
THE INFLUENCE OF TRANSPARENCY, FINANCIAL LITERACY, AND DIGITAL MARKETING ON THE GOALS OF THE KAMPUNG DOLANAN ORGANIZATION WITH THE CONCEPT OF SOCIOPRENEURSHIP

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ABSTRACT

This study aims to analyze the influence of financial transparency, citizens' financial literacy, and digital marketing in realizing the organizational goals of Kampung Dolanan as a social-based business or sociopreneurship. This research focuses on the application of managerial practices in Dolanan Village and its influence on the welfare of residents. This study uses a qualitative approach, by means of interviews with the parties concerned to obtain information about the management of Dolanan Village which will later be processed and analyzed qualitatively to achieve clarity of research results. The results of the study show that transparency has not been carried out by the management team of Dolanan Village. Transparency affects organizational goals that have not been achieved because residents have not been able to fully supervise the management and achievement of organizational goals. The financial literacy of Karanggeneng residents is still low, illustrated by the fact that residents do not understand family financial management. Low financial literacy affects organizational goals because citizens do not know the truth of correct financial management. Digital marketing has not been done properly due to a lack of capable human resources. The lack of maximum digital marketing has affected the organization's goals which cannot attract tourists to come to Dolanan Village.

Keywords: Sociopreneurship, Transparency, Financial Literacy, Digital Marketing, Kampung Dolanan

INTRODUCTION

The role of the government in community economic development is the most important thing as a driver or mobilizer for the creation of improved social welfare of the community and regional economic growth. The government continues to strive to improve the welfare of various sectors, such as the tourism sector in rural areas because tourism is one of the sectors that can be developed to improve the welfare of local people through income generated from tourist visits. Businesses in the tourism sector also involve the community, including MSMEs. For example, people who use their houses as lodging and food and beverage services are the forerunners of homestays. The community can also produce handicrafts and culinary dishes as souvenirs that can generate profits (Makiya et al., 2024).

The concept of developing a tourist village is to make the village a tourism destination. By combining natural and cultural attractions, and tourism public facility services, as well as adequate accessibility, with the procedures and traditions of community life to be able to develop their villages independently. The development of tourism villages is an activity that can improve the welfare of the community, through the development of productive businesses in the tourism sector, in accordance with local potential and resources (Susanto et al., 2022).

The life of the people of Magelang regency cannot be separated from the diverse scope of tourism. One of the potentials that is a characteristic of the region is tourism so that tourism development is one of the efforts to increase regional income through the management of business activities and regional tourism potential. For example, in the community around Borobudur Temple which is very close to tourist visits. Empowering the tourism sector in the community can advance the village and provide decent jobs in the village. In addition to the community getting jobs and income from tourism businesses, the preservation of the environment and local culture is better maintained and known (Susanti, 2013).

Magelang Regency is one of the districts with tourism potential that can be managed well. For example, in the village of Jamuskauaman in Ngluwar District, which is known as Kampung Dolanan which in Indonesian is interpreted as a dolanan village because it still maintains the values of local wisdom and culture, especially traditional games that are still preserved. This dolanan village was crowded with tourists from various areas outside the city who visited Karang Geneng hamlet (Susanti, 2013).

This dolanan village is a tourism sector that prioritizes the local culture and traditions of ancestors that have been passed down from generation to generation. The people of Karang Geneng hamlet work together in increasing the tourism potential of the dolanan village. The uniqueness of this dolanan village brings local cultural identity and traditions such as Karawitan Games, Gobag Sodor, Rodrat Kobro local arts, Educational Games to religious activities. The people in this dolanan village built their village to be worthy of visiting by holding several infrastructures such as play media, a pavilion for performances, and lodging for tourists.

The development of tourist villages is one of the effective solutions in overcoming economic problems in an area. By developing tourist villages or dolanan villages, the community indirectly transforms into *sociopreneurs*. *Sociopreneurship* is a combination of two syllables, namely social and entrepreneurship. *Sociopreneurship* is defined as entrepreneurship that overcomes social problems (Saputra & Mujahiddin, 2021).

In today's reform era, it provides opportunities for changes in national development from various paradigms such as equitable growth and development itself. In line with these advances, there are logical consequences in the form of demands in the implementation of ethical organizational wheels based on financial health and organizational health. One of the health of the organization's wheels is through transparency, accountability, financial knowledge and good financial management. All of this is done through various managerial stages, ranging from planning, organizing, implementing, and evaluating (Susanto et al., 2022).

This managerial system can help organizations in carrying out their goals and functions in realizing good governance (Garung & Ga, 2020). Moreover, financial disclosure will increase trust both internally and externally. In order for financial management to run as it should, there needs to be supervision from those who have authority, in this case the residents of the Karanggeneng Jamus Kauman community.

But so far, the residents of Karanggeneng do not know about the financial management of the dolanan village. Because the management of the dolanan village has been carried out by managers who are considered capable and trust each other. But on the other hand, it was found that residents could not feel what was the main purpose of the establishment of the Karanggeneng dolanan village. The initial establishment of Dolanan Village was to help the welfare of the residents of Karanggeneng Jamus Kauman comprehensively and equitably. This is a joint evaluation in the management of dolanan village tourism so that it can run in accordance with goals and expectations.

Based on the findings of these problems, this study was conducted to find out and analyze the influence of transparency, accountability, supervision, and financial literacy on organizational performance with the concept of sociopreneur in Jamus Kauman dolanan village. By becoming *sociopreneurs*, local communities have the opportunity and potential to develop various products and services that are attractive to tourists, not only that the community has created new jobs, but also increased regional income and community welfare.

RESEARCH METHODS

This research uses a qualitative method, with a case study approach. Using case studies is appropriate for situations that are still ongoing today, as long as the issue of a case is still developing, theories still have to be used to determine the direction of the study.

In the first stage, namely field observation. At this stage, the researcher analyzed the existing problems through interviews with the community about the role of Dolanan Village in

the concept *of sociopreneurship*. This interview was conducted to obtain data or information that supports this research.

The next stage is the processing of the data obtained. At this stage, data processing and the validation process of information data findings are carried out. If the data obtained is felt to be lacking, re-observation and re-processing of data will be carried out. In the next stage, an analysis of the information obtained with the theory and results of previous research is carried out.

The interview analysis will focus on the hypotheses that have been prepared by the research team based on the results of previous research research, namely:

1. The Effect of Transparency on Organizational Goals

Transparency and accountability are crucial principles in financial management. This principle not only increases public trust, but also encourages community participation in building villages. By being open and responsible, the government can create sound and transparent financial governance (Fajri & Julita, 2021), (Riswanda et al., 2023).

Transparency is a fundamental factor for economic growth and financial stability. From the consumer's point of view, good financial management will give rise to defensive decisions that prioritize quality. It can be concluded that financial literacy is beneficial in encouraging the provision of understanding about money management and to achieve a prosperous life in the future (Garung & Ga, 2020), (Purwanti & Yuliati, 2022).

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H2: Transparency affects the organizational goals of Kampung Dolanan.

3. The Influence of Digital Marketing on Organizational Goals

The development of information technology is developing rapidly. Various small to large business activities take advantage of this development to run their business. Many competitors are considered for entrepreneurs to enter the fierce competition. The right marketing and media strategies are used to be able to reach the intended market so that sales increase (Susanto et al., 2021). *Digital Marketing* is one of the marketing media that is currently in great demand by the public to support various activities carried out. They are gradually abandoning the conventional/traditional marketing model to modern marketing, namely *digital marketing* (Kurnia et al., 2023).

Social media is the most appropriate and fastest forum for introducing products and sales. Businesses engaged in any industry, one of the keys to success is to get to know customers more closely, with the presence of social media as a solution to this. Social media makes this recognition process easier than before. With the features and completeness contained in social media, sellers and buyers are now able to access and find all needs and targets in business management (Kencana, 2018).

Through social media, a business can develop its target market and be one step ahead of other competitors. Social informs the important things of competitors, so that they can define and strengthen marketing strategies (Reken et al., 2020).

H3: Digital marketing affects the goals of the dolanan village organization.

RESULTS AND DISCUSSION

Based on the research method used through the interview process, the research team has conducted interviews with various parties involved. The parties who became resource persons were considered to understand the initial condition of the formation of the Dolanan Village to the operational management until today. These parties are:

Table 1. Research Resource Person

Sources	Position Status	Home Address
Mr. Winarno	Chairman of RT	Karanggeneng
Mr. Riyadho	Chairman of RT	Karanggeneng
Mr. Aniq	Youth Leader	Karanggeneng
Mr. Bahroni	Homestay Owner	Karanggeneng
Mrs. Eni	Homestay Owner	Karanggeneng
Mrs. Anik	Homestay Owner	Karanggeneng
Mr. Sutrisno	Citizen	Karanggeneng

Source : Data Author

The resource person said that the initial purpose of the establishment of the Dolanan Village was indeed oriented to increase and improve the welfare of residents. The activity of

forming a dolanan village sees that the resources owned by Karanggeneng are very potential. In the end, residents think of using these resources to increase their income.

According to interviews with several Karanggeneng residents, they do not know the financial statements of the dolanan village. They don't know how much money comes in through ticket sales and what money comes out for. In fact, they do not know the details of what are the indicators of financial expenditure of the dolanan village. So far, we have trusted the management of the Dolanan Village in the use of finance for the operation of the Dolanan Village.

On the other hand, an interview with the management team of Dolanan Village regarding transparency, the manager of Dolanan Village has not provided a detailed report on the income and expenditure carried out so far. The revenue report from the sale of entrance tickets has not been made in detail by the management team. This is due to the lack of a management team in managing its finances. So that they are oriented that the money directly enters can be used for all operations of the dolanan village.

Mr. RT said that this situation occurred because of the trust of residents in the management team. So that the management team directly uses finance and must maintain the trust trust.

Based on interviews about financial literacy, Karanggeneng residents and the management team produced some information. That residents are indeed minimal about institutional financial literacy and even family finances. They have not implemented financial management in their daily lives. They do not have enough savings and investment in managing their family's finances. Because the income from residents is also still low which is only enough for daily meals. Of the income they earn from their jobs, it is only allocated for daily consumption and home operations.

Based on other speakers, it is stated that the financial literacy of residents is still very low. This is due to those who use their income only for consumption. So that the income they receive cannot be divided for various other interests. This also has an impact on the financial management in the dolanan village. The manager does not understand how to distribute the right finances for the activities and operations of the dolanan village. This has resulted in the absence of good management in the dolanan village and residents still feel that their lives are stagnant and have not felt the impact of the existence of the dolanan village.

In the Digital marketing variable, the manager of Kampung Dolanan assessed that the marketing used so far is still modest. The manager of the dolanan village stated that the promotion team only had two people. One serves as a promotional content creator and the other as a social media manager. They rely on two people in this promotion team who focus on online and offline promotion. So the workload in this promotion team is very large compared to others.

The promotion also still relies on one person, who is a resident of Karang Geneng who works in Jakarta. They promoted to their neighborhood in Jakarta. But after he resigned, there were no more guests visiting the dolanan village.

Karanggeneng residents admitted that they have not mastered how to use digital-based marketing techniques. They are only limited to following the pattern that runs according to the direction of the manager of the Dolanan Village. Even though the manager of the dolanan village already has a marketing pattern by providing rewards for residents who can bring guests to the dolanan village. But this is not known by all Karanggeneng residents who have an impact on the promotion of this dolanan village online. Furthermore, the management team has explained that Digital marketing is not only about using the platform but as simple as creating a status on WhatsApp.

Transparency of organizational goals

Based on the findings of the research team, transparency in organizations greatly determines the success of organizational goals. Where financial transparency is urgently needed in determining financial management starting from financial planning, expenditure execution to financial monitoring and supervision (Wijaya et al., 2022). Financial supervision is carried out by all parties involved, especially the residents of the Karanggeneng community. So that they can find out what money comes in and what goes out. This will support the enthusiasm of the residents of Karanggeneng that the income received from the sale of entrance tickets is used for appropriate expenses. And it can provide views to residents to jointly care about the responsibility of financial management.

So far, transparency has not been carried out, so residents are still wondering about the use of the money (Susetyo & Firmansyah, 2023). Which has an impact on suspicion that finally there is no spirit together to realize the goals of the Dolanan Village organization in accordance with the original purpose of its establishment. Where the initial purpose of the establishment of the Dolanan Village can help improve the welfare of the community that supports the concept of sociopreneur has not been implemented.

These findings support research conducted by (Setiawan, 2016) and (Riswanda et al., 2023) which states that to realize good organizational practices, there needs to be transparency or openness in finance where this transparency will provide better information in the organizational development model. In addition, transparency can be interpreted as controlling financial managers to be in accordance with the organizational goals to be achieved.

Financial Literacy towards Organizational Goals

Based on the results of the research team, that financial literacy needs to be applied to an organization, with the application of financial literacy in the organization, they can know financial management and beliefs that affect attitudes and behaviors to improve the quality of

decision-making and financial management to achieve people's financial welfare. Financial literacy also refers to the ability or skill of people in managing their finances, as well as within the scope of organization (Santiara & Sinarwati, 2023).

The application of financial literacy in Karanggeneng village has not been implemented as a whole, because there is still a lack of financial literacy which has an impact on the management of funds and income is not known as a whole by the community and the use of funds that are not used for the development of the dolanan village.

This research is also in line with the results of research conducted by (Harahap & Khair, 2020) , (Bahiyu, E. L. U., Saerang. I. S., & Untu, 2021) and (Manurung et al., 2023) shows that the level of financial literacy of MSME actors is highly dependent on the level of financial literacy of MSME actors. Financial literacy is considered as knowledge, beliefs and skills that influence attitudes and behaviors to improve quality in decision-making and financial management in order to achieve prosperity.

Digital Marketing to organizational goals

From the results of the research team, digital marketing has a great influence on the improvement in marketing that can reach more target tourists. Digital marketing is also a marketing strategy that is fast and widespread to consumers. In organizations, digital marketing helps organizations to save time and money in developing and executing marketing strategies such as website management, and social media marketing. (Susanto et al., 2020).

Digital marketing carried out by the people of the dolanan village has tried to implement and utilize digital marketing to promote tourism offers. However, they face obstacles that hinder digital marketing due to the lack of sustainability and training related to digital marketing by the Kampung Dolan community, so that the community experiences a decrease in tourist visits and unstable income.

With the application of digital marketing to the Jamuskauman tourism village management organization, it can increase *Branding*, increasing consumer trust, and as a forum for sharing public information sources. The results of this study support the research that has been carried out by (Reken et al., 2020), where digital marketing greatly affects consumer purchasing power. This consumer purchasing power increases when consumers know the products and products sold by the Company through their websites and social media. Thus, with the increase in purchasing power, consumers can increase the Company's sales and increase the Company's revenue. This will help realize the Company's goals through increasing the income and welfare of the Company's employees.

CONCLUSION

The influence of transparency, financial literacy and digital marketing in Jamuskauman's dolanan village has a great impact on the development, sustainability and also the welfare of the local community. The people of Jamuskauman Dolanan Village continue to strive to develop the

Dolanan Village organization because of the willingness and awareness to revive and expand the introduction of Dolanan Village to foreign tourists. Transparency in financial management ensures that existing funds are used optimally and responsibly, and the community can help oversee good management in the organization. Financial literacy helps the community in managing their financial funds better, which will later have an impact on the system and habits of residents in managing the finances they have, both in the family and the Kampung Dolanan organization. Meanwhile, digital marketing is a promotional strategy for Jamuskauman's dolanan village to a wider target, attracting more attention from tourists regarding Kampung Dolanan products which are expected to increase income through ticket sales and later can help increase people's income. These three variables create good local economic growth and improve social welfare for all communities to move towards the concept of *Sociopreneurship* in dolanan villages.

The limitation of this research is the busyness of the authorized government apparatus, namely the village government, in order to obtain information about the development of the welfare of Karang Geneng residents in real data. This makes the assessment of improving the welfare of residents assessed from the results of interviews from internal parties such as Mr. RT, business actors and the residents of Karang Geneng itself. It is hoped that further research can involve village governments that have real data on the development of citizens' welfare as a comparison between the results of interviews and data owned by the government.

This research can contribute to tourism business actors, especially those engaged in sociopreneurship in managing organizations well by prioritizing transparency, financial knowledge and the importance of digital-based marketing. Furthermore, it can be considered by the government in distributing tourism program programs, not only limited to disbursing funds but also in fostering its implementation.

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