

Website Management Optimization to Improve Nature Tourism Manager's Digital Marketing Capacity

RB. Hendri Kuswantoro, Adi Sucipto^{a)}, Willhelmus Fillianto, Sigit Winarso, R.M Joko Priono

Program Studi D4 Teknologi Permainan, Sekolah Tinggi Multi Media "MMTC" Yogyakarta, Yogyakarta,
Indonesia

^{a)}Corresponding Author: adi.sucipto@mmtc.ac.id

Abstract

Tawang Sari and Mendoh Kidul hamlets are several hamlets located in the Semowo Village area, Pabelan District, Semarang Regency which have several potential resources that can be used as a support for the existence of a natural tourism village. Efforts to improve skills and management of these resources have been carried out through several series of training activities, including those related to increasing skills in utilizing digital platforms, village websites, while forms of assistance that have been carried out include improving website management and mapping some of the potential resources in the village area. Semowo. From several series of activities that have been carried out, efforts to pioneer the existence of tourist villages have begun to be directed to how to map the potential of existing resources in several hamlets in the Semowo Village area. The implementation of this training provides a practical overview of aspects of optimization village websites, especially in strengthening human resources in digital marketing / e-Marketing capacity or promoting nature tourism. The outputs of this activity are: 1) A village website that describes a map of Potential Areas for Development of Nature Tourism Villages; 2). MoU, cooperation between the village government and university leaders for assistance; 3) .Publication of community service activity programs on the web and social media.

Keywords: website, digital marketing, natural tourism

INTRODUCTION

Efforts to increase digital marketing capacity for natural tourism managers in the Tawang Sari and Mendoh Kidul hamlets, Semowo Village, Pabelan District, Semarang Regency have been pursued by involving the participation of the younger generation who are members of youth organizations, communities and pokdarwis pioneers. Study Program Teknologi Permainan STMM Yogyakarta has carried out training and mentoring activities on the use of digital platforms and optimizing village websites previously, for the current training implementation is also directed at improving the skills of tourism managers by maximizing digital marketing capacity and other efforts, namely by developing the strategy of natural attractions of Bukit Krendo and Bukit Pasoan which is directed at inventorying supporting data based on SWOT analysis. SWOT analysis (strengths, weakness, opportunities, threats) is an analysis method that will describe the strengths, weaknesses, opportunities, and threats as well as the constraints that must be faced in a development process. By knowing the strengths and weaknesses, we will be able to reduce existing weaknesses and at the same time maximize your strengths. The same applies to challenges and opportunities, where when challenges can be minimized, existing opportunities are actually enlarged.

The rise of the emergence of tourist villages can not be separated from the existence of the National Program for Community Empowerment (PNPM) Independent Tourism in 2009-2014. Since the emergence of the program, various villages have begun to improve to become tourist villages. The government's central role in the implementation of the independent Tourism PNPM is 1) preparing the design and development program for rural tourism, 2) determining the target or number of tourist villages (eligibility to become a tourist village), and 3) determining the budget allocation for each tourist village. Rural tourism is currently being activated by the Government and related parties, besides that it has also been awarded various attractive tourist attractions, both natural, traditional, social, cultural, creative, and so on (Raharjana & Putra,

2020) . However, the enthusiasm and diversity of tourist attractions will be useless if the human resources are not equipped with sufficient skills to promote these tourist villages. The limited skills of human resources / tourism managers in utilizing village websites as one of the promotional efforts are the background for the game technology study program to follow up on community service activities this time. However attractive a tourist destination is, without an effective and targeted promotion, the tourist destination will not be in demand by potential tourists (Alfiyah, 2019) . This happens because of the inadequacy of information held by potential tourists related to tourist destinations in the area. Digital marketing is a form of business or marketing activity carried out by both companies and individuals to market products or brands, by utilizing digital information technology, such as using electronic media, as well as internet-based media and multimedia. (Devi et al., 2021; Hairunisya et al., 2019; Wahyudin et al., 2021) and social media photo spot (Qadri et al., 2022). One of the economic forces that has been supporting the Indonesian state economy and regional economic strength is the presence of tourist village managers and business, micro, small and medium enterprises (MSMEs) (Febriyantoro & Arisandi, 2018) . At a time when the world economy and the Indonesian economy experienced a recession, MSME actors were not even the least bit affected by the negative impact of the economic recession, even most MSME actors were still able to develop their business in supporting the country's economy.

Based on the above background, the implementation of community service which is part of the Tri Dharma Perguruan Tinggi of the Study Program Teknologi Permainan of STMM "MMTC" Yogyakarta also aims that the efforts made through this activity are so that the community is more open to its insight as well as its participation / participation, especially the village government which support management at the hamlet level, especially in the Tawang Sari Hamlet and Mendoh Kidul Hamlet, tourism actors, tourist village managers, and other relevant stakeholders that the tourism village promotion strategy does not only focus on the availability of media, but rather on the skills of human resources in using the media optimally.

METHOD

Management of natural tourism in Krendo hills and Pasoan Padukuhan Tawang Sari & Mendoh Kidul hills, Semowo Village needs to increase its efforts in increasing creativity, especially in optimizing and utilizing and using village websites and online media digital platforms in the form of interaction and exploration in utilizing these media. If this can be maximized, it can also be used in marketing its products, this can also be done by utilizing other media. Especially during the current pandemic. This situation certainly has an influence on the other side. By maximizing the creativity of young people, especially teenagers who are members of the Pokdarwis pilot, it can increase income from the other side. From the way that has been done so far, it is indicated that the utilization and exploration of creativity of the youth among the youth organizations cannot be maximized, especially those related to the marketing of MSME products and other service products as well as activities that can be maximized through the use of online media. The lack of maximum utilization and exploration of tourism managers and members of youth organizations will certainly have an impact on the results and goals to be achieved by the organization, this of course also has an impact on sales results that are not optimal. The product cannot be recognized by the general public. There are several types of businesses carried out by managers and pokdarwis as well as other elements of the community, for example members of youth organizations who also need to increase their participation in developing products related to nature tourism and marketing. The efforts that have been made so far need to be improved with a good marketing program.

The potential for natural tourism activities that are owned can be optimized not only by tourism managers but can also involve the participation of other community elements, for example by youth organizations who are supported not only by the resources of their members (Rukanda et al., 2020) , but more importantly, too. related to creativity in utilizing online media which is currently advanced. It is necessary to continue to improve the character and creativity of members so that there is a positive synergy with the community, especially those in the

Tawang Sari and Mendoh Kidul hamlets so that the expected goals can be achieved with the support of human resources that need to be continuously optimized. This optimization is pursued in order to improve the welfare of its members through increasing knowledge which will certainly affect the income from both product sales and other service businesses. To achieve this, the resulting creative products or services require the support of facilities and capabilities in utilizing currently developing technologies, such as online media. The reach of the media will automatically increase the existence of the potentials of the youth organization members in exploring their abilities so that the results of the creative products of the youth members can be increasingly known or marketed or disseminated to the wider community. Information dissemination can be done through various media, both print, electronic, and social media.

Online media (web, Facebook, Instagram, etc.) can be an alternative. Various software tools and applications contained in online media have been proven to increase sales (Hadiwinata et al., 2021). Currently there are several free websites that allow someone to develop their creative products through these online media. For example in the creation of an online store that can be easily done and without cost, such as Joomla, Wordpress, and Wix. Wix is the newest online store creation site. So that all tourism managers and other elements of society need to increase their participation so that youth youth groups also have the ability and have an entrepreneurial spirit so that in the future young SME activists will emerge who can use and manage online media wisely, through positive and profitable actions. For this reason, training is needed in utilizing online media, especially for the next generation, especially among youth youth groups who have a creative character and soul in utilizing online media advances, especially during this pandemic (Setiadi, 2016). Based on the results of the analysis above, it can be concluded that the natural tourism managers of Tawang Sari and Mendoh Kidul Hamlets need to make efforts to increase the ability of their members to grow strong characters and have high creativity in exploring the abilities possessed by each member in order to further improve their existence both organizationally and individually in facing a pandemic situation in order to take advantage of progress in any situation by utilizing the advancement of online media as one of the marketing media that is in accordance with the times or modern marketing strategies, including online shops. In order to improve the competence of natural tourism village managers in producing their creative products, a collaboration is needed through activities carried out by involving other parties in this case through community service activities carried out by teaching staff of the STMM game technology study program in providing training related to growing character and creativity. for natural tourism managers and other elements of society, such as youth youth organizations so that they can explore their abilities and be able to market their products through the use of online media wisely and positively (Crisandye, 2018). This will certainly increase knowledge & insight into the media which is also a medium that can be used as an online marketing medium. The component that is central and influences whether or not a tourism management is good is the role of human resources in managing it. The existence of cross-sectors involved in tourism management has an impact on the expertise and skills that must be possessed by human resources in tourism management (Raharjana & Putra, 2020). These skills include finance, tour guides, managerial skills, to expertise in tourism promotion. The development of the tourism sector should be followed by strengthening the quality of its services, especially from the aspect of human resources. This is very reasonable because human resources are a significant element in tourism management, even including the determinants of the success of tourism management. With the digital era that has spread to the tourism sector, strengthening human resources in innovation and creativity in this digital era is absolutely necessary. The low quality of tourism human resources will have an impact on the resilience and competitiveness of tourism because it is impossible for tourism to only depend on natural beauty without human intervention in its management. Therefore, strengthening and improving the quality and competence of human resources must also be a major concern, not only physical tourism facilities and facilities (Idrus, 2018).

RESULTS

Referring to Reportal research data, the number of Indonesian social media users in January 2022 reached 191.4 million or 68% of the total population. In addition, according to the APJII survey, the average Indonesian spends 8 hours and 51 minutes on the internet every day, of which 40% of users buy goods and services online. This training activity does not only use online media as a marketing tool, but what is also important is the strategy in utilizing the internet/website presence that makes an extraordinary contribution to saving operational costs and time usage. For example, to advertise and promote to foreign markets. For this reason, in order to target a potential market, especially in areas with extraordinary tourism potential, it is necessary to build good, mature, and not perfunctory marketing facilities and concepts.

Digital marketing strategies for natural tourism destinations in promoting online do not turn off conventional marketing, but instead reinforce each other. Although direct promotion (word of mouth) is still considered the most effective and successful, of course everyone agrees that every tourist destination manager needs to add a marketing platform to make it more optimal. Through previous training and mentoring activities, it can be concluded that the use of digital platforms or the use of digital media/village websites must continue to be optimized to support the marketing of tourist destinations. By utilizing the website / internet, it is hoped that it can increase the interest of potential tourists to come to the destinations that will be pioneered so that later they will be known by the entire wider community. Some strategies that can be done include the following:

Create and optimize Google My Business (GMB).

Google My Business or Google My Business is a free application provided by Google to manage the existence of a tourist attraction/our business service. Google My Business can also be used to improve the relationship between hosts and potential travelers online. The benefits of using Google My Business include the following:

- Making tourist objects more famous and easily accessible to potential tourists
- Make it easier for tourists to find and go to the location of the attraction, because on Google My Business it will list the opening hours of the visit, the products sold, the phone number, and the location of the attraction
- Make it easy for tourists to assess and provide an assessment or input on the attractions that we manage. In this case, Google My Business can also be a digital guestbook
- Make it easier for tourist destination managers to analyze travel trends Increase sales and tourist visits

Create and optimize content on the website

Websites must not only be responsive and quickly accessible, but also need to have literacy and informative, rich, and strong stories. In some cases in the field, many destinations and tourist objects have developed websites. The problem is, small things like information and content are still often overlooked. In fact, the website is often the main reference for tourists before making a decision. To be able to develop a website, it is important to determine who will later be involved as contributors to keep the website alive. Many things can be told and written through the website. For example, regarding natural beauty, the unique architecture of a building or homestay, cultural attractions, folklore or history, local wisdom in destinations, as well as typical culinary delights that can only be found in destinations. In this digital era, information content is very important. In addition to the physical form of the destination or tourist attraction being promoted, it is also necessary to develop how to convey the information because everyone prefers a strong story. For this reason, strengthen the narrative through in-depth storytelling or storytelling. Storytelling is a form of communication that emphasizes stories and is very effective in promoting tourist destinations. The goals that can be achieved through storytelling are to convey identity, appreciate a person or group, energize change, share learning, and increase two-way interaction (engagement).

Optimize the use of social media

Maybe there are many destinations and tourist attractions that have used social media as a promotional medium. However, how far has the packaging gone? Some of the social media platforms that are effectively used in promotion and have quite a number of users include Facebook, Instagram, Twitter, and the developing one, TikTok. For this reason, tourism destination managers need to adapt and innovate marketing content by combining social media platforms.

Establish partnerships

It should be understood together, the tourism sector can never stand and run alone. Tourism is in dire need of collaboration between and across sectors so that the sustainability of its business continues. For this reason, maximizing the network owned by involving potential partners such as the community of photographers, travel bloggers, travel vloggers, Instagrammers, and partners with the B2B (Business to Business) concept. For example, such as online ticketing services, digital transactions (e-money), and marketplace collaboration models.

From the recap of the results of the evaluation of the implementation of the activities, 70% of the participants stated that this community service activity in the form of training was very useful, 25% of the participants stated that it was useful, and 5% of the participants stated that it was quite useful. Participants wrote that the things that benefited them were being able to create more in-depth graphic designs, design patterns, creative writing processes and the web; can find out how to do business and promote online, marketing/opening business opportunities, making product packaging, product images, natural resources that can be utilized in the tourism sector. In addition, there were also participants who suggested that the training held could provide more practice than theory, increase implementation time, and provide material related to the creative process in online media.

CONCLUSIONS And RECOMMENDATIONS

Based on the results of the activities that have been carried out, it can be concluded that the knowledge of the participants of tourism managers, village officials and youth organizations about graphic design, creative writing processes, image composition, and the practical web in online media is generally still inadequate prior to the implementation of the training. This is shown from the results of the previous assessment and the increase in participants' knowledge can be shown from the final results of the training. Submission of knowledge about graphic design and online media for promotion to training participants can increase knowledge as well as a stimulant so that natural tourism managers and members of youth organizations are more creative in making product designs and using online media for promotion.

ACKNOWLEDGMENTS

We express our gratitude to God AlMighty because for the facilities provided so that this Community Service can run smoothly. This community service can be carried out well with the support of (1) Head of STMM "MMTC" Yogyakarta (2) Head of PPPM STMM "MMTC" Yogyakarta (3) Head of Teknologi Permainan Study Program (4) Head of Semowo Village and all community leaders.

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