Strategy to Increase the Digitalization Capacity of Homestay Managers in Pandanrejo Tourism Village, Indonesia

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Abstract

This research aims to describe community problems in Pandanrejo Tourism Village in managing homestays and implementing community empowerment that can be carried out in development in the village. The data sources for this research are primary data and secondary data. Primary data from this research consists of interviews and observations, while secondary data comes from literature and electronic media studies. This research uses several data collection tools, including interview guides, checklists, and sound, image, or video recording equipment. Data analysis in this research uses an interactive model by Miles and Huberman along with data paraphrasing techniques by carrying out interactive qualitative data analysis activities that continue continuously until completion, until the data is saturated. The activities of this analysis model consist of data reduction, data presentation, drawing conclusions, and verification. The results of the analysis that has been carried out show that the digital literacy level of homestay managers is 75%, they have basic knowledge about the use of hardware and software, 90% of homestay managers have internet access with adequate speed, and 40% face limited financial resources to invest in equipment. Analysing this provides a clear picture of the challenges and the steps that can be taken to overcome these problems. Based on the data that has been analysed, it can be concluded that efforts to increase digital literacy, website development, online marketing strategies, and internet accessibility are important keys to strengthening the digitalization of homestay managers.

Keywords: Digital Homestay, Homestay, Strategy, Tourism Village

A. INTRODUCTION

Indonesia's tourism sector has contributed as much as 4% of the total economy. This can be seen from the contribution of tourism, which contributed 280 trillion rupiah in 2019 or before COVID-19 (Nasional.kontan.co.id, downloaded on February 11, 2021). Purworejo Regency is one of the districts in Central Java with quite diverse tourism potential, ranging from natural to historical, cultural, and urban tourism. One of the tourist attractions in Purworejo Regency is Pandanrejo Tourism Village.

Pandanrejo Tourism Village is one of the tourist villages located in Purworejo Regency, precisely in Kaligesing District, around the Menoreh Mountains. This location causes Pandanrejo Tourism Village to have a fairly cold temperature. Pandanrejo Tourism Village offers nature tourism, cultural tourism, and educational tourism. One of the superior tours owned by Pandanrejo Tourism Village is the Kaligesing Etawa Kabing Educational Tour. According to the Regulation of the Ministry of Culture and Tourism, a tourist village is a form of unity between accommodation, attractions, facilities, and supporting tourism infrastructure that is presented in an order of community life that is integrated with applicable traditions. Pandanrejo Tourism Village turns people's homes into homestays that can be visited by tourists. The initial data that has been collected by researchers on homestay management still has several shortcomings, such as marketing systems and digital homestay management.

According to (Sukmana, 2005), digitization is the process of converting media from printed, audio, and video forms into digital forms. (Morgan, 1998) formulates the notion of capacity as the abilities, skills, understandings, attitudes, values, relationships, behaviours, motivations, resources, and conditions that enable individuals, organisations, networks/sectors, and broader systems to perform their functions and

achieve predetermined development goals over time. (Milen, 2004) sees capacity building as a specific task.

(Milen, 2004) defines capacity building as the process by which individuals, groups, organisations, institutions, and communities improve their ability to: 1). produce performance in the implementation of core functions, solve problems, formulate and realise the achievement of predetermined goals; and 2). understand and meet development needs in a broader context in a sustainable manner.

This is in line with the concept of capacity development according to (Grindle, 1997), who states that capacity development is the ability to perform appropriate tasks effectively, efficiently, and sustainably and mentions that capacity development refers to the improvement in the ability of public sector organizations. All of the above definitions basically contain similarities in three aspects, as follows: 1). that capacity development is a process; 2). that the process must be implemented at three levels, namely individuals, groups, and institutions or organisations; and 3). that the process is intended to ensure the sustainability of the organisation through the achievement of the goals and objectives of the organisation concerned.

Capacity development has dimensions, focus, and types of activities. The dimensions, focus, and types of activities according to (Grindle, 1997) are: a). the dimension of human resource development, with a focus on professional personnel and technical skills, and types of activities such as training, hands-on practice, working climate conditions, and recruitment. b). Dimensions of organisational strengthening, with a focus on management systems to improve the success of roles and functions, and types of activities such as incentive systems, personnel equipment, leadership, organisational culture, communication, and managerial structures.

The level of competence or individual capacity can be measured through the concept of Gross, which states that the competencies that must be possessed by the apparatus in carrying out the duties and functions of government and development are as follows: a). Knowledge, which includes general knowledge, technical knowledge, work and organisation, administrative concepts and methods, and self-knowledge. b). Skills, which include: management, decision-making, communication, planning, organising, controlling, working with others, conflict handling, intuitive thinking, communication, and learning. c). Goals that include action orientation, self-confidence, responsibility, and norms and ethics. The understanding of capacity above can be said to be still limited to the human aspect (human capacity).

According to (Brown, 2001), capacity building is a process that can improve the ability of a person, organisation, or system to achieve its goals. (Morrison, 2001) says that capacity building is learning, starting from the flow of the need to experience something, reducing ignorance and uncertainty in life, and developing the skills needed to adapt to change. Based on Morrison, the purpose of capacity building can be divided into two parts, namely: A). Generally identified with the realisation of the sustainability of a system. B). Specifically aimed at realising better performance in terms of: 1). Efficiency in terms of time and resources needed to achieve an outcome. 2). Effectiveness in the form of the appropriateness of the effort made for the desired result. 3). Responsiveness is how to synchronise the needs and capabilities for that purpose. 4). learning, which is indicated in the performance of individuals, groups, organisations, and systems (Handoko et al., 2023).

There are many factors that influence the implementation and success of capacity-building programs. (Abidin & Soeprapto, 2006) suggests that the significant factors that influence capacity development are: a). collective commitment. Collective commitments from all actors involved in an organisation determine the extent to which capacity development will be implemented or successful. b). Leadership. Conducive leadership is one of the most fundamental factors in influencing the initiation and success of personal capacity development programmes within an ganization. c). Regulatory reform. The political context of local government in Indonesia and the culture of local government employees who

always take refuge in existing regulations and other legal-formal procedural factors are the most serious obstacles to the success of capacity-building programs. d). Institutional reform. Institutional reform essentially refers to the development of a climate and culture conducive to the implementation of personal and institutional capacity programmes towards the realisation of the objectives to be achieved.

According to (Roberts, 2008), digitization is the process of moving without changing, reducing, and adding the form, physical, and information content of the archive. According to Sukmana in Erwin (2020), digitization is the process of converting media from printed, audio, and video forms into digital forms. The development of the digital era brings benefits to human life, including helping to create, change, store, convey, and disseminate information quickly, effectively, and efficiently. The benefits of digitization technology include: a). marketing coverage. The benefits of digitization technology in the trade sector are considered very important to minimise operational costs and reach more consumers. b). Information dissemination. The benefit of digitising information is to create an information society, which means that with digital information, it is easier for people to get the information they want, so the information society is growing. c). Distribution. The benefits of digitization for distribution are helping businesses sell products faster, expanding the range of sales locations, and maintaining good relations with consumers. d). Recording for accounting. The benefits of digitization for the accounting field are that it simplifies the process of recording and making reports.

(Hadiwijoyo, 2012) argues that the creation of tourism activities in a village is due to the cultural distinctiveness of the people who inhabit the area, which includes: a). good accessibility, making it easy for tourists to visit using various types of transportation. b). Having interesting objects in the form of nature, cultural arts, legends, local food, and so on to be developed as tourist attractions. c). The community and village officials accept and give high support to the tourist village and the tourists who come to the village. d). Security in the village is guaranteed. e). Adequate accommodation, telecommunications, and labour are available. f). The climate is cool or cold. g). Connected to other tourism objects that are already known by the wider community.

Tourism villages have tourism products that have cultural value and have strong traditional characteristics (Dewi et al., 2013). According to (Putra, 2006), the elements of a tourism village are: a). tourism potential; b) art; and c) culture typical of the local area. b). The location of the village is within the scope of the tourism development area, or at least within the corridors and routes of tour packages that have been sold. c). Preferably, there are already available managers, trainers, and actors in tourism, the arts, and culture. d). Accessibility and infrastructure support the Desa Wisata program. e). Security, order, and cleanliness are guaranteed.

A homestay is a residential house where some rooms are rented out to guests for a certain period of time to learn about the local culture or a certain routine. Homestay buildings are usually located close to tourist areas that function for rent to tourists who can directly see the daily lives of the community, see the scenery, and even live life like local residents. There are several homestay characteristics that distinguish homestays, namely: a). Location: homestay buildings are generally located within the scope of residential settlements because, basically, homestay activities are activities carried out by staying in a place or area and living with the owner of the house to be able to learn the surrounding culture. b). Facilities: As a building that is used to stay for a certain time, it is appropriate to have main facilities such as a bedroom or a private room that can be used to rest, a bathroom, and other general supporting spaces (Suherlan et al., 2022).

Figure 1. Thinking Framework Table
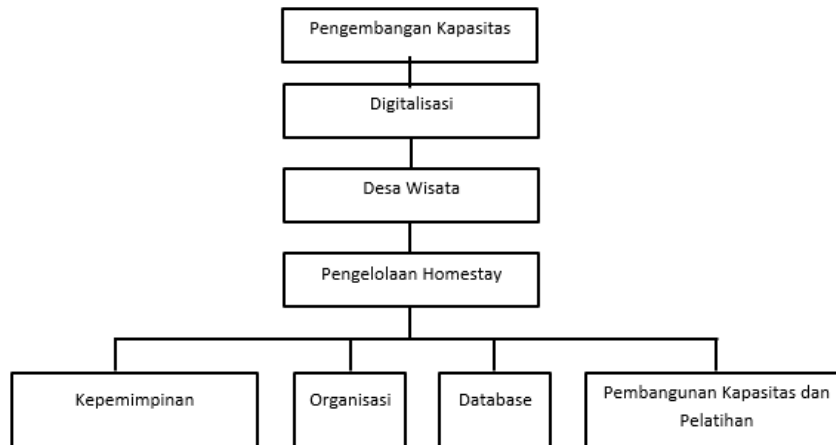
Source: Processed by Researcher, 2023

B.   RESEARCH METHOD

This research uses a qualitative approach with descriptive methods. The purpose of qualitative research is to understand the social reality of participants; however, this understanding is still general. Descriptive research is a method of examining the status of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present. The purpose of this descriptive research is to make a systematic, factual, and accurate description of the facts, characteristics, and relationships between the phenomena being investigated (Nazir, 1988).

The participants of this research are the parties involved in or related to the research, namely the Pandarejo Village Government and the Management of Pandanrejo Tourism Village. Researchers make in-depth observations of activities carried out by a person at a certain location. To obtain data, this research uses purposeful sampling, which is one of the non-probability techniques. (Sugiyono, 2018) states that purposeful sampling is a sampling technique with certain considerations. This research took place in Pandanrejo Village, Kaligesing District, Purworejo Regency.

The primary data in this study consisted of interviews and observations. Primary data is the power spoken orally, behaviour, or gestures made by a research subject or informant based on the variables under study or data to be obtained directly from respondents (Arikunto, 2006). This research uses semi-structured interview techniques so that researchers can find the data needed in research more openly by asking respondents' opinions and ideas about a problem. Therefore, researchers must listen carefully and record important and necessary things explained by informants. Observation, according to Arikunto (2006: 124) is to make direct observations of a place or object under study to collect data or information needed in research.

Secondary data in this study uses data derived from literature studies or literature and electronic media. According to (Danial & Warsiah, 2009), a literature study is research conducted by researchers by collecting a number of books and magazines related to research problems and objectives. Data and information sourced from electronic media can be obtained through online media such as social networks, blogs, and articles relevant to the research.

In this research, there are several data collection tools or instruments used, including interview guidelines, checklists, and sound, image, or video recording devices. Interview guidelines are used to explain data qualitatively (Basrowi & Suwandi, 2008). A checklist or checklist is a guideline in observation that contains aspects that can be observed. The observer or observer puts a check mark or check to determine the presence or absence of something based on his observation (Sanjaya, 2013: 274).

Data analysis in this study used an interactive model by Miles and Huberman along with data paraphrasing techniques. The activities of this analysis model consist of data reduction, data presentation, and conclusion drawing and verification. Data reduction is a sensitive thinking process that requires intelligence and a high breadth and depth of insight(Sugiyono, 2018). Data presentation aims to make it easier for researchers or readers to understand what is happening and plan what to do based on an understanding of the data. The most commonly used way of presenting data is narrative text.

The next step is conclusion drawing and verification. Conclusions can take the form of new findings that have never existed and in the form of a description or description of objects that were previously dark or dim and then researched until they become clear, which can be in the form of interactive or clausal relationships, theories, or hypotheses. Conclusions are supported by valid and consistent evidence when researchers collect data in the field, so the initial conclusions are credible.

In this study, the data validity testing used was triangulation of sources and reference materials. To check the validity of the data, source triangulation is used, which is done by comparing data obtained from several sources (Ibrahim, 2018: 124). According to Wijaya (2018), research reports should complement the data contained in them with authentic photos or documents to make them more reliable. Therefore, reference materials are supportive of the data that researchers have collected.

C. RESULTS AND ANALYSIS

Digitalization Needs Efforts

Looking at the level of digital literacy possessed by homestay managers in Pandanrejo tourist village, there are several things that need to be considered, especially regarding what digital capacity is needed according to the level of understanding possessed. There are 75% of homestay managers who have a basic level of understanding, 20% who have advanced capabilities, and 5% with a low level of digital literacy. The basic level of understanding possessed by 75% of homestay managers is a good first step. However, additional training is needed to improve their understanding of more advanced hardware and software usage. Training could include the use of booking applications, inventory management, and handling online transactions. Only 20% of homestay managers have advanced skills in utilising online applications and services. To improve the level of digital literacy, more specialised advanced training could be conducted to deepen their knowledge and skills in using more complex technologies such as data analysis, digital marketing strategies, and the use of social media to increase homestay visibility. Although only 5% of homestay managers have low levels of digital literacy, they need further guidance. Intensive training and mentorship programmes can be provided to this group to help them understand the basics of digital literacy, including basic hardware and software usage.

With 90% of homestay managers having adequate internet access, this gives them an advantage in adopting technology. However, it is necessary to ensure that they utilise internet access in an effective and optimal way. Training can be conducted on using the internet for business purposes, such as online booking management, communication with guests, and marketing homestays through online platforms. Then, 10% of homestay managers still experience problems with limited or unstable internet access. In this situation, it is necessary to find alternative solutions to overcome this problem, such as using mobile technology or finding alternative internet providers that can provide more stable access. Technical

assistance and guidance can be provided to this group to help them overcome the constraints of limited internet access.

Financial limitations are a problem for 40% of homestay managers. In this case, the government or relevant organisations can provide financial assistance, subsidies, or low-interest loan programmes to help homestay operators invest in the necessary hardware or software. In addition, training on financial management and budget management can be conducted to help homestay managers optimise their resources.

In addition, 30% of homestay managers feel less confident in using new technologies. In this case, training and technical assistance can help them gain confidence in adopting the technology. Training programmes can include practical sessions, simulations, and one-to-one mentoring to ensure that homestay managers feel comfortable and confident in using the technology.

As many as 20% of homestay managers have difficulty understanding the online marketing process and utilising booking platforms. Specialised training in digital marketing strategies and the use of booking platforms can help them understand these processes better. Collaboration with digital marketing experts or technology companies can be done to provide practical training and guidance on how to optimise online marketing and utilise existing booking platforms.

Digital Literacy

Digital skills are one aspect of skills that fall into the category of literacy skills. Analysis based on the descriptive data previously stated shows that digital literacy training is very important in increasing the capacity of homestay managers in Pandanrejo Tourism Village.

The data shows in table 1 that many homestay managers in Pandanrejo Tourism Village face challenges in understanding and using hardware and software. This suggests the need for comprehensive digital literacy training to improve their understanding of digital technology. In addition to limitations in the use of hardware and software, homestay managers also lack knowledge about reliable internet access and online safety. Digital literacy training should include guidance on best practices for conducting transactions securely and protecting sensitive guest data. Digital literacy training is geared towards strengthening the online presence of homestay managers with the development of knowledge and skills in utilising relevant hardware and software to enhance the visibility and marketing of their homestays. Capacity building can be organised in various formats, such as hands-on workshops, intensive training, or online learning. This allows homestay managers to choose a format that suits their needs and time availability.

Table 1. Capacity Building Format Table

Training Format	Excellence	Disadvantages
Live Workshop	• Direct interaction with expert teachers in digital literacy. • Opportunity to ask direct questions and get in-depth explanations. • Increase participants' engagement and active participation in discussions and hands-on practice.	• Requires transportation and logistics costs to gather homestay managers in one location. • Limited to the number of participants that can be accommodated in the room.
Intensive Training	• Individualized guidance tailored to the needs and level of understanding of each participant. • More personalized focus to address participants' specific weaknesses and	• Requires significant time and resources to organize intensive training on an individual basis.

	challenges. Provides more time for practice and deep understanding.	• It can be difficult to arrange a schedule that suits each different homestay manager.
Online Learning	• Flexible access to learning materials that can be accessed anytime and anywhere. • Ability to repeat material and learn independently at your own pace. • Lower development and distribution costs compared to in-person training.	• Requires stable internet access for participants. • There is no direct interaction with the teacher, so individualized engagement and guidance may be limited.

Source: Processed by Researcher, 2023

Website Development and Online Marketing

A well-designed website can give a positive impression to visitors and increase their trust in the homestay offered. An attractive appearance and clear information will give a professional impression and can increase visitors' interest in continuing the booking process. A complete and informative website makes it easier for potential travellers to get information about homestay facilities and services. This can smooth the booking process and allow visitors to clearly understand what they get from the inn.

The use of social media such as Facebook, Instagram, and Twitter can help build a strong online presence for homestays. Through engaging posts, photos, and videos, homestay managers can capture the attention of potential travellers and build closer interactions with them. Promotion through digital advertising can give homestays wider visibility. By targeting potential travellers who have interests and preferences that match those of the homestay, digital advertising can reach relevant audiences and increase the chances of increasing the number of bookings. By optimising website content and using relevant keywords, homestays can appear in higher search results. This will increase the likelihood of potential travellers finding the homestay in their online searches, thus increasing the chances of bookings.

Internet Accessibility

Homestay managers need to collaborate with local internet service providers to expand the network and improve the internet infrastructure in the village. Coordination with internet service providers can be done to evaluate needs and find suitable solutions, such as increasing internet speed, improving maintenance, or adding internet access points in areas of need. Homestay managers can apply to the local government for support in improving internet accessibility in Pandanrejo Tourism Village. The government can provide policy support and budget allocations to expand the internet network, conduct digital infrastructure development programmes, or provide free internet access in public areas in the village.

With improved quality and availability of internet access, homestay managers will be able to utilise digital applications and services more effectively. Homestay managers can easily access websites, social media, and online booking platforms to promote their homestays to potential travelers. Better access to the internet also allows homestay managers to seamlessly execute online transactions, including the booking and payment process.

Online Booking Platform

Homestay managers should consider joining reputable online booking platforms such as Airbnb, Booking.com, or local platforms that are popular in the region. Joining these platforms will allow homestay managers to reach a wider market and increase the visibility of their homestays to potential travelers from different parts of the world.

In online booking platforms, homestay managers can utilize the search and filtering features provided to ensure their homestays can be easily found by potential guests who match their interests and preferences. Homestay managers need to pay attention to the use of keywords, attractive descriptions, and display quality photos to attract potential guests.

Online booking platforms provide efficient reservation management features, including room availability settings, price settings, and cancellation policies. Homestay managers can take advantage of these features to optimise the use of homestay facilities more efficiently and manage reservations more easily.

Homestay managers can utilise the online payment features provided by online booking platforms to avoid issues related to cash payments and enhance transaction security. This also provides convenience to potential guests, who can choose a payment method that suits their preferences.

Reviews and ratings from guests who have stayed through online booking platforms can be an important factor in increasing the trust and reputation of homestays. Homestay managers need to respond to guest reviews, provide good feedback, and maintain positive relationships with guests through these platforms.

Website Development and Online Marketing

A community approach and shared learning can be an effective strategy for improving the digitalization capacity of homestay managers in Pandanrejo Tourism Village, such as holding regular meetings between homestay managers to share experiences, challenges, and solutions related to digitalization. These meetings can be a platform to learn from each other about successful strategies, useful technology applications, and changing trends and innovations related to the tourism industry.

In addition, homestay managers can use online forums or discussion groups as platforms to continuously communicate and exchange information. Join an online discussion group that focuses on digitising homestay management to ask questions, share ideas, and get advice from other members. Forums like this allow homestay managers to stay connected to the latest developments in the digital tourism industry and learn best practices from homestay managers elsewhere.

Homestay managers can collaborate with educational institutions, training centres, or local tourism organisations for support in improving digitalization capacity. Educational institutions or training centres can organise specialised training programmes on the digitalization of homestay management, including digital literacy, hardware and software usage, and online marketing strategies. Local tourism organisations can also facilitate collaborative meetings, trainings, or events that encourage the exchange of knowledge and experience among homestay managers.

D.   CONCLUSION

The research conclusions are that (a) efforts to improve digital literacy are an important first step. Through training that matches the level of understanding of each homestay manager, they can improve their ability to use hardware and software, utilise the internet effectively, and overcome financial limitations. In this case, basic training, advanced training, and intensive mentorship programmes can be tailored to individual needs and levels of understanding. (b) The development of a professional and attractive website and online marketing strategy will provide homestay operators with a strong online presence. By providing clear and attractive information to potential travellers, homestays can increase trust and ease the booking process. (c) Adequate internet accessibility is an important factor in improving the digitalization of homestay operators. Through cooperation with local internet service providers and support from the local government, homestay operators can improve internet infrastructure, increase the speed and reliability of internet access, and expand internet networks in the village.

In an effort to improve the digitalization capacity of homestay managers in Pandanrejo Tourism Village, attention needs to be paid to several things, namely (a) the level of digital literacy possessed by homestay managers and (b) the expansion of knowledge and skills in the use of hardware and software. (b) Digital literacy training is key to improving the capacity of homestay managers, including an understanding of digital technology, knowledge of internet access and online safety, and a focus on developing an online presence. (c) Capacity building can be organised in various formats, such as hands-on workshops, intensive training, or online learning. (d) Professional website development and online marketing strategies are important strategic steps in improving the digitalization of homestay managers in Pandanrejo Tourism Village. (e) Internet accessibility can be improved through collaboration with local internet service providers and obtaining support from the local government to expand internet networks and infrastructure in the village.

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