

**Empowering Kemirikebo's Downhill Tourism Through Social Media: Instagram as a
Tool for Sustainable Community Development**



Final Thesis

Submitted to Fulfill the Requirements for Obtaining a Bachelor's Degree in Communication
Studies at the Faculty of Psychology and Socio-Cultural Science

Universitas Islam Indonesia

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Communication Science – International Programme

Faculty of Psychology and Socio-Cultural Science

2023

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EMPOWERING KEMIRIKEBO'S DOWNHILL TOURISM THROUGH SOCIAL MEDIA: INSTAGRAM AS A TOOL FOR SUSTAINABLE COMMUNITY DEVELOPMENT

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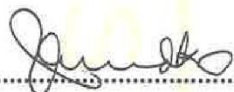
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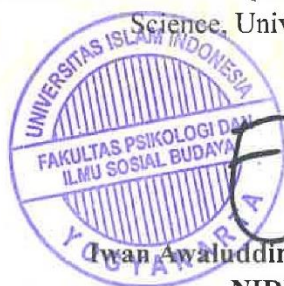
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MEDIA: INSTAGRAM AS A TOOL FOR SUSTAINABLE COMMUNITY
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STATEMENT OF ACADEMIC ETHICS

Bismillahirrahmanirrahim

Undersigned, I henceforth:

Name : Gelegar Carnellian Talenta

Student Number : 20321235

Through this letter I hereby state the following:

1. The research did not engage in academic fraud of any type throughout the completion of this thesis research, such as plagiarism, involving others' help with the thesis, or any other infraction that violates the academic ethic highly upheld by Universitas Islam Indonesia.
2. Therefore, this thesis is entirely my scientific work, both as a student and researcher, not plagiarize or the work of others.
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Thus, I truly agree with this remark.

Yogyakarta, 20 September 2024

Sincerely,

A handwritten signature in black ink, appearing to be 'Gelegar Carnellian Talenta', written in a cursive style.

Gelegar Carnellian Talenta

MOTTO

“Make it happen, shock everyone”

-KennyS

“Always seek any possible experiences to become the better version of yourself”

-Unknown

“If being born is the greatest act of creation, then isn't everything that comes next sort of a disappointment? Slowly entropic till we deflate into a pile of mush”

-Finn Adventure Time

“I tried to look in the mirror at the existing traces, turns out I was already left behind, even far behind”

-Iwan Fals

“There is no difficulty that has no end. After a difficulty, there will be happiness”

-QS. Al Insyirah [5 – 6]

“And the game was over and the player woke up from the dream. And the player began a new dream. And the player dreamed again, dreamed better. And the player was the universe”

-Minecraft

DEDICATION

I dedicate this work to my parents, brother, family, friends in arms, myself, and everyone who has been giving me support in completing this work.

FOREWORD

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamu'alaikum Wr. Wb

First and foremost, I would like to express my deepest gratitude to Allah SWT for His grace and blessing which allows me to complete this final thesis as part of my studies in the Communications Department at Universitas Islam Indonesia. This research remarks the highest point of years of pursuing academic, and personal growth, and the realization of the ambition to contribute meaningfully to the field of communications, specifically in the context of community empowerment through digital platforms.

The journey toward completing this thesis has been both challenging and rewarding. It would not have been possible without the guidance, encouragement, and support of several individual institutions to whom I owe a great deal of appreciation. This thesis entitled “Empowering Kemirikebo’s Downhill Tourism Through Social Media: Instagram as a Tool for Sustainable Community Development” examined the people of Kemirikebo’s Village in utilizing Social Media as their empowerment through Community development. This thesis is submitted to obtain my bachelor’s degree from the Communications Department, Faculty of Psychology and Socio-Cultural Science, Universitas Islam Indonesia.

Special thanks to the Kemirikebo Community for allowing me to explore their works of initiatives that provide rich insights into the potential of social media for community development. Their collaboration and vulnerability have been crucial to the success of this research.

Appreciations and gratitude will also be conveyed to these individuals:

1. Allah Subhanahu Wa Ta’ala, whom He has bestowed grace, guidance, and blessing, and assists such as strength in finishing this thesis to the author.
2. My Parents who have raised, loved, sacrificed, prayed, provided, and been enthusiastic in guiding me and supporting me never lastingly. And my brother who has been the motivation to the author in pursuing the best version of himself.
3. Families from my mother's and father’s sides who give encouragement and support to the author.
4. Mr. Iwan Awaluddin Yusuf, S.IP., M.Si., Ph.D. as the Chairman of the Communication Science Department at the Islamic University of Indonesia.
5. Prof. Dr.rer.soc. Masduki, S.Ag., M.Si as the thesis supervisor, thank you for always sparing some time and patience in providing the author guidance, suggestions, motivation, and support in finishing this thesis.
6. Mrs. Ida Nuraini Dewi Kodrat Ningsih, S.I.Kom., M.A. as the author’s Academic Supervisor regarding the lecture activities and has supported the author in finishing this thesis.

7. Lecturers in the Communication Science Department, Faculty of Psychology and Socio-Cultural Science at the Islamic University of Indonesia who have provided knowledge to the author's insight which is crucial in finishing this final thesis.
8. All the Staff and administrative Employees in the Communication Science Department, Faculty of Psychology and Socio-Cultural Science at the Islamic University of Indonesia who have helped the author in preparing this thesis, especially in the field of administration.
9. Friends in arms, Jose, Anang, Anan, Ilham, Arsila, Naren, Duta, Bayu, Lydia, Adib, Agung, Nae, Davi, Tifa, Edruz, Kal, Roje, and Devi who provided encouragement, motivation, and spirits toward the author is working on this thesis.
10. Brothers in Arms "War SaGaFi" group contains, Wawan, Sandi, Rafi, and Reihan who always provided entertainment as a stimulus continuously to the author.
11. Friends of the "SIPUT" group include, Hazib, Kevin, Hanif, Raifan, Kiko, Abepe, and Ikaf who have always given the author encouragement of support and also provided entertainment as a stimulus.
12. KKN 69 "Cerita Gentan" 2024, who always supports the author by providing entertainment and a happy spirit in finishing this thesis.
13. IP Communications 2020 friends which I couldn't mention individually.
14. All parties which I cannot mention individually have participated and supported the author in completing this thesis.
15. Iwan Fals and C418 Music have accompanied the author in finishing this thesis.

In addition, the author realized that in finishing this final assignment, it is still far from completely perfect and there are still flaws and a couple of errors could be encountered. And I would like to thank myself for believing in myself and thank myself because I have come this far. I hope that this research serves as a valuable resource for future scholars, community leaders, and practitioners and may inspire future innovations.

Wassalamu'alaikum Warrahmatullahi Wabarakatuh

Yogyakarta, 20 September 2024

Warm Regard,



Gelegar Carnellian Talenta

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ABSTRACT

Talenta, Gelegar C. 20321235 (2024). Empowering Kemirikebo's Downhill Tourism Through Social Media: Instagram as a Tool for Sustainable Community Development, Communications Department, Faculty of Psychology and Socio-Cultural Sciences, Universitas Islam Indonesia.

The rise of social media in the digital era marks a significant breakthrough in technological advancement. Through strategic use, social media is employed to promote specific rural tourism initiatives as part of sustainable community development. This study examines the empowerment of Kemirikebo's Downhill Tourism (KDH), a tourism site located in the village of Sleman, Yogyakarta, Indonesia. KDH has diversified its economy by developing a downhill biking tourism track. The potential of KDH as a tourist destination became apparent during the COVID-19 pandemic, as more visitors sought outdoor activities. By utilizing Kabir's data analysis techniques and referencing several previous studies, this research highlights that limited human resources, technical expertise, and marketing strategies have hindered the site from reaching its full potential.

This research investigates the crucial role Instagram has played as a promotional tool for KDH in raising awareness and engaging with both local and international audiences. By analyzing Instagram's impact on KDH's growth, the study identifies key challenges, such as the lack of digital literacy among local operators and the decline in visitor numbers post-pandemic. The research employs qualitative methods, including in-depth interviews with local stakeholders and community members, to assess the effectiveness of social media in empowering tourism. The findings suggest that KDH's exposure and visibility as a tourist destination could be significantly improved through a more strategic and consistent approach to Instagram content. This study contributes to the broader discussion on community empowerment through tourism and digital platforms by offering practical recommendations for integrating social media into rural tourism development strategies.

Keywords: Community Empowerment, Social Media Utilization, Sustainable Development, Tourism, Downhill Attraction.

ABSTRAK

Talenta, Gelegar C. 20321235 (2024). Pemberdayaan Pariwisata Downhill Kemirikebo Melalui Pemanfaatan Media Sosial: Instagram sebagai Komunitas Pembangunan Berkelanjutan, Program Studi Ilmu Komunikasi, Fakultas Psikologi dan Ilmu Sosial Budaya, Universitas Islam Indoensia.

Munculnya media sosial di era digital menandai sebuah terobosan signifikan dalam kemajuan teknologi. Melalui penggunaan strategis, media sosial digunakan untuk mempromosikan inisiatif wisata pedesaan tertentu sebagai bagian dari pengembangan masyarakat berkelanjutan. Penelitian ini mengkaji tentang pemberdayaan Wisata Turun Bukit (KDH) Kemirikebo yang terletak di Desa Sleman, Yogyakarta, Indonesia. KDH melakukan diversifikasi perekonomian dengan mengembangkan jalur wisata sepeda menurun. Potensi KDH sebagai destinasi wisata semakin terlihat di masa pandemi COVID-19, seiring dengan semakin banyaknya pengunjung yang melakukan aktivitas di luar ruangan. Dengan memanfaatkan teknik analisis data Kabis dan merujuk pada beberapa penelitian sebelumnya, penelitian ini menyoroti bahwa terbatasnya sumber daya manusia, keahlian teknis, dan strategi pemasaran telah menghambat situs untuk mencapai potensi maksimalnya.

Penelitian ini menyelidiki peran penting Instagram sebagai alat promosi KDH dalam meningkatkan kesadaran dan berinteraksi dengan audiens lokal dan internasional. Dengan menganalisis dampak Instagram terhadap pertumbuhan KDH, penelitian ini mengidentifikasi tantangan utama, seperti kurangnya literasi digital di kalangan operator lokal dan penurunan jumlah pengunjung pascapandemi. Penelitian ini menggunakan metode kualitatif, termasuk wawancara mendalam dengan pemangku kepentingan lokal dan anggota masyarakat, untuk menilai efektivitas media sosial dalam memberdayakan pariwisata. Temuan ini menunjukkan bahwa eksposur dan visibilitas KDH sebagai tujuan wisata dapat ditingkatkan secara signifikan melalui pendekatan yang lebih strategis dan konsisten terhadap konten Instagram. Studi ini berkontribusi pada diskusi yang lebih luas mengenai pemberdayaan masyarakat melalui pariwisata dan platform digital dengan menawarkan rekomendasi praktis untuk mengintegrasikan media sosial ke dalam strategi pengembangan pariwisata pedesaan.

Kata Kunci: Pemberdayaan Masyarakat, Pemanfaatan Media Sosial, Pembangunan Berkelanjutan, Pariwisata, Atraksi Downhill.

CHAPTER 1

INTRODUCTION

A. Study Background

Empowerment is described as the process of acquiring power, strength, and the capacity to improve communities, individuals, and regions through encouragement, motivation, awareness of their potential, and action (Aziz, Rahman, & Sofa, 2022). Empowerment depends on the specific aspect being developed. Empowerment aims to achieve specific goals, which may involve various elements related to individuals, regions, or communities. In the context of Kemirikebo's Downhill Tourism, empowerment involves enhancing tourism development through maintaining sustainable changes in the environment, resources, human capital, education, and technology (Chatterjee & Dsilva, 2021). This suggests that empowerment has successfully enabled Downhill Tourism to reach its maximum potential for sustainable tourism development. Many aspects could be utilized to develop the potential of Downhill Tourism. Tourism can act as a strategic sector to boost the village's economy. To transform a village into a tourist destination, both natural potential and innovative human resources are required (Artanti, n.d.). There is significant potential that can be further developed. However, certain limitations, such as a lack of human resources, skills, knowledge, and technological understanding, have prevented the Kemirikebo community from fully realizing the potential of Downhill Tourism.

Empowerment can be achieved through the use of social media, especially in the modern era where technological advancements offer various tools to users. In the modern era, social media, supported by advanced internet technologies, is mostly used amongst teenagers in this era of globalization (Yohanna, 2020). Social Media is a key component of the internet that functions as a virtual social space. While social media is widely used by Generation Z, it is also accessed by people of all ages, from children to elderly, who are familiar with digital technologies. In the modern era, social media is frequently used in tourism development, especially for business and marketing purposes. It is reported that 4.55 billion people, including Generation Z, use social media for marketing and spend about 15% of their time on social media feeds. Furthermore, 46% of Generation Z users prefer Instagram for their social media interactions (Tjoe, 2022). This presents an opportunity for Kemirikebo's Downhill Tourism to leverage social media for sustainable tourism development, building awareness both locally and globally. Utilizing social media to empower tourism as a sustainable development can unlock new potentials previously unexploited by the community. Social media platforms like Facebook, Instagram, and TikTok offer numerous benefits beyond global awareness creation. They assist travel planning websites in sharing useful tips about Kemirikebo's Downhill Tourism, enabling tourists to easily book their visits and reserve slots. This approach also increases customer engagement through targeted advertising campaigns that reach diverse audiences globally tourism sites, increase customer engagement, ads, effectively conducting a specific campaign, reaching out to various audiences globally, etc. Facebook, Instagram, and TikTok are examples of social media networks which is mostly known and used by modern society in the globalization era. Furthermore, these platforms help establish Kemirikebo's Downhill Tourism identity, enhance reputation, facilitate connections with other companies or organizations, and foster collaborative opportunities. Overall, Kemirikebo's Downhill Tourism has many potentials that can be utilized for sustainable tourism development.

Sustainable tourism management has emerged as a critical strategy for preserving natural resources, empowering local communities, and fostering long-term economic growth. In Southeast Asia, where natural and cultural assets drive the tourism industry, Indonesia is

one of the countries in leveraging natural resource as a tourism. Other than Indonesia, Malaysia who also stands out as one of the leaders in the natural resources for tourism. A comparative analysis between one of the local tourisms in Indonesia known as Kemirikebo Downhill Tourism with some of the local tourism specifically in Kedah, a state in Malaysia. Both of these counties utilized its natural resources, however, their approaches to sustainable tourism management differ due to geographic, cultural, and economic aspects. This offers valuable insights in utilizing the natural resources, local tourism potential, and data-driven strategies for sustainable tourism.

Indonesia, with its vast expanse of over 17,000 islands, is home to some of the planet's most varied ecosystems. For reference, destinations like Bali, Raja Ampat, and Komodo National Park exhibit Indonesia's natural and cultural diversity. According to the Ministry of Tourism and Creative Economy, Indonesia attracted over 4.58 million international tourists in 2022, generating approximately \$5.2 billion in revenue. Key sustainable tourism initiatives include ecotourism in Komodo National Park, community-based tourism in rural villages like Kemirikebo in Yogyakarta, and conservation-focused projects in marine and terrestrial ecosystems. These efforts highlight Indonesia's ability to integrate natural and cultural assets into tourism management while empowering local communities (Ministry of Tourism and Creative Economy, 2022). In Malaysia, Kedah is a significant tourism destination due to its agricultural heritage, cultural landmarks, and eco-tourism hotspots. While Langkawi stands as Kedah's most prominent tourism hub, Sintok, a less explored destination, emerged as the potential for sustainable tourism. Sintok has the potential to develop educational tourism, agro-tourism, and eco-tourism initiatives. Efforts in Sintok have focused on leveraging its natural resources such as forest reserves, agricultural landscapes, and fostering collaboration between local communities and academic institutions to promote sustainable practices. (Hamzah, Mohamad, & Zainorin, 2022).

Statistically, Kedah has attracted 2.5 million tourists in 2022, with Langkawi contributing over 70% of these arrivals. Although the contributions from Sintok tourism are currently modest, its strategic location and natural assets position it as a promising area for sustainable tourism growth. Sintok's tourism has potential in the natural resources, depending on the strategic location, there are upside and also downside. Most of the popular tourism like Langkawi in Sintok will attract many tourists even locals, but Sintok has many unpopular local tourisms that only few has visited. Langkawi has a strategic location with many of interests and managed by much of human resource, while Sintok also located in a strategic location but only for the locals and who are living close. Which most of the tourism site was managed by the locals and visited by the students, home to Universiti Utara Malaysia. Although it is still reachable for the locals and the students, the location of Sintok is very far from the central of Malaysia which needed efforts for the visitors to visit some of the Sintok's less-explored tourism destinations. Similarly to Indonesia, a less-explored destinations like Kemirikebo Downhill Tourism and remote islands in East Nusa Tenggara are being promoted to distribute tourism benefits more evenly across the country (Sharpley, 2021)

Both countries face similar challenges in their own sustainable tourism efforts. Kedah, particularly Langkawi, faces risks from rapid development that threaten the ecological balance, and Sintok's potential remains underutilized due to limited tourism infrastructure and visibility. Indonesia on the other hand, struggles with over-tourism, environmental degradation, and equitable distribution of tourism revenue. Kemirikebo Downhill Track is one of the local tourisms in Indonesia which is less-explored destination has the limitations similar to Sintok. Addressing these difficulties necessitates strong sustainable tourism management frameworks, such as data-driven techniques for monitoring environmental impacts, optimizing tourist

distribution, and successfully engaging local stakeholders. By examining both the country's local tourism destinations, reveals the importance of integrating natural resources, cultural potential, and statistical insights into tourism planning. Indonesia's grassroots community-based models and Kedah's regional policies and eco-tourism initiatives, will be examined further to uncover scalable and adaptable approaches for sustainable tourism management. Regarding the limitations of local tourism destinations, underutilized potential, limited structure, and visibility could be resolved by utilizing social media. A study in Assam and Odisha highlights how social media provides valuable insights into sustainable tourism and offers strategies to enhance tourism sustainability. The study also explains how to leverage social media's function in raising awareness and promoting eco-friendly travel destinations (Chatterjee & Dsilva, 2021).

Kemirikebo is a village located in Sleman Regency, Special Region of Yogyakarta, Indonesia. Although Kemirikebo Village is known for its goat farm and high-quality milk production, it is also recognized for its natural beauty, attracting tourists who enjoy nature and biking (Administrator, 2022). The nature tourism of Kemirikebo's village is known as the Downhill tourism. Kemirikebo is located at the foot of Mount Merapi, in a hilly, mountainous region with sandy and rocky soil. The tourism village itself offers various potentials, including its strategic location in the Special Region of Yogyakarta. It only took half an hour to reach the village by vehicle from Yogyakarta. Tourism is known as the main sector that drives Indonesia's economic growth, which encourages villages to develop by utilizing their potential and turning into rural tourism (Kurniawati, Pramono, Ayuni, & Adila, 2021). In addition to economic growth, sustainable tourism development in Kemirikebo Village can be achieved by promoting Downhill Tourism as a means of community empowerment.

Not only tourism is a sector that can drive economic growth, but can also be developed into sustainable tourism when properly managed. Nature is the most critical resource for sustainable tourism development. Communities that reside in attractive tourist destinations face significant to preserve their distinctiveness as a result of adverse development effects. This situation frequently arises from increased migration and tourist visits (Sutawa, 2012). Based on (Maritza, et al., 2022)'s report, Kemirikebo's Downhill Tourism contributes to sustainable tourism. While the village's economy is sustained by successful goat milk production, the "hidden gem" of Downhill Tourism has not developed further despite its potential. (Dee, 2020) stated that Kemirikebo Downhill held the Kemirikebo Downhill Series All Mountain Challenge in 2020, a successful event that increased the area's visibility. The project contributed to sustainable tourism and economic sustainability. However, the Kemirikebo community didn't continue to develop and utilize the maximum potential of tourism itself. It is seen as sustainable tourism because the village community looks after the Downhill tourism, but couldn't continue further for long-term sustainable tourism.

Social media has been instrumental in the promotion of tourism destinations and has shown highly positive impacts. For example, a study analyzing the impact of social media, particularly Facebook, on promoting tourism and heritage sites in Egypt highlights its importance (Azazz & El Labban, 2018). Tourism is identified as a significant economic driver. It is growing at a rapid pace and is considered a prospective route for development in many countries. Tourism is thus one of the significant sectors of e-commerce and benefits from the promotional activities of trips online. These social networking platforms serve as valuable tools for highlighting the positive attributes of the various destinations and communities, and for creating links and exchanges between tourists and these destinations. Social media is increasingly acknowledged as a strategic resource in leveraging the potential impacts of sustainable tourism. This facilitates connections with other companies and organizations that

are directly involved in the tourism process. There have been several empirical studies that look at the impact of Facebook, and all other social networking sites upon the demand and supply components in tourism, simply by stating their growing importance to the industry. In this respect, social networking serves as a tool for increasing awareness and visibility in tourism.

Thus, professional people in the hotel industry frequently use social media to promote destinations and enhance overall business performance. In this context, the study targeting tourism in Egypt, especially Al-Mu'izz Street, indicated that hotel marketers used social media to boost the effectiveness and performance of their location. Social media should be included as a part of tourism publicity tools, as it directly contributes to empowerment. (Sarkar & George, 2018) argue that amongst the most fundamental and crucial benefits of social media forums is their capability of transforming the concept of 'sustainable development' from an isolated business objective into a shared goal among diverse stakeholders interested in the future of tourism. A framework should be developed which would integrate multiple social media sites as tools for developing sustainable tourism. Such an inclusive approach comprises traditional and contemporary economies, capturing tourism trends typical of the digital era (Guzzo, D'Andrea, Ferri, & Grifoni, 2013). Through social networking, tourists and residents could engage in the development of sustainable tourism.

A notable example of community-driven tourism development can be found in La Fortuna, Costa Rica. One of the key benefits social media platforms offer is the potential for sustainable development to transition from being a purely commercial objective to a goal shared equitably among various stakeholders with an interest in the future of tourism (Cascante, Brennan, & Luloff, 2010). However, while social media is valuable, local social interactions remain essential for achieving sustainable tourism. Strong intra- and extra-community ties, open communication, involvement, distributive justice, and tolerance have been identified as crucial factors in fostering community agency. Community agencies in La Fortuna have enabled sustainable business, social, and environmental practices by cultivating local ties that enhance the community's ability to adapt. La Fortuna stands out as a prime example of a community with high levels of interaction, communication, involvement, tolerance, and distributive justice. Although social media is utilized, the study emphasizes that the key to success lies in these interactional elements, which are integral to community agency. In addition to social media, it is essential to incorporate the interactional elements of the field-theoretical perspective framework to enhance a community's capacity to adapt, particularly in the digital era. These interactional elements form the foundation for strengthening sustainable tourism practices, regardless of digital advancements.

The digital era has led to the widespread use of social media platforms such as Instagram. Instagram, one of the most popular platforms, allows users to create accounts for specific purposes, such as businesses promotion or a personal use and share content with the public. Instagram accounts are categorized as business or private accounts, and users must understand the platform's basic features to use it effectively (Rahmawati, Puspita T, Febriana, & Febriyanti, 2023). Instagram can serve as an efficient promotional tool for tourism, especially when its features are leveraged to create engaging advertising content. Kemirikebo's Downhill Tourism faces challenges in recovering as a sustainable tourist destination following the downturn caused by the COVID-19 pandemic. One contributing factor could be a lack of knowledge or skills in utilizing Instagram's digital features. This issue could be addressed by providing training to the community or those managing Kemirikebo's Downhill Tourism, focusing on digital literacy and Instagram usage. In late 2021, Kemirikebo's Downhill Tourism began attempting to recover from the pandemic's impact, as indicated by its latest Instagram

posts. However, the content posted was not effective in attracting tourists, lacking the appeal needed for significant recovery. Instagram can play a critical role in promoting Kemirikebo's Downhill Tourism by utilizing its content creation features. Digital content that showcases community involvement and is uploaded to Instagram can significantly boost promotion efforts, thereby contributing to sustainable tourism development (Hakim, Supeni, Gunawan, & Ayudyanita, 2020). Attracting public and tourist interest requires leveraging Instagram's features, such as creating compelling digital content that combines images of the tourism site's scenery and local culture. By including relevant hashtags and engaging captions, Kemirikebo's Downhill Tourism can enhance its visibility and attract more visitors (Sugiono, Oishi, & Yagi, 2023).

A previous report indicated that despite challenges related to limited technological skills, Kemirikebo's Downhill Tourism also struggled to attract more visitors (Maritza, et al., 2022). The issue is not that the Kemirikebo Downhill Tourism community is unwilling to grow, but rather that they face significant limitations. Even though the site has the potential to grow through strategic empowerment, it continues to experience a shortage of visitors. In 2020, the community organized an event called the All Mountain Challenge series, but it failed to significantly boost visitor numbers afterward. To address this issue, Kemirikebo's Downhill Tourism could benefit from utilizing modern technology, particularly the internet and social media, to improve skills, connections, and knowledge. Social media can serve as a promotional platform, helping Kemirikebo's Downhill Tourism reach a wider online audience. By leveraging these tools, the site could increase its visibility and attract more visitors. Social media has a substantial impact on both the supply and demand sides of the tourism industry, allowing destinations to engage directly with travelers through various online platforms while tracking and responding to feedback and service ratings (Kiráľová & Pavlíček, 2015). This demonstrates that using social media as a strategic tool could enhance and promote the Downhill Tourism site effectively. If implemented properly, social media could contribute to long-term marketing communication efforts.

A report by (Maritza, et al., 2022) also notes that the Kemirikebo community is eager to develop its potential and empower its Downhill Tourism spot for long-term sustainability. However, due to ongoing limitations, the community has struggled to fully capitalize on its potential to establish a sustainable tourism village.

B. Research Questions

Based on the information presented, this study aims to understand and explore the specific needs and aspirations of Kemirikebo's Downhill Tourism. Therefore, the research questions are:

- How would the Kemirikebo community utilize social media (Instagram) to help develop their Downhill Tourism site and enhance its sustainability?
- What approach will the community use to overcome limitations and improve their social media skills to empower themselves through Instagram?

C. Research Purpose

The research conducted has its purposes such as:

- To observe Kemirikebo's Downhill community's commitment to improving their potential, particularly through the use of Instagram.
- To identify the challenges that limit Kemirikebo's Downhill Tourism from achieving sustainable development.

- To outline strategies Kemirikebo's Downhill Tourism could implement using Instagram to support sustainable community development.
- To determine how Instagram can be used to raise awareness and promote the development of sustainable tourism.

D. Research Benefits

1. Academic Benefits

This research is intended to benefit communication studies, tourism development practitioners, and future researchers by providing a valuable reference on community empowerment in tourism.

2. Practical Benefits

This research aims to serve as a valuable reference for evaluating and assisting specific tourism development communities, organizations, or institutions focused on empowerment in tourism development. This research specifically addresses the empowerment of sustainable tourism communities and aims to enhance the performance of communication or empowerment practitioners by maximizing the potential of social media.

E. Literature Review

1. Previous Research

a. COMMUNITY EMPOWERMENT BY STRENGTHENING THE TOURIST VILLAGE AND EDUCATION

According to Kurniawati, Pramono, Ayuni and Adila (2021), in their study titled "Community Empowerment by Strengthening the Tourist Village and Education" published in the *Journal of Educational Innovation*, sustaining tourism involves empowering communities through education in tourism villages. This approach is particularly significant in Indonesia, where tourism contributes greatly to economic growth. The study highlights Indonesia's immense potential for rural tourism, indicating that many villages could develop their tourism resources through empowerment. The study outlines several strategies for strengthening tourism education, including Community-Based Tourism, which opens opportunities for rural communities to participate in tourism development by involving residents in decision-making, educating them about tourism, and enabling them to reap the benefits. Additionally, Social Media Marketing is emphasized as a tool for promoting tourism through digital media, fostering relationships and engagement with consumers. By utilizing the appropriate media to attract target audiences, sustainable tourism empowerment can be effectively developed through mindset training and marketing communication. These strategies can be applied to Kemirikebo's Downhill Tourism to promote sustainable tourism development. By taking the right steps and acting as a facilitator, the community can access various resources for empowering tourism, igniting their enthusiasm to overcome limitations, and building relationships with other communities and organizations. This study aligns with the theme of community empowerment through strengthening tourism locations and education to achieve specific objectives, as it aims to enhance the Kemirikebo Downhill Tourism community by improving educational opportunities. While the referenced study focuses on a specific potential for utilization, the current study emphasizes the importance of using social media to enhance the community's knowledge and education, ultimately contributing to the development of Kemirikebo's Downhill Tourism as a sustainable community.

- b. A study on the role of social media in promoting sustainable tourism in the states of Assam and Odisha

In a study titled "A Study on the Role of Social Media in Promoting Sustainable Tourism in the States of Assam and Odisha," published in *Tourism Critiques: Practice and Theory*, Chatterjee and Dsilva (2021) examine the role of social media in promoting sustainable tourism specifically in the states of Assam and Odisha state in Northeastern India. The study highlights how social media provides valuable insights into sustainable tourism and offers strategies to enhance tourism sustainability in Assam and Odisha. The authors explore how social media marketing serves as a tool for promoting sustainable tourism, connecting it with eco-tourism initiatives. They identify key socio-economic factors affecting sustainable tourism in Assam and Odisha. The focus of this study can certainly be a useful reference for Kemirikebo Downhill Tourism strategists on how to use social media to support sustainable development. The study further explains how to leverage social media's function in raising awareness and promoting eco-friendly travel destinations. This relates directly to the objective of utilizing social media to enhance Kemirikebo's Downhill Tourism as a sustainable tourism development initiative, aiming to create awareness and engage audiences locally and globally. This approach can help enhance the reputation of Kemirikebo's Downhill Tourism as a sustainable community. Overall, the study underscores the role of social media in promoting sustainable tourism through various objectives that align with the research on empowering Kemirikebo's Downhill Tourism. However, it differs in its specific location and focus, as this study primarily aims to promote the tourism community rather than fully utilizing the maximum potential of social media.

- c. Tourism-Based Economic Empowerment Gunungsari Tourism Village, Madiun Regency

In a study titled "Tourism-Based Economic Empowerment Gunungsari Tourism Village, Madiun Regency," published in *Italianisch*, Aziz, Rahman, and Sofa (2022) discuss the current tourism industry as a sector for developing countries, focusing on the utilization of natural resources and effective management based on their respective potentials. This study emphasizes that tourism generates income for local communities and enhances their economic well-being. This study demonstrates how empowering local resources can improve the economy through various strategies, including human resource development, institutional growth, expanding community capital, establishing profitable businesses, and fostering an entrepreneurial spirit. These strategies can provide valuable insights for developing Kemirikebo's Downhill Tourism, enabling the community to better understand and address their limitations in human resource development. This, in turn, will allow them to enhance their skills and abilities. Overall, this study offers a perspective on utilizing tourism potential for economic growth in specific tourism villages. Thus, this study has similarities with the current research that discusses the responsible utilization of natural resources in Kemirikebo's Downhill Tourism to promote effective tourism management and sustain the local community income. Both studies highlight the importance of empowering human resources to improve economic outcomes. However, this study primarily focuses on enhancing local income through economic empowerment, which limits its exploration of other potential strategies. Notably, it does not consider social media as a medium for promoting these initiatives.

- d. Issues on Bali Tourism Development and Community Empowerment to Support Sustainable Tourism Development

A study, written by Sutawa, titled "Issues on Bali Tourism Development and Community Empowerment to Support Sustainable Tourism Development," published in *Procedia Economics and Finance* in 2012, offers a new perspective on the challenges facing Bali's tourism sector, which may serve as a reference for addressing the limitations of the Kemirikebo community in developing their Downhill Tourism through community empowerment. According to the study, the goals of Indonesian tourism development include reducing poverty, protecting the environment and its resources, and fostering connections with other individuals and nations. The research indicates that local community empowerment is crucial for sustainable tourism development, as it ensures the longevity and resilience of tourism initiatives. However, Bali's tourism development has faced criticism due to environmental degradation caused by the agricultural sector, which has negatively impacted local cultural practices. The study defines sustainable tourism and identifies nature destruction as a significant threat to its viability. It also highlights the role of local communities in sustaining tourism development, providing insights that could benefit the Kemirikebo community in overcoming challenges. By understanding these issues, the Kemirikebo community can better prepare for potential obstacles and enhance their empowerment efforts. The similarity between this study and the current research, conducted on Kemirikebo's Downhill Tourism, lies in their shared focus on identifying challenges that the community faces and exploring possible strategies for empowerment to achieve sustainable tourism development. However, a key difference is that Sutawa's study emphasizes issues that support sustainable tourism development without incorporating the role of social media as a potential tool for engagement and promotion.

e. Community Service Report: Training and Development of Kemirikebo Tourism Village

A previous study, titled "Community Service Report: Training and Development of Kemirikebo Tourism Village," written by Maritza, et al. in 2022 may serve as a valuable resource for this research, as it focuses on the same aspect of tourism development empowerment. This study provides a detailed visualization of the current situation in Kemirikebo's Tourism Village, specifically highlighting the limitations the community faces in their efforts to empower themselves and develop Downhill Tourism. This report will act as an indicator of progress and success for the present research. Both the report and the current study share a focus on empowering Kemirikebo's Tourism Village as a sustainable tourism development initiative, with Downhill Tourism identified as one of the village's key aspects for sustainable growth. However, a key difference lies in the approach: the previous study empowers the Kemirikebo community directly by utilizing various potential resources and providing education to enhance their knowledge of tourism development. In contrast, the current research primarily identifies potential aspects for development through the lens of social media, rather than exploring all possible avenues for empowerment.

f. Tourism Village Promotion Strategy via Instagram (@kampunglawas)

A study, titled "Tourism Village Promotion Strategy via Instagram (Qualitative Study @kampunglawas)" written by Indriastuti and Wahyuni in 2022, discusses the empowerment of a specific community through the use of Instagram as a promotional tool. The study aims to explore the potential strategies for promoting village tourism using Instagram, with a focus on attracting more tourists to boost the local economy. It highlights how the village employs Instagram as a promotional method to showcase its tourism potential. The study's approach is largely synergistic

with the current research, particularly in addressing the common issue of tourism recovery post-pandemic (COVID-19). Both studies share the objective of exploring how village tourism can leverage Instagram to regain momentum and attract visitors. However, a key distinction lies in the scope of the research. While the study specifically focuses on Instagram as a promotional tool and its communication with audiences, it does not delve into the organizational aspects of the village community or how tourism organizations empower themselves to overcome challenges. In contrast, the current research seeks to explore the promotional strategy and how the community can organize and empower itself for sustainable development. Nevertheless, the study will serve as a useful reference in achieving the current research's objectives, particularly in understanding the role of Instagram as a promotional strategy for tourism villages.

2. *Theoretical Framework (Conceptual Framework)*

a. Tourism Empowerment

Empowerment has been extensively theorized, studied, and applied across various disciplines, including social work, community psychology, health promotion, and organizational studies. Unfortunately, it has also gained a negative reputation as a buzzword in the consulting, self-help, and policy industries. There are numerous ways to define and assess empowerment, which contributes to the challenges surrounding the concept. One of the most significant issues with empowerment is the lack of a clear and consistent definition, particularly when used by politicians and others without concrete meaning. According to Retna Sari (2020), empowerment is a staged process rather than an instantaneous event. Community empowerment is a method aimed at improving the standard of living or quality of life through activities that reflect the community's needs and preferences. Empowerment enhances a community's capacity, providing a clear path for individuals to make meaningful changes in their lives. Community empowerment programs are typically implemented using a bottom-up approach, allowing communities to initiate, plan, and supervise development activities. The goal is for communities to become self-sufficient, addressing their own needs and challenges by utilizing their available resources and potential. The concept of empowerment is inherently ambiguous and often political; its interpretation can vary depending on one's perspective. For example, Empower America, a right-wing think tank founded in 1993 by conservative Republican leaders, promotes an interpretation of empowerment tied to their political ideologies (Perkins, 2010).

In recent decades, the term "empowerment" has spread into the field of international development. Scheyvens and Watt (2021) note that governments, donors, development banks, NGOs, and corporate actors frequently use the term in discussions about participation, communities, gender, and well-being. However, the discourse around sustainable development is less enthusiastic about empowerment, often failing to recognize its critical role in achieving social, economic, and environmental objectives. Understanding empowerment requires exploring the concept of "power," which underpins the term. Power is often viewed in hierarchical, dichotomous terms, synonymous with dominance. In tourism, empowerment can be seen as both a cause and a result of community involvement in tourism development (Nordin, Lonik, & Jaafar, 2014). In this context, empowerment refers to the process of enabling local communities to mobilize resources, make decisions, take action, and achieve social justice. This concept is highly relevant to tourism development, where the economic growth potential can be realized through community empowerment.

Tourism empowerment is closely tied to the digital era, which necessitates significant advancements in community utilization and promotion of its potential. Research demonstrates that smart tourism—combining tourism management, services, and marketing—along with changing strategies and decision-making in tourism businesses and organizations, results in highly effective information services. These services are based on visitor needs and digital footprints gathered from big data (Wiratini M & Yasa, 2020). In the digital age, communities are expected to keep pace with the advancement of information technology, focusing on mental and physical preparedness to take advantage of opportunities and meet challenges. Empowering communities through training, education, and technology integration enhances their standards of living and their ability to utilize tourism's potential while addressing limitations. Tourism development that focuses on the environment and local culture plays an essential role in preserving cultural heritage and conserving natural resources. As Akbar, Noviyanti, Siti Khadijah, and Deinaputra (2021) state, tourism is a critical economic sector, especially in tourist destinations. Economic growth is vital in such areas, making tourism empowerment a crucial indicator of sustainable development. Technologies, entrepreneurship, and other local potentials are key to achieving this empowerment. Nordin, Lonik, and Jaafar (2014) further emphasizing the importance of community involvement in sustainable tourism development, stressing that empowerment plays a pivotal role in utilizing technology and social media as tools to promote tourism potential. Entrepreneurship is an essential component of tourism empowerment, as it involves recognizing investment opportunities, gathering resources, and taking action to create businesses that capitalize on those opportunities. An entrepreneur is defined as someone willing to take risks, search for business opportunities, and create a business or organization to exploit those opportunities.

Sustainable development in tourism is not a static aspiration but rather a long-term guiding framework that prioritizes balanced growth. The concept of sustainable tourism emphasizes balancing social, economic, and environmental goals. Sustainable tourism development considers the needs of visitors, businesses, the environment, and host communities while accounting for the economic, social, and environmental impacts of current and future tourism activities. Sustainable tourism is often described through eco-tourism, which responsibly utilizes natural environments to benefit both tourists and local communities. Eco-tourism promotes environmental conservation while also contributing to the local economy. Sustainable tourism seeks to benefit residents by leveraging natural resources, educating both tourists and locals and effectively planning to maximize economic returns. Damian, Munoz, and Ramirez (2013) identify several approaches to understanding sustainable tourism:

1. **Institutional Approach:** This approach focuses on creating relationships and partnerships with institutions to support tourism activities.
2. **Product Approach:** This involves the study of tourism products, their commercialization, and consumption as a means of generating profit.
3. **Historical Approach:** This perspective examines the development of tourism institutions over time and analyzes tourism from multiple viewpoints.

4. **Managerial Approach:** This approach centers on the administration and strategic planning needed to improve tourism business operations.
5. **Economic Approach:** This analyzes tourism's contribution to economic development.
6. **Sociological Approach:** This considers the sociological impacts of tourism on local communities.
7. **Geographical Approach:** This approach focuses on promoting tourism destinations by highlighting their geographical features.
8. **Interdisciplinary Approach:** This approach integrates multiple fields of knowledge to provide a holistic understanding of tourism.
9. **System Approach:** This method involves a comprehensive analysis of tourism within a specific category, allowing communities to position and identify themselves within the tourism sector.

b. Social Media

Social media can be broadly defined as a collection of interactive Internet applications that enable the creation, curation, and sharing of user-generated content, either individually or collaboratively. There is a wide variety of social media platforms, including dating sites, Craigslist, Facebook, Instagram, YouTube, Friendster, and websites dedicated to sharing recipes. While all social media platforms share the aforementioned characteristics, they also differ in several ways (Davis, 2019). Social networking traditionally refers to meeting new people and forming new connections, but this contrasts with typical user behavior. Specifically, users of social networking sites prefer interacting with their pre-existing social contacts rather than forming new connections. Social media is integrated into the political economy, institutions, interpersonal relationships, and personal identities, blurring the lines between online and offline, work and play, and public and private spaces.

Another definition of social media is that it refers to modern media forms that encourage audience participation. Media development is often divided into the broadcast age and the interactive age. During the broadcast era, a single entity, such as a radio station, television network, newspaper publisher, or film studio, typically disseminated messages to large audiences. The advent of digital and mobile technologies, which facilitated large-scale interaction, ushered in a new era of media where interactivity became central to media functions. Now, a single individual can address a large audience and receive immediate feedback (Manning, 2014). Social media has its core characteristics, whether mobile or stationary and while not always digital, the rapid advancement of technology in the digital era has shaped social media networking. Although platforms like Facebook sometimes allow passive viewing of posts, social media always offers some level of participation. Thus, social media in the digital era exhibits several characteristics, including:

1. **Email**

Email is one of the most widely used forms of communication online. It allows users to create accounts to send and receive messages. Many workplaces have strict policies regarding the use of email, and employees in public organizations are often subject to open records laws. Email existed before the internet, with businesses using local networks to send messages. As the internet became popular, it enabled message exchanges across servers. Email is a fast and reliable way to share information with many recipients or send documents, images, and updates quickly.

2. **Texters**

Similar to email, texting is a two-way communication tool that allows users to send messages quickly to one or more recipients. Text messaging evolved from chat programs that enabled rapid communication through text characters over the internet.

3. **Blogs**

The term "blog" originates from "weblog." A blog is an online page that allows individuals or groups to share ideas or knowledge with a large audience. Blogs cover a wide range of topics, including political issues, and typically feature a discussion board where readers can interact with the author and other commenters.

4. **Message Boards**

Message boards are popular for individuals seeking advice or social support, such as wounded soldiers adjusting to life after war or individuals facing health challenges. Fans of television shows and other forms of entertainment frequently visit message boards to discuss specific topics.

5. **Social Networking Sites**

Social networking sites like Facebook have become nearly unavoidable in modern society. Even those who do not participate in these platforms often hear about them from others. Although social networking sites initially encouraged users to meet new people, many now discourage adding unknown connections. These platforms also provide a space for users to share social or political viewpoints and access a variety of information.

Social media is highly popular in this era of globalization, with users predominantly comprising youths, though people of all ages, including children, also engage with it. Social media can be used for various purposes, such as business, marketing, and promoting companies or organizations. If used wisely, social media holds significant potential (Sahoo & B.G, 2017). In the tourism industry, for instance, social media plays an important role in marketing, enabling destinations to reach a global audience. It plays an essential role in sharing information, promoting tourism, interacting with broader audiences, and employing marketing strategies to enhance tourism promotion. Social media allows users to share details about tourism destinations through pictures, videos, and other content.

When used to promote companies, organizations, or communities, social media allows users to promote themselves through written reviews, videos, pictures, blogs, and advertisements to reach wider audiences. However, for social media to be effective, it must be used to its maximum potential, and certain strategies are recommended to improve awareness and promotion. In the tourism sector, social media can engage audiences by showcasing the natural environment of eco-tourism destinations, providing a visual experience, and serving as a communication tool. Sahoo and B.G (2017) suggest several strategies for utilizing social media in tourism development:

1. **Create awareness** about specific tourism destinations using videos and campaigns on social media.
2. **Establish a live channel** managed by the tourism destination on social media.
3. **Further promote** the natural environment and potential of tourism destinations on social media.
4. **Display detailed information** in the bio section of the channel's account.

5. **Utilize multiple platforms**, including Instagram, Twitter, TikTok, Facebook, and others.

c. Community Development

Community development has significantly improved and evolved. To describe community development, it is essential to first define what "community" means. Communities can be groups of people linked by a shared geographical location or common interests (Phillips & Pittman, 2009). Development, on the other hand, refers to a process that fosters growth and positive changes, whether physical, economic or in other aspects, within a specific community. By combining these definitions, community development can be understood as an evolutionary process in which individuals within a community collaborate to solve problems and enhance various components—social, economic, environmental, and more—in a positive way. The primary goal of community development is to foster the intellectual and emotional growth of individuals, leading to overall progress within the community. In the modern era of globalization, community development often relies on various aspects of contemporary advancements, including technology, to achieve progress. New technologies, such as the internet and digital tools, provide numerous functions that can assist communities in their development efforts, aligning with current trends and consumption patterns. Economic development is one key aspect of community development and is often seen as a significant indicator of a community's successful growth.

Community development typically focuses on human development, particularly the strengthening of human resources within a community, to achieve economic gains. Economic progress is often viewed as a marker of a community's advancement, and thus, the improvement of human resources is crucial. This involves enhancing individuals' abilities to identify and solve problems by utilizing available technologies such as the Internet and social media. These technologies offer solutions to challenges such as poverty and environmental degradation, which often hinder development efforts in specific communities (Schutte, 2016). Successful economic development, supported by the strategic use of technology, serves as a key indicator that a community has developed.

In addition to economic development, there are other important indicators of community development. A community can be considered successfully developed if various aspects demonstrate growth and positive change through the effective use of available potential. Human resources are essential to the process of community development, and certain elements must be applied within the community to ensure sustainable progress. This involves not only the participation of the community itself but also the integration of various aspects that contribute to development. According to Ukomandu (2018), community development is characterized by the involvement of all members of the community and operates as a self-help movement in response to a recognized need. One of the technological advancements that can be utilized to its full potential in community development is social media. When used wisely, social media proves to be a powerful tool in nearly every aspect of community improvement. Incorporating social media into the concept of community development can strongly contribute to empowering the community and fostering growth.

d. Media for Empowerment

Media can be broadly defined as a plural form of "medium," encompassing all communication channels, including digital data and print media (Rosencrance, 2023). In the context of communication, media refers to the outlets or tools used to deliver information and content, such as print media, news, digital media, and advertising. These elements represent the core components of the mass media industry. The rise of media has created significant opportunities in areas such as entertainment, education, communication, and development, particularly in the digital age, where various platforms can be accessed through different media channels (Rozendaal, 2017).

Media plays an essential role as a tool for empowerment. The platforms used to access media are supported by technological devices, making it an effective tool for empowerment. Media can be used for promotional or commercial purposes, helping individuals or organizations achieve their goals by serving a production role (Shi & Yang, 2016). However, people are not automatically empowered by using media tools; they must use these tools creatively to empower themselves. Media empowerment involves four key qualities:

1. Knowledge
A fundamental aspect of media empowerment is understanding what media is, how it is created, and by whom. This knowledge allows individuals to actively and purposefully utilize media to achieve specific goals.
2. Intuition
The ability to actively and consciously engage with media empowerment strategies requires cognitive skills and intuition.
3. Skill
Effective implementation of media empowerment strategies involves setting clear intentions and applying skills to use media actively and consciously. The media's simplicity and accessibility make it easier to apply these strategies.
4. Motivation

To maximize the potential of media for empowering and developing communities, media must be used efficiently and effectively. For example, promoting a village's potential through new media is crucial for both educational outreach and commercial promotion. Developing promotional content for new media platforms, which have a broad user base, requires specific skills, creativity, and originality to attract attention (Affandi & Fitrananda, 2023). Without proper training, content creation may result in unappealing material that fails to highlight the village's tourism potential. A lack of expertise in utilizing new media strategies, such as selecting appropriate media, effectively using key moments, understanding promotional strategies for audience engagement, and maximizing new media features (e.g., Instagram), can lead to promotional failures in relevant forums. To enhance the village's tourism potential through new media, the media team should guide on the following:

1. How to use new media effectively (strategies)
2. Selecting appropriate medium (media) for promotion
3. Effective promotion strategies for relevant forums
4. Effective usage of hashtags significantly
5. Engaging influencers for an effective promotional process

6. Taking advantage of unique opportunities for promotions or advertising purposes.

F. Research Method

Research is the process of seeking facts and knowledge about a specific subject or topic. It often employs in-depth interviews to uncover underlying motivations and desires (Kabir, 2016). Research method describes the methods you can use to conduct your research. The research method refers to the specific techniques used to conduct research. Studies aimed at understanding how people feel or think about a particular subject or organization are generally categorized as qualitative research. A comprehensive understanding of various methods and techniques, such as conducting experiments, surveys, tests, and critical analyses, is a crucial aspect of research methodology.

1. *Research Method and Approaches*

This research will be conducted using qualitative methods to analyze and evaluate the Kemirikebo Community Village. The aim is to gather information related to the community's development and actions through the empowerment of their tourism site. Qualitative research typically involves descriptive data, focusing on non-numerical insights, which is especially important in the behavioral sciences where the goal is to understand the causes of human behavior (Kabir, 2016). It is concerned with the quality or variety of phenomena, providing in-depth analysis rather than numerical measurement. According to Bhome, et al. (2013), the foundation of qualitative research lies in comparing phenomena based on their quality or type. In-depth interviews, along with other methods, are used in qualitative research to uncover participants' underlying motivations and desires. This approach emphasizes open-ended questions to capture specific data such as feelings, emotions, and subjective perceptions. Qualitative research is particularly designed to explore how people feel or what they think about a given subject, often focusing on naturalistic or anthropological contexts.

To achieve the objectives of this study, qualitative methods will be employed to collect descriptive data. This study will be transcribed with as much detail as possible. The research will focus on the Kemirikebo Community Village in Yogyakarta, Indonesia, to investigate the community's efforts to empower tourism development, especially through social media and strategies to overcome limitations. The qualitative data collected will play a critical role in evaluating the impact of the information provided. Conducting research using qualitative methods will enhance the quality of the survey, generate hypotheses for evaluation, and expand on the findings from the evaluation process.

2. *Research Time and Location*

This research was conducted from February 2023 until its completion. Data and information were gathered at Kemirikebo Community Village, Girikerto, Turi, Sleman Regency, Special Region of Yogyakarta, along with specific data from target audiences.

3. *Research Informants*

In the context of a research survey, informants play a crucial role as the primary source of data. They are individuals who participate in a scientific investigation, providing information or data, and who are observed during the research process. These individuals may also be part of a specific virtual group or referred to as "participants" in a research study (Kucharski & Torres, 2012). Informants are essential to gathering information from a broad range of people within a community. In this study, the informants need to be well-versed in the details of the specific community being researched, such as the Kemirikebo Tourism Village. They must know the village's climate, geographical location, culture, limitations, and organizational strategies. Specifically, the informants must be familiar with all aspects of the Kemirikebo Tourism Village Community. The informants for this study will include the head chief of the Kemirikebo Tourism Village Community, participants who have previously contributed to the community's empowerment, and Instagram followers of the Kemirikebo Tourism Instagram account, ensuring the researcher can gather accurate data. In qualitative research, the data collected is potentially valuable and reliable, particularly when employing data collection methods based on ethical research principles. These methods are generally classified into three categories and are widely used in evaluations: in-depth interviews, observation techniques, and document analysis (Kabir, 2016).

4. *Data Collecting*

a. Observation

Observation is a key method of learning about the environment. Researchers observe participants in their natural settings, using all their senses to gather data. Humans are inherently capable of gathering information about their surroundings through sensory perception. According to Kabir (2016), observation in research involves more than just seeing and hearing; it is "systematic inquiry made public." This process may involve observing a person, entity, or organization without their knowledge, enabling researchers to collect unbiased data. Data collected through observation can yield precise information, provide structure, enhance generalizability, ensure reliability, and minimize observer bias. This research will adopt one of Kabir's techniques, focusing on natural, subjective, and objective observation, potentially utilizing direct observational approaches.

b. In-Depth Interviews

This research will employ a qualitative method through in-depth interviews, which involve detailed, intensive discussions with a small number of participants to explore their thoughts and perspectives thoroughly. These interviews involve asking questions and receiving detailed responses from the respondents. Various forms of interviews can be used, including individual, face-to-face, or group interviews. If respondents are not available for face-to-face interviews, alternative methods such as telephone or electronic communication (e.g., voice messages) can be used. In this study, in-depth interviews will be conducted face-to-face, but if unforeseen

circumstances arise, online media such as phone calls or text messages may be used. The interviews will be structured, ensuring the conversation stays focused on relevant topics, and will likely involve recording the sessions to ensure accurate data collection (Kabir, 2016).

c. Documentation

Documentation in this research will involve the use of both electronic devices and physical documents to gather and interpret information. The study will utilize methods such as photographic analysis using electronic devices to collect and analyze data, as described by Kabir (2016). This involves capturing and reviewing long sequences of operations via cameras. Additionally, physical documents such as reports and studies related to the research topic will be reviewed to obtain accurate data.

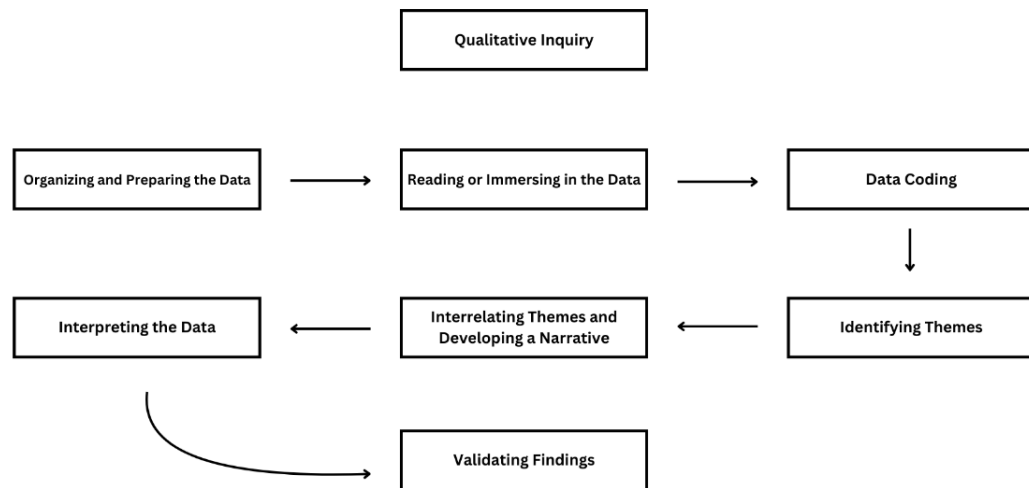
d. Previous Journal Report

To ensure accuracy, the research will draw from various sources, including journals, books, e-journals, websites, blogs, and other relevant materials. This includes case studies, reports from previous research, and even personal diaries (Kabir, 2016). Diaries, as used in research, refer to records of frequent, contemporaneous events or experiences documented by previous researchers, serving as a basis for this study. A principal component analysis (PCA), as discussed by Kabir (2016), may also be applied to analyze data by extracting uncorrelated variables from a larger data set. Data from prior studies will be further analyzed to fully explore its potential and application in this research.

e. Sampling Technique

Sampling involves observing one or more individuals, machines, or processes repeatedly over time (Kabir, 2016). It allows researchers to conclude a population by studying a representative sample, rather than every individual. This research will use non-probability sampling, which involves selecting participants based on specific criteria that align with the research questions. The interviewees or informants in this study will be chosen as a sample group to collect data relevant to the research objectives.

5. Data Analysis Technique



John W. Creswell

Table 1.1 Data Analysis Technique Implementation

- a. Organizing and Preparing Data
Involves gathering all qualitative data, such as interviews, observations, field notes, and documents, and preparing them for analysis. This may include transcribing interviews, typing up field notes, or organizing visual materials
- b. Reading or Immersing in the Data
Researcher familiarize themselves with the data by reading through it multiple times. This step allows for a broad understanding of the content and begins to highlight initial patterns or themes.
- c. Coding the Data
Creswell (2013) emphasizes the importance of coding as a key step in qualitative data analysis. This involves segmenting the data into meaningful chunks and assigning codes (labels) to those segments
- d. Identifying Themes
After coding, group similar codes together to form broader themes or categories. These themes represent the central ideas or patterns that emerge from the data (Creswell, 2013).
- e. Interrelating Themes and Developing Narrative
Once themes are identified, they are synthesized to create a coherent narrative or explanation of the findings. This step involves linking themes to the research objectives and showing how they interact or build on each other.

- f. **Interpreting the Data**
Researchers reflect on the meaning of the findings and relate them to existing literature, theoretical frameworks, or practical implications. Interpretation goes beyond mere description to include analysis and explanation of how the data answers the research question.
- g. **Validating the Findings**
Cresswell (2013) highlights the importance of validation in qualitative research to ensure trustworthiness. Strategies include:
 - 1. **Triangulation**, using multiple data sources or methods to corroborate findings.
 - 2. **Member Checking**, sharing interpretations with participants to confirm accuracy.
 - 3. **Rich, Thick Description**, providing detailed descriptions to allow readers to determine the applicability of findings to other contexts.
 - 4. **Peer Review or Audits**, consulting with colleagues to ensure interpretations are logical and unbiased.

CHAPTER 2

RESEARCH OBJECT GENERAL OVERVIEW

A. Kemirikebo Downhill Tourism Track (KDH)



Picture 2.1 *Kemirikebo's Downhill Tourism Bike Track*

1. Overview

Kemirikebo is a hamlet in the Special Region of Yogyakarta, located on the slopes of Mount Merapi in Girikerto Village, Sleman Regency. This area has become known for its nature-based tourism and bike park, and it was originally recognized as one of Yogyakarta's largest goat milk producers. The Kemirikebo Downhill Tourism Bike Track, established in 2019, has since become a popular destination among cyclists for its scenic and relatively accessible trails.

The Kemirikebo Downhill Track is one of several bike parks in the Special Region of Yogyakarta, alongside other popular destinations like Klangon and Bambooland (Ngepring Purwobinangun). The track spans over 1.5 kilometers and initially had two active routes from 2019-2020, with the starting line at Bhumi Naraya Farm and extending toward the neighboring Ngandong Village. In 2021, a new track was added, beginning near the Ngandong hamlet. This route passes through private gardens, with land rented from residents under a mutually beneficial arrangement. Most residents are open to renting their land for the track, as it brings in income and supports the area's tourism.

2. History

Kemirikebo has existed as a community since before the 1960s and was historically one of four sub-districts within Girikerto. Traditionally recognized for its agricultural economy, Kemirikebo initially relied on Klutuk guava cultivation, later shifting to snakefruit (salak), both harvested from the slopes of Mount Merapi. Over

time, however, the guava industry declined, and competition with Pondok snakefruit contributed to a downturn in the local snakefruit market. Despite these changes, agriculture remains integral to Kemirikebo's identity, with a small number of residents continuing tofu and tempeh production—a practice that began in the 1990s.

In alignment with the village's agricultural strengths, community members introduced goat and cattle farming, implementing regulations to ensure that farms were established outside designated tourist areas to maintain village cleanliness. Subsequently, the local youth organization, Karang Taruna, identified the village's potential for tourism. Supported by community partners, the concept for the Kemirikebo Downhill Track emerged, modeled after similar bike tracks in neighboring areas. Construction on the track began between 2019 and 2020, initially funded by Bhumi Naraya Farm. By 2021, a second track was completed, extending the attraction to two active tracks with a combined length of 1.5 kilometers. Portions of the track traverse privately owned land, which is rented to facilitate shared profits.

Originally named the KDH Track (Kemirikebo DownHill Track), it was subsequently rebranded as KDH Bike Park (Kemirikebo Desa Hore Bike Park). Since its opening in November 2019, the track has consistently attracted visitors, especially during the height of the COVID-19 pandemic when outdoor activities, such as cycling, grew in popularity. Initially, the park primarily attracted athletes and mountain biking enthusiasts, but its popularity surged in 2020. However, after 2022, visitor numbers began to decline despite continued maintenance and development by the management team. Today, KDH Bike Park is frequented mainly by athletes and tourists on weekends and holidays.



Picture 2.2 Goat Farm in Kemirikebo



Picture 2.3 Goat Farm Branch

Given Kemirikebo's community-managed environment, the local youth organization, Karang Taruna, recognized the potential to align the village's vision with responsible land and farm management. With input and support from various community partners, the concept for the Kemirikebo Downhill Track was developed. Inspired by the nearby attractions of Klangon and Bambooland (Ngepring Purwobinangun), the aim was to establish a unique tourist destination in Girikerto. Construction of the Kemirikebo Downhill Track took place between 2019 and 2020, funded initially by the village's first investor, Bhumi Naraya Farm. At first, the attraction featured a single track starting from Bhumi Naraya Farm, and in 2021, a second track was added, beginning in Ngandong Village, thus expanding the park to two active tracks. The tracks cover a width of 1.5 kilometers and cross several privately owned parcels within the community; these parcels are rented to allow profit-sharing with local landowners.

Originally titled the KDH Track (Kemirikebo DownHill Track), it is now known as KDH Bike Park (Kemirikebo Desa Hore Bike Park). The park has been in operation since November 2019. During the COVID-19 pandemic in 2020, the KDH Bike Park saw peak attendance as interest in outdoor activities, including cycling, surged. While initially visited mostly by mountain biking enthusiasts and athletes, the park quickly gained popularity, attracting a broader audience of individuals, groups, and cycling communities eager to experience the track.

However, after 2022, the number of visitors declined, despite continuous maintenance and development efforts by the management team. Currently, KDH Bike Park remains operational, though with fewer visitors and primarily attracting athletes and weekend tourists.

3. Organizational Structure

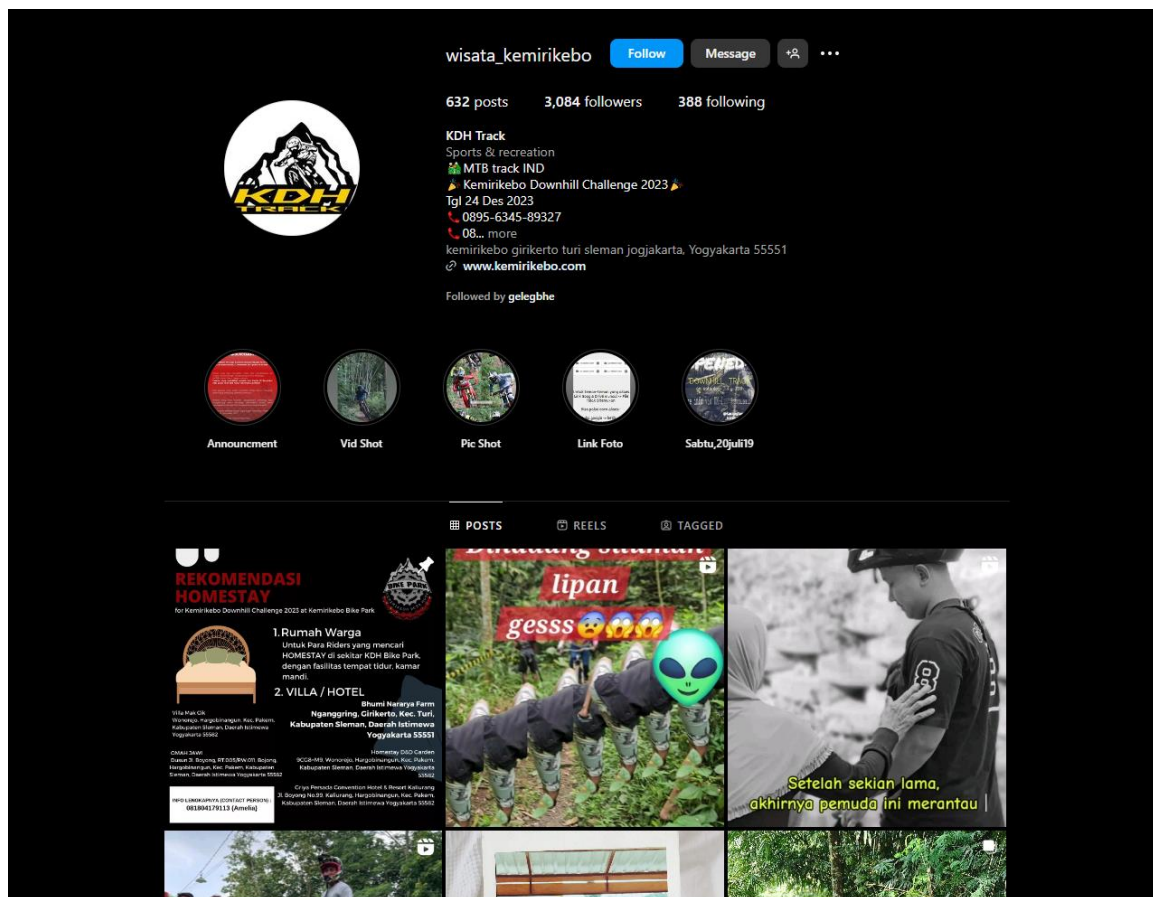
The organizational structure of the Kemirikebo Downhill Track is managed collaboratively by the Village Society and the Karang Taruna (Youth Organization). The founder and leader, Sidik Priyono, also serves as the Village Chief, a role he has

held since mid-2007. He is expected to continue in this position until 2030, marking a 20-year tenure. In addition to his duties as Village Chief, Sidik Priyono is directly responsible for overseeing the KDH Bike Park. Below is a list of individuals and their respective positions involved in the management of KDH Bike Park.

NO	Position	Coordinator Name	Member's Name
1	Founder / Erector	Sidik Priyono	
		Suyatno	
		Amanta	
2	Chairman	Anggid Prasetya	
3	Vice Chairman	Purwadi	
4	Secretary	Suparman	
		Fajrin Dwi R	
5	Treasurer / Chamberlain	Diva Octavia D	
		Septina Erni K	
6	Field Coordinator	Roma Marjianto Winarno	
		Winarno	
7	Loading Coordinator / Pilot	Nur Tanto	Dona
		Iskandar	Rismadi
			Ilham Kusnandar
			Dadang Andri
			Paryanto
			Rudianto
			Roma
			Parman
			Purwadi
			Wandoko
			Eko Prasetyo
			Deni
			Ngadiman
			Siti Priza

Table 2.1 Kemirikebo Downhill Track Organizational Structure

B. Wisata Kemirikebo Instagram Account



Picture 2.4 @Wisata_Kemirikebo Downhill Track Instagram Account

Source: @wisata_kemirikebo Instagram Account

1. Overview

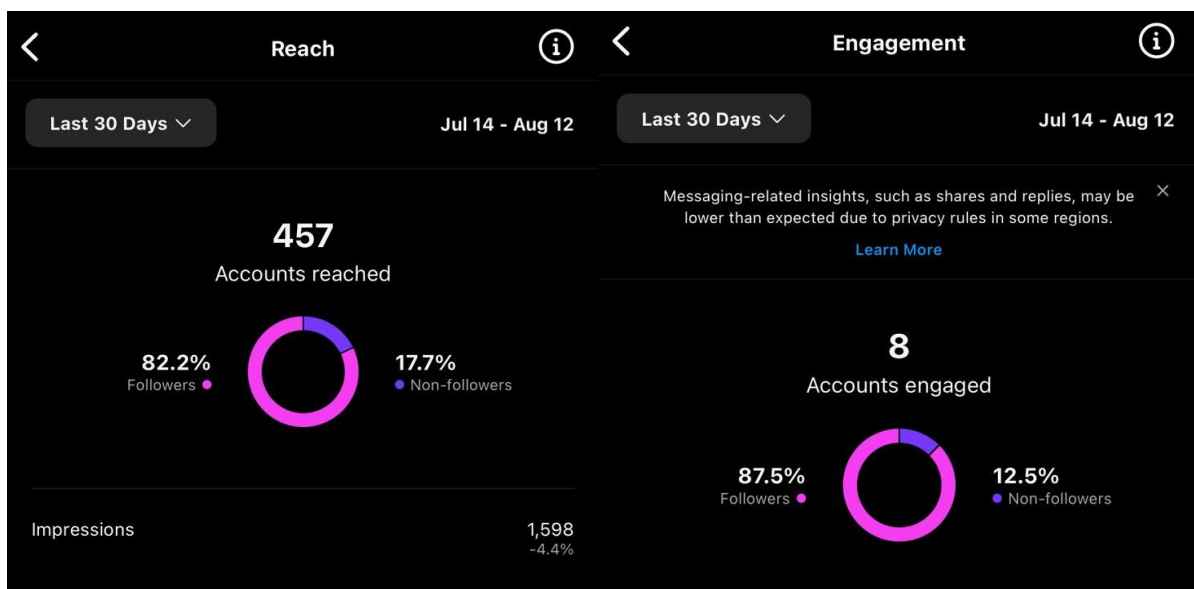
The Instagram account for Kemirikebo's Downhill Track (KDH Bike Track) was created in June 2019, coinciding with the initial construction of the track. Initially, the account was designed to provide general information about Kemirikebo village, covering aspects beyond the downhill track, such as local culture, social life, nature, tourist attractions, and goat milk production. Its initial purpose was to promote the track's first event internally within the community, recognizing the track's potential as a community empowerment initiative.

As interest in the track grew in 2020, particularly during the COVID-19 pandemic, the community recognized Instagram's potential as a marketing tool. With input from community partners, the Instagram account shifted its focus to provide specific information about the Kemirikebo Downhill Track, allowing it to serve as a primary platform for promoting the attraction. Despite the lockdowns, the track saw a surge in visitors in 2020, posing challenges for the village in managing crowds and adhering to health protocols. By implementing a visitor limit and health requirements, the track remained open while ensuring visitor safety—a strategy that, surprisingly, generated even greater interest in the attraction.

Over time, the Instagram account evolved into an effective promotional tool, significantly increasing exposure and attracting a broad audience. The community developed a content strategy that included posting at least three times per week and updating Instagram stories every two days. The primary target audience was domestic tourists of all ages, though the account also occasionally drew international interest, demonstrating the success of its promotional approach

The increased visibility of Kemirikebo's Downhill Track on Instagram led to a notable rise in visitors. In response, the community organized races and large-scale events, some sponsored by prominent companies and government bodies, further enhancing the track's profile. By 2023, the Instagram account, together with the track, had grown into a sustainable attraction, solidifying Kemirikebo's position as a notable tourist destination.

2. Insight



Picture 2.5 Wisata_Kemirikebo Instagram Account Insight in 2024 (Accounts Reached)

Wisata Kemirikebo's Instagram account began to decline after hosting its last major event, the KDH Series, in 2023, an event initially intended to become an annual fixture. Despite high expectations, the event saw limited visitor interest, leading to a downturn in engagement for both the Kemirikebo Downhill Track and its social media promotion. As visitor numbers dwindled, the reach and engagement of the Instagram account also declined, impacting both the account's management and the operation of the track itself. One of the main challenges facing the track's operations has been a gradual reduction in available human resources within the community. Currently, the track remains open, though it typically operates only on weekends due to limited staffing and a decrease in social media promotion efforts. Most of the remaining visitors are members of cycling communities or athletes using the track for training, with a few others stopping by for a quick weekend getaway. Although the Downhill Track's Instagram account initially exceeded expectations in its reach and impact, interest has since faded, signaling the natural lifecycle of the attraction's popularity.

3. Media Team



Picture 2.6 *Current Instagram Account Operator (Fika)*

Before shifting to a more passive role of primarily reposting visitor content, the Wisata_Kemirikebo Instagram account was actively managed by the Kemirikebo Downhill Track media team. From 2019 to 2023, the account was handled by Fajrin, Anggit, and Herman; management then transitioned to Herman and Fika from 2023 onward. Since the last major event, the account's activity has mostly involved reposting content shared by visitors and riders. Initially, the media team received substantial support and feedback from community members and audiences, which aided in developing the account's promotional strategies. Several local communities also contributed by sharing best practices and providing training sessions for the media team, helping to strengthen the account's reach and engagement.

CHAPTER 3

FINDINGS

Kemirikebo's Downhill Tourism reached its peak popularity in 2020, specifically when COVID-19 pandemic. After the peak of popularity, Kemirikebo faced setbacks due to certain challenges and limitations. In the digital era, Kemirikebo utilizes social media in order to regain its popularity and rise back up again as a sustainable tourism development. Kemirikebo's most faced challenge was the lack of human resources. Kemirikebo is a community that has their own culture, at the beginning of its downfall, Kemirikebo was trying to regain its popularity by overcoming their limitations. The local community has planned for a sustainable development strategy by utilizing the social media but still lack of knowledge. They acknowledge this potential and step up into a higher level in collaborating with external communities or even gaining sponsorship from some company. But still, by the lack of human resources and knowledge in developing sustainable tourism destination, Kemirikebo encounter a slight vacuum state which made the Downhill track is not well managed due to less visitors by the lack of visibility from the track. This is seen as a potential from a specific external community by utilizing the Karang Taruna as the foundation on revitalizing Kemirikebo's Downhill Track.

A. Kemirikebo's Downhill Tourism Empowerment

1. Motivation

Established in 2019, Kemirikebo Downhill Track (KDH) reached its peak popularity in 2020, coinciding with the COVID-19 pandemic, which accelerated its rise as an attraction during the Digital Era. Initially, Kemirikebo was relatively unknown; however, as the potential of the downhill track became evident, it quickly garnered widespread attention, surpassing the expectations of the Kemirikebo community. The decision to develop this tourism attraction was motivated by the unique environmental features of Kemirikebo's land, and the project ultimately led to the creation of the Downhill Track. Located in Girikerto, Kemirikebo is surrounded by other downhill tracks, further encouraging the community's investment in a similar tourism venture. In addition to goat milk production, Kemirikebo's community recognized the value of establishing a bike-sport tourism attraction. The community, including several goat milk producers, contributed resources to support the development of KDH. Parts of the track traverse private property, and landowners agreed to participate with the understanding that they would share in the track's profits. In an interview with Head Chief Pak Sidik on June 26, 2024, he emphasized the following:

"The potential for the Kemirikebo Downhill Track emerged due to the community-managed environment, supported by youth organizations. The initial investment came from community members, including goat milk entrepreneurs, who dedicated significant resources to establish the Downhill Track, aided by residents and youth organizations."

[“Dikarenakan lingkungan yang dikelola Masyarakat Kemirikebo dengan bantuan karang taruna, dari situ awal mula ditemukannya potensi track Downhill Kemirikebo. Investasi dari warga atau Masyarakat yang mana pengusaha susu kambing membantu untuk pembentukan track Downhill Kemirikebo tersebut. Bapak bapak atau pengusaha susu kambing banyak merelakan dana untuk membentuk track Downhill tersebut dengan bantuan warga dan juga karang taruna ikut terlibat dalam pembentukan track Downhill Kemirikebo”]



Picture 3.1 Goat Milk Producer in Kemirikebo

According to Pak Sidik, while the Karang Taruna (youth organization) played a pivotal role in establishing the KDH Track, sustainable management requires additional expertise. Given the community's limited experience operating a tourism attraction, he explained that a formalized organizational structure would be necessary to support the attraction effectively. He added:

“Our team includes a mentor or advisor, and most managers are from the youth organization. We differentiate between management and individual managers. Management accountability lies with the youth organization, with specific roles including Chairman, Secretary, Treasurer, Mentor/Advisor, Admin, and a team responsible for maintaining track conditions.”

[“Ada pendamping dan rata – rata pengelola yaitu karang taruna nya. Untuk kepengurusan dan pengelola itu berbeda, kepengurusan biasanya dipertanggung jawabkan kepada pihak karang taruna. Ada Ketua, Sekretaris, Bendahara, Pendamping, Admin, Pengurusan pergerakan pengkondisian jalur.”]



Picture 3.2 Kemirikebo's Headchief Sidik Priyono (KDH Founder)

Throughout KDH's operation, the management team has implemented short-term standards on the ground to address visitor feedback, continually refining the track's function and sustainability. This iterative process has empowered the Kemirikebo team to enhance their management system, responding creatively to various challenges. For example, track variations were introduced to make the course more challenging and enjoyable. In his interview, Pak Sidik further explained:

"This includes receiving feedback from visitors about track conditions, and we hold meetings to discuss potential improvements. If adjustments are required to enter private land, I will handle permissions. Some track sections, such as bamboo bridges, are more vulnerable to damage due to weather and require frequent repairs. Although serious incidents are rare, we remain proactive in maintaining all structures, including the bamboo bridge."

["Itu kan termasuk keluhan kesah terhadap pelanggan / pengunjung. Kadang pengunjung memberikan feedback tentang jalur dari track yang seperti itu itu saja. Setelah itu kita langsung mengadakan rapat untuk membuat jalur yang sedikit divariasi, apabila masuk di ladang hak milik, saya yang akan turun tangan untuk perizinan. Terkadang ada jalur yang menggunakan jembatan, kadang mudah rapuh karena dibuat dengan bambu dikarenakan hujan panas dan harus diperbaiki. Untuk kecelakaan fatal dikarenakan fasilitas, persentase nya kecil, kita akan selalu mengantisipasi untuk selalu memperbaiki jembatan bambu tersebut."]

2. Potential

To develop and empower their tourism attraction, the Kemirikebo Downhill Track management team recognized the need for external support due to limited experience in operating a tourism destination. In addition to guidance from a mentor or advisor, the team actively participated in training sessions, seminars, and programs organized by various organizations, companies, and communities interested in investing in the track. These sessions provided valuable knowledge and skills for the

team, helping them understand better practices in tourism management and track operations. Several of these external organizations also saw the economic potential of the Kemirikebo Downhill Track and facilitated training sessions to support the team's growth. They often provided resources and additional facilities that helped advance the team's operations. In an interview with Head Chief Pak Sidik on June 26, 2024, he explained:

“Yes, there have been multiple training sessions from parties wanting to invest in and assist the Kemirikebo Downhill Track. These sessions included guidance on managing and operating tourist attractions. For instance, there was a collaboration with a local coffee shop that provided training on how to develop and manage a café in the area due to its potential. Additionally, students organized empowerment programs, connecting us with speakers from the tourism office who recognize Kemirikebo's potential as a tourist attraction.”

[“Ya, sudah pernah ada pelatihan pelatihan dari banyak pihak yang ingin berinvestasi dan membantu Track Downhill Kemirikebo. Pelatihan / sosialisasi tentang bagaimana cara mengelola dan manajemen tempat wisata. Ada yang pelatihan dan Kerjasama dari pihak coffeeshop dan mereka memberikan pelatihan seperti bagaimana caranya mengelola dan mengembangkan coffeeshop didaerah tersebut dikarenakan ada potensial. Ada juga pelatihan dari mahasiswa sebagai jembatan untuk melakukan program pemberdayaan karena melihat potensi dari tempat wisata Kemirikebo yang dibawakan oleh pembicara dari dinas pariwisata”]



Picture 3.3 Training Session on Empowering and Managing Tourist Village

Supporting this, Fika, a member of the media team, shared her experience in an interview on July 6, 2024. She explained that she received training specific to her role before joining the media team, adding:

“Yes, I've participated in a few sessions. I am also a Communication Science student at Ahmad Dahlan University. Many of these socializations and seminars were held at our village head Mr. Sidik's home, mostly in 2022. Besides the training from external parties, I also apply insights from my university courses in Communication Science, which cover media strategies that I use in my role.”

[“Pernah, kebetulan saya juga salah satu mahasiswa Ilmu Komunikasi di Universitas Ahmad Dahlan. Beberapa sosialisasi dan seminar biasanya diadakan di rumah kepala desa pak Sidik dan paling banyak pelaksanaan itu pada tahun 2022, selain menerima pelatihan dari banyak pihak yang melaksanakan sosialisasi, pelatihan, atau seminar saya juga dapat pelajaran dan ilmu dari dosen Ilmu Komunikasi karena masih masuk di ruang lingkup media.”]

Beyond enhancing the management team's skills, Kemirikebo's society identified the potential for KDH Track to boost the local economy by generating short-term profits. This recognition came as the community saw the track's potential to support economic development while providing meaningful engagement for youth. In his interview on June 26, 2024, Pak Sidik highlighted the track's role in strengthening the community's economy and fostering positive activities for the younger generation:

“It could be seen from our short-term target is to utilize the track's potential for competitive sports and community benefits, with guidance from our advisor. Apart from that, we see this as a way to support the community's economy. The track offers activities for children, especially those who enjoy cycling. Rather than spending idle holidays without purpose, children can engage with the track and learn from the experience. Additionally, they can assist in managing the track, earning some pocket money rather than relying solely on their parents.”

[“Dapat dilihat potensi dari medannya standar di jangka pendek, target audience untuk orang yang kompetitif dari pendamping juga membantu. Disamping itu juga, untuk menambah dan membantu perekonomian Masyarakat. Masukan untuk kegiatan anak-anak yang bisa naik sepeda, daripada tidak ada kegiatan di hari libur dan tidak ter – arah, lebih baik dibuat kegiatan di track kemirikebo downhill dan belajar dari situ. Juga dari situ anak-anak juga bisa membantu dalam pengelolaan kemirikebo downhill track dan menambah beberapa uang saku daripada meminta lagi dari orang tua mereka.”]

3. Goal

Despite leveraging the potential of the downhill track to promote economic growth, Kemirikebo's primary goal in establishing the downhill track was to empower its local human resources and foster sustainable tourism. Since the establishment of the Kemirikebo Downhill Park in 2019 through 2023, the track has been developed as a sustainable tourist attraction, with improvements in management, environmental conservation, and community engagement. The park has attracted a wide range of visitors, including both domestic tourists and international travelers. Although the Kemirikebo Downhill management team has consistently worked toward a more sustainable tourism environment, they have encountered significant challenges. At one point, Kemirikebo faced a situation that threatened to undermine the progress of its tourism development. In response, the team developed strategies to increase public interest by organizing competitive events with attractive prizes, often with support from external sponsors. These events successfully attracted large audiences. In an interview on June 26, 2024, the Village Chief, Pak Sidik, explained:

“In the past, there was a slowdown in the development of the downhill track, particularly in mid-2022, and this was not the first time. To prevent further decline, the Kemirikebo Downhill Track management team formulated a strategy to hold events or competitions directly organized by Kemirikebo. We cannot always rely on outside parties for events. By hosting our events, we can transform quiet periods into bustling times.”

[“Dulu, sempat adanya penurunan dari perkembangan track Downhill di pertengahan tahun 2022, dan ini bukan untuk pertama kalinya. Dan untuk mencegah akan terjadinya penurunan tim pengelola Kemirikebo Downhill Track membentuk strategy untuk mengadakan sebuah event atau lomba yang mana akan diselenggarakan oleh pihak Kemirikebo nya sendiri. Karena kita tidak bisa terus tergantung kepada pihak luar untuk selalu membuat event atau lomba. Dari yang sempat sepi, Kemirikebo Downhill bisa jadi lebih ramai lagi dikarenakan dilaksanakannya lomba dan event event tersebut.”]

Despite years of dedicated work to improve the tourism environment, the Kemirikebo Downhill Track has faced setbacks in maintaining consistent operations due to limited human resources. Currently, the track primarily operates on weekends or by reservation. Fika, a member of the media team, explained in an interview on July 6, 2024:

“Recently, with the management changes, I was entrusted with overseeing the Kemirikebo Downhill social media as part of the youth organization (karang taruna). I have witnessed Kemirikebo’s development in human resources. During COVID-19 lockdowns, we had sufficient human resources, and the Kemirikebo track was well-maintained. However, since the pandemic ended, the number of available human resources in Kemirikebo has decreased as people became occupied with other activities or moved out of the village, including several youth members. For now, we can only maintain the Kemirikebo track in a limited capacity.”

[“Karena saya juga baru berganti pengurusan dan baru memegang tanggung jawab atas social media tim Kemirikebo Downhill, saya bisa mengetahui dan merasakan bagaimana perkembangan Kemirikebo dalam sumber daya manusianya sebagai salah satu karang taruna. Karena waktu covid – 19 dulu kita kebanyakan dilakukan lockdown, jadi untuk sumber daya manusia di Kemirikebo itu jadi utuh dan bisa di andalkan. Track Kemirikebo jadi terawat secara konsisten. Tetapi setelah pandemi berakhir, sumber daya manusia di Kemirikebo mulai berkurang dikarenakan pada sibuk pada kesibukannya masing masing dan beberapa juga sudah tidak ada di desa lagi termasuk beberapa karang taruna yang pergi untuk merantau. Jadi untuk sekarang hanya bisa memberdayakan track Kemirikebo secara pasif.”]



Picture 3.4 Last Big Event Held by Kemirikebo Downhill on Dec 3, 2023.

Source: @wisata_kemirikebo Latest Big Event Post

Supporting this perspective, Dicky, an athlete from a local cycling community and a frequent visitor of the Kemirikebo Downhill track, shared his experiences. On July 12, 2024, Dicky said:

“During the Covid pandemic, that was when Kemirikebo Downhill was busiest, in the past Kemirikebo itself was very good at providing service. There used to be a photographer's package, some downhill tracks in Jogja usually don't provide it directly from the committee itself but Kemirikebo provides it internally.”

[“Waktu pandemi covid, itu waktu masa Kemirikebo Downhill lagi ramai, dulu dari pihak Kemirikebonya sendiri sudah sangat bagus dalam melakukan service. Bahkan dulu ada paket fotografernya, beberapa track Downhill di Jogja biasanya tidak menyediakan langsung dari panitiaanya sendiri tetapi Kemirikebo menyediakan dari pihak internal mereka.”]

A rider namely Indra, a long-time rider and hobbyist who has been following the Kemirikebo Downhill track since its inception, also highlighted the park's peak activity during the pandemic. In his interview on July 13, 2024, he stated:

“I began cycling in 2014 as a casual hobby with friends, but in 2019 I discovered the Kemirikebo Downhill track. During the pandemic, when Kemirikebo was especially active, I observed that the management team was committed to maintaining good service. Despite lockdown orders from the government, the track remained open with a daily visitor limit, allowing it to sustainably grow.”

[“Saya belajar bersepeda itu otodidak dan pengalaman saya memulai bersepeda itu pada tahun 2014 tapi itu hanya sepeda santai saja bersama teman melalui kota. Lalu di tahun 2019 dimana saya mengetahui tentang track Downhill Kemirikebo. Waktu saat awal awal pandemi yang mana pada saat Kemirikebo ramai, saya

melihat perkembangan dari tim managemennya itu sudah bagus dan dikarenakan ada perintah lockdown dari pemerintah, track kemirikebo itu salah satu dari sedikitnya track Downhill yang buka dengan membuat Batasan pengunjung per hari agar bisa tetap berkelanjutan untuk berkembang.”]

B. Social Media Utilization

1. Instagram

Social media plays a critical role in attracting visitors to the Kemirikebo Downhill Track. Recognizing the potential of digital media, the Kemirikebo Downhill management team established an Instagram account, @wisata_kemirikebo, as the primary promotional platform for their first internally organized race event. The account serves as a promotional tool, not only to expand their audience reach but also to engage cycling communities, thereby contributing to the broader objective of supporting economic growth. In an interview conducted on July 12, 2024, via WhatsApp, Fajrin, a member of Kemirikebo’s media team, commented on the account’s initial purpose:

“The account was initially created as promotional media for 'Joint Training,' our first bicycle racing event organized internally by KDH. Using Instagram and other social media platforms allows us to better reach the cycling community and accelerate the increase in visits to KDH Bike Park.”

[“Awal mula terbentuk sebagai media promosi “Latihan Bersama” event balap sepeda pertama yang dibentuk pihak internal KDH. Marketing, sebagai bentuk pemasaran KDH Bike Park ke komunitas sepeda dengan bantuan instagram ataupun media sosial lainnya bisa mempercepat kenaikan jumlah kunjungan ke KDH Bike Park.”]

In reaching the target audience from Instagram, the media team implemented a structured content strategy, posting three times weekly and updating Instagram stories every two days to keep followers informed of the latest developments. Fajrin explained the strategy on July 12, 2024, via text message (Whatsapp):

“Adding content with updates on the latest track conditions serves as a source of information for several related communities. We upload content at least three times a week and update Instagram stories every two days.”

[“Menambah konten-konten dengan update kondisi terkini track sebagai sarana informasi ke beberapa komunitas terkait, upload konten minimal 3 x dalam satu minggu, story instagram setiap 2 hari sekali.”]

With the recent media team transition following the wider audience reached, the team also restructured the Instagram feed to make it more visually appealing. Fika, another member of the team, shared her intentions in an interview on July 6, 2024:

“From time to time, Kemirikebo Downhill's Instagram has progressed gradually. As I am now responsible for the Instagram account, I plan to organize the feed to make it more readable and engaging, I won’t just randomly edit and upload them. I want our target audience to find the information easily accessible. In doing so, I also draw inspiration from downhill communities like 76riders.”

[“Dari waktu ke waktu itu Instagram Kemirikebo Downhill ada sedikit pengembangan, dan semenjak saya sudah di percayakan untuk memegang Instagram nya, saya berencana untuk merapikan feeds instagramnya pelan – pelan target audience di Instagram itu bisa lebih mudah membaca informasi dari postingan di akun tersebut. Untuk memperbaiki dan mentata feedsnya agar lebih bagus, saya juga tidak asal meng – edit dan uupload tetapi saya juga mencari referensi seperti dari komunitas – komunitas Downhill seperti 76riders di akun Instagram mereka.”]

The Instagram account exposure from the implemented strategies has increased significantly. These efforts have led to an increase in the account's reach and a corresponding rise in visitors to the park. Fajrin, reflecting on the strategy's impact between 2020 and 2023, stated in an interview on July 12, 2024, via text message (WhatsApp):

“The promotional strategy implemented on the @wisata_kemirikebo Instagram account has yielded significant results. Both visitor numbers and Instagram followers have increased. These significant results are in line with expectations. The number of visitors increased, and the number of Instagram followers also increased during that time.”

[“Hasil dari strategy yang kita implementasikan di akun Instagram @wisata_kemirikebo untuk meningkatkan exposure telah menunjukkan hasil yang signifikan dan sesuai harapan. Jumlah pengunjung meningkat, dan jumlah Instagram follower juga meningkat pada masa itu.”]

While progress has been notable, the current media team aims to reach even broader targets. Fika noted on July 6, 2024:

“While we've seen an increase, we haven't yet met the social media engagement target I hoped for. That's why I plan to continue improving the Instagram feed to make information more accessible.”

[“Sebenarnya udah ada peningkatan sedikit tetapi masih belum menyentuh target social media yang saya pengenin, walaupun sesuai harapan tetapi masih belum bisa menyentuh target social medianya. Itulah alasan mengapa saya ingin menata ulang dan memperbaiki feeds instagramnya agar informasi yang diberikan kepada audiens bisa lebih mudah dimengerti.”]

One of the followers, Dicky, a rider, and early adopter of Kemirikebo's Instagram account, confirmed that it has been valuable for keeping up with recent updates. He explained on July 12, 2024:

“I enjoyed the service provided by Kemirikebo Downhill to its visitors when I first discovered Kemirikebo Downhill through friends and Instagram during the pandemic in 2020. The account used to appear regularly in my feed, though now I mostly see updates on weekends, which may be due to limited human resources.”

[“Saya menikmati service yang diberikan oleh Kemirikebo Downhill terhadap pengunjungnya, waktu saya mengenal Kemirikebo Downhil itu pada masa pandemi di tahun 2020 hingga sekarang. Saya mengetahui Kemirikebo itu melalui teman, dan dari teman langsung ke Instagramnya. Dulu itu bisa dibilang aktif dan sering muncul di beranda Instagram saya. Tetapi sekarang saya hanya melihat kadang

kadang saja biasanya pada weekend, mungkin dikarenakan sumber daya manusianya yang berkurang.”]

Although the content that was uploaded by @wisata_kemirikebo has stayed consistent through the years since the establishment of the Kemirikebo Downhill track, there has been a slight decline in original content from @wisata_kemirikebo, with an increased focus on reposted collaborations with external parties rather than original posts. Rider Indra shared his perspective on July 13, 2024:

“If I pay attention, most of the posts are original from Kemirikebo itself, and some are re-posts after the last big event. Maybe what hasn't been improved is the intensity between upload times or the intensity of interaction with followers. And the consistency in uploading content is lacking, perhaps starting to decline in development. As far as I know, if Instagram aims to attract followers, at least as far as I know, you have to post three times a week and interactions have to be checked through responses and feedback. What I see from the post is that perhaps the Kemirikebo media doesn't have enough clickbait to attract more visitors”

[“Kalau saya perhatikan sih kebanyakan postingan original dari pihak Kemirikebonya sendiri, dan beberapa re – post setelah event besar yang terakhir. Mungkin yang kurang di tingkatkan itu dari intensitasnya antara waktu upload ataupun intensitas interaksi dengan followernya. Dan untuk konsistensi nya dalam upload content itu kurang, mungkin mulai menurun dalam perkembangan. Sepengetahuan saya kalau Instagram itu bertujuan untuk menarik follower itu minimal setahu saya harus posting tiga kali dalam seminggu dan interaksinya itu harus di check melalui respon dan feedback. Yang saya lihat dari postingan nya itu mungkin dari pihak media Kemirikebo kurang ada click baitnya untuk menarik lebih banyak pengunjung”]

One of Kemirikebo Media Management team Fika supports the statement through her interview on July 6, 2024:

“The Instagram account @wisata_kemirikebo was originally only for information about the Downhill track. As time went by, it became viral and busy because there were many approaches from outside parties who created their content which made it a promotional value in itself. So, in the end, we create content on Instagram with the aim of promotion and becoming a marketing place for Downhill Kemirikebo. Until now, there has been a development from Downhill, but the development is only according to that and is not sustainable because the management team and administrators from Downhill have been on hiatus.”

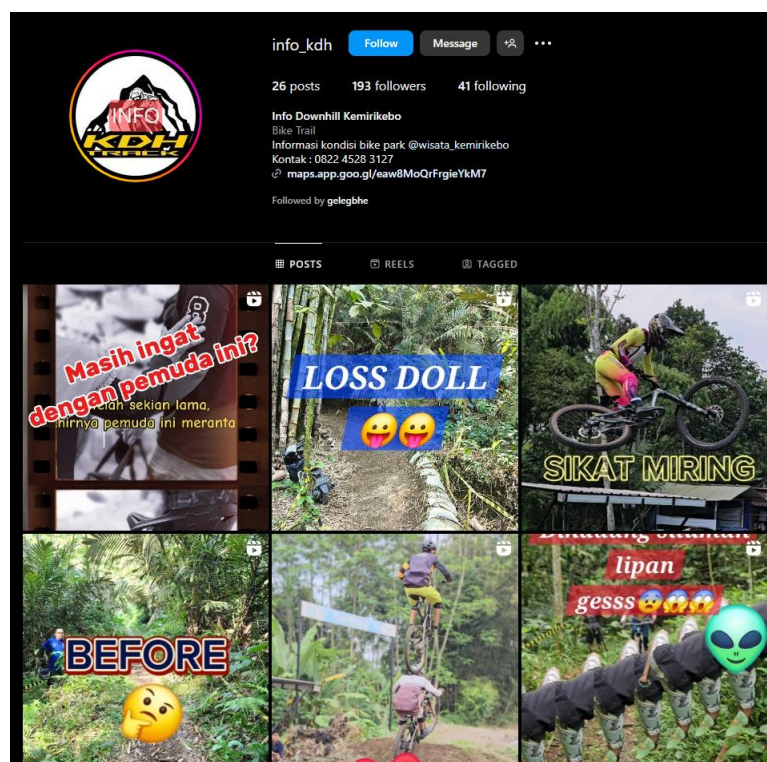
[“Akun Instagram @wisata_kemirikebo awalnya memang hanya untuk informasi tentang track Downhill. Seiring berjalannya waktu dan sempat itu viral dan rame dikarenakan banyak pendekatan dari pihak luar yang membuat konten masing masing yang menjadikan hal tersebut menjadi value promosi tersendiri. Jadi ujungnya kita buat konten di Instagram dengan tujuan untuk promosi dan menjadi tempat marketing untuk Downhill Kemirikebo. Sampai saat sekarang, sudah ada perkembangan dari Downhill, tetapi berkembangnya hanya sesuai itu saja dan ga sustain karena tim managemen dan pengurus dari Downhill itu sempat vakum.”]

The significant intensify decrease of @wisata_kemirikebo's Instagram account posts is seen as a potential that prompted a local cycling community to create a new Instagram account, @info_kdh, in collaboration with Kemirikebo's youth group

(karang taruna). Launched a month after the July interviews. The account created was a collaboration with @wisata_kemirikebo but was organized by external community. @info_kdh intended to inform about the recent state, environment, development, and what is happening lately in the track specifically. With the help of Kemirikebo Downhill Karang Taruna, the external community collaborated to lift back up the Kemirikebo Downhill track. The account rapidly garnered almost 200 followers. Indra, who manages @info_kdh, explained the rationale on July 13, 2024:

“@info_kdh was initially created because the activity on the @wisata_kemirikebo Instagram account was not very active and whereas I saw that on the Kemirikebo track it still had potential, but was only utilized during the booming period. It would be a shame if it wasn't developed further, one way is through promotional media, especially now that cycling is quiet. In the digital era, promoting this track so that it can attract more visitors is by utilizing social media.”

[“@info_kdh itu kan awal tercipta gara – gara aktivitas di akun Instagram @wisata_kemirikebo tidak begitu aktif dan sedangkan saya lihat di track Kemirikebo itu masih punya potensi, tetapi hanya dimanfaatkan pada masa saat sedang booming saja. Sayang sekali kan kalau tidak dikembangkan lagi, salah satu caranya ya dengan cara media promosi apalagi sekarang kan bersepeda sedang sepi. Di era digital, mempromosikan track ini agar bisa menarik lebih banyak pengunjung lagi yaitu dengan memanfaatkan social media.”]



Picture 3.5 @info_kdh Instagram Account

Source: @info_kdh Official Instagram Account

Upon the creation of the new Instagram account @info_kdh who has collaborated with Kemirikebo's Karang Taruna to empower the potential since its last operation. The account was created 1 month after the interview and already has almost 200 followers who are still interested in Kemirikebo's Downhill track. Some of the

posts from @info_kdh are collaborated with @wisata_kemirikebo. @info_kdh has since outpaced the original account in content uploads, including regular collaborations with @wisata_kemirikebo and connections with other cycling communities. As a starting point to lift the exposure, @info_kdh with the help from Kemirikebo's Karang Taruna, implemented their strategy to create content consistently by fixing some of the Downhill track and adding some varies to the track to make it as interesting and enjoyable as possible. Indra as the leader of the @info_kdh community stated in the interview on July 13, 2024:

“To start, I created an Instagram account @info_kdh not only for bicycle activities. To raise the name of Kemirikebo Downhill again and get exposure to more visitors, I will also focus on improving the Downhill track and be more active in interacting on the Instagram account in responding to feedback or comments from followers. I created the account 3 weeks ago and am about to enter a month, in that short time we have gained almost 200 organic followers. Alhamdulillah, there was a lot of enthusiasm from various followers with tags and re-posts from visitors. And to maximize this potential, I also always share with community friends about the latest updates on Downhill Kemirikebo and from friends to even more visitors.”

[“Untuk memulai, saya membuat akun Instagram @info_kdh tidak hanya untuk aktifitas sepedanya saja. Untuk mengangkat lagi nama Kemirikebo Downhill dan mendapatkan exposure untuk lebih banyak pengunjung saya juga akan fokus dalam perbaikan jalur track Downhill nya dan lebih aktif untuk ber – interaksi di akun Instagram tersebut dalam membalas feedback atau komentar dari follower. Saya membuat akun tersebut sudah 3 minggu dan mau masuk ke satu bulan, dalam waktu singkat tersebut kita telah mendapatkan follower organik hampir sampai sekitar 200 – an. Alhamdulillah banyak antusias dari berbagai follower dengan tag – tag dan re – post dari para pengunjung. Dan untuk memaksimalkan potensi tersebut saya juga selalu men – share kepada teman teman komunitas tentang update terbaru Downhill Kemirikebo dan dari teman ke pengunjung yang lebih banyak lagi.”]



Picture 3.6 @info_kdh Latest Instagram Story Post on Aug 21, 2024.

Source:

https://www.instagram.com/info_kdh?utm_source=ig_web_button_share_sheet&iqsh=ZDNIZDc0MzIxNw==

After the launch of the new account, the algorithm for lifting Kemirikebo's Downhill exposure through Instagram surprisingly went up beyond expectation and a breakthrough viewer rate of 2000 – 3000 on the specific content posted. Some of the cycling enthusiasts on Instagram might pop up on their for you page which created the exposure for @info_kdh. Indra shared the new account's initial success on July 13, 2024:

"The focus on developing the Downhill Kemirikebo track is to gain more exposure by creating a strategy about content reviewing on the track, which has received a lot of positive feedback and viewership. Although likes remain low due to Instagram's algorithm, the reach has exceeded expectations." Thank God, the content received many positive responses and the viewership reached 2000 – 3000 accounts. However, it's still difficult to get likes from newly created accounts because of Instagram's algorithm. For starters, this is already quite good in getting more exposure."

[“Fokus dari pengembangan track Downhill Kemirikebo itu untuk mendapatkan exposure lagi dengan membuat salah satu strategi dari membuat konten di Instagram dengan konten review jalur track tersebut. Alhamdulillah dari konten tersebut banyak respon positif dan viewernya tembus sampai 2000 – 3000 akun. Tetapi masi sulit untuk mendapatkan likes dari akun yang baru dibuat dikarenakan

algoritma dari Instagram sendiri. Untuk permulaan ini sudah termasuk lumayan dalam mendapatkan exposure lagi.”]



Picture 3.7 @info_kdh Insights / Engagement Through 1 Month

2. Facebook

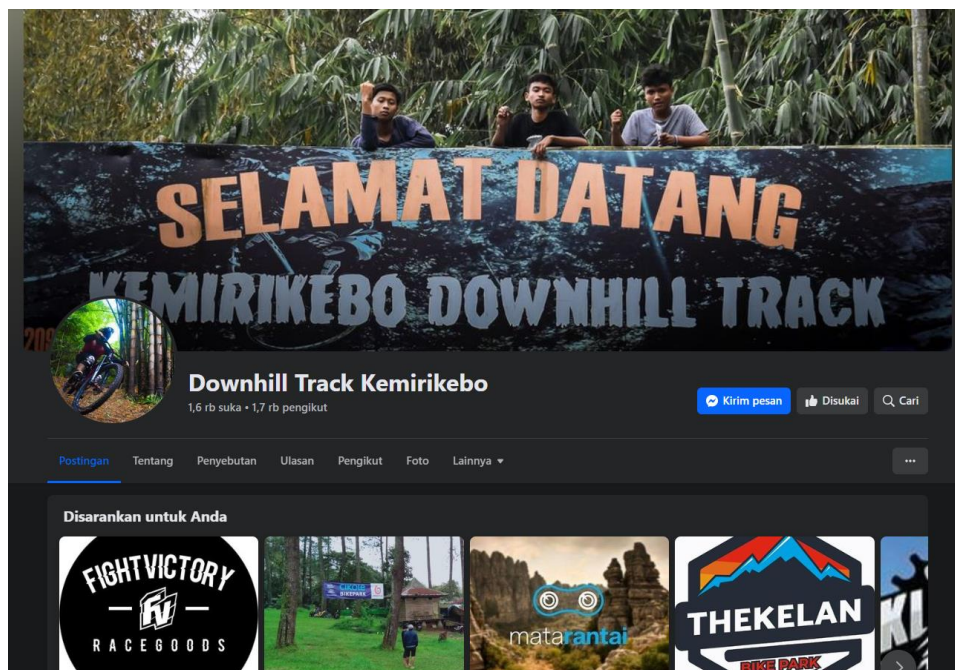
Although Instagram serves as the primary promotional platform, Kemirikebo Downhill also created a Facebook account to expand its outreach, especially targeting an older demographic of cycling enthusiasts. The Facebook account is mainly intended to provide general information about the Kemirikebo Downhill track and update

reservations. On this platform, the media team primarily engages with audiences interested in the track, responding to comments and inquiries; community groups also sometimes reach out via Facebook for additional information. While the Facebook account reaches a smaller audience compared to Instagram, it serves as a complementary channel for interacting with specific community members or individuals seeking more detailed information. Instagram targets a broad audience across all ages and functions as the main branding channel, whereas the Facebook audience is more focused on older men who enjoy downhill cycling. In an interview on July 6, 2024, Fika from Kemirikebo's media team described the different functions of each platform:

“Ms. Fajrin is responsible for managing the Facebook account, which is generally used for chatting with the community and responding to comments on Kemirikebo Downhill posts. Instagram is busier and serves as the main branding tool for Kemirikebo Downhill, while Facebook is more targeted, usually reaching gentlemen.”

[“Untuk Facebook itu yang megang mba Fajrin dan biasanya kalo Facebook itu digunakan untuk meng-chat komunitas dan membalas komentar di kolom postingan Kemirikebo Downhill. Kalo dibandingin dengan Instagram yang pasti Instagram lebih rame jadi Instagram bisa dijadikan branding utama dari track Downhill Kemirikebo. Untuk target jangkauan di Facebook itu biasanya bisa dijadikan pasarnya untuk bapak – bapak.”]

While the Facebook account maintained activity throughout Kemirikebo Downhill's major events, it has become less active as of the most recent season due to limited staffing. Currently, the Instagram account @info_kdh is more actively managed, while Facebook remains on hold until additional human resources are available.



Picture 3.8 Kemirikebo's Downhill Track Facebook Account

Source: Wisata Kemirikebo Downhill Track Official Facebook Account

C. Kemirikebo's Community Development

Kemirikebo, a sustainable downhill track, is largely strengthened by community development efforts. Although Kemirikebo does not have an internal rider community, it actively collaborates with various external cycling communities. By leveraging social media in this digital era, Kemirikebo facilitates easier communication with these external groups. To connect with the community, Kemirikebo Downhill Track organizes numerous events and races. Fajrin, a member of the media team, noted in a WhatsApp interview on July 12, 2024:

“Kemirikebo Downhill has hosted numerous events and racing competitions to engage several external communities. Some of these events are collaborative, while others provide training and necessary equipment. In 2021, Kemirikebo Downhill Track even served as a training center for the national downhill team, receiving infrastructure support from BPD DIY, funding for a red bridge from the Sleman Tourism Office, and grants from the Girikerto sub-district. Additionally, Kemirikebo has partnered with the Java Series competition through a cycling community.”

[“Sudah banyak event dan lomba balapan untuk menjangkau beberapa komunitas external. Beberapa dari event yang dilaksanakan juga bersifat kolaborasi dan ada juga yang memfasilitasi dalam bentuk pelatihan, alat, perlengkapan dan lain lain. Kemirikebo Downhill Track juga pernah menjadi pusat Latihan bagi timnas downhill di tahun 2021. Mendapatkan bantuan sarana dan prasarana dari BPD DIY, support dana hibah dari Dinas Pariwisata Sleman berupa pembuatan jembatan merah, support dana hibah dari kalurahan Girikerto, dan menjadi partner dalam perlombaan Jawa Series dari salah satu komunitas sepeda”]



Picture 3.9 Event Collaboration and Assistance Facilitation from BPD DIY

A rider and athlete, Dicky, who regularly trains at Kemirikebo, shared in an interview on July 12, 2024:

“I started following Kemirikebo from a friend and through Instagram during Covid in 2020, so I have been following and training at the Kemirikebo Downhill track for 4 years. From time to time, Kemirikebo also holds many competitions and some also reach the national level. I also took part in the competition. During my free time, Kemirikebo was at its peak, I often met 1 or 2 groups who were practicing or just playing on the Kemirikebo track on weekends, and the visitors were mostly riders who were enthusiastic about cycling or were athletes themselves. At that time, I was affiliated with a different community, but now I am contractually affiliated as a Downhill athlete with BAT Racing.”

[“Saya mulai mengikuti Kemirikebo dari teman saya terus melalui Instagram itu pada saat covid tahun 2020 jadi udah 4 tahun saya mengikuti dan latihan di Kemirikebo Downhill track. Dari waktu ke waktu, Kemirikebo juga banyak melaksanakan lomba dan ada juga sampai di Tingkat nasional. Saya juga mengikuti lomba tersebut. Disaat renggang waktu Kemirikebo masi ramai, saya sering ketemu 1 atau 2 rombongan yang sedang latihan atau main saja di track Kemirikebo pada saat weekend, dan pengunjung nya itu rata rata memang para rider yang antusias bersepeda atau emang atlet itu sendiri. Pada saat itu saya berafiliasi dengan komunitas yang berbeda, tetapi sekarang saya berafiliasi kontrak sebagai atlet Downhill dengan BAT Racing.”]



Picture 3.10 Downhill Rider Athlete Dicky Affiliated with BAT Racing

According to Fajrin, one of the peak events for Kemirikebo was the Java Series Downhill in February 2023, which was held in collaboration with the Bandit Racing Team and attracted over 100 participants. This was Kemirikebo's first major series event, with plans to make it an annual occurrence. Following the Java Series, Kemirikebo hosted the Kemirikebo Downhill Track Series, an internally organized event supported by multiple communities interested in the track's development. Fajrin stated in the interview on July 12, 2024, via text message (Whatsapp):

"The first racing series event held in Kemirikebo Downhill Track was the Java Series, in collaboration with the Bandit Racing Team, drawing over 100 participants and significantly increasing visits to KDH Bike Park. We hope to make the Java Series an annual event. Afterward, the KDH Series in December 2023 aims to become a yearly tradition for KDH Bike Park."

["Event balap sepeda series pertama di Kemirikebo Downhill Track itu adalah Jawa Series yang bekerjasama dengan salah satu komunitas sepeda Bandit Racing Team yang mana menarik peserta lebih dari 100 orang dan kunjungan ke KDH Bike Park meningkat secara signifikan. Untuk event balap sepeda diusahakan ada kelanjutannya, setelah Java series, KDH Bike Park menyelenggarakan balap sepeda lagi di tahun 2023 Bulan Desember dengan tema KDH Series dengan harapan kegiatan ini bisa diselenggarakan setiap tahunnya di KDH Bike Park."]



Picture 3.11 First KDH Competition Event Series "Java Series"

Source: Pamphlet

In reaching a wider audience from communities, Kemirikebo has grown significantly, reaching a broad audience through collaboration with athletes,

communities, and cycling influencers. This growth has not only enhanced exposure for the track but has also contributed to local economic growth, with some communities even creating content featuring Kemirikebo. Fika, another member of the media team, stated in the interview on July 6, 2024:

“Kemirikebo Downhill Instagram was created to provide the latest information about the Downhill track. But as time went by, the Kemirikebo Downhill track became more famous, and many influencers were interested in trying the downhill track and uploading it on their social media. The collaboration we did was just a story and they helped us promote events, information, or competitions at Downhill. Influencers from several cycling communities also have many followers on their respective social media accounts. So directly it has given us exposure to the approach we take towards influencers which is mutually beneficial. Using digital media can provide exposure to many parties, from person to person, and from person to community. From this exposure and the many people who are interested in the Downhill track, it has helped the Kemirikebo community's economy to supplement their living needs.”

[“Instagram Kemirikebo Downhill itu dibentuk untuk memberikan informasi yang terbaru tentang track Downhill. Tapi seiring berjalannya waktu, track Downhill Kemirikebo makin terkenal dan banyak influencer yang tertarik untuk mencoba track downhill dan menguploadnya di social media mereka. Kerjasama yang kami lakukan itu pernah hanya sekedar story gitu dan mereka membantu kita poromosiin event, informasi, ataupun lomba yang ada di Downhill. Influencer dari beberapa komunitas sepeda juga memiliki banyak followers di akun social media mereka masing masing. Jadi secara langsung itu sudah memberikan kita exposure dari approach yang kita lakukan terhadap influencer yang mana jadi saling menguntungkan. Dari memanfaatkan media digital bisa memberikan exposure kepada banyak pihak dari orang – ke orang lain, dan dari orang, ke komunitas. Dari exposure tersebut dan banyak orang yang tertarik dengan track Downhill, itu sudah sangat membantu ekonomi masyarakat Kemirikebo untuk menambah kebutuhan hidup.”]

Kemirikebo Downhill has become more popular amongst cycling communities through the years, the media team has gained enough exposure to sustain the attraction. However, despite this progress, Kemirikebo Downhill experienced a decline in activity due to limited human resources, resulting in reduced operation and fewer events. This change raised concerns among the community, with members questioning the track's decreased accessibility. Fika commented:

“After significant community development and economic contributions, we faced a hiatus due to limited staffing, which impacted both social media and track operations. Following the last event in 2023, regular visitors began inquiring about the track's reduced availability. We also had time to update several communities, but we struggled to respond due to staffing shortages.”

[“Setelah banyak perkembangan dari komunitas dan menghasilkan keuntungan untuk membantu perekonomian masyarakat, kita sempat vakum di sosial media maupun di track dikarenakan kekurangan sumber daya manusia untuk mengoperasikan track Downhill. Kemirikebo Downhill vakum setelah acara lomba terakhir yang dilaksanakan di tahun 2023, itu membuat banyak komunitas yang sudah sering berkunjung bertanya – tanya ada apa dengan track dan kenapa tidak

sering buka. Kita juga sempat meng-update ke beberapa komunitas yang bertanya tetapi dikarenakan kurangnya sumber daya manusia kita jadi kesulitan.”]

Despite the profits from the development of Kemirikebo through communities, Kemirikebo Downhill became less active and did not often operate due to the lack of human resources. This information created a potential for a community to re-arrange and get the Downhill track back up and operating again. In recognizing the track's potential, a community invested in collaborating with Kemirikebo Downhill and the local youth organization. The community identified themselves through Instagram namely @info_kdh which is led by Indra. This effort has gradually restored Kemirikebo's activity, with growing interest from communities and individual riders. Indra shared his experience in the interview on July 13, 2024:

“I work as a freelancer related to animation design, I have also been actively participating in Downhill Kemirikebo since 2020. In the past it was busy even though there were still many other competing tracks, Kemirikebo was still able to consistently get visitors an average of 50 people per day. After the COVID pandemic, I realized that the Kemirikebo Downhill track was also starting to fade and starting to operate. From there I tried to ask about the problem and why it was fading. I also realize that maybe it is due to natural selection factors that people are starting to get bored with the same track. Even though in the past the community had already received interest from foreigners, if that's not the case, his name was Aaron from California. Kemirikebo, which was previously active, has become less active, whereas what I saw on the track has potential geographic contours. It would be a shame if it wasn't developed, one of which is through promotional media, especially now that cycling is quiet. The important thing is to be active first on @info_kdh by replying, commenting, mentioning, tagging, etc.”

[“Saya bekerja sebagai freelance yang berhubungan dengan desain animasi, saya juga sudah aktif mengikuti Downhill Kemirikebo dari tahun 2020. Dulu itu ramai walaupun masih banyak track lain yang menjadi saingan, Kemirikebo tetap bisa konsisten mendapatkan pengunjung rata – rata 50 orang perhari. Setelah pandemi covid, itu saya sadar kalo track Downhill Kemirikebo juga sudah mulai sepi dan mulai beroperasi. Dari situ saya mencoba menanyakan permasalahan dan kenapa bisa sepi. Saya juga sadar mungkin karena faktor seleksi alam yang mana orang-orang mulai bosan dengan track yang itu – itu saja. Padahal dulu komunitasnya sudah sampai mendapatkan ketertarikan dari orang asing, kalo gasalah itu namanya Aaron dari California. Kemirikebo yang dulunya aktif menjadi kurang aktif sedangkan yang saya lihat di track itu memiliki potensi kontur geografi. Sayang sekali kalau tidak dikembangkan salah satunya dengan cara media promosi apalagi sekarang bersepeda sepi. Yang penting aktif saja dulu di @info_kdh dari membalas, komentar, mention, tag, dll.”]

D. Kemirikebo's Media Utilization for Empowerment

1. Mass Media Selection

In empowering Kemirikebo's Downhill Track, Kemirikebo's society decided to prioritize digital media over traditional forms like newspapers, magazines, and television. Although the management team recognizes the benefits of digital media for technological advancement, they face challenges due to limited human resources. Fajrin, a member of the media team, explained in a WhatsApp interview on July 12, 2024:

“Kemirikebo itself has developed independently and assisted by the existing community. To utilize mass media in the digital era, we maximize the use of social media features, including Instagram and Facebook because it is easier to use digital media, and the reach is easier and wider. For collaboration in media such as newspapers, print media, magazines, and banners, we never work together or collaborate. But there are several media driven by several individuals and even communities that promote Downhill Kemirikebo by creating content.”

[“Kemirikebo sendiri telah berkembang secara mandiri dan dibantu oleh komunitas yang ada. Untuk memanfaatkan media massa di era digital, kami memaksimalkan penggunaan fitur sosial media yang mana Instagram dan Facebook saja karena lebih mudah menggunakan media digital, jangkauannya lebih mudah dan luas. Dan untuk kolaborasi di media seperti koran, print media, magazine, and banners, kita tidak pernah bekerja sama atau kolaborasi. Tetapi ada beberapa media yang digerakkan oleh beberapa individu bahkan komunitas yang mempromosikan Downhill Kemirikebo dengan cara membuat konten.”]

2. Exposure

Kemirikebo primarily uses Instagram for promotion, targeting the cycling community to build interest and attract visitors. Strategies include tagging followers in posts, re-posting user content, and creating original content for reels and documentation. Fajrin commented on their current promotional approach in the interview on July 12, 2024, via text message (WhatsApp):

“Currently, our target audience is only within the community by promoting the content we create through tags or re-posts. We also create content for reels and documentation photos to upload. So far, in the future, we will only rely on digital media.”

[“Untuk sekarang, target audience yang kami tuju itu hanya di dalam lingkup komunitas saja dengan cara mempromosikan dari konten yang kami bikin melalui tag atau re-post. Kami juga membuat konten untuk reels dan foto dokumentasi untuk diupload. Sejauh ini, untuk kedepannya kita akan bergantung kepada media digital saja.”]

In addition to Instagram, Kemirikebo organizes events and competitions to engage a broader audience. Although Instagram serves as a key promotional channel, Kemirikebo also relies on its community for additional support and engagement. Fika, another member of the management team, remarked in a July 6, 2024 interview:

“Over time, the Kemirikebo Downhill Track’s Instagram become a promotional media tool that is starting to move towards promotional business potential, which initially was just to provide information about the track. Apart from utilizing social media, we will also depend on the community.”

[“Seiring berjalannya waktu, Instagram Kemirikebo Downhill Track itu menjadi alat media promosi yang mulai menuju ke arah potensi bisnis promosi, yang mana awalnya hanya sekedar untuk memberikan informasi tentang track saja. Selain memanfaatkan social media, kita juga akan bergantung kepada komunitas.”]

3. Approach

Kemirikebo’s promotional efforts on Instagram include re-posting, content creation, and collaborations with cycling influencers who share reviews and

experiences from the track. These efforts have garnered support not only from influencers but also from prominent communities and even government sponsors. Fika elaborated on their approach on July 6, 2024:

"To further develop the potential of our social media, we focus on Instagram but in creating content I plan to look for references from applications such as TikTok to get a more effective approach to the target audience. When we collaborate with influencers, we usually just do stories and they help promote our event. For the presentation of Kemirikebo Downhill, we always rely on the events or competitions that we hold because they are an attraction for the riders. We often receive support from many communities and the government has also been interested and provided sponsorship in the form of facilities and funds to develop the Kemirikebo Downhill track. Taking advantage of this sponsorship from the government, we organize events and several entertaining events such as dance and other cultural performances."

[“Untuk lebih berkembang dari potensi social media, kita fokus ke Instagram tetapi dalam membuat konten saya merencanakan untuk mencari referensi dari aplikasi seperti TikTok untuk mendapatkan pendekatan yang lebih efektif kepada target audience. Kalo kerjasama sama influencer itu kita biasanya sekedar story dan mereka membantu promosi event kita. Untuk pemaparan dari Kemirikebo Downhill, kita selalu mengandalkan event atau lomba lomba yang kita selenggarakan karena itu adalah daya tarik untuk para rider. Kita sering disupport oleh banyak komunitas dan pemerintah pun pernah tertarik dan memberikan sponsor dalam bentuk fasilitas dan dana untuk mengembangkan track Downhill Kemirikebo. Dalam memanfaatkan sponsor dari pemerintah tersebut, kami menyelenggarakan acara dan beberapa acara penghibur seperti nampilin tari – tari dan budaya lainnya.”]

Despite these promotional efforts, Kemirikebo has faced a decline in visitor numbers following their last major event in 2023, leading to limited operation and weekend-only openings. This decline is partly due to a shortage of human resources, as many team members are occupied with other obligations. Recently, however, a community group named @info_kdh, led by Indra, has actively worked to revitalize Kemirikebo. In a July 13, 2024 interview, Indra explained:

"After following Kemirikebo for quite a long time, I think that using print media is not the same as before, now maybe people can also buy newspapers to read but it is not efficient, now all the more effective image information uses more mobile cellphones. It's not ineffective, but it's less than it used to be, where in the past people often read newspapers or other print media compared to now everywhere using social media because it's faster and easier. In the future, I plan to improve the Kemirikebo Downhill Track again by repairing the track, which requires maintenance every week and at least once every 2 months, changing the track so that people don't get bored. Second, we also involve several bicycle influencers to make posts or create content related to Kemirikebo. Thirdly, maybe if there is a sponsor we will use it because for operational issues the funds are needed."

[“Setelah mengikuti Kemirikebo dalam jangka waktu yang cukup lama, saya berpendapat bahwa memanfaatkan media cetak itu tidak senasib dulu, sekarang mungkin orang juga bisa beli koran untuk dibaca tetapi tidak efisien, sekarang semua info gambar yang lebih efektif itu menggunakan HP yang lebih mobile.

Bukan nggk efektif sih, tetapi lebih tidak semaksimal dulu yang mana dulu orang sering baca koran atau media cetak lain dibandingkan yang sekarang dimana mana menggunakan social media karena lebih cepat dan mudah. Kedepannya saya berencana untuk meningkatkan lagi Track Kemirikebo Downhill dengan cara perbaikan track yang mana wajib perawatan setiap minggu dan minimal 2 bulan sekali itu dilakukan perubahan track biar orang gak bosan. Kedua kita juga libatkan beberapa influencer sepeda untuk membuat postingan atau membuat konten yang berhubungan dengan Kemirikebo. Ketiga mungkin apabila ada sponsor kita akan memanfaatkannya karena untuk masalah operasional dana itu pasti sangat dibutuhkan.

Through these ongoing digital media initiatives and community support, Kemirikebo Downhill Track continues to evolve, aiming to become a sustainable and prominent destination in the cycling community.

Kemirikebo became a community-driven tourism destination in order to conquer their limitations and overcome the challenges. Through collaboration with the external community @info_kdh, Kemirikebo is slowly getting back up again in many aspects, Kemirikebo Downhill Track is slowly gaining its visibility globally. Even though Kemirikebo is a community-driven tourism destination, Kemirikebo still stand out for themselves as the one who is in control. The collaboration will be one of their strategies to develop their potential in utilizing social media. Scientifically, Kemirikebo Downhill Track could be labelled as a Mutualistic Symbiosis. By collaborating and gaining as much as knowledge in developing as a sustainable tourism, Kemirikebo will also benefits the external communities which in collaboration in exchange for the knowledge gained and overcoming their limitations. Additionally, Kemirikebo is the one who's in control, it depends on them whether they will keep the development of Kemirikebo's Downhill Track well-managed in a long-term sustainability tourism destination or not.

CHAPTER 4

DISCUSSION

A. Kemirikebo's Tourism Empowerment

1. *Motivation Behind the Genesis of Kemirikebo Downhill Track*

Kemirikebo's Downhill Track was established with a clear vision to capitalize on the district's environmental potential in resources, as well as the supportive role of the local society. The program which was started in 2019 as an initiative, gained popularity during the Covid – 19 Pandemic. Indicating a quick increase in recognition of the riders or visitors. Initially unnoticed, Kemirikebo's track potential as a district in Girikerto was later realized, attracting visitors and boosting its prominence. Revealed the district's capacity to not only support a tourism project but also to empower its people. The project was inspired by the area's natural environment and proximity to other downhill tracks, which led to the creation of a bike sports tourism attraction. Alongside the goat milk production industry in the region, residents, including goat milk entrepreneurs invested in the establishment of the track. The collaboration between local entrepreneurs and youth organizations played a pivotal role in empowering the track's creation. The role of local entrepreneurship could be seen as an important matter in developing the Kemirikebo Downhill Track alongside the empowerment of society. According to Aziz, Rahman, and Sofa (2022), empowerment is described as the process of acquiring power, strength, and the capability of improving a community. This theory proves that Kemirikebo has already implemented the strategy of empowerment as a tourism.

Kemirikebo Downhill Track's success was driven by community involvement, particularly the local youth organization, Karang Taruna which helped in managing and developing the project's establishment. While the youth organization plays a significant role, there is a need for experienced mentors and a structured management team to ensure sustainable growth. The Head chief himself is aware of the limitations that facilitate Kemirikebo's Downhill Track a mentor/advisor who is an expert for the youth organization as a guide in operating the Downhill Track. Feedback from visitors is regularly used to improve the track, making it more enjoyable, and safe. According to Retna Sari (2020), empowerment is a process with stages and is not something that happens instantly, it also could be empowered through community empowerment as the process for raising the standard of living or quality of the community. This concludes that the process of Kemirikebo development through empowerment was already structured and sustainable, depending on whether the management team, will continue to uphold sustainable tourism and keep empowering or not.

Keeping the track operating smoothly, the management team holds meetings to address feedback, such as complaints about track variations. Repairs, particularly for the bamboo bridges in Kemirikebo Downhill Track to be prioritized and maintain safety. The head chief and the team management confirmed that fatal accidents were rarely to occur, and the management team constantly anticipates and addresses any issues. Regarding this, Nordin, Lonik, and Jaafar (2014) state that empowerment can be seen as a cause of community involvement in tourism development. It proves that the operation of Kemirikebo Downhill Track which is managed by the local youth organization is seen as the result of the tourism development that is running smoothly. Nordin, Lonik & Jaafar also stated in their theory that in the context of tourism, empowerment refers to the process of giving the local community the ability to

assemble resources to meet their needs, decisions making, and take action. Kemirikebo shows that the process of the youth organization in managing the track is confirmed operating with fewer accidents occurring. This proves that the involvement from the specific community, particularly the youth organization has empowered the management team through anticipation and addresses any issues, which means that they had already implemented the local community's ability to assemble resources such as decision-making, and take action.

Local entrepreneurs' investments in Kemirikebo Downhill Track have provided financial and motivational engines for community projects. Kemirikebo's youth organization contributes an important role in the establishment and maintenance of the Downhill Track. Additionally, Akbar, Noviyanti, Siti Khadijah, and Deinaputra (2021) argue that tourism is an important economic sector, economic growth plays a vital role in the tourism sector, it indicates that tourism empowerment is achieved as a sustainable development. Furthermore, entrepreneurship could be utilized in the context of economic growth to achieve tourism empowerment which is economic growth.

2. Identifying and Unlocking Kemirikebo's Downhill Potential

Kemirikebo Downhill Track management recognizes their lack of expertise in tourism operations, Kemirikebo's management seeks guidance through mentors, advisors, and training sessions which are usually organized by some organizations and companies from external parties who invested in the Kemirikebo Downhill Track. These sessions aim to empower the team by improving their knowledge and skills in managing tourism attractions. Investors see the potential of Kemirikebo Downhill Track and support them by providing training sessions and sometimes facilities. Investment from external parties usually participates and empowers through training sessions or even collaboration. According to Aziz, Rahman, and Sofa (2022), empowerment is described as an ability to encourage, motivate, and awareness of their potential. Thus, empowerment fosters the encouragement from Kemirikebo's awareness of their potential based on community-driven empowerment. In pursuing the empowerment goal, a tourism spot had to utilize the maximum potential as a tourism development as an indicator of sustainable tourism development. Artanti, (n.d.) theorized that for a village to turn its area into a tourist development village, it needs both natural potential and inventive human resources, a concept guiding Kemirikebo's focus on skill development and external collaboration

Acknowledging Kemirikebo's environmental potential as a tourist destination was the first step, the acknowledgment based on the challenges that they face and limitations led them to seek mentorship, training sessions, and seminars which are provided by external organizations, businesses, and academic institutions. Training sessions from external parties such as academic institutions helped in improving the operational capabilities of the management team. External parties played a vital role in shaping the management practices of Kemirikebo's management team. The Kemirikebo community sees the track as a short-term potential economic boost. Helps engage the children from the community in productive activities with the opportunity to contribute to track management and earn pocket money. Not only receive profits for the long-term community's economic growth but also helps as a potential short-term economic boost in earning pocket money. In operating a specific tourism destination, sustainable development is not just an aspiration, but rather an orienting guide, a long-term program of action that prioritizes development. It is crucial to understand that certain types of tourism have an important role in increasing economic activity,

indicating long-term tourism development. To clarify, the concept of sustainable tourism is to benefit residents by utilizing the maximum output of natural environment resources, educating both tourists and locals and managing planning strategies. According to Damian, Munoz, and Ramirez (2013), to recognize a specific tourism destination as sustainable tourism, some are seen based on the Institutional, Product, Historical, Managerial, Economic, Sociological, Geographical, Interdisciplinary, and System Approach. Kemirikebo Downhill Track has implemented some approaches from the theory such as the institutional approach, which creates relationships and connections with some institutions, the Managerial Approach which the person who manages the necessary management in improving and developing the tourism, the Economic Approach, which analyzes the contribution and the tourism itself in economic development, and Interdisciplinary Approach, which relate with more rather than utilizing only one potential knowledge.

Researchers conclude that continuous training, education, and external investment are crucial for Kemirikebo's long-term sustainability. Furthermore, investment and support from external parties have played an important role as they benefit the development of Kemirikebo's Downhill Track. However, relying solely on external support may potentially cause risks if local empowerment efforts are not maintained.

3. Overcoming Challenges through Strategic Planning

Kemirikebo Downhill Track's achievement did not come without any difficulties. Since the first of its establishment, Kemirikebo Downhill Track has made significant progress in management, environment, and attracting both local and international visitors. However, in the post-pandemic period, a decrease was seen based on a low number of visitors and the shortage of human resources, as many members of the community or Kemirikebo's Society were mostly relocated or were preoccupied with other commitments. The management team implied strategies to revive the interest of visitors by hosting events and competitions, which had previously been effective in generating a wider – audience. The primary goal of Kemirikebo Downhill Track is to empower the community by developing human resources and creating a sustainable tourism attraction. Efforts were made by Kemirikebo's management team by organizing events and competitions with substantial prizes to promote and revive the tourism destination in a wider range of audience. Research theorized that a great development in certain aspects in utilizing and promoting the potential demonstrates smart tourism, a smart tourism that combines tourism management, tourism service, and tourism marketing, as well as changing strategies and decision-making of tourism destinations (Wiratini M & Yasa, 2020). In addition, by overcoming the challenges through decision-making in changing the strategies planning, Kemirikebo implemented the theory from Wiratini & Yasa which became an effective promotion to revive the tourism destination in a wider range of audiences.

Researchers suggest that crisis management could enhance Kemirikebo's resilience in the face of economic downturns and that event-based tourism has a strong potential to sustain interest in the track. Not to mention that event-based tourism implemented means most of the sustainable interest in a tourism destination has a higher percentage to be success.

4. The Socio-Economic Impact of Kemirikebo Downhill Track

Kemirikebo's tourism initiative has provided significant economic benefits to the community. The tourism enterprise not only provided direct financial support by

creating jobs but also provided opportunities for children and young people to participate in productive activities. Many young members of Kemirikebo have helped and participated in maintaining the track while also earning pocket money and learning essential skills. Economic growth purposes also necessarily need to be implemented as an indicator of empowering a community. Kurniawati, Pramono, Ayuni, and Adila (2021) in their study stated that tourism is known as the main sector that drives tourism economic growth, especially in Indonesia which encourages tourism villages to develop by utilizing their potential and turn into rural tourism. Kemirikebo management is aware that economic growth is an important case to be empowered in maximizing the track's economic output for community benefit. A tourism destination must utilize financial support and achieve profits to reach significant economic growth. Kemirikebo has already taken advantage of creating a sustainable tourism destination to achieve economic growth as one of the steps to develop the community further. Despite earning profits from the track itself, youth participation also contributes to the community's financial stability.

Researchers acknowledged that Economic Empowerment is necessary to be implemented to improve and develop a sustainable tourism destination in the economic conditions. Kemirikebo Downhill track has already utilized the economic growth but not optimally. Youth engagement plays an important role as it provides economic opportunities and also helps develop benefits for the local youth organization.

Tourism plays a key role in enhancing the economic sustainability of the Kemirikebo Downhill community. Sutawa (2012) emphasizes that tourism is a tool for poverty alleviation and economic growth in rural areas. This proves that the development of Kemirikebo's Downhill Track has provided additional income streams for residents. The cooperation or collaboration between the community and investors such as local goat milk producers have strengthened the economic foundations of the village further.

5. Empowering Kemirikebo for Sustainable Tourism

Kemirikebo's Downhill Track management team aims to further empower the local community through a sustainable tourism framework. The key to attaining this goal is to continue education, collaborate with others, and build local human resources. Despite the challenges in sustaining the human resources, Kemirikebo's long-term goal remains focused on sustainable tourism and socio-economic development. An efficient and competent staff is essential, as seen by the decrease in tourism and management problems that followed the pandemic. Presently, the management team is working to fortify its internal structure and form strategic partnerships with external parties who can provide both financial and operational assistance to overcome the challenges and limitations that they face due to the downfall after the pandemic. The long-term viability of Kemirikebo's tourism initiative will depend on the empowerment initiatives. Chatterjee and Dsilva (2021) note that in empowering sustainable tourism development, the intention of improving tourism development is defined as the process of maintaining changes whether from the balanced environment, resources, human resources, investment, education, knowledge, and technological development. Kemirikebo's society is already willing to engage forward to be a sustainable tourism destination but still faced with several challenges and limitations.

For reference, researchers conclude that Kemirikebo's Downhill Track took steps and ventures to ensure long-term sustainability in the tourism destination but still faced several challenges and limitations. Most of the development in Kemirikebo

Downhill track was community-driven development from the initiatives to maintaining growth in any possible aspect while preserving local culture and resources. Even so, the discussion could potentially incur risks if not maintained sustainably.

B. Kemirikebo's Utilization of Social Media

1. *Establishment of @wisata_kemirikebo Instagram as a Promotional Tool*

Social media has become an integral part of marketing strategy for many companies and organizations, including Kemirikebo Downhill Track which also relies on social media to engage with a wider scope of audiences. It serves as a tool to reach a large audience, promote events, and interact with several cycling communities. Kemirikebo's Downhill Track management team delves into social media to implement their strategies and utilize some social media platforms such as Instagram and Facebook to promote their tracks, and events, and enhance engagement with visitors.

The emergence of Kemirikebo's Instagram account was intended as the primary social media platform. As one of the most visually appealing and dynamic platforms, it allows Kemirikebo's Downhill Track to engage effectively in communicating with potential visitors and cycling enthusiasts. Kemirikebo's Downhill management team recognized the potential of Instagram to increase visibility and reach a wider audience, especially for promoting events and track conditions. @wisata_kemirikebo's Instagram account was initially created to serve as a promotional tool for the first internal event entitled "Joint Training". Instagram was selected because of the provided features and the ability to connect with a wide range of audiences. Kemirikebo's Instagram account was also expected as a form of marketing necessity in promoting the Downhill Track to the cycling communities through social media, which can accelerate the increase of visitors to Downhill Bike Park.

Kemirikebo's Downhill media team structured and implemented a strategy to create a content schedule of three posts per week and at least story updates every two days. Kemirikebo Downhill track aimed to be consistent in engaging their followers and providing updates about the track's conditions and hosted events. The goal of the strategy is to increase interaction with the cycling communities while keeping the audience informed.

Social media combined with the tourism destination could enhance community participation and provide opportunities for skill development. Training sessions conducted by external partners as mentioned in the previous research previously, community members were equipped with skills in managing tourism operations which helped by the guidance of a mentor and using digital tools for promotion. This empowerment through education aligns with the findings of the study conducted by Kurniawati, Pramono, Ayuni, and Adila (2021) that highlighted the role of education and community-based tourism in sustainable development.

The findings from this study have underscored the significance of social media, particularly Instagram in promoting and sustaining tourism development. Researchers acknowledge that from Kemirikebo's Downhill Track case, Instagram has been a critical tool for raising awareness about the potential of the area as a tourist destination. The utilization of Instagram with its vast user base has enabled Kemirikebo to reach a wider audience. This concluded that Instagram utilization increases the target

audience's awareness and engagement. According to Tjoe (2022), 4.55 billion people, including a significant proportion of Generation Z, use social media platforms like Instagram.

2. Instagram's Aesthetic and Engagement Strategy

Kemirikebo's Downhill media team had a new generation, replacing who is responsible for managing the Instagram account. Fika is the new generation replacement who was entrusted to be responsible for managing the Instagram account. She recognized the need for more visually appealing and organized Instagram feeds. The efforts to enhance and improve the feed's visual appearance to make it more accessible and appealing to the target audiences. This elaboration is seen as an aesthetic restructuring, combined with the management team's efforts to communicate and interact with followers via comments, likes, and stories which have proven to be an effective engagement approach. Even though the Instagram account has made some growth in several aspects, but still does not yet meet the necessary social media goals. This shows that the need for continuous improvements in content presentation and interaction levels to keep followers engaged is necessary.

The Instagram platform provides instant access to a global audience, allowing tourism destinations like Kemirikebo Downhill Track to gain exposure far beyond their expectations. Regarding the findings that have been stated, researchers recognized that Instagram's visual content such as photos, videos, and stories has played a crucial role in showcasing the scenic beauty of the Kemirikebo Downhill track attraction. This aligns with the previous study by Chatterjee and Dsilva (2021) highlighting the role of social media in promoting sustainable tourism, especially in visually engaging destinations.

3. Instagram's Audience Growth and Challenges

Kemirikebo Downhill Track Instagram account's exposure and follower growth showed significance in its early years of establishment, specifically from 2020 to 2023. The strategy techniques implemented resulted in a significant increase in followers and visitors who were interested during the time. However, there was a noticeable drop in the content intensity in recent years. While the Instagram account was active and visible during the early booming era, its frequency of posting content has decreased significantly, especially on weekends. The decrease in activity was also acknowledged, while the content created by Kemirikebo's Downhill Instagram account was still relevant and in the original state, the consistency of uploading and interacting with the audiences had decreased. The importance of maintaining at least three posts per week to attract audiences and new followers, a suggestion from one of the riders emphasized that clickbait in the social media posts could be implemented to assist in drawing more attention as a strategy.

Researchers acknowledge that Instagram has served as a promotional tool that goes beyond traditional marketing for Kemirikebo Downhill Track. Through targeted campaigns, event promotions, and interaction with users via comments and messages, Kemirikebo's Downhill Tourism has created a more interactive experience for potential visitors. The platform allows the tourism management team to engage with users directly, gather feedback, and adjust their promotional strategies. This interactive nature of social media reflects the theory proposed by Guzzo, D'Andrea, Ferri, and Grifoni (2013) emphasizing the importance of dynamic content strategies.

Despite the advantages, researchers also acknowledge that due to the lack of expertise in managing content, Instagram's full potential needs to be utilized. The insights from the Instagram account reveal a decline in audience engagement after the last major event in 2023. This highlights the need for continuous innovation in content creation and management to maintain visibility and engagement, as argued by Sarkar and George (2018) noting the importance of dynamic content strategies.

4. The Role of External Communities on Instagram

The loss from the @wisata_kemirikebo account activity allows external communities to intervene and collaborate with Kemirikebo Downhill Track to revitalize the track's social media presence and also the management of Kemirikebo Downhill Track. This led to the creation of the Instagram account @info_kdh which was led by Indra to cover the gap left by the main account. In collaborating with Kemirikebo's youth organization (Karang Taruna), @info_kdh became more active, consistently posting updates about the track, recent events, and track conditions. As a result, @info_kdh acquired almost 200 organic followers in less than a month, indicating that there is still interest in Kemirikebo Downhill Track as a tourism destination even after the reduction in activity from the original account. The Instagram algorithm plays a vital role in exposing the collaboration with the original account, @wisata_kemirikebo reached between 2000 – 3000 viewers on a specific post. This illustrated the importance of consistency in engagement and maintaining exposure from the content creation's intensity.

Additionally, the involvement of the youth organization (Karang Taruna) has been vital in empowering the younger generation of Kemirikebo, as it provides them with leadership roles and responsibility to manage the tourism destination. However, challenges persist particularly the need for consistent mentorship and capacity building to ensure – long-term sustainability, as the community still faces limitations in technology adoption and strategic promotion. This corresponds with the study by Aziz, Rahman, and Sofa (2022) pointing out the need for continuous training to bridge the knowledge gap in community-based tourism.

5. Facebook's Role and Audience

While Instagram played a central role in Kemirikebo Downhill Track's digital strategy, Facebook served as a supplementary platform, primarily targeting an older demographic type of audience. Kemirikebo Downhill Track management team recognized that Facebook user base which consists of older people from cycling enthusiasts. Presented a market that could still be engaged on a smaller scale than Instagram. Kemirikebo's Downhill Facebook account was mainly used for answering queries, providing reservation updates, and communicating with cycling communities. Compared to Instagram, engagement on Facebook was significantly lower. The content posted was often more informational and focused on logistics rather than visually driven promotional content. The target audiences for Facebook usually are cycling enthusiasts who prefer detailed discussions and planning over frequent updates.

Although Instagram was used by Kemirikebo primarily to empower the tourism destination, Facebook's role served as a supplementary platform used by Kemirikebo which indicates that Kemirikebo has utilized more than one social media platform to empower the development of Kemirikebo Downhill Track. This supports the conclusions of the study by Guzzo, D'Andrea, Ferri, and Grifoni (2013) stating that a

framework for utilizing various social media platforms and networking to promote and develop a certain sustainable tourism is necessary in terms of a participatory approach.

6. *Synergy Between Social Media and Community Empowerment*

Based on what has been stated so far, Kemirikebo has utilized social media as a communication medium to reach a wider audience. Strategies for utilizing social media to empower tourism destination development were through enhancing the content intensities, engaging external communities, promotional mediums, utilizing social media other than Instagram, etc. As noted by Sahoo and B.G (2017), which emphasizes the recommendation of strategies in tourism development by utilizing the role of social media such as creating awareness using social media, further promoting the tourism destination, and utilizing not only one but other various social media platforms.

Researchers also recognized the synergy between social media and community empowerment, the findings illustrated a clear synergy between the use of social media and the empowerment of Kemirikebo's community. Social media has not only served as a marketing tool but also as a platform for learning, networking, and innovation. As stated in the research, local youths and the management team were able to connect with broader networks to gain exposure to new ideas. This represents the conclusions drawn by Wiratini M and Yasa (2020), which pointed out the importance of digital literacy and entrepreneurship in tourism empowerment.

Sustaining the synergy between social media with community empowerment requires ongoing support and capacity-building efforts. Researchers recommend that the community continue to collaborate with external stakeholders or communities, organizations, etc. such as local governments, tourism agencies, and institutions to access training, funding, and mentorship to be a sustainable tourism community. This is essential to overcome the current limitations and create a sustainable model for the tourism destination that benefits the community economically, socially, and environmentally.

Social media, particularly Instagram, plays an essential role in tourism development and community empowerment. While there are clear benefits to using social media as a promotional tool, continuous efforts must be made to address the gaps in technological skills and resource management within the community. Empowerment through tourism can only be sustained through a holistic approach that combines economic development, social engagement, and skill-building.

C. Kemirikebo's Community Development

1. *Community Empowerment through Tourism Development*

Kemirikebo Downhill Track has developed significantly through the active involvement and support from various external communities. Although the track does not have an internal rider community, its growth has widely been facilitated by collaborations with external parties which makes it a unique example of community-driven development. The findings of the study highlight the transformative potential of tourism in empowering local communities. Kemirikebo Downhill Track's case refers to the process through the local community in gaining skills, knowledge, and opportunities that are necessary to take control of their development, particularly through tourism activities. Researchers found that Kemirikebo Downhill Track can act

as a driving force for economic, social, and environmental improvements which contribute to the long-term sustainability of the Tourism Village.

This finding is in line with Phillips and Pittman (2009) who argue that development is defined as the process of creating growth and positive changes physically, economically, and other aspects of components in a specific community. It could be seen from the potential capacity that Kemirikebo has such as in economic, social, and environmental improvements, a transformative potential.

2. Economic Empowerment

Economic empowerment through tourism has been one of the most visible impacts, especially in Kemirikebo's case. The Downhill Track's development has generated several economic benefits for the local community, which provide direct employment opportunities and create new sources of income through tourism-related activities such as hosting events, renting land for the Downhill Track, and doing good services to visitors or riders. Aziz, Rahman, and Sofa (2022) in their study stated that the role of tourism in enhancing the livelihoods of rural communities by utilizing natural resources and creating sustainable economic opportunities.

The ability of the community to generate income from tourism has empowered them economically, reducing their dependence on traditional agricultural activities such as goat milk production. While agriculture remains a core component of Kemirikebo's economy, the establishment of tourism has varied income streams, which is crucial for economic resilience. Furthermore, partnerships with local businesses and investors, as well as the involvement of the youth organizations (Karang Taruna) have further enhanced the economic opportunities available to the community which contributes to both individual and collective empowerment.

The digital age, particularly in the establishment of social media, has played a key role in fostering connections between the Kemirikebo Downhill track and a wider audience which enables easier communication and collaboration with external communities. In promoting Kemirikebo's Downhill track through social media, digital media later was emphasized as a platform that connects through interactions and engages both individuals and communities which increases its visibility and draws more audience and potentially cyclist enthusiasts. This growth in utilizing social media in the digital age has had a positive impact on the local economy as the influx of visitors and participants provides additional income for the community.

In addition, the researcher also identified the limitations in the extent of economic empowerment. The Kemirikebo community still faces challenges in sustaining tourism growth due to limited skills in business management, marketing, and long-term strategic planning. This hits a cord with the statement from (Sutawa, 2012), who theorized that while tourism can enhance local economies, long-term success often depends on the ability of local actors to manage tourism enterprises/businesses effectively and to continuously innovate and adapt to market changes.

3. Social Empowerment

Tourism development in Kemirikebo had a significant impact on social empowerment by fostering greater community participation and collaboration. The

findings from the research reveal that the establishment and success of Kemirikebo's Downhill Track were largely due to the efforts of the local community, specifically the youth organizations (Karang Taruna). The collaborative nature of the project which the local land owners, youth organizations, and investors came together created a sense of ownership and responsibility among community members, it is the key component of empowerment.

In strengthening the relationship with cycling communities, Kemirikebo Downhill Track hosted numerous events and race competitions. These events serve as a bridge to connect with external communities and boost participation. The research highlighted that at the peak of the Downhill's track popularity, they hosted many collaborative events and races. These events were not only competitions but also included training sessions and the provision of necessary tools and equipment for participants, particularly facilitation. Kemirikebo solidified its reputation as a significant hub for cycling enthusiasts due to the support from external parties and once became the training center for the National Downhill Team in 2021. Not to mention that athletes who affiliated with external communities also played a crucial role in the Kemirikebo's development. Based on the findings, the researcher further found that one of the interviewees namely Dicky has witnessed the host of national-level competitions held in Kemirikebo Downhill Track. Dicky also regularly engages in weekend training and his connections draw more attention from other various communities.

This social empowerment through community collaborations is reflected in the increased capacity of the community to organize events and engage with external stakeholders such as tourists, government, and business partners. The community's ability to make decisions and take actions that benefit their collective well-being aligns with Scheyvens and Watt, (2021), who argue that empowerment is achieved when communities gain control over their resources and can influence their future.

Additionally, the involvement of local youth organizations in managing the tourism destination has provided them with valuable leadership and organizational skills, further enhancing social empowerment in the community's development. Youth participation as facilitated by Kemirikebo's youth organization the Karang Taruna, has been critical in driving the tourism project forward. This involvement has not only allowed young individuals to gain practical skills but also strengthened their role in the community, fostering a sense of identity and purpose. As stated in their findings, Kurniawati, Pramono, Ayuni, and Adila (2021) highlighted that youth involvement is essential in sustainable community development, as it ensures the continuity of knowledge and skills for future generations.

4. Capacity Building and Knowledge Empowerment

One of the most important aspects of community development is capacity building. The research study later found that external training programs, workshops, and seminars offered by various organizations have been pivotal in empowering the community, particularly in improving their ability to manage the tourism site effectively. These training sessions have provided the local community population with valuable skills in areas such as tourism management, marketing, customer service, and digital literacy, all of which are necessary for the sustainability of the Downhill track.

Social media is one of the capacity-building initiatives that has been instrumental in Kemirikebo's ability to reach a wider audience. The track's Instagram page was initially created to share updates about the track but soon became a promotional platform that attracted influencers and communities alike. The track visibility was boosted by sharing the content related to the Kemirikebo Downhill Track experiences. This collaboration was mutually beneficial, as it provides exposure to the track while helping influencers gain credibility within the cycling community just like the athlete namely Dicky which has been previously mentioned.

According to the findings, researchers discovered the capacity-building initiatives from Kemirikebo's management have been particularly beneficial in overcoming some of the community's limitations such as the lack of technical knowledge and experience in operating a tourism destination. The training sessions also facilitated the community's transition into the digital era where platforms like Instagram have become a vital platform for promoting tourism destinations. This reflects the theory proposed by Guzzo, D'Andrea, Ferri, and Grifoni (2013), who emphasized the importance of equipping communities with the tools and knowledge necessary to adapt to the digital economy, specifically in the tourism sector.

Despite the advancements, Kemirikebo Downhill Track's challenges remain in sustaining the capacity-building efforts. Researchers also uncovered that while the community has made significant strides in developing its tourism skills, there is a need for ongoing mentorship and continuous learning to keep pace with the evolving demands of the tourism industry. As suggested in a report by Maritza, et al. (2022), community empowerment through tourism should not be viewed as a one-time effort but as a continuous process that requires ongoing support, resources, and learning opportunities.

5. Empowerment through Environmental Stewardship

Kemirikebo Community has been empowered through their role as stewards of local environments. The tourism destination of Kemirikebo Downhill Track relies heavily on the natural beauty of the area. As a result, the community has taken steps to preserve and protect the environment, recognizing the importance not only for the success of tourism but also for their long-term sustainability. This form of environmental stewardship aligns with the concept of sustainable tourism where communities actively participate in protecting their natural resources while benefiting from them economically.

Researchers found that the community has adopted environmentally friendly practices such as maintaining the integrity of the bike track, limiting the environmental impact of tourism activities, and promoting its eco-friendly tourism to visitors. These actions reflected the principles of sustainable tourism development outlined by Scheyvens and Watt (2021), who emphasizes the need for communities to balance economic growth with environmental conservation.

However, the community's efforts in environment management still face challenges. Based on what has been stated, the research points to the limitations in the resources and technical expertise for managing the environmental risks and maintaining the infrastructure of the Downhill track. This statement highlighted the need for further

investment in environment management training and support to empower the community in preserving their natural assets.

6. *Challenges and Setbacks to Community Empowerment*

Kemirikebo Downhill track experienced a decline due to a shortage of human resources needed to manage the track despite their early success. The track became less active and the operations were slowed down, which led to concerns from frequent visitors and communities who had previously been engaged with Kemirikebo Downhill Track. Kemirikebo's management team struggled to provide timely updates due to the lack of personnel who contributed to the track's decline in popularity. The pause in activities raised questions among community members about the track.

Researchers identify several barriers that continue to prevent the full realization of Kemirikebo's potential. One of the main challenges is the community's limited access to resources, both financial and technical. Although external organizations have provided valuable training and support, the community remains constrained by the lack of long-term funding and the lack of ability to attract consistent financial investments. Researchers also discovered from the study highlighted the challenges faced by Kemirikebo such as human resource shortage, specifically as the tourism destination grows. Kemirikebo's community reliance on the track increased which led to the need for skilled workers and volunteers becoming more apparent. The loss from human resources has already started to affect the operation of the tourism site, particularly in terms of maintaining visitor numbers and effective use of digital platforms for promotions. This challenge is in line with a study by Kurniawati, Pramono, Ayuni, and Adila (2021) highlighting that successful community-based tourism requires a continuous commitment to building human capital, which includes training, mentoring, and succession planning.

A further instance, the limitations in technological lifting and expertise, especially in utilizing social media for sustainable tourism growth remain a critical issue. While the community has made progress in utilizing Instagram for promotion the lack of consistency in engaging content and the lack of ability to reach a wider audience globally proves the need for further digital literacy training and strategic planning. This supports Kiráľová & Pavlíčka (2015), who pointed out that effective digital engagement is essential for long-term success in a community-driven community.

D. Kemirikebo's Empowerment through Media

1. *Mass Media Selection in the Digital Age*

The role of media particularly social media has become increasingly critical in the process of empowering Kemirikebo's Downhill Track. Mass media have different types including digital, electronic, print, and traditional media. The establishment of Kemirikebo Downhill Tourism was in the digital era which mass media such as traditional and print media are less utilized. Social media platforms like Instagram have been used as tools to promote and develop tourism destinations, while empowering communities to achieve greater autonomy and sustainability, especially in the modern era where everything is digital-based. Researchers emphasize based on what has been stated that social media serves as a promotional tool and also as a platform for skill development, collaboration, and global visibility, particularly in empowering Kemirikebo's Downhill Track.

Kemirikebo's Downhill Track management demonstrates an intentional transition away from print media and utilizes digital media as the main channel for

promotion and communication which is consistent with a larger trend in how societies adapt to advanced technology. In the era where digital content dominates, Kemirikebo's decision to focus on social media, especially Instagram and Facebook which are compatible with the increasing significance of online platforms over traditional forms such as newspapers, magazines, and television. The explanation behind the digital transition is in emphasizing a wider reach and the easy utilization of social media in comparison to print media which has less exposure strategy, especially in the digital era. Despite the transition of only focusing on social media, Kemirikebo's strategy in utilizing the mass media aligns with Shi and Yang (2016), who states that media has an effective role as a tool for empowerment, a medium used as a promotional or commercial end to achieve profits by giving it a production role. Although Kemirikebo has never collaborated with traditional media, there are local community-based efforts by the individuals and external communities that utilize digital content creation to promote the Downhill track. This explains that the natural growth of Kemirikebo is community-driven – driven which mostly relies on user-generated (Individual) content and community involvement.

However, relying solely on only digital media presents several challenges. While social media has a wider audience, the lack of collaboration with print and other mass media limits the exposure potential in reaching audiences that aren't as active on online platforms. Moreover, the Kemirikebo media team faces several internal resource shortages, specifically in the lack of personnel who are dedicated to managing and optimizing digital media effectively. This gap in human resources affects their ability to fully exploit or fully utilize the potential of their chosen platforms.

2. Social Media as a Tool for Empowerment

The implementation of social media into Kemirikebo's Downhill tourism development has provided communities with a powerful tool to promote their environmental assets and cultural resources. Instagram has been quite helpful in terms of promoting the Kemirikebo Downhill track, raising awareness in attracting visitors, and engaging with a broader audience. This supports the previous research by Sahoo and B.G. (2017), who theorized that social media has become a vital medium for promoting tourism, enabling communities to share images, videos, and reviews that directly influence tourist behaviors.

Social media has offered some layers of empowerment to Kemirikebo, by providing the community the power to write their own story and market their tourism attractions in a way that appeals to potential visitors. Kemirikebo's ability to showcase local attractions, events, and cultural experiences via digital platforms empowers the community to engage in self – promotion which reduces their dependency on external marketing agencies. This in line with Davis (2019), who believes that social media platforms allow their users to share content produced by its users which can effectively shape public perceptions.

Furthermore, Kemirikebo provided easier access to their audiences around the world by utilizing social media. Instagram as one of the platforms used by Kemirikebo, has helped to reach audiences beyond local and regional tourists which allows the community to promote its tourism destination of Downhill Track to an international audience. This is consistent with the previous research by Guzzo, D'Andrea, Ferri, and

Grifoni (2013) stating that social media helps remove barriers based on geography by providing small, rural communities a global platform to showcase their potential.

3. Instagram as a Medium for Sustainable Tourism Development

Instagram has emerged as the dominant platform for Kemirikebo to promote its Downhill track through community engagement, event promotion, and visual content. The management team actively uses the platform to engage with their main audience, specifically focusing on the riding communities. The strategy that they implemented to promote the tourism destination includes tagging users, re-posting content from visitors, and creating original content such as reels and photo documentation. The objective of implementing this strategy is to raise awareness of the sense of community and increase visibility.

Based on what has been stated so far, researchers highlight that Instagram is an effective platform for promoting specific sustainable tourism. Instagram's visual nature of emphasizing photos, videos, and short-form content makes it an ideal showcase of the natural beauty of Kemirikebo's Downhill track. The community has utilized Instagram to promote its beautiful scenery, eco-friendly tourism practices, and unique experiences which resonate with the objective of sustainable tourism development. Kemirikebo has been able to attract tourists by emphasizing its visual storytelling and presenting itself as an environmentally mindful tourism destination.

By utilizing Instagram, Kemirikebo has been able to communicate its commitment to sustainability while at the same time promoting the tourism destination. This not only helps to attract tourists but also educates the public about the importance of environmental stewardship and sustainable practices. This statement supports the arguments from the previous research by Királ'ová and Pavlíčka (2015) pointing out that social media plays a crucial role in promoting the sustainability of tourism sites.

Although the effectiveness of utilizing Instagram with the strategy to engage with the audience was dominant, the limited focus on only focusing on the riding community restricted Kemirikebo the ability to reach a wider audience. The Downhill track promotional efforts are mainly centered on the community members, by attracting new visitors to raise awareness outside of the riding community. While it is indeed effective in maintaining engagement with the current audience, it limits the opportunities to reach a wider audience.

4. Enhancing Community Participation through Media

Kemirikebo's youth organization (Karang Taruna) played a key role in managing the community's Instagram account and promoting the tourism destination. It is known that promoting community involvement is one of social media's most empowering features. This provided a platform for young people to experience leadership roles and develop important skills in digital marketing, content creation, and community management. As the previous research stated social media allows individuals to engage or interact with a large audience which promotes community involvement and a sense of ownership (Manning, 2014).

Through engagement with the media, the local youth from Kemirikebo gained valuable experience in managing a tourism business and promoting it to a wider audience. This engagement not only promoted social empowerment in addition to raising awareness of the Downhill track but also boosted the role of Kemirikebo's

youth. This result is consistent with Schutte (2016), who stated that community development is largely dependent on human capital and the ability to engage members of the community in activities that promote local development which are the key components that contribute to the community's local growth.

Researchers also found that in engaging with the communities through promoting social empowerment and the tourism destination, Kemirikebo also embraced a collaborative approach to its media strategy such as relying on partnerships with cycling influencers and community leaders. These influencers help enhance the track's visibility through their established social media networks, while the community provides grassroots support. The engagement of influencers in promoting the track through Instagram stories and events has proven to be an effective means of reaching a wider audience.

Additionally, Kemirikebo receives support from various cycling communities and on some occasions from local government sponsorship. Through sponsorship, it helps fund some events and competitions that serve as a significant attraction for riders and visitors. The track has also incorporated cultural performances and entertainment into its events, broadening its appeal and creating a more inclusive experience.

Despite these engagements through communities, influencers, and sponsorships, the research also highlights that while social media has provided many positive growths, there are still challenges in maintaining the level of engagement. After the success of the establishment of the Instagram account, maintaining a consistent flow of high-quality content became difficult, mainly due to a lack of human resources and expertise. This suggests that while social media is a powerful tool for empowerment, it could only be fully realized from the potential when the community is equipped with the necessary skills and resources to manage the platforms effectively over the long term.

5. Media Literacy and Capacity Building

The research later found that Kemirikebo's community benefited significantly from training programs and workshops that focused on social media marketing, content creation, and tourism management. It is important for communities to fully utilize the potential of media for empowerment in media literacy and capacity building. These initiatives were provided by several external organizations and played a crucial role in empowering the community to use social media more effectively. The ability to create engaging content, manage social media campaigns, and understand digital trends empowered the community to take charge of its promotion strategies. This is in line with Shi and Yang (2016), who theorized the importance of media literacy in empowering communities to use media to use media not just as consumers but as active participants in shaping their narratives.

The research indicates that Kemirikebo's community requires ongoing support to sustain this empowerment. Which created a dependency only relying on community-driven development. While initial training programs have helped build media literacy, continuous education, and mentorship are needed to keep up with the changing of the advanced digital landscape. As stated in the previous research by (Rosencrance, 2023),

who argued that media empowerment involves not just access to technology but also the skills to use it strategically and creatively.

6. Limitations and Challenges in Utilizing Media for Empowerment

Research later identifies several challenges faced by Kemirikebo's Downhill community in fully utilizing the media as a medium for promotional tools despite its clear benefits for empowerment. One of the main issues that were faced by Kemirikebo was the lack of consistency in the human resources to manage the social media account. As visitor rider numbers decreased and community engagement became less, sustainably maintaining a lively and active online presence became more difficult. This resonates with a wider issue of resource allocation in rural communities, where human capital is often stretched thin across various responsibilities. The decrease in visitors and community engagement led to limited operations, with the track presently only opening on weekends. The main challenge lies in the lack of human resources within the management team.

Kemirikebo's community struggled to maintain a steady stream of content that would attract and engage followers, specifically after the initial success of the Instagram account. This illustrated that Kemirikebo faced an issue with the intensity of sustainably attracting their followers through content. Social media is known to offer a wide range of opportunities, in utilizing it also requires a level of expertise in content creation, digital marketing, and audience engagement. The research highlighted the need for more advanced media training and support to help the Kemirikebo Downhill community develop in a long – term content strategies, which aligns with the statement of a previous research by Affandi and Fitrananda (2023) highlighting the importance of sustained media use in building tourism brands.

The decline in Kemiriekbo's activity has opened the door for new opportunities for revitalization. Researchers later found that a new external community recognized the potential of Kemirikebo's Downhill track namely @info_kdh on Instagram which is led by Indra. Indra is an active rider who has participated often in Kemirikebo since 2020. Indra considered that the track's geographic features could be an advantage that required improvement. @info_kdh community aimed to re-engage Kemirikebo's Downhill track community and attract new visitors by establishing an active presence on social media. The efforts by @info_kdh's community to promote Kemirikebo on social media helped the recovery of the track. Kemirikebo started to attract interest from both communities and individual riders within the first month of the community's establishment. @info_kdh community's objective in recognizing the potential of the track was to rebuild the track's privilege by utilizing digital media to create a stronger connection with the cycling community and restore the track's status.

In addition, the research indicates that while social media has helped to promote Kemirikebo's Downhill Track, it has yet to fully capitalize on all the potential of digital marketing strategies that are available. The community has mainly relied on original content creation without fully exploring paid advertising options or collaborations with influencers, which could further expand their reach and visibility. This limitation led to a need for more comprehensive training in digital marketing strategies that go beyond basic content creation.

CHAPTER 5

CONCLUSION

A. Conclusion

Kemirikebo's Downhill Track has transformed the community by integrating tourism development with socio-economic growth. The Downhill tourism track involved the youth organization (Karang Taruna) from its inception during COVID-19. The youth organization played an important role in the track's operation, management, and continuous improvement. Kemirikebo recognized its challenges and addressed limitations through training, external partnerships, and the cycle of feedback. The track has contributed to the local economy through the involvement of local entrepreneurs and by securing sponsorships and collaborations with external communities, which have supported economic growth. Despite what has been stated, the track has faced several challenges such as a decline in visitors and a shortage of human resources. To ensure the long – term sustainability, Kemirikebo must maintain continuous development, enhance their human resources, and cultivate strategic partnerships. To achieve its objectives, Kemirikebo's Community must diversify sources of investment and reduce the over-dependency on external support for training and infrastructure. Kemirikebo serves as a powerful case of community-driven tourism empowerment, which demonstrates how a rural village can harness its natural potential and local entrepreneurship to create a thriving tourism destination.

Kemirikebo's utilization of social media, specifically Instagram, has played a critical role in promoting and sustaining the Downhill Track as a tourism destination. Instagram's visual appeal and ability to reach a wider audience have helped raise awareness, promote events, and encourage engagement with external cycling communities. Consistent content creation and dynamic engagement strategies are crucial to achieve long–term success. External community involvement, in collaboration with the community's youth organization, revitalizes efforts in social media. Furthermore, challenges faced by Kemirikebo such as technological gaps and resource management, require continuous training and mentorship. By utilizing a variety of platforms and encouraging external collaborations, Kemirikebo can improve its tourism model and benefit the local community both socially and economically.

The research reveals that Kemirikebo's tourism development holds significant potential for economic, social, and environmental empowerment through external collaborations and community engagement. Kemirikebo Downhill Track demonstrates its potential by providing skills, knowledge, and economic opportunities. Economic empowerment has been achieved through event hosting, land rentals, and services, while social empowerment is evident through increased community collaboration, specifically involving the youth organization. Furthermore, researchers also found that capacity building through training and digital engagement has expanded the community's reach, although mentorship and digital literacy training are necessary. The research also identifies environmental stewardship as a key component of Kemirikebo's tourism model. However, challenges such as limited financial resources, human resource shortages, and technological expertise affect the tourism destination's long–term sustainability.

The research emphasized that Kemirikebo's Downhill Track tourism has been significantly benefited from its reliance on digital media, specifically social media platforms such as Instagram. Shifting away from traditional media allowed the community to engage with a wider audience and enhance community participation. Not only does social media serve as a promotional tool but also empowers the community by allowing them to shape their own story and market the attractions. Despite not collaborating with the traditional media, Kemirikebo's local community-based efforts rely on community interaction and user-generated content. However, challenges such as limited exposure and a lack of resources previously built through print and other mass media. Furthermore, fully implementing digital media strategies may be hindered by a shortage of personnel. To sustain and enhance media-driven empowerment, media literacy, digital marketing training, and resource distribution are very crucial for a media-driven empowerment community. Recent efforts from new external communities have revitalized Kemirikebo's Downhill Track by utilizing digital media. To fully realize the potential of Kemirikebo Downhill Track, a digital marketing approach that includes paid advertising and strategic collaborations, is necessary to expand the reach and impact.

In conclusion, Kemirikebo's Downhill Track is a successful example of community-driven tourism, utilizing natural resources and local entrepreneurship to create socio-economic opportunities. The youth organization (Karang Taruna) played an important role in managing and operating the Downhill track, especially during the Covid-19 pandemic. At the end, Kemirikebo's community is the one on control, they are not the victim, but they are the player. Even though Kemirikebo is a community-driven tourism destination, they also intend to develop and empower themselves as a sustainable tourism. However, challenges like human resource shortages, financial limitations, and technological gaps needed attention. Kemirikebo must invest in training, diversify funding, and pursue into strategic partnerships for long-term sustainability.

B. Research Limitations

1. The study collected data primarily through in-depth interviews with Kemirikebo community members and riders, as well as through observation and raw footage documentation. Information about Kemirikebo is primarily limited to what is available online.
2. Most data obtained from previous journals pertained to similar tourism village cases, with only one journal specifically addressing Kemirikebo Downhill Tourism.
3. The study was constrained by the lack of long-term data on social media engagement, making it difficult to predict future trends in visitor growth
4. Limited human resources within the community prevent/slow down the ability to consistently manage and update social content.
5. Technological gaps, including limited digital literacy and strategic planning, restrict the community from utilizing the maximum potential of social media platforms.

C. Suggestion

1. From an academic standpoint, the author suggests that future research broaden its data collection efforts, focusing on both general and in-depth perspectives. To gain a deeper understanding of the research subject, especially in community-based empowerment, it is essential to immerse in the community to gather detailed data resources. Based on this research, there are still many limitations that could still be improved and utilized. This recommendation is intended for future researchers, particularly those who are researching tourism community-based empowerment through social media. This suggestion is offered in the hope that future research will serve as a comparative reference for this and other studies from varied perspectives.
2. Practically, Kemirikebo's Downhill Track has a variety of development through empowerment, yet still faces challenges and limitations. The author suggests that the community strengthen digital literacy and implement training programs to improve human resources, ensuring sustainable operation and media management for long-term planning and adaptation to advancing digital technologies. The author further suggests that Kemirikebo, based on its community-driven tourism model, should strive to realize its full potential by actively pursuing improvements in infrastructure rather than relying solely on community-driven efforts.

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