

Research Article

Development Digitization In Enhancement Potency Tour Village Through Smart Village Concept in the Village Permis and Rajik South Bangka Regency

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ABSTRACT

Tourism is a sector that has the potential to be developed as a source of regional income, because in addition to providing benefits for the tourist attractions themselves, it also provides benefits to the supporting infrastructure, such as restaurants, lodging places, industrial centers, souvenir centers, etc. Digitization of tourism is one of the important strategies in responding to the digital-oriented civilization of society in meeting their needs for traveling. Digitization of tourism is considered the right step in promoting tourism through a digital approach that has an impact on the development of tourism potential in a tourist village. Based on the results of field observations, various problems were found in Permis and Rajik Villages, South Bangka Regency, namely the lack of efforts to publicize tourism potential in Permis and Rajik villages. Lack of knowledge of the village government regarding website creation.

Keywords: Tourism Village, Social Media, Permis Village, Rajik Village.

Introduction

The village is a legal community unit that has territorial boundaries that have the authority to regulate and manage the interests of the local community, based on local origins and customs that are recognized and respected in the system of Government of the Unitary State of the Republic of Indonesia. Village development is essential for regional development to alleviate poverty and reduce development gaps between regions.

District development is an integral part of regional development and national devel-

opment. Law No. 22 of 1999 concerning provincial government gives broader authority to regions, especially regencies/municipalities to carry out multi-sectoral government and development tasks. As a manifestation of the ability to carry out the authority which is part of the essence of regional autonomy, it is required to formulate a comprehensive development program.

The concept of Pentahelix is a collaboration of five stakeholders, namely; government, academia, business actors, the community, and the media in a development

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agenda. Specifically, the Ministry of Tourism uses this concept as an effort to ensure the quality of activities, facilities and all services effectively support the development of the Indonesian tourism sector. In the context of Creative Village development, academics have a role in providing relevant concepts and theories in the development of Creative Villages based on studies that have been carried out.

The implementation of the XIX UBB Student KKN-T in 2022 was held in Permis and Rajik Villages. This is due to the high potential of local resources and the coastal environment and the low level of community welfare in the area due to weak community empowerment efforts. Various training and mentoring activities by UBB students will be applied in Permis and Rajik villages for the sake of empowering, developing, and increasing the potential of tourism villages in the target villages, which of course must always coordinate with the local government or local village governments. With the implementation of KKN activities, it is expected to be able to move the community in development through various activities that can involve, involve, and foster a sense of belonging to development. KKN-T is carried out interactively and synergistically between students, the community, village governments, and local governments. For this reason, students and managers of KKN-T must be able to carry out a socio-cultural approach to the community so that it is more cooperative and participatory.

To make a region a basis for development and the creation of new economic resources in the creative sector. The Ministry of Tourism and Creative Economy mapped 17 sub-sectors included in the scope of the creative economy, namely; 1) Architecture, 2) Interior Design, 3) Game Developer, 4) Music, 5) Fine Arts, 6) Product Design, 7) Fashion, 8) Culinary, 9) Film, Animation and Video, 10) Photography, 11) Visual Communication Design, 12) Television and Radio, 13) Crafts, 14) Advertising, 15) Performing Arts, 16) Publishing, 17) Applications.

The increasing interest in tourism, especially among millennials, is currently an opportunity that must be taken by villages that have potential natural resources to become tourist village. The increasing number of social media users from all walks of life makes social media an effective means of promoting a product. Tourism villages that are developed and have attractive photo spots can attract tourists from various backgrounds, especially millennials.

Permis and Rajik villages are villages in South Bangka Regency which have beautiful sea views which make them have tourism potential besides Permis and Rajik villages have plant cultivation which is used as agrotourism. Currently, there is a Roro Avocado garden belonging to Mr. Rozi can be used for agro-tourism potential in Rajik village.

According to Law No. 10 of 2009 Tourist Attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made wealth that is the target or destination of tourist visits. Permis and Rajik villages have the potential to be used as tourist attractions, let alone developed and socialized through websites and social media. The rise of the phenomenon of mass tourism makes a lot of tourism potential in the villages of Rajik and Permis interesting to be developed. The beautiful natural resources and cultural potential that exists can attract local tourists and boost the economy in Permis and Rajik villages.

Tourism is an activity that is loved by all levels of society. This tourist activity is carried out to take advantage of leisure time, release boredom after work and increase energy and vitality. Tourism village is one of the central government programs carried out to improve the economy in rural areas. The village has a tourist attraction with local wisdom that has the potential to come from nature, social culture, and cultural sites. The tourism village has a goal to improve the welfare of the community. Improving the village economy, creating rural workers, and reducing poverty.

The tourist village is one example of the implementation of sustainable development which is indeed a global agenda. The components forming a tourism village consist of community management and involvement, tourist education, partnerships, and increasing community income. Good tourism processing in an area can be a branding that can increase the number of visitors. The smart tourism approach can be applied as branding for a tourism destination, one of the implementations is the development of tourist villages utilizing digital-based offering and marketing (branding) which is often referred to as tourism digitization.

Digitalization is the key so that tourist-recreation destinations can operate according to Government regulations while still ensuring the safety and comfort of visitors. First launched in 2019, this solution has evolved along with the evolving needs of our partners and the dynamics of the tourism industry," said Sammy Ramadhan, Co-founder & CEO, of GOERS to Bisnis, Wednesday (2/2/2022). Based on the results of field observations, various problems were found in Permis and Rajik Villages, South Bangka Regency, namely:

1. Development of Digitalization in Increasing the Potential of Village Tourism in Permis Dan Rajik Village, South Bangka Regency is still quite lacking.
2. Permis and Rajik Villages are villages that have quite a lot of tourism potential ranging from coastal tourism objects, and cultural tourism, to agrotourism.

All these tourism objects need to be developed through the development of digitalization in increasing the potential of village tourism through the concept of a smart village.

Methods

In the implementation stage, the creation of the Rajik and Permis village websites and the assistance for Tourism Villages are

carried out offline in the Permis and Rajik villages. The mentoring period is from August to November 2022.

The materials used for this service activity include laptops, cameras, internet, stationery, and cell phones. Implementation methods include:

1. Observation, interview, and coordination
Conducting observations, interviews, and coordination with partners and accompanying lecturers regarding the implementation of service activities in Permis and Rajik Villages.
2. Socialization
Socializing activities to the community regarding the training to be carried out, tourism and agro-tourism potential in Permis and Rajik Villages, website creation, and social media.
3. Training
Conduct smart training using social media. This training is made so that the community can use social media optimally and use it as a means of promoting tourism and existing MSMEs.
4. Website and social media development for Permis and Rajik villages
Creating websites and social media for Permis and Rajik villages as a means of sharing information and promoting tourism and MSME products so that they are better known to the wider community.
5. Evaluation
Evaluate the program being run and whether it provides improvements to the tourism potential and SMEs in Permis and Rajik villages.

Based on the process carried out, the author hopes that this service will help the villages of Rajik and Permis in increasing visiting tourists and the development of SMEs in the villages of Rajik and Permis.

Results and Discussions

The website is one of the products of the internet network which is currently a manda-

tory component for the management of various businesses to agencies. No exception in the tourism sector, the existence of a website is very much needed to further advance business and the world of tourism. Not only local people can access tourism websites, but the whole world community can also access tourism websites. For that, the advantage of creating a potential and quality tourism website can certainly introduce various tourism potentials that exist in various regions to the eyes of the world.

With the current technological developments, BUMDes are expected to maximize the use of several social media to provide education and spread promotion (marketing) of the advantages of Permis and Rajik Villages to the wider community. With the internet, people can access information anywhere and anytime. Previous research also explained that media promotion on social media can increase people's consumption. Website development is a necessity for villages to support the promotion of Permis and Rajik village tourism.

This digital marketing can be started with the creation of Instagram from beach tourism and avocado plantations in Permis and Rajik villages so that they can cover a wider reach and create a website so that the public can get wider information from the media. In addition, it is also necessary to use YouTube to review the beauty and unique tourist destinations and cultures in Permis and Rajik villages such as the Tigel dance. Tigel dance is an old dance whose name itself is taken from the language of the other side / Sekak (a tribe outside the island of Bangka) which means cheaters, drunkards, and all things that are negative or Tigel can also be interpreted as a trick or tricking other people. The ancients believed that people who had stopped or learned from checkmate must have magic and supernatural powers. Therefore, this dance contains mystical elements in the process.

The socialization carried out in this activity was a means to convey to the people of

Permis and Rajik Villages the importance of a village having a website. The website should be developed and updated every six-twelve months. A website in a village serves to introduce the wider community both inside and outside the village or city to find out about the potential for tourism, culture, agro-tourism, and other potentials possessed by Permis and Rajik villages. The development of digitalization in increasing the potential of village tourism through the smart village concept in Permis and Rajik villages is promoted in the form of social media via the internet, Instagram, Tiktok, YouTube, Twitter, Facebook, and in other forms of media.

The socialization also includes an explanation of the tourism potential in Permis and Rajik villages. Tourism potential is everything that is owned by a tourist destination and is an attraction so that people want to come to visit the place. There are several tourism potentials owned by Permis and Rajik villages which are no less interesting to visit, namely Batu Berdaun Beach, Pekapor Beach, Rainbow Bridge, Permisan Hill, Hot Springs, Roro Avocado Agrotourism Garden, Klamunod durian cultivation, Air Batu. Some of them may not be widely known by the public.



Figure 1. Batu Badaun Beach



Figure 2. Mangrove Forest



Figure 3. Permis Hot Water

Socialization to village officials and the community regarding "Smart Ways to Apply Social Media and the Importance of Protecting the Surrounding Environment and Maintaining Village Tourism Potential", socialization with IDX, and Socialization of Website Filling as well as Website Handover of the Permis and Rajik Village KKN-T Program in 2022.



Figure 4. Socialization of smart ways to apply social media and the importance of protecting the surrounding environment and maintaining the tourism potential of Permis Rajik Village in 2022



Figure 5. Socialization of filling out the website as well as handing over Permis Rajik Village in 2022

In addition to the Instagram social media account website which has also become important with 700 million active users every month, the power and reach of Instagram are undeniable. Instagram did start as a simple photo app. But Instagram has gone through many changes and become a platform that allows users to build a visual identity for businesses. It's important to remember that Instagram users value high-quality content. Photos and videos provide audiences with interesting information in new and unique ways.

Wolah (2016) states that in the current era with advances in information technology, the development of all fields can run well and smoothly, including the tourism sector can be developed quickly with the existence of information technology so that information can be received effectively and actually. The development of tourism requires information technology that can help convey information about tourism promotion so that it can be recognized quickly and widely throughout the world.

Smart tourism does not only rely on technology but the ability of human resources to use the latest technology to run a business in promotional activities. Innovation is what is needed in marketing activities to achieve superior products that can attract consumers to travel to a destination

The use of E-Marketing helps managers provide a visual overview through digital access effectively and efficiently globally.

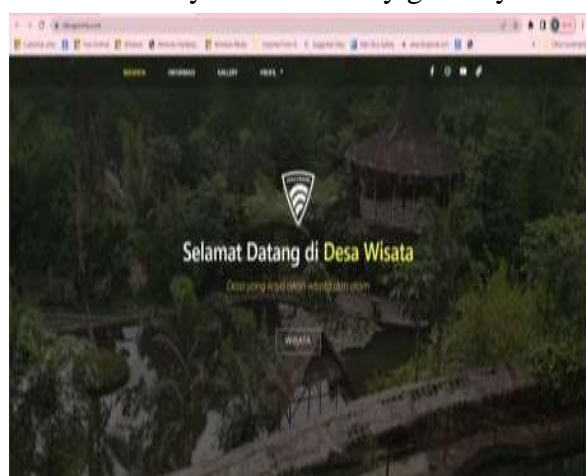


Figure 6. Permis Village's Website

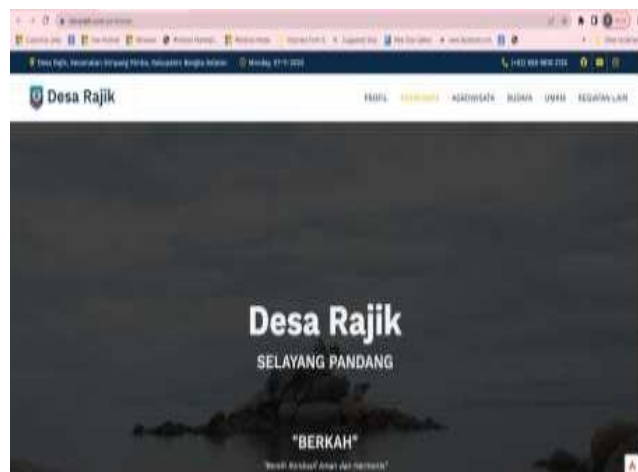


Figure 7. Rajik Village's Website

Conclusions

The results of our service regarding the socialization of website management and social media as digital promotional media in Permis and Rajik villages can be concluded that the community already knows how to use gadgets for social media but their use is not optimal. The village does not yet have an official website for information management and promotional media.

The service team took steps to overcome these problems by socializing the use of social media and creating websites and social media in Permis and Rajik villages to increase public interest in traveling to Permis and Rajik villages.

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