



# The role of digital content in the form of text as travel route information for pokdarwis in wisata Conto Village

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## ABSTRACT

This study aims to determine the role of digital content in the form of text as information on travel routes for Pokdarwis in Conto Tourism Village. Using a qualitative approach, where in this study subjective information is in the form of information from tourism stakeholders in Conto Village and a brief history of Conto Tourism Village. Digital content creation training in the form of travel route information texts has an important role for the Conto Tourism Village Pokdarwis as a solution to access constraints to the Soko Langit tourist attraction which must be adapted to the needs of the Pokdarwis. This is done to increase knowledge and skills for tourism stakeholders in the Conto Tourism Village. Besides that, the participation of members of the Conto Tourism Village Pokdarwis plays an important role in the creation of digital content so that the Conto Tourism Village Pokdarwis is able to produce content that displays travel route information. Another thing that is no less important to do is to develop their creativity in creating digital content related to tourism information and marketing in Conto Tourism Village in order to attract more tourist visits.

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## 1. INTRODUCTION

Cultural diversity and natural beauty have made the tourism sector a mainstay of Indonesia's source of foreign exchange (Bureau of Communication and Public Information, 2019). The success of the tourism sector certainly makes a major contribution to the economy of a region (Kusumawardhani, 2019). Starting from adding jobs to creating and increasing various business opportunities (Andrianto and Sugijama, 2016). Alternative tourism is becoming a trend by carrying out the concept of interaction between nature, culture and local communities. One type of alternative tourism that is much loved is the tourist village, because it provides a unique and new experience (Kemenparekraf, 2021).

The shift in trend from urban tourism (urban tourism) towards rural tourism (rural tourism) has increased in recent years (Hamzah and Irfan, 2018). Seeing these conditions, the central government through the Ministry of Tourism and Creative Economy is collaborating with local governments to build and develop tourist villages in Indonesia. The local government together with village officials act to encourage the infrastructure of a tourist village. Meanwhile, the Ministry of Tourism and Creative Economy plays a role in developing human resources, as well as infrastructure related to tourism and the creative economy. Indonesia has 74 thousand villages with

a variety of local wisdom and attractions that have the potential to attract tourists (Kemenparekraf, 2021).

One of the challenges found in tourism development in rural areas is accessibility (Niken and Sukma Arida, 2021). According to Chris Cooper, a tourism expert, what is included in the accessibility component is transportation, construction of road infrastructure to tourist destinations, signposts, and also telecommunication signal networks. The author also experienced several problems when visiting the Soko Langit tourist attraction which is located in the Conto Tourism Village. The problem that arises is that when using the Google Maps travel guide application, the author is directed to a path with very steep and dangerous road conditions. Besides that, during the trip, only one signpost was found and it was difficult to get a telecommunication signal network.

Conto Tourism Village has been named as the top 50 best tourist villages in Indonesia. Tourism development initially started in 2016 by only involving a number of local youths who were determined to develop their village's potential. Until now there have been several natural and man-made tourist objects managed by the local community. It's just that access constraints are quite difficult for tourists, especially those who come from outside the area and are coming for the first time with the aim of tourism. Based on the results of an interview with Mr. Asef as Chair of the Conto Tourism Village Pokdarwis, there is no information regarding travel routes as a guide for tourists who want to visit tourist objects available in the Conto Tourism Village. At the moment, General information about Soko Langit and Conto Tourism Village attractions can be accessed via social media with the official Instagram accounts @soko\_langit and @cintaconto. Moving on from these conditions, the author conducted discussions with the local Pokdarwis and organized training on creating digital content in the form of text information on travel routes to the Soko Langit tourist attraction located in Conto Village, Bulukerto District, Wonogiri Regency, Central Java Province. Based on the description on the background, the problem that arises is how to create digital content in the form of text information on travel routes to the Soko Langit tourist attraction, Conto Tourism Village, Wonogiri Regency. the author made an effort to discuss with the local Pokdarwis and organize training on creating digital content in the form of text information on travel routes to the Soko Langit tourist attraction located in Conto Village, Bulukerto District, Wonogiri Regency, Central Java Province. Based on the description on the background, the problem that arises is how to create digital content in the form of text information on travel routes to the Soko Langit tourist attraction, Conto Tourism Village, Wonogiri Regency. the author made an effort to discuss with the local Pokdarwis and organize training on creating digital content in the form of text information on travel routes to the Soko Langit tourist attraction located in Conto Village, Bulukerto District, Wonogiri Regency, Central Java Province. Based on the description on the background, the problem that arises is how to create digital content in the form of text information on travel routes to the Soko Langit tourist attraction, Conto Tourism Village, Wonogiri Regency.

## 2. RESEARCH METHOD

This type of research is descriptive qualitative. According to I Made Winartha (2006), a qualitative descriptive method is to break down, describe, and conclude various circumstances, conditions from various information collected as meetings or perceptions of problems concentrated in the field. This research method is often used to see the natural state, to be specific articles that are made as is, not controlled by analysts, and does not affect the dynamics of the object where the researcher is the key instrument. In descriptive qualitative, the definition of the problem is the focus point of examination which is still brief and will develop after the researcher enters a particular field or social situation with the ultimate goal of capturing complex social phenomena. As pointed out by Sugiyono (2015) qualitative examination can be interpreted as a research method within the framework of a postpositivist way of thinking, it is used to look at the state of nature, where scientists are the key instrument, the procedure for sorting information is carried out by triangulation (consolidation), checking information is inductive, and The result of subjective exploration underscores meaning as opposed to speculation. Meanwhile, according to Bungin (2011), subjective information is communicated in the form of sentences and descriptions, which can be in the form of short stories. In this study subjective information in the form of information from tourism stakeholders in the procedure for sorting information is carried out by triangulation

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### 3. RESULTS AND DISCUSSIONS

Tourism villages have become the prima donna after the development of rural tourism in Indonesia because besides enjoying rural views, tourists are also involved in community life activities. The village atmosphere that is still natural provides great benefits for health and the freedom to implement physical distancing (Kemenparekraf, 2021). Another advantage is that the tourist village offers several choices of tourist objects so that tourists don't just crowd in one place. A wide selection of tourist destinations provides opportunities for tourists to visit more than one place or come back to visit new places (Hamzah and Irfan, 2018).

Apart from branding several new tourist destinations in urban areas, the development of tourist villages is also the focus of the Ministry of Tourism and Creative Economy (Kemenparekraf, 2021). The development of tourist villages in Indonesia continues to increase as the government's efforts to create sustainable tourism. Until now there have been more than 3000 tourist villages spread throughout the Indonesian archipelago. This effort is carried out as a form of regional economic equity through the development and development of tourist villages (Nalayani, 2016). The development of rural tourism provides an opportunity for the local community to take advantage of tourism potential in their area, such as natural, agricultural, social and local cultural potential. The successful development of a tourist village will provide benefits to the welfare of the local community due to an increase in the economic sector (Nurlena, 2021). In addition, the appearance of facilities and infrastructure supporting tourism activities such as accommodation, places to eat, souvenir shops, transportation and other facilities will contribute directly to regional income. The elements that need to be considered in the development of a tourist village are community empowerment and cooperation, so that between human resources and the potential of the village can be optimally developed.

According to data displayed on the website of the Tourism Village Network (Jadesta), tourism villages in Indonesia are classified into four categories, namely pioneering, developing, advanced and independent tourism villages. One of the tourist villages that is classified as developing is the Conto Tourism Village, in Wonogiri Regency. The background for the formation of Conto Village to become a Tourism Village is because of the potential that exists in Conto Village both in terms of nature and culture. Seeing this, in 2017 a Tourism Awareness Group (Pokdarwis) was formed which became part of Sub. Conto Village Bumdes Division in charge of developing tourism in Conto Village.

Currently there are several tourist village destinations that have been formed in Wonogiri Regency. Collaboration between the local government, village officials, pokdarwis and local communities plays an important role in the sustainability of a tourist village. In line with the current dynamics of tourism development, tourism activities are not only concentrated in big cities but have penetrated into rural areas. This is proven by the many villages that have succeeded in developing their tourism and earning quite high incomes and there are even several villages that have not received grants from the local government. Conto Village is determined to continue to develop tourism with the concept of natural and cultural educational tourism, which has led Conto Tourism Village to win the second overall prize in the 2021 Central Java Province Tourism Village Title event.

Even though it is far from the city, Conto Tourism Village is a favorite place for tourists who go on vacation to Wonogiri. The Soko Langit tourist attraction is one of the favorite destinations in

Conto Tourism Village with the number of visits reaching 100-150 people on weekends. This destination is suitable as a family tourist destination or visited with friends because it offers culinary facilities and a swimming pool with a mountainous background. The position of the swimming pool which is located on the side of a cliff makes it an interesting spot to take pictures because it seems like swimming on a mountain. The tourist attraction area is surrounded by green trees and gardens with various types of flowers. Camping activities are also offered by the object manager for tourists who want to spend the night while enjoying the natural beauty of the mountains.

In 2020 the Conto Tourism Village Pokdarwis introduced a tourist object that had just been renovated, namely Goa Resi. However, due to constrained by the Covid 19 pandemic, this tourist attraction was only opened to the public in early 2022. At first this object was only a cave relics of the Majapahit Kingdom in which there are active stalactites until now. After the Conto Tourism Village was increasingly known, the Goa Resi area was developed into a tourist attraction that provides culinary facilities, swimming pools, a garden at its peak, and photo spots with hills and green forests in the background.

### **Accessibility**

According to the theory issued by Chris Cooper in 1993 in a book entitled *Tourism: Principles and Practice* and which has been reprinted several times, it is stated that there are 4 components of tourism that must be owned by tourist destinations (Andrianto and Sugiana, 2016). The components referred to are known as 4A, namely attraction, accessibility, amenity (facilities and infrastructure, and ancillary). In addition to tourist attraction, accessibility factors also affect tourist motivation in visiting tourist destinations. Accessibility covers everything aspects related to access to tourist destinations Aspects belonging to the accessibility component are road conditions, route information, road signs, transportation facilities, and telecommunication signal coverage (Niken and Sukma Arida, 2021). Access constraints in visiting tourist destinations certainly cause discomfort for tourists, ranging from reducing tourist satisfaction or causing a feeling of disappointment and not wanting to come again. Good access to tourist objects has a greater chance of bringing in and increasing the number of tourist visits (Natalia, 2020).

Accessibility limitations faced by tourist destinations can be influenced by external and internal factors (Niken and Sukma Arida, 2021). Internal factors can be caused by the natural conditions of an area. Conto Tourism Village which is geographically located in the highlands and close to hilly areas. This condition causes limited access for several types of vehicles and difficulties in developing telecommunication networks. On the other hand, external factors arise because of the limitations possessed by human resources. The local community of Conto has made efforts to overcome some of the obstacles related to infrastructure, namely by widening the road that will be passed to get to the tourist attraction. In designing improvement plans and improving the quality of tourist objects, collaboration between destination managers,

Accessibility is a measure of comfort and convenience in achieving a goal (Natalia, 2020). The better and easier the access provided, the higher the tourist satisfaction. Through interviews with Mr. Asef as the Chairperson of the Pokdarwis and also a review of tourist attractions in the Conto Tourism Village that appear on the Google maps application, it was found that access problems are often complained of by tourists. Based on the author's analysis and personal experience, some of the accessibility problems that exist in the Soko Langit tourist attraction are, (1) many alternative routes with extreme road conditions, (2) information about travel routes is not yet available, (3) telecommunications and internet signal networks are not yet available. weak and finally (4) the minimum number of signposts.

### **Digital Content**

The growth of internet users in Indonesia has increased rapidly from year to year with access dominating via mobile devices (Wijoyo, 2020). This happens because the use of mobile makes it easier for consumers to access information from anywhere and at any time compared to a desktop. Promotion through digital media is mandatory for businesses in marketing their products and services. The same thing happened to marketing in the tourism sector. Several managers of tourist destinations introduce their unique appeal through digital media, including the Conto

Tourism Village. Therefore, digital content creation training is expected to provide benefits for members of the Conto Tourism Village Pokdarwis to maximize views on their social media accounts.

Members of the Conto Tourism Village Pokdarwis utilize digital media to display information on tourism products and also promote them at the same time. The use of digital media allows tourism businesses to attract tourists from various regions and with various characters. In addition, tourists have the opportunity to browse the information needed before visiting certain tourist objects. Digital media can distribute information at a faster rate and a wider range compared to conventional media. Communication through digital media also provides an opportunity for tourists to interact directly with tourism actors regarding the tourism products offered.

In using digital media, the content displayed is the key to success. In simple terms, the types of content can be in the form of images, videos, text, sound or a combination of several components (Wijoyo, 2020). Selection and creation of content according to the objectives to be achieved, for example to convey information (informative content), to provide education (content knowledge), or to market products (content marketing). Selection of the right distribution channel is also important to target the desired target market. Youtube occupies the first position as the most accessed social media application, with an average of 23.7 hours per month (We Are Social, 2022). It was followed by Facebook in second place and Instagram in third place. The use of Instagram as a medium of information and promotion is very popular among tourism businesses and also destination managers. The tourist objects Tumpeng Menoreh Yogyakarta and Batu Angkruk Dieng are examples of destinations that use Instagram media to convey all the information that consumers or tourists need before visiting. Through their official accounts, the two objects display content related to the uniqueness of the place, the atmosphere around the object, the menus or products offered, facilities, travel routes, and certain promos. In general, members of the Tourism Awareness Group (Pokdarwis) understand the obstacles to access to available tourist objects in the Conto Tourism Village. Efforts that have been tried so far are to provide signboards at several intersections which are considered to be frequently passed by tourists. However, as time went on, due to weather factors, some of the boards could no longer be read or even detached from their places. In addition, many tourists do not pay much attention to the signposts because they are too focused on the route directions provided by the online application (Google Maps).

## Discussion

Community service activities for members of the Conto Tourism Village Tourism Awareness Group (Pokdarwis) received a positive response from the participants. This kind of training is really needed to increase the knowledge of Pokdarwis members and also provide space for exchanging opinions for the development of tourism in Conto Tourism Village. Input and testimonials from visitors to the Soko Langit tourist attraction are guidelines for Pokdarwis members to be able to improve service quality, facility feasibility, as well as important information needed by tourists.

Information related to locations and travel guides is the most sought after by tourists before visiting tourist attractions. According to Leksono (2010) accessibility is a measure of comfort and ease of achievement. The better the ease of accessibility, the more tourist satisfaction will also increase. Accessibility is also an important component in the development and development of the tourism sector in an area. Apart from infrath structure of roads and transportation facilities, information related to accessibility is also very much needed by tourists when traveling.

Tourists who get complete information will certainly be better prepared when traveling. The preparations made of course depend on the information obtained before making a decision to visit certain tourist attractions, for example determining the type of transportation to be used, preparing items that need to be brought, and also determining the time of departure. In the current digital era, of course it makes it easier for tourists if the important information needed can be accessed online. So that through this training, it is hoped that it can increase the knowledge and skills of members of the Conto Tourism Village Pokdarwis.

## Activity Inhibiting Factors

During the training, several things were identified as inhibiting factors, including a lack of understanding of digital content creation for training participants. In addition, not all Pokdarwis members have personal computers or laptops that can be used for practical activities. However, these two obstacles did not hinder the enthusiasm of the participants in participating in the digital content creation training in the form of text information on travel routes to the Soko Langit tourist attraction.

#### 4. CONCLUSION

Digital content creation training in the form of travel route information texts has an important role for the Conto Tourism Village Pokdarwis as a solution to access constraints to the Soko Langit tourist attraction which must be adapted to the needs of the Pokdarwis. This is done to increase knowledge and skills for tourism stakeholders in the Conto Tourism Village. Besides that, the participation of members of the Conto Tourism Village Pokdarwis plays an important role in the creation of digital content so that the Conto Tourism Village Pokdarwis is able to produce content that displays travel route information. Another thing that is no less important to do is to develop their creativity in creating digital content related to tourism information and marketing in Conto Tourism Village in order to attract more tourist visits.

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