



Developing Tourism Village Potential using Virtual Tour

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Abstrak

Pandemi Covid-19 berdampak pada banyak sektor kehidupan manusia terutama sektor pariwisata. Adanya PSBB dilanjutkan dengan PPKM membuat ditutupnya berbagai akses pariwisata yang menyebabkan penurunan kegiatan wisata masyarakat sehingga berdampak pada penurunan pendapatan di sektor pariwisata. Kondisi sepi pengunjung dialami pula oleh Desa Wisata Pipitan. Di era pandemi seperti ini, virtual tour menjadi solusi yang dapat membantu Desa Wisata Pipitan untuk mempertahankan keberadaannya sehingga giat usaha di Desa Wisata Pipitan akan kembali meningkat seiring dengan bertambahnya jumlah pengunjung. Namun Pokdarwis Desa Wisata Pipitan memiliki masalah mengenai kurangnya kemampuan Sumber Daya Manusia (SDM) dalam pengembangan produk daya tarik wisata. Permasalahan yang dihadapi ini menjadi faktor penghalang kemajuan Desa Wisata Pipitan di era digital seperti saat ini. Kondisi tersebut menjadi dasar bahwa penting untuk dilakukan pendampingan dari pihak Perguruan Tinggi dengan menggunakan metode pembinaan dan pelatihan pemasaran digital dan pengembangan produk daya tarik wisata berupa *virtual tour*.

Kata kunci: *Virtual Tour, Desa Wisata, Pipitan*

Abstract

The Covid-19 pandemic has had an impact on many sectors of human life, especially the tourism sector. The existence of the PSBB followed by PPKM resulted in the closure of various tourism accesses which caused a decrease in community tourism activities which resulted in a decrease in income in the tourism sector. The condition of the lack of visitors was also experienced by the Pipitan Tourism Village. In a pandemic era like this, virtual tours are a solution that can help Pipitan Tourism Village to maintain its existence so that business activities in Pipitan Tourism Village will increase again along with the increasing number of visitors. However, the Pipitan Tourism Village Pokdarwis has a problem regarding the lack of Human Resources (HR) capabilities in developing tourist attraction products. These problems have become a barrier to the progress of Pipitan Tourism Village in the digital era as it is today. This condition forms the basis that it is important to carry out assistance from the Higher Education institution using digital marketing coaching and training methods and developing tourist attraction products in the form of virtual tours.

Keywords: *Virtual Tour, Pipitan, Tourism Village*



Introduction

The Covid-19 pandemic has affected many sectors of human life. Tourism is a sector that gets a big impact besides the health sector and the economic sector. The rapid spread of Covid-19, especially in Indonesia, forced the government to impose Large-Scale Social Restrictions (PSBB) in 2020. Then in mid-2021, the Covid-19 outbreak again spiked sharply so it was decided to implement Community Activity Restrictions (PPKM). In other words, the government encourages people to limit social activities and maximize activities at home, such as Work Form Home (WFH) and learning from home. The existence of large-scale social restrictions and the closure of various tourism accesses has resulted in a decrease in community tourism activities which has resulted in a decrease in income in the tourism sector. It is not surprising that the number of tourists, both local and foreign, has shown a drastic decline. (Kemenparekraf; 2021).

The lack of visitors was also experienced by a number of tourist villages in Banten Province, including the Pipitan Tourism Village. The Pipitan Tourism Village, which has been promoted since 2013, started from a slum area and then underwent significant changes and has many facilities such as educational tours, selfie villages, reading gardens, cultural parks and others which were later inaugurated by the Mayor of Serang as the Pipitan Tourism Village in 2019. Since then, Pipitan Tourism Village has received many awards for its achievements. Pipitan Tourism Village has an advantage in woman empowerment which is able to activate housewives in the surrounding environment to produce processed waste products into carvings, cutting boards and others. Pipitan Tourism Village also focuses on cultural aspects by introducing cultural richness to visitors through the Debus and Petan Wewe Simangu (ondel-ondel typical of Walantaka, Serang) performances. Besides that, there is also a reading garden with various collections of books and games which are of course very interesting for children. The history of the spread of Islam into religious tourism in the tourist village of pipitan.

However, problems have started to arise since the outbreak of Covid-19 at the beginning of 2020. This then becomes a challenge that must be faced by the Pipitan Creative Tourism Awareness Group (Pokdarwis) as the manager of Pipitan Tourism Village so that it can revive and exist in carrying out its operational activities. Based on information from the Pokdarwis of Pipitan Village, the difficulties faced during the Covid-19 pandemic included, among other things, marketing aspects, especially in product development and promotion. During this recovery period it is very important for the tourism village to reintroduce the existence of pipitan tourism village through promotion and product development by improving facilities and developing tourist attractions to increase the number of visits.

The majority of difficulties faced by the management of tourist villages are promoting their business activities. This is in accordance with the opinion of Handajani et. al. (2019) that marketing activities for products (goods or services), especially online or digital marketing, is still a challenge for today's Micro, Small and Medium Enterprises (MSMEs) to develop. Even though Makmun (2020) and Haryanti et al. (2019) explained that digital marketing concepts and applications can drive increased sales of a product. This condition is inseparable from advances in the field of information technology and increasingly varied marketing trends so that promotions with digital media are excellent. What's more, internet users in Indonesia at the beginning of 2021 amounted to 202.6 million people, an increase of 15.5 percent from 2020 (Riyanto, 2021). Through promotions with digital media, it can reach all targeted market shares

and consumers can easily check product quality and reputation, and can make transactions online in today's digital era. The use of digital promotion means that fewer resources are required but the results will be maximized. So that it will be able to provide benefits to the community and can encourage the development of businesses owned by the community (Buchari et al., 2020)

Apart from marketing from the promotional aspect, the use of virtual tours can also be used to attract tourists virtually as a form of tourism product development. During a pandemic, a virtual tour according to Widiastini et.al. (2020) can be used as a superior product and promotional media for a tourist destination. A virtual tour, also known as a panoramic tour, is an activity that simulates a destination in real terms on the screen. While Firmansyahrani et., al. (2021) stated that a virtual tour is a simulation of a real location, generally consisting of video sequences or a collection of photos. Virtual Tour can also use several other multimedia elements, such as sound effects, music, narration, and text. Virtual tours themselves.

Implementation Method

The implementation of community service activities is carried out through preliminary methods, training through demonstrations and direct practice. The introduction was carried out as the initial stage of the approach and to gather information on the products produced by the reef village community, namely bamboo shoot spring rolls and shredded papaya. The partner's problem is that the products produced are packaged soberly and without a brand identity or label and marketing methods are limited to the Reef Village area. This training will include presentation and practice on packaging techniques for processed food products and how to market them.

The instructor's initial training process explained the importance of product packaging through product and brand identity. The trainees observe the entire process and at the end of the activity the participants practice directly packing the product and affixing the label. Furthermore, an explanation of how to market products that are effective and can reach the wider community.

PKM activities are carried out to deal with partner problems in the form of assistance that focuses on coaching and training activities. The PKM activities are implemented through four main activity stages which consist of (1) socialization of PKM activities, (2) preparation of PKM activities, (3) implementation of PKM activities, and (4) monitoring and evaluation of PKM. Socialization of PKM activities is carried out as an initial step to find out the problems and needs of partners, then preparation for activities is carried out before the implementation of PKM activities. The implementation of activities is carried out through two sessions, namely digital marketing training which is then followed by a virtual tour. Participants in the activity, namely members of the Pipitan Tourism Village Awareness Group (Pokdarwis), received training and assistance in digital marketing and virtual tours with the aim of increasing their ability to promote and develop Pipitan Tourism Village.

Results and Discussion

This PKM activity is implemented through four main activity stages which consist of (1) socialization of PKM activities, (2) preparation of PKM activities, (3) implementation of PKM activities, and (4) monitoring and evaluation of PKM. Community service activities are carried out through training. In the training here, the PKM team leader provided virtual tour understanding and training. In this training a team of lecturers accompanied by students.

Utilization of virtual tours can also be used to attract tourists virtually as a form of tourism product development. A virtual tour is a simulation of a real location, generally consisting of a video sequence or a collection of photos. Virtual Tour can also use several other multimedia elements, such as sound effects, music, narration, and text. Virtual tour itself is usually used to give the experience of being somewhere just by looking at the monitor screen. Thus, through digital promotion and product development, this virtual tour is considered to be able to help Pipitan Tourism Village to reactivate its economic activities. This training explains what the benefits of virtual tours are to trainees and then how to make virtual tours in general. The explanation of the training starts in terms of the tools used, the content or content in the virtual tour that is effective and the maximum time emphasis on the virtual tour video which is not too long but can represent a picture of the conditions in the pipitan tourism village.



Figure 1. Presentation of Virtual Tour Training Materials by the presenters

The presentation of the virtual tour training material by the presenters was closed with a discussion and question and answer session. Then all the participants and presenters watched the virtual tour which was created to promote the existence of the pipitan tourism village with the aim of the community getting to know and knowing what potential lies in the pipitan tourism village.



Figure 2. Pipitan Tourism Village Virtual Tour

The PKM closed with the presentation of souvenirs from the team and continued with a group photo of all digital marketing training participants and product development for tourist attractions in the form of a virtual tour. After the closing activity, the team evaluates the achievements of the activities that have taken place and then for the next stage is the activity report preparation stage.



Figure 3. Group photo with speakers, Chair of the Tourism Village Pokdarwis and activity participants

Conclusion

The community service activities that have been carried out resulted in the conclusion that the training was carried out with the tourism awareness group (pokdarwis) of pipitan tourism village regarding the development of the potential of pipitan tourism village through virtual tours resulting in increased skills in terms of making virtual tours as a product development of tourist attraction in the form of attractive tour packages for offered to tourists virtually. It is hoped that this capability will introduce the pipitan tourism village more broadly, build customer relationships, and become an effective promotional medium.

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