

LOCAL E-CATALOG 5.0 PROGRAM AS A STRATEGY TO CREATE A CREATIVE ECONOMY AND INCREASE LOCAL TOURISM IN INDONESIA

Eva Yuniarti Utami¹, Raihan A. Hanasi², Johni Eka Putra³, Afrizal⁴,
Rieneke Ryke Kalalo⁵

Universitas Sebelas Maret, Indonesia¹ Universitas Negeri Gorontalo, Indonesia² Universitas Pendidikan Indonesia³ UIN Suska Riau, Indonesia⁴ Universitas Kristen Indonesia Tomohon⁵

Correspondence Author: eva.yuniarti.utami@staff.uns.ac.id

Abstract

This research is a qualitative research with a descriptive approach that is closely related to E-Catalog and its role in developing tourism in Indonesia. The data used in this article are secondary data that researchers obtain from scientific articles, books, scientific magazines, and a number of other sources related to this topic. The data are collected, selected, and analyzed using the SWOT analysis method which is explained in the following sections. The result in this article show that E-Catalog has many benefits in developing tourism in Indonesia, especially if E-Catalog can go hand in hand with existing technological advances. The benefits in question are that it can increase the quantity of visitors, the finances of tourist attractions, and so on. In contrast to the points mentioned above, the implementation of E-Catalog also has a number of weaknesses and threats, namely, uneven Human Resources, programs that are not running, and capital losses.

Keywords: *E-Katalog, Local Tourism, Creative Economy*

1. INTRODUCTION

Methiesson and Waill (Nawawi, 2013) tourism is a temporary movement of people to tourist destinations outside their workplace and daily residence where activities are carried out while staying at the tourist destination and for that facilities are provided to meet their needs. Meanwhile, according to Baiquni (NFH & Rahman, 2021) tourism can be used to encourage changes in life through available job opportunities, increasing income and improving the quality of life of the community.

The tourism sector is one of the largest sectors in the world as an economic generator, but the existence of tourism is very vulnerable to disasters caused by both human behavior and natural disasters. According to (Komalasari et al., 2020) tourism is an industry that is always "haunted" by disasters and crises, it can even be said to be very vulnerable because it is easily influenced by changes or events around it. Tourism according to Krapt and Hunziker (Rahmat, 2021) is the whole of the symptoms caused by the travel and residence of foreigners and the provision of temporary housing, as long as the foreigners do not live permanently and do not earn income from activities that are only temporary.

The rapid development of information technology in today's millennials has reached the level of necessity, so that all levels of society are moved to advance and use it (Kader, 2021). Computers and smartphones are examples of information technology that are used in almost every activity of society. The use of information technology can make it easier for people to obtain information, this also applies to tourist attractions (Paramitha, 2020).

Management of a tourist attraction is the most important thing that must be done to achieve the desired goals. Therefore, management must be designed carefully so that the results are not in accordance with the goals to be achieved (HARIADI, 2019). Tourism development must

involve the government, all levels of society, both lower and upper classes and private sector. All are expected to participate in tourism management to support tourism development. The community has the motivation to participate in management if they know what they need to help and why they should help. They will be interested in participating in supporting tourism development if they understand that they will get positive benefits. Suwanto (Rahmat, 2021).

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Good tourism governance is the goal and ideal of all parties, both government, society and private sector so that the tourism sector can grow rapidly. Management of an object and tourist attraction is indeed inseparable from all activities that can support the development of tourism. According to (Iqbal, 2020) One form of good governance in increasing tourism in Indonesia is to update with technological advances and facilitate all access so that it can be easily obtained by tourists. E-Catalog is an electronic media created with the intention of providing information and promotion effectively in an attractive layout and presenting more detailed information than other media. According to that the tourism E-Catalog with specific information that includes tourism product components in a tourist area can facilitate the community in introducing tourist destinations to the international realm through social media, the web and so on (Ramadani et al., 2023).

E-catalog in the Regulation of the Head of the Government Goods/Services Procurement Policy Agency Number 6 of 2016 concerning Electronic Catalogs and E-Purchasing is an information system that contains all information on products offered by providers, this information includes lists, brands, types, prices, technical specifications, and the amount of availability of certain goods and services. Electronic catalogs (e-catalogs) make government procurement of goods and services more efficient, the time required for procurement of goods and services becomes shorter, the administrative process also becomes simpler, in the stages of taking and entering documents there is no need for face-to-face meetings, so that it can minimize the level of fraud between procurement officials and providers, in addition e-catalogs can also provide benefits for the government to obtain the best prices from various providers, the providers list prices openly according to market prices (Ramadani et al., 2023) & (Marwarni Mega et al., 2020). This is according to Ratnawati et al (2020) the e-Purchasing process can be said to be running well, this can be assessed from the achievement of the principles of openness, justice, legal certainty, efficiency, and the principle of accountability which have received a very good category (Ariesta, 2021). Therefore, researchers believe that the presence of E-Catalog can bring many benefits to the development of tourism in Indonesia.

2. RESEARCH METHODS

Based on the above explanation, it can be concluded that the existence of E-Catalog is very necessary in developing tourism in Indonesia (Jonathan Sarwono, 2016). This research is a

qualitative research with a descriptive approach that is closely related to E-Catalog and its role in developing tourism in Indonesia (Sugiyono, 2019). The data used in this article are secondary data that researchers obtain from scientific articles, books, scientific magazines, and a number of other sources related to this topic (Abdurahman, 2016). The data are collected, selected, and analyzed using the SWOT analysis method which is explained in the following sections (Manzilati, 2017).

3. RESULT AND DISCUSSION

Tourism and E-Catalog

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The Power of E-Catalog in Developing Tourism in Indonesia with SWOT Analysis

Table 1
SWOT Analysis

Strenght	Weakness	Ooportunity	Thread
Easy to reach	Unequalized human resources	Developing existing tourism	Program not running
Hand in hand with the latest technological developments		Can be known to many people	Capital loss
Can increase the quantity of visitors		Can be a reference tourism	
Can increase tourism finances			
Can develop existing tourism			

From the results of the SWOT analysis above, it can be concluded that E-Catalog has many benefits in developing tourism in Indonesia, especially if E-Catalog can go hand in hand with existing technological advances. The benefits in question are that it can increase the quantity of visitors, the finances of tourist attractions, and so on. In contrast to the points mentioned above,

the implementation of E-Catalog also has a number of weaknesses and threats, namely, uneven Human Resources, programs that are not running, and capital losses.

4. CONCLUSION

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