



ICON-BE 2022



PROCEEDING

The 2nd International Conference On Business And Economics

“Acceleration of Innovation Reconfiguration and Digital Economy Development in an Archipelagic Country Post Covid-19 Pandemic”


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Photo "Faculty of Economics and Business Building, B Building, Pattimura University." – A building that was inaugurated in 2020 will provide space intended for 4000 students who are included in the UNPATTI plan. This was made a priority by the Ministry of Research, Technology, and Higher Education and the Minister of Finance of the Republic of Indonesia, and was followed up by Bappenas and 2019 SBSN funding. The building shape that looks like a ship is taken from the Principal Scientific Pattern of Pattimura University, namely Bina Mulia Maritime Affairs. This indicates that the Faculty of Economics and Business is ready to oversee economic development in Maluku based on islands. The Faculty of Economics at Pattimura University itself has three main buildings supporting lectures with two floors, all located within the Poka Campus of Pattimura University. In general, lecture buildings are equipped with various lecture support facilities. These facilities include air-conditioned lecture halls supported by multimedia equipment, computer laboratories, libraries, auditoriums, student canteens, gazebos, internet hotspots, and motorized vehicle parking lots.

Preface

This proceeding was prepared based on the outcomes of the international seminar on the 2nd ICON-BE activity by theme **“Acceleration of Innovation Reconfiguration and Digital Economy Development in an Archipelagic Country Post COVID-19 Pandemic”**, held on October 15, 2022, at the Swiss Bell Hotel in Ambon. The seminar is being held in order to provide constructive scientific thinking to the government and other stakeholders in order to ensure the establishment of the Post-COVID-19 Pandemic Digital Economy, as the subject has been suggested. This seminar’s scientific concepts were gathered from researchers, professors, and practitioners.

This international seminar activity was attended by participants consisting of experts, researchers, academics, representatives of the Ministry of Tourism and Creative Economy, as well as practitioners in the fields of business and tourism.

We appreciate the Minister of Tourism and Creative Economy for sharing his thoughts on the need to build a post-pandemic digital economy, particularly in island nations. With the issue raised, gratitude and appreciation are also expressed to the invited speakers, including Mrs. Prof. Dr. Sri Adiningsih, M.Sc., from Gadjah Mada University by Topic **“Digital Economy Transformation in Indonesia”**. To Mrs Jeongyoon Lee, Ph.D., from the University of Kentucky with the topic raised **“Policy and Regulatory Network in encouraging Digital Economy Development and Virtual Interaction”**. To Mrs. Dr. Vanessa Ratten from La Trobe University with the topic raised **“Impact of Economic Digitalization on Ecotourism in Archipelagic Country”**. To Mr. Arif Perdana, Ph.D., CA from Monash University with the topic raised **“Digital Finance and Innovation to Support Financial Inclusion”**.

Furthermore, the authors, editors, and organizers of this international seminar acknowledged their appreciation and gratitude for the study findings and seminar perspectives. Everything went off without a hitch, from preparation to execution.

As a result, we anticipate that this process will be especially beneficial to the growth of digital economics in post-pandemic archipelagic countries. If there any flaws in this document, please realize and let us know that it will be addressed in the next event.

Ambon, May 2023

Head of Executive Committee The 2nd ICON-BE

Dr. Conchita V. Latupapua, SE. M.M.

The 2nd International Conference on Business and Economics Committee
(in Bahasa)

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THE DEVELOPMENT OF TOURISM VILLAGE THROUGH THE IMPLEMENTATION OF DIGITAL MARKETING

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ABSTRACT

Introduction/Main objectives: This study aimed to analyze the implementation of digital marketing in the development of tourism village at Subang District area. **Research Methods:** This study is a qualitative study using case method, comparing the situation before and after the Covid-19 pandemic. The informant of this study consists of the head of regulator, namely the head of the village and the owner of micro, small, and medium enterprises. **Finding/Results:** Results show that Covid-19 pandemic affects the tourism potential in the area. This is proven by the low rate of attendance of visitors/tourists to the tourism destination in Cavaliering, Subang District. Therefore, to boost the rise of the visitor and to be able to cope with the environmental turbulence and uncertainty of the external environment, the local government should implement digital marketing. **Conclusion:** Through social media marketing which is part of digital marketing, the Small and Medium-Sized Enterprises (SMEs) could become more creative and innovative, which would help them expand their reach nationally and internationally. The government should allocate fund and include this in the long term planning of the village itself.

Keywords: digital marketing, tourism village, tourism destination

JEL Classification: L83, Z32, Z33

INTRODUCTION

The massive spread of Covid-19 has a significant impact on national and international tourism. The United Nations World Tourism Organization (UNWTO) has estimated a decline in international tourist arrivals of 58% to 78% in 2020 compared to 2019 with a value of US\$ 1.2 trillion. UNWTO stated that the decline in international tourist arrivals meant a loss of US\$ 910 billion to US\$ 1.2 trillion in international tourist receipts globally. Based on the previous trend of tourist arrivals, it is estimated that 5 to 7 years of decline in tourism growth will occur after the Covid-19 pandemic.

Along with global conditions, Indonesia is also experiencing difficult conditions. The tourism sector contributed an average of 4.7% of Indonesia's GDP from 2015-2019. The Covid-19 pandemic resulted in the sector's contribution to decrease by 4.1% in 2020-2021. The high number of confirmed positive cases of Covid-19 and social restrictions large-scale causes a decrease in state revenue in the tourism sector by Rp.20.7 billion.

Subang Regency is one of the regencies in West Java that has tourism resources which is close to the capital of West Java Province. Subang Regency can also be seen from its geomorphological conditions which have varied landscapes. Starting from mountainous, hilly, to lowland areas, it has natural tourist

objects and attractions, cultural objects and attractions, as well as special interest objects and attractions. Based on the diversity of existing Tourism Objects and Attractions, Subang Regency is used as the main destination for tourists when visiting West Java. The number of tourists who came to Subang Regency in 2020 experienced a drastic decline of up to 99%, including Cibeusi Village (Government Performance Report, 2020). The impact of the Covid-19 pandemic is very much felt for tourism managers, because there has been a decrease in the number of tourists by 99%. For 2020, the number of tourists from Subang Regency only reached 382,372 people, whereas previously there were around 6.3 million people. The drastic decline in tourists to Subang Regency has a serious impact on managers and communities around tourism, including Cibeusi Village. A number of tour managers have to lay off and reduce employees.

Cibeusi Village is one of the villages in Ciater District, Subang Regency, West Java, Indonesia which is famous for its natural tourism. The potential of Cibeusi Village includes natural tourism waterfalls called waterfalls Curugs, located in Cibeusi Village include Curug Cibareubeuy, Curug Pandawa Lima and Curug Ciangin. The waterfalls in Cibeusi Village have been famous since the early 2000s and have been visited by many tourists. The potential of art and culture is to have pilgrimage tours and arts typical of Cibeusi Village. The diverse potential of Cibeusi Village will make a high selling point for the tourism sector. The life of the mountainous community, which is known to be friendly, will make services that make tourists comfortable when in tourist villages. According to the results of the pre-research interview with the Secretary of Cibeusi Village, Mr. Atang Suhendi, he provided information that currently the community has high enthusiasm to make Cibeusi Village a tourist village.

Tourists who come to Cibeusi Village will have a new experience about life in the village. When a village is used as a tourist village, life in the village will continue to develop without destroying its natural, customary, and cultural conditions because it is the village community who will be the main actors who directly interact with tourists, because of the concept of a tourist village, namely tourists who take part in activities in the village. The existence of a tourist village can also increase income for the surrounding community. However, Cibeusi Village has very high potential to be used as a tourist village and the community is very enthusiastic, in fact Cibeusi Village is still not developing as a tourist village especially during the Covid-19 Pandemic. This is due to a lack of understanding from the community about how to properly package a tourist village that can be developed into a leading tourist village in Subang Regency. In addition, the low skills, knowledge, and use of digital media (digital literacy) according to the Ministry of Communication and Information, the West Java index in 2020 reached 3.65% or quite good but Subang Regency is below the West Java average (Diskominfo Jabar, 2021).

For this reason, in the context of restoring the tourism sector and creative economy in Cibeusi Village, good cooperation is needed between elements of the community and universities in the form of service. This Community Service Program (*PKM*) will carry out training and assistance in the use of digital media, namely training on creating content on various social media, websites, and Google-My-Business.

1. Formulation of the Problem

Based on the background that has been stated, it can be formulated the three main problems of the target audience in the Community Service Program for the Development of the Assisted Villages. *First*, decrease in the rate of visits to tourist destinations in Cibeusi Village due to the impact of the Covid-19 Pandemic. *Second*, there is no mapping of potential tourist destinations in Cibeusi Village. *Third*, there is no planning related to digital tourism villages.

2. Purpose and Objectives

The purpose and objective of this PKM activity is to develop a tourism village digitization program in Cibeusi Village, Subang Regency through training and assistance in the use of digital media, namely content creation training on various social media, websites, and Google-My-Business to realize the development of Cibeusi Village, Subang Regency into a village digital travel.

LITERATURE REVIEW

1. Tourism Village

Tourism village is a rural area development that presents the authenticity of aspects of customs, social culture, traditional architecture, daily life, and village spatial structures offered in an integrated tourism component, namely attractions, accommodation, and supporting facilities (Darsono, 2005). The

components that make up the tourism village consist of community management and involvement, tourist education, partnerships, increasing community income. There are four principles of tourism village development, as follows.

- a. Economically viable, this principle explains that the process of developing a tourist village must be economically feasible. Tourism development is expected to be carried out efficiently in order to provide economic benefits for the development of a region so as to improve the welfare of the community.
- b. Environmentally friendly, this principle explains that the development process is expected to pay attention to efforts to improve environmental sustainability and avoid negative impacts that disrupt the balance of ecosystems and even reduce environmental quality.
- c. Socially acceptable, this principle explains that in the process and is expected to be socially acceptable by taking into account the values and norms that apply in the community, and of course not destroying the order.
- d. Technologically applicable, this principle emphasizes that the development process should be carried out technically and implemented by utilizing local resources so that the community can adopt it easily and have a long-term orientation.

Simply put, sustainable tourism development can be integrated into objectives which are detailed in three main targets, which are as follows:

- a. Quality of environmental resources, that tourism development must maintain the integrity of the resources and also pay attention to the carrying capacity of the local area.
- b. Quality of life of the community (socio-economic), that tourism development is expected to provide benefits for the local community's economy, one of which is by making the community economically independent.
- c. Quality of travel experience (tourists), that tourism development should be sensitive to the level of satisfaction of tourists and make it a valuable experience. The quality of tourism products plays an important role in one's travel experience.

2. Tourism Digitization

Good tourism processing in a certain area can be a branding that can increase the quantity of visitors. The smart tourism approach can be applied as branding for a tourism destination. One of the implementations of smart tourism is tourism development by digitizing tourism.

The digitization of the tourism industry is one of the right steps in addressing the digital-oriented civilization of society in meeting their needs for travel. Along with the rise of digital trends, the development of the internet seems to be increasingly spreading to various lines of human life, for example the shift in the culture of booking accommodation tickets, tour packages, and hotel reservations which initially conventionally turned to digital (Megatara & Suryani, 2016).

In today's digital era, making travel plans starting from looking for information, booking travel tickets, then to the payment can be done online. Thus, tourists can plan trips easily without space and time limitations, supporting by the internet (Setiawan, 2017).

One of the efforts in realizing the digitization of tourism is the use of Information and Communication Technology (ICT). ICT is already relevant at all operational, structural, strategic and marketing levels to support global interactions between producers, intermediaries and consumers around the world.

The availability of ICT encourages producers and tourist destinations to increase efficiency and reengineer their communication strategies (O'Connor & Buhalis, 2005). The ability to proactively redevelop tourism products through the use of ICT is indispensable for the future. Through the development of ICT, potential tourists can independently find out about the locations they want to visit along with local living conditions (Watkins *et al*, 2018). An examples of the use of ICT in the tourism sector according to Ismiyati (2010) include:

- a. Tourism Destination Development; where the development of ICT led to the use of Global Positioning System technology.

- b. Tourism Marketing; where ICT enables modern marketing that allows tourism producers to drive partnerships and business prospects via e-mail, short messages, business to business, and makes it easier to access tourist information from anywhere.
- c. Travel Agency; where the use of ICT allows travel agencies to offer tour packages in the form of e-brochure and offer travel reservations online.

METHOD, DATA, AND ANALYSIS

The research method in this study is a qualitative approach using case studies. This PKM activity was carried out in Cibeusi Village, Ciater District, Subang Regency, West Java which is famous for its natural tourism. There are participants who come from the regulator, namely the village, and also from youth organizations, and Micro, Small & Medium Enterprises (MSME) managers. In-depth interviews were conducted to explore several aspects related to the challenges faced during the Covid-19 pandemic, the potential for developing tourist destinations and plans for implementing digital marketing for the development of tourist villages.

This research was carried out through 7 stages, namely starting from the observation stage, exploring various existing tourism potentials, designing development strategies, socializing digital tourism villages. Followed by digital literacy training, exposure of results through related mass media as well as evaluation and reporting.

RESULT AND DISCUSSION

The results of this study are divided into pre-event, event and post-event stages. At the beginning, before the activity was carried out, the team conducted a preliminary study by compiling models, grids and initial survey instruments. This method is an activity of direct observation to the target location, identifying and formulating problems that occur in the field. The expected output of this activity is to obtain supporting data to identify problems that exist in the target location so that the right program can be formulated and arranged to be implemented (desk study). At this stage, the team held a meeting with the Head of Cibeusi Village and representatives of the Cibeusi Village Apparatus and MSME actors to conduct in-depth interviews regarding the development of tourist villages through the implementation of digital marketing.

The results of this in-depth interview felt the need for socialization of digital tourism villages and digital literacy training, namely training and assistance in the use of digital media in the form of training in creating content on various social media, websites, and Google-My-Business which was conducted to 37 (thirty seven) people consisting of village officials, youth organizations and SMEs. After the Digital Tourism Village Socialization was carried out to partners, then a Digital Literacy Training was carried out which was intended to provide training and assistance in the use of digital media in the form of training in creating content on various social media, websites, and Google-My-Business. The training started by discussing entrepreneurship and digital adoption, introduction of websites as a means of digital communication for businesses and their customers and introduction to Google Business Profiles (Google-My-Business).

There are several supporting factors from this study, namely the enthusiasm of the Cibeusi Village as a PKM partner, both from the Village Head, Village Apparatus, Youth Organization 'Karang Taruna' and MSME Actors in the Cibeusi Village Environment in participating in PKM activities. All partners are involved in this service activity from preparation to implementation of the main activity. Partners are actively involved in directing tourism potentials when the implementing team carries out a potential survey. In addition, the Head of Cibeusi Village is also very supportive of all activities carried out in the field by providing facilities and infrastructure ranging from socialization to training, so that all stages of activities can be run well.

However, the constraint is in terms of the limited availability of time and funds, so that the follow-up program of this activity is possible to be carried out in other schemes, by conducting Digital Marketing Training and Assistance for Digital Tourism Villages. From the results of this activity, it is known that in addition to the website and Google-My-Business, partners, especially MSME players, do not yet have integrated digital marketing capabilities, such as the ability to create creative marketing content on social media such as Facebook, IG and Tiktok, or to create market online stores in Indonesia, such as Tokopedia, Bukalapak, Shopee, and others. Therefore, the follow-up plan that will be carried out is to carry out Digital Marketing Training and Assistance for Digital Tourism Villages on an ongoing basis.

CONCLUSION

The two conclusions of the study were included, *first*, the Covid-19 pandemic has caused significant disruptions to the tourism industry, with many destinations experiencing a decline in tourist arrivals and revenue. Cibeusi Village is no exception, as travel restrictions and health concerns have led to a decrease in tourism activity. *Second*, the enthusiasm of partners involved in this study is very high. Partners are actively involved in directing tourism potentials when the implementing team carries out a potential survey. The Head of Cibeusi Village is also very supportive of all activities carried out in the field by providing facilities and infrastructure ranging from socialization to training, so that all stages of activities can run well.

IMPLICATION, LIMITATION AND SUGGESTIONS

The constraint of this study is the limited availability of time and funds, so that the follow-up program of this study is possible to be carried out in the next scheme. Suggestions that can be given to the development of Digital Tourism Villages in Cibeusi Village, Ciater District, Subang Regency are that all partners actively increase their digital literacy levels and start developing integrated tourism digitization programs, starting from website creation, Google My Business, creating creative content in various social media such as Facebook, IG and Tiktok, creation and marketing of online stores in marketplaces such as Tokopedia, Bukalapak, Shopee, etc., as well as the creation of mobile applications so that the development of Cibeusi Village, Ciater District, Subang Regency into a Digital Tourism Village can be achieved immediately.

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