starting from the planning stage is carried out with the preparation of a Term Of Reference (TOR) so that a mature plan is formed regarding the arrangement of events to be carried out. After planning is made carefully then enter the stage of implementation of activities. At the beginning of the activity, participants were given questions in the form of answering questionnaires to find out how far the participants' understanding of digital media was. The implementation of the activity was carried out by providing material presentation and a question and answer session. The evaluation stage is carried out to find out how far the activity participants understand the education provided. At the evaluation stage, participants were given a Google form link to answer the questionnaire given after the activity was completed. The activities will be carried out on Saturday, 12 November 2022.

## RESULTS AND DISCUSSION

### RESULTS

Community service activities in the Bukian Traditional Village, Gianyar Regency took place on Saturday, November 12, 2022. This activity was carried out by providing educational material by resource persons. The series of activities provided in this implementation are:

1. Providing education and how to build a digital digital mindset by being up to date on social media and digital innovation that is growing rapidly, and being adaptive in applying what we learn about the digital world that is developing so fast, thirdly, using technology as a strategy to utilize technology to achieve any goals. which are desired,
2. In Community Service this is carried out by the Practice of Using Story/Reels as Media Promotion of Regional Traditions, as well as the provision of this material regarding the practice of Digital Skills. This discussion contains procedures for creating interesting content on social media. Content can be created using Instagram templates or supported editor applications.
3. Provide pre-test and post-test in the form of a questionnaire to the community to what extent the people in the Buian customary village understand the material being explained

The results of the questionnaires distributed can be seen from the table data below:

**Table 1. Frequency distribution Digital Mindset in Promoting Regional Traditions and communication in the use of Social Media**

**n = 183**

Understanding of Digital Mindset and Social Media	Pre Test	Posttest
Well	100 people (54.64%)	123 people (67.21%)
Enough	83 people (45.36%)	60 people (32.79%)
Total	183 people	183 people

Table 1 above shows that before being given information, there were 100 people (54.64%) who had a good understanding of the digital mindset in promoting in traditional villages and communication with privacy on social media and 123 people (67.21%) with a different understanding. well after being given the information. According to research conducted by Widyantari & Suardikha (2016) states that the more often a person is exposed to information, the more someone will know and better understand that information.

### DISCUSSION

The development of the digital world is currently increasingly unstoppable, where every community, both urban and rural, must have knowledge of the challenges that will be faced during digital transformation, this is done so that in the future people can be able to keep up with the times. Information and knowledge regarding digital transformation and good communication need to be provided. Because more and more often exposed and given information, the confusion or gaps that arise in the use of technology can be avoided (Saputra,

2021).

This activity was carried out in Bukian Village, Gianyar - Bali, where the location of this service is an area which is a tourist area. Promoting the local area is very well done with the aim of introducing traditional villages to domestic and foreign tourists. Bali is especially an area that is thick with its culture, this has become an attraction for world destinations to visit Bali. This technological development requires all lines to be responsive to digital media, people are required to be able to quickly open the mindset of how to develop traditions in traditional villages that are later can increase tourist visits,

In this service activity, a presentation of material about education from this digital change is given, the public is encouraged to use social media wisely because digital media is now a broad communication link with the outside community. This activity is carried out with the presentation of material and practice. As a result of the participants' activities understanding how to make Story/Reels as Media Promotion of Regional Traditions, several participants actively participated in practicing the Digital Skills provided by creating interesting content using their smartphones and procedures for creating interesting content on social media. Content created using an Instagram template or a supporting editor application so that with this training participants gain knowledge about the use of digital media. the results of this activity can be seen from the direct practice carried out by the activity participants.



**Figure 2. Resource persons for Community Service Activities**

In the process of activities carried out online and offline, the number of participants was 100 people data went to the service location and 83 people attended via zoom media. This activity provides an understanding to the public how this digital media can have a good impact, especially in economic development where now tourists can easily obtain information. bad impact because the data that is shared especially this personal data that is easily stolen or in terms of hackers is accessed by people who are not responsible. At the end of the session, a certificate of appreciation was given to Bukian Village, Gianyar Regency as a form of gratitude because the traditional village has facilitated this activity so that the provision of this material and training can be accepted by the community, where the community must be able to develop towards today's digital changes.





**Figure 3. Community Service Activity Participants**



**Figure 3. Handing over of certificates to Bukian Traditional Village, Gianyar Regency**

## **CONCLUSION**

In conclusion, the village community is the successor in the Traditional Village, it is hoped that everything that is conveyed can be useful and make the community able to use social media properly and wisely, able to use social media to introduce the various potentials possessed by the traditional village. The use of Social Media is a tool that can be used for promotion, because the information provided is very interesting and can be applied in the area of the Traditional Village. This activity was attended by participants from Yowana and Pakis Bukian Village who also participated in this activity.

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