

Digital Tourism Training for Tourism Awareness Groups in Galanti Village, Buton Regency

Anwar Sadat ^{a,1,*}, Herman Lawelai ^{a,2}, Hastuti ^{b,3} La Ode Tasmin ^{b,4} Nurfaiza ^{c,5} Sitti Ainun Restiani ^{d,6}

^a Department of Government Studies, Universitas Muhammadiyah Buton, Indonesia

^b Department of Management, Universitas Muhammadiyah Buton, Indonesia

^c Department of Accounting, Universitas Muhammadiyah Buton, Indonesia

^d Department of Indonesian Language and Literature Education, Universitas Muhammadiyah Buton, Indonesia

¹anwar.sadat@umbuto.ac.id*; ²herman.lawelai@umbuto.ac.id; ³tutie977@gmail.com; ⁴laodetasmin46@gmail.com

⁵nurfaiza.or12@gmail.com ⁶sittiainunrestianiainun@gmail.com

* corresponding author: anwar.sadat@umbuto.ac.id

ARTICLE INFO

Article History

Received : Dec 24, 2022

Revised : Dec 29, 2022

Accepted : Jan 12, 2023

Keywords

Digital Tourism,
Digital Marketing,
Training,
Community,
Development.

ABSTRACT

The purpose of this community service is to provide a solution to solving this problem, namely to digitize the marketing of Galanti Village tourist objects so that it is expected to be able to provide broad information about tourism in Galanti Village, which has the potential to increase the number of visitors so as to be able to revive the community's economy. The solution offered by the service team to overcome this problem is to provide digital marketing training for village officials, young people, and tourism awareness groups, as well as community groups managing Galanti Village tourism. Digital marketing is an activity to disseminate information with the support of internet technology to maximize marketing strategies; however, digital marketing does not only focus on the technology but how individuals or groups can use this technology to be used as promotional media. Thus, this service provides digital marketing training that aims to increase the knowledge and skills of village officials and tourism awareness groups, which are also community groups managing tourism, in promoting tourism potential and home industries in Galanti Village by utilizing the technology they have, namely smartphones.

A. Introduction

Tourism in Indonesia has the potential to boost the country's economy (Muttapien and Wardana 2020). Tourism is one of the most important industrial sectors to emerge. Tourists to Indonesia might come from inside the country or from overseas, which can benefit the rural economy (Salma et al. 2022). Tourism may benefit Indonesia's economy. There are various tourist regions in Indonesia that have significant development potential (Salma et al. 2022; Wijaya et al. 2022), such as beach tourism that showcases the beauty of the archipelago (Afgani et al. 2021), such as beaches in Galanti Village, Buton Regency. Galanti Village is one of the communities with a potential tourist appeal, and it has the potential to draw a large number of people.

The Galanti Village tourist attraction is one of the community's entertainment venues. The magnificent scenery of Galanti Village might help you relax in the middle of a hectic day. Galanti Village is a tourist site that is changing with the COVID-19 Pademi. All village communities are attempting to re-establish themselves in different ways, including through more tourism in their villages (Firdaus, Jatmiko, and Nurrahmah 2022). There are home industries (Muhardono et al. 2022), and picture sites in Galanti Village that offer considerable tourist potential. Every year, the inhabitants of Galanti Village assemble to organize a village celebration (Haroa), which is one of the primary attractions for tourists. The folks in this town make a living as fishermen and provide transportation for visitors visiting the area.

A problem with partners is the lack of media, knowledge, and abilities of village authorities and tourist awareness organizations, which are also community groups managing Galanti Village tourism, to distribute information to promote local tourism items. As a result, it is essential to consider how to market Galanti Village as a tourist attraction. The goal of this community service is to provide a solution to this problem, specifically to digitize the marketing of Galanti Village tourist objects in order to provide broad information about tourism in Galanti Village, which has the potential to increase the number of visitors and thus revitalize the community's economy (Hayu 2022).

The service team's response to this challenge is to give digital marketing training for village authorities, young people, tourist awareness organizations, and community groups administering Galanti Village tourism. Digital marketing is an activity that uses internet technology to communicate information in order to optimize marketing tactics (Nasir and Setiawan 2022). However, digital marketing does not just concentrate on technology but also on how people or organizations may utilize this technology as a promotional medium. Thus, this service provides digital marketing training with the goal of increasing the knowledge and skills of village officials and tourism awareness groups, which are also community groups managing tourism, in promoting tourism potential and home industries in Galanti Village through the use of technology, specifically smartphones. Smartphones are definitely an important piece of technology (Zhang et al. 2020). Smartphones may be used as advertising media in addition to being communication mediums.

B. Literature Review

In recent years, to face the Industrial revolution 4.0, the development of digital gadgets, as well as online social media and networking technologies (Suherman et al. 2022), has changed the backpacking environment. Travelers can now stay in touch with friends, family, and other travelers while traveling thanks to the availability of internet communication. Information and communication technology (ICT) has influenced the way businesses are conducted and provided exciting new experiences over the past few decades. The advancement of ICT has also had an impact on the tourism sector. The tourism industry is likely to grow in importance. To assist customers in making decisions, the tourism business needs complete and up-to-date information about tourism goods. Digital billboards can provide tourists with relevant and up-to-date information in rich multimedia materials, creating exciting new experiences to learn about tourist destinations (Cahyadi, Bandung, and Wiguna 2012)

The development of digital information and communication technology has greatly empowered and transformed modern tourism. Cyberspace reflects and influences the information and stereotypes that tourists acquire through the internet. Since digital photographs are essential in promoting local places, how cities are represented on the Web has a great material influence (Sexto and Vázquez 2012). Currently, the study of digital tourism cannot and should not be limited to aspects of tourism management. An advanced understanding of the individual-technology relationship requires its expansion and dissemination in many courses and curricular fields, and the current reality of tourism cannot be understood without visualizing the dimensions of conventional technology. Tourism effects, sustainable tourism, and tourism policy are some of the courses available. The influence of technological progress on human cognition; digital mediation of humor, love, and emotion; complex technical relationships with nature and the environment; and how all these phenomena are entrenched and modified through tourism (Munar and Gyimóthy 2013).

In today's digital era, digitalization can be used for all professions, including tourism. Tourism is a potential source of foreign exchange for both the regions and the government. Therefore, greater efforts are needed to strengthen Indonesia's tourism sector. Digital Signage, a communication

technology that provides a dynamic display of information, evolved from the concept. This technology was created to replace the old method of displaying information technology, known as Printed Signage.

When digital advancements are combined with conventional print and screen presentations, media users not only engage with the material but also physically engage with the stories being told (Lester 2013). When evaluating stakeholder interactions within a tourism site, two factors should be considered: actual and virtual. It also shows how these two components are structurally closely connected and develop together as one system. Digital storytelling can be seen as a kind of productive activity that is in line with the needs of using Information and Communication Technology (ICT) in the curriculum. In addition, it assists in the development of conventional capabilities, including speaking and writing, as well as research, collaborative tasks, and the use of computers

Future interactive television networks can use the concept of electronic customer relationship management (e-CRM) to enable the effective delivery of electronic marketing services. In order to gain a competitive advantage in the turbulent and unpredictable business environment of the tourism industry, which is characterized by fierce competition and sophisticated demand, the application of the CRM concept with a focus on developing high-quality relationships with consumers and stakeholders is essential (Mastorakis et al. 2015)

Coordination and collaboration must be built between all parties responsible for providing content, news, and events in a location to make proper use of social media (Paniagua, Rabassa, and Setó 2015) The integration of ICT as a pedagogical aid tool is relatively limited. The most significant barriers to integration are: technology phobia, lack of training, lack of resources, and learner opposition to using personal mobile devices (Adukaite, van Zyl, and Cantoni 2016) A paradigm for reducing product uncertainty that combines the perceived efficacy of product descriptions, perceived media richness, and the perceived effectiveness of feedback systems as facilitators of passive, interactive, and active communication techniques (Piñeiro-Naval, Serra, and Mangana 2017).

C. Method

This service took place in Galanti, Wuloa District, Buton Regency. This program will deliver digital marketing training to village authorities, tourist awareness organizations, and tourism managers on September 29, 2022. This program seeks to improve the knowledge and abilities of village authorities and tourism awareness groups in order to promote tourist attractions via the use of technology. This service activity is carried out in phases, namely planning, activity implementation, and training, as follows:

1. Stage of planning

At this point, the service team is preparing to finish all of the prerequisites for the training. Furthermore, the service team worked with Galanti Village Amaliah Work Lecture or Kuliah Kerja Amaliah (KKA) students to arrange community service via the Galanti Village KKA student work program.

2. Activity Implementation

At this stage, the service team performs community service activities, beginning with a scenario analysis and identifying concerns with Galanti Village partners.

At this point, the service team contacts partners to investigate existing issues. Based on the scenario analysis, the service team learned that Galanti Village is a popular tourist destination with the potential to be extensively promoted. The villagers, particularly the tourism group, are conscious, however, that they lack the necessary expertise and abilities to market Galanti Village as a tourist destination.

3. Training

At this stage, the service team conducts digital marketing training for partners, with the goal of increasing the knowledge and skills of village officials, tourism awareness groups, and residents of the Galanti Village tourism management group in promoting tourist objects and residents' home industries as souvenirs from tourists who have visited Galanti. so that the number of tourists and excursions to Galanti Village may rise.

D. Results and Discussion

Galanti Community is a village with several potential tourism spots that need to be developed. This community service offers a solution for promoting Galanti Village tourist attractions by exposing partners to the newest technology that may be utilized in promoting Galanti Village tourism, specifically by hosting digital marketing training. On September 29, 2022, this service conducted activities in the form of digital marketing training for village authorities, tourist awareness groups, and community organizations managing tourism in Galanti Village, Wuloa District, Buton Regency. Speakers from the Muhammadiyah University of Buton's by Department of Government Studies and Department of Management led the training. Village authorities, tourist awareness organizations, and community groups in charge of Galanti Village tourism all took part in this program. Documentation of digital marketing training activities should look like this:



Figure 1. Training Activities

This digital marketing training has gone quite well. The technology utilized during digital marketing training is based on smartphone media. The training exercises piqued the attendees' interest. Partners gain from service activities that have been completed. Partners can comprehend the evolution of technology's function in marketing crafts and tourism destinations in the present digital age. Following the training of village authorities, the number of tourist awareness groups and community organizations administering tourism in Galanti Village, Wuloa District, Buton Regency grew. Knowledge of internet marketing to promote tourist villages has also risen, so the number of visitors to Galanti Village is predicted to increase.

E. Conclusion

Based on the service activities that have been carried out, it has been running successfully and smoothly. On September 29, 2022, the community service activities were completed. This community project provides digital marketing training to village officials, tourism awareness organizations, and community groups responsible for tourism in Galanti Village. This program teaches information and skills for advertising Galanti Village tourist attractions in order to increase the number of tourists. By continuing to share information about tourist attractions in Galanti Village, travelers will be able to visit the area and contribute to the community's economy. This community service activity is carried out on an ongoing basis by conducting community service with other topics for village development so that Galanti Village can improve the economy of its people. Galanti Village still has a lot of hopes, such as the Haroa festival, which must be expanded and developed further.

References

- Adukaite, Asta, Izak van Zyl, and Lorenzo Cantoni. 2016. "The Role of Digital Technology in Tourism Education: A Case Study of South African Secondary Schools." *Journal of Hospitality, Leisure, Sport & Tourism Education* 19:54–65. doi: 10.1016/j.jhlste.2016.08.003.
- Afgani, Kurnia Fajar, Yunieta Anny Nainggolan, Raden Aswin Rahadi, Asep Darmansyah, Dematria Pringgabayu, Octaviani Ratnasari Santoso, Adam Aliya Silmi, Eko Susanto, Syifaa Novianti, Chandra Budhi Septyandi, and Mega Fitriani Adiwarna Prawira. 2021. "Pelatihan Pengemasan Paket Wisata Dan Media Promosi Digital Bagi Pelaku Pariwisata Di Kawasan Wisata Sawarna Kabupaten Lebak Provinsi Banten." *JATI EMAS (Jurnal Aplikasi Teknik Dan Pengabdian Masyarakat)* 5(3):53. doi: 10.36339/je.v5i3.504.
- Cahyadi, Erwin, Yoanes Bandung, and Anton Wiguna. 2012. "Application of Digital Signage for Tourism Information and Communication System." *2012 7th International Conference on Telecommunication Systems, Services, and Applications, TSSA 2012* 72–75.
- Firdaus, Firdaus, Muhamad Roby Jatmiko, and Wa Ode Sitti Nurrahmah. 2022. "Pelatihan Pemasaran Produk Dimasa Pandemi Covid 19 Berbasis Social Media Pada UMKM Tahu Bakso Berkah Wijaya Di Batur Sari, Mranggen, Demak, Jawa Tengah." *Society : Jurnal Pengabdian Masyarakat* 1(3):122–27. doi: 10.55824/jpm.v1i3.95.
- Hayu, Rina. 2022. "The Empowerment of MSME Actors in Rindu Hati Tourism Village through Training on Digital Marketing Utilization during the Covid-19 Pandemic." *Jurnal Abadimas Adi Buana* 5(02):223–30. doi: 10.36456/abadimas.v5.i02.a4565.
- Lester, Paul Martin. 2013. *Digital Innovations for Mass Communications: Engaging the User*.
- Mastorakis, George, Nikolaos Trihas, Emmanouil Perakakis, and Ioannis Kopanakis. 2015. "E-CRM in Tourism Exploiting Emerging Information and Communication Technologies." *Anatolia* 26(1):32–44. doi: 10.1080/13032917.2014.902767.
- Muhardono, Ari, Danang Satrio, Heni Indah Lestari, and Ahmad Adi Fadhilah. 2022. "Pelatihan Optimalisasi Facebook Marketing Dan Konten Strategi Foto Produk Pada UMKM Kampung ATBM Desa Cepagan." *Society : Jurnal Pengabdian Masyarakat* 1(4):192–99. doi: 10.55824/jpm.v1i4.110.
- Munar, Ana María, and Szilvia Gyimóthy. 2013. "Critical Digital Tourism Studies." Pp. 245–62 in *Tourism Social Science Series*. Vol. 18.
- Muttaqien, Muhammad, and Linda Kusumastuti Wardana. 2020. "Pelatihan Jurnalisme Warga Sebagai Sarana Pengembangan Bakat Remaja Dalam Dunia Digital Serta Promosi Pariwisata Desa Samiran Kecamatan Selo Kabupaten Boyolali." *KACANEGARA Jurnal Pengabdian Pada Masyarakat* 3(2).
- Nasir, Januardi, and Yasha Langitta Setiawan. 2022. "Pembinaan Keterampilan Desain Grafis Bagi Generasi Muda Di Perumahan Griya Elok Pengambiran Kota Padang." *Society : Jurnal Pengabdian Masyarakat* 1(4):200–208. doi: 10.55824/jpm.v1i4.126.
- Paniagua, Francisco Javier, Noemí Rabassa, and Dolors Setó. 2015. "The Profile of Public Relations as a Key to Success for Digital Communication in Tourist Destinations." *Catalan Journal of Communication & Cultural Studies* 7(2):147–62. doi: 10.1386/cjcs.7.2.147_1.
- Piñeiro-Naval, Valeriano, Paulo Serra, and Rafael Mangana. 2017. "Local Development and Tourism. The Socio-Economic Impact of Digital Communication in Portugal." *Revista Latina de Comunicacion Social* 72:1515–35. doi: 10.4185/RLCS-2017-1232.
- Salma, Salma, Andy Arya Maulana Wijaya, Muh Askal Basir, and Herman Lawelai. 2022. "Community Based Tourism in The Development of Sustainable Tourism in Baubau City." *APLIKATIF: Journal of Research Trends in Social Sciences and Humanities* 1(1):28–38.
- Sexto, Carlos Ferrás, and Yolanda García Vázquez. 2012. "Consuming the Spectacle: Tourism and Communication Technologies in Santiago de Compostela." *GeoJournal Library* 104:167–78.
- Suherman, Ansar, Herman Lawelai, Nurtang Nurtang, Nabila Salam, and Ahmad Muhardin Hadmar. 2022. "Pengembangan Kapasitas Mahasiswa Menuju Generasi Unggul Di Era 4.0." *Society : Jurnal Pengabdian Masyarakat* 1(2):74–78. doi: 10.55824/jpm.v1i2.80.
- Wijaya, Andy Arya Maulana, Herman Lawelai, Anwar Sadat, Nastia Nastia, and L. M. Azhar Sa'ban. 2022. "Penguatan Kapasitas Masyarakat Melalui Pendekatan Pengembangan Pariwisata Desa

Bahari Iii Kabupaten Buton Selatan.” *SELAPARANG Jurnal Pengabdian Masyarakat Berkemajuan* 6(1):436–42.

Zhang, Heqing, Jing Ma, Yiping Li, and Morris. 2020. “Digital Media Application Technology in Tourism Management Major VRAR Direction Talent Training Model Reform and Practice Research.” *IEEE Access* 1–1. doi: 10.1109/access.2020.3020963.