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Development of Tourism Village Based on Promotion Integration Through Website

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Abstract: Galengdowo Village has both natural and artificial tourism potential. The problem is that the promotion has not been carried out optimally and has not been integrated into one website and the lack of tourist information for prospective tourists. The goal of this action is to progress tourist villages through digitization and web sites. The methods used are training, mentoring, supervising, and assessment. The findings indicate this the tutoring and assistance in operating the web and the design of the promotion greatly impact the participants, it can regarded the finding of monitoring through the galengdowo. id web. he tourist information center is very much needed by the manager because it can provide information about tourist attractions to tourists. The results of the organizational management training, namely increasing the quality of Pokdarwis managers, which initially did not have a job description and after the training, there was a job description for each administrator

Introduction

The role of college is very important in the social life of society. One form of implementation of this high-ranking role is through devotional activities. This activity shows the role of universities in reflecting science and providing solutions to problems that exist in the community. The problem that is currently emerging and growing in the community is the covid19 pandemic that has been ongoing since the end of 2019 until the time the article was compiled. The impact of the covid19 pandemic is on all areas of life, health sector, education, economy, and so on.



In addition to providing effects on all areas of life, the covid-19 outbreak also has an impact on all communities, both high, middle, medium and low income communities. The impact of this pandemic is one of them is the issuance of PPSB policy by the Government. This program applies to all regions in Java and Bali. The impact of the implementation of this program is one of them is the prohibition of people gathering and the closure of places or tourist attractions throughout the region that are included in the black, red and orange zones. PPSB policy continued with PPKM program level 1-4, also felt the impact for all levels of society. No exception to the community, the village government and the manager of Pokdarwis Argowayang village Galengdowo District Wonosalam Jombang Regency.

Since the inauguration of Regional Regulation (Perda) jombang Regency No. 2 of 2021 on the Implementation of Tourism, it is mentioned that the tourist village is something of a form of combining performances, facilities, and supporting facilities provided with a form of citizen activities connected along with the prevailing method and customs patterns¹. With the issuance of this Regulation means jombang regency is ready to become a regency that receives tourist visits both from local, national and international.

Public awareness for tourism, increasing day by day, even at the end of the 19th century there was a significant increase, especially in Indonesia. The changing mindset of Indonesian people, who no longer think that their time is spent making money, but is also used to meet the needs of self-reflection and vacation^{2,3}. Public awareness is needed in developing tourist villages, and to raise awareness of the public and tourist conscious groups (Pokdarwis) can be done through the Community Partnership Program⁴. The tourism sector also has a real contribution to improving the welfare of the community⁵.

¹ Pemerintah Kabupaten Jombang, *Peraturan Daerah Kabupaten Jombang Nomor 2 Tahun 2021*, 2021.

² Indah Permatasari, Ida Ayu Putu Widiati, and Luh Putu Suryani, "The Model of Tourism Village Development in the District of Tabanan," *International Journal of Sociological Jurisprudence* 2, no. 2 (2019): 6-12.

³ Apep Risman, Budhi Wibhawa, and M. Fedryasyah, "Kontribusi Pariwisata Dalam Peningkatan Kesejahteraan," *Prosiding Penelitian dan Pengabdian kepada Masyarakat* 3, no. 1 (2016): 1-154; Andrian Dolfriandra Huruta, Eranus Yoga Kundhani, and Chistopher Ramaoli Manurung, "The Development of Village-Owned Enterprises: Lessons Learned from Ponggok Village," *Masyarakat, Kebudayaan dan Politik* 33, no. 1 (2020): 77.

⁴ Donny Anhar Fahmi et al., "Program Kemitraan Masyarakat (PKM) Pengembangan Desa Wisata Di Desa Sitiluhur Kecamatan Gembong Kabupaten Pati," *Journal of Dedicators Community* 2, no. 1 (2018): 39-43.

⁵ Albhet Raphow, Rudolf Cahyono, and Nararya Narottama, "Strategi Pengembangan Desa Pasrujambe Pasca Ditetapkan Sebagai Desa Wisata Di Kabupaten Lumajang," *Jurnal Destinasi Pariwisata* 8, no. 2 (2020): 201-211; Made Antara and Made Sri Sumarniasih, "Role of Tourism in Economy of Bali and Indonesia," *Journal of Tourism and Hospitality Management* 5, no. 2 (2017): 34-44; Sayekti Suindyah Dwiningwarni, Fitra Mardiana, and Erma Tri Wahyuningdyah, "Tourism Village and Impact on Labor Absorption in Jombang Regency," *Proceedings of the 2nd International Conference on Business and Management of Technology (ICONBMT 2020)* 175, no. 6 (2021): 208-218; Risman, Wibhawa, and Fedryasyah, "Kontribusi Pariwisata Dalam Peningkatan Kesejahteraan."



The purpose of the lowering of village funds by the Government to villages in Indonesia, is to build and develop the potential of villages to realize the Vision and Mission of National Development.

UU No. 6/2014 on Villages, which is the forerunner to realize the Vision and Mission of National Development. The vision outlined in the RPJP in 2020-2024, contained in Law No. 17/2007 is "The Realization of a Sovereign, Independent, and Personality-Based Advanced Indonesia Gotong Royong"⁶. To realize the vision & mission, it is necessary to create implementation strategies. One form of embodiment of the implementation of vision and mission is the development of village potential, and the potential that the village has is one of the tourism sector.

Desawisata is one of the central government programs that aim to move the wheels of the economy in rural areas. To develop a tourist village motivated by three factors. Early, rural areas had natural abilities and indigenous cultures compared to urban areas. habits and celebrations of customs and harmonious forms of the earth's surface. The next aspect, the area has another side of naturalness and man-made that is original and free from various types of pollution compared to the city area. The next aspect, the region as the economic growth slows. This leads to a rational reason to utilize the ability of pre economics, community & local customs is one of the rational reasons to develop tourist villages⁷.

One of the villages in Jombang Regency, which is classified as a tourist village is Galengdowo Village, Wonosalam Subdistrict. This area is located in a mountainous area, and has great tourist potential. This area has an area that can be developed to become a tourist village, because in this village there are lands that can be used as tourist attractions, such as dairy farms, campgrounds, waterfalls, and so on. In addition to the tourism potential, Galengdowo village also has BUMDesa named BUMDesa Lohjinawi. BUMDesa manages business units in Galengdowo village, such as dairy cattle business units and village tourism whose governance is carried out by POKDARWIS.

One of the villages in Jombang Regency that is considered a tourist village is Galengdowo Village, during the covid19 pandemic with the enactment of the psbb n policy by the Central Government to prevent the transmission of covid-19 in Indonesia, one of these policies is to close the objects of areas that have tourist attractions and prohibit people to crowd. This condition is what causes the decline in Regional Original Income in districts / cities throughout Indonesia^{8,9}. This PPSB policy that is continued by

⁶ Anonim, "Undang-Undang Republik Indonesia Nomor 17 Tahun 2007 Tentang Rencana Pembangunan Jangka Panjang Nasional Tahun 2005-2025," 2007.

⁷ I Wayan Parwata, Lilik Antarini, and Wesna Astara, "Re-Desain Edu-Tourism "Kampung Petualang" Di Desa Singapadu Tengah, Kabupaten Gianyar, Bali," *Engagement: Jurnal Pengabdian Kepada Masyarakat* 5, no. 1 (2021): 161-181.

⁸ ¹ d.

⁹ Moh Padil, Mohammad Miftahusyai'an, and Galih Puji Mulyoto, "Pendampingan Pemasaran Digital



implementing PPKM strategy level 1-4, this has a very impact on the community, especially in the field of education and economy¹⁰.

This policy has an impact on the management of tourist villages by Pokdarwis Argo Wayang in Galengdowo Village wonosalam district of Jombang Regency. During the enactment of PPSB up to PPKM level 1-4 and the location or tourist attractions in Galengdowo Village, causing revenue in the tourism sector to decrease sharply or can be said to be close to zero.

The problem faced is the management of Pokdarwis Argowayang since it was formed in 2016 until 2019 there was a vacuum, so that changes in new stewardship were inaugurated in 2019, promotions have not been done optimally, promotions have not been done integratedly through one website, lack of infrastructure to go to tourist attractions, and lack of tourist attraction information for prospective tourists. The purpose of this activity is to increase the capacity of tourist villages through digitalization and websites to increase people's income.

Method

The method of implementing PKM activities is offline service training. Offline service training can also be referred to as batch training. This offline service training approach is given to the intention to accompany the trainees gradually. This approach is used because in conducting training and mentoring requires interaction between coaches, participants and learning resources. This activity is carried out in four stages, namely the stage of completion, implementation, monitoring, and evaluation^{11,12}.

The first stage, the team conducts training preparations and mentoring. This preparation is carried out by coordinating with stakeholders, planning training and

Hasil Usaha Badan Usaha Milik Desa 'Selo Angon Makmur' Dalam Pemberdayaan Masyarakat Terdampak Pandemi Covid-19," *Engagement: Jurnal Pengabdian Kepada Masyarakat* 5, no. 1 (2021): 250-267.

¹⁰ Zaharah, Galia Ildusovna Kirilova, and Anissa Windarti, "Dampak Wabah Virus Corona Terhadap Kegiatan Belajar Mengajar Di Indonesia," *Salam: Jurnal Sosial dan Budaya Syar'i* 7, no. 3 (2020): 269-282; ILO-OECD, "The Impact of the COVID-19 Pandemic on Jobs and Incomes in G20 Economies," 2020; Alchamdani Alchamdani et al., "The Impact of Covid19 Pandemic on Online Learning Process in the College at Southeast Sulawesi," *Jurnal Kesehatan Lingkungan* 12, no. 1si (2020): 129.

¹¹ Muh Barid Nizarudin Wajdi et al., "Pendampingan Redesign Pembelajaran Masa Pandemi Covid-19 Bagi Tenaga Pendidik Di Lembaga Pendidikan Berbasis Pesantren Di Jawa Timur," *Engagement: Jurnal Pengabdian Kepada Masyarakat* 4, no. 1 (2020): 266-277; Alfian Adi Saputra, Amang Fathurrohman, and Fauziyah Rahmawati, *Langkah Mudah Mahir Fotografi Dengan Handphone* (Kabupaten Malang: IAI Sunan Kalijogo Malang, 2020).

¹² Ira Maisarah, Safnil Arsyad, and Dedi Sofyan, "Pelatihan Penulisan Artikel Jurnal Nasional Untuk Guru Bahasa Inggris Di Kota Bengkulu," *Jurnal Inovasi Pengabdian Masyarakat Pendidikan* 1, no. 1 (2020): 74-89; Teguh Mulyono and Rini Intansari Meilani, "Dampak Program Pelatihan Terhadap Tingkat Kompetensi Teknis Pegawai," *Jurnal Pendidikan Manajemen Perkantoran* 1, no. 1 (2016): 167; Pallavi Kulkarni, "A Literature Review on Training & Development and Quality of Work Life," *International Refereed Research Journal* IV, no. 2 (2013): 136-143.



mentoring activities, devices, places, participants and sources. Also coordinate the location and buildings or buildings that will be used as the headquarters of tourism information. The second stage, implementation. The team conducts training and mentoring together with sources and participants offline. The third stage, monitoring. The team monitored via WhatsApp and provided a link to the questions filled in by the participants. In addition, it also monitors the galengdowo.id website. The fourth stage, evaluation. The team evaluates by providing suggestions to stakeholders. All of these activities will be carried out in April-May 2021.

Result

This PKM is a continuation of the devotion program that has been carried out. The covid-19 pandemic, causing the implementation of PKM is experiencing obstacles, namely retreating from the schedule that has been mutually agreed and the busyness of village devices, bumdes lohjinawi management and Pokdarwis Argowayang administrators to help the implementation of vaccination programs. Persiapan Pelatihan dan Pendampingan

At this stage, the Team has divided their respective tasks and roles to observe the problems and needs faced by Bumdes and Pokdarwis, coordinating with the village head, Bumdes and Pokdarwis administrators to compile a program for the implementation of training and mentoring activities. In addition, coordinating for the location and buildings or office buildings that will be used as tourism information headquarters.

The result of observation is that there are several problems faced by Pokdarwis Argowayang in managing and developing tourist villages, namely; Pokdarwis management has not been optimal, promotion has not been done optimally, promotion has not been done integratedly through one website, lack of infrastructure to go to tourist attractions, and lack of tourist attraction information for prospective tourists.

From the results of these observations, the team coordinated with stakeholders in the village to provide training, mentoring, making directions, and procurement of tourism information headquarters furniture.

Training and Mentoring

The next stage is the implementation of training and mentoring. The team provides training on operating websites, creating poster designs, pamphlets, and banners using CANVA. Training and mentoring was followed by the deserters and members of Bumdes Lohjinanwi and Pokdarwis Argowayang Village Galengdowo District Wonosalam



Jombang¹³.

The training was conducted offline, taking place at Galengdowo Village Hall during two activities. Through this training participants introduced galengdowo.id site for admin and general, how to operate the website through Personal Computer, laptop or Android. How to create a menu that suits the needs of Pokdarwis. In addition, this training is also taught how to create Instagram and Facebook content that integrates with the website. To make it easier for participants to implement the results of the training, the team also provides video tutorials operating galengdowo.id website.

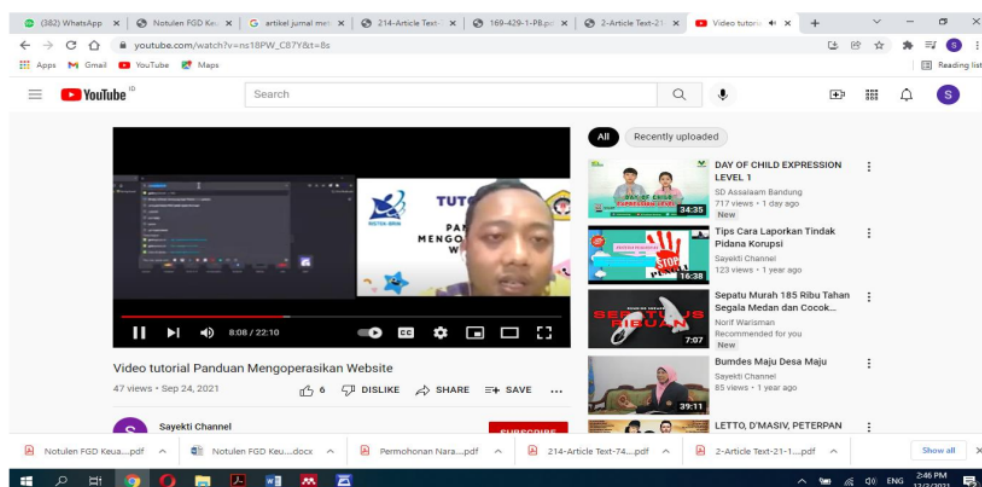


Figure 1. Video Tutorial Guide to Operating a galengdowo.id Website

Training in creating pamphlets, flyers, and banner designs is also provided by the Team. The goal is for participants to be able and skilled in creating a pamphlet, leaflet, flyer, and banner content for the promotion of tourist products in Galengdowo Village. The team also provides organizational management training to participants. This training is also done offline. This training was given due to the reorganization of the management of Pokdarwis Argowayang. From the results of this training, Pokadarwis is able to create an organizational structure that suits your needs and also has a job description.

Training and organizational management assistance are provided by the Team to assist in managing Pokdarwis. The result of this activity is the realization of an organizational structure that is by the needs of Pokdarwis, the establishment of Job Description, and Pokdarwis work program in 2022.

¹³ Badan Pusat Statistik Kabupaten Jombang, *Kabupaten Jombang Dalam Angka Tahun 2019* (Jombang: BPS Jombang, 2019).



For mentoring in addition to being done offline is also done online through WhatsApp. This is done with the aim of optimizing the ability of training participants. In addition to increasing the number of tourists who will visit tourist attractions in Galengdowo village, Tim has also helped to complete the furniture of the tourism information headquarters and directions to go to tourist sites.

The next step is monitoring. This stage is done through WhatsApp and also sees changes and developments in the website galengdowo.id. The team continuously communicates with bumdes and pokdarwis managers. To complete the evaluation, the team sends a google form to the participant to fill out. And the google form stuffing results are as follows: The next step is monitoring. This stage is done through WhatsApp and also sees changes and developments in the website galengdowo.id. The team continuously communicates with bumdes and pokdarwis managers. To complete the evaluation, the team sends a google form to the participant to fill out. And the google form stuffing results are as follows:

Knowledge and Abilities of Participants Before and After Training and Computer Assistance, DataBase and Website. For this question is answered by 10 people with the following results:

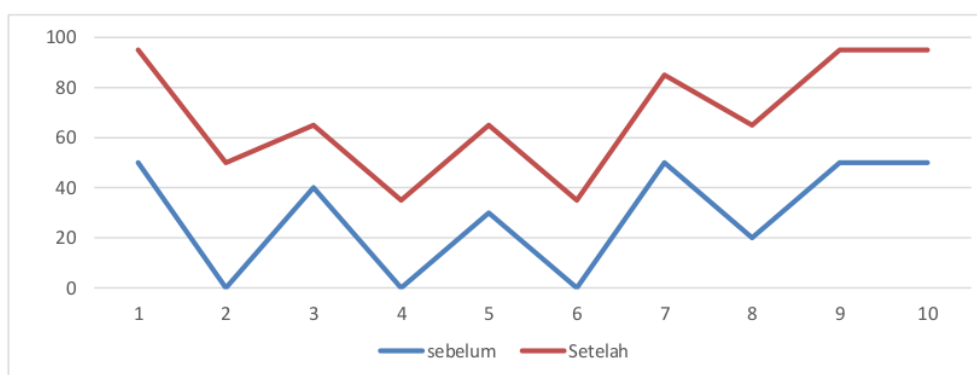


Figure 2. Graph of Test Results Before and After Computer Training, Data Base and Website

Figure 2 shows a trend of increasing participants' knowledge and skills before and after training in competition, data base and website. Average increases of 25% to 50%. This means that participants who are initially mostly familiar with the website, but only used to download the necessary content, after training and mentoring, the ability and skills of participants increase in operating the website, especially the website galengdowo.id.

Knowledge and Abilities of Participants Before and After Training and Mentoring
Create Poster/Brochure/Pamphlet Designs

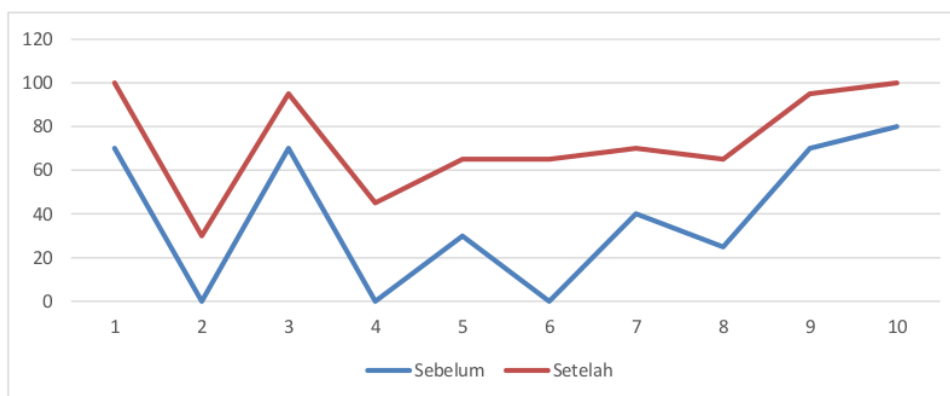


Figure 3. Graphic Before and After Taking Pamphlet/Poster/Brochure Design Training

Figure 3 shows that the skills and abilities of participants increase or increase after participating in training to make pamphlet / poster / brochure designs. Average increases of 20% to 65%. This means that this training and mentoring is needed by participants to develop and promote tourism in Galengdowo village wonosalam jombang subdistrict.

Discussion

Before the covid-19 pandemic, Pokdarwis Argowayang with tourist village businesses can still make real contributions in the form of income received every year, although from the results of these receipts Pokdarwis mailh has not been able to contribute to village income. During the covid-19 pandemic, Pokdarwis Argowayang experienced a decrease in revenue even until it reached a negative point in 2021¹⁴.

One way to increase people's income through Pokdarwis Argowayang by providing training and mentoring to design and operate a tourism website. Because with the rapid development of information systems cause all elements of society must follow it. Website, at this time is something that is important and faced by managers and business unit owners, because with the website the cost of promotion is cheaper and promotion is easy to do at any time. One way to increase people's income through Pokdarwis Argowayang by providing training and mentoring to design and operate a tourism website. Because with the rapid development of information systems cause all elements of society must follow it. Website, at this time is something that is important

¹⁴ Nano Prawoto, Eko Priyo Purnomo, and Abitassha Az Zahra, "The Impacts of Covid-19 Pandemic on Socio-Economic Mobility in Indonesia," *International Journal of Economics and Business Administration* 8, no. 3 (2020): 57-71.



and faced by managers and business unit owners, because with the website the cost of promotion is cheaper and promotion is easy to do at any time¹⁵.

Galengdowo village is a village that has a large panoramic content in Wonosalam Subdistrict, and the village head's concern for the development of his village is one of the factors why Galengdowo Village is faster known and advanced than other villages in Wonosalam District. The village head's support for the formation of Bumdes Lohjinawi is very large, one of which is to support the formation of Pokdarwis which manages the tourist village business unit. Pokdarwis Argowayang although on its way experienced some obstacles and obstacles, but until the implementation of this PKM program is still running.

Argowayang's Pokdarwis administrators and members are in an effort to develop a tourist village using social media, but it is still partially un integrated through a single domain or site. After being given help designing a website and having a domain galengdowo.id, and the administrators and members following training and mentoring to operate the website there is an increase in both knowledge and skills. This shows that training and mentoring are still needed by pokdarwis administrators and members to develop tourist villages^{16,17}.

Conclusion

Community Partnership Program through training and mentoring to operate websites, create poster designs, brochures and pamphlets, promotion through the website is one way to solve the problem of conditions during the covid-19 pandemic. With an offline service training approach, training and mentoring are carried out to bumdes and pokdarwis managers and members in the transition from conventional to digitalization. Through training and mentoring, bumdes and pokdarwis administrators and members have improved their ability and skills in operating websites and other

¹⁵ Harry Bouwman, Shahrokh Nikou, and Mark de Reuver, "Digitalization, Business Models, and SMEs: How Do Business Model Innovation Practices Improve Performance of Digitalizing SMEs?," *Telecommunications Policy* 43, no. 9 (2019): 101828; Nugroho Tulus Rahayu and Harjum Muharam, "The Impact of The Covid-19 Pandemic on Provincial Economic Performance in Indonesia," *Management Analysis Journal* 10, no. 1 (2021): 23–36; Padil, Miftahusyai'an, and Mulyoto, "Pendampingan Pemasaran Digital Hasil Usaha Badan Usaha Milik Desa 'Selo Angon Makmur' Dalam Pemberdayaan Masyarakat Terdampak Pandemi Covid-19."

¹⁶ Helmy Fitriawan, Umi Murdika, and Afri Yudamson, "PENGEMBANGAN WEBSITE DESA PEKON KILUAN NEGERI MENUJU KAWASAN WISATA BERBASIS TIK," *Sakai Sambayan Jurnal Pengabdian kepada Masyarakat* 3, no. 3 (2019).

¹⁷ Riandhita Eri Werdani et al., "Pelatihan Pemasaran Produk Homemade Melalui Sosial Media," *JPPM (Jurnal Pengabdian dan Pemberdayaan Masyarakat)* 4, no. 1 (2020): 1; Rachma Indrarini et al., "Visit Wonosalam : Penguatan Potensi Wisata Desa Melalui Strategi Marketing Berbasis Syariah," *J-Dinamika : Jurnal Pengabdian Masyarakat* 3, no. 2 (2018): 140–143; Padil, Miftahusyai'an, and Mulyoto, "Pendampingan Pemasaran Digital Hasil Usaha Badan Usaha Milik Desa 'Selo Angon Makmur' Dalam Pemberdayaan Masyarakat Terdampak Pandemi Covid-19."



social media. The impact of this program is that Pokdarwis has a website galengdowo.id, tourism information headquarters, directions to tourist sites. While the impact of training and mentoring is that the board and pokdarwis members have the ability to operate the website (as an admin), fill the website with the content necessary for the tourism database, integrate the .promotin.

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