

A DIGITAL TOURISM MAP TO GUIDE THE FEATURED TOURIST LOCATIONS IN THE BENDOSARI-PUJON TOURISM VILLAGE

Cahyaning Umul Chasanah Nursyifani¹, Safitri Aprillia Putri², Asih Zunaidah³, Mita Purbasari Wahidiyat⁴, and Hayu Sasono⁵

School of Design, Visual Communication Design^{1,2,4,5}
Digital Language Learning Center, Faculty of Humanities³
Bina Nusantara University
Jakarta, Indonesia
cahyaning.nursyifani@binus.ac.id¹

ABSTRACT

Each tourist village has its own set of attractions; that being said, Bendosari-Pujon Tourism Village offers its own beautiful. This village in Malang Regency provides dairy farming, milk processing, and plantation excursions. Additionally, one of the village famous sites, Grojokan Sewu Waterfall is really popular. Bendosari-Pujon Tourism Village is unique in that it converts cow dung into biogas. However, the wide terrain of Bendosari Village makes tourist sites difficult to reach without a car. This issue significantly lowers visitors' awareness of Bendosari Village's tourist attractions.

Rapid technological growth has benefited humanity in numerous ways. Almost every productive-aged person utilizes a smartphone on a regular basis. This could help share information. Based on this rationale, the researchers employed descriptive, qualitative methodologies to find the best option. During data collection, researchers were able to restrict Bendosari Village's advertising needs and expand its tourism attractions thanks to technological advances. The research seek to identify the most effective digital channel for promoting key tourist destinations.

Keywords: tourism, media, information, digital

INTRODUCTION

Article 1 of Indonesian Law No. 3 of 2009 defines tourism as a variety of travel activities supported by community, business, government, and local authority facilities and services. Tourism villages recreate rural life, including social culture, traditions, daily activities, traditional architecture, and village spatial features. These villages could create attractions, food and drink, souvenirs, housing, and other tourism needs. Tourism villages offer a variety of activities to connect tourists to nature, customs, and the environment. CNN Indonesia reports that Pujon Kidul Tourism Village, Jodipan Colorful Village, Gubuk Klakah Tourism Village, Desaku Menanti Village, and Bumiaji

Agro-tourism Village have gone viral. Many more tourist settlements are forming, especially in Malang Regency. Bendosari-Pujon Tourism Village offers a unique experience. Besides cow milking, farming, and coffee processing, this village produces biogas. The Kompas website (<https://www.kompas.com/>) stated that biogas can replace fossil fuels. It comes from organic molecules breaking down spontaneously. This town boasts the stunning Grojokan Sewu Waterfall. Tourists can enjoy Grojokan Sewu Waterfall's beauty and freshness from the trail next to the main road. This tourist destination has great expansion potential, especially with local-helping technologies. Unfortunately, many people are unaware of Bendosari Village's remarkable tourism features. The spread of tourists throughout tourism locations is another issue. Tourists rarely visit more than one site in Bendosari Village due to its vastness. The rapid advancement of digital technology matches the rise in digital communication. Any location and time can now present and receive information. From 2020 to 2022, social media was the main source of information and communication. The widespread COVID-19 outbreak forced people to limit their outside activities during those years. Therefore, all communication and daily needs have to be met online utilizing cellphones, laptops, and others.

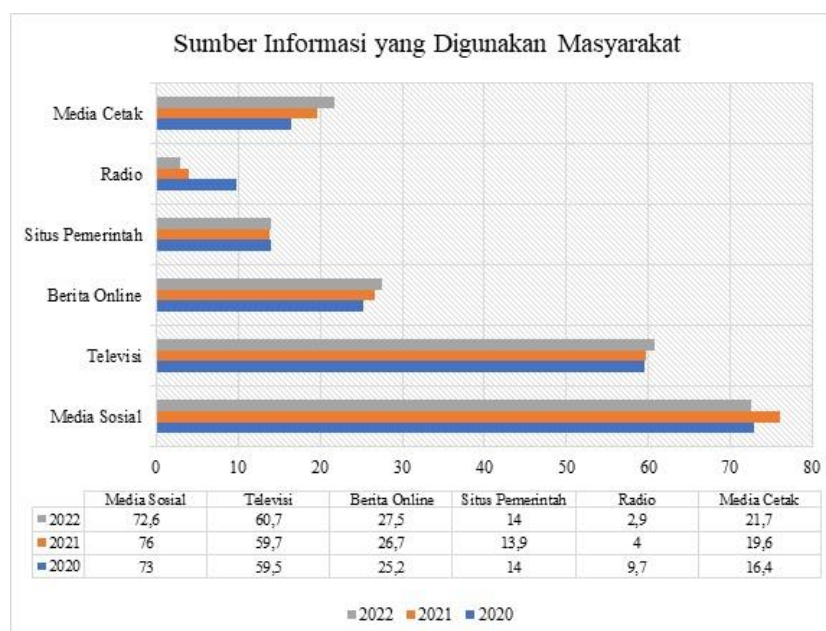


Figure 1. Sources of Information Used by Indonesian Society in 2020-2022

According to We Are Social's most recent "Digital 2023: Indonesia" report, the number of internet and social media users in Indonesia will have skyrocketed by January of 2023. The overall number of internet users had reached 212.9 million people, accounting for 77% of Indonesia's total population. The average daily internet usage was 7 hours and 42 minutes. According to data gathered from the Ministry of Communication and reported in a Kompasmedia article, the widespread use of social media has altered certain societal tastes and behaviors. Dependence on social media has grown as it has become a necessary tool in many facets of life, including getting information. According to the Ministry of Communications and Informatics and Katadata Insight Center's "Status of Digital Literacy in Indonesia 2022" research, 72% of Indonesians now rely on social media as their primary information source.

In 2019, Kezia Ratih Ayu Lanita and colleagues from Petra Christian University conducted research titled "Designing Destination Branding for Pujon Kidul Tourism Village, Malang, East Java," which examined the promotion of Pujon Kidul Tourism Village via offline and online media, including billboards, road banners, signboards, brochures, websites, website banners, Instagram advertisements, social media, and merchandise. Data was gathered via interviews and field observations, and the analysis employed the SWOT method. The second study, "The Role of Social Media in Promoting Sidowayah Tourism Village," was carried out in 2020 by Paksi Arwendha from the Graduate School of Sebelas Maret University. This study employed social media as a means to promote Sidowayah Tourism Village. The study employed a qualitative descriptive methodology to acquire precise data as research outcomes. Data collecting methods encompassed observations, documentation, and interviews with diverse sources.

IMPLEMENTATION AND METHODS

The data collection and solution determination process employed descriptive approaches utilizing a qualitative method. As stated by Bogdan and Biklen, referenced in Sugiyono (2020:7), descriptive qualitative research entails the acquisition of data in the form of words or images, rather than numerical values. Subsequent to data analysis, it is articulated for enhanced comprehension by others. The objective of selecting this study approach was to offer an overview, delineate, and analyze the current circumstances pertaining to the execution of the Digital Tourism Map for Guiding Prominent Tourist Sites in Bendosari-Pujon Tourism Village. The research commenced with coordination meetings and concluded with the final seminar. The study was conducted in Bendosari Tourism Village, situated in Pujon, Malang Regency. The research was conducted over a period of approximately 10 months, spanning from March to December 2024.

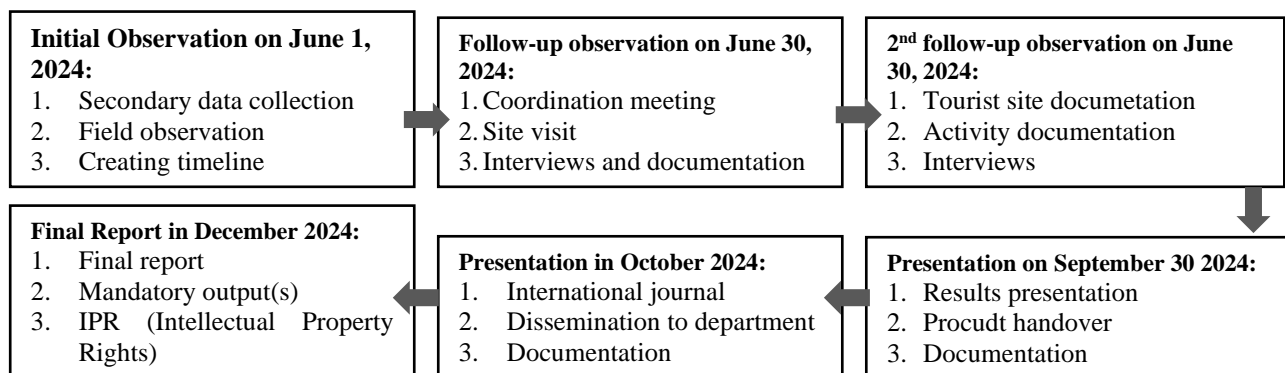


Figure 2. Research Activity Flow for Bendosari Village

Based on the explanations offered earlier, this study employed two methodologies. The Service Learning (SL) approach was utilized to put classroom teachings into practice in real-world initiatives, whilst the Asset-Based Community growth (ABCD) method was employed to ensure Bendosari Village people' long-term growth. The following table lists the participants participated in the research:

Table 1. Participants in the Digital Tourism Map Research for Bendosari-Pujon Tourism Village

No.	Name	Occupation	Description
1	Sri Hari Kartini, SE.	Head of Bendosari Village	Interviewee
2	Sumardiko	Head of Bendosari Hamlet	Interviewee
3	Diko Anggar Setyawan	Secretary of Bendosari Village	Interviewee
4	Daud Wahyu Imani S.T., M.T.	Adidaya Initiative Team	Contact Person
5	Joni Setiawan	Cow farmer and crop farmer	Biogas Interviewee
6	Andriani	Café Manager	Café Interviewee
7	Kuswanto	Cow farmer and coffee processor	Café Interviewee
8	Hayu Sasono	Student	Design Production Team
9	Cahyaning Umul C.N., et al.	Lecturer	Researcher

RESULTS AND DISCUSSION

Data gathered over a three-month period through observations, interviews, and documentation revealed four significant prospective tourist locations in Bendosari Tourism Village. These include Grojokan Sewu Waterfall, Gooden Coffee, Dairy Cooperative, and Biogas Facility. Another possible draw is the chance to drink fresh milk or coffee from Bendosari Village in local households. Visitors are also treated to picturesque mountain views, sunsets, and large gardens. It is recommended that guests use vehicles if they intend to visit more than one location, as the distance between locations is too great to cover on foot.



Figure 3. Grojokan Sewu Waterfall (a) Other View from Grojokan Sewu (b)

Grojokan Sewu Waterfall is the primary tourist attraction in Bendosari Village. The waterfall is close to the main road and can be reached by walking only 300 meters. The entrance cost is 10,000 IDR per person. The second must-see destination is Gooden Coffee, where tourists may sample coffee brewed by Bendosari Village locals. The majority of Bendosari Village's people are dairy farmers, with 102 farmers managing 386 dairy cows. Farming is another major occupation in the community.

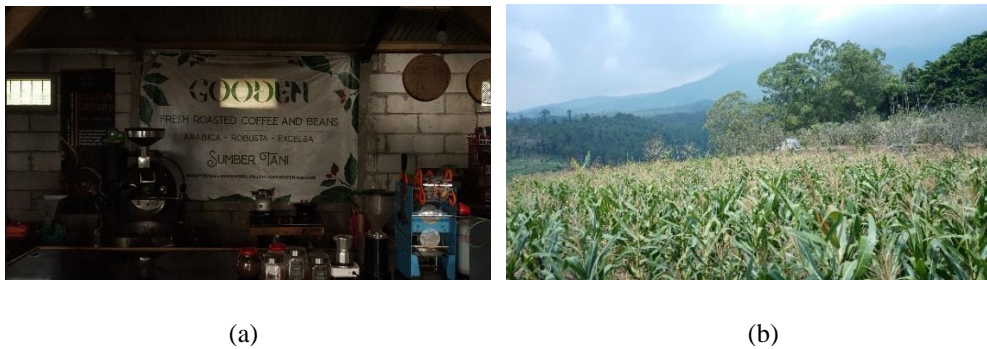


Figure 4. Gooden Coffee Interior (a) View from the 2nd floor of Gooden Coffee (b)

The next important places are the Dairy Cooperative and Biogas Facility. These attractions prompted academics to build an execution solution to promote Bendosari-Pujon Village's tourism potential. The main purpose was to map these tourism hotspots to promote them. Logo was made to match overall design. The village's logo shows nature and agriculture in harmony. Bendosari Tourism Village's atmosphere includes sun, clouds, mountains, farmers, cows, leaves, coffee beans, and water. Colors like orange, green, blue, yellow, and brown represent freshness, fertility, and joy. Modern and simple typography improved readability.

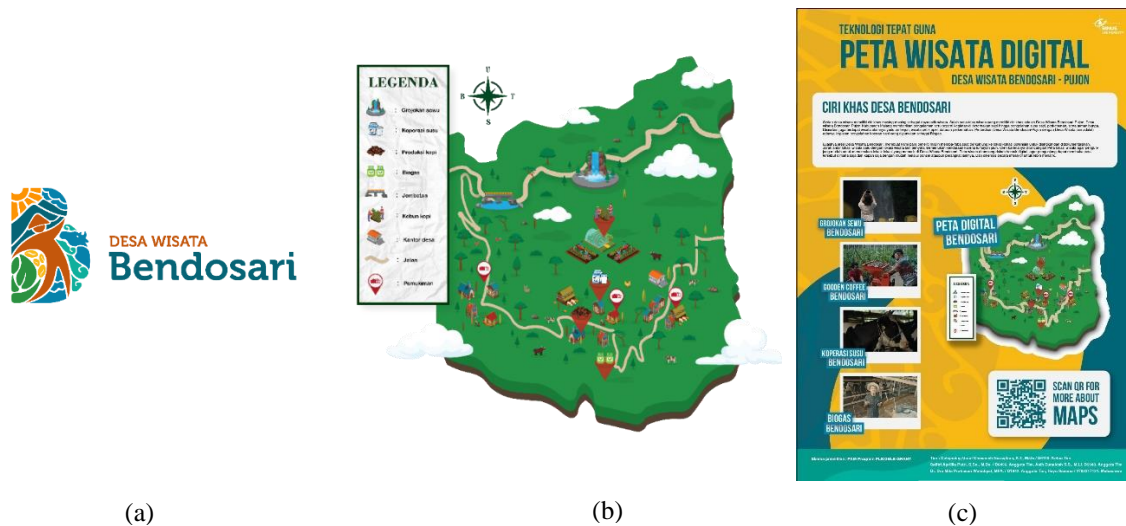


Figure 5. Final Design (a) Logo, (b) Digital Map, (c) Poster

The village's social media will feature the Bendosari Digital Tourism Map. The still-developing official website will host it next. Other printed items include Bendosari-Pujon Tourism Map posters. Readers and visitors can scan the poster QR code for detailed map information. The goal is to boost Bendosari-Pujon Village's tourism. Local government, NGOs, and other sources have supported the project's long-term viability. To gather visitor feedback, an exhibition was held after the test. The display gave away Bendosari Village products like coffee powder to let guests try them. Visitors were asked to give posters and maps input for future design improvements.

CONCLUSION

The digital tourism map for directing featured tourist destinations in Bendosari-Pujon Tourism Village was created to help visitors easily locate tourist attractions. According to the findings, the digital map has been quite useful in directing people to these locations and providing extra information about them. The use of an integrated graphic system has also made it easier for readers to grasp the information they require. It is expected that the existence of this digital tourism map will pique visitors' interest and desire to explore these tourist attractions. If the number of tourists grows, the revenue earned can be used to fund the expansion of the Tourism Village. The initial problem—visitors being unaware of various intriguing areas due to a lack of complete information, causing them

to visit only the most obvious spots—has been addressed through the concept of a digital tourism map. Presentations were made to village residents to encourage them to support the establishment of Bendosari-Pujon Tourism Village. Many sustainability efforts can be implemented to promote the village, such as organizing content on social media, developing promotions through both printed and digital media, educating people about environmental friendliness by utilizing waste other than cow manure, and producing village products that can become souvenirs or even Bendosari-Pujon Tourism Village specialties. According to the locals, the local administration provides skill training on a regular basis and allows them to participate in talks about how to connect effectively with tourists and consumers.

Acknowledgments

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