

Barriers in Digitalization for Tourism Village: Case of Tegaren's Demographic and Geographic Constraints

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ABSTRACT

This article is one of the scientific publications that summarizes field research in Tegaren, a tourism village in Trenggalek, East Java. The research team seeks to provide a discourse on tourism village digitalization from a different perspective. This article examines Tegaren's barriers to increasing digital telecommunications penetration and adapting their digital technology after becoming a tourism village. The four factors are 1) the dominance of the low productive age generation in Tegaren, 2) youths who migrate out of Tegaren, 3) Tegaren's agrarian life and ecosystem, and 4) Tegaren's geographical location which is not close to the main transportation modes. Using a theoretical framework that consists of participatory rural appraisal method, asset-based community development method, community-based tourism, and digital culture & literacy of rural communities, this article provides an explanation of the demographic and geographical factors that have become obstacles for Tegaren to increase the digitalization utility for tourism village. All the data presented was obtained by means of in-depth interviews and participatory observation by team researchers. All respondents are from stakeholders in the village, such as village officials, Pokdarwis members, BUMDes members, besek farmers, and village youths.

ABSTRAK

Artikel ini merupakan salah satu publikasi ilmiah yang merangkum penelitian lapangan di Tegaren, sebuah desa wisata di Trenggalek, Jawa Timur. Tim peneliti berupaya memberikan diskursus tentang digitalisasi desa wisata dari sudut pandang yang berbeda. Artikel ini mengkaji hambatan Tegaren dalam meningkatkan penetrasi telekomunikasi digital dan mengadaptasi teknologi digital mereka setelah menjadi desa wisata. Keempat faktor tersebut adalah 1) dominasi generasi usia produktif rendah di Tegaren, 2) pemuda yang merantau keluar Tegaren, 3) kehidupan agraris dan ekosistem Tegaren, dan 4) letak geografis Tegaren yang tidak dekat dengan moda transportasi utama. Dengan menggunakan kerangka teori yang terdiri dari metode *participatory rural appraisal*, metode *asset-based community development*, *community-based tourism*, dan budaya digital & literasi digital masyarakat pedesaan, artikel ini memberikan penjelasan mengenai faktor demografi dan geografis yang menjadi kendala Tegaren untuk meningkatkan utilitas digitalisasi desa wisata. Semua data yang disajikan diperoleh melalui wawancara mendalam dan observasi partisipatif oleh tim peneliti. Semua responden berasal dari pemangku kepentingan di desa, seperti perangkat desa, anggota Pokdarwis, anggota BUMDes, petani besek, dan pemuda desa.

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INTRODUCTION

Tegaren is one of 152 villages in Trenggalek Regency, and in 2022 the village became one of the tourism villages in East Java. Tegaren Tourism Village itself is located in the administrative area of Tugu District. This village has an area of 522.76 hectares, of which 120 hectares is a state forest area managed by State Forestry Public Company (*Perusahaan Umum Kehutanan Negara Indonesia*). The majority of villagers work as farmers. In the rainy season, farmers in Tegaren plant their lands with rice, and in the dry season they replace it with corn, cassava and tobacco. Some residents take advantage of the dry season to produce bricks.

Meanwhile, there are also middle-aged women who still produce *besek* (bamboo baskets) to help support the family's economy. Bamboo handicrafts in the form of *besek* are still often found in Tegaren, especially in Tompe area. From the data previously collected, the *besek* craft is indeed one of the prime commodities and the hallmark of Tegaren so far (Suksmawati, Alidyan, Febrianita, & Nuryananda, 2021).

Tegaren also has the Banyu Lumut reservoir (*Embung Banyu Lumut*) as the main tourist attraction of the village, as it is shown in [Picture 1](#) below. The reservoir was built in 1997 and was intended to be the main source of water for people in areas nearby, including for drinking and bathing needs. Now, the reservoir is also functioning as the main attraction for tourism.



Picture 1. Banyu Lumut Reservoir or Embung Banyu Lumut is the Main Attraction in Tegaren

Source: Personal documentation, 2022

Embung Banyu Lumut, shown in [Picture 1](#), as the main attraction in Tegaren has been currently gaining its popularity. The popularity grows since 2018, whilst in 2022 and 2023 Tegaren has been nominated as top 500 best tourism villages by the Ministry of Tourism and Creative Economy (Nuryananda, Mijiarto, Wahyuni, & Alawi, 2023). Embung Banyu Lumut has been regularly holding public events, such as events by National Narcotics Agency (Badan Nasional Narkotika), local government's ceremonial events, Trenggalek's governmental events, and many more (Dwiridotjahjono, Wibowo, & Nuryananda, 2020). The events gradually helped Tegaren and Embung Banyu Lumut grow people's awareness of Tegaren's tourism village. Besek as tourist attraction and as one of the local economic commodities also help the grow of the local tourism industry. Besek has been identified as one of the main economic strengths in Tegaren where more than 95% of the women population make besek-crafting as their daily side-job (Suksmawati, Setiyowati, Rikza, & Nuryananda, 2021). Families in Tegaren are living partially by besek-crafting local industries, and as our previous research called it as bamboonomic (Dwiridotjahjono, Wibowo, & Nuryananda, 2020).

However, as previously studied, Tegaren as a tourism village that continues to grow still has problems. The bamboo besek, which is capable of boosting the village economy, has experienced a decline in interest, especially among village youths (Mijiarto, Wahyuni, Nuryananda, & Ahzani, 2022). The 2020-2022 pandemic period also shut down tourism activities in Tegaren. Therefore, Tegaren people also feel a huge economic loss during the moment. While the downturn of tourism activities and

development in Tegaren occurred, tourism organizations in Tegaren also shocked. The shock implied to the occupational shift by village youths. Many of village youths was very active in tourism. They joined as tour guides and crews to serve tourist in Embung Banyu Lumut. Pandemic had closed all the activities afterwards, resulting in youths from the village left without choice rather than to resign from tourism crews and apply for another job in cities.

Tegaren already has their tourism master plan documents for 2019-2031. The master plan has been a very big boost to Tegaren's tourism, covering from destinations planning until development stages that needed to take annually. The document also contains the steps needed by the Tegaren to revive tourism in the village. One of the steps that must be achieved is strengthening the character of the digital village in Tegaren so that Tegaren is not only a tourism village, but also a digital tourism village. In our recent study, people in Tegaren perceive positively on the current development of Tegaren's tourism. They feel tourism could have been a method to increase socio-economic returns in society. Yet, a different result may arise when it comes to digital services in Tegaren. Since 2018, there had been no significant improvement from the digital aspect of Tegaren's tourism.

With geographical conditions that are located close to the valley, Tegaren does not have many advantages when it comes to telecommunication signal strength and digital telecommunication infrastructure which can actually support tourism activities in the village (Sukmawati & Nuryananda, 2023). The relatively old demographic condition also makes the pattern of daily activities of the people in Tegaren not requiring high digital telecommunications penetration like people in urban areas. When

compared, the population aged 18-56 years (252 people) is still less than the population aged over 56 years (366 people). This reflects that Tegaren is a village that will gradually become less productive due to the aging population and of course the urbanization of village youths as shown in [Picture 2](#).



Picture 2. Images of Most People in Tegaren That Reflects Its Aging Community

Source: Personal documentation, 2021

This article discusses the problem of low digital telecommunications penetration and technological adaptation in Tegaren and also what factors are behind this condition. In regional and local development, especially in villages, digital telecommunications are often associated with social media, digital marketing, and electronic services (e-governance). However, there are still many villages in Indonesia that have not reached the optimal point in using digital telecommunications as a development medium, both physical development and existing natural resources (Liputan6.com, 2021, September 16). Tegaren, which is one of the tourism villages in Trenggalek, is one of the villages that has not fully implemented digital telecommunications as an instrument for optimizing work. Services in villages are still often carried out manually and conventionally, as well

as the marketing model for SME products in Tegaren which still uses conventional marketing methods.

This article is also a reflection of the ethnographic research of the writing team over five years at Tegaren. The research that forms the basis for writing this article is descriptive-qualitative research that seeks to provide a comprehensive description of the condition of the Tegaren community so that we can find out what factors affect the digital telecommunication *status quo* in Tegaren and what steps should be taken by the local government in Tegaren to create encouragement to further advance the penetration of digital telecommunications. With descriptive-qualitative research, the research team also comprehensively describes how tourism in Tegaren relates to the condition of society which is encouraged to be increasingly digital.

There are several theoretical concepts and field research methods or approaches used in the research that has been conducted, including participatory rural appraisal, asset-based community development, community-based tourism, digital culture of rural communities, and digital literacy in tourism. Each of those concepts is used to help forming the framework for writing this article. In addition, the research team also used in-depth interviews and participatory observation as data collection techniques. So that later the narratives from village leaders (alternatively mentioned as “local champions”) and elders could also describe the socio-cultural conditions of the Tegaren community. To analyze the collected data, the research team used qualitative analysis techniques that put more emphasis on the truth of the version, rather than precision.

LITERATURE REVIEW

Digital Culture and Digital Literacy in Rural Communities

Rural communities mostly had found still using their traditional communication media. The media can function as a means of information and education for the community. In addition, this traditional information media can also act as a messenger of moral messages to the public. With the shift in technology, from traditional to modern, people's lifestyles have also shifted, including life for rural communities. Society does not only depend on traditional communication media but has also penetrated the internet, gadgets and other modern devices (Nikijuluw, Rorong, & Londa, 2020).

Digital literacy means the ability to use knowledge, data and information obtained from existing digital sources (Fahrianoor & Hidayat, 2022). This can be seen, for example, from the existence of tourism platforms that have websites and applications that can be accessed. Tourism actors can promote their tourism potential through available digital platforms. It will also affect an increase in visits to various tourism sectors including rural tourism. Various ideas about the progress of rural tourism were sparked and emerged not far from the existence of the use of technology, such as the use of village tourism applications or other tourism applications in rural areas which are based on technology and the internet (Simbolon, 2018). With technological shift that has been explained, there are certain characteristics that develop in rural communities. One of the changes observed happening in Tegaren is how local government now uses photos and videos to report every single governmental activity through WhatsApp application in the phone. Digitizing tourism can also help realize smart tourism. Smart tourism itself can be interpreted as a field of tourism that utilizes all types of existing resources to

increase competitiveness in the field of tourism. Smart tourism also takes advantage of the use of information technology in it (Hanum, 2020). In other words, digitalization is something that is certain to be found in smart tourism. Furthermore, it is stated that in smart tourism there is a goal to combine advances in information technology with culture and marketing strategies.

On another hand, digital literacy gap in rural areas will have an effect on the lack of literacy of the community, especially those in rural areas (Nasution, 2016). According to data from the Ministry of Communication and Informatics of Indonesian Republic, in 2015, the level of digital literacy in rural areas still reached around 29% or around 74 million Indonesian who already use the internet. Even then, most of them live in urban areas, which is approximately 83.4%, which means that digital literacy and internet use in Indonesia are not evenly distributed. The data also confirms several published reports and information, such as a report from the Global Connectivity Report 2022 (databoks.katadata.co.id) which found that 75% of residents living in urban areas are connected to the internet, while only 39% of residents living in rural areas are connected. One of the studies discussing the topic is written by Fajar, taking case from Cianjur community (Fajar, 2021). This certainly has an impact on the existence of one of the national tourism focuses that is currently being echoed by the Indonesian Ministry of Tourism and Creative Economy, namely tourism villages. If people in rural areas receive proper training and treatment to improve their digital literacy, then their awareness of digital literacy will increase (Manullang, 2021).

Participatory Rural Appraisal (PRA)

The PRA method emphasizes the importance of values in participatory, ethical (researcher's point of view) and emic (community member's point of view) observations, as well as the importance of more flexible learning in the field. By using this method, the research-implementation team is only facilitators of conceptual aspirations and action activities planned and carried out by rural communities. Therefore, in this method local communities are encouraged to prepare their own plans, including in scheduling, funding, implementing actions/activities, as well as monitoring and evaluation (Hudayana, et al., 2019). Through the PRA method, the rural communities are no longer an object that receives programs from above (top-down), but they could become the main actors in the planning, implementation and evaluation of programs supervised at the local scale. PRA also allows rural communities to express and analyze their own conditions because they are asked to actively participate.

The use of PRA in research usually involves several specific data collection techniques and methods and is always carried out in the field. Some specific things that characterize research using the PRA method are 1) qualitative data using narratives or descriptions obtained from interviews with local sources and direct observation from researchers, 2) secondary data (written documents) used are data available at the location of the research object, whether owned by individuals or in an organizational structure, and 3) research using the PRA method will always use two data properties, namely quantitative and qualitative.

Asset-based Community Development (ABCD)

The basic understanding of the ABCD approach is more participation by local communities in the context of empowerment and development. Local communities must be included in the stages of planning, implementing, and evaluating the development and empowerment carried out (*Building Communities from the Inside Out* by Kretzmann & McKnight, 1993). There are six important components in the ABCD method that make this method have a different approach when applied in research, especially research for rural communities, namely appreciative inquiry, participative approach, positive psychology, positive deviance, endogenous development, and the heliotropic hypothesis. The ABCD method is oriented towards how individuals and the entire rural community contribute to their own development by exploring and mobilizing potential regional capacities and assets, modifying and improving existing structures, articulating and visualizing "dreams" of change in their environment. The ABCD method is carried out by exploring past success stories, present success stories, and bright opportunities for the future. These three elements are used simultaneously to generate positive energy and inspiration for the local community. Based on our previous study in Jombang, East Java, there are two assets that usually create bigger and deeper impact for rural communities in East Java are cultural assets and personal assets (Suksmawati, Nuryananda, Hapsari, & Kusuma, 2022).

Community-based Tourism (CBT)

CBT is a tourism approach that focuses on participation and the role local communities. Local communities are considered very important by CBT because local communities are living their

lives along with their ecosystems, including tourism attractions or destinations. So, tourism is not only determined by tourism sites or locations or destination, but also by the ecosystem inside (Suksmawati, Alidyan, Febrianita, & Nuryananda, 2021). CBT has been implemented in several developed and developing countries, such as Canada, Australia, New Zealand, China, Vietnam, Malaysia, and also Indonesia. Tourism village is on the representation of the CBT in Indonesia (Utami, Taufik, & Bhakti, 2019). Whilst participation, especially voluntary participation, from local peoples or local communities are exclusively important in the implementation of CBT. Yet, not all participative activities are beneficial to the subject (Yanes, Zielinski, Cano, & Kim, 2019). The more local peoples or local communities participating in measurably-beneficial to the tourism as a system, the more tourism will get better development from the inside. Tourism and destination marketing are also influenced by the level of participation from individuals and local communities; higher participation leads to greater awareness and recognition of the destination (Kiskenda et al., 2023). For most tourism villages in Indonesia, CBT proved to bring economic leverage rather than other measurable factors (Syarifah & Rochani, 2021). This hypothesis also confirmed our previous study that implementation of CBT seems a bit difficult to get faster result in political and cultural dimensions for tourism village context (Mijiarto, Wahyuni, Nuryananda, & Ahzani, 2022).

RESEARCH METHOD

The researches have been using ethnographical approach, whereas each year researchers spend more than three months in Tegayen to actively collecting data and participating in people's activities. [Picture 3](#) below shows

researchers' activities in each year, ranging from 2019 until in the early 2023. All of the data are primary data that has been collected by using in-dept interview and participatory observation. The interviewees came from the 12 local government officials or village officials, 2 *besek* farmer groups in Tegaren with each group consist of 15-18 farmers, village youths with approximately 23 representatives, 20 members of the Pokdarwis Banyu Lumut, and 14 members of the BUMDes Sugih Arto Tegaren.



Picture 3. The Participatory Activities from Researchers in Tegaren Since 2019 Until 2023

Source: Personal documentation, 2019 & 2023

The data analysis technique used in the studies is a qualitative data analysis technique. Qualitative data analysis techniques refer to studies of cases that lack precision when trying to classify these cases. This technique is also based on analysis looking for version explanations, not precision explanations. Based on Miles and Huberman, there are three streams of analysis activities in qualitative data analysis techniques, namely data reduction, data presentation, and conclusion drawing (Penelitian Kualitatif Komunikasi, Ekonomi, Kebijakan Publik, dan Ilmu Sosial Lainnya by Bungin, 2007).

RESULTS AND DISCUSSION

The research team has conducted field research since 2019 until now. A lot of data is obtained from each activity each year. Associated with the low penetration of digital telecommunications in Tegaren is inseparable from the low level of digital technology adaptation by the society in Tegaren. Through consistent interviews and observations, the research team found that there were at least four factors that caused the level of digital technology adaptation in Tegaren to be low so that Tegaren's digital telecommunications penetration was also low, they are 1) the society in Tegaren was dominated by old and elderly people, 2) the large number of village youths who migrate or leave the village to look for better works, usually they migrate outside of Java or further to another country, 3) the agrarian lifestyle of the majority of Tegaren residents who prioritize one's physical strength, and 4) the geographical location of Tegaren village which is not near the main roads of modes of transportation that possibly caused minimum contacts with the other societies outside. From these four factors, it can be seen that Tegaren's main challenges in growing digital telecommunications come from demographic factors and the human resources as well as the support of information and communication technology (ICT) infrastructure.

According to the Ministry of Manpower of the Republic of Indonesia, a person's productive age ranges from 15-64 years with the assumption that productive age is the age at which a person can support himself ([Ministry of Manpower, 2021](#)). However, it should be understood that the higher a person's age also means that his productivity will decrease. Then, as stated in the introductory part of this article, that Tegaren does have an unbalanced demographic composition between residents of high productive age

and those of low productive age. There are approximately 252 residents aged 18-56, while there are 366 residents aged over 56 years. Most of the rice field farmers, besek farmers, and other workers are in the age category with low productivity. Therefore, one of the problems faced by Tegaren is the problem of regenerating the workforce in the village. If we visit Tegaren, it will be seen that almost all farmers in Tegaren are workers with low productivity. They still have high physical endurance because daily work in the fields trains them physically to survive under the scorching heat of the sun. [Picture 4](#) below shows the interview activities by team researchers for collecting data on Tegaren's demography and its trend for 10 years, ranging from 2010-2020.



Picture 4. Team Researches' Interview for Collecting Data in Tegaren

Source: Personal documentation, 2020

From the results of interviews with village officials and village youths, the research team found that many family groups in Tegaren were first and second generations. This was confirmed by village officials that Tegaren is a village developed by first- and second-generation families. Therefore, we can find many elderly parents in Tegaren with old-

bamboo house and living alone without an accompanying family. On most cases, the next generation of the family leaves the village due to marriage or in order to find a more decent work outside Tegaren. Like the story of Mbah Tumi who is a first-generation resident who lives in Tegaren. Even though she is in elderly-period, Mbah Tumi still makes bamboo *besek* as her daily activity. Mbah Tumi now lives alone in her bamboo house. Mbah Tumi's residence is one of the main targets of the house repairation program which is held once a year by the local government. There are still many resident profiles similar to Mbah Tumi in Tegaren. Thus, it is not surprising that the research findings for 5 years contained in the Tegaren Tourism Master Plan 2019-2031 confirm the existence of an aging society phenomenon in Tegaren. [Picture 5](#) captures the interaction between team researchers and Mbah Tumi in Tegaren while she is making bamboo *besek*.



Picture 5. Mbah Tumi and Team Researchers' Interaction in Tegaren

Source: Personal documentation, 2019

The phenomenon of aging society in Tegaren is also due to the absence of proportional regeneration in Tegaren. Many of village youths have been leaving Tegaren for two main reasons, they are marriage with residents outside Tegaren and the search for a better job to improve the standard of living of the family in Tegaren. Some young female residents in Tegaren follow their husbands who work and live outside Tegaren. The move aways have high possibility in causing the second

and third generations to leave their homes in Tegaren. They only made Tegaren as their village of origin which is often visited during the moments of Eid al-Fitr and Eid al-Adha annually. Meanwhile, many village youths migrated outside of Java to find more profitable jobs. Many of village youths are thus become members of the Indonesian National Armed Forces (TNI) and the Indonesian National Police (Polri) with duties in Eastern Indonesia, such as Maluku (Moluccas), Sulawesi (Celebes), and Papua.

Many village youths also become Indonesian migrant workers in countries such as Taiwan, South Korea, Malaysia and Saudi Arabia. Most of these Indonesian migrant workers served for 10-15 years outside. They often send money from abroad to families in Tegaren to repair their houses or build new one in the village. Unfortunately, most of the Indonesian migrant workers who return to Tegaren are in a condition where their productivity has decreased due to increasing age. Most of the cases they often work as farmers or breeders when they return to Tegaren after becoming Indonesian migrant workers. The cost of becoming an Indonesian migrant worker is admittedly not small. Through interviews with *besek* farmers and village youths, it was found that the cost of becoming an Indonesian migrant worker (including processing visas, tickets and other requirements) was at least 10 million rupiah. This is usually making parents left without more options and sacrifice their assets to pay the cost. As a result, it is very logical that Tegaren is currently experiencing an aging society phenomenon because many village youths have left Tegaren so that workers in the village are dominated by workers whose productivity and creativity have begun to decline.

After making in-depth participatory observations and data collecting, the

research team found that the agrarian-cultural life in Tegaren is also a factor explaining why digital telecommunications penetration and also digital technology adaptation in Tegaren are low. The research we conducted in 2021 found that 49% of the male population in Tegaren made a living as “farmers” and “farmworkers” category. While the other 49% are “self-employed”, and 1% each for “civil servants” and “others” category. Meanwhile, 54% of the female population in Tegaren earn a living as “farmers” and “farmworkers”. For “self-employed” jobs there are 43%, 1% for “civil servants”, and 2% for “others”. The research team formulated that the routine of life as a farmer and farmworker then shaped the patterns and ecosystems of agrarian life in Tegaren, such as the formation of farmer groups (*kelompok tani/poktan*), erratic saving patterns, the emergence of several non-institutional savings and loans businesses, as well as other social and cultural activities which can only be effective if done at night (because farmers also have to go to the fields on Saturday and Sunday).

One of the unintended consequences from the existence of an agrarian life culture in Tegaren is the difference in priority scale between farmers and farmworkers and other occupations. As a farmer or farmworker, the first and foremost thing that a person needs to pay attention to is physical health, because their work requires excellent physical consistency. This is different from other work priorities, such as entrepreneurship which focuses on product and marketing innovation, so that the biggest investment is often spent on finding new innovations. It is also different from being a civil servant whose work is often administrative in nature. This difference in priority scale is one of the factors in the low penetration of digital telecommunications and digital

technology adaptation. Farmers and farmworkers often use digital devices only for conventional functions, making phone calls or messages. Farmers and farmworkers also have no urgency to make more use of their digital devices, such as for digital marketing, blast promotion and social commerce.

The last factor that hypothetically causes low penetration of digital telecommunications and digital technology adaptation in Tegaren is geographical conditions. Tegaren is a village whose territory is divided into two main parts, residential areas and rice fields. Residential settlements are located close to the village entrances. Only residents of Rukun Tetangga (RT) 11 and 12 which are separated by a wide expanse of rice fields as well as a public grave. Meanwhile, Tegaren rice fields are located in valley areas on the border with Ponorogo Regency. Furthermore, Tegaren doesn't have direct accesses to the main road. Tegaren's people must first pass through neighboring villages, could be Dermosari or perhaps Winong, to enter Tegaren. With the geographical conditions as mentioned, we think there are not much can be accessed directly by Tegaren's people. This situation influences the pattern of interaction between the Tegaren's people and the people outside the village. Tegaren people tend to be more passive in communicating with outsiders.

Based on the results of interviews with village youths led by Andi, all village youths agreed or affirmed that most of the youths in Tegaren have a quiet, shy, and lack of self-confidence character. There are not many young people in Tegaren who have strong will and are able to work with enthusiasm. They say that there is a mental difference between other village youths who live near the city and Tegaren youths who live far from the city. According to Andi, the leader of the

Tegaren village youths, it is these differences that sometimes create a mental block for the Tegaren youths. Instead of having to work hard to gain confidence and increase competence, they act shy and end up feeling insecure, thus missing out on many opportunities to advance. Conditions like the one described earlier forced Tegaren youths to block opportunities in studying digital world broader and more intensively.

Considering the demographic constellation as explained above, the research team has used communication patterns limited only to few circles. To build a community using the ABCD method, it is necessary to identify parties who have high social structure in several contexts, for example in the context of local government in Tegaren, the research team often communicates and coordinates with the village head and village secretary. In the tourism context, the research team often communicated with the head of Pokdarwis Banyu Lumut and head of BUMDes Sugih Arto in Tegaren. This pattern adapts from the 80/20 principle of Pareto deficiency. It is expected that the 20% of parties who frequently communicate can empower the remaining 80% of the parties. This is what became known as the concept of "local champions". Remembering that the application of the ABCD method in tourism villages places more emphasis on cultural and personal assets (Suksmawati, Nuryananda, Hapsari, & Kusuma, 2022), then it is very important to see how society and its ecosystem work in Tegaren. In this way, we can respond appropriately to the existence of a demographic imbalance in Tegaren by cultivating more on cultural and personal assets.

Seeing the demographic and geographical challenges in the Tegaren tourism village, it has become difficult to implement the CBT concept in Tegaren, but that doesn't mean it can't. After 5 years

of research in Tegaren, the research team found that CBT in Tegaren could not be developed by relying only on village youths. Some of the underlying arguments are 1) because the life system in Tegaren still doesn't give youth a role in making decisions, especially regarding village development, 2) trust in youth is still low because young people's duty is considered only to study and work by those who are older in the village, and 3) the youth are not the main key holders in the social structure in the life of the Tegaren community. This also explains why Tegaren has low digital telecommunications penetration and digital technology adaptation.

CONCLUSION

This article describes the difficulties of Tegaren, as a tourism village, in developing its digital telecommunication. On the other hand, there is collective awareness in the village that the existence of digital telecommunications can certainly help develop the sustainability and popularity of tourism in Tegaren. These difficulties also have an impact on the low level of digital technology adaptation in Tegaren. Through regular field research for a period of 5 years, the research team explains four factors that hinder the increase in digital telecommunications penetration and digital technology adaptation in Tegaren. The first factor is Tegaren's unbalanced demographic condition and is dominated by residents with low productivity levels. The second factor is migration by village youths which results in a lack of creativity and productivity in Tegaren. The third factor is the culture of agrarian life which is a characteristic of living in Tegaren. With this culture, the priority needs of people's lives do not focus on the need to communicate and seek innovation. The fourth factor is the geographical condition

of Tegaren which is not close to the main roads of public transportation. So, if we want to visit Tegaren, we have to pass through the villages next to Tegaren.

The four factors mentioned earlier are divided into two aspects, they are demographic and geographical aspects. According to the research team, these two aspects are difficult for external parties to transform. Thus, in implementing the ABCD and CBT methods during the research, the research team carried out efficiency by only relying on research informants and village local champions. Demographic and geographical aspects can only be fostered when there is a strong push from within the community itself (endogenous power). This encouragement is lost when village youths are currently having no role in the social structure in the village. So, the research team assumes that if Tegaren wants to improve their digital telecommunications and digital technology adaptation, with digital adaptation through technology can also make it easier for tourists to obtain information and serve as a means of marketing a destination (Sari et al., 2020). Then Tegaren must provide room for growth in the youth aspect which will encourage further creativity and productivity.

This article reveals that there is a relationship between the development of a tourism village with collective space for creativity and productivity. By understanding that the conditions of each tourism villages may be different, tourism studies on tourism villages cannot be generalized in their very essence. Finally, as an elaboration of research results, this article certainly still has many shortcomings in it. The research team hopes that there will be more studies that not only highlight the advantages of digitizing tourism in tourism village destinations, but also the reality on the fields and the challenges of each tourism

village to increase their digital technology adaptation. With more studies on this specific topic, the research team also hopes that the tourist village will not only become the main concept in the development of Indonesian tourism, but can also become an object of study for the development of tourism science.

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