

# Digital Information System Management For Eco Tourism-Based Entrepreneurs

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**Abstract.** The rapid development of social media and the increasing number of users has made social media a source of information for many people. Social media has created a new pattern of social communication and participation, this can be seen from the large number of users' involvement in a communication forum or social media platform. The potential of social media as a medium for tourism promotion is enormous. However, the problem is how to make social media known and have a large number of followers so that published content can be accepted by many people. As a result of the presence of the internet as a medium of communication, social media has changed the way people communicate and seek information with existing tourism potential. Several media platforms are used such as blogs, Facebook, Instagram, Twitter, and others. Social media is also used by those in the tourism industry as a marketing landscape. Digital media is relatively cheaper, but massive. Social media is also very engaging and interactive. The use of social media can also be done by encouraging local community participation to become part of the promotion team. For example, by making use of citizen journalists or related citizens.

**Keywords:** social media; eco tourism; digital information; promotion; entrepreneurs

## 1 Introduction

Advances in information technology and tourism management are currently growing rapidly, supported by the emergence of the internet (Navío-marco et al., 2021). The use of internet media-based information systems has now been widely adopted because it has advantages in the areas of cost, time and wide reach (Bassano et al., 2019).

The tourist destinations in West Java offer various ecological objects or properties namely rafting in Citumang and Cukangtaneuh, Pasir Putih, Batu Karas, Batu Hiu, Karangnini beach as well as many other tourist attractions. The visiting activities to Pangandaran area is annually increasing. However, a study has shown that there is an emotional bond between tourists and a travel destination that positively influence their perceptions and reactions towards the tourist center [1]. Furthermore, this emotional bond often has many variations based on their experiences. The results showed that the tourist appreciation for Pangandaran is no longer an exclusive construction for local communities, tour guides and managers, also their point of view needed to be considered [2].

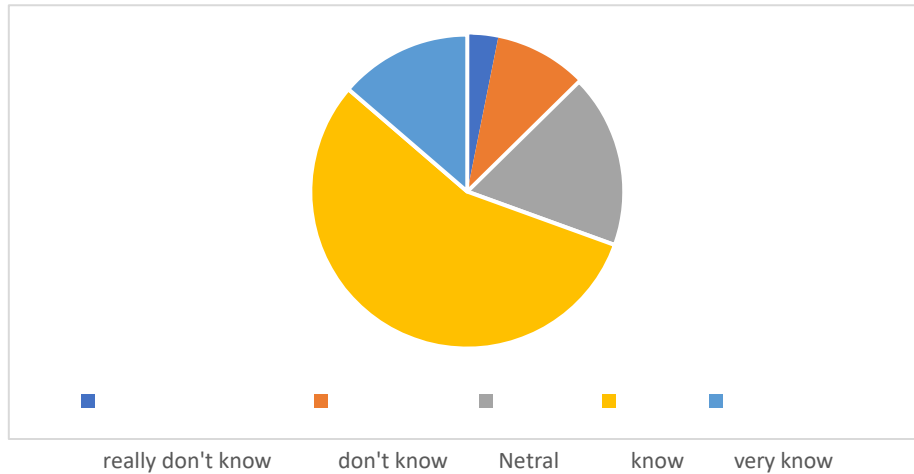


Figure 1. Tourist knowledge of water-based tourist destinations in Pangandaran  
Source: research data on 2019

Based on the figure above, it was reported that most tourists know about the existence of the destinations in Pangandaran. However, there is a relationship between tourism and the environment [3]. Furthermore, the potential environment is supported by cultural-historical content, which increases the motivation of tourists to re-visit and spread information about the destinations in Pangandaran [4]. The development is very important because it influences economic growth, especially the welfare of the local community [5]. Economic growth can be increased through snack entrepreneurship, selling souvenirs, renting buoys, selling clothes etc. This condition certainly has a positive impact on the local community by reducing unemployment and increasing job opportunities.

The role of all parties is needed in developing tourist destinations, and need not to rely on government performance [6]. Other parties such as community organizations, youth, state-owned enterprises, and government agencies need to participate in developing, and supporting infrastructure for the development of tourism potential in a region.

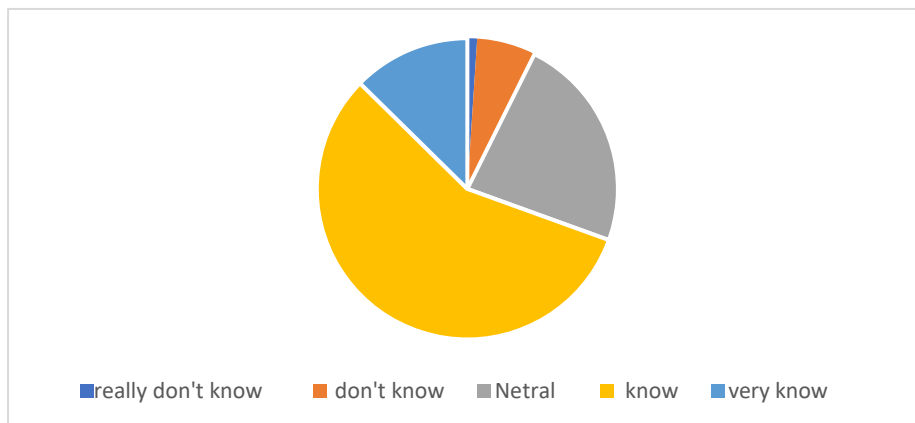


Figure 2. Information about easily obtainable Pangandaran tourist areas  
Source: Research data on 2019

Most tourists receive verbal information through mass and social media about Pangandaran destinations [7]. Furthermore, the growth of social media has completely changed the way

people interact and communicate [8]; [9]. However, Citumang is a natural tour, which was first introduced by foreigners. It was known by its existence and was previously named Green Valley because it looked like the Green Valley in America, which is located above the Citumang. Furthermore,

local tourists also arrived during the development period. Many people flock to the beach, meanwhile, with the presence of citumang, today there are many other options, especially sea tourism. Citumang is often imitated, such as jojogan, ciwayang however, there are human creation, hence it does not last long and begins to break down. In contrast to citumang, the track has not been affected by housing, which was managed from 2008 and booming in 2010, and lastly, it is managed by the youth organization. The citumang tariff itself costs 130,000 rupiah per person including tickets, insurance, life jackets, security, documentation services, guides, and consumption of nasi liwet (an Indonesian dish rice dish cooked in coconut milk, chicken broth and spices) , fried / grilled chicken, tofu, and tempeh, fresh vegetable, chili paste, and cah kangkung (the saute of water spinach).

Entrepreneurship is one of the topics that are widely discussed by researchers because small and medium entrepreneurs provide jobs for the lower classes. This is reinforced by the results of research that suggests that entrepreneurship can have implications for improving economic welfare and suppressing the number of social problems, and forming an entrepreneurial-based community [10].

Small and medium enterprises play an important role in economic developments. Other than a source of income for many people, SMEs also provide a work opportunity for the community. Some problems of the SME in improving their businesses would typically be how to secure funds for capital, other than challenges in production techniques, marketing, company management, and technological advancement. To increase SMEs role to contribute to the economic development, they require sustainable coaching with integrated resources on how to tackle SMEs problems, particularly to answer the challenge of limited sources of knowledge, information, and capital [11].

Eco or nature tourism is a tour that is aimed at enjoying wild life or natural areas that have not been developed. The definition of natural tourism is a travel activity carried out by an individual or group by visiting certain places for recreational purposes, personal development, or studying natural attractions by utilizing potential resources, both natural and cultivated [12].

The Citumang youth organization is one of the tourism promoters that play a big role in the advancement of Pangandaran. Meanwhile, the Kompepar (Tourism Promoter Commission), which observe and supervise the tourist area, starting from the potential assessment, and formation until the running process, which handles various problems and pros and cons from the community, especially with the managers. Therefore, the development of tourist destinations in Pangandaran need to be harmonized with the social and economic conditions of the community [13].

Pangandaran has a lot of developable natural potential. In addition to beaches, it has other potentials such as mountains and rivers. Along with the enthusiasm for sports recreation, hence, every tour offers different attractions such as:

Body rafting is a river flowing activity that challenges our adrenaline. Kompepar has eight rafting location in Pangandaran, namely; green canyon, santira, citumang, jojogan, lanang cave, ciwayang, taringgul, bojong waterfall, and margacinta. However, the body rafting in Green Canyon takes 2 to 3 hours, for tourists that cannot swim, which need not to be worried because the Track are divided into two, namely small for children and medium for teenagers and adults. There is also an advanced track specially designed for the prime (mostly young people). Rafting

has been booming for about two years and it is demanded by different groups of children, teenagers and adults.

Tubing is an activity of gliding freely over the surface of a light-flowing river using car tires. For example, Santirah River Tubing is in Selasari Village, Parigi District, Pangandaran, West Java, which is about 15 km from Pangandaran, with its popularity, every weekend it is always crowded with tourist.

In addition, there will also be a body rafting arena in Parakan Manggu, Parigi which is currently still under construction. Tourism itself has its own trends as many tourists were interested in flying the fox chain many years ago and so many places in Pangandaran have become recreational arena. Due to the reduced tourist interest and the changing trends, the place is used as a sports arena for recreation, where it has so far only been visited by a few people. Conversely, it has become a public tourist destination that is sought after by various groups and featured on their social media accounts.

The tourism promoter (Kompaper) promotes tourism in Pangandaran using brochures, templates, etc. which are submitted to the tourism department for data entry, while Kompepar fills the content and helps in other sectors. Once the web documentation is available, Kompepar creates a design plan for each destination and is then further instructed by the travel agency. Because Kompepar has established an association of various travel agencies in Pangandaran called ATAP for some time in order to prepare an organization as a support for advertising. Pak edi stated that "Every travel agency needs to display all existing destinations, and need to be committed to the management." Therefore, tourists that are going to visit Pangandaran can search for more information on the website or search engine effectively.

The presence of the Citumang youth organization unites the young people of Bojong village, due to the management parking lots 1 and 2, which goes to the bodyrafting / citumang tourism location. In conclusion, the organization's presence binds its members in order to create a smooth economic cycle.

The development of tourist destinations need to be carried out under the authority of the Tourism Promotion Commission (Kompepar), which has a significant influence in developing tourism potential, even though it has not been coordinated properly [14]. In this case, the Citumang youth organization acts as a compepar that utilizes and develops tourism potential through the following steps:

Maintain service quality. To maintain the quality of tourism services, an evaluation is carried out at the end of the month, training, field recognition, and tourism seminars that are required for tour guides in order to add insight in the tourism sector and leadership as a determination of professionalism to achieve legality as a certified tour guide.

Understanding the tour guides in order to provide good service and serve visitors sincerely. Meanwhile, advertising is carried out through cyberspace, internet and social media. Subsequently, the youth organization cooperates with the community as land owners, for example by involving in community service in order to clean the body rafting route for the cleanliness, sterility and comfort of the visitors.

Tourist property management is best packaged to provide convenience for the visitors, starting from the language style, conveying words, welcoming, and mastering the terrain as well as providing story telling about local wisdom and content surrounding the Citumang riverbank area. In addition, the area is equipped with complete adequate facilities, ranging from access to facilities that attract tourist such as rest areas, toilets, places of worship, and places to eat and drink.

Related to the community empowerment, the Citumang youth organization collaborates with society, villagers and the government in building road in order to have access to the tourist

objects. Today, roads that were previously impassable by motorized vehicles can now be traversed by two-wheeled and four-wheeled vehicles.

Development certainly has a positive impact on the environment, both social and natural [15]. The following are efforts that may arise as a result of tourism development and to limit this influence and increase community resilience in handling negative effects of tourism activities, are as follows:

Different cultures, destruction of tourist sites, vandalism, littering etc. In respond to this matter, the youth organizatin is trying to socialize awareness to remind tourists to protect nature and cleanliness, especially along the rafting Rivers bank. The appeal was accompanied by examples to tourists, such as, throwing the trash in the dustbin". Lastly, to support cleanliness facilities, at the Citumang tourist attraction, there is a provision of trash cans from Perhutani Corporation in order to maintain cleanliness and beauty, due to its natural conditions.

In conclusion, strategies carried out by youth organizations to maintain cleanliness and environmental order in tourist areas are; a) by means of appeals and giving examples, following oral messages, which does not have a positive effect on tourists. One of the tour guide training materials obtained by youth organizations, which was organized by the government such as PHPI, Kompepar, and the tourism office is how to communicate informatively and persuasively in terms of maintaining cleanliness or providing information about tourist objecs in Citumang; b) working with the community in maintaining cleanliness, security and order at the tourist objects, for example through community service activities.

#### Media-based information management

Promotion is carried out by the Citumang village youth organization by utilizing the use of mass media, namely trans 7, metro tv, trans tv, which come not only to carry out body rafting activities but also coverage. Moreover, Citumang have also been used for filming, such as Buaya Bunting, Mak Lampir, and Ekspedisi Merah. Furthermore, the media spontaneously come to carry out journalism activities, they want to find a unique object. Meanwhile, from the local newspaper, which includes Pangandaran News, and Radar Pangandaran.

In addition to using the mass media, the Citumang youth organization also uses social media and the internet to increase tourism potential and services, such as blogging and the web, as well as posting publication materials on traveloka, facebook, and instagram. Social media continues to experience developments accompanied by media convergence. Media convergence is characterized by the unification of telecommunications, information technology and broadcasting services. It does not only talk about technological developments, but also influences ideology in the industrial, cultural and social fields characterized by changes in how to seek information, and in turn influences changes in lifestyle, career, business, culture and the joints of life [16]. Currently, there are 1000 personal guides on Facebook accounts. while there are many blog websites and individual Instagrams, such as; Web: [citumangpangandaran.com](http://citumangpangandaran.com); FB: [citumang\\_pangandaran\\_com](https://www.facebook.com/citumang_pangandaran_com); IG: [citumang\\_pangandaran\\_com](https://www.instagram.com/citumang_pangandaran_com). In other words, promotion is carried out through word of mouth, mass media and social media.

The tourists mobility is also improved through advertising on social media. In the past, people sought information about tourist destinations through television programs, magazines or other people experiences. However, over the past 15 years, people have started using the Internet media, including social media in order to search for the information about tourist destinations [17].

The use of social media as an advertising media can provide broad information. Most of the visitors know about the Citumang tourist area from social media. In addition, social media can also be used to provide information and clarification regarding issues related to advertising.

However, there is still the spread of hoaxes on behalf of Citumang, which are detrimental and reduces the number of visitors. For example, in the event of an earthquake, the youth organization needs to quickly provide information and clarification. The following is an excerpt of an interview from the chairman of the Citumang Youth Organization:

*“ketika medsos dibuka kan gempa ga selamanya, kontak dibatalin karena ada gempa, yang tadinya cek-in ke hotel dibatalin karena gempa, apabila tidak berdampak fatal cepat di klarifikasi, jangan yang buruknya dimunculkan, karena citumang ladang makan kami.”*

("The Earthquakes are not last forever, while the contracts and hotels check-in are canceled due to an earthquake. If it does not have a fatal impact, it needs to be quickly clarified, and don't bring up the bad side, due to Citumang is our livelihood land")

It can be said that the use of social media has the most significant effect, for example, is the increasing in numbers of the visitors, and the unlimited distribution of information.

The youth organization carried out communication activities for tourist motivation through socialization. In this activity, a discussion was held about how to improve and advance The Citumang tourism, in order to be known globally. This activity is carried out every week, and is tentative. In the event of a problem, the prompt evaluation is usually carried out once a month. The meeting also usually discuss about how income, expenditure are conveyed to colleagues and to the government.

This activity is aimed at strengthening mutual openness, reporting, to strengthen ties, in order to be more compacted, evaluate shortcomings, and maintain target performance. Lastly, the participants involved are elements of the local government through awareness and training, with related institutions or organizations such as water policeman, Kompepar, the tourism office, the ministry and life guard that usually organized activities related to training guide.

One of the interesting interview excerpts from a tour guide:

*“bagaiman cara menyambut tamu supaya citumang itu punya ciri khas, kita terhadap pengunjung itu jangan mencuri dompetnya, tapi kita harus bisa mencuri hatinya, karena mencuri dompetnya kita kaya nya hanya sebentar, tetapi kalo kita bisa curi hatinya mereka mau datang terus kesini, mau itu jalan jelek pasti ingin balik lagi, dan harga berapapun pasti dibayar) kita harus buat pengunjung nyaman”.*

(We need to "steal" the visitors' heart instead of their wallet, due to stealing their wallet will only make us temporarily rich but if we can steal their hearts they will come here, even if the roads are broken, and are willing to pay any price, therefore we have to make visitors comfortable. ")

The material presented in this activities focused on how visitors can be served and how to associate with the visitors. During this activity the youth organization collaborated with the print media, government officials, and law enforcers, therefore, the event ran smoothly. Lastly, the Whatsapp group is used as a communication forum via a smartphone.

Another objective of this activity is to increase public awareness and provide understanding to the community. In this activity, the material provided is not just theory, but also practical. Given the enthusiasm of the community to participate in this activity, it is very important to use indicators of enthusiasm to participate in events organized by youth organizations.

## **CONCLUSION**

The development of river-based tourism objects in Citumang is carried out by the youth organization, by maintaining the quality of the services, and providing good and sincere understanding on the tour guides. Furthermore, Citumang tourist attractions are packaged as well as possible in order to provide comfort for visitors, starting from the style of the language,

conveying words, welcoming, and mastery of the terrain as well as providing story telling related to local wisdom around the riverbank area. Lastly, the characteristics of social media and media convergence affect individual communication patterns and have an impact on various sectors of society including tourism. The community tendency to consume tourism information has shifted quite significantly in line with the social media development.

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