

# The Role of Technology in Developing Local Wisdom Based Tourist Destination in Bejijong Village

V. Megawati, H. Hananto, N. Benarkah & N. Juniati

*University of Surabaya, Surabaya, Indonesia*

**ABSTRACT:** The purpose of this descriptive study is to illustrate the role of technology in a tourism village in Bejijong Village, Trowulan District, Mojokerto Regency, East Java, with its famous tour, namely Majapahit Village (Kampung Majapahit). In the current digital era, technology is beneficial in popularizing a tourist attraction to attract more visitors. In fact, the presence of more and more visitors will have an impact on changing the behavior of residents to become more aware that tourism is one source of income for the community and the country in general. The village is visited by more than 7,000 tourists weekly, and it still has more potential to be developed by adding new tourist spots and activities programs such as Sunday Night Legi's, culinary tours, and others that support the arrival of tourists and make tourists visit even longer. The final goal expected is to improve the welfare of the village community.

*Keywords:* tourism village, digital era, tourism awareness, community welfare

## 1 INTRODUCTION

The Ministry of Tourism of the Republic of Indonesia has a target in 2019 to obtain IDR 240 Trillion foreign exchange from tourism with 13 million tourism workforce, 275 million domestic tourists movement, and 20 million foreign tourists.

Visit Indonesia as a form of government attention to the natural and cultural potential of Indonesia is certainly not only the responsibility of the government but must be accompanied by the full support of the participation and role of the community. Culture is an added value for Indonesia in the eyes of the world. Through a cultural approach, more and more foreign tourists come. According to data collected by the Ministry of Tourism, 30% of foreign tourists come for cultural reasons.

In the current 4.0 industrial revolution, computerization and the internet can now help all aspects of human work itself. The industrial revolution 4.0 is a renewal of the work system in which some benefits are coveted by workers who can use information from the internet optimally.

Since 2011, the world has entered the industrial revolution 4.0 marked by increasing connectivity, interaction, and boundaries among people, ma-

chines, and other resources that are increasingly converging through information and communication technology. This phenomenon gave birth to a new human generation, known as the millennial generation, namely the generation that is closely related to digital and information technology, which dominates their lives.

The industrial revolution 4.0 fundamentally changes and disrupts the tourism industry due to the realization of cost value, experience value (personalized), and platform value (Resources sharing) that travelers will enjoy.

Millennial tourists rule the world of tourism. The term millennial tourists are given to young tourists from the age group of 20-35 years old. They create their own style of traveling that tends to be brave and unique. 23% of world tourists are millennial tourists (WYSE, 2016), Indonesian millennial tourists choose travel destinations by word of mouth, then share them on social media, and 31% of Indonesian millennial tourists travel without a plan (Singapore Tourism Board).

As a manager of a tourist destination, one must be able to make technology 4.0 as a source of new competitive advantages in the global market. Tourism 4.0 global best practice concept. The communi-

ty-based tourism village, with all its involvement, is a priority destination for millennial tourists. Community Capacity, Community Ownership and Management, Contribution to Social Being, Conserving and Improving the Environment, Encouraging interaction between the local community and guests, Quality Tour and Guiding Services, Ensuring Quality of Food and Beverage Services, Ensuring Quality Accommodation, and Ensuring the Performance of CBT friendly tour operator.

One new form of communication offered in the internet world is social media. by using social media on the internet, users can expand the words or things that they experienced. As stated by Kaplan and Haenlein (in Curran and Lennon, 2011), social media is "a group of networks based on applications on the internet that are built on technology and web 2.0 concepts, so that it can make users (users) create and replace content distributed "

Manap and Adzharudin (2013) are emphasizing the role of the Internet to develop tourist destinations, the same opinion expressed by Hanan and Putit (2014) where social media's contribution is a driving factor for promoting destinations. Both of their arguments show that the tourism industry and the Internet provide space to determine their decision to make trips for tourists. Therefore, it is not surprising that the internet basically changes the way information is searched for and the process of determining tourist destinations (Morosan & Jeong, 2008).

The construction of the Majapahit house, which began in early 2015, has completed 296 units. A total of 200 units are in Bejjong Village, 50 units in Jatipasar Village, and 46 units in Sentonorejo Village. Unmitigated, the construction of the old-fashioned house costs IDR 163 billion sourced from the 2014-2015 East Java Provincial Government and Mojokerto District Government budgets.

These villages have a lot of tourism potential such as the Temple of Brahu and other temples, the Tomb of Siti Hinggil, and the most prominent is the Sleeping Buddha, which is the second-largest sleeping Buddha statue after Thailand. The number of tourists visiting the Sleeping Buddha Statue of the Great Mojopahit Temple in Trowulan, Mojokerto, reaches more than 3,000-5,000 people every week. As experienced by other tourist areas, much potential in this village has not been well socialized. The soul and art skills of the Bejjong community have not been well exposed. Activities and results of community art works that have historical and cultural contents have not been packaged as tourist commodities and are apparently only enjoyed by the sur-

rounding community. For business development, so far, the community has never done any promotion but only relies on word of mouth promotion so that the potential of this area is limited. Most people feel the order never stops, but the potential of this work of art should be maximized.

This has encouraged the authors to maximize the number of tourist visits that are already large enough to be able to explore the village of Bejjong as one of the unique and beautiful tourist destinations. In the future, Bejjong Village can become an icon of Tourism Village in Majapahit Village and make Bejjong Village as one of the Tourism Villages based on Local Wisdom in Trowulan Subdistrict, Mojokerto Regency, using technology as its promotional media.

## 2 DISCUSSION

The use of 4.0 technology as a source of new competitive advantage in the global market is one effective way to be utilized in marketing a tourist destination (Warmayana, 2018). Tourism 4.0 is a global best practice concept that is very feasible to apply. The community-based tourism village, with all its involvement, is a priority destination for tourists, (Purbasari,N & Asnawi, 2014)

According to Soekadijo (1996), tourists are people who travel from their homes without staying in the place they are visiting or only temporarily at the place they are visiting. This certainly greatly supports the potential for the presence of tourists in Majapahit Village.

Moreover, this Majapahit tourism village begins with the management of community capacity by making a master plan for the development of tourist destinations based on local wisdom. At this stage, a discussion was held with the village government and various related parties, and then the potential was recorded such as the creative industries of cast brass, Majapahit batik, terracotta, shadow puppets, glass fiber, traditional Majapahit beverage foods, flower pots from clay, and typical Majapahit toga plants.

The owners of creative industries in Majapahit Village began to be briefed that the creative industries they own have great potential to become one of the tourist destinations. The owners were also asked to share their production process so that the whole process becomes part of the tour program when tourists arrive.

Other developments are also carried out in cultural arts performance activities. The existence of the folk stage is expected to be a means of the wider

community to express themselves in arts such as dance, traditional karawitan, shadow puppets, ludruk, lumping horse, tip, bull, painting, and photography. This facility is also used to entertain domestic and foreign tourists in witnessing local traditional art shows.

Another collaboration is carried out with the manager of the Sleeping Buddha statue. Each week, this statue is visited by approximately 3,000-5,000 tourists from various regions, which definitely shows an extraordinary potential. With this potential, it certainly can contribute to the development of the surrounding community. Making photo spots is also one of the main activities to support tourists in capturing their moments while in Majapahit Village.

In the Conserving and Improving the Environment program, the village government and its staffs also support the program in structuring the village environment. This area is very feasible to be developed because there are more than 200 Majapahit houses with a very unique design. Making photo spots is also one of the main activities to support tourists in capturing their moments while in Majapahit Village.

Encouraging Interaction between the local community and guest, Quality Tour and Guiding Services, Ensuring Quality Food and Beverage Services, Ensuring Quality Accommodation are several activities carried out to increase the human resources of tourism actors in Majapahit village and the initial economic-based activities in the community. The purpose is to make Majapahit village as a popular tourist destination. Besides its physical restoration, the development in the human resources of the community is also important. Training in various fields related to tourism is essential. Cultural and tourism events and the creative industries must also be scheduled so that tourist visits to this village with regard to cuisine, souvenirs, guest services, and cultural arts entertainment can be more memorable. The activities carried out can be compiling short tours, organizing contests related to the culture of Majapahit, homestay governance training for the Majapahit House community, guide training and history of Majapahit, making tour packages training, and online market training.

The development of Majapahit Village's typical culinary was based on the results of discussions with Chef Hendra Utomo (Food Curator, Founder of FoodStartUp Indonesia association, and Founder of PCPI (Indonesian professional chef association) Celebrity chef). Snack serving is a derivative of sticky rice products, namely *wajik* (Javanese diamond-shaped snack), for brewing drinks which are devel-

oped from arenga pinnata, doub palm, palm wine, and legen. Whereas, the main culinary is *Tumpeng Paripurna*, which is *Tumpeng* that consists of 4-color rice with a variety of side dishes with whole spices. To launch this culinary, there is an activity called Tumpeng Festival. This activity is a competition among neighborhoods (RT) in the village as a form of socialization to the community so that they can better understand the culinary.

The Majapahit village typical batik of Bejjong batik motif is made in the form of a stamp, consisting of 2 stamps that can be arranged in such a way that it becomes several compositions of the Surya Majapahit motif, known as a symbol found in the ruins of buildings originating from the Majapahit period, which functions as a stamp of Majapahit kingdom's symbol. The tendrils of plants with maja leaves and fruits and terraced geometric shapes are stylized from bricks, where Majapahit relics are very identical to temples built from bricks.

Ensuring the Performance of CBT friendly tour operators. To implement this program, a tour package with a duration of one day tour and two days one night is made, and it caters to tourist requests. This activity is carried out by visiting various tourist destinations related to the local wisdom above. The management of this tour is carried out by the Bhagaskara Studio as the information center.

Another routine activity carried out every Javanese month is the Majapahit Village Festival, which has been held three times in September, October, and November 2019. This festival is held every Sunday evening in the Javanese month. In this activity, art, and cultural performances were carried out involving the community and regional artists as a form of preservation of Majapahit culture. This festival also distributed free dinner to all visitors.

All of the above activities are always carried out to support the use of technology, namely web creation, ordering travel packages and online homestays, and asking tourists to promote these attractions using social media actively. Every promotion of the Majapahit Village Festival is always done through videos that are released through social media.

From the promotions carried out, now many tourists have visited Majapahit village because they saw uploads and reviews of tourists on social media. Limited surveys conducted for tourists who joined the tourist program showed that most of the tourists stated there was an intention to return to Majapahit village.

### 3 CONCLUSION

The results of this study indicated that Majapahit Village is one of the tourist destinations that have the potential to be developed. The village manager is expected to be always active in updating tourism accounts on social media to show his role as a provider of tourism information so that it can attract many Indonesian tourists to visit Majapahit village. The final result expected from the development of Majapahit village is to improve the economy of the community in Bejijong Village, Trowulan District, Mojokerto Regency.

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