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Optimizing Tourism Potential and Superior Products of Sanjai Tourism Village Through Website Design and Implementation

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ABSTRACT

The use of technology is fundamental in the digital era. Adjustment and transformation are essential activities to keep up with technological developments. One of the uses of technology is product marketing and promotion. Sanjai Tourism Village, located in Bukittinggi City, is one of the villages where marketing and promotion of tourism products are still carried out using conventional promotional methods such as through newspapers, radio advertisements, posters, and distribution of brochures. This method is still limited and cannot reach a broader scope. Therefore, to compete in the digital era, there needs to be a transformation of promotion and marketing of tourism products through the internet media using a website. Information about promoting and marketing tourism products can be done digitally and online using a website. The results of advertising and marketing tourism village products by utilizing the website can be spread and known to the public with a broader reach. Therefore, in the community service activities of the Unand Computer Engineering Department, the Sanjai Tourism Village website was built with a method consisting of several stages, such as coordination, surveys, design, website implementation, improvement, and submission of the website to Sanjai Tourism Village. Each stage has been carried out, and a website has been produced with features such as a homepage, profile, tourism products of various fields, news and activities, and contacts.

Keywords: dedication, promotion, technology, tourism village, website

INTRODUCTION

The Indonesian Tourism Village Award (ADWI) is an award-giving event for tourism villages with potential and achievements that meet the criteria of the Ministry of Tourism and Creative Economy (Kemenparekraf). Villages that participate in ADWI will automatically join the tourism village network (Jadesta). By joining Jadesta, it will provide benefits for the town in the form of promotion to national and international tourists (Kementerian Pariwisata dan Ekonomi Kreatif, 2021).

Sanjai Tourism Village is one of the tourism villages selected in the top 100 best tourism villages at the 2021 Indonesian Tourism Village Awards (Anandika et al., 2023). Sanjai tourist village is in Manggis Gantiang Village, Bukittinggi City, West Sumatra. This village is famous for its culinary "karupuak sanjai" which is the center of souvenirs typical

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of Bukittinggi City (Kementerian Pariwisata & Ekonomi Kreatif, 2023) (Pokdarwis Desa Sanjai, 2023) (Anandika et al., 2023).

Apart from culinary, various potentials such as homestays, livestock, agriculture, Micro, Small, and Medium Enterprises (MSMEs), arts, customs, culture, and tourism are developing in Sanjai Tourism Village (Pokdarwis Desa Sanjai, 2023). In facing competition in the digital era, there needs to be a transformation of promotion and sales of a product from what was previously done manually and independently, changing to digital technology. Utilization of Internet media is a solution for online product promotion and marketing (Marlina et al., 2018). In this case, the Tourism Village is also required to be able to promote its uniqueness, authenticity, and tourism products through digital media. Marketing the potential and superior products of the Sanjai Tourism Village is still carried out using promotional methods through newspapers, radio advertisements, posters, brochures, and giving away free products. However, these promotional media can only be done with a limited scope (Swartz, 2020).

Internet media can be one solution in solving the problem of product promotion and marketing. One system that can be used as a medium for product promotion and marketing or tourism is a website (Shulthoni et al., 2020) (Pratama et al., 2023) (Kurnianti et al., 2018) (Nurlailah and Nova Wardani, 2023). A website is an information media that can promote or introduce many things, such as organizations, institutions, and groups (Rahmadoni et al., 2022) (Bahari, Luthan, et al., 2023) (Dibyo Laksono et al., 2016) (Susilawati et al., 2020) (Hapsari et al., 2022) (Farisi et al., 2022) (Wibowo and Tanijaya, 2021). Information can be delivered digitally and online through a website so that tourism potential and marketing of village products can be widely disseminated and known to the general public (Bahari, Rahmi, et al., 2023) (Rahmadoni et al., 2022) (Ismail et al., 2022) (Muttaqin et al., 2023).

Therefore, in the Computer Engineering Department of Andalas University community service activities, the Sanjai Tourism Village website was designed as a digital media that can introduce and promote the superior products and tourism of the Sanjai Tourism Village in Bukittinggi City.

METHOD

The community service activity aims to build a Sanjai Tourism Village website. During the process, several stages are needed so that the activity can be carried out systematically and in a structured manner. The stages required in this community service activity are shown in Table 1.

Table 1. Stages and schedule of activities

No.	Activity	Bulan					
		1	2	3	4	5	6
1	Coordination with partner						
2	Survey						
3	Website design						
4	Testing and confirmation						
5	Website handover						
6	Report						

This activity was carried out from January-June 2022 in Sanjai Tourism Village, Bukittinggi. The details of the stages of implementing this service are:

1. Coordination with Partner

Coordinating with the Sanjai Tourism Village Group (Pokdarwis) aims to discuss the necessary matters before the survey activities are carried out directly at the activity location.

2. Survey

The meeting was conducted as a survey to accommodate the problems faced by partners, as explained in the introduction. In addition, this survey also aims to analyze the needs needed to support the community service process and activities.

3. Website Design

The creation of the website begins with making the design needed in website development, such as data requirements, use cases, interface design, and implementation.

4. Testing and Confirmation

Testing and confirmation aim to ensure that the website developed is following the needs of the Sanjai Tourism Village. The tests carried out include system functionality and non-functional systems. Improvements will be made if there are deficiencies or additions needed in website development.

5. Website Handover

The handover of the website was carried out in the form of a symbolic handover and the imposition of the website to the Pokdarwis of Sanjai Tourism Village.

6. Report

The purpose of making the report is to document each stage of the activity carried out until it is finished.

RESULTS AND DISCUSSION

The Department of Computer Engineering, Universitas Andalas's community service activities took place for 6 months from January to June 2022. The series of activities began with coordination with partners to implement survey activities. Survey activities were carried out by visiting and discussing the intent and purpose of the community service team, as shown in Figures 1 and 2.



Figure 1. Documentation of the survey and discussion regarding the needs of Sanjai Tourism Village



Figure 2. Documentation of the community service team with the Pokdarwis of Sanjai Tourism Village

In addition to discussions related to the plan to create a website, the community service team and the Pokdarwis of Sanjai Tourism Village also identified the needs of the website and system, where partners explained the condition of the village, the needs for the development of the tourism village in the future, the problems faced, and the expected solutions. The team confirmed several things related to these needs and asked for information about what content was needed, such as the potential and products of the Sanjai tourist village (Karupuak Sanjai, homestay, livestock, embroidery business, crafts, cake business, wedding stage, and catering, and studios as shown in Figure 3.



Figure 3. The potential of Sanjai Tourist Village

The website developed to introduce and promote the potential tourist attractions in Sanjai Tourism Village was created using WordPress with the domain kampuangwisatasanjai.com according to requests from partners and suggestions from the team after discussions at the survey stage. Therefore, the website has been designed and hosted to have good performance and can be developed more quickly in the future, as in Figure 4.

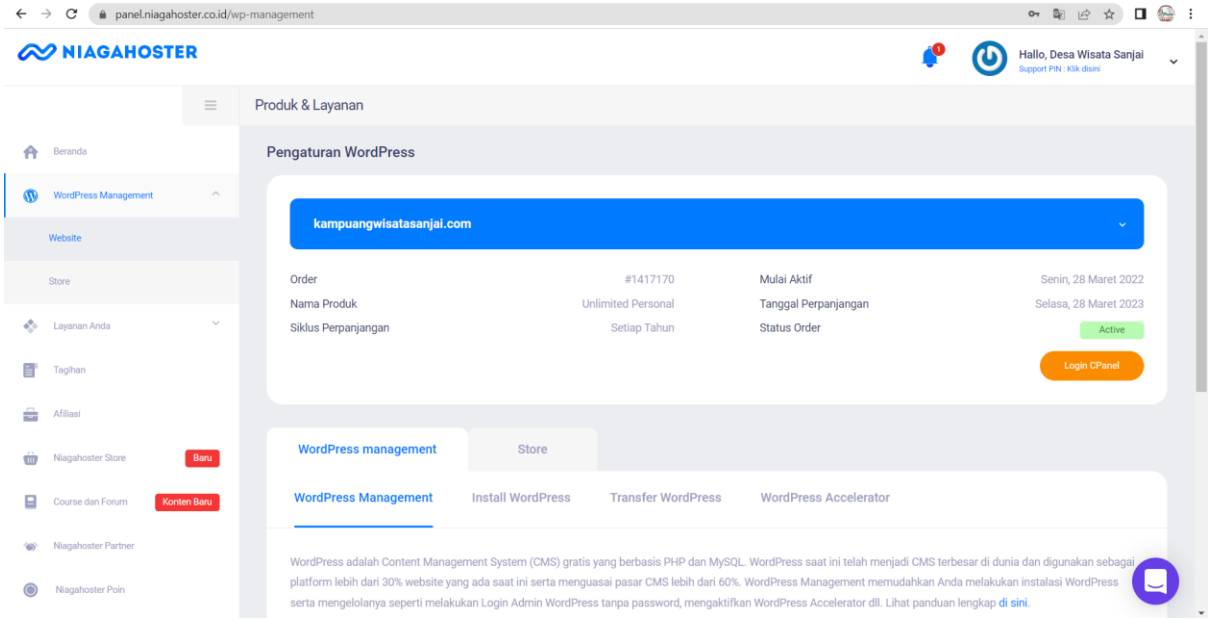


Figure 4. Website CPanel display

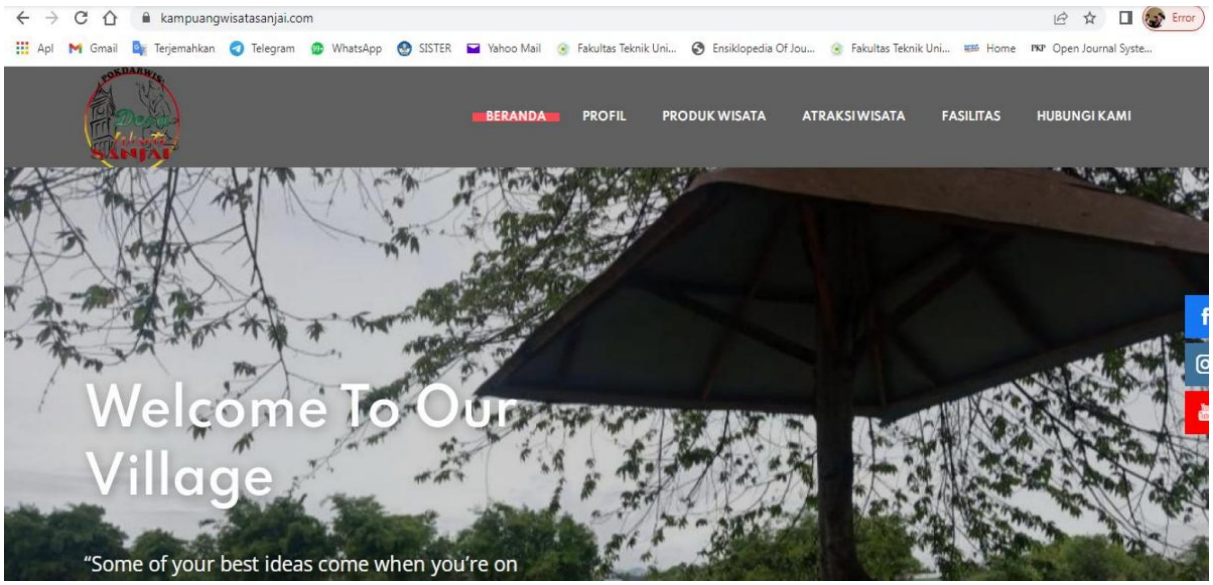


Figure 5. Display of the hope page

Figure 5 shows the results of implementing the website the community service team designed, which can be accessed via the page https://kampuangwisatasanjai.com/. The website page includes a home menu, profile, tourism products, and tourist attractions. Facilities, and contact us. Each will go to a separate page that the community service team has designed.

The next step is testing and confirmation. In this case, a dedicated team makes a direct visit to display the results of implementing the website that has been designed. Pokdarwis of Sanjai Tourism Village's team welcomed this activity, and discussions and improvements to the website took place, as in Figure 6. The testing and confirmation consisted of testing website performance and confirming the suitability of website content according to partner requests.



Figure 6. Discussion and demonstration of the website designed by the community service team

From the discussion results, several improvements were made, namely adding a News & Events menu and display to the website to display the latest activities and activities in the village. The results can be seen in Figure 7 and Figure 8.

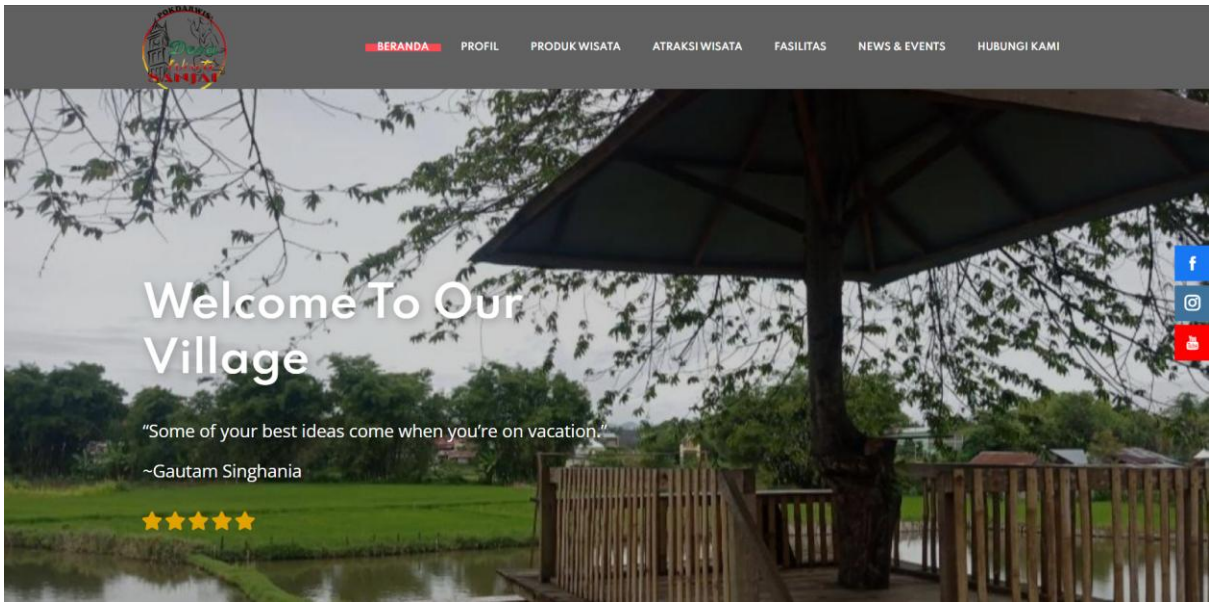


Figure 7. Results of website improvements by the Community Service team

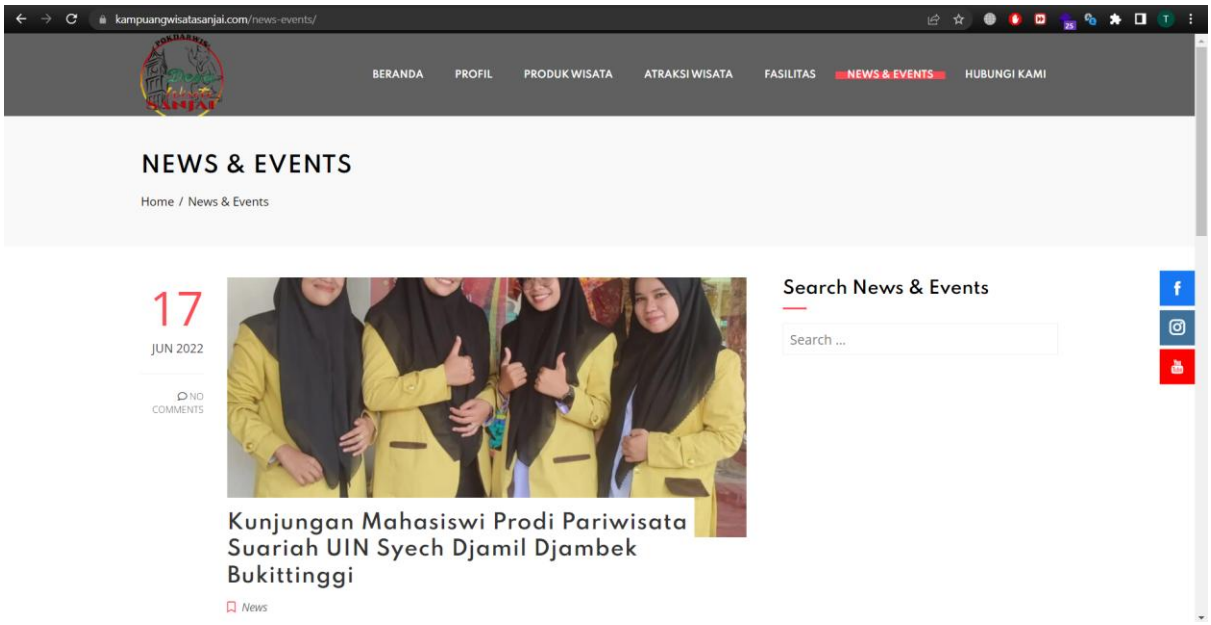


Figure 8. Display of the news & event menu on the Sanjai Tourism Village website

Based on the improvements and confirmation results, the Sanjai Tourism Village website was symbolically handed over on the next visit, as shown in Figure 9. The handover of the website was carried out by the Head of the Computer Engineering Department of Andalas University to the Head of Pokdarwis of Sanjai Tourism Village and accompanied by the Head of Community Service and ended with a group photo in Figure 10.



Figure 9. Website handover to Pokdarwis Sanjai Tourism Village



Figure 10. Documentation of Community Service Team and Pokdarwis Sanjai Tourism Village

CONCLUSION

The community service activities by the Department of Computer Engineering, Universitas Andalas, took place over about 6 months. In this activity, a website could be used by the manager, in this case, the Tourism Awareness Group (Pokdarwis) team of Sanjai Tourism Village, to optimize the promotion of existing tourism potential and attractions. The Pokdarwis Team of Sanjai Tourism Village has been provided with website usage training. The website is expected to positively impact the development and promotion of this tourism village, especially in the era of technology today, which demands that everything undergo digital transformation. Furthermore, the final result of this community service activity is also targeted to establish cooperation between the Department of Computer Engineering, Faculty of Information Technology, Andalas University, and Pokdarwis of Sanjai Tourism Village, Bukittinggi.

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