

UTILIZATION OF INFORMATION TECHNOLOGY IN PROMOTING SLUMPRING TOURISM IN CEMAKA BUMIJAWA VILLAGE

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Abstract

The development of the tourism sector has had a positive impact on economic development and local people's livelihoods. One type of tourism that has developed quite rapidly in recent years in Indonesia is a tourist village. Slumpring Tourism in Cempaka Village, Bumijawa has quite a lot of tourism potential, but it has not been optimally developed. Various aspects of the tourism business have been developed by the government and tourism actors to increase revenue in this sector. However, the current problem is that the existing tourism potential has not been mapped properly, and the use of Information Technology (IT) has not been optimal, especially the use of social media in tourism promotion. Therefore, in this community service activity, community involvement is carried out in mapping tourism potential, IT utilization training that emphasizes promotion through social media, as well as making a master plan as a basis for tourism development. The results of this activity are the mapping of tourism potential, information technology training and the creation of a master plan for the development of Slumpring tourism in Cempaka Bumijawa Village.

Keywords: *Information Technology, social media, Slumpring Tourism*

1. INTRODUCTION

Slumpring is one of the tourism destinations in the Cempaka area, Bumijawa District, has an altitude of 1800 meters asl the highest point and 500 meters asl the lowest point, so the air in this area is relatively cold. This sub-district produces many vegetables and fruits, besides that it is also rich in natural products such as tea, wood and coffee. In Bumijawa there is a spring called "Bulakan" whose water is used for PDAM Tegal Kota. Cempaka Village is a village in the western District of Bumijawa. In this tourist village there are several very interesting objects to visit, including: 1. Tuk Mudal, a spring in the form of a clear lake. 2. Slumpring Market, a traditional market area that sells village-style specialties under a thick bamboo forest, with a typical rural feel of the past accompanied by live ethnic music performances. In this market all transactions use irat, a form of coin made of bamboo with a value of Rp. 2,500 per chip. This market is open only on Sundays and certain days. 3. Bulak Cempaka Hill, a hilltop that offers panoramic views from a stunning height.

This huge tourism potential can be used as branding to raise the name of Cempaka village and the income of its people. However, this tourism potential has not been optimally promoted to the outside world. Therefore, a facility is needed to promote various tourism potentials in Wonotunggal District so that the general public can know the potential of villages in Wonotunggal and the need for planning and target readiness in developing the tourism potential to be achieved so that it can be realized in the long term optimally. The most appropriate promotion and has a broad and long-term reach is to use information technology.

Information technology is the result of human engineering in the process of conveying information from the sender to the recipient so that it is faster, spreads more widely and lasts longer. The Information Technology Era has created various opportunities and conveniences in carrying out activities including regional publishing activities. Technological devices at this time are much easier to procure and the price is also affordable. Many facilities for procuring technological equipment are also facilitated by online services and online catalogs of electronic goods. Moreover, the presence of social media or social media, where everyone can easily connect with others. Social media is the most effective media for promoting, advertising services for various goods or services.

Several studies related to the use of tourism promotion are as follows. According to Prayag and Ryan (2012), tourism development can have a positive impact on local communities, such as increasing income, creating jobs, and improving infrastructure. However, this can also have negative impacts such as environmental destruction and loss of cultural identity. In their research, Nugroho and Nurfitriyani (2017) found that local community participation in tourism development is very important to maintain tourism sustainability. Such participation may include participation in planning, management and decision-making related to tourism development. The results of research conducted by Kim et al. (2019) show that community-based tourism development can provide greater benefits to local communities compared to tourism development that only focuses on economic gains. This can create a harmonious relationship between tourism and local communities.

Promotion is a way of introducing the potential of a region to the wider community both locally, nationally and internationally because the internet knows no boundaries. It is hoped that the promotion of the local potential of Slumpring Cempaka Bumijawa Village, Tegal Regency can be known more widely and has a positive impact on the progress of tourism in Tegal. Based on the analysis of the situation and the potential for Slumpring in Cempaka Village, it is necessary to carry out tourism potential promotion training using information technology in disseminating information to the wider community.

2. RESEARCH METHODS

Promoting Slumpring tourism by utilizing information technology, especially social media, in introducing the potential of the region to the public. This is a strategic step to improve information about tourism by using information technology tools. Increasing knowledge of local potential will be in-line with increasing the number of visits if it is tourism or increasing the economic side that supports the tourism sector. This activity was carried out in May 2022. Then steps were formulated to solve the problem. The methodology used in solving this problem can be presented in Figure 1.

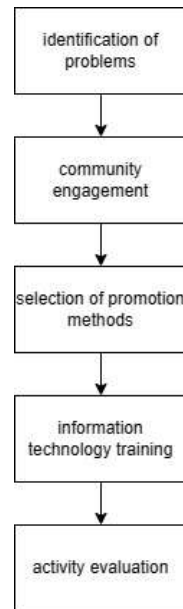


Figure 1 Flow of Research Methods

Based on the problem solving framework in Figure 1, this activity begins with problem identification by involving the community through pokdarwis (tourism awareness groups), village youth organizations, and involving village officials and BUMDes (Village Owned Enterprises). BUMDes is a business entity owned by the village government.

The next stage is to select the target community involved, namely villages that have the greatest tourism potential. The location used is in the village of Cempaka Bumijawa. Various possible activities can be carried out by the community, namely creating multimedia content ranging from photos, videos, and news articles using information technology tools.

Then proceed with conducting training on the use of information technology for representatives of Pokdarwis, village youth organizations, and village officials and BUMDes. Content creation training (in the form of photos / videos) to uploading to social media (Instagram, Twitter and Facebook).

3. RESULTS AND DISCUSSION

A. TOURISM POTENTIAL

Cempaka Village is a village in the western District of Bumijawa. In this tourist village there are several very interesting objects to visit, including: 1. Tuk Mudal, a spring in the form of a clear lake. 2. Slumpring Market, a traditional market area that sells village-style specialties under a thick bamboo forest, with a typical village feel of the past accompanied by live ethnic music performances. In this market all transactions use irat, a form of coin made of bamboo with a value of Rp. 2,500 per chip. This market is open only on Sundays and certain days. 3. Bulak Cempaka Hill, a hilltop that offers panoramic views from a stunning height.

Rows of lincak or tables made of bamboo are arranged in a field in Cempaka Village, Bumijawa District, Tegal Regency. A shady field with lots of bamboo trees surrounding it. On the lincak, there are various kinds of traditional food. The ladies behind the counter peddle the typical Tegal food to visitors. Cempaka Village

Slumpring Market, you can reminisce with old foods such as urap, ingkrig, srabi, corn rice, and other foods made from cassava and sweet potatoes. After buying food, we can enjoy it at the cross-legged area that has been provided by the manager.

It is called Slumpring Market because of its unique place with pring or bamboo plants. This market is only open once a week, namely on Sunday. The time is only from 07.00-12.00 WIB. In the market managed by village youths, there are only 40 traders who are local residents.



Figure 2. Slumpring market atmosphere

(Source :<http://setda.tegalkab.go.id/2020/07/13/11wisata-kuliner-pasar-slumpring-back-dibuka/>)

B. MAPPING COMMUNITY AND TOURISM DEVELOPMENT

Based on the results of field visits in the study location villages and in-depth interviews, 2 (two) groups of stakeholders can be identified (Stakeholders) namely internal stakeholders and external stakeholders. Internal stakeholders are related stakeholders who are within the village area, while external stakeholders are related stakeholders who are outside the tourist village. Internal stakeholders consist of village apparatus (Village Head, village apparatus, LMD), Youth Organization, Pokdarwis, PKK, BUMDES, Craftsmen, Culinary Producers, Farmers. Meanwhile, namely internal stakeholders and external stakeholders. Internal stakeholders are related stakeholders who are within the village area, while external stakeholders are related stakeholders who are outside the tourist village.

Internal stakeholders consist of village apparatus (Village Head, village apparatus, LMD), Youth Organization, Pokdarwis, PKK, BUMDES, Craftsmen, Culinary Producers, Farmers. While external stakeholders consist of: Tourism Office, Bappeda, Disperindagkop, Service External stakeholders consist of: Tourism Office, Bappeda,

Disperindagkop, and Pancasakti University of Tegal as shown in Table 1.

Table 1 Mapping of Stakeholder Types

Types of Stakeholders	Contribution and Role	Stakeholder Status
Internal Stakeholders		
Village Officials	<ul style="list-style-type: none"> • Facilitation • Assistance and socialization • coaching • Planning • Organizing 	Primary
Youth organization	<ul style="list-style-type: none"> • Assistance and socialization • Training 	Secondary
Pokdarwis	<ul style="list-style-type: none"> • Facilitation • Assistance and socialization • coaching • Planning • Organizing 	Primary
BUMDES	<ul style="list-style-type: none"> • Business Assistance and Development 	Tertiary
Craftsmen, Farmers and Culinary Producers	<ul style="list-style-type: none"> • Suppliers of Products and services 	Primary
External Stakeholders		
Government tourism office	<ul style="list-style-type: none"> • Promotion (Exhibitions, billboards and digital media) 	Primary
Bappeda	<ul style="list-style-type: none"> • Support planning related to the development of tourist villages • Support budget planning policies 	Primary
College	<ul style="list-style-type: none"> • Assistance (KKN) 	Primary

	<ul style="list-style-type: none"> • Study • Fieldwork and internships • Training 	
Media Partners	<ul style="list-style-type: none"> • Promotion 	
Visitors	<ul style="list-style-type: none"> • Partners • Customers 	

C. TOURISM PROMOTION STRATEGY

Analysis from the results of field visits and in-depth interviews with key informants of relevant stakeholders, in the development of slumpring tourism villages it was identified that formally no communication strategy document was available in a standard format. A standard institutional communication document or strategy, generally known as ACADA, can serve as a basic guideline for all relevant stakeholders. A formal document that binds all related stakeholders having a strategic position and role in the development of a development program. The unavailability of a formal communication strategy document which is a joint commitment, the roles and contributions of existing Stakeholders are not yet a binding joint commitment in the development of a slumpring tourism village.

Although there is no formal communication strategy document yet available, in practice each stakeholder has carried out communication and relations based on coordination and commitment practices according to the needs of each party that supports the development of a slumpring tourism village.

In summary, the communication practices of each Stakeholder in the development of a slumpring tourism village which includes types of media, and patterns of Information and Communication Technology (ICT) use are presented in Table 2.

In general, television and radio are conventional mass media that have been widely used by the public to meet various information needs. However, since the last 4 years, the use of new media represented by mobile phones and smartphones has been growing. Even though it is still limited, some people are starting to use social media to meet their information needs and daily social needs. Broadly speaking, ICT that already exists at the study site and is used by the community at the study site can be grouped into two categories (presented in table 3), namely numbers 1-5 are ICT hardware that has been utilized, while numbers 6-10 are applications or platforms. digital that has been utilized by the community. Based on the category of media functions,

Table 2. Types of Media, Functions and Usage as well as Patterns of Their Use

Media Type	Function or use	Usage Pattern
conventional media		
Letter	Regulation, socialization, coordination	Incidental
Meetings/gatherings	Coordination, discussion, synchronization	Routine

Village Retreat	Coordination, discussion, synchronization	Routine
Field trip	Assistance supervision	Routine
Reporting	Supervision, monitoring and evaluation	Routine
Mass media		
Billboard	Promotion	Incidental
Banner	Promotion	Incidental
tv	Promotion	Incidental
Radio	Promotion	Incidental
Exhibition	Promotions, information, transactions	Incidental
New Media		
Whatsapp	Promotion	Incidental
Instagram	Promotion	Routine
Website	Promotions, information, transactions	Routine
Facebook	Promotion	Routine
YouTube	Promotion	Incidental
ticktock	Promotion	Incidental

Table 3 Utilization of ICT by the slumpring village community (n=95)

No	ICT type	Amount (%)	Average usage (years)
1	Television	40%	3,8
2	Radio	15%	0.14
3	Computers/Laptops	20%	1,9
4	Mobile	20%	1,9
5	Smartphones	50%	4.75
6	Facebook	44%	4,18
7	Twitter	3%	0.02
8	Instagram	40%	3,8
9	Whatsapp	50%	4.75
10	Ticktock	30%	2.85
11	YouTube	40%	3,8

Table 4 Proportion of ICT use by the community (n=95)

Media Function	Respondent Percentage (N=95)										
	tv	Radio	Computer	Mobile	Smartphones	Facebook	Twitter	Instagram	Whatsapp	ticktock	YouTube
Information	40.0	9.2	19.5	47.0	47.0	55,4	13,2	55.5	56,7	12,4	45.0

Educatio n	8, 4	1,1	30.0	34, 4	33,4	23.0	1,1	34.5	50.0	0.5	40.0
Entertai nment	54 .0	23. 0	25.0	45. 0	44.5	45.0	12,1	44.0	44.0	15.0	34,8

4. CONCLUSION

Based on the discussion, this study makes an academic contribution in the form of stakeholder mapping, mapping communication strategies and inter-stakeholder linkages in the development of tourist villages and mapping the use of information and communication technology by relevant stakeholders in the development of tourist villages.

First, Socio-economic characteristics and conditions of supporting resources in the three study locations show diversity. Slumpring Village has a fairly large area, good accessibility, high population density and relatively good education with the advantages of attractions in pottery, culinary arts and cultural arts.

Second, based on the intensity of the use of ICT in supporting the development of tourist villages, it is known that TV, radio and smartphones are starting to have quite an important role for the community. Meanwhile, from the application or platform aspect, it is known that Whatsapp, Facebook and Youtube have begun to be used to support tourism villages, but this is still limited. In addition to utilizing conventional media, the effectiveness of governance, coordination and promotion of tourism village development can utilize new media in a more structured manner such as Whatsapp, Facebook, Instagram and Youtube. Technical and creative training is needed in using various social media platforms to support the development of tourist villages.

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