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On-Line Based Tourist Village Development In The Village Of Karangan, Trenggalek District

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Karangan Village is a village located on the outskirts of the City of Trenggalek Regency, which has 3 tourist destinations, namely: 1). Tourist Attractions for the Tapan Forest Public Baths, 2). Chocolate House and 3). Quite a number of cultural attractions, including: a). Independence Day Carnival, b). Hidjriah New year Cultural arts carnival, c). Cultural arts carnival AD New Year, d). The cultural arts carnival of Kupatan, Eid al-Fitr. In addition, Karangan village also has tourism support that is quite potential, namely: a). Lodging places in the form of a tourist studio, batik handicraft places, handicraft places, Trenggalek specialties, Tempe chips, Alen-alen, as well as a center for selling snacks and other souvenirs.

However, the development of tourist visits in the village, especially in existing tourism objects, is generally temporary in nature. Government investment in building tourism object properties in the village, does not have an optimal impact on the development of tourist villages, and the community's economic growth in the village is sustainable. This is from the investment aspect of the development of these tourism objects in fact losing money due to the reduction or cessation of unsustainable tourist visits in the village.

The purpose of this research is to develop online marketing of these various tourist destinations so that these various wiyata destinations can be widely known and can become alternative tourist destinations that attract both local and international visitors globally.

The method used in this research is action research which begins with a need assessment of information needs which can be informed on-line based on a web site, and is continued with making web sites for various tourist destinations on-line.

The results showed that various information about tourist destinations and tourist attractions in the Karangan village could be known by the public through the uploaded web site and the cultural attraction events and tourist destinations that were there received more visits.

Keywords: *Village, Tourism, Based, on-line, Trenggalek*

I.   Introduction

Karangan Village is a village area located on the outskirts of the city of Trenggalek Regency which has at least 3 leading tourist destinations that attract tourists from outside Trenggalek Regency. The three destination icons include: Chocolate House which is a production and sale place for chocolate products, Public Baths in the Tapan Forest Mountains and Turonggo Yakso cultural attractions, as well as various other local cultural activities, ranging from the Kupatan carnival to commemorate Eid, to the carnival. Hijriyah New Year culture, places for hand-written batik, handicrafts or handicrafts, lodging for residents in the form of a Tourism Griya, Trenggalek chicken lodho specialties, tempeh kripik, alen-alen, as well as a center for selling Trenggalek's typical snacks and souvenirs. From the aspect of community development, in Karangan Village there are also 3 elementary schools namely SDN Karangan I, SDN Karang II and SDN Karnagan III, at the junior high school level there are SMPN I Karangan and Madrasah ibtidaiyah and madrasah tsanawiyah. In addition, there is also the Bina Sejahtera Desa Learning Center, which has developed a variety of foreign language courses that have the potential to develop foreign languages specifically for the purposes of tourism or tourism.

All of these constitute properties and assets in Karangan Village, which have great potential to become this village as a tourist village in Trenggalek Regency. In addition to that, Karangan Village is a village area located in the capital city of Karangan District and is an area that already has adequate transportation infrastructure so that it is easily accessible by various guests and tourists from various other areas.

It is hoped that the development of the Karangan Tourism village as a tourism village can be a strategic step for the development of other tourism in the Trenggalek Regency environment, because it provides opportunities for out-of-town and even foreign tourists to transit in this village, who can then visit various tourist destinations in various places. other areas within Trenggalek Regency, by using means of transportation in accordance with the geographical conditions of the Trenggalek Regency area, of which 60% of the area is mountainous.

The government's efforts to build various tourist destinations in Karangan village, which have spent large amounts of money, must of course be followed by efforts to maintain sustainable tourist visits, so that they can significantly impact economic growth for the people in the tourism environment. A tourism management system that is not good, of course will greatly affect the consistency and sustainability of tourist visits to tourist destinations that have been built, as well as a sustainable marketing system that can provide mutual benefits to various parties, both travel agents, accommodation and transportation providers, as well as the various supporting culinary tours, need to get proportional attention so that sustainable tourist visits in the village are realized.

II.   Research Purposes

To increase the promotion of tourism villages with various tourist destinations in the village through on-line applications, so that tourist visits to the area increase.

III.   Literature Review

A. Definition of Tourism

The definition of tourism is a trip from one place to another, temporary in nature, carried out individually or in groups, as an effort to find balance or harmony and happiness with the environment in the social, cultural, natural and scientific dimensions (Ariyanto, 2005 . Based on this definition, 3 important aspects of tourism can be stated, namely:

a. Must be temporary

b. It must be voluntary in the sense that it does not happen because it is forced

c. Do not work which is to generate wages or pay

Based on this definition, it can be explained that tourism is a travel activity or part of these activities that are carried out voluntarily and temporarily to enjoy tourist objects and attractions. Meanwhile, tourists are people who carry out tourism activities.

There are many aspects that need attention in tourism development, as stated by Pitana, I Gede. (2005), tourism development is a community development that includes various aspects of social life, nature, culture, social structure and various other aspects of life.

B. Types of Tourism

According to Pendit (1994), tourism can be differentiated according to the motives of tourists to visit a place. The types of tourism are as follows: Cultural Tourism, Maritime or Maritime Tourism, Nature Reserve Tourism (Conservation Park), Convention Tour, Agricultural Tourism (Agro-tourism), Hunting Tour, Pilgrimage Tour.

C. Promotion of On-Line-Based Travel Destinations

According to Dona, Jefrianus. (2010), on-line applications are application software created using web technology and can be accessed via browsers (Internet Explorer, Firefox, Opera). The term commonly referred to is a web application. The advantages of this web application for tourist destinations make:

1. Ease of access Users can access web applications from almost anywhere, as long as the computer they are using has a web browser and Internet connectivity, to see the desired tourist destinations.

2. Ease of deployment Web applications can be developed, updated, and maintained remotely without requiring users to install (or reinstall) them, due to changes and developments in the destination tourist destinations.

3. "Trained" user base Web applications do not require complicated installation, the barriers to their use (or at least to try them) are much lower.

4. Maturity and reliability of network connectivity and web technologies, which were important for previous web applications were unreliable network connectivity and significantly inconsistent web standard support - that is, HTML, CSS, and JavaScript - in web browsers.

IV.   Research Result

Karangan Village is a potential tourism village, apart from being a village located on the outskirts of the city of Trenggalek Regency, with a rural feel that is still thick, but this village has become a village that has complete infrastructure and infrastructure as a tourist village. Apart from the tourism potential properties, Karangan village already has other tourism facilities and infrastructure which are quite adequate, namely the center of the fruit market, Wage market, Subuh Market, and several Trenggalek typical food and snack products, for example alen-alen, geti, manco, alen- alen and others, to support the development of tourism villages.
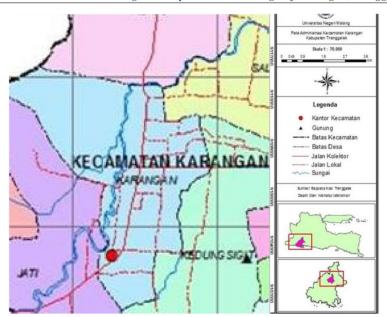
Figure 1: Karangan Tourism Village, Trenggalek Regency

Even though Karangan Village is a village that already has a relatively complete tourist destination as a tourist destination package, however, the development of tourist visits has not developed as fast as expected. Tourist visits to the village are seasonal in nature and experience a booming period only during the initial development of certain tourist destinations. For example, with the establishment of the chocolate house in Karangan Village, within a few weeks of the opening of the chocolate house, the community was excited to visit the chocolate house in Karangan village in droves. However, this did not last long, so that in the following months the tour visits to the chocolate house were no longer continuously crowded. Likewise, visits to general benchmarking tourist destinations, in the Tapan mountains, only a few moments after the improvement in visits to these destinations grew rapidly, however, only in the next few months tourist visits decreased and continued busy and continuous tourist visits. This large investment, of course, must be followed by professional tourism management supported by the sharing of adequate other tourism facilities and infrastructure.

Chocolate House Tour

However, the existence of Karangan Village as a tourist village is only seasonal and temporary for tourist visits in general. This can be seen at the inauguration of the chocolate house some time ago, when it was inaugurated and opened to the public, in a few months, the tour to the chocolate house was very busy and brought many visitors who came to the chocolate house tourist spot. However, only a few months later the visit to the chocolate house stopped and the crowd of tourist visits was not sustainable. So that investment in developing a brown house as a tourist visit has become quiet again recently, even now it tends to be empty of visitors.

Figure 2: Chocolate House Educational Tour

Tapan Forest Public Bath Tour

Likewise what happened to the tourist destinations for the public baths in Tapan, only a few moments later, the visits to the Tapan baths were crowded with tourists, however, in just a few moments then it was quiet again, so from the investment aspect of the development of the Tapan bath tourist destinations, becomes less profitable between the treatment and the results obtained from tourist visits to the area.

Figure 3: Tapan Forest Tourism Bathing Place, Karangan Village

Cultural Tourism, Cultural Attractions of Turonggo Yakso

Cultural events in the form of carnivals in Karangan village: Whether in the form of a Kopatan day event in the context of Idul Fitri, village clean-up events, a carnival event to commemorate independence day, etc. are also interesting tourist events and always get appreciation from the community at large. So that this event is also very supportive of increasing tourist visits in the Karangan Village environment of Trenggalek district as an effort of the Local Village Government to increase tourist visits to the Karangan village, this cultural event can be seen in the following figure:

Picture 4: Karangan Village Cultural Tourism Event, with the Turonggo Yakso attraction.

Karangan Village, although it has various potential tourist destinations that are very interesting to visit, and although the government has built various tourist objects and cultural attractions as attractive tourist destinations, the development of Karangan village as a tourist village has not shown encouraging results. There are still many other tourist facilities and infrastructure that are neglected, both tourist houses and other culinary tourism facilities that are still empty of visitors. Likewise with the two tourism objects, namely the Public Baths in the Tapan Mountain Forest, and the Chocolate House, visitors are decreasing and becoming lonely again, due to the lack of participation and inadequate tourism services to support the continuity of the two tourism objects, as an adequate and can develop Karangan village into a complete tourist destination worth visiting in a sustainable manner.

Travel application based on web-site / on-line

The web-based tourism application can be seen on the following web: https://global-village.co.id/ina/home/, various features or images about various tourist destinations and tourist links in the surrounding area in the Trenggalek Regency environment. seen directly through the web, can be accessed globally so that it is possible for both domestic and foreign tourists to access it and can also involve various other tourism facilities, both regarding transportation, accommodation, culinary and various events related to tourism villages in the Karangan Village environment. Karangan District, Trenggalek Regency.

CLOSING

The conclusion can be summarized as follows:

1. With the development of web-site-based applications, various tourist destinations can be more easily accessed on-line with a wider and global reach, easy to develop information according to the development of tourist destinations, easy to train and easy to connect virtually.
2. The development of an on-line or web site-based tourist destination application must be able to provide complete information on either the tourist destination or the tourist attraction itself, along with the complete facilities for tourism, both culinary, accommodation, transportation and other supporting tourism services.
3. Development of tourism-based information will be better if information services are developed in an interactive time-to-time manner, which is only possible through various on-line information services.
4. The development of information on tourist destination services for various web-sites allows a broad reach of information and is able to reach a wider range of tourists both nationally and globally.

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