



Developing Website for Belimbing Tourism Village, Tabanan, Bali

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Abstract

Purpose: The purpose of this research is to evaluate the Belimbing Village website in development efforts website by model information, communication, transaction, relationship and technical-merit (ICTRT) carried out to support the Belimbing Tourism Village produces dimensions of effectiveness website the maximum in helping the promotion of Belimbing Tabanan Tourism Village.

Research methods: The data collection methods used were observation, interviews, questionnaires and interviews. In this study using qualitative and quantitative approaches or better known as mixed method research by using SWOT analysis techniques and Importance Performance Analysis.

Findings: The results of the research using the interview method show that the application website in Belimbing Village is still very minimal because there are many features and items that need to be developed, one of which is the information dimension, transaction dimension and communication dimension. The results of the study using SWOT analysis showed that Belimbing Village has utilized ICT, but even though it has implemented ICT there are still many aspects that are lacking in website, so that more in-depth research is needed to assess its effectiveness in website Belimbing Village. Based on analysis Importance Performance Analysis produce effectiveness attributes. The researcher adopted the ICTRT model which consisted of 47 evaluation instruments which were divided into 5 evaluation dimensions.

Implication: Site evaluation website expected to maximize promotion through website in Belimbing Village because website is an effective solution to introduce and market products/services by utilizing the internet as an information medium.

Keywords: Website, ICTRT model, SWOT, IPA.

INTRODUCTION

Online promotion or e-promotion is a promotional activity carried out using internet media with all its advantages, including: multimedia, interactive and realtime. E-promotion describes three parts of the strategy needed for online promotional activities, namely product and service promotion, website promotion, and domain promotion. The development of promotional information systems developed online can facilitate the delivery of information and product introduction to consumers easily and in detail (Kuspriyono, 2017).

Advances in information and communication, known as ICT (Information and Communication Technology), have had a major impact on social change in the world, including changes in behavior in seeking information. This is supported by

the existence of the internet as a medium for sophisticated information search. The development of internet users themselves has experienced a very significant increase as can be seen in Figure 1 (Data of Internet Users in Indonesia).

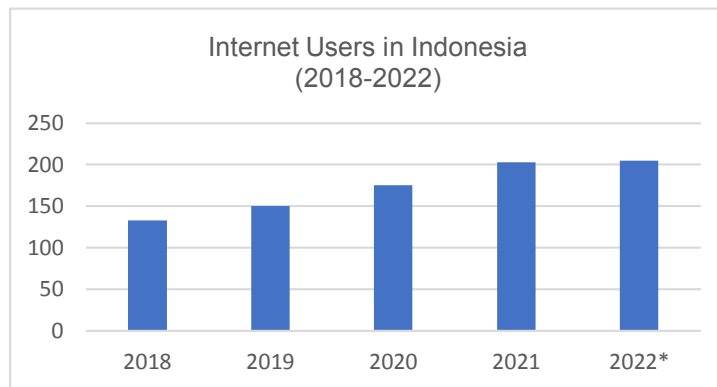


Figure 1. Number of Internet Users in Indonesia (2018-2022)
(Source: Databoks, 2022)

The results of these data show that internet users in Indonesia are increasing every year and without realizing it the presence of the internet is currently making it easier for someone to access information from various parts of the world, interact with each other without having to meet face to face. In the exchange of information, one of the information that is also often spread is information about travel and tourist destinations with various media, one of which is website media.

Belimbing Village has utilized the website as a media and means of promotion, with promotion it will certainly affect the process and productivity of a business, website promotion media can be accessed anytime and anywhere. Business development will be seen from how often the business promotes and introduces business to digital media, so that the website becomes an effective solution for improving the performance and quality of business work in the digitalization era.



Figure 2. Number of Tourist Visits to Belimbing Village in 2017 – 2020
(Source: Interview Results, 2022).

The statistics on the number of tourist visits show that from 2017 to 2020 the number of tourist visits has decreased every year, this is due to promotions that are still carried out conventionally, namely by actively marketing Belimbing Village using print media such as brochures, but in reality Belimbing Village has used the internet as a One of the marketing media that has been carried out by Belimbing Village is through a website. Development of the Belimbing Village website as a marketing tool that includes information and promotion is one of the efforts to introduce tourism products offered by Belimbing Village.

The Belimbing Village website (<https://desabelimbing.desa.or.id/first>) which offers information about Belimbing village tourism is quite intensive in presenting information related to tourism in Belimbing Village, but to find out whether the website is effective as a media promotion, it is necessary an evaluation method that can measure the effectiveness of the website.

Website evaluation makes it easy to compare the performance of websites owned by Belimbing Village and other competitors. Apart from being used as a promotional media for Belimbing Village, the website is also used as a media for anticipation by tourists because most people tend to rely on the internet so that tourists can easily get information about tourist attractions, both in terms of facilities, road access conditions, destinations offered and so on. . A good website is a site that is informative, communicative, reliable in every transaction, able to interact with consumers or users interactively and is technically reliable (Benckendorff, et al, 2014).

The importance of the role of the website in disseminating information on a tourist destination has been supported by research or research with emerging results or models, both long term and short term for the development of Belimbing Village. One way is to use an evaluation model, namely the Information, Communication, Transaction, Relationship, Technical merit (ICTRT) model developed by (Li & Wang, 2010) where this model evaluates website performance from a functional perspective and the performance of this model is important in website utilization. as a media promotion, where there are 5 dimensions namely Information, Communication, Transaction, Relationship, Technical Merit to measure the effectiveness of the website. By using this model, it is hoped that Belimbing Village will be able to compete in the digitalization era and provide comfort, convenience, both information and transactions via the available website, so that it can have a good impact on increasing the number of visits to Belimbing Village.

RESEARCH METHODS

This research finds out what the website evaluation development looks like based on the ICTRT model. In this concept, it aims to support Belimbing Tabanan Village in producing dimensions of website effectiveness as a promotional medium. Then collected questionnaire data according to the dimensions of the ICTRT model and then collected data using qualitative and

quantitative methods, for qualitative, namely by observation, interviews and documentation, while quantitative was obtained from the results of questionnaire data that had been distributed and then processed using analysis techniques, validity tests, test reliability and Importance Performance Analysis and studied by presenting the results of the analysis in a formal and informal manner, namely studied in the form of tables or narratives that are easy to understand. After that the authors validated it with a Focus Group Discussion (FGD) to formulate an ICTRT model in Belimbing Tabanan Village.

FINDINGS

Belimbing Village began to use the internet as a tourism promotion media. The media used are in the form of websites and social media, but this media is still passive in its use because it is in the development process and there is still a lot of information that must be added to the media. Belimbing Village must carry out development, especially in terms of promotion to increase the number of tourist visits to Belimbing Village. This study has 3 stages to present the discussion and research results.

Research Phase I

The first phase of the research presented a discussion of research results from the results of interviews conducted by researchers with Belimbing Village officials who manage the Belimbing Village website. The interview used the website criteria guidelines according to the Center National d'Etudes des Telecommunication (CNET Network Inc).

Website media as a marketing medium has been carried out by Belimbing Village as a marketing tool that includes information and promotion, this is one of the efforts to introduce tourism products offered by Belimbing Village.

One of the problems that arise from the management of tourist villages lies in poor promotion and the absence of clear and accurate sources of information regarding the potential of tourist villages. Without clear and valid information, even a tourist village with great potential will be difficult to develop. This is important because before visiting the potential tourists need to obtain detailed information about the tourist village complete with potential, facilities and prices, so that potential tourists can decide which tourist village to make as a tourist destination.

To strengthen the findings, the researcher made observations and conducted interviews with Belimbing Village informants who were directly involved in the promotion process. The data were obtained from the results of interviews using the guidelines for website criteria which can answer how the website is implemented in Belimbing Village. Belimbing Village has a website with the address <https://desabelimbing.desa.or.id/first/region>, this is a website managed by Belimbing Tabanan Village, this website can be accessed by anyone, because this website is open so anyone can see and read the articles on this website.



Figure 3. Tabanan Belimbing Village website
(Source: Belimbing Village, 2022)

This website has an interactive appearance with several interesting features shown. With updated articles, every activity in Belimbing Village is believed to be actual and reliable as well as in managing the website

In implementing the Belimbing Village website, it is necessary to develop in terms of promoting the potentials in Belimbing Village, one of which is by adding features/items/menus related to Belimbing Village tourism, this needs to be added to make it easier for users to obtain information about tourist attractions. So far the website displays mostly information related to village services and the website has a drawback, namely not all features/items can be accessed properly.

The need for the development of this website so that it can bridge the distance between users, both the Belimbing Village community and tourists, to the dissemination of information in Belimbing Village. Websites are important for the advancement of tourism as an information medium that guarantees tourism promotion, if in the past they still used old media (newspapers, brochures, television, etc.) now the message delivery process has been digitized, interactive, networked and virtual so it is very necessary to develop a website in Belimbing Village for better service improvement.

Research Phase II

This sub will explain the steps to find out strengths, weaknesses, opportunities and threats using SWOT analysis. In research phase 2, the data obtained through research phase 1 by conducting interview techniques.

a. Internal Factor Weighting

The weighting of the internal factor variable indicators is determined by 6 respondents who have an important role in the process of managing the Belimbing Village website. Based on the questionnaire that has been distributed, the results of the analysis of internal variable indicators that have the greatest weight indicate that these indicators have the greatest influence on the operations of Belimbing Village.

Table 1. Weighting of Belimbing Village Website Internal Factors

No.	Internal Factor indicators	Weight
1	Appearance Website the green color which is a reflection of Belimbing Village	0,06
2	Quite easy to understand in usewebsite	0,07
3	Has a fairly small error rate	0,05
4	Easy to learn navigation system	0,06
5	Website that already provides a clear visual message	0,06
6	Website can be connected with social media	0,06
7	The displayed content is relevant	0,05
8	Website compatible for desktop, android and iphone	0,05
9	Website can be used in all platform	0,06
10	Loading Time very short	0,06
11	Have a good connection	0,05
12	Usage Website new to community service	0,04
13	Not implemented yet survey satisfaction	0,04
14	Consistency Website	0,03
15	The menu presented is not complete	0,03
16	Not all link on website bisa diakses	0,03
17	Onwebsite there is little animation	0,04
18	Intensity Publish	0,03
19	Service related information	0,04
20	Reference source	0,04
21	There isn't any yet feedback from users website	0,04
Total		1.00

(Source: processed data, 2022).

b. Assessment of Internal Factor Rating

The following stage after giving weight to the current internal factors is by assessing the internal factor rating by 6 respondents from the Belimbing Village website manager. The results of the analysis are listed in Table 2.

Table 2. Internal Factor Rating Assessment Website Belimbing Village

No.	Internal Factor indicators	Rating	Description
1	Appearance Website the green color which is a reflection of Belimbing Village	3,17	Little Power
2	Quite easy to understand in usewebsite	2,83	Little Power
3	Has a fairly small error rate	2,67	Little Power
4	Easy to learn navigation system	3,00	Little Power
5	Website that already provides a clear visual message	2,67	Little Power

6	Website can be connected with social media	4,00	Main Strength
7	The displayed content is relevant	3,67	Main Strength
8	Website compatible for desktop, android and iphone	3,00	Little Power
9	Website can be used in all platform	3,83	Main Strength
10	Loading Time very short	3,00	Little Power
11	Have a good connection	3,17	Little Power
12	Usage Website new to community service	1,83	Small Weaknesses
13	Not implemented yet survey satisfaction	2,50	Small Weaknesses
14	Consistency Website	1,67	Major Disadvantages
15	The menu presented is not complete	1,67	Major Disadvantages
16	Not all link on website bisa diakses	1,33	Major Disadvantages
17	Onwebsite there is little animation	2,50	Small Weaknesses
18	Intensity Publish	1,83	Small Weaknesses
19	Service related information	2,17	Small Weaknesses
20	Reference source	2,50	Small Weaknesses
21	There isn't any yet feedback from users website	2,50	Small Weaknesses

(Source: processed data, 2022).

c. Weighting of External Factors

The current external factor analysis is the same as the previous internal factor analysis. Preceded by the weighting of the indicators of external factor variables by 6 respondents to get the weight given by the respondents. The weighting given by each respondent can be seen in Table 3 as follows:

Table 3. Weighting of External Factors Belimbing Village Website

No.	External Factor Indicators	Bobot
1	Kemajuan teknologi yang pesat	0,18
2	Daya tarik wisata	0,19
3	Partisipasi masyarakat	0,16
4	Banyaknya desa wisata sejenis	0,18
5	Kelengkapan fasilitas dan akomodasi	0,18
6	Promosi	0,11
Total		1.00

(Source: Processed data, 2022)

d. Rating of External Factors

Furthermore, namely the giving of rating values on external factors carried out by 6 respondents, shown in Table 4 as follows:

Table 4. Rating of Belimbing Village Website External Factor Rating

No.	External Factor Indicators	Rating	Description
1	Rapid technological progress	1,67	Big Threat
2	Tourist attraction	3,17	Small chance
3	Society participation	3,17	Small chance
4	Many similar tourist villages	2,50	Minor Threat
5	Complete facilities and accommodation	2,50	Minor Threat
6	Promotion	3,33	Great Opportunity

(Source: Processed data, 2022)

e. SWOT analysis

Based on the results of the SWOT analysis there are 11 (eleven) factors on Strengths, 10 (ten) factors on Weaknesses, 3 (three) factors on Opportunities and 3 (three) factors on Threats, with Knowing these 4 aspects, is expected to be able to maximize strengths, minimize weaknesses, reduce threats and develop opportunities in the future

Table 5. SWOT analysis

<i>Strengths</i>	<i>Weaknesses</i>
a. Website can be related to social media (S1)	a. Not all links on the website can be accessed (W1)
b. Website can be used on all platforms (S2)	b. The menu presented is incomplete (W2)
c. Displayed content is relevant (S3)	c. Website consistency (W3)
	d. Use of the new website for community service (W4)

- | | |
|--|--|
| <ul style="list-style-type: none"> d. The selected website display is green which is a reflection of Belimbing Village (S4) e. Have a good connection(S5) f. Easy-to-learn navigation system (S6) g. Compatible website for desktop, android and iphone (S7) h. Very short loading times (S8) i. Use that is quite easy to understand in using the website (S9) j. Has a fairly small error rate (S10) k. The website already provides clear visual messages (S11) | <ul style="list-style-type: none"> e. Publish intensity (W5) f. Information related to services (W6) g. Not yet implemented for satisfaction survey (W7) h. On the website there is a little animation (W8) i. Reference source(W9) j. There is no feedback from website users (W10) |
|--|--|

<i>Opportunities</i>	<i>Threats</i>
<ul style="list-style-type: none"> a. Promotion (O1) b. Tourist attraction (O2) c. Community participation (O3) 	<ul style="list-style-type: none"> a. Rapid technological progress (T1) b. The number of similar tourist villages (T2) c. Complete facilities and accommodation (T3)

(Source: Processed data, 2022).

f. Discussion

In this study the application of the Belimbing Village website has used Information, Communication, Technologies (ICT), the use of information on the website has been carried out as one of the concrete evidences, namely the availability of information about Belimbing Village on the website.

Utilization of communication is also available on the website, namely by providing contact person information so that tourists can deal directly with the Belimbing Village and finally the use of technologies, Belimbing Village has long used technology as a promotional medium, one of which is the Belimbing Village website and social media. However, even though ICT has implemented there are still many aspects that are lacking on the website as shown in Table 5 so that more in-depth research is needed to assess the effectiveness of the Belimbing Village website.

Research Phase III

Discussion of the research results from a questionnaire using the ICTRT model which was distributed to 64 respondents from the Village Government, namely the Head of Belimbing Village and its staff, tourism awareness groups and tourists who have visited Belimbing Village. This study will manage the results of the questionnaire starting from validity, reliability, gaps and Important

Performance Analysis at this stage to find out how effective the dimensions are on the Belimbing Village website.

a. Validity Test and Performance Reliability Test

The purpose of this validity test is to determine the level of validity of the items presented in the questionnaire that are truly able to express with certainty what is being studied regarding the effectiveness or assessment of the Belimbing Tabanan Village website. The minimum requirement to be considered as meeting the criteria is if $r = 0.3$, it can be concluded that the instrument item is valid. The results of the validity test of the questionnaire in this study are presented in Table 8. The results of the performance validity test are as follows.

Table 6. Performance Validity Test Results

No.	Validity	Indicator	Total Item Correlation	Description
1	Information Dimension	X1.1	0,557	Valid
		X1.2	0,674	Valid
		X1.3	0,694	Valid
		X1.4	0,772	Valid
		X1.5	0,737	Valid
		X1.6	0,414	Valid
		X1.7	0,780	Valid
		X1.8	0,696	Valid
		X1.9	0,794	Valid
		X1.10	0,761	Valid
		X1.11	0,780	Valid
		X1.12	0,426	Valid
		X1.13	0,759	Valid
		X1.14	0,474	Valid
		X1.15	0,314	Valid
		X1.16	0,764	Valid
		X1.17	0,428	Valid
		X1.18	0,650	Valid
		X1.19	0,772	Valid
2	Transaction Dimension	X2.1	0,769	Valid
		X2.2	0,782	Valid
		X2.3	0,756	Valid
		X2.4	0,788	Valid
		X2.5	0,818	Valid
3	Communication Dimension	X3.1	0,392	Valid
		X3.2	0,313	Valid
		X3.3	0,837	Valid
		X3.4	0,326	Valid

		X3.5	0,762	Valid
		X3.6	0,855	Valid
		X3.7	0,808	Valid
		X3.8	0,819	Valid
		X3.9	0,845	Valid
		X3.10	0,874	Valid
4	Relationship Dimension	X4.1	0,776	Valid
		X4.2	0,871	Valid
		X4.3	0,802	Valid
		X4.4	0,845	Valid
		X4.5	0,803	Valid
		X4.5	0,785	Valid
5	Technical Merit Dimension	X5.1	0,694	Valid
		X5.2	0,518	Valid
		X5.3	0,541	Valid
		X5.4	0,680	Valid
		X5.5	0,370	Valid
		X.5.6	0,421	Valid
		X.5.7	0,449	Valid

(Source: Data processed, 2022).

Based on the results of the validity test, Table 6 shows that all values for each of the questionnaire items have a value greater than 0.3 so that all items on the questionnaire variables are positive and declared valid to be used in research.

After carrying out the validity test and the results of the questionnaire were declared valid, it was followed by a reliability test. The purpose of this reliability test is to determine the consistency of the measuring instrument in its use, which in this case is a questionnaire. The value of an instrument that is said to be reliable (reliable) if it has a reliable reliability or alpha of 0.6 or more. The following are the results of the perceptual reliability test in Table 7.

Table 7. Performance Reliability Test Results

No.	Reliability	Indicator	Total Item Correlation	Description
1	Information Dimension	X1.1	0,672	Reliabel
		X1.2	0,713	Reliabel
		X1.3	0,764	Reliabel
		X1.4	0,689	Reliabel
		X1.5	0,671	Reliabel
		X1.6	0,805	Reliabel
		X1.7	0,679	Reliabel
		X1.8	0,679	Reliabel
		X1.9	0,681	Reliabel

		X1.10	0,782	Reliabel
		X1.11	0,630	Reliabel
		X1.12	0,666	Reliabel
		X1.13	0,784	Reliabel
		X1.14	0,686	Reliabel
		X1.15	0,662	Reliabel
		X1.16	0,764	Reliabel
		X1.17	0,689	Reliabel
		X1.18	0,671	Reliabel
		X1.19	0,764	Reliabel
2	Transaction Dimension	X2.1	0,689	Reliabel
		X2.2	0,764	Reliabel
		X2.3	0,764	Reliabel
		X2.4	0,689	Reliabel
		X2.5	0,671	Reliabel
3	Communication Dimension	X3.1	0,805	Reliabel
		X3.2	0,805	Reliabel
		X3.3	0,679	Reliabel
		X3.4	0,679	Reliabel
		X3.5	0,681	Reliabel
		X3.6	0,782	Reliabel
		X3.7	0,630	Reliabel
		X3.8	0,666	Reliabel
		X3.9	0,672	Reliabel
		X3.10	0713	Reliabel
4	Relationship Dimension	X4.1	0,764	Reliabel
		X4.2	0,689	Reliabel
		X4.3	0,671	Reliabel
		X4.4	0,805	Reliabel
		X4.5	0,679	Reliabel
		X4.5	0,672	Reliabel
5	Technical Merit Dimension	X5.1	0,713	Reliabel
		X5.2	0,764	Reliabel
		X5.3	0,689	Reliabel
		X5.4	0,671	Reliabel
		X5.5	0,805	Reliabel
		X5.6	0,679	Reliabel
		X5.7	0,666	Reliabel
Cronbach's Alpha				0,979

(Source: Processed data, 2022).

Based on Table 7 it shows that the performance variable has a Cronbach's Alpha value of 0.979 which is greater than 0.60. An instrument is said to be reliable if it has a reliability coefficient or alpha of 0.60 or more. This shows that all the instruments from the questionnaire are declared reliable so that they can be used to conduct research.

b. Test the validity and reliability of the level of interest

Testing the validity and reliability of the importance level is the same as testing the validity and reliability of performance. The purpose of this validity test is to determine the level of validity of the items presented in the questionnaire that are truly able to express with certainty what is being studied, namely regarding the effectiveness or assessment of the Tabanan Belimbing Village website. Where the minimum requirement to be considered to meet the criteria is if $r = 0.3$, it can be concluded that the instrument items are valid. The results of the importance level questionnaire validity test in this study are presented in Table 8.

Table 8. Interest Level Validity Test Results

No.	Validity	Indicator	Total Item Correlation	Description
1	Information Dimension	X1.1	0,404	Valid
		X1.2	0,521	Valid
		X1.3	0,617	Valid
		X1.4	0,587	Valid
		X1.5	0,484	Valid
		X1.6	0,342	Valid
		X1.7	0,542	Valid
		X1.8	0,512	Valid
		X1.9	0,583	Valid
		X1.10	0,600	Valid
		X1.11	0,604	Valid
		X1.12	0,419	Valid
		X1.13	0,580	Valid
		X1.14	0,430	Valid
		X1.15	0,332	Valid
		X1.16	0,622	Valid
		X1.17	0,398	Valid
		X1.18	0,395	Valid
		X1.19	0,635	Valid
2	Transaction Dimension	X2.1	0,611	Valid
		X2.2	0,667	Valid
		X2.3	0,575	Valid
		X2.4	0,587	Valid

		X2.5	0,681	Valid
3	Communication Dimension	X3.1	0,308	Valid
		X3.2	0,375	Valid
		X3.3	0,657	Valid
		X3.4	0,343	Valid
		X3.5	0,550	Valid
		X3.6	0,650	Valid
		X3.7	0,622	Valid
		X3.8	0,792	Valid
		X3.9	0,566	Valid
		X3.10	0,766	Valid
4	Relationship Dimension	X4.1	0,473	Valid
		X4.2	0,749	Valid
		X4.3	0,624	Valid
		X4.4	0,600	Valid
		X4.5	0,575	Valid
		X4.5	0,541	Valid
5	Technical Merit Dimension	X5.1	0,520	Valid
		X5.2	0,402	Valid
		X5.3	0,394	Valid
		X5.4	0,612	Valid
		X5.5	0,330	Valid
		X.5.6	0,309	Valid
		X.5.7	0,330	Valid

(Source: Processed data, 2022).

Based on the results of the expectation validity test in Table 8, it shows that all values for each of the questionnaire items have a value greater than 0.3 so that all of the questionnaire variable items are positive and declared valid to be used in research.

After carrying out the validity test and the results of the questionnaire were declared valid, it was followed by a validity test. The purpose of this reliability test is to determine the consistency of the measuring instrument in its use, which in this case is a questionnaire. Instrument values are said to be reliable if they have a reliability coefficient or alpha of 0.6 or more. The following are the results of the importance level reliability test in Table 9.

Table 9. Interest Level Reliability Test Results

No.	Reliability	Indicator	Total Item Correlation	Description
1	Information Dimension	X1.1	0,627	Reliabel
		X1.2	0,662	Reliabel
		X1.3	0,823	Reliabel
		X1.4	0,714	Reliabel
		X1.5	0,652	Reliabel

		X1.6	0,775	Reliabel
		X1.7	0,622	Reliabel
		X1.8	0,701	Reliabel
		X1.9	0,653	Reliabel
		X1.10	0,785	Reliabel
		X1.11	0,645	Reliabel
		X1.12	0,625	Reliabel
		X1.13	0,788	Reliabel
		X1.14	0,671	Reliabel
		X1.15	0,658	Reliabel
		X1.16	0,823	Reliabel
		X1.17	0,714	Reliabel
		X1.18	0,652	Reliabel
		X1.19	0,823	Reliabel
2	Transaction Dimension	X2.1	0,714	Reliabel
		X2.2	0,823	Reliabel
		X2.3	0,823	Reliabel
		X2.4	0,823	Reliabel
		X2.5	0,714	Reliabel
3	Communication Dimension	X3.1	0,652	Reliabel
		X3.2	0,775	Reliabel
		X3.3	0,622	Reliabel
		X3.4	0,701	Reliabel
		X3.5	0,653	Reliabel
		X3.6	0,785	Reliabel
		X3.7	0,645	Reliabel
		X3.8	0,625	Reliabel
		X3.9	0,788	Reliabel
		X3.10	0,671	Reliabel
4	Relationship Dimension	X4.1	0,658	Reliabel
		X4.2	0,823	Reliabel
		X4.3	0,714	Reliabel
		X4.4	0,652	Reliabel
		X4.5	0,823	Reliabel
		X4.5	0,714	Reliabel
5	Technical Merit Dimension	X5.1	0,823	Reliabel
		X5.2	0,823	Reliabel
		X5.3	0,714	Reliabel
		X5.4	0,652	Reliabel
		X5.5	0,775	Reliabel
		X5.6	0,719	Reliabel
		X5.7	0,653	Reliabel
<i>Cronbach's Alpha</i>				0,980

(Source: Processed data, 2022)

Table 9 shows that the expectation variable has a Cronbach's Alpha value of 0.980 and greater than 0.60. An instrument is said to be reliable if it has a reliability coefficient or alpha of 0.60 or more. This shows that all the instruments

from the questionnaire are declared reliable so that they can be used to conduct research.

c. Performance Test Results and Importance Level

Table 10. Test Results - Average Performance and Importance Level

Attribute	Performance	Interest Level	Gap	Description
X1.1	4,09	4,34	-0,25	Negatif
X1.2	3,94	4,30	-0,36	Negatif
X1.3	3,89	4,17	-0,28	Negatif
X1.4	4,00	4,22	-0,22	Negatif
X1.5	4,13	4,48	-0,35	Negatif
X1.6	3,92	3,89	0,03	Positif
X1.7	4,11	4,31	-0,20	Negatif
X1.8	4,05	4,23	-0,18	Negatif
X1.9	4,06	4,33	-0,27	Negatif
X1.10	4,00	4,17	-0,17	Negatif
X1.11	4,11	4,45	-0,34	Negatif
X1.12	4,27	4,03	0,24	Positif
X1.13	3,83	4,16	-0,33	Negatif
X1.14	4,03	4,20	-0,17	Negatif
X1.15	4,13	4,14	-0,01	Negatif
X1.16	3,89	4,14	-0,25	Negatif
X1.17	4,27	4,03	0,24	Positif
X1.18	4,13	4,30	0,17	Positif
X1.19	3,89	4,17	-0,28	Negatif
X2.1	3,94	4,17	-0,23	Negatif
X2.2	3,89	4,09	-0,20	Negatif
X2.3	3,89	4,09	-0,20	Negatif
X2.4	4,23	4,26	-0,03	Negatif
X2.5	4,13	3,97	0,16	Positif
X3.1	3,92	3,75	0,17	Positif
X3.2	4,09	3,94	0,15	Positif
X3.3	3,89	4,19	-0,30	Negatif
X3.4	4,13	4,30	-0,17	Negatif
X3.5	3,94	4,27	-0,33	Negatif
X3.6	4,09	3,94	0,15	Positif
X3.7	3,94	3,55	0,37	Positif
X3.8	4,35	4,17	0,13	Positif
X3.9	3,89	3,97	-0,08	Negatif
X3.10	3,94	4,05	-0,11	Negatif
X4.1	4,13	4,22	-0,09	Negatif
X4.2	3,92	4,11	-0,19	Negatif
X4.3	4,11	4,23	-0,13	Negatif

X4.4	4,05	4,17	-0,13	Negatif
X4.5	4,06	4,16	-0,19	Negatif
X4.6	3,94	4,13	-0,19	Negatif
X5.1	4,11	4,08	0,03	Positif
X5.2	4,03	3,91	0,13	Positif
X5.3	3,83	3,66	0,17	Positif
X5.4	4,03	3,88	0,16	Positif
X5.5	4,13	3,94	0,19	Positif
X5.6	3,89	3,72	0,17	Positif
X5.7	3,94	3,84	0,09	Positif
Rata - Rata	4,02	4,12		

(Source: Processed data, 2022)

From Table 10 it can be seen that those with the largest gap values are in the statement attributes X1.1, X1.2, X1.3, X.1.4, X1.5, X1.7, X1.8, X1.9, X1.10 , X1.11, X1.13, X1.14, X1.15, X1.16, X1.19, X2.1, X2.2, X2.3, X2.4, X3.3, X3.4, X3.5, X3.9, X3.10, X4.1, X4.2, X4.3, X4.4, X4.5, X4.6, namely regarding the evaluation of websites to assess the effectiveness of websites in Belimbing Village, on Table 10 shows that these attributes have a negative value, which means that this attribute is still considered not good by informants, the Head of Belimbing Village and their members, tourism awareness groups and tourists who have visited Belimbing Village. The biggest negative value goes to X1.2, namely the statement regarding accommodation information, the difference in score is -0.25. This difference occurs because the website information does not display information about accommodation. The website is more dominant in informing about Belimbing Village activities.

d. Science analysis

Importance Performance Analysis (IPA) analysis is also useful for knowing which dimensions need to be improved and maintained on the Belimbing Village website. To find out which quadrant the 47 attributes are in can be shown in Figure 4 Partial CartesianDiagram.

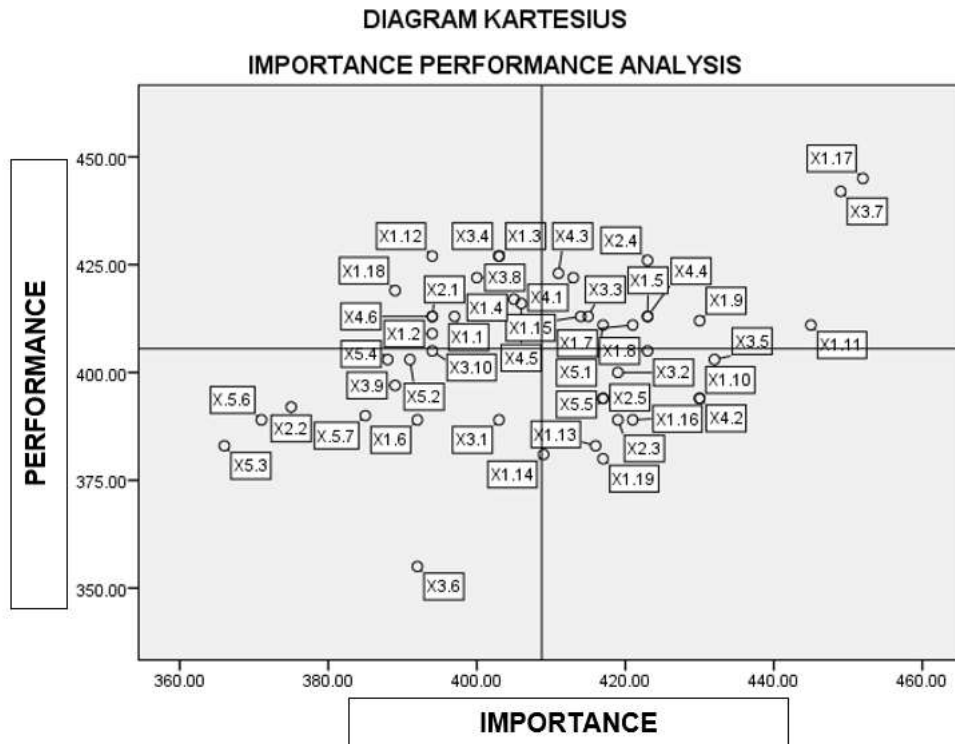


Figure 4. Cartesian diagram Importance Performance Analysis (Source: Processed data, 2022).

The evaluation of the Belimbing Village website was analyzed using Importance Performance Analysis (IPA). Based on the IPA graph, it is clear that many indicators/attributes need to be developed in order to increase the importance and level of performance of the Belimbing Village website. Specifically, there are 4 dimensions whose indicators are in quadrant I, namely the information dimension (Information), the transaction dimension (Transaction), the communication dimension (Communication), the technical dimension (Technical – merit), quadrant I, namely the top priority (concentrate here) is the quadrant that should be get more attention. This is because all the indicators in this quadrant can be said to have been adapted by the Belimbing Village website but in operation they are not optimal even though their use is very important.

e. ICTRT models

This research resulted in the development of an evaluation model product that aims to assess the results of a performance, program or organization. The researcher adopted the ICTRT model which consisted of 47 evaluation instruments which were divided into 5 evaluation dimensions, namely the information dimension, communication dimension, transaction dimension, relationship dimension and technical merit dimension which could be used to evaluate the effectiveness of the Belimbing Village website.

The Belimbing Village website evaluation model has been designed and validated using the Focus Group Discussion (FGD) method. This method was carried out with the consideration of group interviews focusing on the Belimbing Village website evaluation model which will be applied to help promote with online media. The FGD was conducted with 6 FGD participants discussing the design of the website evaluation model.



Figure 5. Focus Group Discussion with Belimbing Village, Tabanan
(Source: Personal Documents, 2022)

From the results of the FGD discussions that have been carried out, it is determined if this model can be applied in Belimbing Village in assisting the online promotion process using the website. Based on this, a website evaluation model that adopts the ICTRT model (Li & Wang, 2010) in Belimbing Village can be presented as follows.

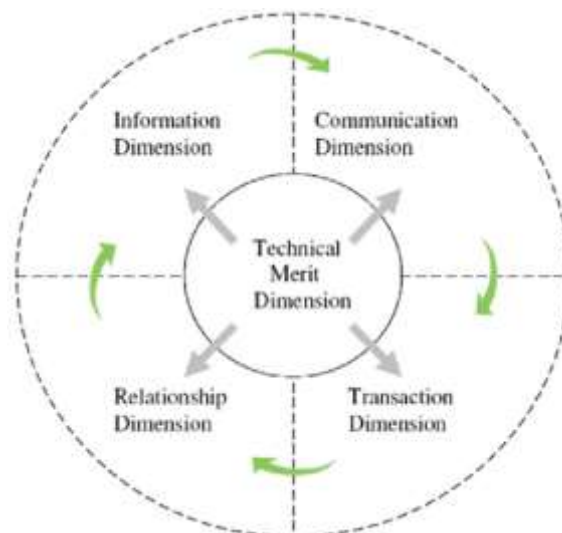


Figure 6. ICTRT Models
(Source: Li & Wang, 2010)

This model consists of 5 kinds of dimensions, which correspond to their length, namely the dimensions of information, communication, transaction, relationship and technical merit. The overall dimensions consist of 47 indicators or attributes which can be divided as follows, 19 indicators for information dimensions, 5 indicators for transaction dimensions, 10 indicators for communication dimensions, 6 indicators for relationship dimensions and 7 technical dimensions. A brief description of each of these dimensions when it is about to be linked to the Belimbing Village website can be explained, that is, the information dimension relates to how information can always run real-time and always be up to date.

From the results of the analysis, it can be seen what dimensions need to be maintained and improved. Where in the IPA analysis there are 4 quadrants, namely quadrant A which shows the factors or attributes that are considered to affect website user satisfaction where the attributes are X1.1, X1.2, X1.3, X1.5, X1.8, X1.10, X1.13, X1.16, X1.19, X2.1, X2.5, X3.5, X4.2. for quadrant B is an indicator whose level of importance to indicators according to users is quite high and the performance level of the Belimbing website is able to keep up, for that it must be maintained and considered very important and satisfying. The attributes are, X1.17, X3.2, X3.4, X3.7, X5.1, X5.2, X5.3, X5.6, X5.7. then quadrant C which is a quadrant with a fairly low level of importance to indicators according to users, and accompanied by a level of performance on the Belimbing Village website which is indeed low. The indicators are, X1.9, X1.12, X1.14, X1.6, X1.7, X1.18, X2.3, X3.8, X4.1, X4.5, X4.6, X5.5, and finally quadrant D where the level of importance of indicators according to users is quite low, but the level of website performance Belimbing Village overdoes it in its implementation. The indicators are, X1.4, X1.11, X1.15, X2.2, X2.4, X3.3, X3.6, X3.9, X4.3, X4.4, X5.4 (Visual appearance) Visual appearance.

The website evaluation results show that there are still many indicators or attributes that must be developed in order to increase the level of importance and performance of the website. By evaluating the website, it is hoped that it can maximize promotion through the website in Belimbing Village because the website is an effective solution for introducing and marketing products/services by utilizing the internet. As an information medium, website-based applications or websites are more accessible, by only requiring an internet connection, information users can easily access information anytime, anywhere and using computers, smartphones and gadgets with any operating system. To introduce and market the various products/services that Belimbing Village offers, the website is a very effective display media and can reach a wide market. With the existence of this research product, it is hoped that Belimbing Village can optimize the attributes / indicators to be more effective in their use besides that this is well done to attract tourist visits to Belimbing Village.

CONCLUSION

This research produces a product, namely the development of an evaluation model that aims to assess the results of a performance, program or organization. The researcher adopted the ICTRT model which consisted of 47 evaluation instruments which were divided into 5 evaluation dimensions, namely the information dimension, communication dimension, transaction dimension, relationship dimension and technical merit dimension which could be used to evaluate the effectiveness of the Belimbing Village website. Evaluation of the website is expected to maximize promotion through the website in Belimbing Village because the website is an effective solution for introducing and marketing products/services by utilizing the internet as an information medium.

Based on the findings produced in this study, it can be recommended to the Belimbing Village website manager that the Belimbing Village website evaluation model designed by researchers can be implemented in future development efforts. This model was developed in order to improve the performance of the website, with website evaluation it is hoped that it can maximize promotion through the website.

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