

## Digitalization-Based Religious Tourism Village Development Strategy Case Study in Nyatnyono Village, Semarang Regency

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KEYWORDS	ABSTRACT
<p>Development Strategy, Religious Tourism Village, Digitalization.</p>	<p>The digital village is a new strategy for urban development and management. Currently, villages rarely utilize online media for information exchange. When people need information, they have to visit the village office to request the necessary information and communicate with village members to convey it. The Digital Village program aims to provide internet access to villages that previously had no internet connectivity at all. Conceptually, a digital village is a program that transforms villages into development areas that empower communities with adequate information technology facilities. In the context of the government, the massive implementation of technology began with Presidential Instruction Number 3 of 2003 regarding the implementation of electronic government. With quality and competitive village development, the quality of information, systems, and services positively influences user satisfaction. User satisfaction and outcomes (organizational objectives) are among the main goals that the government must achieve in providing services to the community. The implementation of e-government in Village Governments can be a key intervention in driving villages towards progress. This research is descriptive research. The approach used is qualitative and conceptual. The data sources used are secondary data. Data analysis is conducted descriptively and qualitatively. Conclusions are drawn using deductive methods, which involve drawing conclusions from general to specific, particularly related to the research topic of Digitalization-Based Religious Tourism Development Strategies in the Village. This study found that Nyatnyono Tourism Village is a religious tourism village that offers pilgrimage tours of nature and traditional cultural heritage located in Semarang Regency. The tourism attractions in Nyatnyono Tourism Village include Wali Bathing Water, river tracking tours, salak fruit garden tours, arts and cultural tours, wali pilgrimage, and more. The accessibility to the tourism village is easy, and the tourism facilities in Nyatnyono Tourism Village are complete, including a mosque, musholla, security posts, public toilets, and even vintage bicycles. The management of Nyatnyono Tourism Village has shifted to using digital media to promote the village. With tourism digitalization, the management provides information about tourist attractions, tour packages, and supporting components through interactive websites and social media platforms to engage with tourists and provide information. In practice, digitalization in Nyatnyono Tourism Village through social media has been highly effective, as visitors can easily access information about the tourism village and directly book their</p>

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accommodations online with available tour packages. Embracing the concept of "from the community, for the community," the management of digital tourism in Nyatnyono Tourism Village starts with the planning process by creating social media accounts and a website as promotional tools.

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## 1. Introduction

Village Development in Indonesia basically aims to improve the welfare and quality of life of rural communities through meeting basic needs, building village infrastructure, developing local economic potential, and sustainable use of natural resources as stated in Law No. 6 of 2014 concerning Villages. Digital transformation is a breakthrough in targeting the industrial market so that it becomes a great opportunity, considering that now the behavior of Indonesian people cannot be separated from the use of the internet in daily activities. Especially in facing Industrial Era 4.0, it will give birth to many benefits and become a challenge for the perpetrators.

Digitalization of the tourism industry is one of the right steps in responding to the civilization of digital-oriented people in meeting their needs for travel. One of the efforts in realizing tourism digitalization is the use of ICT (Information and Communication Technology). Information and Communication Technology (ICT) has been relevant at operational, structural, strategic and marketing levels to support global interactions between producers, intermediaries and consumers around the world (Zakaria, 2014). The availability of ICTs encourages manufacturers and tourist destinations to improve efficiency and re-engineer their communication strategies. Tourism digitalization provides various tourism services to tourists with easy access in the context of marketing implementation. Tourism digitalization is considered to make it easier for tourists to access information about a tourism destination and certainly can reduce costs both for the organizers and / managers, as well as for tourists.

Through the development of tourism villages, it is hoped that there will be equal distribution of welfare, which is in accordance with the concept of sustainable tourism development. In addition, the existence of tourism villages is able to maintain the preservation of rural community culture through community involvement as actors of tourism activities in their villages. The development of tourism villages has enormous advantages in the economic, social, cultural, ecological and other fields. Economically, tourism village development can improve the economy of national, regional and local communities, from a social point of view it can create jobs and business opportunities for rural communities (Watkins, 2021). In addition, the existence of tourism villages in the field of education can broaden the horizons and mindset of village people, educate people about clean and healthy living, and improve the knowledge and technology of the tourism industry.

Digital villages are one of the new urban development and management strategies. Villages today still rarely use online media to exchange information. When people need information, they must first come to the village office to ask for the necessary information and to the village members to convey it. The Digital Village Program aims to provide internet access in villages that previously had no internet connection at all. Conceptually, digital village is a program to make the village a development area that empowers the community with adequate information technology facilities. In the context of the government, the massive application of technology began with the existence of Presidential Instruction Number 3 of 2003 concerning the

application of *electronic government*. With the development of quality and competitive villages, the quality of information, systems, and services positively affects user satisfaction. User satisfaction and results (organizational goals) are one of the main goals that must be achieved by the government in providing services to the community (Andriani, 2019). The implementation of e-government in village government can be the main intervention in pushing villages towards progress

The implementation of regional government in the perspective of regional autonomy is actually as the legitimacy and mandate of the community through the regional autonomy law, which contains the intention to strengthen the integrity of the nation as a diverse but still one state in sovereignty fighting for the rights of its people, for the sake of development, governance, and a complete society in a sustainable manner. The main objective of regional autonomy policy is to create community welfare through the provision of satisfactory public services (*public services, development for economic growth, and public protective*) through the institutional role of local governments (Atmoko, 2018) In this regard, local government institutions become very important in order to achieve these goals. For this reason, local governments must be strengthened in order to maintain adequate capacity in realizing the goals and nature of the implementation of regional autonomy.

The use of information technology (E-Government) *in governance is an obligation that must be carried out by the government in order to accelerate the interaction between the government and the community so that public services can be carried out quickly* Efforts to use information technology in village government can be carried out by the village government, namely making the village a digital village. This is in line with the concept of smart villages that emerged based on the adoption of information technology to integrate village potentials and institutional systems, in order to generate benefits for rural communities. Through the digital village concept, it is expected to create a smart village that utilizes technology as a catalyst for development, education, local business opportunities, improvement and welfare of all rural residents.

This change in views about the village is expected to improve the effectiveness and governance of village government and improve the quality of public services so as to improve the social welfare of the village community. To realize this goal, village governments are required to be innovative in the management of their village government. One of the innovations that can be done by village government is to use information technology in managing village governance. This is because information technology is now accessible to various groups. The use of digital marketing applications in efforts to digitize village tourism that have been used in case studies include websites, social media, web forums, online advertisting, and mobile applications (Kusuma, 2017). The use of digital marketing in the current era in the world of tourism has changed the paradigm of industry, work, ways of communicating, shopping, transacting, to lifestyle.

In the development of tourism villages through tourism digitalization, many benefits have been obtained, such as ease in providing various tourism services to tourists including access in the context of marketing implementation, tourism digitalization is considered to make it easier for tourists to access information about a tourism destination and of course can reduce costs both for the organizer and / manager, as well as for tourists, and so on. By increasing the development of village tourism, it will also increase community income and lead to an increase in the regional economy (Martono, 2016)

## **2. Materials and Methods**

This type of research is Descriptive research. The approach used is a qualitative approach and a conceptual approach. The data source used is secondary data. Data analysis was conducted

in a qualitative descriptive manner (Sugiyono, 2013). Drawing conclusions is carried out by deductive method, namely drawing conclusions from general to specific, especially those related to the research topic, namely the Digitalization-Based Religious Tourism Village Development Strategy. Qualitative data analysis is carried out if the empirical data obtained is in the form of a collection of words and not a series of numbers and cannot be arranged into categories of data can be collected in various ways (observation, interviews, agencies, documents, and tapes) (Moleong, 2004). And usually processed first before being used in qualitative research including the results of interview transcripts, data reduction, analysis, data interpretation, and triangulation.

### 3. Results and Discussions

#### 1. Digitalization-Based Religious Tourism Village Development Strategy in Nyatnyono Village, Semarang Regency

Nyatnyono tourism village is a tourist village that presents religious tourism, nature, and traditional culture located in Semarang Regency. Tourist attractions in Nyatnyono Tourism Village consist of Wali Bathing Water, river tracking tours, Salak garden tours, art and culture tours, guardian zaiarah, and so on. Accessibility to tourist villages is very easy, besides that tourist facilities in Nyatnyono Tourism Village are also very complete. The provision of these facilities such as mosques, prayer rooms, patrol substations, public toilets, to ontel bicycles. The management of Nyatnyono tourism village has switched to using digital media in promoting the village. With the digitization of tourism, managers provide information about attractions as well as tour packages and supporting components through websites and social media that are more interactive with tourists to get information.

In its implementation using social media, digitalization in the Nyatnyono tourism village runs very effectively, visitors can easily get information about the tourist village, and can directly fill out the online place booking form complete with available tour packages. By carrying out the understanding of "from the community to the community", management in managing tourism digitalization in Nyatnyono tourism village starts from the planning process by creating social media accounts and websites as a means of promotion. Training is given to the community, in addition to counseling together with agencies related to tourism villages, such as the Tourism Office on tourism, the Environment Office on environmental and waste management, and the Agriculture Office on agriculture for farmers (Rohim, 2020).

The management of Nyatnyono Kerta Village is carried out by Pokdarwis who are assisted by the community. The implementation of the Community Partnership Program (PKM) is carried out by village officials, Tourism Awareness Groups (POKDARWIS), and communities, especially those with MSMEs. In addition, the implementation of PKM provides results in the form of developing Village Profile websites, Tourism Potential websites, BUMDes *websites*, and *Augmented Reality* applications of Nyatnyono Village, socialization, and assistance in the use of websites and applications. The information listed on several applications is also very complete, ranging from the introduction of village profiles, destinations, tour packages, to marketing contacts. This is solely done in an effort to increase tourism promotion in Nyatnyono Village. In managing tourism digitalization, the tourism village management group serves as an administrator by managing all content on websites and applications for the promotion of villages and attractions (Atmoko, 2018).

The use of digital marketing applications in tourism digitization efforts that have been used in case studies include websites, social media, web forums, online advertisting, and mobile applications. The use of digital marketing in the current era in the world of tourism has changed the paradigm of industry, work, ways of communicating, shopping, transacting, to lifestyle. In the

development of tourism villages through tourism digitalization, many benefits have been obtained, such as ease in providing various tourism services to tourists including access in the context of marketing implementation, tourism digitalization is considered to make it easier for tourists to access information about a tourism destination and of course can reduce costs both for the organizer and / manager, as well as for tourists, and so on (Martono, 2016).

The existence of local governments with all capacities that have the potential and power to improve community welfare collectively and togetherness in building community life in accordance with the mandate of the regional autonomy law. Because, the existence of a civil society will also be determined by how much the existence of local government and its apparatus can influence and encourage the community to exist in building for the common good in a sustainable manner. It can be suspected that the existence of local government so far is still in the domain of further strengthening the identity of its apparatus and organizational structure and regulatory system that can support the achievement of good governance for the development of regional potential and its community as a form of local government accountability in the process of implementing local government in accordance with the mandate of Law Number 32 of 2004 concerning Regional Government, which gives direction to the realization of regional governance that has the capacity to determine the joints of national life, statehood in a sustainable manner in the perspective of regional autonomy (Kamariah, 2012).

## **2. Managerial Implications of Digitalization-Based Religious Tourism Village Development Strategy in Nyatnyono Village, Semarang Regency**

One form of village government digitization activities is the implementation of Smart government. Smart governance is about redesigning formal democratic governance and maintaining historically and economically developed democratic principles. *Smart governance* consists of three parts, namely the participation of the community in making decisions directly or indirectly, increasing the number and quality of public services, and the existence of a well-structured and organized database under the storage of data and information related to public services. After conducting an analysis with the tourist village and some internal aspects.

This change in views about the village is expected to improve the effectiveness and governance of village government and improve the quality of public services so as to improve the social welfare of the village community. To realize this goal, village governments are required to be innovative in the management of their village government. One of the innovations that can be done by village government is to use information technology in managing village governance. This is because information technology is now accessible to various groups. The use of digital marketing applications in efforts to digitize village tourism that have been used in case studies include websites, social media, web forums, online advertising, and mobile applications. The use of digital marketing in the current era in the world of tourism has changed the paradigm of industry, work, ways of communicating, shopping, transacting, to lifestyle (Watkins, 2021).

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There are many forms to choose from in the Local Government (Pemda) HR development model. However, there needs to be a development framework that is relevant to each existing activity. For example, strategic areas in the Local Government Strategic Plan should also determine the type, quantity and quality of human resources needed in the regions, especially for the needs of local government institutions/institutions. Experience shows that often human resource development is not associated with regional strategic needs, and even seems to contribute less to the regional government itself. In the context of HR, it should be focused on developing: 1) skills and expertise, 2) insight and knowledge, 3) talents and potentials, 4) personality and work motives, and (5) morale and work ethic. Traditional capacity building and organizational strengthening focuses on development resources almost entirely on human resource issues, processes and organizational structures. The modern approach examines all dimensions of capacity at all levels (mission, strategy, culture, management style, structure, human resources, finance, information assets, infrastructure) including interactions within the broader system especially with other existing entities, shareholders and customers (Anggraini, 2007). There are many opinions in institutional capacity development seen from the theory above that the dimensions concerning organizational strengthening are strategy, culture, management style, structure, human resources, finance, information assets and infrastructure.

#### 4. Conclusion

Dari penelitian ini dapat di ambil Kesimpulan bahwa Untuk meningkatkan kemampuan penggunaan teknologi digital dari seluruh elemen-elemen pemerintah sampai pemerintah desa, maka diperlukan kolaborasi dari agent of change ataupun praktisi, pemerintah setempat dan akademisi untuk mensosialisasikan bagaimana menggunakan teknologi digital yang tepat guna. Dengan pemberdayaan masyarakat desa dan pengembangan sumber daya alam setempat dapat menjadi sebuah kawasan pariwisata, atau yang selanjutnya disebut dengan desa wisata. Dalam pengembangan desa wisata dapat diterapkan Teknologi Informasi dan Komunikasi, karena sangat disayangkan jika dalam era digital 4.0. teknologi tidak dimanfaatkan secara maksimal. Penerapan Teknologi Informasi dan Komunikasi pada desa wisata dalam pemasaran desa wisata seringkali disebut digitalisasi wisata.

Penggunaan aplikasi digital marketing dalam pengupayaan digitalisasi wisata yang telah digunakan dalam studi kasus diantaranya adalah website, media sosial, web forum, online advertisting, dan mobile aplikasi. Pemanfaatan digital marketing di era saat ini pada dunia pariwisata telah mengubah paradigma industri, pekerjaan, cara berkomunikasi, berbelanja, bertransaksi, hingga gaya hidup. Dalam pengembangan desa wisata melalui digitalisasi wisata terbukti diperoleh banyak manfaat, seperti kemudahan dalam memberikan berbagai jasa layanan pariwisata kepada wisatawan termasuk akses dalam rangka penyelenggaraan pemasarannya, digitalisasi wisata dianggap dapat mempermudah wisatawan dalam mengakses informasi tentang suatu destinasi pariwisata dan tentunya dapat mengurangi biaya baik bagi pihak penyelenggara dan/pengelola, maupun bagi wisatawan, dan lain sebagainya. Dengan meningkatkan pengembangan wisata desa maka juga akan meningkatkan pendapatan masyarakat dan berujung pada peningkatan perkonomian daerah.

Saran untuk penelitian selanjutnya yaitu Perubahan pandangan tentang desa ini diharapkan dapat meningkatkan efektifitas dan tata kelola penyelenggaraan Pemerintahan desa dan meningkatkan kualitas pelayanan publik sehingga dapat meningkatkan kesejahteraan sosial masyarakat desa. Untuk mewujudkan tujuan tersebut pemerintah desa dituntut untuk inovatif dalam pengelolaan pemerintahan desanya.

Pemerintahan desa dan meningkatkan kualitas pelayanan publik sehingga dapat meningkatkan kesejahteraan sosial masyarakat desa. Untuk mewujudkan tujuan tersebut pemerintah desa dituntut untuk inovatif dalam pengelolaan pemerintahan desanya. Salah satu

inovasi yang dapat dilakukan oleh pemerintahan desa adalah dengan memanfaatkan teknologi informasi dalam melakukan tata kelola penyelenggaraan pemerintahan desa. Diadakan pembenahan mekanisme kerja dan metode serta hubungan kerja antar unit organisasi Pemerintah Daerah dan antar unit organisasi Pemerintah Daerah dengan pihak lainnya. Diharapkan penguatan dan pemantapan metode pengalokasian anggaran sesuai dengan visi, misi dan sasaran penyelenggaraan pemerintahan serta pengembangan sumber penerimaan daerah

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