

Development of Tourism Villages Through Digitalization and Micro/Small/Medium Enterprises (MSMEs) Potential in Kepyar Village, Wonogiri

AGUS RAMELAN ¹, MUFTI REZA AULIA PUTRA², MUHAMMAD IKSAN BIMA ARIA PRATAMA ³, MUHAMMAD NUR HIDAYAT ⁴, ZAHRA FADILLA EKASUCI ⁵, ALKA ADI NUGROHO ⁶, MUHAMMAD CHOIRUL ANAM ⁷, MONALISA INDAH PARAWANSA ⁸, REYZA FACHREZY PUTRA ⁹, ARLINDA DWI RESTANTI ¹⁰, YULIANA AYUNTA SOLIKHAH ¹¹, AYU NUR FAYZA ¹²

¹⁻⁶ Departement of Electrical Engineering, Universitas Sebelas Maret

⁷ Departement of Management, Universitas Sebelas Maret

⁸ Departement of Agrotechnology, Universitas Sebelas Maret

⁹ Departement of Chemical Engineering, Universitas Sebelas Maret

¹⁰ Departement of Environmental Science, Universitas Sebelas Maret

¹¹ Departement of Chemistry, Universitas Sebelas Maret

¹² Departement of Regional Literature, Universitas Sebelas Maret

Email : agusramelan@staff.uns.ac.id

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ABSTRACT

Kepyar Village has great potential to be developed as a tourist village through empowering tourism potential and MSMEs. The service activities carried out aim to increase the knowledge and skills of the Kepyar Village community regarding the implementation of digitalization in developing tourist villages. Service activities consist of developing digitalization of MSMEs and village tourism potential through websites. Digitalization of MSMEs is carried out through digital marketing outreach, assistance in creating a Google My Business account, as well as digital marketing assistance through the TikTok Shop application. The development of a tourist village website is carried out by observing natural potential and MSMEs, creating a website, and socializing the results of the website. Follow-up efforts that can be taken include handing over the website to the village and providing assistance to manage it independently, providing assistance to the community to develop and manage tourism and MSMEs digitally, as well as evaluating the performance and success of the digitalization program that has been attempted to be carried out. development of services and marketing methods that suit people's preferences.

Keywords: *tourist village, digitalization, MSMEs, website*

1. INTRODUCTION

Tourism development in Indonesia currently tends to focus on tourist villages. Tourist villages are included in tourism products that are developed based on the potential of society, nature and culture as a distinctive identity and tourist attraction **(Fasa et al, 2021)**. Rural areas have distinctive characteristics that can provide unique experiences for tourists, for example an unspoiled environment, beautiful and beautiful scenery, an ecosystem that is still maintained so that it provides various kinds of animals and plants, and a community culture that is full of socio-cultural values. The existence of tourism potential in terms of nature, culture and human creation is a very important supporting element for the development of a village into a tourist village. Tourist villages are a form of tourism development in potential village areas that are managed independently by village communities **(Ratwianingsih et al,2021)**. Management of tourism potential in a village is carried out systematically, integrated and holistic.

Kepyar Village is part of the administrative area of Purwantoro District, Wonogiri Regency, which is located on the eastern side of Wonogiri Regency. Kepyar Village has natural topography in the form of hills which makes this area have beautiful and attractive natural views. Natural scenery has long been a tourist attraction that is popular with many people. Easy accessibility makes Kepyar Village have good potential to be developed as a tourist destination.

The development of the Kepyar Tourism Village is not only focused on its unique nature, but is also driven by the contribution of MSMEs in the surrounding community. MSME products that highlight local characteristics are the main driver of tourist interest in visiting village destinations. Tourism development and MSMEs have a reciprocal relationship. The tourism sector which can invite tourists to visit an area will stimulate the growth of the MSME sector. On the other hand, the success of MSMEs is the main basis for efforts to develop and empower the Kepyar Tourism Village. Therefore, it is necessary to manage the tourism sector and MSMEs in a synergistic and integrated manner.

Current advances in information technology are encouraging various sectors to move towards digitalization. The ease and speed of access offered by digital technology is encouraging a shift in people's lifestyles to carry out completely digital activities. Digitalization plays an important role as a promotional medium and disseminates information quickly and within a wide reach. Tourism and industry are among the sectors that have greatly benefited from digital technology. Digital Transformation in Indonesia happens in different spaces of life such as instruction, trade, managing an account, and government (Zahrah, F. & Dwiputra, R., 2023). Digitalization is utilized for the trade community within the tourism segment and little and medium endeavors through advanced stages, so that they can create information information systems within the shape of enormous information as a implies of financial digitalization framework, and human asset advancement through human asset advancement and computerized education **(Setyawati, 2022)**.

Tourism management and MSMEs in Kepyar Village currently tend not to optimize digital technology which is currently developing. This could be an inhibiting factor in developing the potential of Kepyar Village into a tourist village. The implementation of digital technology provides opportunities for broader tourism and MSME development. Digital technology that is applied appropriately will increase the competitiveness of the tourism sector and MSMEs in Kepyar Village.

Based on the description above, Real Work Lecture (KKN) students from Universitas Sebelas Maret (UNS) are helping efforts to digitally develop and empower Kepyar Village, especially in the tourism and MSME sectors. Through the use of information technology and social media, the tourism potential and MSMEs of Kepyar Village are introduced to the wider community, both regionally and nationally. Thus, through collaboration between UNS KKN students and the Kepyar Village community, digital village development and empowerment efforts in the tourism and MSME sectors can continue to be improved to achieve better economic prosperity.

2. METHOD

Implementation of tourism village and MSME development activities in Kepyar Village includes observation, socialization of MSME digitalization, digital marketing assistance, and socialization of the Kepyar Tourism Village website as shown in figure 1.

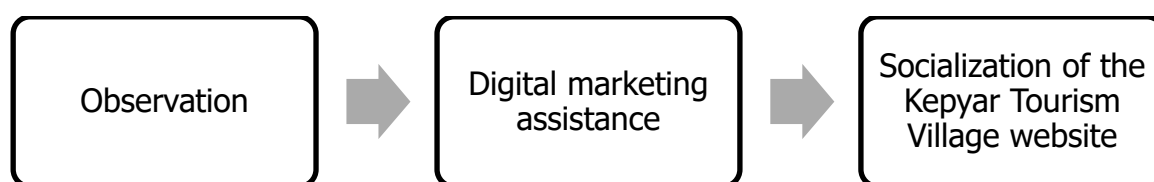


Figure 1. Implementation Stage

Observations were carried out using a survey method to determine the tourism potential and local MSMEs in Kepyar Village to be promoted through digital media. Observations were carried out during January-February 2024. The information obtained was then managed to become content on the tourist village website. Meanwhile, the development of digitalization of MSMEs is carried out through digital marketing outreach to MSME players in Kepyar Village. Socialization activities were carried out on February 8 2024. Furthermore, digital marketing assistance was provided through the TikTok Shop platform to MSME players. The final stage is the socialization of the results of the Kepyar Tourism Village website which contains potential tourist attractions and MSMEs in Kepyar Village. Website socialization to the community and Kepyar Village officials was carried out on March 4 2024. Indicators of the success of the program can be seen through the level of community participation in taking part in socialization activities as well as the community's enthusiasm for developing the Kepyar tourist village from the aspect of natural tourism to MSMEs.

3. RESULTS AND DISCUSSION

3.1 Results

3.1.1 Digital Marketing Socialization

Digital marketing outreach to MSME players was held on February 8 2024 and was located at the Kepyar Village Hall. This socialization activity invited MSME actors in Kepyar Village, and was also attended by the Head of Kepyar Village. This activity invited resource persons from private extension agencies to convey the introduction of digital marketing concepts and implementation to develop MSMEs digitally.



Figure 2. Socialization of digital marketing optimization for MSMEs

Socialization activities were carried out by delivering material by resource persons regarding the importance of marketing, especially digitally for business actors as shown in figure 2. The marketing concept introduced is an effort to increase consumer attractiveness through product and service development in the business being run. Increasing the attraction of digital marketing visitors can be achieved one way by creating interesting and creative business content. One digital media platform that can be used in digital marketing is TikTok Shop. TikTok Shop is a social media that provides *online buying and selling services for goods*. Digital marketing through TikTok Shop is considered effective enough to be implemented in businesses on a small and large scale. TikTok Shop is a *social e-commerce service* that allows users and creators to promote and sell products through social media content while carrying out buying and selling transactions in one application (**Alfayed et al., 2023**). The high number of application users is also a supporting factor for successful marketing via the TikTok platform.

Socialization participants at the end of the event were accompanied to create a Google My Business account which was used to manage their business digitally. The implementation of Google My Business for MSMEs in Kepyar village is expected to expand marketing reach and increase the trust of potential consumers through a *rating system* from the Google community. (Yanti et al, 2023) explains that Google My Business is a free service from Google that can be used to improve digital marketing of MSMEs. Google My Business allows business owners or local businesses to manage and promote their business presence integrated with Google Search and Google Maps, thereby increasing the viability of MSMEs *online*.

3.1.2 Assistance in Digital Marketing Management through the TikTok Shop

The socialization activities were continued with assistance in digital marketing management through the TikTok Shop application. TikTok Shop is currently quite popular among both consumers and business people for carrying out buying and selling transactions *online*. TikTok Shop has become a very influential platform in the MSME economy in Indonesia, where it plays a significant role in driving economic growth (**Maria and Janah, 2024**). It is hoped that the ease of transactions on the TikTok Shop platform will be able to encourage the development of MSMEs in Kepyar Village more optimally.

KKN students provided assistance to one of the MSME actors who previously owned and became the creator of the TikTok application. The aim of selecting targets who already have TikTok accounts is so that the mentoring process can run more effectively and can be practiced on an ongoing basis (figure 3). The targets for assistance are cashew nut businesses who have accounts with thousands of followers. Business actors are interested in opening a TikTok Shop but are experiencing problems, namely not being able to log back into their account to

open a shop. Students help to log back into the account and then open and run the *online shop* .



Figure 3. Assistance with Digital Marketing Optimization with TikTok Shop

MSME actors are then assisted to manage *online stores* and create product promotional content. Content ideas are made as interesting as possible and based on content that is currently popular on the platform. The goal is that the content created can attract consumers to the products offered. It is hoped that business actors can continue to create promotional content in the future independently and more innovatively by paying attention to the types of content that are currently in high demand by the public.

To maintain the sustainability of the digital MSME business assistance program, in the future the village can collaborate with academics, especially vocational school students (SMK) in Kepyar Village. SMK students can play a vital role in the digitalization of MSMEs (Micro, Small, and Medium Enterprises) through various practical applications of their technical education and skills. One key area is digital marketing and social media management, where students can help businesses create and manage an online presence. This includes developing social media strategies, producing engaging content, and using analytics to refine marketing efforts. Additionally, SMK students can assist in setting up and optimizing e-commerce platforms by building user-friendly websites, managing online stores, and ensuring these sites are optimized for search engines. Beyond marketing, SMK students can provide crucial technical support and IT solutions. They can set up and maintain necessary IT infrastructure, implement basic cybersecurity measures, and offer ongoing technical support. In terms of data management, students can organize and analyze business data to provide insights for decision-making and help implement Customer Relationship Management (CRM) systems to streamline customer interactions **(Kemdikbud, 2024)**.

Moreover, SMK students can educate and train MSME owners and staff on digital tools and platforms. They can conduct digital literacy training, offer workshops on various digital skills, and provide continuous support to keep businesses updated on the latest digital trends and tools. Their fresh perspectives also bring innovation and creativity to MSMEs, helping to introduce new business models, solve specific business challenges, and adapt to the latest digital trends to stay competitive. Community engagement and networking is another area where SMK students can make a difference. They can help build networks among local businesses, facilitate partnerships between MSMEs and tech companies or educational institutions, and create online communities for business owners to share experiences and support each other. To harness the potential of SMK students effectively, a structured

approach involving collaboration programs between SMKs and local MSMEs for internships and projects can be established. Government and institutional support for resources and funding is also crucial. Regular workshops and bootcamps can equip students with the latest digital tools, while mentorship from industry professionals can guide students in applying their skills in real-world scenarios. Creating feedback mechanisms from MSMEs will ensure continuous improvement in the support provided by students **(ILO,2020)**.

3.1.3 Kepyar Tourism Village Website

UNS KKN students developed *a website* to introduce the Kepyar tourist village to the public and tourists. This website becomes a digital promotional medium that can reach a wide range of tourists more effectively. Tourism village *websites* can be integrated with other digital media and function to provide further information regarding tourism potential and MSMEs in the village.

The first step taken was to collect the data and information needed to support the creation of a tourist village *website*, including village profiles, tourist attractions, MSMEs, as well as other interesting advantages of Kepyar Village. Information was collected from the Kepyar Village government, the community, and MSME actors. The next process is creating *a website* as explained by **(Ismail et al, 2022)**, namely 1) creating *a user interface*, the features that will be provided, and *the backend website*, 2) creating and coding *a website* to avoid *bugs* in the system, and 3) hosting *on an online server* to distribute *the website* so that it can be accessed freely via the internet.

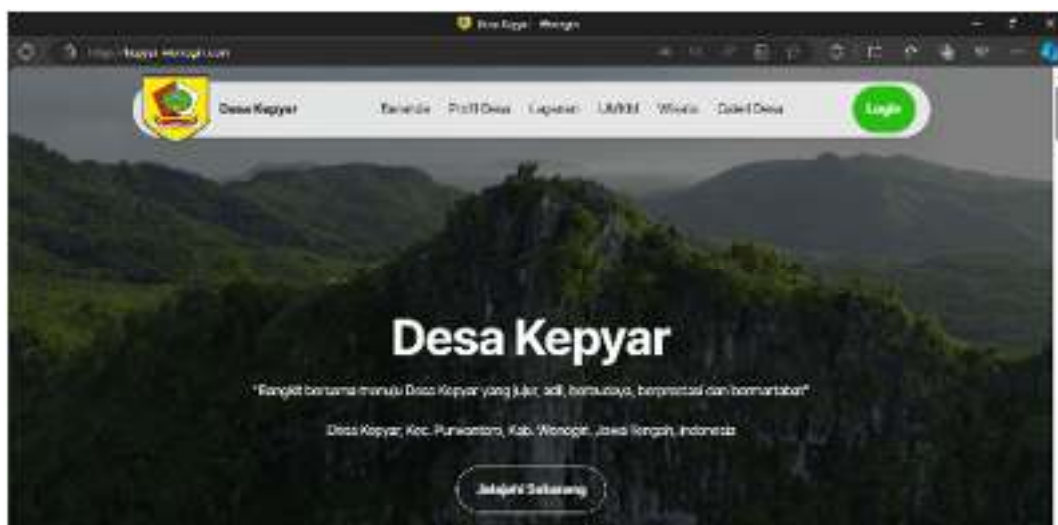


Figure 4. Display of the Kepyar Tourism Village Website

Website provides various pages, starting from location, village profile, administrative services, MSMEs, and tourist attractions in Kepyar Village as shown in figure 4. In the future, this website can become a village promotional medium as well as an information medium that connects the Kepyar Village government, the community and other interested parties. *Website* visitors can explore the potential of MSMEs and the tourist attractions offered by Kepyar village. There is a contact page that provides a contact person for visitors who want to access further information about the Kepyar tourist village.

3.1.4 Socialization of the Kepyar Tourism Village Website

The development of digitalization of the Kepyar tourist village requires the contribution of all elements of the government and village community. Therefore, the village government and

the community need to know and recognize the existence of the tourist village website through outreach activities. The launch and socialization of the tourist village *website* was carried out on March 4 2024 by inviting the community and Kepyar Village officials. KKN students in this activity displayed the results of the website that had been developed and explained the features and uses of the website in digital tourism and MSME development. It is hoped that the socialization of the tourist village *website* can increase community interest in developing tourism potential and MSMEs in Kepyar Village.

3.2 Discussion

Introduction to the concept and implementation of digital marketing for MSME players is very important to increase business development. Synergy between the village government as the manager and the community as the actors running the tourism development program and MSMEs is highly expected to help the successful development of the Kepyar tourist village. The follow-up to development and socialization was the handover of the Kepyar tourist village *website*. The Kepyar Village Government will manage the website to promote tourism potential and MSMEs in Kepyar Village. First, students need to explain how *the website works* in providing information about the village's potential and providing services to the community. *Website* management by the Village can be done via the admin page provided. Management of tourism and MSMEs to realize the formation of the Kepyar tourist village needs to involve further community empowerment. Efforts to digitalize tourist villages should be balanced by community skills in managing village potential and providing good services to make a positive impression on tourists and consumers. People's digital skills can be trained by holding regular empowerment and training. The hope is that Kepyar Village can develop a digital-based tourism village independently.

An evaluation of the impact felt by the community from the creation of *the website* and the implementation of digital marketing was carried out to see the level of success of the digital Kepyar tourism village development program. Evaluation of the success of establishing *a website* and digital marketing for MSMEs is known through the large number of people who visit the Kepyar Village digital platform and are interested in the services and potential offered. The evaluation results can be used to develop Village potential as well as strategic content that suits community preferences.

4. CONCLUSIONS

The conclusions of the service activities in Kepyar Village are:

1. The digital development of the Kepyar tourist village is achieved through digital promotion of the village's tourism potential and MSMEs.
2. MSME players are given socialization regarding digital marketing, then given assistance in creating a Google My Business account and running a TikTok Shop account.
3. A website was developed as a promotional medium for tourism potential and MSMEs in Kepyar Village. The website will later be handed over to the Village to be managed independently.

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