

The role of social media literacy for micro small medium enterprises (MSMEs) and innovation in Developing Tourism Village in Indonesia

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Abstract

The emergence of social media platforms has brought about a significant change in marketing, allowing small businesses to effectively promote themselves within their communities. Small and medium-sized enterprises (MSMEs) operating in tourism hotspots stand to gain substantial advantages

by acquiring a deeper understanding of advanced social media techniques. The primary objective of the present research is to investigate how social media literacy and innovation impact the development of tourism in Indonesia, specifically focusing on the role of MSMEs. To achieve this, a combination of quantitative and cross-sectional research methodologies was employed. Cross-sectional studies involve collecting a single set of data at a specific point in time, and in this case, participants provided responses through questionnaires. This method facilitates researchers in gaining insights into the viewpoints of the participants. The survey questionnaires were distributed among employees working in MSMEs within the Indonesian tourism sector. A total of 197 complete survey responses were gathered from participants. However, 24 surveys had incomplete responses and could not be included in the analysis. The data extracted from the remaining 173 questionnaires reveals a response rate of 70.90%. Structural Equation Modelling - Partial Least Squares (SEM-PLS) was employed for the analysis of the collected data. The outcomes of the analysis indicate a substantial impact of social media utilization on the innovation capabilities of MSMEs in Indonesia. Additionally, there exists a significant correlation between innovation and the performance of these MSMEs. Furthermore, the results highlight a noteworthy association between the performance of micro, small, and medium-sized enterprises and the progress of tourism development in the West Java province. These findings underscore the importance of social media as a driving force for innovation within Indonesia's MSME sector. They also emphasize the need for policy development aimed at encouraging and streamlining the adoption of social media platforms by MSMEs in the country. Enhancing digital literacy, broadening internet accessibility, and giving priority to research and development incentives should be central considerations for policymakers tasked with shaping public policy initiatives.

Keywords: social media literacy, innovation, MSME, Tourism, Indonesia

1.0. Background

Recent research has appropriately recognized the interconnectedness of societal progress and technological evolution, a synergy that has become essential in the routines of people's everyday existence. Various dimensions of social existence, such as familial and interpersonal bonds, work environments, administrative structures, and political engagement, have become thoroughly infused with digital technologies (Strengers et al., 2022). Furthermore, a prevalent contention among numerous scholars is that these technologies have paved the way for novel prospects in the establishment and advancement of communities (Babić Rosario, De Valck, & Sotgiu, 2020; Gregori & Holzmann, 2020). In the present circumstances, as discussed by Hodge and Hallgrímsdóttir (2021), it is crucial to acknowledge that social media platforms have gained extensive

approval across various societies, surpassing both geographical and cultural confines. As a result, they have effectively established links between the global population and indigenous groups. The prolonged utilization of the Internet and social media platforms has contributed to an amplified significance of media and digital literacy.

Given their extensive usage, content generation capabilities, and active involvement, it is imperative to differentiate social media platforms from other varieties of Internet platforms. Consequently, the contention arises that individual on social media, even lacking formal expertise in mass media, can contribute to the dissemination of information. Neophytou, Manwell, and Eikelboom's (2021) study introduced the notion that the significance of this observation becomes even more pronounced, considering the wide adoption of social media across various age brackets and the early exposure of children to mobile device screens. Due to their engagement in social interactions with peers, adolescents and other users allocate a considerable portion of their time to utilizing social media platforms (Azhari et al., 2022). In contrast, individuals pursuing higher education dedicate an average of 20 hours per week to engaging with digital platforms (Pallavi, Ramachandran, & Chinnasamy, 2022). In a conducted survey, approximately 98.3 percent of respondents affirmed their utilization of social media platforms (Nguyen et al., 2021). Furthermore, the survey revealed that older adults tend to employ fewer technological devices in comparison to their younger counterparts within the same demographic. However, it's noteworthy that the frequency of engaging in social interactions through the Internet is on the rise (O'Day & Heimberg, 2021). Finally, the survey concluded by underscoring the importance of acknowledging that individuals encounter a range of phenomena within the realm of social media, including extensive exposure to promotional content, the prevalence of carefully curated images that exhibit a positive bias, and unfortunately, the occurrence of aggressive and violent behaviours (Eg, Tønnesen, & Tennfjord, 2023).

Furthermore, it is crucial to take into account the operational mechanisms of social media platforms, as they utilize technological strategies to selectively tailor content, thereby reinforcing confirmation bias within users (Datta, Whitmore, & Nwankpa, 2021). These platforms provide users with the ability to engage selectively with specific individuals, thereby aiding in the creation of groups or communities characterized by

shared attributes (Xiao, Tan, Leong, & Tan, 2021). Paradoxically, the inclination towards homogeneity can potentially foster animosity towards dissimilar entities, which holds particular significance in the context of cyberbullying. It is posited that this behaviour is empirically linked to extended durations of engagement with social media (Vannucci, Simpson, Gagnon, & Ohannessian, 2020).

Recognizing the existence of messages disseminated through social media platforms that carry potential harm, particularly in realms such as health and personal appearance, is of utmost importance (Habes et al., 2020). Given the significant impact of advertising and the abundance of selectively shared images that tend to showcase positive content (Weismueller, Harrigan, Coussement, & Tessitore, 2022), understanding this phenomenon is of critical significance. The act of consuming digitally manipulated visuals with the intent of presenting an idealized aesthetic has been linked to reduced body satisfaction and overall contentment with one's physical appearance. Additionally, scholarly research suggests that prolonged internet usage could exacerbate this trend, leading to an increased likelihood of adolescent females seeking cosmetic surgical procedures (AlSamhori et al., 2023).

Micro, small, and medium-sized enterprises (MSMEs) play a crucial role in Indonesia's business landscape, holding a significant share and exerting substantial influence. Moreover, there is empirical backing for the assertion that this specific group displays impressive resilience in the face of various economic disturbances. Srisathan, Ketkaew, and Naruetharadhol (2023) contended that enhancing the MSME industry necessitates cultivating cooperation among diverse factions. Given their contributions to the economy, society, and the socio-economic framework, MSMEs are not only an integral part of the societal fabric but also serve as the driving force behind the economy.

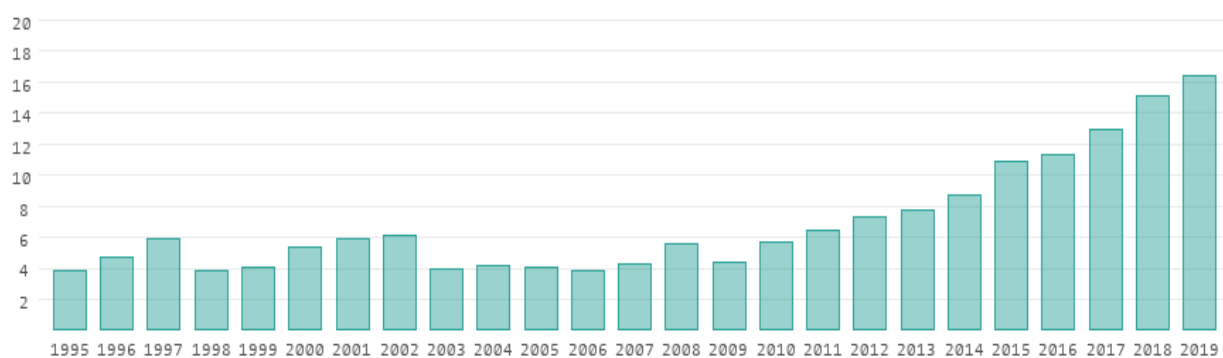
The MSME sector in the western region of Indonesia is currently grappling with an array of challenges, encompassing reduced sales, restricted capital accessibility, distribution complexities, raw material procurement hurdles, decreased production output, and a surge in employee layoffs. The confluence of these circumstances presents a notable menace to the national economy (Xiaoman et al., 2021). In light of these aforementioned impediments, the MSMEs in the western part of Indonesia, which play a pivotal role in propelling the domestic economy and generating employment for a

significant portion of the workforce, have witnessed a substantial decline in productivity, consequently leading to a significant downturn in profitability. A study conducted by the Asian Development Bank (ADB) on MSMEs in the western region of Indonesia unveiled that a substantial 88% of microenterprises lack adequate financial resources and face limited or absent access to funding. Moreover, over 60% of these micro and small enterprises have been compelled to downsize their workforce due to the prevailing economic conditions. Certainly, the ongoing COVID-19 pandemic has undeniably wielded a negative influence on the purchasing power of individuals. This observed phenomenon can be ascribed to consumers' cautious behavior, characterized by their meticulous adherence to social distancing protocols and a growing reliance on digital platforms for their transactions (Pocol et al., 2023). As a result of the significant drop in consumer expenditures, a notable portion of micro, small, and medium enterprises (MSMEs) find themselves compelled to halt their operations. Furthermore, these businesses, heavily reliant on traditional brick-and-mortar sales avenues, are confronted with the formidable task of upholding the sustainability of their operations within this challenging context.

Efficient management of tourism initiatives within a specific region possesses the potential to act as a differentiating factor, leading to a notable upsurge in tourist numbers (Xu, Luo, Li, & Li, 2023). The concept of intelligent tourism can serve as a strategic tool for establishing a unique brand identity for a particular tourist destination. A noteworthy manifestation of intelligent tourism lies in the advancements propelled by the process of digitization. The digital transformation of the tourism sector represents a significant stride forward in catering to the travel preferences of our digitally-driven society. Concurrent with the proliferation of digital phenomena, the ubiquity of the internet continues to infiltrate diverse aspects of human existence. This shift is exemplified by the transition from traditional methods to the digital realm, encompassing the acquisition of accommodation tickets, tour packages, and hotel reservations (Nabila, 2023). In the contemporary age of digitalization, crafting travel itineraries initiates with the gathering of pertinent information, progresses through the acquisition of travel tickets, and culminates in the execution of online payment transactions.

Situated within the esteemed Ciater District of the Subang Regency in West Java, Indonesia, Cibeusi Village stands as a remarkable community with a distinctive identity.

This village has garnered a noteworthy reputation owing to its unparalleled natural splendor, captivating the hearts and minds of those seeking solace amidst the wonders of the natural world. Cibeusi Village boasts considerable potential, particularly in terms of natural tourism attractions, with a focus on its enchanting waterfalls. Among the notable curugs (waterfalls) located within the confines of Cibeusi Village are Curug Cibareubeuy, Curug Pandawa Lima, and Curug Ciangin. These waterfalls have drawn a substantial number of tourists since the turn of the 21st century, owing to their awe-inspiring and captivating natural allure. Beyond its natural offerings, Cibeusi Village also holds an intrinsic potential within its art and culture, serving as a source of inspiration for transformative journeys and showcasing the unique artistic expressions that define the essence of the village. The multifaceted inherent potential of Cibeusi Village presents an irresistibly compelling opportunity for the burgeoning tourism sector. Evidenced by an array of amenities meticulously provided to elevate the comfort and convenience of tourists exploring their charming settlements, the mountainous community's reputation for hospitality remains steadfast (Moise et al., 2023). Drawing insights from an initial research interview with Mr. Atang Suhendi, the esteemed secretary of Cibeusi Village, it is evident that the community radiates enthusiasm and fervor in their endeavors to elevate Cibeusi Village to the status of a prominent tourist destination. Visitors to the renowned Cibeusi Village can expect a distinctive and enlightening encounter, one that widens their knowledge and imparts a profound comprehension of the intricacies inherent in rural living. The tourism sector holds great significance for Indonesia, as illustrated in Figure 1, which portrays a substantial increase in the number of tourists visiting the country over a 25-year span from 1995 to 2019.



Graph-1: Tourism Growth in Indonesia

Source: World data

The tourism sector holds significant importance in Indonesia, serving as a key industry that plays a crucial role in the country's economy. In recent times, there has been a notable emphasis on rural regions that provide prospects for genuine cultural immersion and are presently witnessing a substantial surge in global visitor interest. However, it is imperative to acknowledge that a considerable proportion of micro, small, and medium enterprises (MSMEs) located in these rural regions encounter substantial challenges when it comes to fully exploiting the potential benefits associated with tourism. The current situation may be attributed mostly to a lack of effective promotion and limited literacy, particularly in the areas of marketing and social media marketing. These factors have impeded promotional endeavours and hindered the tourism sector's capacity to fully capitalise on its economic potential. Micro, Small, and Medium Enterprises (MSMEs) worldwide are increasingly gaining familiarity with various social media platforms and are actively utilising them as a strategic approach to address the prevailing circumstances. The emergence of social media platforms has facilitated a paradigm change in marketing, allowing small firms to actively participate in community-oriented self-promotion. Micro, Small, and Medium Enterprises (MSMEs) that are situated in tourism hubs have the potential to gain significant advantages by having a comprehensive understanding of sophisticated social media strategies. The objective of this course is to provide MSMEs with the necessary expertise and resources to effectively employ popular social media platforms like Facebook, Instagram, and TikTok for marketing endeavours. There are a multitude of advantages linked to this particular approach. The major consequence is the amplification of marketing endeavours undertaken by Micro, Small, and Medium Enterprises (MSMEs), leading to an enhanced capacity to allure customers residing in remote areas. Furthermore, it serves to facilitate the promotion of local economic growth, so effectively tackling the pressing issue of poverty and fostering sustainable, long-term prosperity. Furthermore, it facilitates the development of indigenous creative manifestations and culinary customs, while fostering and endorsing the safeguarding of Indonesia's abundant cultural legacy. Based on the above discourse, the study has formulated a set of objectives to be accomplished: Social media literacy, innovation and MSMEs performance increase tourism development

2.0. Literature Review

According to [Dahlan \(2022\)](#), the idea of social media can be characterised as a compilation of internet-based apps that adhere to the fundamental principles of Web 2.0. These programmes serve to enhance the creation and distribution of content created by users. Web 2.0 encompasses a range of web-based technologies and digital platforms that facilitate the cooperative and interactive provision of services to individuals through the Internet. Various classifications of social media encompass popular platforms such as Facebook, Myspace, and LinkedIn for social networking, Twitter, Plurk, and Friend Feed for microblogging, and YouTube and Vimeo for video-sharing. Additionally, review and rating systems like Yelp, Amazon, and TripAdvisor are also considered as kinds of social media. The classifications in question have been thoroughly examined and documented by [Bakkali, Ming, Coustaty, and Rusiñol \(2020\)](#). The scholarly research undertaken by [Dolega, Rowe, and Branagan \(2021\)](#) indicates that the integration of social media platforms, specifically Facebook, yields favourable effects on the operational outcomes of organisations. The study conducted by [Haseeb, Hussain, Ślusarczyk, and Jermittiparsert \(2019\)](#) establishes a clear and direct relationship between the adoption of technology and the overall effectiveness and productivity of a business.

Moreover, a recent scholarly investigation conducted by [Tarsakoo and Charoensukmongkol \(2020\)](#) posited that the utilisation of social media platforms has a beneficial impact on corporate performance, highlighting a noteworthy favourable association. Social media technology can be classified as a digital platform that enables communication and collaboration among individuals and collectives, hence possessing transformative capabilities. The usage of social media as a platform for disseminating media material can provide notable benefits to micro, small, and medium enterprises (MSMEs) functioning in the tourism industry. Engaging in appropriate online communities can provide MSMEs with opportunities to augment their brand visibility, cultivate consumer allegiance, and reinforce their support infrastructure. Moreover, it is worth noting that MSMEs possess the capacity to extend their influence to a wider range of vacationers by capitalising on the capabilities offered by social media platforms. Additionally, it is crucial to recognise, as

emphasised by [Yadav, Yadav, Sahore, and Mendiratta \(2023\)](#) in their academic article, that social media technologies have the ability to facilitate communication, promote networking, facilitate the spread of knowledge, and foster collaboration within the framework of micro, small, and medium enterprises (MSMEs).

According to [Hock-Doepgen, Clauss, Kraus, and Cheng \(2021\)](#), the process of innovation involves the utilisation of one's preexisting knowledge and skills to create something entirely novel. In order to differentiate themselves from competitors, enterprises must use creative methodologies that facilitate the generation of novel concepts and the effective execution of those concepts within the commercial sphere. Hence, the adoption of innovative practises emerges as a crucial strategy for establishing a distinctive competitive advantage inside one's industry. In order to sustain or enhance their competitive advantage in fiercely competitive or dynamically evolving markets, corporations frequently turn to innovation. According to [AlTaweel and Al-Hawary \(2021\)](#), the advancement of product innovation and the invention of inventive ideas are crucial for organisations aiming to bring about substantial transformation by embracing innovative methodologies. The utilisation of business planning to assess the feasibility of a business proposal in a timely and cost-efficient manner is an admirable approach. In order to enhance corporate success, it is imperative for firms to augment their endeavours through the use of new tactics. This strategic approach allows for the removal of impractical ideas, thereby enabling the creation of enterprises that have a higher probability of achieving success. The hypotheses developed from the study model outlined above establish the interrelationships among the variables under investigation. According to the findings of [Susanto et al. \(2021\)](#) and [Tajvidi and Karami \(2017\)](#), there is a potential relationship between the utilisation of social media platforms, the level of business planning, and the subsequent impact on the performance of small and medium-sized enterprises (SMEs) in the context of technology-based industries. This influence is believed to be mediated by the implementation of innovative strategies inside these organisations. By integrating social media platforms within the framework of strategic business planning, organisations can effectively harness the potential of these platforms. The primary objective of this integration is to foster a culture of innovation by facilitating the exchange and utilisation of knowledge. This, in turn, motivates firms to improve their

overall performance (Azeem, Ahmed, Haider, & Sajjad, 2021). This study suggests that the integration of innovative approaches serves as a mediator in the intricate association between the independent variables of social media literacy and the advancement of business planning, ultimately exerting an influence on the dependent variable of business performance within the specific context of small and medium-sized enterprises (SMEs).

In an era marked by swift technological progress, the acquisition of knowledge pertaining to social media has become a vital determinant in the evolution of tourism. The undeniable impact of social media platforms on the travel industry has led to substantial transformations in the approaches to marketing, perceiving, and eventually encountering travel locations (Tran & Rudolf, 2022). The dissemination of information to stakeholders regarding the extensive potential offered by digital platforms has played a crucial role in driving notable breakthroughs and innovations within the sector.

Undoubtedly, the advent of social media platforms has brought about a substantial transformation in the manners by which individuals collect, disseminate, and utilise information (Aichner, Grünfelder, Maurer, & Jegeni, 2021). The advent of online tools has facilitated the ease with which travellers can partake in virtual sight-seeing activities across a diverse array of destinations. This provides individuals with the opportunity to discover distinctive things, engage in culturally significant activities, and acquire narratives that conventional advertising may have overlooked. Travel industry professionals who undergo training in the realm of social media will be more equipped to capitalise on the platform's myriad advantageous functionalities. As a result of this capability, they possess the capacity to meticulously construct storylines that effectively resonate with a diverse range of individuals across the globe.

Furthermore, social media serves as an interactive platform that facilitates communication and engagement among users and the destinations they choose to explore (Wong, Lai, & Tao, 2020). Modern travellers possess an exceptional capacity to establish direct contacts with locals, fellow tourists, and official tourism organisations, so cultivating a deep sense of interconnection and attachment. By participating in training programmes, individuals employed in the tourism industry can acquire the necessary knowledge and skills to actively engage in such discussions.

This enables them to effectively address inquiries, resolve problems, and provide targeted suggestions. The level of engagement of a visitor directly influences the quality of their experience and the overall perception they develop towards the location (Shin & Jeong, 2021). Hence, this occurrence enhances customer retention and promotes organic promotion through verbal recommendations.

The integration of social media education has far-reaching ramifications that transcend beyond the domains of marketing and engagement, exerting influence on several aspects of modern society (Abbasi et al., 2023). Furthermore, it assumes a pivotal role within the realm of destination management. By staying up-to-date with contemporary social media trends and sentiments, tourism authorities can proficiently examine new patterns, proactively tackle prospective issues, and immediately adjust their policies. The preservation of sustainable development principles within a certain area necessitates an innate ability to adjust and react to changing circumstances. This competence enables the achievement of a harmonious equilibrium between economic progress, environmental conservation, and cultural preservation.

In addition, the extensive generation of information facilitated by social media platforms allows local communities to exhibit their cultural history, traditional practises, and overall way of life (Burkey, 2019). The introduction of social media education provides these communities with the essential resources to authentically convey their narratives, thereby safeguarding their unique identities and fostering a conscientious approach to tourism.

In an epoch marked by swift technological progress, the acquisition of knowledge pertaining to social media has emerged as a pivotal determinant in the growth of tourism. The undeniable impact of social media platforms on the travel industry has led to substantial transformations in the approaches to marketing, perceiving, and eventually encountering travel locations (Tran & Rudolf, 2022). The dissemination of information to stakeholders regarding the extensive potential offered by digital platforms has played a crucial role in driving notable breakthroughs and innovations within the sector.

Without a doubt, the advent of social media platforms has brought about a significant transformation in the manner in which individuals obtain, disseminate,

and acquire knowledge. Through the use of digital platforms, those who engage in travel can now conveniently partake in the virtual exploration of several destinations (Adachi, Cramer, & Song, 2022). This allows individuals to explore concealed valuable assets, participate in genuine cultural encounters, and unveil genuine storylines that could have been disregarded by traditional marketing approaches. Travel industry professionals who undergo training in the domain of social media will be more equipped to leverage the platform's numerous advantageous functionalities. As a result of this capability, they possess the capacity to meticulously construct storylines that possess an inherent appeal to a diverse range of individuals across the globe.

Furthermore, social media serves as an interactive platform that facilitates communication and engagement among users and the destinations they choose to explore (Remoaldo et al., 2020). Modern travellers possess an exceptional capacity to establish direct contacts with locals, fellow tourists, and official tourism organisations, so cultivating a deep sense of interconnection and attachment. Training programmes provide individuals employed in the tourism sector with the necessary knowledge and skills to actively participate in such discussions. By effectively responding to inquiries, resolving problems, and offering precise suggestions, these professionals may make valuable contributions. According to Shin and Jeong (2021), the level of engagement of a traveller directly influences the quality of their experience and the overall perception they develop towards the place. Consequently, this occurrence enhances customer retention and promotes organic promotion through verbal recommendations.

The integration of social media education has far-reaching ramifications across various dimensions of contemporary society, extending beyond the realms of marketing and participation. The concept of "destination management" holds significant importance as well. Tourism authorities can enhance their analytical capabilities, proactively tackle prospective issues, and rapidly adjust their strategies by engaging in regular monitoring of social media (Toubes, Araújo Vila, & Fraiz Brea, 2021). The preservation of sustainable development principles within a certain area necessitates an innate ability to adjust and react to changing circumstances. This competence enables the achievement of equilibrium between economic progress, environmental conservation, and cultural preservation.

In addition, the extensive generation of information facilitated by social media platforms allows local communities to exhibit their cultural history, traditional practises, and overall way of life. The incorporation of social media education provides these communities with the essential resources to effectively communicate their narratives in an authentic manner, thereby safeguarding their unique identities and fostering a conscientious approach towards tourism (Thorn et al., 2020).

The tourist industry plays a crucial role in strengthening the Indonesian economy, especially in rural areas that offer unique opportunities for discriminating travellers to immerse themselves in authentic cultural experiences. The current spike in global interest in exploring these locations has witnessed an unparalleled rise. However, it is crucial to recognise that many micro, small, and medium enterprises (MSMEs) located in rural areas face substantial challenges in properly leveraging the opportunities presented by the tourism industry. The current situation they are facing can be mostly linked to a lack of publicity and promotional activities, which hinders their capacity to fully exploit the numerous economic benefits that the tourism sector offers. Micro, Small, and Medium Enterprises (MSMEs) are proactively seeking knowledge and utilising social media platforms as a strategic mechanism to mitigate the current challenges. The emergence and extensive utilisation of diverse social media platforms have brought about a fundamental transformation in the domain of local business, empowering firms to actively participate in self-promotional activities within their immediate surroundings. Micro, Small, and Medium Enterprises (MSMEs) that operate in well-known travel locations might greatly benefit from investing resources in developing their own advanced social media skills. The primary goal of the programme is to support the knowledge acquisition of micro, small, and medium enterprises (MSMEs) in effectively advertising their businesses on widely used social media platforms, including Facebook, Instagram, and TikTok. The adoption of this specific strategy is associated with numerous benefits. The primary result is the enhancement of marketing efforts carried out by micro, small, and medium enterprises (MSMEs), hence increasing their ability to attract customers from remote areas. Moreover, it functions to improve the condition of poverty and foster long-lasting prosperity by encouraging growth within the native economic structure.

Moreover, it functions as a catalyst for the promotion and preservation of Indonesia's rich cultural heritage, while simultaneously fostering the development of native artistic expressions and culinary traditions. Based on the aforementioned considerations, the following hypotheses are proposed:

H1: The social media literacy has significant impact on the innovation of tourism MSMEs in Indonesia.

H2: The innovation of tourism MSMEs in Indonesia has significant impact on the MSMEs performance.

H3: The tourism MSMEs performance in Indonesia has significant impact on the tourism development in Indonesia.

3.0. Methodology

The present study employed a mixed-methods design, incorporating both quantitative and cross-sectional research methodologies. Cross-sectional studies are designed to collect data at a single point in time. It should be noted that the participants successfully completed the surveys. This approach facilitates the comprehension of participants' perspectives by scholars. Questionnaires were provided to employees of micro, small, and medium enterprises (MSMEs) in the Indonesian tourism sector as part of this study. Upon careful examination of the existing literature, we have made the decision to employ a 7-point Likert scale for the purpose of our questionnaires. The scale is designed to measure levels of agreement, ranging from 1 to 7, where 1 signifies the highest degree of disagreement and 7 denotes the highest degree of agreement (Emerson et al., 2018).

The questionnaire consisted of two components. The initial component of the survey was dedicated to gathering demographic information. Nevertheless, the subsequent section aimed to gather the perspectives of the participants regarding the independent variables of the study. The ultimate survey consisted of 244 replies that were deemed to be perceptive and thought-provoking. The researchers received a total of 197 completed surveys from the participants. As a result of inadequate replies, a total of 24 surveys were deemed useless. The response percentage for the remaining 173 surveys was found to be 70.90%.

The information presented in this study was prepared through a comprehensive data screening process using SPSS 25. As a result of SPSS's inclination towards CSV files, we performed a conversion. After conducting an initial examination to identify any missing values, the dataset was found to be complete. Subsequently, the Mahalanobis distance test (D2) was conducted in order to identify anomalies. Based on the chi-square probabilities exceeding 0.001, the data analysis conducted by the researchers revealed the absence of outliers or extreme values. Furthermore, the data obtained from the SPSS output reveals maximum skewness and kurtosis values of 1.357 and 1.982, respectively. The data exhibits a Gaussian distribution when the values of skewness and kurtosis fall within the range of -3 to +3.

Partial Least Squares (PLS) path modelling was employed to estimate the proposed hypotheses based on the available data. Partial least squares structural equation modelling (PLS-SEM), alternatively referred to as PLS-SEM, is an alternative statistical approach. The identification of key factors and the selection of an optimal research framework evaluation method can be undertaken. Partial Least Squares Structural Equation Modelling (PLS-SEM) is a widely utilised quantitative research method that focuses on analysis (Chaudhry, 2021; Qadir, 2021; Wook et al., 2021). The objective is to elucidate and scrutinise numerous intricate interrelationships simultaneously. The model can be extrapolated based on the data that has been observed. According to the scholarly reference, this framework has the capacity to incorporate both formative and reflective elements.

4.0. Respondents' Demographic

Table 1 presents the demographic characteristics of the respondents. According to the data presented in Table 1, the majority of respondents, specifically 72%, identified as male, while the remaining 28% identified as female. The majority of the participants, specifically 71%, fell under the age of 35, whereas the remaining 29% were between the ages of 35 and 32. Fourteen percent of the participants fell within the age range of thirty-four to forty, while a mere nine percent were aged forty or above. A total of 24% of the participants engaged in a one-year study period, whereas 25% of the participants pursued a two-year study period. A total of 29% of the participants had engaged in academic pursuits for a duration of three to four years, while 11% had pursued their studies for a period exceeding four years.

Table 1 Respondents' Demographic characteristics.

Variable	Categories	Frequency	Percentage
Gender	Male	150	72.1
	Female	58	27.9
Age	18–25 years	120	72.1
	25–32 years	60	28.9
	32–39 years	20	14.4
	> 40 years	8	0.09
Experience of learning	0-1 year	50	24.0
	1 to 2 years	53	25.4
	2 years to 3 years	42	20.1
	3 years to 4 years	40	19.2
	More than 4 years	23	11.0

5.0. Results

The first step of the partial least squares (PLS) analysis entailed the examination of the measurement model, as depicted in Figure 2. The comprehensive assessment of a measurement model encompasses not only its reliability but also its discriminant validity and convergent validity (Deli & Ali, 2022). Cronbach's alpha and composite reliability are both valuable measures for assessing the reliability of a given construct.

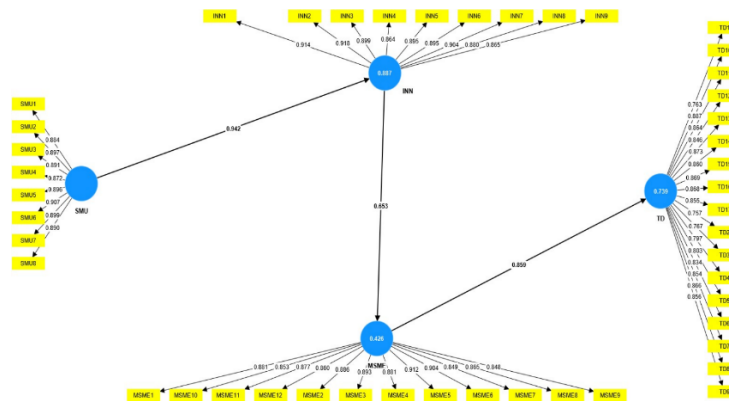


Figure 2: Measurement Model

The assessment of measurement models commences by scrutinising the outer loading. As per the findings of Kineber et al. (2022), the maximum value for the external loading parameter is reported to be 0.70. The data presented in Table 2 provide strong evidence that the mentioned criterion has been met within the scope of this study. According to the data presented in Table 2, the preserved objects exhibit external loading values that surpass 0.50, with a range spanning from 0.604 to 0.891. Hence, the external loading applied to the preserved items is deemed sufficient.

Table 2: Outer Loading

	INN	MSME	SMU	TD
INN1	0.914			
INN2	0.918			
INN3	0.899			
INN4	0.864			
INN5	0.895			
INN6	0.895			
INN7	0.904			
INN8	0.880			
INN9	0.865			
MSME1		0.881		
MSME10		0.853		
MSME11		0.877		
MSME12		0.860		
MSME2		0.886		
MSME3		0.893		
MSME4		0.881		
MSME5		0.912		
MSME6		0.904		
MSME7		0.849		
MSME8		0.865		
MSME9		0.848		
SMU1			0.884	
SMU2			0.897	
SMU3			0.891	
SMU4			0.872	
SMU5			0.896	
SMU6			0.907	
SMU7			0.899	
SMU8			0.890	
TD1				0.763
TD10				0.887
TD11				0.864
TD12				0.846
TD13				0.873
TD14				0.860
TD15				0.869
TD16				0.868
TD17				0.855
TD2				0.757
TD3				0.767
TD4				0.797
TD5				0.803
TD6				0.834
TD7				0.854
TD8				0.866
TD9				0.856

For data to be considered sufficiently reliable, it is necessary for both the Cronbach alpha and the composite reliability value to exceed 0.70. [Hair Jr et al. \(2021\)](#) posits that internal consistency is regarded with utmost regard when it approaches a value of unity, which is considered the pinnacle of academic excellence. The table below displays the range of Cronbach's alpha, which varies from 0.757 to 0.973. [Table 3](#) presents supplementary information pertaining to the spectrum of composite reliability values as depicted in [table 3](#). Furthermore, scholars have postulated that the AVE (average variance extracted) values ought to exceed 0.50 to effectively assess convergent validity.

Table 3: Reliability Analysis

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	AVE
INN	0.968	0.968	0.973	0.797
MSME	0.972	0.973	0.975	0.767
SMU	0.963	0.963	0.969	0.796
TD	0.973	0.976	0.975	0.701

On the other hand, assessments of discriminant validity must satisfy two separate criteria in order to be deemed valid. Based on the findings reported in [Table 4](#), it can be observed that the diagonal elements of the square root of the average variance extracted (AVE) and the inter-construct correlations exhibit higher values compared to the correlation coefficients of the variables. This observation indicates that the Fornell and Larcker criteria have been met ([Lin, Huang, Othman, & Luo, 2020](#)).

Table 4: Discriminant Validity

	INN	MSME	SMU	TD
INN	0.893			
MSME	0.653	0.876		
SMU	0.642	0.687	0.892	
TD	0.676	0.859	0.685	0.837

The evaluation of the measurement model is followed by the assessment of the structural model in the preceding phase.

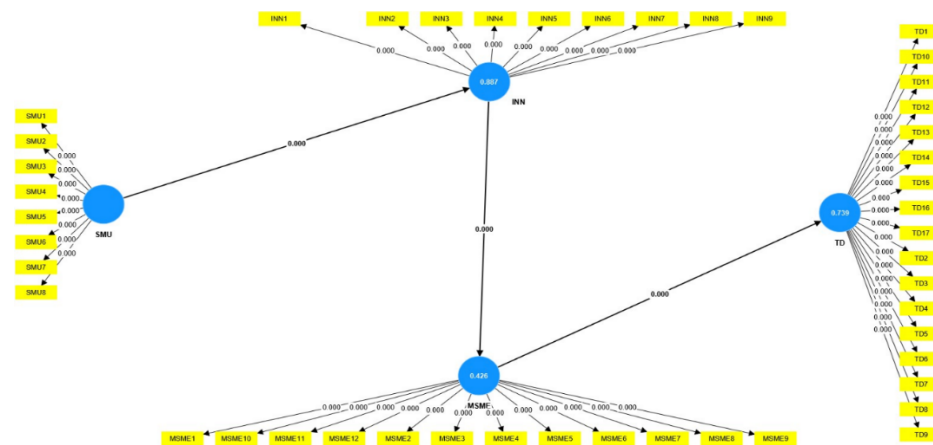


Figure 3: Structural Model

Table 5: Regression Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
INN -> MSME	0.653	0.654	0.040	16.439	0.000
MSME -> TD	0.859	0.860	0.014	60.595	0.000
SMU -> INN	0.942	0.942	0.007	4.597	0.000

The findings suggest that the utilisation of social media has a substantial influence on the innovation of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. There exists a noteworthy correlation between innovation and the performance of Micro, Small, and Medium Enterprises (MSMEs). The findings of the study suggest a significant correlation between the performance of micro, small, and medium enterprises (MSMEs) and the development of tourism in the province of West Java.

6.0. Discission and Conclusion

The study's findings provide insights into the importance of social media literacy in shaping the innovation trajectory of micro, small, and medium enterprises (MSMEs) in Indonesia. Social media platforms have emerged as influential tools in the contemporary era, enabling businesses to establish meaningful connections with their intended audience, acquire valuable insights, and foster an environment conducive to innovative progress (Ansari, Ansari, Ghorii, & Kazi, 2019). The findings of this study indicate that micro, small, and medium-sized enterprises (MSMEs) in Indonesia are

increasingly recognising the potential of social media platforms in facilitating innovation within their operational frameworks.

This finding holds significant implications as it substantiates the significance of social media as a medium for micro, small, and medium enterprises (MSMEs) to actively participate in the dissemination of information, establish cooperative initiatives with partners, and stay abreast of advancements within their respective industries. Micro, Small, and Medium Enterprises (MSMEs) can derive significant advantages from establishing and nurturing connections, as they can be exposed to novel concepts and information, thereby enhancing their capacity to innovate with greater efficacy. This discovery underscores the significance of social media as an affordable and easily accessible tool for businesses, particularly those operating on a smaller scale and with limited research and development capabilities.

The study posits that there is a hypothesis suggesting that micro, small, and medium enterprises (MSMEs) derive substantial advantages from the adoption and implementation of innovative practises. This theory aligns with the commonly accepted notion that innovation has the potential to enhance productivity and competitiveness. Micro, Small, and Medium Enterprises (MSMEs) that adopt and integrate innovative practises into their operations demonstrate enhanced capabilities for expansion and diversification of their product and service offerings to cater to a broader customer base. Consequently, enterprises exhibit enhanced capabilities in addressing the changing preferences of customers and adapting to the inherent unpredictability of the market. This suggests that it bestows upon them a perception of authority and influence. The optimisation of performance efficiency holds the capacity to yield a rise in profitability, market supremacy, and enduring prospects.

The relationship between the expansion of Micro, Small, and Medium Enterprises (MSMEs) and the tourism sector in West Java province exemplifies the complex interdependency among different segments of the economy. Micro, small, and medium-sized enterprises (MSMEs) are of paramount importance in fostering the expansion and advancement of regional economies (Rinaldi, Maarif, Thamrin, & Supriyadi, 2022). The correlation between the economic success of these areas and the growth of certain sectors, notably the tourism industry, is a recurring phenomenon.

According to [Harvie \(2019\)](#), micro, small, and medium enterprises (MSMEs) possess the capability to cater to the distinct requirements and preferences of tourists as a result of their dedication to fostering innovation and improving their range of products and services. As a result, the proactive strategy implemented by MSMEs not only addresses the demands of tourists, but also makes a substantial contribution to the improvement of the region's overall appeal and economic development.

The findings of the study underscore the significance of social media as a driving force for innovation within the micro, small, and medium enterprises (MSMEs) sector in Indonesia. Given the significant association between innovation and the attainment of positive business outcomes, it is imperative for micro, small, and medium enterprises (MSMEs) to cultivate a conducive environment that promotes and embraces innovation. Furthermore, the growth of the tourism sector due to micro, small, and medium enterprises (MSMEs) offer significant implications for understanding the wider economic impacts of MSME endeavours ([Fatima & Akhtar, 2023](#)). In order to leverage these associations, it is imperative for business executives and policymakers to deliberate upon approaches that can cultivate innovation and creativity within the micro, small, and medium enterprises (MSMEs) sector, by effectively harnessing the capabilities of social media platforms. As a result, individuals will be able to optimise the advantages derived from these affiliations. It is imperative to acknowledge the intrinsic ability of these corporations to stimulate regional economic development and expansion.

The laudable endeavour to enhance social media literacy among Micro, Small, and Medium Enterprises (MSMEs) in the picturesque tourism villages of Indonesia signifies a noteworthy advancement in promoting long-term development within this sector. Harnessing the capabilities of social media platforms can function as a strategic instrument for micro, small, and medium enterprises (MSMEs) to surmount challenges, broaden their reach, and actively contribute to the burgeoning economic expansion of the tourism sector. The effectiveness of this particular approach has been conclusively confirmed by international experiences and government initiatives, in line with the principles of cultural preservation and sustainability. However, it is crucial to skilfully navigate the distinct challenges posed by Indonesia's intricate

tourism environment and to guarantee the sustained prosperity of this groundbreaking initiative through continuous research and customised strategies.

7.0. Implications

The findings of this study underscore the significance of formulating policies that facilitate and optimise the utilisation of social media platforms by micro, small, and medium enterprises (MSMEs) in Indonesia. The enhancement of digital literacy, the broadening of internet accessibility, and the prioritisation of incentives for research and development should be given significant consideration by policymakers. The promotion of sector-specific methodologies and the cultivation of synergistic partnerships among micro, small, and medium enterprises (MSMEs) have the potential to effectively invigorate the process of innovation and propel the trajectory of economic advancement. The acknowledgment of the interdependent relationship between the operational effectiveness of Micro, Small, and Medium Enterprises (MSMEs) and the progress of regional tourism development underscores the imperative for coordinated strategies that leverage the underutilised capabilities of MSMEs to drive both national and regional goals.

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