

Potential and obstacles in the implementation of digitalization in tourism villages (case studies in Banceuy Traditional Villages)

Potensi dan kendala dalam implementasi digitalisasi di desa wisata (studi kasus di Desa Adat Banceuy)

Rini Andari*, Yeni Yuniawati

Fakultas Pendidikan Ilmu Pengetahuan Sosial, Universitas Pendidikan Indonesia, Bandung, Indonesia

ARTICLE INFO

Keywords:

digitalization; obstacles; potential; tourist villages

Katakunci:

desa wisata; digitalisasi; hambatan; potensi

DOI:

<https://doi.org/10.26905/jpp.v8i1.9132>

Corresponding Author:

Rini Andari

riniandari@upi.edu

ABSTRACT

Digitalization has an important role in the current era as an implication of technological developments, it can be used as a tool to predict the future. Tourism villages can utilize digitalization to the process of marketing to make it easier for tourists when accessing information about tourist villages. This study was conducted to explore the potential that can be developed and maximized in supporting digitalization in tourism villages, as well as to find out what obstacles arise in the application of digitalization. The data collection technique used in this study is a data collection technique through observation and interviews which is then analyzed using thematic data analysis. The results of the study found several potential applications of digitalization that can be developed such as the use of social media, websites, as well as the existence of several young people who already know applications to create content such as Lightroom Mobile, Capcut, and Pixellab. Unfortunately, there are two things that hinder the implementation of digitalization in the Banceuy Traditional Village, namely the limited internet network and the lack of quality of human resources owned. The development of the findings of this study is expected to be able to become material for evaluation and study for academics and practitioners in general, and specifically for local governments, managers, and the people of Banceuy Traditional Village in terms of implementing digitalization in tourism villages. So that in the future it will support the development of Banceuy Traditional Village as a superior tourist village destination.

HOW TO CITE ITEM

Andari, R., & Yuniawati, Y. (2023). Potential and obstacles in the implementation of digitalization in tourism villages (case studies in Banceuy Traditional Villages). *Jurnal Pariwisata Pesona*, 8(1). doi:<https://doi.org/10.26905/jpp.v8i1.9132>

ABSTRAK

Digitalisasi memiliki peranan penting di era saat ini sebagai implikasi dari adanya perkembangan teknologi. Peran digitalisasi mampu mengefisienkan waktu kerja serta dapat digunakan sebagai alat untuk memprediksi masa depan. Hal ini dapat dimanfaatkan oleh desa wisata dalam proses pemasaran, pemberian layanan hingga mempermudah wisatawan ketika mengakses suatu informasi mengenai desa wisata. Studi ini dilakukan untuk mengeksplorasi potensi yang kiranya dapat dikembangkan dan dimaksimalkan dalam menunjang digitalisasi di desa wisata, sekaligus untuk mengetahui hambatan apa saja yang muncul dalam penerapan digitalisasinya. Adapun teknik pengumpulan data yang digunakan dalam penelitian ini adalah teknik pengumpulan data melalui observasi dan wawancara yang selanjutnya dianalisis menggunakan thematic data analysis. Hasil penelitian menemukan beberapa potensi

penerapan digitalisasi yang dapat dikembangkan seperti pemanfaatan media sosial, website, serta adanya beberapa anak muda yang sudah mengetahui aplikasi untuk membuat konten seperti Lightroom Mobile, Capcut, dan Pixellab. Sayangnya, ada dua hal yang menghambat penerapan digitalisasi di Kampung Adat Banceuy yaitu masih terbatasnya jaringan internet serta kurangnya kualitas sumber daya manusia yang dimiliki. Perkembangan Temuan dari penelitian ini diharapkan mampu menjadi bahan evaluasi dan kajian untuk akademisi dan praktisi secara umum, dan secara spesifik bagi pemerintah daerah, pengelola, dan masyarakat Kampung Adat Banceuy dalam hal menerapkan digitalisasi di desa wisata. Sehingga kedepannya akan menunjang perkembangan Kampung Adat Banceuy sebagai destinasi desa wisata yang unggul.

INTRODUCTION

The current industrial revolution 4.0 provides its own benefits and challenges for the people of Indonesia (Mumtaz and Karmilah, 2022). It changes the way humans live, work, and relate to each other (Tjandrawinata, 2016). With this revolution that has entered the fourth stage, we are no strangers to technology, automation to disruption (Adha et al., 2022). These changes are present because of technology that turns everything analog into digital-based. Of course, the application of digitalization in various aspects of life will help humans a lot in doing and streamlining their work time. Apart from that, the existence of digitalization also allows us to predict what will happen in the future. Although in reality we cannot know exactly what will happen in the future, but we can prepare ourselves to respond to these changes (Tjandrawinata, 2016). The existence of various benefits of digitalization has finally been widely implemented in various industries as well as in the tourism industry. One form of application is digitization in tourist villages.

Tourism villages are one of the alternatives for tourism development in areas outside urban areas. The development of a tourism village is in the form of the concept of developing a village by displaying the authenticity of the various potentials that exist in the village, such as social, cultural conditions to a combination of various tourism attributes in it (Utami et al., 2023). The picture shows that tourism villages are a form of sustainable development which is currently a concern in the world of tourism. The existence of principles such as authenticity, local tradition, attitudes & values, and conservation & carrying capacity in the development of tourism villages is one of the tangible forms in the concept of sustainability. This is because for the successful implementation of the sustainable concept, various components are needed ranging from community involvement, government, tourist education, and all stakeholders related to the tourism village.

The synergy of all components will help tourism villages in building marketing (branding) that can increase the number of visits. Of course, the increase will be more optimal if assisted by technology so that there will be digitalization in tourism village marketing or better known as tourism village digital marketing. Research conducted by Mumtaz and Karmilah (2022) on tourism villages found that digitalization in tourism villages has various impacts, both the ease of providing services, organizing marketing, and making it easier for tourists to access information. Another study conducted by Rahmawati et al., (2022) in Gubugklakah Tourism Village, Poncokusumo District, Malang Regency found that the understanding of digital marketing in the village has increased as evidenced by efforts to increase content insights using paid advertising. Similarly, research from Rokhani and Hafidhuddin (2022) produces digital content so that the management of social media in Penglipuran Village, Bangli District, Bangli Regency can help in attracting visitors to come. However, in contrast to the findings from the research of Talalu et al., (2021) found several obstacles in digitalization such as limited internet network access, lack of promotional tools, to the unavailability of human resources who master digital marketing.

Based on the explanation above, there are still differences related to the research findings. In addition, the number of studies on the application of digitalization is currently considered to be relatively small, indicating that it is still important to know more about the application of digitalization in tourist villages. Therefore, this qualitative research is carried out to explore the potential that can be developed and maximized in supporting digitalization in tourism villages, as well as to find out what obstacles arise in the application of digitalization in tourism villages. The location of this study is the Banceuy Traditional Village. This is because this village has the potential for qualified tourism resources such as natural beauty to culture. If this potential is supported by the application of digitalization, it is expected to reach a wider market. Based on this, digitalization is an important thing that can maximize the potential of the Banceuy Traditional Village. In order to support understanding related to the application of digitalization in tourist villages, the two concepts will be explained in the following literature review section.

Online media has now grown more and more in the community. Through the internet, it not only increases the interest of readers, but can also significantly affect promotion through the media. Digitalization is a process of switching analog information media to digital media (Yulianti et al., 2021). More broadly, digitization is the process of converting printed forms into electronic forms through a scanning process to create electronic pages that match storage. This means that digitization is the process of converting data into digital form to be processed through a computer (Budiman et al., 2021; Puspaningtyas et al., 2022).

Currently, the development and application of digitalization has updated and transfigured media and communication technology. Automated telephone networks that were previously operated manually are now able to be operated with personal computer intelligence networks using software that is able to configure intelligent networks using complex digital features (Kibria et al., 2018). Transformation into digital form can facilitate effective and efficient storage (Ansori, 2016). This, of course, can strengthen the company's efficiency regarding the process of making, storing, and exchanging these media. In other terms, if the products and services offered can be represented in digital form, then companies can use digitalization as an easy means to show their products and services to all the world (Ansori, 2016).

The ability to master and operate digital devices and the internet is an absolute must-have for business people so that their business can survive in competition (Sopiyan, 2022). One of the efforts to realize the digitalization of tourism is by utilizing ICT (Information and Communication Technology). There are many potential villages that can be developed and run by the community in the village by utilizing various means, one of which is by utilizing Information and Communication Technology (ICT) so that the potential of the village can be promoted anywhere and everywhere (Deng & Gan 2019; Safira, Mazaya & Irwansyah 2019). The availability of ICT encourages makers and tourist destinations to increase efficiency and reengineer their communication tactics (Buhalis and O'Connor, 2005) (Buhalis & O'Connor, 2005).

The development of digitalization in the business sector is growing rapidly and can change the view of relations with consumers (Aroian and Garabedian, 2020). This can be seen in the relationship with consumers which is no longer something that is the orientation of product consumption alone, but can be seen to how the stages of service to consumers (Murti et al., 2022). In Arif's research (2019) related to the role of Micro Small Enterprises (SMEs) to support Indonesia's progress, he explained that consumers have and are increasingly accustomed to making decisions based on digital content factors and purchasing goods online. With the development of Information and Communication Technology, potential tourists can naturally find information about the location they want to visit along with their local living conditions (Thyne et al., 2018). Therefore, the role of digitalization is very important in the development and management of tourist villages. Furthermore, the concept of a tourist village will be explored in the following section.

The existence of tourist villages in the course of tourism development in the country is already so important. Tourism villages have been able to color the variety of destinations that are more dynamic in a tourism area so that tourism is not always trapped in a development trend that is mass tourism and modernization. Through tourism villages, tourism proves its partiality to the spirit of pro job, pro growth, and pro poor which means that tourism as an absorber of rural labor, as a generator of regional economic growth, and as a tool for poverty alleviation (Antara and Arida, 2015).

Hadiwijoyo (2012) explained that the requirements for a tourist village are (1) good accessibility, (2) there are objects of interest, (3) the community and officials accept and support, (4) security, (5) there are tourist village facilities (accommodation, telecommunication, labor), (6) cool climate, and (7) related to other objects that are well known to the wider community.

According to Nuryanti (1993) "a tourist village is a form of integration between attractions, accommodation, and supporting facilities presented in a structure of community life that is integrated with applicable procedures and traditions". In this understanding it is implied that there is a centrality of the role of the local community in presenting an integrated tourist attraction (Nalayani and Ayu, 2016). A tourist village is an area related to an area or local wisdom that is managed in such a way as to become a tourist attraction in accordance with the ability of the village which is shown for the social and economic interests of the community (Hermawan, 2016). Zakaria and Suprihardjo (2014) stated that a tourist village is a village area that offers authenticity in terms of socio-culture, customs, daily life, traditional architecture, turang structure, villages presented in a form of integration of tourism components such as attractions, accommodation, and supporting facilities. In general, a tourist village is a form of relationship between aspects of tourism and the life of the village community with the suitability that exists in a tourist village to be used as a tourist attraction.

Tourism Village has several components in it. According to Amalia et al., (2018) there are four components of a tourist village, such as its location close to extraordinary natural areas, related to cultured groups or communities that essentially attract visitors, have the opportunity to develop both in terms of basic infrastructure, and other facilities, as well as the existence of uniqueness, authenticity, and distinctive properties. In addition, Putra (2013) stated that a tourist village must be able to provide and meet a series of needs of a tourist trip, both in terms of tourist attractions and various facilities that support it. The elements are: 1) have potential in terms of art and culture as well as the typical potential of the local area, 2) lokasi village is included

in the scope of the tourism development area or at least is within the corridors and routes of tour packages that have been sold and prioritized there are available managers, trainers, and tourism, arts, and cultural actors, 3) there is specificity and infrastructure that supports the tourism village program, 4) the guarantee of security, order, and cleanliness.

The purpose of developing a tourism village itself is to preserve an environmental condition and spur local economic growth in an area, so that through the concept of this tourist village can become a form of environmentally friendly tourism in the future (Juwita and Hariyanto, 2016). Based on the information that has been conveyed above, researchers are interested in conducting a study to find out about the potential and obstacles to the implementation of digitalization in the Banceuy Traditional Village. Therefore, to achieve the objectives of this study, researchers used several research methods described below.

METHOD

This research was conducted in the Banceuy Traditional Village. This research was carried out as part of a series of community service activities carried out by the Tourism Marketing Management Study Program, Universitas Pendidikan Indonesia, on July 22 and 23. In this activity, the author in addition to carrying out community service activities, also carried out data collection and analysis related to the phenomenon of implementing digitalization in the Banceuy Traditional Village.

This research also involved several people to be interviewed, namely the head of the traditional village, two homestay owners, and a young woman. The interview was conducted on the same day, namely on Saturday, July 23, 2022. Researchers chose interviews with several parties in order to get analysis from several different views. The purpose of the interview conducted was to find out the potential and obstacles in developing digitalization in tourist villages, and the question questions that filed is:

1. An understanding of digitalization for tourist villages.
2. What is allowed and what is not to keep the traditional elements in the tourist village.
3. What informants expect regarding the implementation of digitalization in tourist villages.
4. What potentials can be applied related to digitalization in tourist villages.
5. Perceived obstacles in implementing digitalization in tourist villages.
6. How the tourism village manager overcomes these obstacles.

The collected data were then analyzed using thematic data analysis following Braun and Clarke (2006) using thematic analysis in psychology where the observation results are recorded and the interview results are transcribed, which then through the data, the researcher explores codes and themes to explain the phenomenon under study. Furthermore, the themes revealed from the data are explained in detail in the findings and discussions below.

RESULTS AND DISCUSSION

In this Era of Revolution 4.0, digitalization is certainly needed in developing tourism potential, especially in tourism villages that have stored potential (Sufi and Sabri, 2020). This was also realized by the Kompepar mobilizer in the Banceuy Traditional Village named Agus, who said, "... digital is part of the current needs and also something that doesn't look real but really exists". Potential is something that we can develop or it can also be interpreted as the basic ability of something that is still hidden in it that is waiting to be realized into something real power in that something (Wiyono, 2006; Majdi, 2007). The potential of the tourist village itself if it is not used properly will disappear by itself over time. One of the objectives of this study is to explore the potential of digitalization utilization of Banceuy Traditional Village tourism both in terms of quantity and quality.

Banceuy Traditional Village is dubbed as a tourist village because it has several tourism potentials that can be developed such as ruwatan bumi culture, toleat art tools, to its natural beauty that is still maintained naturally. The potential of natural and cultural resources that are quite diverse, if packed with attractive packaging and followed by promotions through social media will be very helpful in attracting tourists to come to visit. Social media as part of digitalization can be a potential in expanding market reach (Pop et al., 2022).

The existence of two types of social media accounts, namely two Instagram accounts (@kampungadatbanceuy & @tokobanceuy) and one Tiktok account (@serunyabanceuy_) from Kampung Adat Banceuy can be used to expand the market by specializing content on each account. Based on our observations on social media from Kampung Adat Banceuy, especially on @kampungadatbanceuy and @serunyabanceuy_ accounts, there is still some content that is reposted on different accounts so that it is less effective. Unlike the @tokobanceuy account that already has a specialization, namely by specifically creating content for the sale of typical products of the Banceuy Traditional Village. However, @tokobanceuy account does not yet have content with a large quantity and good quality.

Apart from social media Tiktok and Instagram, Kampung Adat Banceuy has a website that is one of the opportunities for further development. Website development if managed properly will make it easier for tourists

to find more detailed information related to Banceuy Traditional Village tourism products so that information related to the tour package booking process can also be provided. This can be done because the website has several benefits such as as an official source of information, free promotional media, to as a place for complaints (Jayaram et al., 2015; Ngwira and Kankhuni, 2018). Of course, the benefits of the website can be felt if the content in it is interesting, interactive and informative. The content would be better if it was created by the people of Banceuy Traditional Village themselves. Moreover, based on the results of observations and interviews we found that some young people (especially members of Kompepar) are already familiar with some content creation applications.

Starting to be known several content creation applications such as Capcut (video creation application), Lightroom Mobile (photo editing application), to Pixellab (application to add writing to photos) became a potential to support social media and websites owned by Kampung Adat Banceuy. We got this information from our observations and interviews with one of the Kompepar members named Budi who said, "... already, I've been using Lightroom Mobile for a long time..!". The recognition of some of these applications opens the application of digitalization in the Banceuy Traditional Village is increasingly advanced depending on their creativity in using the content creation application. Furthermore, the obstacles to the implementation of digitalization in the Banceuy Traditional Village will be explored in the following section.

Banceuy Traditional Village itself is located in Subang Regency which is located quite far from the center of the crowd of people in general. This is one of the causes of the emergence of obstacles in the digitization of tourist villages. Obstacles are negative things that can hinder or hinder activities carried out by a person pulido 2015). In this Banceuy Traditional Village, we found two obstacles in the use of digitalization in tourist villages, namely the limited internet network and the lack of quality of human resources (HR). In fact, there are still people who do not understand about digitalization, such as the results of our interview with one of the homestay owners there named Dini said that, "... don't understand about digitization".

The internet is part of supporting a digitization process (Toubes et al., 2021). If the internet itself does not exist in a tourist attraction, then the application of digitalization will be quite difficult to implement. We found that in the Banceuy Traditional Village, the limited internet network causes the lack of optimal digital marketing on social media. This statement is supported by the results of our interview with Agus as the driving force of the tourism driving group (kompepar) saying that, '... a signal that makes it slow in terms of handling this digitization... here the signal is not stable' and also added from the statement of Putri as one of the homestay owners in Kampung Adat Banceuy stated, 'One of the obstacles is signaling, especially during the Covid-19 pandemic, at that time mothers even had to look for signals to the rice fields just to join zoom following online socialization'. This not only has an impact on the social media management of Kampung Adat Banceuy, but as Putri said before, that it hinders the access of the people there to get services such as human resource development, for example online socialization.

The results of our observations and interviews at Kampung Adat Banceuy found that Kampung Adat Banceuy has a sufficient quantity of human resources. However, when viewed from the quality of the digital world, it is still somewhat unsupportive. One of the members of the company named Ayu from the interview said, "... they [young people] still do not understand the correct use of mobile phones" and from our observations most young people there tend to prefer playing online games instead of using their mobile phones to learn to improve the development of digitalization in the Banceuy Traditional Village.

The lack of sensitivity of the community, especially young people there, to the use of digitalization for tourism villages can be seen from the Instagram and Tiktok content of Kampung Adat Banceuy on social media. Various photo and video posts are still less attractive in terms of innovation and content aesthetics. The design of the Kampung Adat Banceuy website is also still quite simple, and there is not much information that can be conveyed through the website. Even though you need to know that design is very influential on tourist ratings whether a website is good or not (Batubara et al., 2021).

CONCLUSION

This study resulted in findings that the application of digitalization in the Banceuy Traditional Village is still very limited in its implementation. This happens because it is caused by inhibiting factors, such as limited internet networks and lack of quality human resources to manage their tourism potential. The potential for implementing digitalization is actually quite a lot, starting from the existence of social media to the existence of several young members of the company who are already familiar with several content creation applications. However, due to the lack of access in terms of the internet network, the quality of human resources owned has not been maximized its potential.

The results of this study can be used as input and consideration for the managers of the Banceuy Traditional Village through the relevant Company and the Subang regional government to maximize their potential and find solutions to overcome existing obstacles. In addition, this research can also be used as a reference and comparison material for subsequent research.

Finally, this research has limitations, namely the lack of sources so that it has implications for less diverse points of view regarding digitalization. Based on the limitations of this research, for future research, it is better to prepare informants who will be interviewed so that they will get a lot of data to process. Finally, future research should be carried out periodically to deepen information about the potential and obstacles in implementing digitalization in other tourist villages in Indonesia.

REFERENCES

- Adha, Muhammad, Ahman Tosy Hartino, Rhosita Rhosita, and Ahmad Rifai. 2022. "Inovasi Program Penguatan Pendidikan Karakter Di Era Revolusi Industri 4.0 Melalui Konten Media Sosial."
- Amalia, Nikita, Andriani Kusumawati, and Luchman Hakim. 2018. "Partisipasi Masyarakat Dalam Pengembangan Desa Wisata Serta Dampaknya Terhadap Perekonomian Warga Di Desa Tulungrejo Kota Batu." *Jurnal Administrasi Bisnis (JAB)/ Vol 61(3)*.
- Ansori, Aan. 2016. "Digitalisasi Ekonomi Syariah." *ISLAMICONOMIC: Jurnal Ekonomi Islam* 7(1).
- Antara, Made, and Sukma Arida. 2015. "Panduan Pengelolaan Desa Wisata Berbasis Potensi Lokal." *Konsorium Riset Pariwisata Universitas Udayana* 23.
- Arif, Moh Erfan. 2019. "The Influence of Electronic Word of Mouth (Ewom), Brand Image, and Price on Re-Purchase Intention of Airline Customers." *Jurnal Aplikasi Manajemen* 17(2):345–56. doi: 10.21776/ub.jam.2019.017.02.18.
- Aroian, Neenar, and Meero Garabedian. 2020. "The Effect of Digital Tools of Communication on Employee Engagement."
- Batubara, Muhammad Hasyimasyah, Nurmalina Nurmalina, Awal Kurnia Putra Nasution, Agusmawati Agusmawati, and Ayu Maharani. 2021. "Pelatihan Media Sosial Instagram Untuk Sarana Promosi Ekowisata." *JPMA-Jurnal Pengabdian Masyarakat As-Salam* 1(1):1–8.
- Braun, Virginia, and Victoria Clarke. 2006. "Using Thematic Analysis in Psychology." *Qualitative Research in Psychology* 3(2):77–101.
- Budiman, M. Johan, Abet Dwi Saputra, and Augury El Rayeb. 2021. "PERANCANGAN APLIKASI E-CIF PADA CUSTOMER SERVICE BERBASIS WEB SEBAGAI BAGIAN DARI TRANSFORMASI DIGITAL PADA PERBANKAN."
- Buhalis, Dimitrios, and Peter O'Connor. 2005. "Information Communication Technology Revolutionizing Tourism." *Tourism Recreation Research* 30(3):7–16.
- Hadiwijoyo, Suryo Sakti. 2012. *Perencanaan Pariwisata Pedesaan Berbasis Masyarakat*. Yogyakarta: Graha Ilmu.
- Hermawan, Hary. 2016. "Dampak Pengembangan Desa Wisata Nglanggeran Terhadap Ekonomi Masyarakat Lokal." *Jurnal Pariwisata* 3(2):105–17.
- Jayaram, Dureen, Ajay K. Manrai, and Lalita A. Manrai. 2015. "Effective Use of Marketing Technology in Eastern Europe: Web Analytics, Social Media, Customer Analytics, Digital Campaigns and Mobile Applications." *Journal of Economics, Finance and Administrative Science* 20(39):118–32. doi: 10.1016/j.jefas.2015.07.001.
- Juwita, Intan, and Oda I. B. Hariyanto. 2016. "Pengaruh Daya Tarik Wisata Terhadap Keputusan Berkunjung Wisatawan Nusantara." *Jurnal Pariwisata* 3(1):20–28.
- Kibria, Mirza Golam, Kien Nguyen, Gabriel Porto Villardi, Ou Zhao, Kentaro Ishizu, and Fumihide Kojima. 2018. "Big Data Analytics, Machine Learning, and Artificial Intelligence in next-Generation Wireless Networks." *IEEE Access* 6:32328–38.
- Majdi, Udo Yamin Efendi. 2007. *Quranic Quetiens*. Jakarta: Pustaka Belajar.

- Mumtaz, Ais Tsurayya, and Mila Karmilah. 2022. "Digitalisasi Wisata Di Desa Wisata." *Jurnal Kajian Ruang* 1(1):1–15.
- Murti, Farida, Mufidah Mufidah, Dwi Sasmito, and Prayoga Dwi Krisnanda. 2022. "TATA KELOLA 'GUBUK PANJI ISOR KLENGKENG' DESA ARGOSARI, KECAMATAN JABUNG, KABUPATEN MALANG." *Jurnal Ilmiah Abdi Mas TPB Unram* 4(1):1–9.
- Nalayani, NNAH, and Ni Nyoman Ayu. 2016. "Evaluasi Dan Strategi Pengembangan Desa Wisata Di Kabupaten Badung, Bali." *Jurnal Master Pariwisata (JUMPA)* 2(2):189–98.
- Ngwira, Cecilia, and Zandivuta Kankhuni. 2018. "What Attracts Tourists to a Destination? Is It Attractions?" *African Journal of Hospitality, Tourism and Leisure* 7(1):1–19.
- Nuryanti, Wiendu. 1993. *Concept, Perspective and Challenges, Makalah Bagian Dari Laporan Konferensi Internasional Mengenai Pariwisata Budaya*. Yogyakarta: Gadjah Mada university Press.
- Pop, Rebeka Anna, Zsuzsa Săplăcan, Dan Cristian Dabija, and Mónica Anetta Alt. 2022. "The Impact of Social Media Influencers on Travel Decisions: The Role of Trust in Consumer Decision Journey." *Current Issues in Tourism* 25(5):823–43. doi: 10.1080/13683500.2021.1895729.
- Puspaningtyas, Nicky Dwi, Sugama Maskar, Putri Sukma Dewi, Putri M. Asmara, and Intan Mauliya. 2022. "Peningkatan Digital Marketing Karang Taruna Desa Hanura Dalam Memasarkan Wisata Pasar Sabin." *Community Development Journal: Jurnal Pengabdian Masyarakat* 3(1):320–23.
- Putra, Theofilus Retmana. 2013. "Peran Pokdarwis Dalam Pengembangan Atraksi Wisata Di Desa Wisata Tembi, Kecamatan Sewon-Kabupaten Bantul." *Jurnal Pembangunan Wilayah & Kota* 9(3):225.
- Rahmawati, Lilik, Khikmayatul Fikriyah, and Sindy Citra Maulidah. 2022. "Assistance in Strengthening Facilities, Services, and Branding of Digital Technology-Based Village Tourism during a Pandemic: Mentoring Experience in Tourism Setigi Gresik." Pp. 336–41 in *The 4th International Conference on University Community Engagement (ICON-UCE 2022)*. Vol. 4.
- Rokhani, Rokhani, and Muhammad Aziiz Hafidhuddin. 2022. "Digitalisasi Media Promosi Desa Wisata Penglipuran Bali Melalui Program Magang Bersertifikat." *Journal of Tourism and Creativity* 6(2):120–33.
- Sopiyan, Pipih. 2022. "Pengaruh Digital Marketing Dan Kualitas Pelayanan Terhadap Keputusan Pembelian." *Coopetition: Jurnal Ilmiah Manajemen* 13(2):249–58.
- Sufi, Sufi, and Julian Sabri. 2020. "Perwujudan Industri Pariwisata 4.0 Melalui Implementasi Digital Tourism Di Kota Lhokseumawe." *Jurnal Ilmu Sosial Dan Ilmu Politik Malikussaleh (JSPM)* 1(1):79–96.
- Talalu, Taufik R., Citra Fransisca Indah Lestari Dano Putri, and Ibnuh Vanli Mokodompit. 2021. "Digital Marketing: Metode Utama Komunikasi Pemasaran Atraksi Wisata Badan Usaha Milik Desa (BUMDes)." *ETTISAL: Journal of Communication* 6(2):215–24.
- Thyne, Maree, Leah Watkins, and Mari Yoshida. 2018. "Resident Perceptions of Tourism: The Role of Social Distance." *International Journal of Tourism Research* 20(2):256–66.
- Tjandrawinata, Raymond R. 2016. "Industri 4.0: Revolusi Industri Abad Ini Dan Pengaruhnya Pada Bidang Kesehatan Dan Bioteknologi." *Jurnal Medicinus* 29(1):31–39.
- Toubes, Diego R., Noelia Araújo Vila, and Jose A. Fraiz Brea. 2021. "Changes in Consumption Patterns and Tourist Promotion after the Covid-19 Pandemic." *Journal of Theoretical and Applied Electronic Commerce Research* 16(5):1332–52. doi: 10.3390/jtaer16050075.
- Utami, Alya, Achmad Iqbal, and Rahab Rahab. 2023. "Analisis Potensi Dan Daya Tarik Objek Wisata Serta Persepsi Wisatawan Terhadap Kondisi Wisata Alam Hutan Pinus Limpakuwus, Kabupaten Banyumas." *Jurnal Pengelolaan Sumberdaya Alam Dan Lingkungan (Journal of Natural Resources and Environmental Management)* 13(1):11–26.

Yulianti, Devita Tri, Damayanti Damayanti, and Agung Tri Prastowo. 2021. "Pengembangan Digitalisasi Perawatan Kesehatan Pada Klinik Pratama Sumber Mitra Bandar Lampung." *Jurnal Teknologi Dan Sistem Informasi* 2(2):32–39.

Zakaria, Faris, and Rimadewi Suprihardjo. 2014. "Konsep Pengembangan Kawasan Desa Wisata Di Desa Bandung Kecamatan Pakong Kabupaten Pamekasan." *Jurnal Teknik ITS* 3(2):C245–49.