

## WEB-BASED BEKONANG VILLAGE DESTINATION RECOGNITION MANAGEMENT

**Dewi Amelia Lestari, Suci Purwandari**

Politeknik Indonusa Surakarta

E-mail: [dewiamelia@poltekindonusa.ac.id](mailto:dewiamelia@poltekindonusa.ac.id)

**Abstract:** *The tourism sector is one of the potential sectors to be developed in modern times today, but not all tourist spots can thrive. One of the factors that led to the lack of development of tourist attractions is the lack of promotion or delivery of information to tourists. The development of the internet is now more advanced so much utilized by the manager of tourist attractions as a medium of information and promotion. Bekonang tourist village in Mojolaban area has the potential to be more developed. For that reason the need to utilize the internet by designing the village website Bekonang tourism as a medium of information and promotion. Research conducted to design the website using waterfall method and using data collection techniques in the form of interviews, observation, and literature study. While the software used in designing Bekonang village tourist website is XAMPP, Dreamweaver and using programming languages such as HTML, PHP, CSS, Java Script, and JQuery. The result of this observation and research is that the researcher succeeds in creating Bekonang Village Tourism website which can be used as information and promotion to improve and facilitate the tourists who want to visit Bekonang Tourism Village*

**Keywords:** *bekonang, information, promotion, travel, website*

---

### 1. Introduction

Bekonang was already known during the transition period from Kraton Kartasura Hadiningrat to Kraton Surakarta Hadiningrat. The area used to be the area that was nominated to serve as the site of the Kraton Surakarta Hadiningrat. So, it is natural that the name Bekonang still lingers until now even though Bekonang has actually become smaller or at the village level. Kawedanan Bekonang covered the Mojolaban, Polokarto, and surrounding areas which at that time were separate areas. However, with the merging of Kawedanan Bekonang, Kawedanan Larangan or Sukoharjo, and Kawedanan Kartasura to become Sukoharjo Regency on Monday Pon, July 15, 1946, practically Kawedanan became the territory of Mojolaban District, Dalem was once changed its name to the official residence of the Assistant Regent of the Mojolaban Region. After the Kawedanan structure no longer exists, the official house is used as an asset in the Mojolaban District, and is included in the Immovable BCB Inventory data for Sukoharjo Regency (Efendi, 2020).

Website or commonly abbreviated as web is an information page provided via the internet so that it can be accessed throughout the world as long as it is connected to the internet network (Widiyanto, Wariyanto, Wulandari, & Nugroho, 2018). Another website writes that the web is an online communication tool that uses internet media in its distribution. Whatever the language,

surely everyone agrees that the website is a collection of pages that display text data information, still or motion image data, video or a combination of all of them, both static and dynamic which form a series of interrelated buildings, each of which is connected to a network page networks (hyperlinks) (Aziz et al., 2020).

Websites are often used as a means of promotion or e-commerce because using a promotional website will be more effective and targeted, the wider community will directly be able to access the desired information without any obstacles such as distance, time, situation and other problems that can hinder the promotion being delivered. Tourism promotion in a village is quite important because tourism will increase village income coupled with appropriate and effective tourism promotions that will maximize village income both materially and increase the village's image to become more famous in the wider community (Hartono & Utama, 2019).

Various regions develop tourist villages with various approaches. Several approaches used to develop tourism villages are: 1) community participation-based approach (Li, Zhang, Hui, & Lang, 2020); 2) SWOT (Aliyah, Gumilar, & Maulina, 2015; Aprianti & Nurfajriyah, 2016; Bahri, 2017; Iik, 2017; Penggunaan, Produksi, Cabai, Sumowono, & Semarang, 2013; Sugihartoyo & Widagdo, 2010); 3) hierarchical process analysis (Nguyen & Armoogum, 2020); 4) community based tourism (Musavengane & Kloppers, 2020); 5) FGD. These approaches are carried out to develop tourist villages according to the characteristics of each village to be developed. The development of tourist villages also needs to pay attention to the activities of tourists who come. Based on tourist motives, tourism is divided into six (Khan, ElKashouty, & Bob, 2020). The six types of tourism are tourism for enjoying travel, tourism for recreation, tourism for culture, tourism for sports, tourism for trade, and tourism for conventions. Village development into a cultural tourism village is rarely carried out by the village government. This is because it is rare for villages to have a culture that is lived by the younger generation. Very few young people are involved in the culture. On the other hand, the development of cultural tourism villages is important for the preservation of the nation's diverse culture. Cultural diversity has its own attraction for tourists, especially foreign tourists. Culture is behavior that is embedded in which is the totality of something that is learned and is an accumulation of socially transferred experience (Schaffitzel, Jakob, Soria, Vogt-Schilb, & Ward, 2020). In the Big Indonesian Dictionary, culture is thought, reason, customs, something about a culture that has developed (civilized, advanced), something that has become a habit and is difficult to change. Both definitions state that culture is the result of human cultivation that is passed down from generation to generation. Indonesia has a variety of cultures spread across 34 provinces. Stated that Indonesian culture is divided into two, namely material cultural heritage and intangible cultural heritage (Wahed, Saad, Yusoff, & Pital, 2021). There are 3,573 cultures in Indonesia consisting of 2319 cultural heritages, 435 museums, 102 oral traditions and expressions, 209 community customs, rites and celebrations, 271 performing arts, and 196 traditional skills and crafts. To protect this culture, the government issued laws, namely Law Number 11 of 2010 concerning Cultural Conservation and Law Number 5 of 2017 concerning the Advancement of culture. The purpose of the law is to protect and preserve Indonesian cultural heritage. The law then becomes a reference for local governments to protect and preserve the culture that exists in the area. A lot of research on village website development has been carried out. Developed a village website by providing assistance to website managers and village officials. Conducted an analysis of website development with a descriptive method. Research conducted by develops

temples as religious tourism using qualitative description methods. Development of village websites, mostly websites for tourist villages. In this study, the website development carried out was the development of a website specifically for Bekonang village tourism.

Bekonang is a village in the northeast of Sukoharjo Regency, Central Java, which has been known as an alcohol industry since hundreds of years ago. The forerunner to the development of alcohol in this village cannot be separated from the cultural influence of the colonizers. The large number of people who work as alcohol craftsmen make Bekonang a destination for foreign and local tourists to visit and find out how to process alcohol, processing alcohol waste into organic fertilizer. Making handicrafts that become tourism potential in Bekonang Village is the craft of Ciunik Alcohol and Organic Fertilizer.

However, not many people know the potential of this tourist village, coupled with the distance from Bekonang Village to the city of Surakarta and Sukoharjo Regency itself, it is quite far with a distance of 20 minutes from Surakarta so that less tourists visit, so special handling is needed so that the potential of the village can be disseminated properly fast.

## **2. Research Method**

This research was conducted in Bekonang Village located in Mojolaban sub-district, Sukoharjo Regency, using qualitative methods. The qualitative method used follows the modified research and development technique proposed by (Corps Ricardo, Avendaño García, Guzmán Bernardo, Ríos, & Rodríguez Martín-Doimeadios, 2021). The steps of web development are: 1) conducting a needs analysis; 2) collect information; 3) designing website interfaces; 4) validate the design; 5) improve the design; 6) testing the web; 7) launch a website (Widiyanto & Wulandari, 2020). Sources of data in this study obtained from primary data and secondary data. Primary data were obtained from the head of the RT, RW, Dukuh, and elders of the Bekonang Village community using interview techniques. Secondary data (Source of interview data, 2021) was obtained from documentation owned by the village, books, and the internet. In addition to interviews and documentation, data collection is carried out by making observations (Data source, 2021). Observations were made to take photos and videos related to cultural objects in Bekonang Village.

## **3. Results and Discussion**

### **3.1. Results**

#### **Needs Analysis**

Analysis of the current system is needed in making a new system. This is necessary to find various kinds of problems faced in building an information system. The information system in Bekonang Tourism Village is still fairly "manual" (by paper). That's why it is proposed to create a Web-Based Bekonang Village Tourism Information System. This information system was created to make it easier for all people to access tourism in Bekonang Village. This system is made on a web-based basis, so almost everyone can use it.

#### **Developed System**

Bekonang Tourism Village requires a website-based tourism information system application, which will later become a medium of information for the community and

prospective visitors which is certainly effective for agencies, so that it will improve the economy of the Bekonang Village community. The following is a Flowchart of the system developed, which can be seen in the picture1 below:

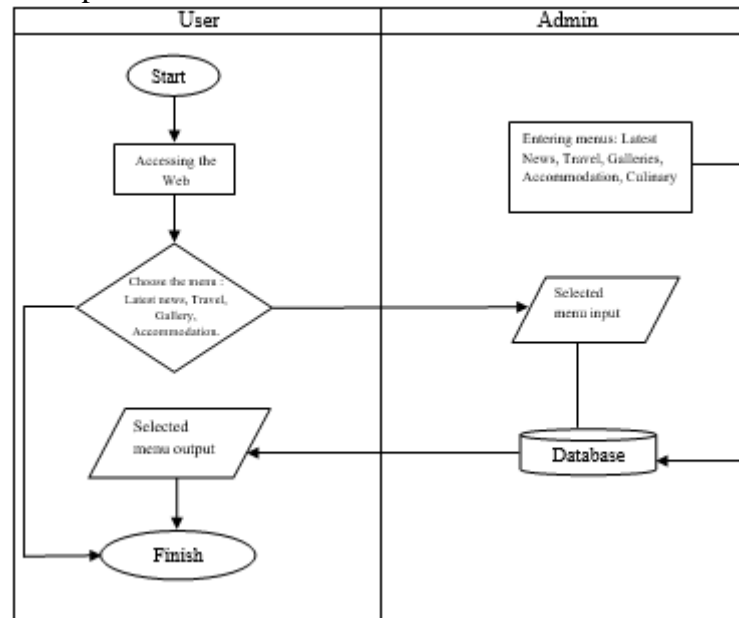


Figure 1. Flowchart of the developed system

From the flowchart of the system developed above, it can be explained that:

1. Users are visitors to the Bekonang tourism information system website
2. Admin manages the web and inputs the contents of the website

### Context diagram

Context diagram is a diagram that consists of a process and describes the scope of a system. The context diagram is the highest level in the data flow diagram and contains only one process, showing the system as a whole. The following is a description of the Context Diagram on the Bekonang Village Tourism Profile Information Website

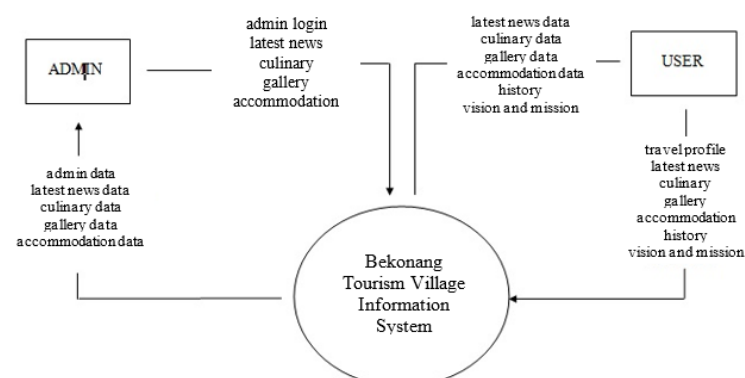


Figure 2. Diagram Context

### 3.2. Discussion

#### Implementation

This page is the first step to enter the administrator menu. Admin must enter username and password as a condition to be able to enter the administrator page. If you enter the wrong username and password, a notification will appear indicating that the username or password is incorrect, as shown in Figure 3:

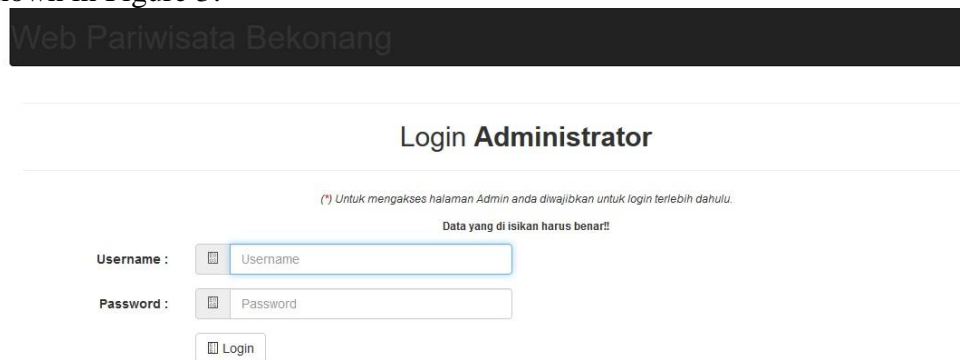


Figure 3. administration menu

After entering the correct username and password, the admin will be directed to the home page. This page is the first page that is seen when the admin enters the administrator module, seen in figure 4:

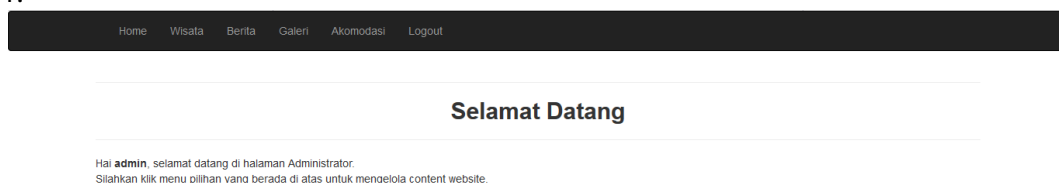


Figure 4. Home page admin

In Figure 5, you can see the start page of the user or visitor, this page is the initial view when the user opens the Bekonang tourist village website:

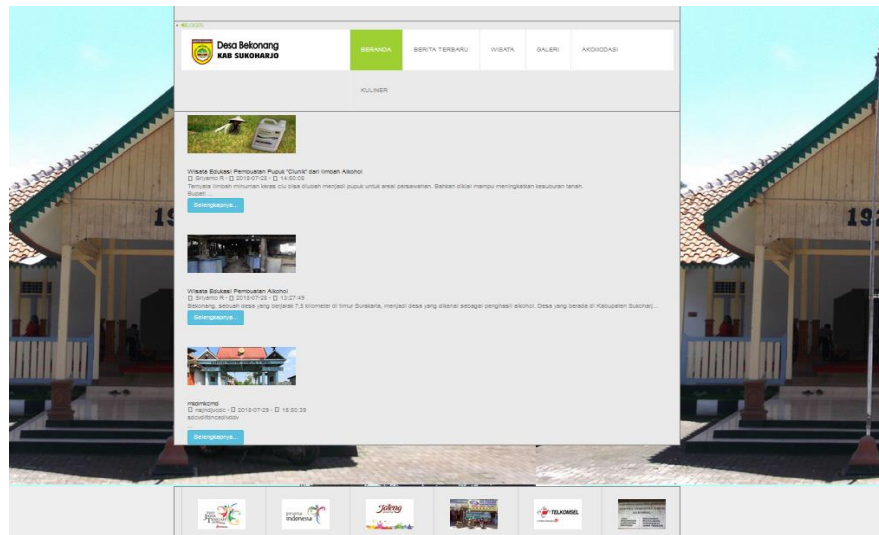


Figure 5. Page Visitor

On page 6 below is a news page, where visitors can listen and find out news updates about the existing Bekonang tourist village:

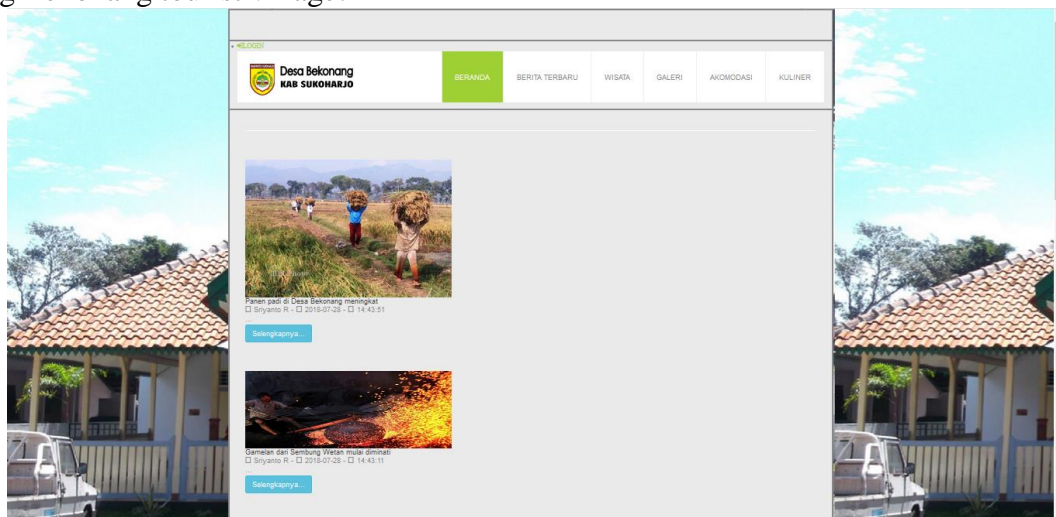


Figure 6. news page

### Program Testing

The author conducts a test that will be carried out in the Bekonang Village Tourism Information System using the black box testing method. Black box testing focuses on the functional requirements of the software. Thus, black box testing makes it possible to obtain a set of input conditions that fully utilize the functional requirements for a program, shown as table 1 below:



Table 1. Black Box Testing

No	Interface	Type of Unit Tested	Results
1	Admin login form, managing	Entry: <i>username, password</i> , dan <i>level</i> : admin, user	Success
2	admin home view	Show admin level start page as admin	Success
3	Data input menu display	Displays the input form from the data	Success

#### 4. Conclusion

Based on the analysis of the problem to the process of designing and testing the system, several conclusions can be drawn including:

1. This website-based Bekonang Village Tourism Information System has been successfully built to produce a system that can provide Bekonang tourism information to the wider community.
2. This system is online and can be accessed anywhere and anytime as long as it is connected to the internet.
3. There is a feature for booking tickets.

#### Reference

- Aliyah, R., Gumilar, I., & Maulina, I. (2015). Strategi Pengembangan Usaha Pengolahan Abon Ikan (Studi Kasus Rumah Abon Di Kota Bandung). *Jurnal Perikanan Dan Kelautan Unpad*, 6(2), 78–84.
- Aprianti, W., & Nurfajriyah, W. S. (2016). Sistem Informasi Geografis Pelayanan Kesehatan Kecamatan Pelabuhan Berbasis Web. *Jurnal Sains & Informatika*, 2(2), 116–121.
- Aziz, F., Irmawati, Riana, D., Mulyanto, J. D., Nurrahman, D., & Tabrani, M. (2020). Usability Evaluation of the Website Services Using the WEBUSE Method (A Case Study: Covid19.go.id). *Journal of Physics: Conference Series*, 1641(1). <https://doi.org/10.1088/1742-6596/1641/1/012103>
- Bahri, R. (2017). Pengembangan Usaha Jasa Laundry dalam Meningkatkan Pendapatan Marginal rumah tangga dalam Perspektif Ekonomi Islam di Watampone ( Studi Pada Octa Laundry ) Rahayu Bahri Institut Agama Islam Negeri ( IAIN BONE ) Keywords : Business Development , Laundry Se. *Jurnal Ilmiah Al Tsarwah*, 180–201.
- Corps Ricardo, A. I., Avendaño García, S., Guzmán Bernardo, F. J., Ríos, Á., & Rodríguez Martín-Doimeadios, R. C. (2021). Rapid assessment of silver nanoparticle migration from

- food containers into food simulants using a qualitative method. *Food Chemistry*, 361(March), 1–5. <https://doi.org/10.1016/j.foodchem.2021.130091>
- Efendi, T. F. (2020). *Analysis of the Implementation of the Simple Salary Sim Application in Grogol District, Sukoharjo*. 2020(4), 1363–1372. Retrieved from <https://jurnal.stie-aas.ac.id/index.php/IJEBAR/article/view/2303/1074>
- Hartono, C., & Utama, L. (2019). Pengaruh Efikasi Diri, Jaringan Sosial, Dan Pengetahuan Sebelumnya Terhadap Entreprenurial Alertness Wirausaha. *Jurnal Manajerial Dan Kewirausahaan*, 1(2), 144–152. Retrieved from <http://journal.untar.ac.id/index.php/JMDK/article/view/5073>
- Iik, A. (2017). Jurnal ekono logi ISSN 2355-6099 195. *Penerapan Analisis Swot Dan Manajemen Mutu Terpadu (Tqm) Dalam Penetapan Strategi Pemasaran Toserba*, 4(April), 195–202.
- Khan, M. Y. A., ElKashouty, M., & Bob, M. (2020). Impact of rapid urbanization and tourism on the groundwater quality in Al Madinah city, Saudi Arabia: a monitoring and modeling approach. *Arabian Journal of Geosciences*, 13(18). <https://doi.org/10.1007/s12517-020-05906-6>
- Li, X., Zhang, F., Hui, E. C. man, & Lang, W. (2020). Collaborative workshop and community participation: A new approach to urban regeneration in China. *Cities*, 102(135), 102743. <https://doi.org/10.1016/j.cities.2020.102743>
- Musavengane, R., & Kloppers, R. (2020). Social capital: An investment towards community resilience in the collaborative natural resources management of community-based tourism schemes. *Tourism Management Perspectives*, 34(February), 100654. <https://doi.org/10.1016/j.tmp.2020.100654>
- Nguyen, M. H., & Armoogum, J. (2020). Hierarchical process of travel mode imputation from GPS data in a motorcycle-dependent area. *Travel Behaviour and Society*, 21(July), 109–120. <https://doi.org/10.1016/j.tbs.2020.06.006>
- Penggunaan, E., Produksi, F., Cabai, U., Sumowono, K., & Semarang, K. (2013). *Economics Development Analysis Journal*. 2(4), 446–455.
- Schaffitzel, F., Jakob, M., Soria, R., Vogt-Schilb, A., & Ward, H. (2020). Can government transfers make energy subsidy reform socially acceptable? A case study on Ecuador. *Energy Policy*, 137(November), 111120. <https://doi.org/10.1016/j.enpol.2019.111120>
- Sugihartoyo, S., & Widagdo, W. (2010). Strategi Pengembangan Wisata Kota Tua Sebagai Salah Satu Upaya Pelestarian Urban Heritage (Studi Kasus : Koridor Kali Besar, Jakarta Barat). *Planesa*, 1(1).



- Wahed, W. J. E., Saad, N., Yusoff, S. B. M., & Pitil, P. P. (2021). “Please stay, don’t leave!”: A systematic literature review of safeguarding intangible cultural heritage in the fourth industrial revolution. *Pertanika Journal of Social Sciences and Humanities*, 29(3), 1723–1744. <https://doi.org/10.47836/pjssh.29.3.14>
- Widiyanto, W. W., Wariyanto, R., Wulandari, S., & Nugroho, F. P. (2018). *Komparasi Metodologi Penentuan Kebutuhan Spesifikasi Sistem Dalam Pengembangan Sistem Informasi Akademik*. 191–195.
- Widiyanto, W. W., & Wulandari, S. (2020). Accuracy Implementation of Medical Record Management Information System with Waterfall Design System and ISO 9126. *Asian Journal of Research in Computer Science*, 6(2), 36–45. <https://doi.org/10.9734/ajrcos/2020/v6i230156>