

CAPACITY BUILDING OF CIBULEO TOURISM VILLAGE COMMUNITY IN DEVELOPING FEATURED PRODUCTS USING E- COMMERCE

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Abstract: This study is a research program conducted by Universitas Krisnadwipayana in Cibuleo Tugu Utara Tourism Village, which aims to help the Cibuleo Tugu Utara Tourism Village community in increasing the excellence of their local products through the e-commerce (electronic commerce) system as a form of a new method phenomenon that provides modern business infrastructure through the internet. Tourism village development may take place through 4 (four) criterias: something to see, something to do, something to buy and something to learn. And this requires creativity and innovation from the village community. The role and availability of human resources is also very important in realizing and improving the development of tourist villages. Therefore, one of the creativity and innovation that can be done in this digital era is to build a modern business infrastructure through the internet. Promotional media is very important for tourism village management in communicating business marketing of coffee planting and processing, village culinary, village tourism objects and attractions. Thus, the purpose of using and utilizing internet media is to be able to help and facilitate (efficiently and effectively) in providing exposure to village tourism products and services for the wider community to encourage them to use this convenience regardless of space and time. The research method uses a qualitative method with an Interactive Model popularized by Miles, Huberman and Saldana (2014). The results of the study recommend the e-commerce digital marketing model.

Keywords: E-commerce, Human Resources, Tourism Village, Tugu Utara, Cibuleo

Abstrak: Program penelitian yang dilakukan Universitas Krisnadwipayana di desa wisata Cibuleo Tugu Utara, bertujuan untuk membantu masyarakat Desa Wisata Cibuleo Tugu Utara dalam meningkatkan keunggulan produk lokalnya melalui sistem E-commerce (electronic commerce) sebagai bentuk fenomena metode baru yang menyediakan infrastruktur bisnis modern melalui internet. Pengembangan desa wisata dapat dilakukan melalui empat kriteria yaitu something to see, something to do, something to buy dan something to learn. Dan untuk dapat melakukan ini semua dibutuhkan kreatifitas dan inovasi dari masyarakat desa. Peran dan ketersediaan sumberdaya manusia juga sangat penting dalam mewujudkan maupun meningkatkan pengembangan desa wisata. Salah satu kreatifitas dan inovasi yang dapat dilakukan di era digital ini adalah dengan membangun suatu infrastruktur bisnis moderen melalui internet. Media Promosi menjadi sangat penting bagi pengelola desa wisata dalam mengkomunikasikan pemasaran usaha hasil tanam dan olahan kopi, kuliner desa, objek dan atraksi wisata desanya. Sehingga tujuan penggunaan dan pemanfaatan media internet untuk dapat membantu dan memudahkan (efisien dan efektif) dalam memberikan pengenalan produk dan layanan wisata desa bagi masyarakat luas agar berminat memanfaatkan kemudahan tersebut dengan tidak memandang ruang dan waktu. Metode penelitian menggunakan metode kualitatif dengan Model Interaktif yang dipopulerkan oleh Miles, Huberman dan Saldana (2014). Hasil penelitian merekomendasikan model E-commerce digital marketing.

Kata Kunci: E-Commerce, Sumber Daya Manusia, Desa Wisata, Tugu Utara, Cibulao

INTRODUCTION

It is a dream of many villages to become a Tourism Village. Data shows that the number

of tourist villages in Indonesia is continuously increasing each year. The Indonesian Tourism Village Association stated there are 1,838 tourist villages in 2021. The Ministry of Tourism and Creative Economy noted there are 3,613 tourist villages in 2022 and 4,714 tourist villages in 2023 (Kompas, 2023). Indeed, this is a potential in the context of encouraging village autonomy in developing initiatives to develop the potential of the village and its local culture. Village autonomy policies should be directed at the potential of the village, so that the process of growth and development can be directed, including the actualization of local wisdom values as a corridor in the transformation process, so that the path taken is not destructive, but rather considers the interests of future generations.

Local culture as a transformation corridor becomes very crucial considering that globalization is accelerated by a number of driving factors, such as information technology which has a systemic impact on the cultural aspects of society in every line of life, especially in the fields of economy, health and education. Preparing the village through the excellence of its local potential and transforming it into a tourist village is certainly a solution for accelerating development. Information technology may be a positive value as one of the answers in improving the economy of rural communities. The purpose of using and utilizing information technology, one of which is internet media, is to be able to help and facilitate (efficiently and effectively) in providing exposure to village tourism products and services for the wider community to be interested in utilizing this convenience regardless of space and time. This marketing strategy is a great step in making innovations to develop tourism villages as a breakthrough to the level of modern business patterns.

With the establishment of a Tourism Village where there is Ciliwung River Zero Point, Tugu Utara Village is expected to have other livelihoods besides agriculture, whose land has been shrinking. The new livelihood created is the growth of creative industries based on local wisdom by developing the natural potential that exists in the area. As a tourism village, Tugu Utara Village in Ciliwung River Zero Point has been running a program of activity development activities in order to raise their revenue to support growing tourism through a participatory rural appraisal (PRA) program. This is where the Cibulou community in Tugu Utara Village maintains local wisdom as a potential that can be developed, so that the community is expected to have the ability to maintain their local wisdom.

Relevant to the research issue that has been defined, the purpose of this research is to describe and analyze about capacity building of tourism village communities in Cibulao and at the zero point of the Ciliwung River in the development of their featured products using e-commerce. This idea of utilizing the internet will strengthen the penetration of advertising media that usually use conventional print and electronic media. Internet utilization and its supporting media such as computers and mobile communications have created various forms of electronic-based business (e-commerce) or also known as online transactions and more.

The collaboration and utilization of technology through e-commerce requires active and participatory involvement and participation of local communities. The empowerment of local communities in the tourist village development area not only aims to provide economic opportunities, but synergistically the presence of the community as tourism actors may add to the existing tourist attraction. Community empowerment through tourism means the process of building and restoring community confidence, that they are able to develop their tourism potential (Muntu, A.W., et al., 2017). The role of community participation will be more focused if it moves as a community, such as communities that utilize technological advancement in facilitating tourism business activities and transactions. In some tourism destinations managed by the community, tourists stay in local houses, learn batik, dance and more intensely dive into the living culture of the local community (Pakpahan, 2018).

Decentralization has the goal of establishing regional independence in improving services and community welfare, further conveyed by Suwandi (2002:5) that there are two main objectives to be achieved in decentralization, which are political goals and administrative goals. Political objectives may position local government as a medium of political education for the community at the local level and in aggregate will contribute to national political education to accelerate the establishment of civil society, while administrative objectives may position local government as a unit of government at the local level that functions to provide community services effectively and economically.

The government has implemented their commitment to prepare telecommunication system services in a fair and equitable manner through several programs, such as the provision of smart villages, healthy and safe internet programs, sub-district internet service centers, sub-district internet service center cars, internet exchange procurement, internet service delivery programs, as a result of the universal service obligation (USO) program policy. All forms of programs that have been initiated by the government are aimed at providing infrastructure in the field of ICT to rural communities. The development of communication technology infrastructure is directed at achieving the target of increasing economic productivity in the regions. The presence of information and communication technology development is a form of empowerment for individuals (individual empowering) and can increase the level of social connectivity and civil society involvement (D'Allensandro & Dosa, 2001; Katz, et al, 2001).

The government acknowledges the importance of encouraging the process towards the establishment of a modern society that is able to adapt to the globalization environment. The government aims to achieve this goal through policies that may improve the life quality of people in rural areas and even in remote villages by providing internet network infrastructure. The development of internet programs in villages also has a condition known as the “digital divide”, which is a condition where the availability of information and communication facilities such as computers, internet networking, fast and cheap telephone communication services, capable of reaching a wider area of society, often not accessible more equally. This condition is certainly very different from the presence of ICT facilities in urban areas. People in urban areas are far better in enjoying ICT services, while people in rural areas are still facing challenges in having better computers, better and faster internet and telephone network quality. Selwyn (2004) argues that the concept of digital divide that is currently spreading as a post-adoption issue, including related to the level of individual accessibility to technology, the actual role in internet utilization and short- term outcome goals as well as all the consequences of the sustainability of using technological facilities.

The issue of rural area development is one of the strategies to overcome the problem of rural-urban development gap, including efforts to redistribute revenue (Chamber, 1995). The development of tourism villages should focus on and showcase the lives of local residents in their lifestyle and quality of life that includes agricultural landscapes, economic conditions, physical and social conditions, cultural heritage, and unique experiences, as well as the life exoticism in rural environments. Thus, modeling of tourist villages must continue and creatively develop the identity or characteristics of the region (Sastrayuda, 2010).

E-commerce provides convenient facilities for making transactions with digital technology media. The role of the internet and websites is a key aspect in the use of e- commerce

as a form of commercial transaction that exchanges goods and services and value between organizations or individuals. Even value transactions are something that is very urgent to understand the existence of e-commerce itself. Because if there is no value transaction, there is actually no trade (Landon, 2008). Meanwhile, according to Wong (2010), e-commerce is a transaction (buying, selling or marketing goods and services through a computer network system or the internet, including radio and television).

The definition of e-commerce may also be defined as the activity of using the internet and the web in business transactions, e-commerce digitally facilitates commercial transactions between organizations or organizations with individuals (Laudon and Laudon, 2010). The e-commerce system offers a level of effectiveness and efficiency that saves time and space. This condition is very possible because it is supported by a Wifi system (a technology by utilizing electronic facilities to exchange information wirelessly in a global computer network, including high-speed internet connections). This facility is further developed and improved through service providers (companies that provide various services related to the internet and are commonly called ISPs / Internet Service Providers).

The challenge of modern business methods is none other than to answer the importance of fulfilling the needs of organizations, merchants, and consumers in minimizing the expenses they have to spend, while at the same time improving the quality of the product service itself through the speed of the service delivery process. Through such methodology, it is able to change traditional business systems and patterns towards a modern form of business supported by internet information and communication technology infrastructure which is in high demand today. This trend is then known as Internet Commerce which later became Electronic Commerce or E- Commerce (Hartanto, 2018).

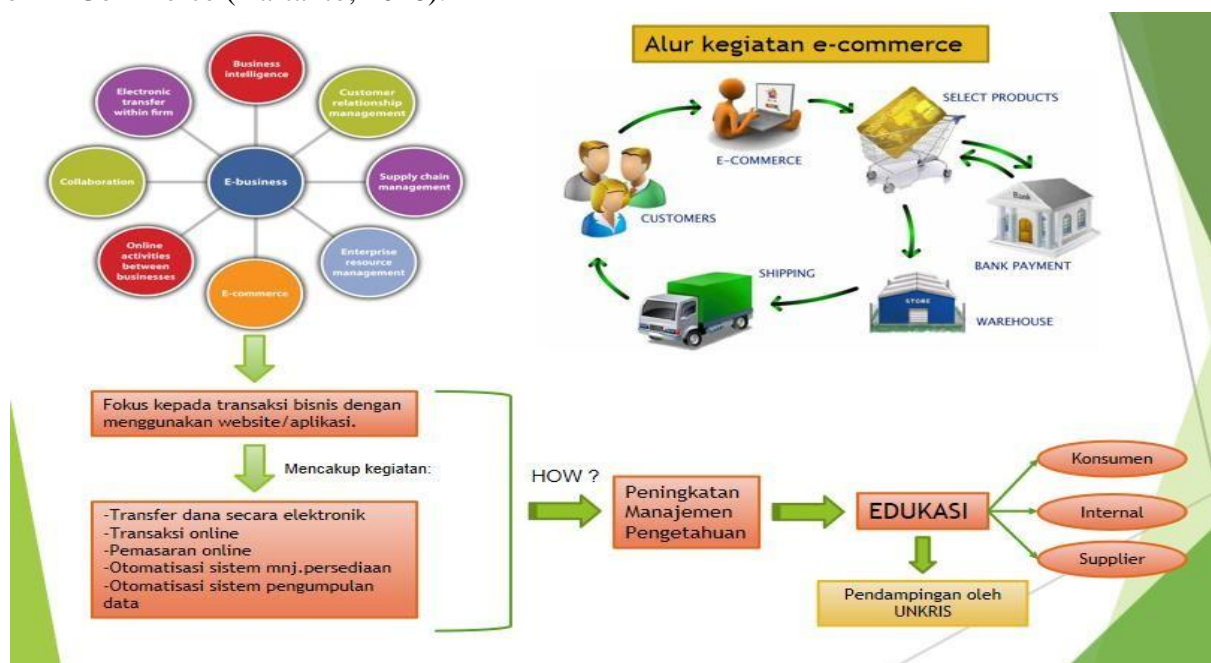


Figure 1. E-Commerce Activity Flow

Tourism village is the development of a village area that basically does not change what

already exists but is more likely to develop the potential of the village by utilizing the ability of existing elements in the village that function as attributes of tourism products on a small scale into a series of tourism activities or activities and able to provide and meet a series of needs of tourist travel, both from the aspect of attraction and supporting facilities.

In performing this development, human resources in the village may carry it out using three steps, which are Attraction, Accessibility and Safety. In the attraction step, one that must be well developed and fully realized by the village community and especially the tourist village community is the awareness to participate, support in encouraging the realization of a conducive environment for the growth and development of tourism in the village. The uniqueness aspect is the main element of village tourism development, because although every village has attractions, it does not necessarily become a village tourism destination. It is not uncommon for attractions to be imitated by one village over the objects and attractions in other villages. In the long run, this may lead to unhealthy competition between village tourist destinations (Damanik, 2013).

Tourism development must meet four criteria so that the object is attractive to visitors, which are: 1) something to see, that the tourism object must have something that can be seen or used as a spectacle object by tourists; 2) something to do, that tourists who see tourism objects there are able to do something useful to give a feeling of pleasure and happiness, relax in the form of recreational facilities, be it a playground or a place to eat specialties from that place so as to make tourists feel more at home staying there; 3) something to buy, a feature for tourists to purchase something which is generally the hallmark or icon of the area, so that it can be a souvenir that can be brought home. In order for a tourism object to be considered as an attractive tourism object, a very important factor is the completeness of the infrastructure and facilities of the tourism object; 4) something to learn, a tourism object must also provide educational value. These 4 (four) criteria for developing a tourism village are then what the community must be able to present well, one of which is with e-commerce that makes it easier for potential tourists to get to know better what tourists need from a website designed as a promotion.

METHODS

This research data analysis uses the Data Analysis Model from Miles, Huberman and Saldana (2014), known as the Interactive Model Data Analysis, which includes data condensation, data presentation, and conclusion drawing/verifying. The 3 (three) components are presented as below:

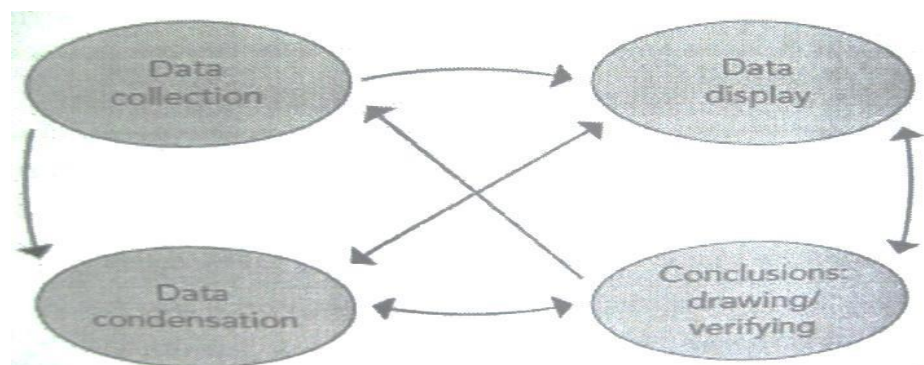


Figure 2. Components of Data Analysis : Interactive Model

In this view, the three types of analysis activities and the data collection activities themselves are an interactive cyclical process. The researchers continuously move between these four modes during data collection and then move between condensing, displaying, and conclusion drawing/verifying. Coding the data, for example (data condensation), leads to new ideas about what should move into a matrix (data presentation). Entering the data requires further data condensation. Once the matrix is filled, initial conclusions are drawn, leading to decisions, for example, to add columns to the matrix to test those conclusions.

In this view, qualitative analysis of data is a continuous and iterative endeavor. Issues of data condensation, presentation, and, drawing conclusions/verification successively as episodes of analysis follow one another. The process is actually no more complex, conceptually speaking, than the modes of analysis that quantitative researchers use. In qualitative research, we are inevitably preoccupied with condensing data (calculating means, standard deviations), with images (correlation tables, regression print-outs). Activities are conducted through well-formulated and familiar methods; guided; usually sequential rather than repetitive or cyclical. Qualitative researchers are more fluid and humanistic. In conducting qualitative analysis, it needs to be well documented as a process. The researchers need to understand more clearly what happens when they analyze data, to reflect, to improve their methods.

RESULT AND DISCUSSION

The potential of Tugu Utara Tourism Village, Cisarua District, Bogor Regency, West Java Province, Indonesia is an Agroeducation and Cultural Orientation Tourism developed by the community through guidance provided by the government with existing potentials and being useful and further improving the preservation of the natural environment, customs and culture both for the surrounding community and for people or tourists who visit the Tugu Utara Tourism Village.

In addition to its strategic location and being on the southernmost route of Bogor Regency, it is directly adjacent to Cianjur Regency and is in tourist areas such as Telaga Warna, Telaga Saat, Ciliwung Tea Plantation, Wonderful Citamiang Campground, Bukit Cita-Cita Campground, Pasir Angin Campsite and others. There we can also learn and enjoy several fields of tourism that are suitable for school children, university and general activities or Live In because the Tugu Utara Tourism Village offers education-based packages including:

- 1) Direct Interaction

Educational, agricultural, environmental and cultural-based tourism (**eduagroecoturism**), where visitors may participate in the daily activities of the community both in terms of agriculture and culture itself.

- 2) Agricultural Education

In agricultural education, we get to learn about farming activities, starting from how to plant, nurture, harvest and marketing itself. The types of agriculture around the Tugu Utara Tourism Village include: Tea, Coffee, and Honey Bees that we can experience direct practice (*Sapoe jadi Petani / Kokotoran*) to add its own impression.

- 3) Outdoor Activity Program

We may do outdoor activities such as Jungle Tracking, Tea Walk, *Telusur* Ciliwung River and others, to get to know the surrounding nature and nature conservancy in enjoying the view from the top of the hill or enjoying the specialty food of the Tourism Village such as *liwet* rice from the top of the hill adds its own experience and impression (*Sapoe di Gunung/Ngaliwet*) and enjoy the natural beauty of the view from the top of the hill and feel

the gift of Allah SWT for the magnitude of the gift of natural beauty, thus fostering a sense of pride care and love for nature and the environment.

4) Cultural Interaction

Cultural education or cultural recognition of customs includes art performances, making traditional community specialties and feeling the typical rural simplicity, visitors can also enjoy art performances such as Pencak Silat, Jaipong, Peacock Dance and other cultural arts and visitors can participate directly in playing musical instruments so that they can learn the arts and be immersed in the atmosphere of entertainment typical of the Tugu Utara Tourism Village.

5) Homestay

Accommodation is provided in the form of Homestay with a typical atmosphere of a country house with the concept of simplicity, togetherness so as to foster a sense of family with the owner of the homestay so as to make its own experience and sensation above the busy life of urban luxury.

Geographic Location

Height above sea level	: 650-1400 masl	Precipitation	: 3178 mm/year
Topography	: Highlands	Average air temperature	: 23.91 °C

The area covers 1,703 hectares, consisting of:

Dry soil land	: 260 hectares
Paddy land	: 5 hectares
Public facility land	: 10 hectares
Residential land	: 35 hectares
Ciliwung tea plantation land	: 550 hectares
Forest land	: 718 hectares
Others	: 125 hectares

Territory Border

North	: Sukamakmur Subdistrict	South	: Tugu Selatan Village	West	: Batu Layang Village
East	: Cipanas District, Cianjur Regency				

Organizational Structure of North Tugu Tourism Village (AMARTA)

Supervisor I	: Kadisbudpar Kabupaten Bogor
Supervisor II	: Camat Cisarua
Supervisor III	: Asosiasi Desa Wisata Kabupaten Bogor
	: Kepala Desa Tugu Utara BPD Tugu Utara
	: LPMD Tugu Utara
	: BUMDes Al-Barokah Tugu Utara Ade Rahmat Kurnia
	: Henda Budiman
Facilitator	: Nandar Winandar
1. Chief	: Rendy Fatkhurrahman, S.E.
2. Vice Chief	: Hendarwin
3. Secretary	: Mochammad Denny Ramdhani

- | | |
|-----------------------------------|--|
| 4. Treasurer | : Luki Lukman Hakim |
| 5. Arts and Culture | : Heru |
| 6. Homestay Development | : Martin Hardiansyah |
| 7. Cultural Heritage/Sites | : Pian Sopian |
| 8. Business and Creative Economy | : Retno |
| 9. Publication/Promotion and PR | : Endri Setiawan |
| 10. Education and HR | : Hendrik |
| 11. Tourism Potential Development | : Rustandi |
| 12. Staff | : 1. Ujang Sulaeman
2. Gita Sonia Nirwana
3. Resti Yana Rahayu |

Profile Kp. Cibulao RT. 02/06 North Tugu Village
Cisarua District, Bogor Regency

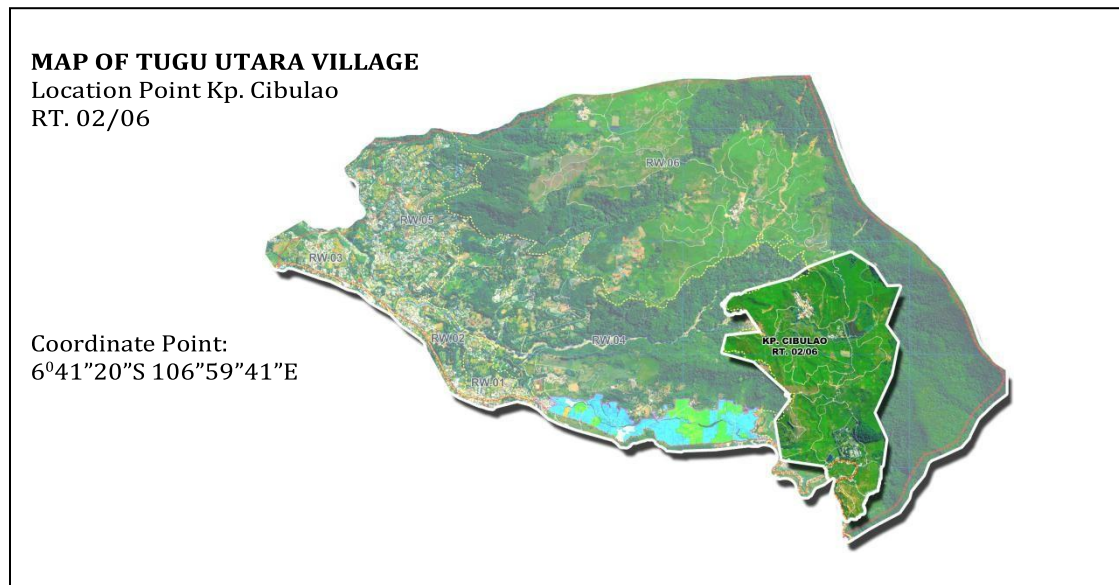


Figure 3. Map of Tugu Utara Village - Location Point of Kp. Cibulao

Kp. Cibulao RT. 02/06 is one of the areas located in Tugu Utara Village, Cisarua District, Bogor Regency, West Java Province. The monographic data of Kp. Cibulao RT. 02/06 is as follows:

Geographic Data

Kp. Cibulao is located in the north of the Tugu Utara Village area.

- | | | |
|---------------------------|---------------------------------|--------------------------------|
| 1. Total area | : 218 Ha / 2.180 m ² | North : Sukamakmur Subdistrict |
| South | : Tugu Selatan Village | |
| East | : Pacet District, Cianjur | |
| West | : Kp. Sukatani RT. 06/04 | |
| 2. Height above sea level | : 600-1400 masl | |
| 3. Precipitation | : 3178 mm/year | |
| 4. Average humidity | : 23.91 °C | |
| 5. Region type | : Residential and hilly | |

6. Distance from
 - Bogor District Capital : 50 km
 - Cisarua Subdistrict Office : 10 km
 - Tugu Utara Village Office : 7 km
7. Total population and Household
 - Total population : 554 people
 - Male : 295 people
 - Female : 259 people
 - Household : 157 people
8. Tourism Development Potential:
 - a. Telaga Saat, 0 Km Ciliwung
 - b. Telaga Warna, (Konservasi Elang Jawa)
 - c. KTH Bike Park
 - d. Lapangan Sepak Bola
 - e. Tea Walk
 - f. Kopi KTH Cibulao



Figure 4. Map of KP. Cibulao and Tourism Potential

The role of technology in tourism in Indonesia is becoming more important in facing global challenges and competition. In the current digital era, technology has become an integral part of almost every aspect of the tourism industry, including in the promotion, booking, management, and development of tourist destinations. The huge benefits of adopting information and communication technology applications in the tourism sector, as expressed by the Minister of Tourism, that tourism will be able to cut poverty, unemployment, and inequality quickly and

precisely, said that the government is optimistic that tourism will become the core economy of this country in the future.

The E-Commerce Application in the Development of MSMEs and Tourism SMEs of Kp Cibulao, Tugu Utara Village is an idea of an e-commerce system that is implemented and an application has been made in mobile media that is easily accessible to people who need services with a service menu on the website <http://tuguutara-cisarua.desa.id/> as in the following figure:



Figure 5. Responsive Web Design

With the selection of Domain Names that will be used to be easily remembered and concise, the following names are proposed:

- a) wicara.desa.id
- b) tugutara.id
- c) dewiutara.id

Eventually, the domain name tugutara.id was chosen which is simple, easy to remember and memorize because it is almost similar to the name of the village, which is Tugu Utara.



Figure 6. tugura.id home page



Figure 7. tugutara.id content

CONCLUSION

Tugu Utara tourism village has potential as a tourism village based on education, agriculture, environment and culture, and homestay which is managed by AMARTA. Collaboration with universities is necessary through the Tourism Village development assistance program, in preparing information technology-based promotional media as a broader promotional program.

The E-Commerce application prepared for the development of the Tourism Village of Kp Cibulao, Tugu Utara Village is an e-commerce system idea that has been realized and made an application in mobile media that is easily accessible to people who need services for the Tugu Utara Tourism Village. Using E-Commerce as a visitor service system in the Tugu Utara tourism village environment has had a positive impact on the promotion of tourism potential and community MSMEs. The domain name is tugutara.id which is simple, easy to remember and memorize because it is almost similar to the name of the village, which is Tugu Utara.

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