

Awareness on the social media marketing adoption: case of CBT rural Homestay operators Malaysia

by Mochamad Bruri Triyono, Dewi Eka Murniati, Razaq ARA, Galeh Nur Indriatno Putra Pratama

ABSTRACT

In spite of the growing importance of social media usage in travel planning, the Community-based tourism (CBT) rural homestay Malaysia operators still rely heavily on traditional marketing platforms and third parties assistance to gain tourists. This study aims to investigate the awareness of homestay operators to adopt social media as their marketing tool. A survey study was employed by using semi-structure interview that involves 9 respondents from 9 homestays across Johor Malaysia. Data was investigated by utilizing thematic analysis. The findings show that the awareness are still limited due to digital divide, unavailability of relevant human resources and technical expertise, as well as lack of education and training to familiarize the social media marketing technologies.

Kata Kunci: social media marketing, rural homestay, awareness, adoption, digital divide, education and training