

Web Development and Web Management System Training in Kedung Aren Tourism Village, Kalurahan Tridadi, Kapanewon Sleman, Sleman Regency, Yogyakarta

Pelatihan Pembuatan Web dan Sistem Pengelolaan Web di Desa Wisata Kedung Aren, Kalurahan Tridadi, Kapanewon Sleman, Kabupaten Sleman, Yogyakarta

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Abstract

Village tourism is one of the great potentials in improving the village. The use of online media to increase the promotion of village tourism has been used by pokdarwis to support the increase in village tourism. However, the human resources of Pokdarwis Tridadi members shining brightly Kalurahan Tridadi have not been able to create and manage online media websites properly. It is necessary to conduct a training for pokdarwis members in Kalurahan Tridadi. The purpose of this service is to create a web and provide training and assistance to pokdarwis members to be able to manage website-based tourist content. The participants in this service were as many as 10 pokdarwis members. The method of applying science and technology carried out is in the form of training and assistance in managing website-based tourist content. The results of the activity showed an increase in understanding of the potential of tourism villages.

Abstrak

Pariwisata desa menjadi salah satu potensi besar dalam peningkatan desa. Penggunaan media online untuk meningkatkan promosi wisata desa sudah digunakan oleh pokdarwis untuk menunjang peningkatan pariwisata desa. Namun SDM anggota Pokdarwis Tridadi Bersinar Terang Kalurahan Tridadi belum dapat membuat dan mengelola media online website dengan baik. Untuk itu perlu dilakukan sebuah pelatihan bagi anggota pokdarwis di Kalurahan Tridadi. Tujuan dari pengabdian ini adalah untuk membuat web dan memberikan pelatihan dan pendampingan terhadap anggota pokdarwis untuk dapat mengelola konten wisata berbasis website. Peserta dalam pengabdian ini adalah sebanyak 10 anggota pokdarwis. Metode penerapan ipteks yang dilakukan adalah berbentuk pelatihan dan pendampingan pengelolaan konten wisata berbasis website. Pelaksanaan kegiatan pelatihan keterampilan ini akan dilakukan dengan ceramah, tanya jawab dan tentu saja praktek secara langsung. Metode yang digunakan adalah penyuluhan dan pelatihan dengan melibatkan 10 peserta. Hasil Kegiatan menunjukkan terjadi peningkatan pemahaman tentang potensi desa wisata.

Keywords: Web Development, Web Management System, Tourism Village, Community Service.

1. Pendahuluan

The growth of tourist visits in Yogyakarta has a positive influence on the development of new tourist attractions. It was recorded that from 2016 to 2019, there was a significant growth in the number of tourist attractions in Yogyakarta (Dwiningwarni et al., 2021). Furthermore, the growth of tourist visits ultimately has an effect on the growth of

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tourism villages which shows that currently the tourism sector is growing into one of Yogyakarta's leading economic sectors as shown in Table 1.

Table 1. Growth of Tourism Elements in Yogyakarta

No.	Element	Year			
		2016	2017	2018	2019
Number of Tourism Villages					
1	Develop	24	24	25	48
2	Developing	30	30	57	39
3	Grow	31	31	50	48
4	Worth Selling	0	31	82	135

Source: Bappeda Yogyakarta, 2020

Information about tourist destinations in Kedung Aren Tourism Village is only spread through word of mouth by the surrounding community and its reach is only limited, and it is not able to reach the scope of districts and even provinces. The use of online media is still very little used for promotional means (Tyas Untari & Satria, 2019). The village website media is still lacking information and the absence of the POKDARWIS website makes its management still very lacking. The lack of management of online media available in Kedung Aren Tourism Village is due to the lack of human resource experience of POKDARWIS members in Kedung Aren Tourism Village in managing the website. POKDARWIS in the village already has a website that is integrated with the village domain, but the management of the website as a medium for promoting village tourism is still not good. Human resources who are still unable to take advantage of online website technology as a means for tourism promotion media in the village of Kedung Aren Tourism Village are considered important to get training and assistance in the preparation of tourist content. Kedung Aren Tourism Village search on google sites that still lack information presented in Figure 1 below:

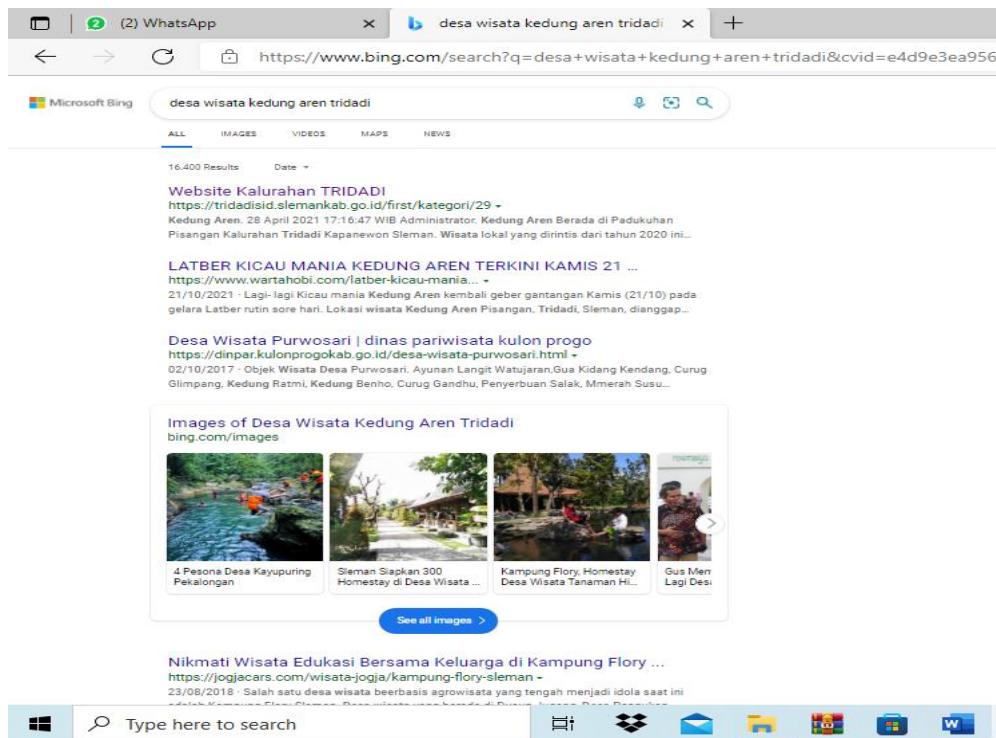


Figure 1. The display of information search about Kedung Aren Tourism Village is still lacking information

Based on the analysis of the situation, some of the problems to be solved in the Community Service Program are as follows:

- a) The Kalurahan web has not been optimal in providing information about Kedung Aren Tourism Village.
- b) There is no web POKDARWIS Kedung Aren Tourism Village.

c) Lack of maximum Human Resources in managing the web

The purpose of implementing this PkM is (1) The formation of a team of web site creators and managers from the POKDARWIS group. (2) Mapping the potential of Kedung Aren Tourism Village to create web design (3) Improving skills in making the web and its development and (4) Increasing the ability of groups to manage the web.

2. Methods

POKDARWIS Kedung Aren Tourism Village which is interested in creating and managing an informative web. The number of training participants is 10 people in the main place who have an interest in the field of information systems and are domiciled in Kalurahan Tridadi. The role of the service partner here is as a trainee. Partners also provide a place for the implementation of the program. Partners are fully committed to participating in service activities until completion. Service activities are carried out 2 times, namely on November 22, 2022 and December 30, 2022.

The method used in this devotion is by:

- 1) Problems in web creation. Training Date: November 22, 2022
The activities carried out are by:
 - a. Providing training to map the potential of tourism villages
 - b. Provide web building training
- 2) Problems in web management. Training Date: December 30, 2022
The activities carried out are by:
 - a. Provide web management training
 - b. Provide web development training

The implementation of the training will be carried out directly by the service provider and carried out at the partner's place. Pengabdi will gather to be one pokdariwis member at the pavilion / Joglo of Kedung Aren Tourism Village. The reasons for implementing such a method are:

- 1) To be more effective in explaining face-to-face
- 2) Makes it easier to map the potential possessed
- 3) This training makes it easier for target partners to discuss the difficulties experienced.

The implementation of activities will be carried out in 2 stages:

- 1) Phase I: Conducted to 10 members of POKDARWIS consisting of 1 session
Collecting information on the potential of Tourism Villages and creating web management flows and the web creation process
- 2) Phase II: Conducted on 10 members of POKDARWIS and consists of 1 session
Managing the web based on existing potential so that it becomes informative

In an effort to find out the success rate of activities, pre-tests and post tests are carried out related to web creation and management. The service team also monitors, evaluates and assists post-activity so that the activities carried out are more optimal and have a WA group to facilitate discussions if partners have difficulties in creating a web.

3. Result and Discussion

This service activity begins with licensing local officials. After the licensing process is complete, socialization is carried out to POKDARWIS members who are members of the web creator and creator group. The core activity was carried out in 2 days, namely November 22, 2022, about web creation training. As of December 30, 2022 is web management.

3.1. Web Development Training

The development training activity will be held on Wednesday, November 22, 2022, from 09.00 to 13.00 WIB. This activity was attended by 10 participants consisting of 10 Pokdariwis Members. The activity was opened by the Head of the Service Team from the Accounting Study Program of Mercu Buana University Yogyakarta. It also explains the purpose of the activities and stages to be carried out. Before the counseling stage, a pre-test is first carried out to all participants regarding the process of creating a web site. The pre-test was carried out by providing 10 questions about

making web design and 10 web management. The creation training was carried out because Kedung Aren Tourism Village has a web and web design that is informative to tourists what activities and attractions are there so that visitors or tourists have difficulty when finding information about tourist villages on the web (Airlangga et al., 2020).

The service team said that creating this web requires tremendous energy and passion because it combines information and art. So you have to focus on making this web if you don't focus then it takes a longer time to create a web (Vaculčíková et al., 2020). The first material was filled by Rochmad Bayu Utomo on mapping the potential of tourist villages. Mapping the potential of tourism villages is very important in creating a web, because the purpose of mapping the potential of tourism villages is to identify natural resources, community empowerment profiles, tourist attractions and the advantages of the tourism village itself (Hadiwijoyo & Anisa, 2020). The partners themselves in this training are very enthusiastic because so far what they have done has not mapped the potential of tourist villages, it is still only centralized tourist attractions around the river that have not yet formed the existing creative economy such as ecoprints and banana chips. This training also provides an opportunity for participants to identify the potential of the village by discussing so that in this session an excavation of the potential of the tourism village can be obtained (McGinnis et al., 2020).

The next session on web creation was filled by the chief compiler, Zaenal Wafa. In delivering his presentation in creating a web determine first, determine the right type of website, you will have a shadow of what kind of website concept you will build. This is important because it will affect the choice of web hosting plan, domain, and theme you will use (Azwanti, 2018). This training is also emphasized not to make the web perfunctory because it makes web management not optimal and cannot be developed. The next step is how to determine the cost because in making the web there are free and paid, it is also conveyed that if this web is for commercial activities, it means that there are buying and selling transactions on the web that are recommended to use a type of hosting service that is paid because the security of transactions occurs more (Król, 2019). However, if you only provide enough information, it is free. After this domain selection must be attractive so that it is easy to find on the web, domain serves as your website address so that people can easily access your website in the browser (Priatmoko & Dénes, 2021). For example, when people want to visit the Niagahoster website, they only need to type www.niagahoster.co.id in the browser and then the Niagahoster website appears. It can be seen from the two materials that have been given by partners that they are quite enthusiastic and begin to understand that making the web is not just making but hammering a fairly long process because that is in determining the success of the web and developing or just the web.

The last presentation was filled by Mushawir, about the budget. It turns out that in creating a web one of the components that is considered is to make a budget for web creation and development. In the explanation, the price of creating a website depends on your budget and purpose for creating a website. That is, it can vary for each one that makes depending on the needs. The first thing you should put in the detailed list of website creation prices is the purchase of web hosting. The price range of purchasing web hosting is IDR 10 thousand – IDR 720 thousand per month. Not yet purchased a domain price domain anatar Rp 14 thousand – Rp 275 thousand and the design depends on whether you want to make your own or someone else, of course this affects the budget of making a website. This first stage of training was felt to be useful by participants because it added to their insights in creating the web, there were many factors that had to be considered ranging from budget, web design and web content. Here is the documentation of activities and materials:

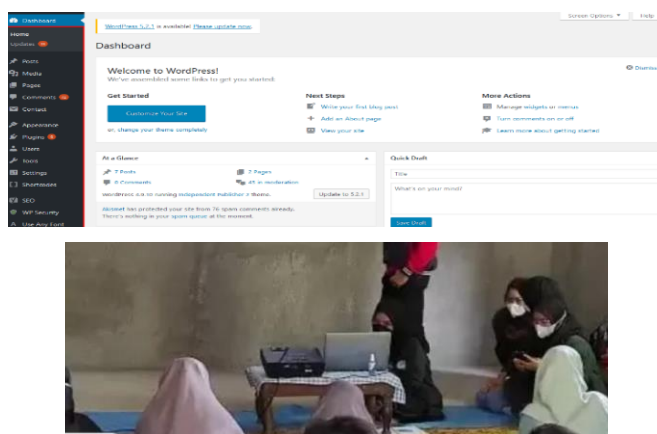


Figure 2. Web Development Training Activity

3.2. Web Management System Training

The web management training activity will be held on Saturday, August 30, 2022, from 10.00 to 14.00 WIB. This activity was attended by 10 Pokdariwis Members. In this training, web management is invited. The service team explained that the website as a means of disseminating information to the public is needed for tourists to know about tourist attractions, to maximize the dissemination of information, qualified human resources are needed to be able to manage the website.

It is also explained the benefits of the website, namely for branding the name of the tourist village. The average internet user will find out the name of a tourist village or the name of the website always provides hot and useful news on Google. So that the brand name will be easier to recognize and internet users will also recommend the name of the website to the closest friends. If the information provided is based on facts, it is fun and useful for everyone who reads. In this way, the branding process will get maximum results. The key is two, understand the importance of managing a business website and how to create good article content.

The importance of managing the latter website is to expand the customer network. By using a website one can specify the keywords of the area/name of the city they want to be used as a money-making granary. The key is to research the right keywords for an offer page and use SEO. In this training, it can be seen that some participants want to explore how to manage the web properly so that there is a very interesting discussion because of the importance of website management in developing tourist villages. Even in this session, participants asked for input for promotions on Instagram media and the promotion became more interesting. The input from the Mecu Buana Yogyakarta service team is still not informative about the potential of the village and tourism atrasction. If necessary, add to the bio information of the creative industry that is there to be connected to the tourist village.

The obstacle that can be obtained in the field service team is that the human resource capacity is still lacking regarding the concept of a tourist village, besides that it is still not technologically literate so that the service team has difficulty directing in helping to make the web, but the spirit of this young man must be maintained so that this tourist village can grow well.

3.3. Activity Success Rate

Based on the results of the pre-test and post-test as well as post-activity evaluation, the following results were obtained:

Table 2. Activity Success Rate

No	Description	Before Training	After Training
1.	Level of Understanding of the Potential of Tourism Villages	27	56
2.	Level of understanding of Web Development	23	48
3.	Web Management level of understanding	45	67
4.	Website	Haven't had	Design

Based on the results of the pre-test and post test, it shows that there is an increase in participants' understanding in web creation and web management, which is shown from the average post results have increased. In addition, it also has a draft design to create a web which is a collaboration with the Mercur Buana University Yogyakarta Service Team and POKDARWIS. The team is committed to continuing to help them until they have a good website to be able to promote Kedung Aren Tourism Village. As a form of concern for the community, the service team. All of these activities have changed the mindset of the participants to be able to produce works that is useful.

4. Conclusion

The conclusion of this community service activity is that (1) there is an increase in understanding of the potential of tourism villages. (2) there is an increased understanding of web creation (3) there is an increased understanding of web management. (4) Availability of web design drafts. Overall, the service activities run smoothly and are in accordance with the program plan and goals specified at the beginning.

The suggestion that can be conveyed is for the target partner to collaborate with related parties to get training assistance in creating the web and managing so that understanding can be more re-entangled.

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