

# DIGITAL MEDIA FOR THE DEVELOPMENT OF BANYU LUMUT TOURISM

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## **ABSTRACT**

*The use of social media for development as well as the promotion of tourism destinations is being loved by the people of Indonesia, both from the government and the private sector. So this paper will explain the same thing a bit. Specifically this article will discuss the development of tourist destinations using one of the social media, namely Instagram. The tourist destinations that we are developing are in the village of Tegaren, District Tugu, Trenggalek Regency. There are three (3) tourist destinations in Tegaren, namely embungs, caves, and waterfalls. The community service that we have done is still focused on one tourist destination, namely embung. The embung in the Tegaren village is called Banyu Lumut. This paper seeks to explain the development of tourist destinations through social media. In this paper, the concept of tourism that is pro-poor tourism, tourism value chain, and productive economic empowerment will be used. The pro-poor tourism approach is used as an alternative step of ecotourism which is expected to be more engaged in labor-intensive development activities rather than capital intensive. The community service that we have done has resulted in the form of an @banyulumut Instagram account which can then be used by the Tegaren village government to promote Tegaren tourism.*

**Keywords:** *tourism, social media, embung, empowerment, community service*

*Secara spesifik tulisan ini akan membahas pengembangan destinasi wisata dengan menggunakan salah satu media sosial, yakni Instagram. Terdapat tiga (3) destinasi wisata di Tegaren, yakni embung, goa, dan curug (air terjun). Pengabdian masyarakat yang telah kami lakukan masih berfokus pada satu destinasi wisata, yakni embung. Embung di desa Tegaren tersebut dinamakan Banyu Lumut. Dalam tulisan ini akan digunakan konsep pariwisata yang berpihak pada masyarakat miskin (pro-poor tourism), rantai nilai pariwisata (tourism value chain), dan pemberdayaan ekonomi produktif. Pendekatan pro-poor tourism digunakan sebagai langkah alternatif dari ekowisata (ecotourism) yang pada nantinya diharapkan lebih bergerak pada kegiatan pengembangan padat karya ketimbang padat modal. Pengabdian masyarakat yang kami lakukan telah menghasilkan luaran berupa sebuah akun Instagram @banyulumut yang kemudian dapat digunakan oleh pemerintah desa Tegaren untuk mempromosikan pariwisata Tegaren.*

**Kata Kunci:** *pariwisata, media sosial, embung, pemberdayaan, pengabdian masyarakat*

## **Introduction**

Tegaren village is one of the developing villages in Trenggalek Regency. This village has an area of 522.76 Ha with a State Forest area of around 120 Ha. Tegaren has a tropical climate with an average temperature of 270 C and an average rainfall of 1,761 mm per year. The potential possessed by this village is mainly agricultural products such as corn, cassava, tobacco, and rice. In addition, some villagers at certain times process bamboo to make bamboo woven.

Tegaren Village also has economic potential in the form of tourist attractions. There are three categories of tourism objects that have not been developed by the village, including caves, waterfalls and embung. As a village that wants to develop its economy, the Tegaren Village government has a plan to open tourism objects with the development of the embung, waterfall, and cave area (Firdaus, 2018).

The planning of the Tegaren Village government is in line with the outline of the Trenggalek District development plan by the local government. The orientation of development by the local government includes focusing on the development of the tourism sector. Even the tourism sector is planned as one of the economic pillars of Trenggalek. It cannot be separated from the potential of Trenggalek which is located on the coast and has a natural panorama structure. The orientation was reinforced by the regulation of Trenggalek Regency Local Regulation Number 25 of 2016 (Trenggalek Regency 2016) concerning Tourism and in the document of the Trenggalek District Medium Term Development Plan (RPJMD) 2016-2021. Trenggalek Regency also makes coastal areas (tourism), fisheries, and seaports as a regional integration.

On the other hand, with the enactment of the Village Law (Undang-Undang Desa) in 2013, the village will receive funding of the national budget (APBN) of around 1 billion rupiah per year. With the enactment of the Village Law, it is assumed that the village will be able to maximize its potential. The assumption, with the potential being developed, consequently increased village income. Another logical assumption is that the welfare of the village community also increases. With the tourism roadmap by the local government of Trenggalek Regency, the issuance of the Regional Regulation (Perda) on Tourism, and supported by the legalization of the Village Law in 2013, the government of Trenggalek Regency is preparing its region as a center of economic growth on the south coast of Java.

Tegaren Village Government welcomes development planning by the local government. In 2016, the village government has determined the planning of village embung as one of the tourism objects to be developed (Eddy, 1994). The village's embung are called Banyu Lumut Embung. The name Banyu Lumut itself comes from the discussion of the Village Government and Perhutani when many people fishing using moss bait with water that is always clear. Banyu Lumut Embung has three strategic functions for Tegaren Village (Firdaus, 2018).

First, the embung is a village water source, especially for residents of Rukun Tetangga (RT) 11 and 12 at Tompe, Tegaren. Second, water from embung can be a source of irrigation for fisheries business by using a tarpaulin pond for catfish or tilapia that does not require running water. Pool water can also be used for watering the fruit because it contains nutrients from the pond.

Third, water from embung can be used as a source of irrigation of horticultural

crops and can be processed into "picking tourism". The way life works around the embung can be a tourism potential for education that teaches about agriculture and tourism management. Villagers can also utilize the potential of the embung by planting fruit and turning it into "fruit picking tour." With the planned Banyu Lumut Embung as a tourist attraction, it is expected to be able to encourage the economy of the people and the village.

The designation of the plan is the first step, because since it was built in 1997, embung has only functioned as a water reservoir. Moreover, since it was built in 1997, embung tend to be neglected and not maintained. Activities and culture of community service by the community are also increasingly rare management of reservoirs is still not maximized due to lack of public awareness of the sustainability of the reservoir. Development of ponds that are still not maximal is also due to lack of development partners. The location of the geographical position of the village located on the outskirts of the district also correlates with the low visits from outside the community.

If examined more deeply, there are at least two fundamental problems regarding the development of ponds. First, it is a matter of awareness. The low level of awareness to develop embung causes the embung to be abandoned for years. Second is the problem of the quality of human resources. The problem of the quality of human resources causes people to not understand strategic steps for the development and management of a tourism object's potential. Poor management due to the low quality of human resources (Hendri et al, 2016). While the low quality of resources is also caused by mismanagement from the previous village administration period which was less concerned with improving the quality of human resources (Huda 2011). Another consequence is that there is no master plan for developing the embung. Both of these things then interfere with the planning and development efforts of the embung as the mainstay tourist attraction of Tegaren Village. According to one of the Tegaren village apparatus, the development of the reservoir built in 1997 is still stagnant. Until 2017, there were still no concrete follow-up from the village government and village communities for the further development of the embung which was proclaimed in 2016.

Therefore, strategic steps are needed in developing the embung. Discussions between stakeholders, futures planning, community empowerment and technical assistance were vital for the Tegaren village government. The Community Service Program Team from UPN Veteran East Java attempted to contribute to this step. Our community service team strives to be a facilitator to bring together the parties in developing a strategic plan for the development of the embung area. In addition, the community service team also offers counseling and technical assistance, especially in the use of digital media as a means of tourism development in Banyu Lumut.

### **Method**

This community service focuses on capacity building and human resource development related to understanding and using technology to support the development of tourism villages. Therefore, this community service will first be made a list of questions to be asked according to the interview method. In addition to interviews, community service also uses observation methods. The observation method is used to provide a balance of information on the

development and development of the Tegaren tourism village. The method for finding solutions offered in overcoming the problem of lack of socialization of tourist areas through social media, in this case Instagram to villagers, is as follows:

1) Extension of Social Media Use. The targets of extension activities are villagers, especially those who are active as administrators of village-owned enterprises; which later serves as a manager of tourism potential social media accounts in the village of Tegaren. This extension activity aims to raise awareness of the importance of social media management, especially Instagram, to promote the tourism potential of the village of Tegaren, in this case the reservoir of Tegaren. In this method, there will be various case studies and examples of Instagram usage for the promotion of existing tourist attractions. So that it is expected that the management of Youth Organization and Village-Owned Enterprises (Badan Usaha Milik Desa/BUMDes) will have the ability to manage and assist the use of Instagram for youth in the village of Karang Taruna members for further account management.

2) Mentoring Training on the Use of Social Media for Tourism Development in Youth and Management of BUMDes. BUMDes administrators should have an understanding of the tourism potential in their village which can be further developed. Whereas in the current digital era, the development of tourism potential can certainly be done optimally if it is supported by the use of social media to reach a wider target. Social media is a digital age phenomenon that is more familiar to the younger generation. So that the training on the use of social media, especially Instagram in Tegaren villagers will be divided into two stages; the first, fostering awareness of the importance of using social media for tourism development in the BUMDes. While the second, training on the use of Instagram accounts as a promotional medium for members of the Tegaren village youth group. It is planned that direct practice will be carried out related to the training in creating an Instagram account for the tourism potential of Tegaren village, then the use of visual media and text that can promote the tourism potential of Tegaren village and further tourism marketing.

In addition to counseling and training, in conducting community service in Tegaren, the community service implementation team also applied participatory development methods. The meaning of the participatory method is the emphasis of local community participation in the development of Tegaren tourism villages.

The birth of the idea of development participation is motivated by programs, projects and community development activities that come from above or from outside the community. In fact, this concept of development often fails and does not suit the needs of the local community. For this reason, a set of techniques are needed that can create conditions for community empowerment through a participatory community empowerment process. One international agent, the World Bank, for example, believes that the participation of people in third world countries is an effective means of reaching the poorest communities through efforts to generate the spirit of life to help themselves (Siswanto, 2008).

## **Result and Discussion**

In the context of mainstreaming pro-poor tourism, conditions in the village of Tegaren can still be in the process of increasing the welfare that is derived from

increased income due to tourism. If the concept of pro-poor tourism is intended to contribute to the reduction of poverty levels in an area (Hall, 2007), then in the case of Tegaren village, this can actually be realized. According to the statements of several stakeholders in the village, the process of reducing poverty through the opening of tourism village embungs has been successful. This is indicated by the income that goes to the villagers who sell around the embung location. On Saturdays and Sundays, people get a turnover of Rp. 200,000, - per day. The community in question is women farmers whose daily activities help in the fields. If the nominal turnover is calculated as a constant and measured at the frequency of one full month only on Saturday and Sunday, then actually Tegaren villagers have averaged US \$ 3.8 (at an exchange rate of ID Rp. 1 = US \$ 14,000). So, indeed there is an increase in economic prosperity for Tegaren villagers as they have passed the poverty threshold according to the World Bank (Cole and Morgan, 2010).

However, we need to underline that the economic growth of tourism in the Banyu Lumut village of Tegaren village is still fragile. There are several arguments that make us think that why the economic growth of Tegaren village by the development of the Banyu Lumut reservoir still needs to be anticipated.

First, there is a need to anticipate the phenomenon of "once a visit is enough". A phenomenon like this would still be quite a lot in some tourism areas. This fact was also confirmed by the frequency of visits of several people who came to the Banyu Lumut embung once to see and then not return. It should be remembered that the embankment of Tegaren village is still being developed for two years and that is still not optimal. Second, the tourism value chain developed in Tegaren village is still not maximal and perfect. This also supports the weak durability of community visits to the Banyu Lumut embung. Infrastructure has been corrected by paving the road/access to the reservoir location. Thus, because the tourism value chain of the Banyu Lumut embung has not been fully developed, the Tegaren village tourism actually still has not found a form of sustainability. The third argument is the lack of understanding of the local people about tourism management and development based on ecotourism and the concept of pro-poor tourism. Indeed in the end, all tourism development will have a positive impact on improving the economy of the people and villages. However, the thing to keep in mind is the concept of ecotourism and pro-poor tourism is a concept that must be in line with nature conservation rather than natural exploitation. Thus, these two concepts must be accompanied by a passion to build an ecosystem that is not only powerless, but also sustainable. To maintain the strength of tourism development in Tegaren village, it is necessary to anticipate this.

Therefore, we took steps to introduce digital media as an initial promotion of tourist destinations being built in the village of Tegaren. The digital media we offer to be utilized is Instagram social media. We offer more Instagram usage because this social media is very close to today's youth lifestyle. Targeting youth segmentation is very important for us for the development of the Banyu Lumut reservoir because of the conditions in Tegaren village which also lacks youth participation in the development of Tegaren village.

The introduction of digital media as a channel for promoting tourist destinations we feel is very important for two things, the most important. These two things are 1) the visual and narrative introduction of Tegaren village, and 2) to attract the attention of Tegaren village youth themselves to actively participate in the

development process of Banyu Lumut embung tourism destinations in Tegaren village. The introduction of tourist destinations through visualization of locations and narratives is our priority. With the prioritization of location visualization and narration, we hope that promotion through digital media can attract not only people who want to see the sights, but also people who want to witness first hand the story of the progress of Banyu Lumut embung tourism destinations. Youth withdrawal is equally important. With the hope that the development of tourist destinations also involved young people in the village of Tegaren, then as much as possible the village youth were also involved since the beginning. Youth involvement can be done through organizations such as Karang Taruna and Kelompok Sadar Wisata (Pokdarwis) or also through individuals. On these two grounds, Instagram was chosen as the digital media that we developed together.

Instagram with my name @embungbanyulumut has been initiated and is now still managed by the UPN "Veteran" East Java community service team for Tegaren village. The initial upload on this account was carried out on 30 July 2018 with a photo of the community service team's visit to the Banyu Lumut village in Tegaren village. Until this article was written, the total upload of @embungbanyulumut Instagram accounts is 18 uploads with 24 followers. These numbers and intensities are better compared to some other Instagram accounts, such as @embungkledung with the first time uploaded on April 18, 2016 but until now only 6 total uploads and 73 followers and @embung\_kuniran\_hits accounts were first uploaded on October 10, 2017 and to date only 5 uploads and 43 followers.

The increase of @embungbanyulumut followers is inseparable from the influence of the strength of the Instagram social media platform, namely hashtag and viral power. By adding hashtags to each upload, the system in Instagram will automatically help our posts to be promoted by Instagram. This automatic promotion by Instagram is obtained through the "search" mechanism on Instagram.

So far, there are several hashtags that are used in every upload of @embungbanyulumut account, namely #trenggalekhits, #visittrenggalek, and #pesonatrenggalek. By using this hashtag, when the warganet then uses Instagram and searches based on the hashtags, then uploading the @embungbanyulumut account will also appear on the homepage / home / feed on the Instagram account. With more and more searches for the aforementioned hashtags, an upload can easily be viral on Instagram social media.

In this way promotion through Instagram digital media is carried out. Since the start of the increasing number of @embungbanyulumut followers, the village government of Tegaren also took the initiative to launch their Instagram account called @ pemdestegaren. Although until now the @emdestagaren account is still relatively new, but the spirit to continue to promote Banyu Lumut embung tourism destinations is also conveyed through @pemdestegaren uploads.

In the end, in 2018 the village of Tegaren was nominated for the top three categories for the development of the Trenggalek 2018 Soetran village. The Soetran Award itself is a step of appreciation from the Trenggalek Regency government for innovative and well-performing villages. This indicates that the seriousness of the village government in the development and construction of the

Tegaren tourism village can bear fruit and be enjoyed by all people in the village of Tegaren.

### **Conclusion**

Based on the results of community service (PIKAT) that have been carried out and resolved well, the conclusions are as follows: First, Activities that have been carried out: 1) Extension of Social Media Utilization; the target is the villagers who are active as administrators of village-owned enterprises; aims to increase awareness of the importance of managing social media, especially Instagram as a promotional medium for the Tegaren reservoir, 2) Assistance for the Use of Social Media for Tourism Development in Youth and Management of BUMDes. Mentoring on the use of social media is divided into two stages; first, fostering awareness of the importance of using social media for tourism development in the village BUM. Secondly, training on the use of Instagram accounts as a promotional medium for members of the Tegaren village youth team. Secondly, FGD (Forum Group Discussion) with village government and youth organizations has also been carried out which produces a real picture of obstacles in developing the embungs, profiles of the Tegaren Village community and agreement on the establishment of a roadmap for the development of embungs between the community service team and the hamlet and village. In the FGD it was also agreed to involve the drafting team in the MoU signing plan and the preparation of the master plan. Thirdly, the outcome was in the form of an Instagram account @banyulumut which the Tegaren village government continued to use as a media for tourism promotion in Banyu Lumut embung.

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