

# E-Commerce on Tourism Village Development

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Abstract: Entrepreneurs who actively conduct e-commerce has a wider sales area when compared to the use of promotions through offline. Currently, Indonesia is actively improving the quality of tourism services. Tourism development is also not separated from e-commerce as a marketing strategy. Indonesia seeks to raise local wisdom as a tourist attraction. Research village, management of tourism facilities and infrastructure, tourist attractions, marketing management governance is also continuously improved. The village of Kenep Sukoharjo is a village that is proclaimed as a tourist destination. This tourist village is constantly arranging well from the management of tourism, facilities, tour packages, tourism facilities and infrastructure. The purpose of this study is to describe the potential of Kenep village as a tourist destination and the application of e-commerce tourism in the village of Kenep. This research method using descriptive qualitative method. After survey activities, interviews and observations, it was found that Kenep village has started to use e-commerce in promoting its tourism potential. Village tourism promotion is done through youtube videos, social media, websites or blogs. This tourist village has organized a race tour event read poetry. Tour managers who are accommodated by the Sadar Wisata Group (*Pokdarwis*), start promoting tourist villages through social media, coverage of tourism potential through printed newspapers or on line, television media has also been done. Visitors who come are still limited to residents around Sukoharjo District, such as elementary school students, junior high school and high school. Several times a visit from private college students in Sukoharjo District. For further research can analyze the impact of e-commerce.

## 1 INTRODUCTION

The value of UMKM exports grew by 9.29% or equivalent to 182 billion rupiah in 2013. 86.33% Indonesian SMEs capitalize independence (Rahmini, 2017). The development of small industry and household activities and trade activities very rapidly as a community effort in meeting the needs of life. Such activities are carried out within the household due to limited capital to rent premises for industrial activities and trade. The Government of Indonesia, especially the Ministry of Cooperatives and Micro Small Medium Enterprises (MSME) is currently inviting the community to be creative in developing small micro enterprises in order to develop entrepreneurship. People both rural and urban, ranging from young to old age many who run the home industry. The empowerment and development of UMKM is an effort taken by the Indonesian government to overcome unemployment and poverty. The government can provide support in the

form of training, improving facilities and infrastructure, easy access to information on developing UMKM (Ariani and Utomo, 2017). One of the problems faced by Small and Medium Enterprises (SMEs) is a marketing problem, in addition to issues concerning the aspect of legality and capital. For that Small and Medium Enterprises (SMEs) must be smart to seek new breakthroughs in marketing their products. One solution is that SMEs need to adopt internet media (e-commerce) is now considered more effective than conventional marketing (Dewi, 2011). E-commerce is a form of use of Information and Communication Technology (ICT) to shift the principle of product oriented to market oriented. ICT can facilitate SMEs in marketing their products (Elsandra and Yulianto, 2013).

Business transactions through the Internet is a new business phenomenon. One of the benefits of internet as a means of introducing and marketing products or services. The perpetrators of SMEs need to find a new breakthrough in order to increase sales

turnover. Currently the most effective marketing for culinary gamers is through local gift shops. However, with space that is not so wide, making each brand of culinary products typical souvenirs must compete from the packaging. Previous research has found that e-commerce adoption by SMEs is still low compared to large companies (Lizda, 2007).

Kenep Village Sukoharjo District has many potential creative industries. Most of the residents have various businesses in the field of batik handicrafts, flower crafts or ornamental plants, herbal medicinal processing, cosmetics, crackers, and processed traditional foods such as *wingko*, *jadah*, diamonds and *jenang*. *Jenang* processing entrepreneurs consist of 22 business units. Processing *jenang* business still uses traditional methods from production to marketing. Production using wood burning stoves, stirred with man-operated wood, leaf-packing, and marketed directly in nearby markets, namely Weru Market and Tawang Sari Market. *Jenang* sales competition centered on both markets makes entrepreneurs limit the amount of production. To solve the problem of limited marketing area, the method of marketing is only by word of mouth alone, so the entrepreneur needs to do marketing outside the two markets. The method that can be done is the adoption of marketing technology through the internet, so the product can be known more widely and able to get customers from outside the region. Since 2015 Kenep Village Sukoharjo regency began to promote tourism services through the internet media but there has been no identification and evaluation of how the use of e-commerce in the development of the tourist village. The purpose of the study is to describe the use of e-commerce in the development of tourist villages in Kenep Sukoharjo.

## 2 LITERATURE REVIEW

E-Commerce is any form of electronic transaction of goods or services performed electronically (Jaidan, 2010). With this, there will be a faster, more intensive, more cost-efficient relationship between the company and its stakeholders. Business activities that can be done with e-commerce such as marketing activities, promotions, transactions, payments, and other activities as the development of innovation in business activities.

One form of information technology that can be applied by SMEs to develop their business is to adopt e-commerce. Cost, speed, and data handling capacity determine the advantages of internet and

value for e-commerce (Ningtyas and Sunarko, 2011). Use of E-Commerce can speed up processing time and reduce paper usage in workmanship from design, production, delivery to reduce operational costs as little as possible (Maulana, Susilo and Riyadi, 2015).

Adoption of E-Commerce by small and medium enterprises in Indonesia is influenced by several factors perceived benefits are benefits of use, technology readiness, innovation, IT experience and IT skills. Various applications are developed from 3 (three) basic application categories are: 1. Discovery is an application for information access (browsing and information retrieval/searching) 2. Communication i.e. e-mail, chat, newsgroup 3. Collaboration is an application for collaboration between individual/group, such as workflow systems, screen sharing, visual teleconferencing, group decision support systems (Augustine, 2007).

One of the media used to run e-commerce is the internet. There are two supporting factors that cause the Internet to grow faster in mediating e-Commerce, namely (1) the internet has a very wide range, cheap, fast, and easily accessible by the public; (2) the internet uses electronic data as a medium of delivery of messages/data so that it can be done sending and receiving information easily and concisely, both in the form of analogy and digital electronic data. The development of the use of online marketing media e-commerce is supported by how far the level of trust owned by its users. Consumer confidence in online shopping is based on the expectation that merchants will engage in generally accepted practices and be able to provide promised products and services. E-commerce has an important role in creating product competitiveness because companies can create interaction activities and sales promotion.

There are 3 methods of payment using e-commerce, namely online processing credit card, money transfer, and cash on delivery (Maulana, Susilo and Riyadi, 2015). The diversity of payment options makes e-commerce a superior position to attract consumers. Thus, some benefits such as new revenue streams, increasing market share, lowering operating costs, widening reach, increasing customer loyalty, can be achieved more easily. Of course not be separated from the risks that may be faced, such as fraud that resulted in financial losses, information theft, service disruption resulting in loss of business opportunities and access by unauthorized parties.

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### 3 RESEARCH METHODS

This research is a qualitative descriptive research with focus of research on describing the use of e-commerce in developing tourist village in Kenep Sukoharjo. The data search method uses primary data through interview method, focused discussion and questionnaire to informant with sample taken from tourism service actor in Kenep Sukoharjo. To obtain data on demography, the author uses the method of searching documentation data. Meanwhile, to obtain the description of non verbal data used field observation method.

### 4 RESULTS AND DISCUSSION

Kenep Sukoharjo village is an area located in Kenep Village Sukoharjo District Central Java Province with an area of 282.1532 Ha. Overview of geographical condition Kenep urban village is located in the administrative boundary of northern part of Combongan Village, south of Pojok Village, Tawang Sari District, east of Banmati Village and west of Tangkisan Village, Tawang Sari District. The village of Kenep is divided into 3 areas, 9 Rukun Warga, 29 Rukun Tetangga and 11 Kampung. The villages in Kenep Village are Kampung Kedunggudel, Kampong Krecekan, Kampung Bangkekan, Kenep Village, Sri Sejahtera Housing, Sabunan Village, Kampung Matungan, Krajan Village, Soko Village, Kampung Karangtal and Geneng Village. Kenep village distance to the District Sukoharjo reach 7.5 km. Kenep village distance to Sukoharjo regency reach 8.7 km. The total population of Kenep Sukoharjo village reached 5055 people consisting of 2153 men and 2542 women (Sukoharjo in Figures, 2010).

Kenep village has many potentials that can be managed to become a tourist destination. Potential Kenep Village in the form of creative industries, natural conditions, history and cultural kedaerahan. Creative industry consists of batik-patterned textiles,

artificial ornamental plants, traditional food handicrafts, herbs, and cosmetics. Natural conditions are rice fields, plantations and Kalimati river. History and culture such as old mosque, art studio (murals, poetry, traditional keroncong song) and burial area of Islamic religious figure.

Table 1: Number of Creative Industries as Tourism Village Potential.

Kenep Creative Industry	Units
<b>Textile craft batik patterned</b>	10
<b>Artificial decorative plants</b>	1
<b>Traditional food</b>	28
<b>Herbal medicine</b>	1
<b>Natural cosmetics</b>	1

Batik as Indonesia's cultural richness spread all over the region. Batik patterned craft is also available in Kenep Sukoharjo Village, Central Java Indonesia. Batik typical area Kenep lifted the theme Kedunggudel. Textile production process is divided into three types namely *batik tulis* (hand-made batik), *batik cap* (stamp *batik*), batik printing and batik combination. *Batik tulis* (hand-made batik) produced by the method of drawing on cloth using *canting* tool. *Batik cap* that is using batik-patterned stamp. This batik stamp made from copper. *Batik printing* is *batik* which is produced using technologically advanced machine. There are 10 units of *batik* textile industry in Kenep Village. Most of the batik artisans in Kenep Village produce *batik tulis* and *batik cap*. This textile craft has been producing for more than 10 years.

Craft of ornamental plants has just developed since 2017. Ornamental plants using wooden twigs with a creative touch of flowers, fruits or leaves made from plastic. Although relatively new but has been in great demand by the public. Products sold around Sukoharjo. Processed traditional food from Kenep Village has been active since decades. One entrepreneur Jenang Wito has been modeling for 57 years. The sweet taste and legit of *jenang* make this food must be enjoyed by the visitors of Creative Tourism Village Kenep Sukoharjo. In addition to Mbah Wito there are still 20 more typical food makers who become culinary tourism destination in the village of Kenep. Industry of herbal beverage processing also exist in Kenep Village. This herbs herbal treatment has been certified by BPOM so that it is safe for consumption.

The old mosque located in Kedunggudel Village Kenep Sukoharjo subdistrict is named Masjid Darussalam. The mosque which is a cultural heritage has architecture like the Great Mosque of Demak. Mosque building is reinforced with 16 piles of teak wood. Interestingly the *mustaka* or mosque head is not in the shape of a dome but the wijaya kusuma flowers. The mosque was founded since the 14th century and became the center of civilization and the spread of Islam in Java. Once this mosque is surrounded by boarding school. Because it is located near Bengawan Solo River makes *alim ulama* make it as the center of the economy. Darussalam Mosque is often used by *Raja Keraton Solo Paku Buwono VI* to discuss with Prince Diponegoro to discuss the strategy of war against Dutch colonialism (Solopos, 2018). The mosque was last renovated in 1837 and still stands today.



Figure 1: Process Batik.



Figure 2: Herbal Making Process.



Figure 3: The Process of Making Jenang.

Tourism Village themed creative village located in Kenep Sukoharjo Central Java Indonesia begins by the desire of citizens to introduce the potential of creative industry in its area. This tour activity is managed by *Pokdarwis* i.e. Group of Conscious Tour named *Kampung Sanga*. The Kenep youth community called *Lumbung Budoyo* is also active in the development of Kenep tourism village. Members of the Lumbung Budoyo community numbered 20 youths. *Pokdarwis* and *Lumbung Budoyo* are under the coordination of the Sukoharjo Central Sukeparate government. Institutional and management of tourism activities have been arranged by arranging stewardship and division of tasks and obligations (Praswati, 2018).

At the beginning of the inauguration of Kenep Village as a tourist village, promotion was only done through word of mouth marketing. The community of tour operators made several major events in an attempt to introduce the creative tourist village of Kenep Sukoharjo to the public. Events that have been done such as art and cultural carnival competitions. LPPM UMS, PPMB FEB UMS, and Ministry of Ristekdikti cooperate with Sukoharjo Regency Government to accompany creative industry in Creative Tourism Village Kenep Sukoharjo. Assistance is carried out by multidisciplinary lecturers who aim to develop rural community enterprises. Cooperation undertaken in the form of community service activities. Some of the programs that are being done are the preparation of the Tourism Village website, the preparation of youtube design, the preparation of tourist brochures, the arrangement of food product packaging as souvenir of the Tourism Village, the organizational arrangement of the Desa Wisata (Praswati, 2018).

The use of e-commerce has many benefits for business operators (Wen, Chen and Hwang, 2001;

Gajendra, 2015; Asghar and Brem, 2013). Benefits that can be obtained such as promotional cost savings, easy to embed brand in the minds of customers, ease of communication and improve customer satisfaction. E-commerce has several types such as youtube videos, websites, facebook and instagram. Although many benefits can be obtained from the implementation of e-commerce but still a few small business owners who use it (Asghar and Brem, 2013). Kenep Tourism Creative Village has started to implement e-commerce in marketing its tourism potential. Background of e-commerce adoption by small industry that is security, prestige, government support, vision and the need to service niche market (Chiliya, Chikandiwa and Afolabi, 2011).

Table 2: E-commerce Creative Tourism Village Kenep Sukoharjo Through Youtube.

Kenep Sukoharjo Youtube	Publications	Views
<a href="http://kelurahankenep.blogspot.com/p/jenang.html">http://kelurahankenep.blogspot.com/p/jenang.html</a>	2015	3
<a href="https://ruvideos.org/q55KrVcLg4k-rahasia-masjid-kunodarusalam.html">https://ruvideos.org/q55KrVcLg4k-rahasia-masjid-kunodarusalam.html</a>	2015	456
<a href="https://www.youtube.com/watch?v=mPMZYuF2Y4">https://www.youtube.com/watch?v=mPMZYuF2Y4</a>	2016	184
<a href="https://www.youtube.com/watch?v=mVI2wTlbJfK">https://www.youtube.com/watch?v=mVI2wTlbJfK</a>	2016	218
<a href="https://www.youtube.com/watch?v=G7QnKA-aicg">https://www.youtube.com/watch?v=G7QnKA-aicg</a>	2016	3282
<a href="http://wisatakenep.blogspot.com/">http://wisatakenep.blogspot.com/</a>	2017	0
<a href="https://www.youtube.com/watch?v=vO5ot3uS_ag&amp;t=4s">https://www.youtube.com/watch?v=vO5ot3uS_ag&amp;t=4s</a>	2017	11465
<a href="https://www.youtube.com/watch?v=iInjpCDTKj0">https://www.youtube.com/watch?v=iInjpCDTKj0</a>	2017	320
<a href="https://www.youtube.com/watch?v=bPOTtFyre_k">https://www.youtube.com/watch?v=bPOTtFyre_k</a>	2017	113
<a href="https://ruvideos.org/zqTWSnBSz4E-karnaval-desakenep-2017.html">https://ruvideos.org/zqTWSnBSz4E-karnaval-desakenep-2017.html</a>	2017	1548
<a href="https://www.youtube.com/watch?v=RtCRjLEXT_Y">https://www.youtube.com/watch?v=RtCRjLEXT_Y</a>	2018	10
<a href="https://www.plukme.com/post/1524138309-kenep-desakreatif-berbasis-pariwisata">https://www.plukme.com/post/1524138309-kenep-desakreatif-berbasis-pariwisata</a>	2018	411
<a href="https://wisatakreatifkenep.wixsite.com/kenep">https://wisatakreatifkenep.wixsite.com/kenep</a>	2018	0

E-commerce through youtube videos from Kenep Creative Tourism Village still uses

Indonesian so it cannot be known internationally. The frequency of up-date information on tourism activities is still relatively small. From 2015 to 2018 there are only 13 promotions made through youtube videos. Of the 13 on-line promotions are not all designed by managers of tourism, but some come from coverage of news media on line and coverage of television programs. Cooperation with some electronic media needs to be continuously woven by conducting an event so that it can be reported that finally can at the same time promoting Kenep Creative Tourism Village.

The website contains information about the Creative Tourism Village Kenep Sukoharjo. Choice of tourist destinations, types of tour packages such as educational tours, nature tours, religious tours or culinary tours. There are two strategies of website design: informational/communicational design strategy and online/transactional strategy (Wen, Chen and Hwang, 2001).

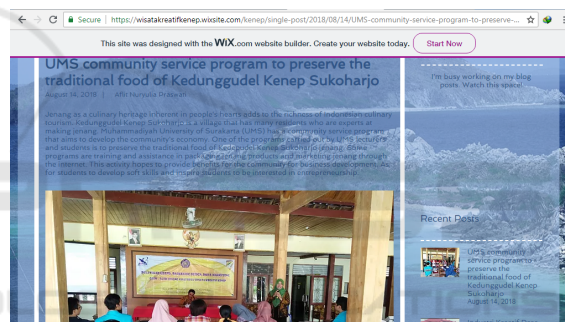


Figure 4: Website Design Creative Tourism Village Kenep Sukoharjo

Facebook has also been used by business owner Kenep creative industry in marketing its products. The use of facebook makes it easy to spread all the information both photos and videos about the product, besides the consumers can directly respond to the product to be sold. But at this time facebook considered less effective because the enthusiasts facebook lower than other social media such as Instagram (Abdullah, 2016).

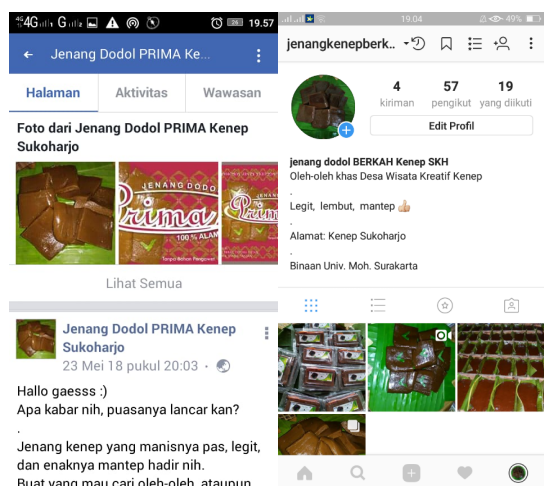


Figure 5: Product Promotion *Jenang* Village Creative Tourism Tour Kenep Sukoharjo through Facebook and Instagram.

Instagram usage is currently quite effective and is booming in all ages, through this Instagram SME owners can maximize their marketing. The community service team of UMS has also been assisting in the preparation and management of Instagram account from one of the creative industry of Kenep which is entrepreneurs processed traditional jenang food of Kedunggudel Sukoharjo. Instagram accounts will be managed by the management community to facilitate in promoting and communicating with consumers of a tourist destination (Kurniawati, 2016). The development of instagram usage in e-commerce of Kenep Tourism products are:

Table 3. E-commerce through Instagram

Account Instagram	Followers
@jenangwisatakenep	40
@jenangkenepberkah	57
@jenangkenepprima	58

During the trial use of e-commerce for 4 months at the beginning of the community and community service team actively doing some updated postings about the information processed *jenang* and promotion of products by the Village Tourism Kenep of *jenang* traditional food. From 40-50 users who follow Instagram *Jenang* account, some of them are interested to buy processed products of jenang with curious reason about *jenang* product of Kedunggudel Sukoharjo. It is hoped that the adoption of e-commerce can help the distribution of marketing of processed products to be more extensive.

Many benefits that can be taken from e-commerce is product promotion, cost saving, timely information, shortened remittance time, information consistency, better customer service, customization of products, competitive advantage and conventions of doing business (Wen, Chen and Hwang 2001) . Website effectiveness can increase user satisfaction (Gejendra, 2015). Use of e-commerce such as videos uploaded on youtube, website, facebook and instagram Creative Tourism Village Kenep Sukoharjo Central Java is already good but still needs to be developed further. The grammar and design used are still less interesting for people to read. This is due to the lack of active and creative marketing personnel in updating data. Information that is updated regularly and packaged and managed properly will give maximum benefits so as to attract readers who will eventually visit the Creative Tourism Village Kenep Sukoharjo.

## 5 CONCLUSION

The results of this study is the manager of Creative Tourism Village Kenep Sukoharjo Central Java has begun to do and continue to develop. The process of development and renewal is supported by the role of universities through community service programs. Government support is also key to the successful management of tourism activities. The liveliness of the *Pokdarwis* and *Lumbung Budoyo* communities has become an important player in developing tourism services. Do not forget the will of the creative industry entrepreneurs who become tourist destinations to continue beautifying themselves so interesting to visit. The potential use of e-commerce is very positive in supporting the advancement of the creative industry in helping to market their products. However, this research has not measured the effectiveness of the use of e-commerce so it can be an opportunity for further research.

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