

## Selumbung Sights: Crafting A Captivating Journey Through Our Official Village Tourism Hub

### Pemandangan Selumbung: Merancang Perjalanan Menawan Melalui Pusat Wisata Desa Resmi Kami

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#### ABSTRACT

Tourist destinations, including the Selumbung tourist village, are starting to improve. But tourist visits to Selumbung village do not show any increase. This is because the Selumbung tourist village has not utilized information technology to promote the beauty of its village. One information technology that can be utilized is the official website. The official website developed by the Destination Management Organization (DMO) is an important tool for branding and promoting a destination. This research aims to analyze what content should be prepared by the Selumbung tourist village so that the official website that will be built meets tourists' needs for information. Developing the content of the Selumbung tourist village website uses 2 approaches. The first approach uses 5 Destination Management System (DMS) components, namely information dimension, communication dimension, transaction dimension, relationship dimension and technical merit dimension. The second approach uses web content analysis, namely information, communication, e-commerce, and additional functional/feature. The content development stages refer to the Extended Model of Internet Commerce Adoption (eMICA) method. Development in the first phase is the Promotion phase which includes detailed information about the Selumbung tourist village. Development in the second phase includes content that can increase website visitor interaction, such as online query forms, online chat, blogs, forums, and satisfaction evaluation features. Development in the third phase includes website reliability and security of user or website visitor data.

**Keywords:** Destination Management System, Web Content Analysis, Rebranding

#### ABSTRAK

Destinasi wisata, termasuk desa wisata Selumbung, mulai berbenah. Namun kunjungan wisatawan ke desa Selumbung tidak menunjukkan peningkatan. Hal ini disebabkan karena desa wisata Selumbung belum memanfaatkan teknologi informasi untuk mempromosikan keindahan desanya. Salah satu teknologi informasi yang dapat dimanfaatkan adalah website resmi. Website resmi yang dikembangkan oleh Destination Management Organization (DMO) merupakan salah satu alat yang penting untuk melakukan branding dan mempromosikan sebuah destinasi. Penelitian ini bertujuan untuk menganalisis konten apa saja yang harus dipersiapkan oleh desa wisata Selumbung agar situs resmi yang akan dibangun memenuhi kebutuhan wisatawan akan informasi. Pengembangan konten website desa wisata Selumbung menggunakan 2 pendekatan. Pendekatan pertama menggunakan 5 komponen Destination Management System (DMS), yaitu dimensi informasi, dimensi komunikasi, dimensi transaksi, dimensi hubungan dan dimensi manfaat teknis. Pendekatan kedua menggunakan analisis konten web, yaitu informasi, komunikasi, e-commerce, dan fungsionalitas/fitur tambahan. Tahapan pengembangan konten mengacu pada metode Extended Model of Internet Commerce Adoption (eMICA). Pengembangan pada tahap pertama adalah tahap Promotion yang mencakup informasi detail mengenai desa wisata Selumbung. Pengembangan pada fase kedua meliputi konten yang dapat meningkatkan interaksi pengunjung website, seperti formulir pertanyaan online, online chat, blog, forum, dan fitur evaluasi kepuasan. Pengembangan pada fase ketiga meliputi keandalan website dan keamanan data pengguna atau pengunjung website.

**Kata Kunci :** Sistem Manajemen Destinasi, Analisis Konten Web, Rebranding

#### 1. Introduction

The utilization of technology in destination management aims to empower visitors to plan their journeys through online platforms (J. Estêvão et al., 2020b). In the current landscape, tourists seek destination information online (Tolica et al., 2017), facilitated by the Information Technology advancements, enabling continuous online accessibility (Asefa, 2020). Destination Management Organizations (DMOs) employ online platforms, particularly websites, to manage destinations, targeting prospective visitors (J. V. Estêvão et al., 2014). Developing a website by DMOs is a crucial effort in introducing and branding a destination, providing essential tools for

marketing and information dissemination (Fernández-Cavia & Castro, 2015; Kotoua & Ilkan, 2017).

The year 2023 marks a resurgence in Bali's tourism sector, with a dramatic increase in tourist visits, up by 231% compared to 2022 (Siti Riska Ulfah Hidayanti, 2023). However, this surge has not reached pre-pandemic levels. Foreign tourist arrivals, as per the Central Statistics Agency (BPS) data, show a significant rise from March 2022 to June 2023, totaling 478,198 visits (Badan Pusat Statistik Provinsi Bali, 2023). This influx correlates with increased hotel occupancy rates, particularly in Karangasem Regency, ranking third after Denpasar and Badung (Badan Pusat Statistik Provinsi Bali, 2023).

Post-COVID-19, the Indonesian government has initiated various activities to boost tourism in Karangasem Regency. Minister of Tourism and Creative Economy, Sandiaga Salahudin Uno, visited Tenganan Village, aiming to revive tourism in the region (Artaya, 2021). This effort extended to a Table Top Tourism event organized by the Cultural and Tourism Office of Karangasem in collaboration with the Regional Tourism Promotion Agency. This event facilitated connections between local tourism industry stakeholders and buyers, including destination managers and village tourism operators (W. Astika, 2022).

Karangasem Regency boasts 22 tourist villages, including the culturally rich Tenganan Village and Selumbung Village. The potential of Selumbung Village lies in its natural attractions like terraced rice fields and Yeh Labuh waterfall, coupled with cultural activities such as the Mesegeh ceremony, gocek taluh ritual, traditional performing arts, and traditional dance forms like wayang wong and gambuh. Despite the overall increase in tourist visits to Karangasem, Selumbung Village's tourism has not fully recovered post-pandemic, affecting local businesses and tourism infrastructure.

Selumbung Village faces promotional challenges due to limited media exposure, relying solely on brochures without an official website or social media presence. The absence of online promotional tools hinders effective rebranding efforts (Dewa et al., 2023). A Google search for "wisata desa Selumbung" reveals 10,800 pages, mostly news portals, blogs, or scholarly articles. To address these limitations, Selumbung Village needs an official website to enhance branding and promote its unique cultural attractions.

The research problem centers on developing website content for promoting and rebranding Selumbung Village. The study aims to create engaging content for the official website, evolving into a Destination Management System (DMS) for Selumbung Village. This DMS will serve as a promotional medium for the village's tourism and attract international tourists.

## 2. Literature Review

Digital business refers to the transformation of traditional business models through the integration and utilization of digital technologies to enhance operations, improve customer experiences, and drive innovation. In a digitally-driven business landscape, organizations leverage technologies such as artificial intelligence, data analytics, cloud computing, and the Internet of Things to optimize processes, gain insights, and create new revenue streams. This paradigm shift involves not only adopting digital tools but also fostering a cultural change that embraces agility, adaptability, and a customer-centric approach. Digital business transcends industry boundaries, enabling companies to connect with global markets, personalize customer interactions, and streamline internal workflows. It encompasses e-commerce, online marketing, digital communication, and data-driven decision-making, empowering enterprises to stay competitive, agile, and responsive in an ever-evolving digital ecosystem.

A Destination Management System (DMS) is a comprehensive platform designed to facilitate the efficient management and promotion of tourist destinations. This system integrates various digital tools and technologies to streamline destination-related information,

services, and resources. Typically utilized by tourism authorities, destination marketing organizations, and local governments, a DMS centralizes data on attractions, accommodations, transportation, events, and other relevant components of a destination. It enables real-time updates, allowing stakeholders to maintain accurate and current information accessible to tourists through multiple channels such as websites, mobile apps, and information kiosks. By leveraging data analytics, a DMS aids in decision-making processes, helping destinations understand visitor behavior, assess tourism trends, and formulate strategies for sustainable growth. Ultimately, a Destination Management System plays a pivotal role in enhancing the overall visitor experience, promoting destination competitiveness, and fostering sustainable tourism development.

Web Content Analysis is a systematic process of examining and evaluating the content present on websites to extract meaningful insights and draw conclusions. It involves the assessment of textual, visual, and multimedia elements to understand the information, structure, and overall quality of web content. This analysis may encompass various aspects, including keyword density, readability, sentiment, relevance to target audiences, and adherence to SEO best practices. Web Content Analysis is crucial for businesses and digital marketers aiming to optimize their online presence by ensuring that web content aligns with organizational goals, resonates with the target audience, and meets search engine requirements for improved visibility. Advanced techniques involve the use of natural language processing and machine learning algorithms to automate the extraction of insights from large volumes of web content, enabling more sophisticated and data-driven decision-making in the realm of digital content strategy.

It appears there might be a typo in your question ("WRRebranding"). Assuming you meant "Rebranding," I'll provide an explanation for that. Rebranding is a strategic marketing process wherein a company makes significant changes to its brand elements such as its name, logo, visual identity, messaging, or overall brand strategy. The purpose of rebranding is often to revitalize a brand's image, appeal to a different target audience, reflect changes in the company's values or offerings, or address a negative perception. The process involves thorough market research, understanding consumer sentiment, and careful planning to ensure a seamless transition. Rebranding can be a complex undertaking with potential implications on customer loyalty, so it requires a thoughtful and well-executed strategy to successfully redefine and communicate the brand's identity in a way that resonates with the desired market positioning.

### 3. Research Methods

The development of the official website for Selumbung Village leverages a comprehensive approach, integrating the 5 dimensions of Destination Management System (DMS) with the WCA (Web Content Accessibility) model and eMICA model. Table 1 illustrates the integration between DMS dimensions and the WCA and eMICA models.

The Information Dimension in DMS is aligned with the Information Dimension in WCA and is developed during the promotion phase. This dimension encompasses both basic information and rich information. The Communication and Relationship Dimensions integrate with the Communication Dimension in WCA and are developed during the Provision phase. The Transaction Dimension aligns with the e-commerce dimension in WCA, while the Technical Merit Dimension integrates with additional features. These latter two dimensions will be developed during the Processing phase.

**Table 1. Integration of DMS dimensions with the WCA model and eMICA model**

Dimensi DMS	WCA	eMICA
Information	Information	Promotion : Basic information

		Rich Information
Communication	Communication	Provision
		Low level of interactivity
Relationship		Medium level of interactivity
		High Low level of interactivity
Transaction	e-commerce	Processing
Technical merit	Additional Feature	

The objective of this research is to design an official website for promoting and rebranding Selumbung Village as a tourist destination. Figure 1 outlines the research stages. The initial phase involves data collection through three rounds of Focus Group Discussions (FGD) with the Village Tourism Awareness Group (POKDARWIS) and field observations. The FGD sessions, including five POKDARWIS members and the Head of Selumbung Village, are planned to be conducted three times. Field observations aim to provide firsthand insights into tourist attractions, the processing of local products in Selumbung Village, and the tourist activities offered. All observation activities will be documented through photos and videos.

The second stage involves content development for the website during the Promotion phase. This includes basic information such as the map and location of Selumbung Village, the village's developmental history, and an event calendar. The development of Rich Information encompasses comprehensive details about Selumbung Village, focusing on the four main destination components: attraction, amenities, access, and ancillary services.

Moving to the third stage, content development occurs during the Provision phase. This phase includes three sections: Low level of interactivity, involving an online query form, online survey, and other features supporting detailed information retrieval for website visitors. The middle level of interactivity involves developing features like email and contact options for tourism stakeholders in Selumbung Village, a newsletter delivery feature, and communication channels enabling tourists to interact with POKDARWIS in the village. The High level of interactivity includes features such as tourist reviews, a Customer Relationship Management program, and connectivity with the social media channels of Selumbung Village.

The fourth and final stage in content development is during the Processing phase. Development in this phase includes e-commerce features enabling website visitors to make reservations, purchase tickets, and buy merchandise securely without data misuse concerns. In addition to transactional features, technical development is undertaken to ensure the website's reliability, addressing technical aspects such as eliminating broken links and securing visitor data.

#### 4. Results and Discussions

Based on observations and Focus Group Discussions (FGD) with the Village Tourism Awareness Group (POKDARWIS) of Selumbung Village, it was discovered that the village had previously maintained a website. However, due to neglect, the website is no longer accessible. The domain selumbung.com used by the website is available for repurchase. The FGD results also formulated a tagline for the Selumbung Village tourist destination: "The Mini Earth".

**Table 2. Selumbung Tourism Village Tourism Products**

Component	Category	Tourism Products
Attraction	Natural/Natural	Rice Terraces, Yeh Labuh Waterfall, Kayon Tube Springs, Dulkasoo Hill
	Monument/Temple	Puseh Temple, Tirtaguna Temple, Catu Hill,
	Culture	Mesegeh ritual, land art, gocek taluh ritual
	Activity	Trekking, ATV, Cycling, Cooking class, harvesting honey and palm wine, melukat

Amenities	Ngopi Malu Café, Restaurant along Jalan Candidasa	
	Restaurant	Kubu used to be Homestay, Bali Villa Tirtaguna, Hotel along Candidasa
		Virgin Coconut Oil, Honey, Statues, typical Karangasem weaving
	Accommodation/Hotel	Minimarkets and traditional stalls
Access	MSME Products	Public transportation and private transportation
Ancillary Services	**Not yet developed	

Selumbung Village's tourism offerings, as identified through Focus Group Discussions (FGD) and observations, are categorized into four main destination components: attractions, amenities, access, and ancillary services. Under attractions, the village boasts natural wonders like waterfalls and terraced rice fields, cultural rituals such as Mesegeh, and various activities including trekking and cooking classes. In terms of amenities, the village provides restaurants like Café Ngopi Malu and other options in the nearby Candidasa area, diverse lodging options from local homestays to 3 to 4-star hotels, and locally crafted products such as Virgin Coconut Oil (VCO) and honey. The access component indicates good accessibility with public transportation and local services available for tourists, facilitated by well-paved roads within the village. Ancillary services, although not fully developed in Selumbung Village, can be supplemented by nearby Tourist Information Centers in Candidasa.

The Promotion phase focuses on content development for the website. Basic information includes a map, historical background, geographical details, and climate information. The "About Us" page encompasses this basic information, while a photo gallery showcases the village's natural beauty and community life. Rich Information, distributed across various web pages, covers details on natural attractions, cultural rituals, activities, transportation, accommodations, groceries, event calendars, and a virtual tour of Selumbung Village. This comprehensive content aims to provide potential visitors with a vivid and informative portrayal of Selumbung Village's unique offerings, encouraging exploration and engagement.

**Table 3. Content development in the Promotion phase**

Promotion Phase	
Basic Information	Location map of Selumbung village
	History of Village development
	Information about the geographical location, weather and temperature of Selumbung Village
	Information about the life of the people of the Selumbung tourist village and their culture
Rich Information	Photo Gallery of Selumbung Village Atmosphere
	Information about natural attractions and their beauty
	Culture and Rituals and their meaning
	Activities that can be done in the Selumbung tourist village
	Access to the Selumbung tourist village
	Information about accommodation and groceries
	Event Calendar
Tourist village map and directions	
Virtual tour of Selumbung tourist village	

In the website's Activity section, the content detailing various tourist activities like trekking, cycling, ATV rides, cooking classes, honey and tuak harvesting, and melukat is strategically distributed across different web pages to provide in-depth information on each activity. For trekking, cycling, and ATV activities, three separate pages will be dedicated, offering details on routes, experiences, and reservation processes. Cooking classes, honey and tuak

harvesting information will be consolidated on one page, while melukat details will be presented on a distinct page. All these pages can be conveniently accessed through the "Activity" menu.

Moving into the Provision phase, Table 4 outlines the development of web content with a focus on interactivity. This phase is divided into three parts: Low level of interactivity, medium level of interactivity, and high level of interactivity. Low-level interactivity involves features like online query forms and surveys to enhance information retrieval. The medium level of interactivity encompasses email and contact features for tourism stakeholders, newsletter delivery, and communication channels for tourist interaction with POKDARWIS. High-level interactivity introduces features such as tourist reviews, a Customer Relationship Management program, and connectivity with Selumbung Village's social media. These features aim to encourage engagement, maintain visitor relationships, and foster a sense of connection, ultimately enhancing the likelihood of tourists returning to Selumbung Village.

**Table 4. Content development in the Provision phase**

Provision Phase	
Low level of Interactivity	Contact Number, email
	Online Query Form
	A feature that allows tourists to plan their trips
	Online Survey
Medium level of Interactivity	Instant Messaging
	Frequently Asked Question(FAQ)
	Newsletter
	Reservation facility
	Brochure download facility, tourist map
High Level of interactivity	Online product sales
	Online Review
	Program Customer Relationship Management (CRM)
	Blogs, Forums
	Facilities for evaluating visitor satisfaction
	User Generated Content (UGC) Facility

In the Low level of interactivity, the website focuses on establishing connections through provided contact numbers and emails on the "Contact Us" page. Additional content development includes features like online query forms and instant messaging, allowing visitors to inquire about various aspects of Selumbung Village. The website also facilitates tourists in planning their visits through these features. All these functionalities are consolidated under the "Contact Us" page.

Moving to the Medium level of interactivity, the website introduces features such as FAQs, a newsletter service, reservation capabilities, and the option to download brochures and tourist maps. Registration for the newsletter service is available on each web page, either on the left or at the bottom. Features for downloading brochures and tourist maps are simple links placed at the bottom of the homepage. However, the FAQ and reservation features are developed as separate pages, accessible through the respective menu items. Additionally, the website includes an online product sales feature for local products, allowing visitors to access product information and place orders through the "Product" menu.

In the High level of interactivity, the website incorporates features like online reviews, a Customer Relationship Management (CRM) program, blogs, and forums to facilitate User-Generated Content (UGC). The online review feature is presented on two pages, one for submitting reviews and the other to display all reviews from visitors. The CRM program involves email marketing for event updates and special offers, automatically sent to registered visitors. The blog feature delivers the latest news about Selumbung Village, keeping visitors informed

about current activities. The forum feature provides an online platform for interaction, allowing tourists to share experiences, recommendations, and insights. Blog, Forum, and CRM features are developed as separate websites under subdomains, maintaining connectivity with the main official website.

The Processing Phase, the final stage, emphasizes the reliability and user-friendliness of the official website. Technical aspects like sitemap development, SEO management, and ensuring all links lead to specific web pages are crucial during this phase, ensuring a seamless and efficient user experience for visitors to Selumbung Village's official website.

**Table 5. Content Development In The Provision Phase**

Processing Phase	
Website reliability and user comfort	Online Payment
	No Broken link
	Sitemap and search engine optimization (SEO)
	Guarantee of user data security
	Bilingual website available

In the Processing Phase, the focus extends to website security measures, including robust hosting, Secure Socket Layer (SSL) implementation, strong username and password protocols, and data backup features. These security measures ensure the protection of user and visitor data on Selumbung Village's website, preventing unauthorized access and misuse. Once data security is assured, the development of online payment features becomes viable. This feature facilitates transactions such as ticket purchases for events or reservations, allowing visitors to complete payments through the Selumbung Village website. To implement this feature, collaboration with a payment gateway service provider is necessary, enabling various payment methods like credit cards, debit cards, e-wallets, and other designated channels.

Simultaneously, SEO development aims to enhance the website's visibility, making it easier for users to find Selumbung Village's website. SEO management involves selecting appropriate keywords, structuring content effectively with titles, introductions, and conclusions, and segmenting pages for user clarity. An efficient sitemap design ensures the indexing of all Selumbung Village's content on search engines, facilitating user discovery. Following the successful establishment of website reliability, data security, and multilingual content development, the Selumbung Village website can cater to a broader audience, including French, Dutch, and German speakers, aligning with the target market and enticing visitors to explore the village through its official website.

**5. Conclusion**

The development of content for the official website of Selumbung Village follows the three phases of eMICA website development. In the Promotion Phase, comprehensive information about the village is provided to website visitors through 14 to 20 webpages accessible via "Explore," "Activity," "Event Calendar," "Virtual Tour," and "Tourist Map." Moving to the Provision Phase, the content supports interaction between website visitors and the management of Selumbung Village, allowing for suggestions from visitors and reviews from tourists through the forum feature. Tourists can contribute content to the forum, while the village management can share the latest news through the blog feature. In the final Processing Phase, the focus is on developing features that enhance website reliability and visitor data security. Additionally, an online payment feature is introduced to facilitate secure transactions. While this research has provided valuable insights, future studies could explore effective sitemap structuring and SEO management for better website visibility. Consideration might also be given to determining appropriate keywords and implementing the most effective data

security mechanisms for both the official website and Destination Management System (DMS) of a tourist destination.

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