

Contributions to Finance and Accounting

Nadia Mansour

Lorenzo M. Bujosa Vadell *Editors*

# Generative AI in Finance and Law

Innovation, Regulation, and  
Technological Developments



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# **Contributions to Finance and Accounting**

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Editors

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# Contents

<b>Fostering Sustainable Development: Renewable Energy and Social Entrepreneurship in the Middle East . . . . .</b>	<b>1</b>
Vishwas Chakranarayan	
<b>Electronic Waste Management: Electronic Repair Technicians in Vanderbijlpark Central Business District: A Case Study . . . . .</b>	<b>13</b>
Ramadile Moletsane	
<b>Explore the Uniqueness of Bayah Dome Geopark: A Path Toward Sustainable Tourism and Conservation . . . . .</b>	<b>23</b>
Juliana Juliana, Amelda Pramezwary, Diena M. Lemy, Rudy Pramono, and Arifin Djakasaputra	
<b>Recommender Systems: Combating Electronic Waste Problem . . . . .</b>	<b>37</b>
Ramadile Moletsane and Zuva Tranos	
<b>Management Accounting Innovations and Corporate Performance . . . . .</b>	<b>45</b>
Shamma Harib, Jawaher Hamed, Sara Alshamsi, and Walaa Wahid ElKelish	
<b>Wise Leadership: A Training Framework for Public Administration in Changing Times . . . . .</b>	<b>55</b>
Ahmad Alsaadi and Raed Awashreh	
<b>Exploring the Adopting, Impact, and Challenges of Smart Hotel Technologies on Guest Satisfaction . . . . .</b>	<b>67</b>
Cristy R. Pagente, Christine P. Gamba, Dennis C. Oberio, and Cecile R. Geroche	
<b>Unlocking Digital Potential: An Exploratory Study on Digital Marketing for Homestays and Community-Based Management . . . . .</b>	<b>77</b>
Rudy Pramono, Juliana Juliana, Diena M. Lemy, Juliet Sutedja, and Arifin Djakasaputra	

<b>Assessing Midjourney Performance: A Face-Reader Study on Emotional Advertising Images</b> .....	87
Guillermo Rodríguez-Martínez, Gómez-Mejía Mariana, and Nicolás Córdoba-Coy	
<b>Challenges and Opportunities in Implementing Business Process Automation for SMEs: A Systematic Review and Qualitative Investigation</b> .....	97
Christine P. Gamba	
<b>Digital Tools for Green Innovation: Enhancing Sustainability in Corporate Information Systems</b> .....	107
Maha Hamdan Al Wahaibi and Al Hola Hamed Al Rawahi	
<b>Investigating Digital Marketing Optimization in Enhancing Company Performance</b> .....	117
Laurent Yacoub, Nada Jabbour Al Maalouf, and Clarita Obeid	
<b>MathSphere: Integrating AI in Mathematics Education—A Multistage Model for Primary and Secondary Learners</b> .....	129
Suresh Rasappan, Pugalarasu Rajan, and Wardah Abdullah Al Majrafi	
<b>Integrating Artificial Intelligence and E-Learning in Education: Examining Their Impact on Student Competency and Performance in Oman</b> .....	139
Boumedyen Ahmad, Said Almaqbali, Leow Meng-Chew, Asmaa H. Marhoubi, and Ong Lee-Yeng	
<b>The Impact of Cloud Computing on Data Security in Small- and Medium-Sized Enterprises</b> .....	155
Muzna Ali Nasser Alharmali, Manar Abdullah Humaid Alabri, and D. Gnana Rajesh	
<b>Impact of Robotics in Enhancing Oman’s Agricultural Sector</b> .....	167
Ariam Saleh Al Hasani, Diena Ali Al Mahfudhi, Fatma Abdullah Al badri, and D. Gnana Rajesh	
<b>Building Smart Cities in Oman: Technology-Driven Traffic Solutions</b> .....	177
Alhanouf Ibrahim Al-Alawi, Hawa Abdullah AL-Hadi, Safa Al-Naser Saif Al-Azri, and D. Gnana Rajesh	
<b>Integrating Sustainable Nutrition Practices into Business Strategies: A Collaborative Approach Between Management and Nutrition Education for a Greener Future</b> .....	187
Ma. Everly N. Sudario and Joeriza M. Tolentino	

**Exploring Student Perspectives on ChatGPT: Knowledge, Attitudes, Concerns, and Usage Patterns at Oman College of Management and Technology** . . . . . 197  
 Louay Al-Nuaimy, Mahammad Mastan, G. Jai Arul Jose, and Ruwaiya Al-Rabaani

**Examining E-Diplomatic Narratives on Twitter in the Middle East: A Social Network Analysis** . . . . . 207  
 Khalaf Tahat, Ahmed Mansoori, Dina Naser Tahat, Mohammed Habes, Said Salloum, Abdulaziz AlTawil, and Tamara Khaled Maabreh

**Analytics of Key Trends in the Development of the Sharing Economy in the Context of Sustainable Development** . . . . . 217  
 Viktoriia Zalizniuk, Olha Diachenko, Yuliia Holovnia, and Bohdan Tyrus

**The Implementation of a Project Approach in Craft Production Management** . . . . . 229  
 Smutchak Zinaida, Dubinina Oksana, Burlaienko Tetiana, Gritsyak Lesya, and Anufrieva Oksana

**The Role of AI in Enhancing E-Learning: Current Trends and Future Implications** . . . . . 239  
 Ashraf Ali, Raja Muhammad Ishtiaq Khan, Mohammad Riyaz Belgaum, Ahmad Salman Kananah, and Danish Manzoor

**The Impact of Risk Management, Market Volatility, Compliance, and Financial Control on the Performance of Lebanese Companies.** . . . . 251  
 Elie Houkayem, Joya Youness, Jean Elia, and Joseph Serghani

**The Impact of Employing Artificial Intelligence Techniques in Audit Procedures** . . . . . 265  
 Rushdi Abdulhameed Rashid Al-Ani and Safaa Ahmed Muhammad Al-Ani

**Green by Design: The Evolution of HRM Towards Eco-Friendly Practices** . . . . . 275  
 Reshma Dsa and Reem Al Sharji

**Artificial Intelligence in Digital Forensics: Challenges and Future Works** . . . . . 283  
 Ayoub Tazi, Ahmed El-Yahyaoui, and Iyad Lahsen-Cherif

**Navigating Uncertainty: The Contextual Adaptation and Emotion-Influenced Decision-Making (CAE-IDM) Theory** . . . . . 295  
 Sultan Al-Masaeed, Omar Abdel Jaber, Hakem Sharari, and Bashar Alhnaity

**Digital Marketing Tools and Their Role in the Tourism Industry: A Consumer-Centric Approach** . . . . . 305  
 Lenka Král'ová, Štefan Král', and Radovan Bačík

<b>Enhancing Online Privacy: Design and Evaluation of a Browser Extension Against Non-Consensual Tracking</b> .....	315
Malak Ourrahte, Ahmed El-Yahyaoui, and Fatima-Ezzahra Ziani	
<b>Women’s Engagement in Distressed Investments: Unlocking High Returns Through Strategic Insights</b> .....	325
Padmalosani Dayalan	
<b>Securing Mobile Short-Range Wireless Systems: A Comparative Survey of NFC and BLE Security Mechanisms, Vulnerabilities, and Mitigation Strategies</b> .....	337
Ezzoubeir Elasraoui and Ahmed El-Yahyaoui	
<b>Digital Content Marketing: A Comprehensive Overview of Small and Medium-Sized Enterprises (SMEs) in Sultanate of Oman</b> .....	347
Simi Simon, Joshy Mathew, Shantanu Shekhar, and Kumaresan Chandrasekaran	
<b>The Socioeconomic Implications of Individual Asset Possession on Lawlessness: Analyzing the Dynamics Within Nations</b> .....	363
Bhupal Bhattacharya, Abdesselam Salmi, Somenath Sarkar, and Sarmistha Bhattacharya	
<b>The Impact of University Activities on the Educational Development of UOB Students: Examining Student Performance, Communication Skills, Behavior, Innovation, and Loyalty Enhancement</b> .....	375
Boumedyen Ahmad, Abrar Almamari, Ghaliya Alsalti, and Wujood Albalushi	
<b>A Study at the College of Business, University of Buraimi: Exploring the Impact of TikTok Usage on Student Performance, Communication Skills, Behavior, and Innovation</b> .....	391
Boumedyen Ahmad, Hanin Aldhli, Maryam Aldhahouri, Nouf Alazizi, and Maryam Aljabri	
<b>Evaluating Student Academic Performance During and After COVID-19: A Comparative Study in Higher Education</b> .....	405
Asma Saif Almazrouei and Samar Mouakket	
<b>(VigilantNet) An Automated Pentester for IoT Devices</b> .....	417
Ahmed F. AlGhamdi, Abdulaziz A. AlMubayath, Mohammed M. AlThobaiti, Jawad M. AlSulami, Abdulaziz F. Kanan, Sghaier R. Chabani, and Aghiad B. Bakry	
<b>The Impact of Student Gym Exercise on the Educational Development of UOB Students: Examining Student Performance, Communication Skills, Behavior, Innovation Enhancement</b> .....	427
Boumedyen Ahmad and Sultan AlGhaithi	

**Sustainable Branding in the Digital Era: Smart Social Media Strategies for Green Branding** . . . . . 443  
 Tabita Vagala and Anna Zaušková

**Advancing Human Resource Management in Public Sector Auditing: Predicting Auditor Performance Using People Analytics Approach** . . . . . 453  
 Angelia Sihombing and Fetty Poerwita Sary

**Leveraging AI for Cybersecurity Training: A Comprehensive Review of Simulating Real-World Threats** . . . . . 465  
 Nasim Al Balushi

**Adopting Artificial Intelligence in HR Training: Exploring Opportunities, Risks, and Benefits in the Context of Oman** . . . . . 477  
 Tharaya Al Harthi, Nithya Ramachandran, and Salma Al Naamani

**Adoption of AI in the Recruitment Process: Analyzing the Perspectives from Oman Through the Lens of the Value-Adoption Model (VAM)** . . . . . 487  
 Abdullah Khalfan Al Azri and Nithya Ramachandran

**Predicting Start-ups Success and Failure Using AI for Strategic Decisions** . . . . . 497  
 Mervat Sharabati-Shahin and Ghadeer Abed Alghafar Natsheh

**Enhancing Financial Literacy in Rural Communities Through User-Centred UI/UX Design** . . . . . 509  
 Krishna Bajaj, Harshit Kumar Gupta, and Ajit Bhagat

**Information and Communication Approaches to Managing Innovative Technologies for Hedging Global Risks of Social Inclusion** . . . . . 521  
 Olena Vasylykiv, Lesia Bilovus, Marta Dmytryshyn, Oksana Tulai, Lyudmyla Alekseyenko, and Mykola Stetsko

**Carbon Capture Systems’ Impact on Firms’ Environmental and Economic Performance: An Empirical Study of Canadian Energy Firms** . . . . . 533  
 Sekhar Amba

**The Rise of FinTech in Oman: Digital Transformation and Advancing Financial Inclusion in Line with Oman Vision 2040** . . . . . 545  
 Sweetline Sujee Lawrence, Saoussen Othmani, and Surendar Vaddepalli

**Transforming Higher Education with AI: Analyzing the Role of Machine Learning in Academic Success Prediction** . . . . . 557  
 Virendra Gawande and Elnaz Reshadi Gajan

**Financial Services and Brand Equity: A Green Approach from a Public Policy Perspective** . . . . . 569  
 Baby Thomas and Elizabeth Thomas

<b>Challenges in Financing Small and Medium-Size Enterprises: A Case Study of Oman ORIX and Bank Muscat</b> .....	585
Mohammed Babiker and Yahya Al Sarhani	
<b>Impact of Corporate Characteristics on Climate Change Disclosures in Listed Environmentally Sensitive Firms in Nigeria</b> .....	595
Gbenga Ekundayo and Abulrahman Al Bulushi	
<b>Whistleblowing Governance: An Independent Detective Approach to Exposing Corporate Scams for Sustainable Practices and Ethical Governance</b> .....	605
Pankaj Dixit, Shahnawaz Ali, Nuzhat Sadriwala, and Tejas B. Vyas	
<b>Leveraging Artificial Intelligence for Enhancing Sustainable Financial Decision-Making in Fintech Startups</b> .....	627
Shahnawaz Ali and Ammar Al-Mansour	
<b>The Impact of Electronic Trust on Reducing Financial Risks in Jordanian Commercial Banks</b> .....	639
Shafiq Al Abed	
<b>Financial Distress Prediction Using Artificial Neural Networks Amidst the Russia-Ukraine Conflict</b> .....	653
Khaled Halteh and Salem Ziadat	
<b>Ethical AI Frameworks for Gender-Sensitive Alerts in Women’s Compartments: Ensuring Privacy, Mitigating Bias, and Building Public Trust</b> .....	665
Haseena Bibi Zulfiqar, Raja Anwar, and Mehtab Hussain	
<b>The Effectiveness of AI Tools Among Students in the Interior Design Program at Oman College of Management and Technology</b> .....	677
Mohamed Alnejem, Basma Salama, Fatema Al-Akhzami, and Maram Al-Hinai	
<b>Electronic Waste Management: Fourth Industrial Revolution Technology Advancements and Opportunities</b> .....	689
Supriya Pulparambil, Basel Bani-Ismael, Hazem Migdady, and Sara Al-Ghafri	
<b>Sustainable Supply Chain Management as a Mediator Between Enterprise Risk Management and Performance in Southern Philippines Food Enterprises</b> .....	699
Randolf Von Salindo, Jishanis Mae Becaro-Lapiz, Allan V. Beliganio, Rosemarie E. Dingding, Liza Mae Acal-Maganding, and Mark P. Doblaz	
<b>Artificial Intelligence-Based Heart Disease Detection by Using Machine Learning Algorithms and a Real-Time Cardiovascular Health Monitoring System</b> .....	711
Hamed A. L. Mamari, Rima A. L. Breiki, Diena A. L. Maqbali, and R. K. Rajesh	

**A Review of Conversational AI in HR and Payroll Systems: Technologies and Challenges** ..... 723  
 Amna Khalid Al-Nadabi, Ishtiaque Mahmood Abdul Sattar, and Mahammad Mastan

**Embracing Life: Innovative Interior Design for Elderly Welfare Home in Rustaq, Sultanate of Oman** ..... 739  
 Muzn Hilal Al Hudaifi and Ola M. Mohammed Ahmed

**Transforming the Amjad Library into a Contemporary Bookstore and Coffee Shop Design in Oman** ..... 763  
 Hiba Yahya AL-Sulaimi and Ola M. Mohammed Ahmed

**An Integrated Sensor-Based Machine Learning Framework for Optimal Agricultural Crop Selection in the Sultanate of Oman Through Artificial Intelligence** ..... 787  
 Rajesh Rajamoni Kala, Bharguram Thayil, and Salama Said Alkalbani

**Exploring the Integration of Solar-Powered Microgrids in Oman’s Agricultural Landscape: Opportunities and Challenges** ..... 801  
 Ali al Kalbani, Reason Masengu, Jouhara al Habsi, Maha Aljahwari, Samira Alkhayari, and Badriya Albalushi

**Regulation and Compliance in a Data-Driven Economy: Challenges and Opportunities for Legal Frameworks** ..... 813  
 Balqees Ahmed Al-Yahmadi and Ayyappan Palanissamy

**Risk Attitude as a Mediator in the Adoption of Islamic Finance: The Case of Households in the Bangsamoro Region, Philippines** ..... 825  
 Marieta Galor –. Tabasondra, Enrico C. Yee Jr, and Mark P. Doblaz

**Drivers of ESG Performance Among SMEs in Cagayan de Oro City, Philippines: The Moderating Role of Technology Adoption on Motivation and External Pressure** ..... 837  
 Marie Antonette Emata, Wendy Veeh Tragico Batar, and Mark P. Doblaz

**Evaluating Teachers’ Motivation and Performance: Implications for Educational Policy and Practice** ..... 849  
 Chai Chenglin, Edralin C. Manla, Dennis Primne Corbita, Sultan Hamed Hilal Al Ghafri, and Rosalie Balmas

**Beyond Trust and Openness: How OCTAPACE Dimensions Predict Teachers’ Affective and Normative Commitment** ..... 861  
 Don Dhevid Fabria Labis, Dennis Primne Corbita, and Sultan Mohammed Sultan Al Sawafi

**Financial Distress Prediction of Nonfinancial Companies Registered on the ASE Using Logistic Regression** ..... 871  
 Laila Alnsour

# Unlocking Digital Potential: An Exploratory Study on Digital Marketing for Homestays and Community-Based Management



Rudy Pramono , Juliana Juliana , Diena M. Lemy , Juliet Sutedja ,  
and Arifin Djakasaputra 

**Abstract** This study is important because of the important role of community-based homestays in local tourism development and the great potential of digital marketing in increasing the visibility and desirability of homestays. The location of Sawarna Tourism Village is relevant because of the rapid development of the tourism industry in the area and the existence of homestays run by the local community. The main objective of this study is to explore and analyze the application of digital marketing in the management of community-based homestays in Sawarna Tourism Village. With information and communication technology development, digital marketing has become an important strategy in promoting homestay services. Specifically, this study aims to analyze the positive impacts caused by the application of digital marketing on the promotion and management of homestays. Identify the challenges and obstacles faced by homestay managers in implementing digital marketing. Formulate effective strategies to optimize the benefits of implementing digital marketing in managing community-based homestays. Create a better understanding of the interaction between homestay managers, guests, and the local community in the context of implementing digital marketing.

This study uses a qualitative approach with in-depth interviews with homestay managers and community members to understand the experiences and perceptions of homestay managers toward the use of digital marketing tools. The object of this study is the Sawarna tourist village in Lebak Regency. Qualitative research methods are obtained from interviews and field observations to evaluate the impact of digital homestay marketing tools and community-based homestay management. This study is expected to contribute to the development of sustainable tourism in tourist villages in Indonesia.

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**Keywords** Homestay · Digital marketing · Community-based homestay management

## 1 Introduction

The concept of developing homestays in tourist villages must be in line with community-based tourism and sustainable tourism [1]. The government has taken steps to develop tourist villages, including compiling information on the potential, character, and products to be marketed [2]. In addition, the condition of tourism product components still has limitations, so their existence cannot be utilized optimally [3]. Homestays in tourist villages have the potential to provide economic, social and environmental benefits [4, 5].

Training is also held to improve the knowledge, motivation, and competence of homestay business managers so that they can become more professional and qualified [6–8]. Therefore, this research is important to support sustainable tourism growth and local communities' welfare. Developing tourist villages is a strategic effort to drive local economic growth and preserve cultural heritage in Indonesia. Tourist villages have great potential to become destinations that attract tourists, both local and international, by offering authentic experiences and unique local products [9–11]. However, in some cases, tourist villages still face challenges in implementing effective digital marketing tools for tourist village homestays, and the utilization of local product potential is not yet optimal.

The challenges faced in developing homestays in tourist villages include several aspects. One of the main challenges is the lack of adequate infrastructure and accessibility [3, 12, 13]. Many tourist villages are still difficult for tourists to reach. In addition, managing homestays that are less professional and qualified is also a challenge. Training is held to improve the knowledge, motivation, and competence of homestay business managers to be more professional and qualified [14–16]. In addition, the condition of tourism product components still has limitations, so its existence cannot be utilized optimally. The concept of developing homestays in tourist villages must be in line with community-based tourism and sustainable tourism [17–21]. With information and communication technology development, the tourism industry has experienced major changes in the marketing and promotion of accommodation services, including homestays [22, 23]. Community-based homestays have become a popular choice for travelers seeking authentic local experiences and interaction with locals [24–26]. However, digital marketing tools have not been fully explored in managing community-based homestays.

The problem in the study includes the following: How does the application of digital marketing affect the management of community-based homestays? How is digital marketing used to promote community-based homestays? What are the challenges faced by community-based homestay managers in implementing digital

marketing? What is an effective strategy to optimize the benefits of implementing digital marketing in managing community-based homestays? This study aims to explore and analyze the application of digital marketing in managing community-based homestays in the Sawarna tourist village. With information and communication technology development, digital marketing has become an important strategy in promoting homestay services. Specifically, this study aims to identify homestay managers' challenges and obstacles in implementing digital marketing. Formulate effective strategies to optimize the benefits of implementing digital marketing in community-based homestay management. Create a better understanding of the interaction between homestay managers, guests, and local communities in the context of implementing digital marketing. This research aligns with the sustainable development goals associated with SDG 8 jobs and economy. This research aims to improve local communities' quality of life by developing sustainable community-based homestay tourism businesses. SDG 12 Consumers and Production: this research aims to improve the efficiency and absorption of community-based homestay tourism businesses through sustainable digital marketing tools. SDG 13 Climate Change, this research aims to increase local community awareness of the importance of environmental conservation and the development of sustainable community-based homestay tourism businesses. SDG 17, Participation and Alliance. This research aims to increase local community participation in developing sustainable community-based homestay tourism businesses.

Homestay is one form of accommodation that has various bases. Homestay is one of the elements that is quite vital in terms of tourism because it is very helpful for developing tourist areas or tourist villages [27, 28]. Homestay is an accommodation with a sharing system with the owner's house, providing room service with certain standards and food and drink for visitors [29]. Homestays create better interaction between managers and visitors because visitors usually stay for several days [30, 31]. Through an in-depth study of homestays, researchers learned what activities occur in homestay businesses, especially tourist areas.

Homestay development is carried out to provide accommodation to increase the selling power of the tourism industry [32]. Homestay development aims to increase tourist interest to increase economic activity in the tourism sector [2]. The development of homestays to increase interest in tourism will be more optimal if the private sector and other community members also carry it out. The development of homestays carried out so far has included support for developing tourism attraction programs and regional tourism development [29].

According to [4, 33], community-based homestay is an opportunity to mobilize the entire potential and dynamism of the community to balance the main role in business. Therefore, community-based homestay is intended to be a small local effort but should be placed in the global community context [34]. This research is supported by research [35], which shows that tourist villages have the potential to be developed with the community-based homestay concept. According to [36, 37], community-based homestay is a tourism model whose ownership and management system is controlled by the community by considering environmental, social, and cultural preservation to increase visitor awareness and learn about local

communities and ways of life. According to [38], community-based homestay is essentially an approach to tourism development that emphasizes local communities, both those directly involved in the tourism industry and those not, in the form of providing access to management and tourism development systems that lead to political empowerment through a more democratic life, including in the distribution of profits and activities more fairly for local communities. It can be concluded from several definitions of community-based homestay by the experts above that community homestay is a tourism activity that emphasizes the aspect of local community involvement and empowerment to improve their welfare, both those directly involved in tourism activities and those not, as well as protecting the sustainability of the environment, social, and culture.

A tourist village is a village with unique tourist attractions or potential, both in terms of natural physical conditions and social life patterns of the community, which are managed maturely in line with the development of supporting tourism facilities in a harmonious settlement and planned and organized management so that it is ready to receive tourists and can become a driver in the economic sector which has an impact on increasing the welfare and empowerment of the local community [39]. A tourist village is an asset in the tourism sector that introduces the potential of a village along with all its uniqueness and attractions so that it can be developed into a product that attracts tourists to visit the village location [40]. The development of tourist villages is currently included in the national development agenda because it is recognized as quite effective in improving the quality of life of the village community by providing opportunities for local communities to be involved in environmental and cultural preservation activities, guiding them, providing culinary services, or renting out their rooms as homestays.

Tourist villages also place communities or society as the main actors in tourism development and utilize it for the community's welfare [41]. As the main actor, the community or society tries to increase the tourism potential or tourist attractions in its area. In addition, the community or society prepares itself as a good host for tourists when they visit; all activities carried out by the community or society in the tourist village aim to increase the community's economic welfare by utilizing the assets and potential [42].

## 2 Method

This study adopts a qualitative exploratory approach to examine the application of digital marketing for homestays within a community-based tourism framework [43]. The exploratory nature of this research enables a deeper understanding of homestay operators' strategies, challenges, and opportunities in implementing digital marketing. Data are collected through semi-structured interviews with key stakeholders in Sawarna Tourism Village, Banten. These stakeholders include the Chairperson of Sawarna Tourism Village, Pokdarwis (Tourism Awareness Group), Mr. Lily, and the Banten Provincial Tourism Village Association Chairperson, Mr.



**Fig. 1** Documentation (2025)

Samsul. Additionally, 12 homestay managers are interviewed to gather first-hand insights regarding digital marketing adoption, including the platforms used, perceived benefits, and obstacles encountered in its implementation as shown in Fig. 1. The data obtained from the interviews is analyzed using descriptive analysis, which involves transcription and interpretation to identify recurring patterns and key themes related to digital marketing practices. To enhance the credibility and reliability of the findings, triangulation is applied by cross-referencing information from different respondents, while member checking ensures the accuracy of the collected data. The expected outcomes of this research include a comprehensive understanding of digital marketing application in community-based homestay management, identification of key marketing strategies, recognition of challenges and barriers, and the formulation of policy and strategic recommendations to enhance the effectiveness of digital marketing for homestay operators in tourism villages.

### 3 Result and Discussion

The study explores homestay operators’ adoption of digital marketing strategies and the associated community-based management practices in Sawarna Tourism Village, Banten. The interviews provide valuable insights into the platforms used, the perceived benefits, and the challenges faced in implementing digital marketing. Descriptive analysis was employed to transcribe and interpret the data, identifying recurring patterns and themes reflecting digital marketing practices in this rural tourism context.

How can implementing digital marketing affect the management of community-based homestays in Sawarna Tourism Village?

*The chairperson of Sawarna Tourism Village stated that digital marketing has increased opportunities for Sawarna Tourism Village to be known globally. Many tourists know about homestays in Sawarna through social media and online booking platforms. The main obstacle is the lack of technology training for residents. Most homestay managers are still not familiar with using digital platforms such as Traveloka, Airbnb, or social media. The chairperson of Sawarna Tourism Village encourages community-based technology training initiatives, but limited funds are the main barrier.*

*The implementation of digital marketing has great potential to increase homestay occupancy, but the technical capacity of the community is a challenge that must be overcome through structured training programs.*

What is the strategy for promoting community-based homestays through digital marketing?

*The chairperson of Sawarna Tourism Village said that digital promotion is carried out more by third parties, such as online travel agents, than by the community itself, creating a dependency on external parties. Social media such as Instagram and TikTok are the main channels for promotion because they can reach the millennial and Gen Z markets. The big challenge is maintaining the consistency of relevant and interesting digital content. Most homestay managers still rely on simple photos and videos without a strong narrative. Several initiatives have been carried out, such as short training on photography and content marketing by the Tourism Office. Promotion through social media is effective in attracting young tourists, but further training in creative content creation is needed to make marketing messages more effective and consistent.*

What are the challenges faced by homestay managers in implementing digital marketing?

*Lack of internet access in some areas is one of the main obstacles. Not all homestay managers have devices such as smartphones or computers that are adequate to support digital marketing activities. Limited digital literacy makes it difficult for some managers to understand how platforms like Tripadvisor and customer management systems work. Digital advertising on social media is often considered too expensive for small homestay managers.*

What are effective strategies to optimize the benefits of digital marketing in community-based homestay management?

*Pokdarwis plans to create a centralized marketing platform managed by the community to integrate all homestays in Sawarna. This platform will facilitate data management and integrated promotion. Collaboration with local travel influencers and content creators is expected to increase the visibility of homestays in Sawarna. Conducting regular training that includes the use of social media, simple graphic design, and digital data analysis to improve the technical skills of homestay managers. A community-based approach to digital marketing, including a centralized platform and collaboration with influencers, can be an effective strategy to overcome the challenges.*

Based on the interview, it can be concluded that digital marketing has great potential to improve the management of community-based homestays in Sawarna Tourism Village. However, challenges such as lack of digital literacy, limited Internet access, and dependence on external parties remain the main obstacles. The recommended strategies include continuous digital literacy training for homestay managers. Development of a community-based centralized marketing platform. More creative use of social media and collaboration with influencers. Provision of technical support and infrastructure to overcome limited Internet access. By implementing these strategies, community-based homestay management can be more optimal, positively impacting the local economy and tourism image of Sawarna Tourism Village with 12 homestay managers in Sawarna Tourism Village.

## **4 Conclusion**

This study explores the application of digital marketing in homestay businesses within a community-based tourism framework, focusing on Sawarna Tourism Village, Banten. The findings reveal that while digital marketing offers significant opportunities to enhance visibility, attract more guests, and increase revenue, many homestay operators face challenges in its adoption due to limited digital literacy, financial constraints, and inconsistent online engagement. Local government, tourism associations, and community initiatives such as Pokdarwis are crucial in facilitating digital marketing adoption through training, support, and collaborative promotional efforts. Furthermore, platforms such as social media, online travel agencies, and personalized websites play a vital role in improving homestay competitiveness, yet their utilization remains inconsistent among operators. The study highlights the need for a structured and sustainable approach to digital marketing integration in homestay businesses to ensure long-term benefits for local communities.

The research has several practical and theoretical implications. From a practical perspective, it underscores the need for capacity-building programs that enhance digital marketing skills among homestay operators, including social media management, content creation, and search engine optimization. Collaboration between local governments, tourism organizations, and digital platforms can further bridge knowledge gaps and provide financial or technical support to homestay businesses. Additionally, the study suggests that a community-driven digital marketing strategy facilitated by Pokdarwis and provincial tourism associations can strengthen tourism villages' collective branding and online presence. From a theoretical perspective, the research contributes to the discourse on digital marketing in rural tourism by demonstrating how community-based tourism management influences the effectiveness of digital marketing strategies. Future research can explore the impact of specific digital marketing interventions on homestay business performance and guest satisfaction, providing deeper insights into sustainable tourism development in rural areas.

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