

Tourism Village Digitalization Strategy to Increase the Diversification of Tourist Attractions in Lebakmuncang Village, Ciwidey District

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ABSTRACT

Lebakmuncang Tourism Village, Ciwidey District requires an adaptation in increasing the diversification of tourist attractions. Comprehensive and attractive digitalization needs to be carried out to maximize the promotion of Tourism Villages. This research aims to analyze digitalization strategies that are suitable for implementation in the Lebakmuncang Tourism Village with a diversification approach to tourist attractions. The method used in this research is descriptive qualitative with the variable diversification of tourist attractions which has indicators of Tourist Village Structure, potential for tourist attractions, Sapta Pesona, homestay management, digital marketing and digitalization of virtual tours. Based on the analysis, it was found that the challenges faced by the Lebakmuncang Tourism Village are based on minimal management knowledge and the lack of development of existing information media, apart from that the management has not been optimal in improving the branding image of the tourist village through the use of technology. You can diversify tourist attractions in the Lebakmuncang Tourism Village by creating a 360 virtual tour scheme. Virtual tour technology using a 360 camera can be a solution for digitizing tourist attractions in the Lebakmuncang tourist village. Six indicators of the diversification variable of tourist attractions can be created into a 360 virtual tour scheme, which offers authenticity and virtual experience of tourist attraction locations.

ABSTRAK

Desa Wisata Lebakmuncang, Kecamatan Ciwidey membutuhkan suatu adaptasi dalam peningkatan diversifikasi atraksi wisata. Digitalisasi secara komprehensif dan menarik perlu dilakukan untuk memaksimalkan promosi Desa Wisata. Penelitian ini bertujuan untuk menganalisis strategi digitalisasi yang cocok di terapkan di Desa Wisata Lebakmuncang dengan pendekatan diversifikasi atraksi wisata. Metode yang dilakukan pada penelitian ini yaitu kualitatif deskriptif dengan variabel diversifikasi atraksi wisata yang memiliki indikator struktur Desa Wisata, potensi atraksi wisata, sapta pesona, pengelolaan *homestay*, pemasaran digital dan digitalisasi *virtual tour*. Berdasarkan analisis ditemukan bahwa tantangan yang dihadapi pada Desa Wisata Lebakmuncang berporos pada pengetahuan tatakelola yang minim dan belum berkembangnya media informasi yang ada, selain itu juga pengelola belum optimal dalam meningkatkan *branding image* desa wisata melalui pemanfaatan teknologi. Teknologi *virtual tour* menggunakan kamera 360 dapat menjadi solusi untuk digitalisasi atraksi wisata di Desa Wisata Lebakmuncang. Enam indikator dari variabel diversifikasi atraksi wisata dapat dibuat skema *virtual tour* 360, yang dimana menawarkan keaslian serta pengalaman secara virtual lokasi atraksi wisata.

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INTRODUCTION

Village tourism is a tourism concept that combines rural life with tourism activities that focus on unique culture, nature and local traditions (Xu, et al. 2024). Tourists who visit tourist villages can experience authentic experiences and direct interaction with the local community. Tourist villages often offer various activities such as learning to make handicrafts, participating in traditional ceremonies, or exploring the natural beauty that is still natural and beautiful (Mulyan, et al. 2024). Community-based tourism activities help maintain cultural heritage that may be threatened with extinction due to modernization (Hariyadi, et al. 2024).

Tourism villages provide a significant positive impact on local communities. The advantage of developing a tourist village is that it creates various new business opportunities such as homestays, restaurants and souvenir shops that sell local products. The existence of a Tourism Village not only increases the income of village communities but also reduces the rate of urbanization because villagers have alternative decent jobs in their hometown (Rozdianda, et al. 2024). Overall, tourist villages play a key role in sustainable economic development, cultural preservation, and empowerment of local communities (Wulandari, et al. 2024). Village communities also get the opportunity to introduce and share their cultural riches with tourists, which in turn can increase awareness and appreciation of cultural diversity in local villages (Sulistiono, et al. 2024).

Tourism Villages are one of the solutions for sustainable regional development. Not only in the tourism sector, but also the environment, economy and culture and the involvement of the local government (Putri, et al. 2024). The concept of a tourist village is to build a village as a tourist destination by paying attention to aspects of local authenticity, not changing physical

conditions, paying attention to Silalahi, et al. 2024, community involvement, and environmental sustainability (Sari, et al. 2024).

Lebakmuncang Tourism Village has various interesting tourist attractions. Even though it has many interesting tourist attractions, Lebakmuncang Tourism Village has not been able to utilize all the potential of these tourist attractions for the benefit of its village residents at large. Lebakmuncang Tourism Village managers are also unable to effectively manage the attractions and activities in their village. One of the problems that is significantly visible in the management of tourist villages lies in the management and marketing concepts that do not optimally utilize information technology (Nurhayati, et al. 2024). Currently there is no clear and accurate source of information regarding the potential of tourist villages in digital form.

Based on this discussion, digitalization of tourist villages is very important in sustainable development efforts. This research aims to develop a digitalization model for tourist villages to increase the diversification of tourist attractions in Lebakmuncang Village, Ciwidey District. The digitalization that will be made will be adjusted to the natural appearance and geographical conditions, as well as the human resources in Lebakmuncang Village. This research will be very beneficial for the community, government, tourists and related stakeholders. This research provides information on the right model for digitalizing a tourist village.

LITERATURE REVIEW

Tourist villages often experience problems in governance and digital promotion. Some of the problems that are often faced are the lack of knowledge and accessibility of technology among village managers, the lack of human resources who

understand governance and digital marketing (Beauty, et al. 2024). Along with technological developments and changes in tourist behavior patterns, digital promotions are becoming increasingly important to increase the popularity of tourist villages (Pujiastuti, et al. 2024). The application of digitalization in tourist villages also opens up new economic opportunities for local communities. Digitalization supports local business development by providing access to training and resources that were previously difficult to reach (Rahmat, et al. 2024). Digital technology also facilitates collaboration between tourist villages and external parties such as travel agents, investors and the government, which in the end can increase the competitiveness and sustainability of tourist villages in the long term (Sama, et al. 2024).

Digitalization of tourist villages is the process of integrating information and communication technology in the management and development of tourist villages to increase their efficiency, accessibility and attractiveness (Adianto, et al. 2024). Through digitalization, information about tourist villages can be disseminated more widely and quickly through various digital platforms such as websites, social media and mobile applications (Purnamawati, et al. 2024). This technology allows tourists to easily search for information, make reservations, and get recommendations for activities and tourist attractions in the village, as well as homestays for temporary stays (Gusti, et al. 2024). Apart from that, digitalization also helps tourist village managers monitor the number of visitors, manage event schedules, and provide better services to tourists (Ichsan. Et al. 2024).

Location

Lebakmuncang Tourism Village is located in Ciwidey District, Lebakmuncang Tourism Village, West Java Province. The Lebakmuncang Tourism Village has been

established since 2022 based on the Decree of the Regent of Bandung No. 556/Kep.770-Disbudpar/2022. The implication of this decree is that there is management and development of tourist villages in the region based on the potential of the region.

This location has a natural landscape characterized by hills that complement the highlands. Apart from that, agriculture and plantations are the most striking characteristics of Lebakmuncang Village, this is in accordance with the 2023 Central Statistics Agency report which states that the majority of Lebakmuncang Village has its livelihood in the agricultural sector. This is the basis for developing the Lebakmuncang Tourism Village which not only offers natural beauty, but also agrotourism. Apart from the 33 accommodations in Ciwidey District, 8 of them are in Lebakmuncang Village. This shows that the potential for tourism in this tourist village is quite good.



Figure 1. Researching Area
Source: Analysis, 2024

RESEARCH METHOD

Analysis Techniques

This research uses descriptive qualitative analysis, because it will be very suitable for describing and understanding

complex phenomena in depth at the Tourism Village location. This research focuses on exploring and interpreting human experiences, behavior and interactions in a social context in the analysis of tourist villages (Musleh, et al. 2024), apart from that the natural conditions of Lebakmuncang Village will be identified as a recommended tourism destination. Data analysis in descriptive qualitative research involves the process of coding, categorizing, and identifying themes or patterns that emerge from the data collected. The conditions of human resources and natural conditions will be categorized (Satriawan, et al. 2024), thereby giving rise to what variables need to be created digitally in order to diversify tourist attractions in Lebakmuncang Village. The product direction of the digitalization system is Tourism Village marketing. In this research, training will be carried out to determine the level of knowledge and suitability regarding the digitalization of Tourism Villages.

The research stages were carried out in stages, namely starting with several stages (1) identifying the potential of human resources and natural resources, (2) preparing procedures for managing Tourism Villages, (3) training on digitalization of Tourism Villages, (4) application of digitalization technology for tourist villages, (5) assistance and evaluation and (6) sustainability of digitalization of tourist villages. This stage was carried out to determine the need and suitability of digitizing tourist villages to increase the diversification of tourist attractions in Lebakmuncang Village. The output of this research is directed at recommendations for digitalization and diversification of tourist attractions, so that they are sustainable. The variables used in this research are.

Table 1. Research Variables

Variable	Indicator	Output
Diversification of tourist attractions	Tourist Village Structure	Recommendations for Digitalization Models
	Potential tourist attractions	
	Sapta Pesona	
	Homestay	
	Management	
	Digital Marketing	
	Digitalization of Virtual Tours	

Source: Analysis (2024)

RESULTS AND DISCUSSION

Tourism Village Organizational Structure

The Tourism Village Program in Lebakmuncang in general has been quite developed, but apart from that it still has problems being faced. The same problem is also experienced by the target partners in this service program. One of the main problems in managing tourist villages is the problem of the human resources capacity of tourism village managers. Apart from that, the management of the Lebakmuncang tourist village still lacks the ability to manage and market tourism. Another problem is the lack of community participation in managing the Tourism Village. Even though the Tourism Village is managed by the local community, there is still a lack of participation and involvement from the community in terms of decision making and management. This is shown by the management members of the Lebakmuncang Tourism Village based on the Village Head's Decree, which is recorded as 26 management members, but in reality only a few actually play an active role. This will affect the effectiveness and efficiency of Tourism Village management. Overall, the management of Tourism Villages still faces various problems, especially in terms of management,

accessibility, attention from local government, and community participation. Therefore, more intensive and comprehensive efforts are needed from various parties, including local government, academics, local communities, and the private sector to overcome these problems and maximize the potential of Tourism Villages.

Potential tourist attractions

Based on the results of location surveys and interviews with residents and tourists, the Lebakmuncang Tourism Village has a wide variety of potential tourist attractions that can be digitally visualized and promoted. The attractions available in Lebakmuncang Village utilize local geographical and cultural elements. This village is located on a plateau, so the geographical conditions make this area suitable for developing educational tourism. There are several tourism attractions that are already running, including cultural tourism attractions, educational tourism attractions, and special interest attractions such as trekking (Table 2). The implementation of educational tourism tends to run quite well, but the lack of marketing means that this tourism is only busy at certain times, especially when children are on school holidays.

Cultural tourism attractions are poorly implemented, due to a lack of promotion regarding these tourist attractions. This condition is the same as special interest tourist attractions, where there are fewer enthusiasts and tend not to be too busy. Based on the analysis, the lack of tourist visitors is caused by ignorance of the destination and information regarding the existence of these tourist attractions. Digitalization needs to be carried out to increase promotion of tourism attractions, so that the wider community knows and can visit these locations. The digitization of tourism has been carried out by several

parties, but the appearance is less attractive, tending to only be photos and short videos. Virtual tour technology using a 360 camera can be a solution for digitizing tourist attractions in the Lebakmuncang tourist village.

Table 2. Tourist Attractions in Lebakmuncang Tourism Village

Educational Tourism Attractions	Cultural Tourism Attractions	Special Interest Tourist Attractions
Horticultural Agricultural Educational Tourism	Bangkong reang (Traditional Music)	Situs Batu Templek (Trecking)
Rice Farming Educational Tour	Pencak Silat (martial arts)	Petilasan Eyang Mangkubumi (Trecking)
Strawberry Plantation Educational Tour	Gondang (The art of rice processing)	Petilasan Eyang Langlangbuana (Trecking)
Dairy Farming Educational Tour	Jaipong (Traditional Dance)	Batu Tugu (Trecking)
Educational Tour of Laying and Broiler Chicken Farming	Singa depok (Performing Arts)	
Coffee and Tea Plantation Educational Tour	Upacara adat (Traditional ceremonies)	

Source: Lebakmuncang Tourism Village (2024)

Sapta Pesona

The importance of Tourism Awareness which provides invitations, instructions and guidance to help the public understand the impacts arising from the Sapta Pesona program. One of the innovations is defined as a concept describing community participation. The application of Sapta Pesona in the Lebak Muncang Tourism Village can improve good service and provide a good image for the village, thus providing a satisfying impact on tourists who come.

Sapta Pesona is a concept that aims to create a comfortable, safe and attractive atmosphere for tourists. In tourist villages,

implementing Sapta Pesona is very important to attract more visitors and improve the quality of tourism. The first element is Security. Tourist villages must be able to provide a sense of security for tourists, both physically and psychologically. This implementation can be done with security officers, adequate lighting and health facilities. Apart from that, cleanliness is the second important element. A clean environment free of rubbish will make tourists feel comfortable and at home.

The third element is order, where good management and order in a tourist village will create an orderly and pleasant atmosphere. Visitors will feel more comfortable when they see clear arrangements regarding parking, pedestrian paths and tourist locations. Beauty as the fourth element also plays an important role in attracting tourist interest. A beautiful tourist village, with beautiful and well-preserved natural views, will leave a deep impression on visitors. Garden arrangements, flowers and other aesthetic elements are key in creating this beauty.

Next, the fifth element is Friendliness. The friendly and welcoming villagers will provide a warm and pleasant experience for tourists. This can be shown through greetings, smiles and a helpful attitude. The good memories that tourists bring back from the friendliness of the residents will make them want to come back again. Culture as the sixth element is also no less important. Showcasing the richness of local culture through various traditional activities and events will enrich the tourist experience. Lastly, it is hoped that elements of good memories can be created through the application of all the elements of Sapta Pesona, so that tourists take home beautiful memories and share positive stories which can attract more visitors to the tourist village.

Homestay Management

One of the potentials of the Lebakmuncang Tourism Village is that there are quite a lot of homestays. The homestays available in the village are quite good, but there are several recommendations for homestays to make visitors feel comfortable. Efficient homestay management requires careful planning and structured implementation. Homestay owners must ensure that the facilities provided are adequate and suit guest needs. A clean room, comfortable bed, and basic facilities such as a bathroom, kitchen, and internet access are things that must be provided. Regular maintenance to ensure all facilities are functioning properly is also very important. Apart from that, management must pay attention to security and comfort aspects by providing a good security system and providing friendly and responsive service to guest needs and complaints.

Effective marketing is also key in managing a homestay. Owners must actively promote their homestay through various platforms, both online and offline. Using social media, websites and online booking platforms can help attract more guests. Apart from that, collaboration with travel agents and other related parties can expand market reach. Providing satisfactory service and maintaining the homestay's reputation through positive reviews from guests is also very important. With a combination of good facilities, satisfactory service and effective marketing strategies, homestays can be managed successfully and sustainably. Promotion of homestays can be done digitally, such as creating a 360 virtual tour system. This program is quite good for tourists who want to visit homestays. Visitors will know more about the real conditions of the homestay and the facilities available, and can plan what to prepare if these facilities are not available at the homestay. Digital virtual tour information is a definite solution for

promoting homestays in the Lebakmuncang Tourism Village.

Digital Marketing

Digital marketing for attractions in the Lebakmuncang Tourism Village is still considered conventional in general. Marketing is carried out on several social media platforms, but not comprehensively, only for a few destinations. The digital marketing that is carried out is only in the form of photos and descriptions related to the location, apart from that there are several videos whose content is less than optimal. Digital marketing needs to be optimized by creating interesting and quality content. Creating interesting and quality content is an important solution to increase digital promotion of tourist villages. The main target of this solution is that students and tourist village managers can create interesting social media posts. The following are the main indicators in this solution:

1. Analyze Content Goals and Create a Content Calendar
2. Create a Compelling Visual Identity
3. Determine the Target Audience
4. Adapt Content Format to Social Media
5. Copywriting uses language that is easy to understand

Digital marketing of tourist villages is a strategy that utilizes technology and online platforms to promote the potential and attractiveness of tourist villages to a wider audience. Through the use of social media such as Instagram, Facebook, and Twitter, tourist villages can share charming photos, videos, and interesting stories that showcase the natural beauty, cultural richness, and unique activities that tourists can enjoy. This content can be made more interesting by using interactive features such as live streaming, stories, and collaboration with influencers or travel bloggers who have many followers. 360

virtual tour technology can be a solution in the digital marketing content section.

Digitalization of Virtual Tours

Making a 360 Virtual Tour of Lebak Muncang Village can make it easier for tourists to access via the website. Virtual Tour can help Lebak Muncang Tourism Village create a good image and help with marketing. Apart from that, it is also hoped that Virtual Tour 360 can function as a catalog of tourist attractions in the Lebakmuncang Tourism Village, so that tourists will be able to better plan their tourist trips. Making these 360 virtual tours involves the role of the community as managers and main actors. The community will hold discussions to determine the potential and tourist attractions that will be exposed as the main image of Wiasta Lebakmuncang Village. The output target of this program is to display various profiles of tourist attractions through 360 virtual reality.

Virtual tour 360 tourist villages is a digital innovation that allows prospective tourists to explore tourist destinations virtually through 360 degree images and videos. This technology provides an immersive and interactive experience, as if visitors were directly at the location. With a 360 virtual tour, users can explore various interesting spots in tourist villages, ranging from beautiful natural views, cultural and historical sites, to unique local activities. This experience can be accessed via a variety of devices such as computers, smartphones, or VR headsets, giving prospective travelers the flexibility to enjoy the tour anytime and anywhere.

The benefits of a 360 virtual tour are very significant in attracting tourist interest and promoting tourist villages. Firstly, it provides a clear and comprehensive picture of what they can expect when visiting the village, thereby increasing confidence and interest in making a physical visit. Second,

a 360 virtual tour can also reach a global audience who may not have the opportunity to visit in person, but can still experience the beauty and uniqueness of tourist villages. Apart from that, it is also an effective promotional tool for tourist village managers to show the various attractions and facilities available, strengthen the image of the destination, and encourage an increase in the number of tourist visits.

The details in tourist attractions that can be developed are like the concept of a storytelling garden. This solution aims to be an educational medium for tourists and the public. This is implemented by creating barcodes on tourist attractions to make it easier for tourists to find out the various types of attractions. The first step taken together with the community will be to carry out an inventory of existing potential attractions. Next, choose and create an attractive infographic design as a medium of information and education for tourists and the public. Based on the description above, in general it can be seen that the program design designed is expected to not only be able to contribute to providing technology, but also increasing the knowledge and skills of partners, especially in tourism village governance.

The village's potential in the form of natural and cultural resources can become an attractive tourism package. Among them are educational tourism and agrotourism. Lebakmuncang Tourism Village has great potential to be developed as an attractive tourist destination. Currently, the Lebakmuncang Tourism Village Government has issued a tourism village development policy as a strategy to advance the tourism sector in the area. This policy aims to improve community welfare through developing tourist villages that can attract tourists to visit. In this policy, the Lebakmuncang Tourism Village government pays attention to environmental, social, cultural and

economic aspects in developing tourist villages. Apart from that, the Lebakmuncang Tourism Village government also encourages active community participation in the management and development of tourist villages. This is in accordance with the concept of community-based tourism (CBT) where the central role in the development and implementation of community-centered tourism villages. This aims to ensure that the Lebakmuncang Tourism Village can become one of the superior tourist destinations in Indonesia and provide significant economic benefits for the local community

CONCLUSIONS

Lebakmuncang Tourism Village has an organizational structure for managing tourist attractions. Based on the Decree of the Village Head, Lebakmuncang Tourism Village has 26 management members, but in reality, only a few actually play an active role. This will affect the effectiveness and efficiency of Tourism Village management. Lebakmuncang Tourism Village has many tourist attractions such as educational tourism, cultural tourism and special interest tourism. This attraction is less crowded with visitors, except for big days. Digitalization needs to be carried out to increase promotion of tourism attractions, so that the wider community knows and can visit these locations. The digitization of tourism has been carried out by several parties, but the appearance is less attractive, tending to only be photos and short videos.

You can diversify tourist attractions in the Lebakmuncang Tourism Village by creating a 360 virtual tour scheme. Virtual tour technology using a 360 camera can be a solution for digitizing tourist attractions in the Lebakmuncang tourist village. In the homestay management aspect, there needs to be digitalization in the form of a 360 virtual tour. Visitors will know more about

the real condition of the homestay and the facilities available, and can plan what to prepare, if these facilities are not available at the homestay. Digital marketing in the Lebakmuncang Tourism Village has been carried out, but it is not yet interactive.

Marketing tends to be static, such as images and descriptions. Marketing content in the form of a 360 virtual tour can be a solution for developing digital marketing. Making a 360 Virtual Tour of Lebak Muncang Village can make it easier for tourists to access via the website. Virtual Tour can help Lebak Muncang Tourism Village create a good image and help with marketing. Apart from that, it is also hoped that Virtual Tour 360 can function as a catalog of tourist attractions in the Lebakmuncang Tourism Village, so that tourists will be able to better plan their tourist trips. Making these 360 virtual tours involves the role of the community as managers and main actors. The community will hold discussions to determine the potential and tourist attractions that will be exposed as the main image of Wiasta Lebakmuncang Village. The output target of this program is to display various profiles of tourist attractions through 360 virtual reality.

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