



# DIGITAL TECHNOLOGY CONTRIBUTIONS IN ACTUALIZING DAWUHAN AS AN INTERNATIONAL TOURISM VILLAGE

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## ABSTRACT

Dawuhan Village, located in Banjarnegara district, has a very high potential in terms of MSME potential and tourism village potential. The Tourism Village in Dawuhan village has led to an International Tourism Village where many foreign tourists have dated. The attraction of Dawuhan Tourism Village lies in the existence of the Rengrang Market which is professionally managed but presents a thick village atmosphere. Rengrang Market is also a potential market for MSME actors to trade their MSME products. The limitation that still needs to be improved in the management of Dawuhan Tourism Village is the ability of its human resources to utilize digital technology. For this reason, it is necessary to conduct training and assistance regarding digital marketing, digital financial reports, good tourism management, photo-making training, and E-catalogs. The training and mentoring carried out succeeded in increasing participants' knowledge about marketing digitalization and changes in the improvement of tourism magazines. Another positive impact that can be seen is that MSME participants and Dawuhan Tourism Village have begun to record financial statements properly and separately from household finances.

Keywords: Tourism Village; International; MSMEs; Digital; Banjarnegara

## 1. INTRODUCTION

Desa Dawuhan is a village in Wanayasa District, Banjarnegara Regency, Central Java Province. The source of income from this area is agriculture and trade, but it cannot be separated from the role of MSMEs and tourism. Micro, Small, and Medium Enterprises are businesses owned by individuals and small-scale business entities. Micro, small, and medium enterprises (MSMEs) are one of the important drivers in building the country's economic strength [1]. This can be observed from the advantages of MSMEs, namely: (a) quite flexible and very adaptable to the ebb and flow of market demand,

(b) creating jobs faster compared to other business sectors, (c) having a wide diversification that it can contribute significantly to exports and trade [2].

Dawuhan Village is also a Tourism Village that has the tagline "From Vulnerability to Resilience Towards an International Tourism Village Destination". The tagline is an illustration of the origins of the creation of the Tourism Village, namely initially this tourist area was an evacuation site and was a Disaster Resilient Village which was later turned into a tourist attraction. Dawuhan Tourism Village has tourist destinations such as swimming pools, river tubing, and outbound locations, so the

unique thing is the Rengrang Market which carries a traditional concept.

In every business run by both MSMEs and Tourism Villages, of course, problems will be found. According to the results of the interviews and observations we conducted. Dawuhan Tourism Village has the main problem, namely the lack of adequate human resource management. In the implementation of their operations, they have not paid attention to the preparation of good management and untrained tourism personnel [3]. If the management of this Tourism Village is well arranged, it can be believed that Dawuhan Tourism Village will be more advanced in the future and can become an international tourist village where foreign tourists will be present.

Human resources, according to Abdurrahmat Fathoni, are the most important capital and wealth in every human activity. Human beings are the most important element, after analysis and development [4]. Time, energy, and abilities can be used as best as possible for the benefit of organizations and individuals. Must be able to position human resources as an investment (Human Investment) that must be managed properly to bring benefits to the organization.

In addition to the problem of human resources, another problem faced is the lack of good bookkeeping. Bookkeeping is a recording process that is carried out regularly to collect financial data and information including assets, liabilities, capital, income, and costs, as well as the amount of the acquisition and delivery price of goods or services, which is closed by compiling financial statements in the form of balance sheets, and profit and loss statements for the period[3]. Financial bookkeeping is very important to do in running a business. [4] states that systematic recording of financial statements has benefits, namely being able to provide financial information about business results in one accounting period, can help interested parties to assess the condition and potential of a business, and can provide other important information that is relevant to other interested parties.

MSME actors still often combine household finance with business finance. According to most of the MSME actors, even without accounting, the business still earns profits and many of them consider that their business runs smoothly and normally, when in fact the business is not developing well [5].

## 2. METHOD

The earliest stage that is carried out is a survey of the location of the service, this is done because there are several alternative locations where service activities can be carried out. At this stage, it was

finally decided to take Dawuhan village as a location for service because this village has considerable potential to become an international tourist village while the need to go in this direction is still lacking, so it is necessary to provide socialization and assistance to the manager of Dawuhan tourism village.



Figure 1. Location Survey

The next stage is mapping, a stage where the problems faced by MSMEs and tourism are analyzed. This stage is also the stage of introducing the environment of Dawuhan Tourism Village for approximately 1 week.



Figure 2. Program Preparation

After carrying out the mapping (planning) stage, the next stage is to conduct socialization and training for MSMEs and tourism, in the socialization there are 3 material topics, namely digital financial bookkeeping training, digital marketing and branding, and tourism management management towards an International Tourism Village.

The next stage is the main activity which focuses on assisting Dawuhan Tourism Village. The work program that has been prepared is then carried out by continuing to discuss with tourism managers.

The next stage is evaluation, a stage where an evaluation of the work program that has been implemented must be carried out and the results of the work program must be analyzed.

The final stage is the closing with the submission of the final report to the Dawuhan village government,



to the Dawuhan Tourism Village manager, and to the Banjarnegara Regency Tourism and Culture Office.

### 3. RESULTS

The activities of the work program that have been carried out during the mapping stage (planning) obtained results regarding the history of the establishment of Dawuhan Tourism Village and the problems faced by the tourism party, namely the main problem regarding human resources (HR). From the results of these activities, it was decided to compile an activity with the theme "*Digital Technology Contributions in Actualizing Dawuhan as International Tourism Village*" with 3 materials, namely digital marketing and branding, tourism management, and digital financial bookkeeping. The following is an overview of the results of these activities:

1. Socialization and Training of Digital Marketing and Branding Programs to MSME actors and managers of Dawuhan Tourism Village. With this training, it is hoped that participants can increase awareness of the importance of digital marketing.
2. Socialization and Training of Tourism Management Management Program. With this training, it is hoped that tourism managers can improve their tourism management and maximize their tourism management
3. Socialization and Training of Digital Financial Bookkeeping Program. MSME actors and tourism managers are expected to be more neat in the preparation of financial statements through digital financial bookkeeping.



Figure 4. Photograph



Figure 5. Photography Training

4. Socialization and Training of Photography, and E-Catalog. MSME actors and managers of Dawuhan Tourism Village are expected to be able to do photography for products and tourist locations and can understand that e-catalogs can be used to support digital marketing.



Figure 5. E-Catalog Creation

5. Further assistance to MSME actors and Dawuhan Tourism Village managers related to the programs that have been implemented



#### 4. CONCLUSION

Successfully implemented programs:

##### a. Digital Marketing and Branding

In the implementation of digital marketing and branding programs, we have succeeded in holding product photography training, updating tourism link trees, and helping to create e-catalogs for business actors in the Rengrang Wisata Dawuhan market. This training helps MSME actors to be able to improve the quality of their product photos, while Tourism Village managers, can add photos of tourist attractions in Dawuhan Village that have improved in quality so that they can be used to further promote Dawuhan Village tourism.

##### b. Tourism Management

In the implementation of digital marketing and branding programs, the successful implementation is by creating a Qris payment instrument that can make it easier to manage ticketing and *booking tickets*. Payment using Qris will also make it easier for tourists because they don't need to carry too much cash. This also has an impact on a sense of security for tourists.

##### c. Digital Financial Bookkeeping

In the implementation of digital financial bookkeeping, what we have succeeded in doing is providing input on financial management and also introducing Excel programs even though in practice it is still very lacking because in financial training it takes a long time to understand. Therefore, this Community Service also assists for some time to continue.

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