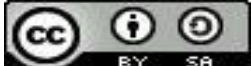


## DIGITAL MANAGEMENT MODEL IN TOURISM VILLAGE IN INDONESIA

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ARTICLE INFO	ABSTRACT
Received: Revised: Approved:	<p><i>The research was carried out to obtain a model for developing a tourist village based on digital management, starting with marketing a tourist village to the public through e-marketing, ordering e-tickets and reporting on sales of Tourism Village tickets. This study uses a qualitative method with a simulation observation research strategy. Observations were made in the Sidowayah Tourism Village, Klaten Regency in Umbul Sibirak, Dolanan and Tobing Villages. From the results of the preliminary survey, the condition of the Sidowayah tourist village currently has visitors, but there are still few and are local tourists. This research was conducted for 4 months divided into 2 stages. The first stage of the research is to identify and map tourism areas owned by the Sidowayah Tourism Village, this stage is carried out using a qualitative descriptive method. The second stage is to build a tourism village development model based on digital management based on the tourism sector, with the stages of making digital marketing applications, e-tickets, e-reports, application testing and application implementation in tourism village management. The results of the research are the mapping of the tourism sector and the application of the tourist village information system based on digital management. From these results, it is expected to be able to solve problems in the development of Tourism Villages, including tourist villages that are easily known to the public on a national and international scale, people who are going on vacation can choose tourist attractions and order tickets through the application and tour managers can find out the results of ticket sales at any time and make the Village Tourism is growing rapidly.</i></p>
<b>KEYWORDS</b>	Keywords : Model , Tourism Village, Management, Digital
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## INTRODUCTION

This Tourism development aims to increase people's income which can improve people's welfare and Indonesia's economic growth. The development of tourism encourages and accelerates economic growth. Tourism has an influence on economic growth through several channels. The tourism sector plays an important role in improving the economy of a country, especially in reducing the number of unemployed and increasing the productivity of a country. The tourism sector is one of the strategic sectors that must be utilized for tourism development as part of national development. The need for tourism is a secondary need of the Indonesian people, every holiday people look for tourist attractions, places to shop for souvenirs. Indonesian tourism contributes to Visitor exports by generating Rp. 132,159.0 billion (5.6% of total exports) in 2014. It is expected to grow by 5.5% in 2015, and grow by 5.5% per annum, from 2015-2025, to Rp238,606 billion in 2025 (6.5% of the total) . The existence of a tourism business also affects the development of business and entrepreneurship in Indonesia.

Sidowayah Tourism Village is a tourist village in Klaten Regency which has various water tourism rides originating from various water pens in the village, currently managed by BUMDesa Sidowayah. The majority of the youth of Sidowayah Village have home businesses, including making various processed fish chips, products, woven fabrics, making cloth bags, etc., but until now the business in the Tourism Village has not developed, visitors to tourist attractions are only local residents of Klaten and its surroundings are not well known in the village. National level . Souvenir places in the tourist area have not been visited by many visitors because some tourists do not know the location of the place so that tourists have not been maximized in shopping for souvenirs. The businesses run by the youth of the Sidowayah Tourism Village are often changing and unsustainable. Tourism village management is still manual, there is no online ticket booking application, ticket sales are still manual, ticket sales are still manual, tourism village marketing is still limited and does not have an on-line market place.

Sidowayah Village is a Tourism Village that has the potential to be developed in the tourism sector and the entrepreneurial sector. Currently, Sidowayah Tourism Village has various tourist destinations, including Manten banners, Siblarak banners, Dolanan Village, Arum Jeram Tubing and is currently managed by the Sidowayah BUMDes with a total of 57 youth workers in Sidoawayah Village .

The management of the Tourism Village has not been maximized, including the absence of souvenir places in each tourist spot, the results of entrepreneurship have not been managed optimally, product packaging that is not good, lack of cleanliness of tourist attractions, changing community business ventures and not sustainable.

Based on the problems mentioned above, a solution is needed to provide business mapping information, tourism village entrepreneurship development models, management of Sidowayah Tourism Village so that it becomes a tourism reference center. How to map tourist villages and MSME businesses in Sidowayah tourist village, how to build tourism village development with digital management, how to manage tourism villages to become a reference for tourist attractions in Indonesia. Research Objectives are:

To find out the mapping of tourist villages and MSME businesses for tourism village residents. To build tourism village development with digital management, make Sidowayah tourist village as a tourist reference and place for souvenirs

This research is an implementation of digital management-based tourism village development to realize a developing & sustainable Tourism Village, it is very necessary

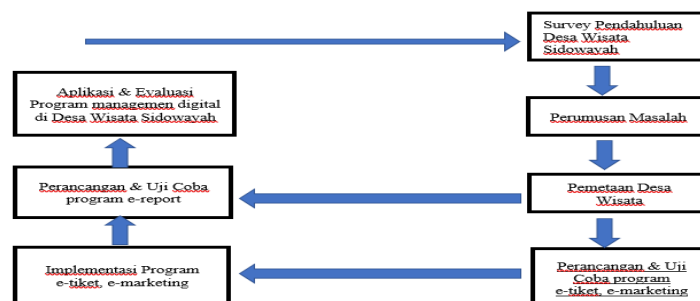
to research on a tourism village development model in Indonesia based on Digital Management. This research is designed to get a tourism village development model based on digital management in managing tourism villages in Indonesia, so that it is easy to be famous and many foreign tourists come, making the income of tourist villages in Indonesia increase.

## RESEARCH METHOD

Research methods :

1. This study uses a qualitative descriptive research design with an observation simulation strategy to apply a tourism village development model based on digital management.
2. The object of this research is the Sidowayah Tourism Village, Polanharjo District, Klaten Regency.
3. Methods of data collection through questionnaires, interviews, documentation, and observation.
4. The research is to prepare a questionnaire with several question items according to the variable items. All respondents filled out a questionnaire distributed by the research team.
5. Create ticketing applications, digital marketing and financial reports.
6. Testing ticketing applications, digital marketing and financial reports.
7. The application of the application in the Sidowayah Tourism Village by providing training to the Tourism Village manager.
8. Consultation on application implementation progress
9. Evaluating business development application programs or project
10. Analyze data from the results of program applications and provide a description and analysis.
11. Compile research reports with interpretations
12. Make the output of research results.

The procedure in implementing applied research for developing digital management-based tourism villages is as follows:



## RESULT AND DISCUSSION

The results and discussion the problem resulted in a business mapping in the Tourism Village, the application of the tourism village management information

system based on digital management from ticketing, marketing and financial reporting, business legality. In the second stage, implementing a digital management-based tourism village management model for the Sidowayah Village Tourism Village manager and tourism village information can quickly spread to national and international levels and become a tourist reference in Indonesia.

**The results of the Digital-based Tourism Village Application Architecture are as follows :**



**Figure 1 : Digital-based Tourism Village Application Architecture**

### **Digital-based Tourism Village Application Architecture :**

1. **The tourist village web portal manages digital content**, posts content to google bussines via the API (Application Programming Interface), manages chatbots from the whatsapp application that will reply to whatsapp messages automatically
2. **Whatsapp Chatbot** is used as a customer helpesk service. The application will read all incoming messages and reply to messages with a data bank that has been stored in the database. Messages will be replied automatically by the app.
3. **Google Bussines** is a service from Google that is used to promote business in the Google search engine. The content displayed on Google Bussine will be pulled from the web portal database via the API.
4. **Payment Gateway** is a service for online payments from various ATM channels, m-banking, i-banking or e-wallet. The payment gateway is integrated with a web application that will be used for financial statement management.

### **CONCLUSION**

This research is an implementation of digital management-based Tourism Villages to realize a developing & sustainable Tourism Village, it is very necessary to research on the Digital Management-based Tourism Village development model, namely to find out the mapping of tourist villages and MSME businesses for tourism village residents, to build the development of Tourism Villages by digital management, making the Sidowayah tourist village and tourism village in Indonesia a tourist reference and a place for souvenirs.

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