Totem Pro Parte: Narratives of Segunung Traditional Village in Adapting Digital Technology for Tourism

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Abstract

Kampung Adat Segunung, located in Carangwulung village, Jombang, East Java, is an example of a tourism village that applies digitization for tourism development. This can be seen from the intentions and motivations of destination managers who use websites, social media, and the Google Ecosystem in their daily tourism management. This article is a publication of the team's research on the impact of using digital technology in tourism destinations. The research conducted by the research team used a qualitative descriptive method with data collection techniques that relied heavily on interviews, observation results, and literature studies. Managers in Kampung Adat Segunung were also used as research subjects using a participatory rural appraisal approach. Research conducted by the research team found that the positive impact of digital technology adaptation for tourism in the Kampung Adat Segunung still has implications only for destination managers. Most local people are still not positively affected, so they show reluctance to involve themselves in local tourism. In addition, the research team also found that there was an unpreparedness of human resources in terms of their digital capacity to be able to take full advantage of digital technology adaptation. Therefore, the research team concluded that the Kampung Adat Segunung could indeed be an example of a tourist destination in a tourist village that has implemented digital technology for its management. But behind all that, what must also be considered is the readiness of destination managers to make digital technology part of their daily activities and priorities so that the maximum use of digital technology can be made.

Keywords: Kampung Adat Segunung, digital technology, adaptation, impact, destination managers

A.   INTRODUCTION

Tourism is one of the fastest growing industries and has a *multiplier effect* on the growth and development of a country. The United Nations World Tourism Organizations (UNWTO) states that the tourism sector is one of the important sectors in the development of a region and increasing welfare for the community. The tourism sector, which before the COVID-19 pandemic was one of the mainstay sectors for foreign exchange earnings and other economic impacts, such as employment and micro-industry drivers, experienced a surge in the number of tourists both from within and outside the country. Therefore, tourism development must be based on *pro-poor, pro-job, pro-growth* and *pro-environment.* (Suganda, 2018)*.*

To realise the goals of tourism as stated by UNWTO, tourism should be able to have a good impact on society. By applying the concept of *community-based tourism* (CBT), the stated goals can be achieved more quickly. (Suganda, 2018). Providing the context of CBT implementation in Indonesia, one form of representation of sustainable development and *community-based tourism* is the development of villages as tourism destinations or known as Tourism Villages. Desa Wisata, in the context of rural tourism, is a tourism asset based on rural potential with all its uniqueness and attractiveness that can be empowered and developed as a tourism product to attract tourist visits to the village location (Abidin, Fedrina, 2018). (Abidin, Fedrina, & Agustin, 2022)..

Meanwhile, on the other hand, tourist villages as tourism destinations in rural areas also cannot be separated from the development of *smart tourism*. The use of digitalisation to develop tourist attractions is one of the contents of the deployment of *the smart tourism* solution itself. Digitalisation in the tourism industry, especially in tourist villages, is considered as one of the right steps to meet the culture of today's digital society by meeting all its travel needs to rural areas. One of the community-based tourist village destinations that has implemented the use of digitalisation is Segunung Traditional Village located in Carangwulung Village, Wonosalam District, Jombang Regency.

Segunung Traditional Village itself has a variety of natural and cultural wealth which is a potential or tourist attraction that is quite attractive to tourists. Besides being famous for cultural products, Segunung Traditional Village is also a producer of food and spice drinks made by the local community. (Indartuti & Rahmiyati, 2021).. The existence of tourism assets owned by Kampung Adat Segunung makes Kampung Adat Segunung one of the choices of tourist attractions with a thick rural feel. Along with the advancement of the digital era, the community of Kampung Adat Segunung, especially the management of Kampung Adat Segunung, sees the digitalisation of tourism as an opportunity that can be utilised to make it easier to develop the tourist attractions owned by Kampung Adat Segunung. The management of Kampung Adat Segunung has utilised digital media, especially in the management and development of Kampung Adat Segunung. The use of digital media by the management of Kampung Adat Segunung includes administration and archiving such as visitor data collection, ticket sales which are carried out online, and besides that Kampung Adat Segunung also uses digital media, especially as a means of advertising or promoting Kampung Adat Segunung to outside audiences through social media and also the *website* owned by Kampung Adat Segunung. One of the social media owned by Kampung Adat Segunung is Instagram with the account name @kampungadatsegunung.

However, this does not mean that by starting to adapt digital technology to tourism, Kampung Adat Segunung can effectively implement *smart tourism* as many believe. To confirm this, the research team has made the Kampung Adat Segunung tourist destination one of the focus areas of the research. Since 2021, the research team has made regular visits to Kampung Adat Segunung to conduct *field research*. Field research was conducted with the aim of verifying and confirming the impact felt by the managers of the Kampung Adat Segunung tourist destination and the local community in Segunung hamlet after they adapted technology in tourism management.

The formulation of the problem raised by the research team in dissecting problems in the Kampung Adat Segunung tourist destination is how the impact of the adaptation of digital technology in Kampung Adat Segunung on the ease of managing their tourism and the level of tourist visits. The research conducted uses a descriptive-qualitative method so that the purpose of the research conducted is to comprehensively describe the data obtained by the research team. After that, the description will be analysed qualitatively to find a clearer narrative line of the development of local communities and managers of Kampung Adat Segunung tourist destinations after the adaptation of digital technology. The research team also wanted to confirm whether there was a positive impact of digital technology in the management of Kampung Adat Segunung.

The research conducted by the research team used the *in-depth* interview technique as the main data collection technique. This technique was used to obtain qualitative information from the managers of the Kampung Adat Segunung tourist destination. Respondents or sources were taken using *purposive sampling* method. In addition to using *in-depth interview techniques*, the research team also used literature study and observation techniques. The literature study was needed by the research team to understand and review the tourism phenomena in Kampung Adat Segunung conceptually. Meanwhile, observations were made by the research team to capture actual phenomena in the field related to the adaptation of digital technology and its impact on the development of tourism destination management in Kampung

Adat Segunung. This research also uses the *participatory rural appraisal* method, which provides more space for the research team to recognise more comprehensively the conditions of the managers of Kampung Adat Segunung tourist destinations and the local community around tourist destinations.

In the end, this article is a written summary of research conducted at the Kampung Adat Segunung tourist destination since 2021. Even though it has a long time-*frame*, there are still many shortcomings and obstacles faced by the research team in carrying out its research, including the conditions of social restrictions by the government during pandemic conditions and there are still some information that has not been conveyed openly by the managers of the Kampung Adat Segunung tourist destination. This research at least found that digital adaptation to tourism villages, as one of the conceptions of community-based tourism, does not always provide accelerated assistance to local communities. There must be more understanding of the lifestyle of local communities and their ecosystems to be able to integrate digital technology into their daily lives.

B. RESEARCH METHODS

Descriptive research is research that focuses on the character and the character's perception of the research subject. This research aims to describe or provide a comprehensive narrative of the phenomenon or field of study under study. Meanwhile, this research also uses qualitative methods in analysing data. So qualitative descriptive research is a form of research that analyses primary and secondary data to describe more comprehensively an event/phenomenon and the subject under study. The type of qualitative description research is usually related to social phenomena. Qualitative descriptive research often begins with an explanation of a process or event and in the end can conclude a finding from the process or event. (Yuliani, 2018). This research is also ultimately often used for research that has more than one variable (Mijiarto, Wahyuni, 2018). (Mijiarto, Wahyuni, Nuryananda, & Ahzani, 2022)..

Qualitative descriptive research is also said to be research that includes the process of analysing, describing, and summarising conditions taken from interviews or direct observations in the field. (Winarta, 2006). Meanwhile, according to Sugiyono, descriptive qualitative research is a research method that uses a *post-positivism* perspective that focuses on the researcher as the main instrument with objective conditions. (Sugiyono, 2007). Thus allowing this study to be carried out in depth and the depth of data that is considered in this study (Bungin, 2008). (Bungin, 2008).

In-depth interview is a qualitative data collection technique that is carried out by a communication process or question-and-answer interaction between the researcher and the research subject. (Dwiridhotjahjono, Purwadi, & Nuryananda, 2022).. This technique can provide a depth of understanding of a phenomenon or problem under study. This technique also provides emotional expression and intellectual understanding of the subject under study on related issues or problems. So that from the interview communication process, the research team can include many factors and variables that might affect the findings of the research conducted. Interviews with local communities, in this case rural/village communities living in hilly areas, in Segunung require special preparation, such as understanding people's work schedules in the fields, then politeness or *unggah-ungguh* if we invite someone for an interview, as well as the conditions and perceptions of the community towards us. It is not uncommon for interview communication to be conducted informally in circumstances that are not conditioned beforehand. In descriptive research that uses data collection techniques with interviews, often the questions compiled are also descriptive questions. (Nuryananda, Yakti, & Utami, 2022).. Descriptive questions themselves require the informant or source being asked to provide a narrative/story to the interviewer. Some questions often use diction that can provide a description, such as "how", "why", "to what extent", and so on.

The interviews conducted also used *purposive sampling* techniques. *Purposive sampling* itself is an interview technique in which the researcher can choose the respondents to be interviewed. The existence

of direct selection by researchers of research respondents is of course with all considerations and the main objective is to obtain information from people who are directly involved and interested so that the information obtained can be effective and maximum. (Rahmayani & Frinaldi, 2022). Researchers ensure the quotation of illustrations through special identity identification techniques that are relevant to the research objectives, so that they are expected to respond to the research case. In the research process with *purposive sampling*, researchers need to find and ensure that respondents really understand the object of research to be studied, therefore before using this technique the researcher is required to have prior knowledge about the object to be studied so that the researcher can determine the criteria for respondents to be used in the study, besides that the researcher must also understand the background of the population in order to describe the variation.

Meanwhile, the research team also used the *participatory rural appraisal* (PRA) method. The PRA method comes from the field of Sociology, which emphasises the importance of value in participatory observation, etic (the researcher's perspective) and emic (the community's perspective), and the importance of flexibility in the field. By using this method, the research team also acts as a facilitator for the local community in understanding all research activities and the purpose of the research. In this method, local communities are encouraged to prepare their own plans, including scheduling, funding, research implementation, and *monitoring* and evaluation. Through the PRA method, the local community of Kampung Adat Segunung is no longer an object that receives programmes from the *top-down* or from those with more power, but becomes the main actor in the planning, implementation, and evaluation of research implementation. PRA also allows villagers to reveal and analyse their own conditions as they are asked to actively participate in this field research. (Hudayana, et al., 2019)..

The research methods and techniques described above are the methods and techniques chosen and used by the research team while conducting research in Kampung Adat Segunung, both *desk study* and *field research*. The research team also made regular visits to Segunung Traditional Village with a frequency of three times a year, and field research has been conducted by researchers for two years. Starting from this, the research team found that the adaptation of digital technology in Kampung Adat Segunung is not new. However, Kampung Adat Segunung still experiences structural and cultural constraints to be able to utilise digital technology more effectively, especially in relation to the impact on tourist visits.

C.   RESULTS AND ANALYSIS

The results of the research obtained by the research team through interviews and observations, one of which states that the current effort to utilise digital media or technology clearly facilitates the management group of Kampung Adat Segunung in managing and developing its area as a tourist attraction. With this convenience, it clearly adds to the potential of Kampung Adat Segunung as one of the favourite tourist references for tourists who want to do tourism activities with a rural feel that still maintains its culture and customs. Kampung Adat Segunung focuses its tourism on cultural attractions and local customs. (Rahmatin, 2023). An interview with one of the respondents in charge of managing the Information and Communication Technology (ICT) field of Kampung Adat Segunung confirmed that it was true that they used social media facilities (Instagram) as a means of promoting Kampung Adat Segunung and started in 2019. But the *website* itself was only created in October 2022. The *website is* used as a support for the promotion of Segunung Traditional Village tourist destinations, in addition to social media that has been made before. In addition to this, the managers of Kampung Adat Segunung have begun to practice the use of the Google Ecosystem (especially in the Google Sheet and Google Drive applications) for financial records, minutes of meetings and visits, and the presence of managers on-site. The guest book at the Kampung Adat Segunung tourist destination has also used Google Form technology with the aim that

when guests come or stop by, they can fill in the data not manually but can fill in the attendance list through the Google Form that has been created by the managers.

The role of digital technology itself has been quite beneficial for the people of Kampung Adat Segunung, especially the management of Kampung Adat Segunung itself, because the use of digital technology (especially social media) has increased the existence of Kampung Adat Segunung itself in cyberspace. However, there is still a need for further evaluation and maximisation of the use of digital technology itself because there are several things that are less than optimal from its use, such as the lack of active Instagram social media and the latest news on the Kampung Adat Segunung *website* due to the lack of consistency of the operators or administrators of Kampung Adat Segunung social media in uploading news or content about Kampung Adat Segunung. Then also the limited features contained in the *website of* Kampung Adat Segunung because the *website is* managed by a third party so that currently the Kampung Adat Segunung has difficulty managing the *website*.

There are also obstacles experienced such as the lack of internet signals obtained because only a few telecommunications service *providers* can be accessed at the Kampung Adat Segunung tourist destination. This greatly disrupts the activities in the Segunung Traditional Village area. The description that is often assumed is that if there are tourists or guests visiting the area and not using supported telecommunications services, it is certain that it will hinder communication, therefore the management of the Segunung Traditional Village should be able to overcome these obstacles. One of the ways that has been done by the managers of Segunung Traditional Village is by lending their mobile phones in order to facilitate the communication of tourists in the area. However, there are also a number of points in the Segunung Traditional Village area that have a Wireless Fidelity (WiFi) internet network such as in Pendopo Ageng Kampung Adat Segunung and the secretariat office.

Of the social media owned by Kampung Adat Segunung, such as [TikTok](#), [Instagram](#) and [Facebook](#), Instagram is indeed the most prominent social media in terms of the activeness of the managers uploading content. According to the interview respondents, namely the managers of Kampung Adat Segunung, Instagram is a promotional media tool that is widely used and accessed by millennials now, especially for the local tourist segment. The management of Instagram itself, as a promotional media for Segunung Traditional Village, is very much considered by the managers. Moreover, according to the respondents, Instagram is a promotional media that is easy to monitor and manage. However, there are obstacles to the utilisation of Instagram as their promotional media, namely that there are still no routine activities in Segunung Traditional Village that have been arranged by the management due to limited human resources. The limited human resources in question are not the limited skills of the managers to create promotional tools but from teenagers or adults in the Traditional Village who already have their own busy lives that they cannot leave. This is alleged by the managers to be an obstacle to planning routine activities and uploading content regularly on social media, especially Instagram. Since the beginning of social media in Kampung Adat Segunung, the managers have mostly been managed by teenagers in Kampung Adat Segunung. For the socialisation of the use of information and communication technology, especially for *websites* and social media, the manager has made a seminar. With the seminar, it is hoped that the capacity of human resources in Kampung Adat Segunung can better understand and practice how to manage social media better with the times. Meanwhile, the *website of* Kampung Adat Segunung is still in the stage of making routine news and stories that are carried out once a week in order to update the information available at the Kampung Adat Segunung tourist destination.

Facebook and TikTok are two social media that have just been created by the managers of Kampung Adat Segunung. Both are products of 2022 after the managers tried to create Instagram and the *website of* Kampung Adat Segunung. However, unlike Instagram, the managers of Kampung Adat Segunung prefer not to manage Facebook and TikTok regularly like Instagram. According to the data collected by the

research team through interviews, the managers of Kampung Adat Segunung explained that Facebook and TikTok did not have a more significant impact than Instagram. The destination managers are also used to *updating* content on Instagram so they feel reluctant to manage too many social media. Therefore, until now the managers also still rely on Instagram for the promotion of tourism activities in Kampung Adat Segunung.

In addition, the managers of Kampung Adat Segunung have a number of computer *hardware* whose ownership status is private property but is often used for common purposes. Some *hardware* owned by destination managers is collected at the secretariat of Kampung Adat Segunung. The managers consider that some of these computer components can actually be used, but the distance between the destination location of Kampung Adat Segunung and the computer repair centre is far enough so that the managers are also reluctant to bring the *hardware* to the repair place. For tourist destination managers, the existence of computers used to be very helpful in their initial introduction and adaptation to digital technology. However, because information can now be captured only through *smartphones* and a stable internet network, all the devices in the secretariat of Kampung Adat Segunung are not well maintained and managed. All the *hardware* can no longer have a positive impact on the progress of how information is received and managed by today's digital *smartphone* technology.

After summarising all the results of the interviews and analysing them by incorporating the red thread of the existing narratives, the research team also linked the results of the interview analysis with the results of the observation analysis and literature study. The research team found that the managers of Kampung Adat Segunung have high intentions and enthusiasm to implement and take advantage of digitalisation in tourism, including in the management of tourist destinations. This is evidenced by the adaptation of digital technology through a *website* in 2019 and Instagram social media. Following this, Facebook and TikTok social media were created. In addition, in 2021, the managers of Kampung Adat Segunung also tried using a web-based application, loket.com, which was used as an *online ticketing system*. The implementation of this online ticketing system was carried out in conjunction with the 2021 Permata activities by Kampung Adat Segunung. Another thing that can prove the intention and motivation for the application of digitalisation in tourist villages is the use of the Google Ecosystem (Sheet, Docs, Forms) for guest books and financial records used by the managers of Kampung Adat Segunung tourist destinations. All of these concrete actions imply how the managers of Kampung Adat Segunung understand that digitalisation is part of improving services to tourists. However, the research team also found several real obstacles and obstacles faced by the managers of Kampung Adat Segunung in order to move forward and make the most of digital technology. These obstacles are the human resource capacity of the Segunung local community, which does not have a priority in developing their quality, including a deeper understanding of the role of digitalisation for tourism.

As explained earlier, the local community of Segunung has a daily life as farmers and cattle breeders. This main livelihood routine sometimes prevents local people from prioritising self-development in the form of increasing understanding of digitalisation for tourism. However, according to the research team, it is very common when many local people, including teenagers in Segunung, prefer to do agricultural and livestock work. For most local people in Segunung, their daily work as farmers and cattle breeders is more rewarding and prosperous than relying on tourism. With the frequency of visits not yet high, tourism in the Segunung area has not yet generated much profit even for the managers themselves. So the choice to work as farmers and cattle breeders is very rational for most people there. Based on the results of this analysis, the positive impact of the adaptation of digital technology as part of the digitalisation of tourist villages in the Kampung Adat Segunung destination varies. The very positive impact was felt by all members of the management of the Kampung Adat Segunung destination confirmed through interviews. Apart from being a promotional medium, digital technology also makes it easier for them to manage

destinations. Meanwhile, local people who are not members of the manager are less likely to feel the positive impact. They still choose to involve themselves less in tourism and work as their predecessors did, namely farming and raising livestock.

D. CONCLUSIONS

The readiness of human resources and the depth of understanding of local communities about tourism digitalisation are key in adapting technology for tourism destination management. (Kurniawan, 2020). This statement is also proven in the case study of digital technology adaptation in the Kampung Adat Segunung tourist destination. Since 2019, the Kampung Adat Segunung destination has developed digital technology to improve their tourism promotion and efficiency in doing work. The managers at Kampung Adat Segunung have created the Kampung Adat Segunung *website*, social media Instagram, Facebook, and TikTok. All of these are efforts by the destination managers of Kampung Adat Segunung to further popularise their tourist destination. By relying on interviews and observations that required the research team to also participate in the daily activities of the local community, the research team found that the utilisation of digital technology adaptation had a positive impact but only partially for the managers. Meanwhile, most local communities still cannot take many positive benefits from the digitalisation of tourism destination management.

The absence of readiness to accept digitalisation as part of daily activities and the lack of depth of understanding of tourism digitalisation will result in the absence of development efficiency and adaptation of digital technology in local communities, as has happened in the destination of Kampung Adat Segunung. The adaptation of digital technology in Kampung Adat Segunung cannot change the interests and priorities of most local people who still choose to work in the fields and farm and raise livestock, rather than working in the world of information and communication technology which still cannot guarantee an increase in their welfare. This difficulty was often conveyed by interview respondents in Kampung Adat Segunung. However, with the social typology of rural communities in East Java, this is only a latent problem without any discussion about the solutions that should be taken.

The two years of research conducted in Kampung Adat Segunung provided many notes beyond the specific findings written in this article. One of them is the role of local governments in the success of regional tourism with their policy instruments. The lack of development of Kampung Adat Segunung, in line with the absence of a positive impact on most local communities from the adaptation of digital technology, we also signal a lack of support from local governments (district to village) to support regional tourism. The managers of Kampung Adat Segunung must be more proactive in voicing the advantages of their tourist destinations so that at least the village government will also participate in helping to advance Kampung Adat Segunung. Likewise with the local government, especially for the Jombang Regency government, which can actually innovate tourism policies, such as holding tourism awards throughout Jombang and special assistance for the advancement of Jombang tourism. With these policy innovations, at least there will be more attention and financial alignment to villages in Jombang Regency for their tourism development.

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