

Tourism Communication in the Development of Sustainable Intelligent Tourism Village in East Lombok as a Supporting Area of Mountain Rinjani Global Geopark and Mandalika

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Abstract

The development of Indonesian tourism after the Covid-19 pandemic began to rise again. Various efforts have been made by the government and tourism actors to be able to revive the tourism sector. The purpose of this study is to analyze tourism communication in the development of a Sustainable Smart Tourism Village in East Lombok as a supporting area for Mount Rinjani Global Geopark and the Mandalika Special Economic Zone. This study uses a qualitative descriptive method by conducting interviews and direct observations of Loyok Village. The data collected were analyzed using data analysis techniques from Miles & Huberman. The results of the study indicate that the development of a sustainable smart tourism village in East Lombok requires collaboration from various parties such as the government, tourism actors, communities, and researchers all at once. The Gunadarma University Matching Fund team is here to help implement five information and communication technologies (ICT) in tourist villages such as making smart homestays, making virtual reality videos, and QR Codes, making new designs for bamboo crafts, and tourist village websites. The application of this technology is also part of communication and is expected to support the development of Loyok Tourism Village in East Lombok Regency. The implementation of ICT in East Lombok Regency is also expected to serve as a pilot project in the development of smart homestays in Indonesia.

Keywords: East Lombok Regency; Loyok Tourism Village; Tourism Communication

Introduction

Tourism is one of the promising sectors in countries, including Indonesia. The tourism sector has even become one of the third largest contributors to Indonesia's foreign exchange earnings after exports of palm oil (CPO) and coal (Elistia, 2020). Because of its important role, tourism management must be carried out

in a professional, consistent and sustainable manner, while at the same time focusing on policies, and providing facilities, infrastructure, and reliable human resources. Suryadana & Octavia (2015) state that good tourism management must create responsible tourism activities, so that tourists become interested and satisfied to travel.

Modern tourism is a tourism concept that combines destinations, a creative economy, hotels, recreational venues, art attractions, and transportation in one attractive tour package. Modern tourism can be classified into several important components, namely destinations, transportation, tourism marketing, and resources (Bungin, 2015). Meanwhile, the Government of Indonesia classifies tourism components into several important elements, namely tourism destinations, tourism institutions, the tourism industry, and tourism marketing.

The Covid-19 pandemic has had a very significant impact on all aspects of the economy, including tourism (Amrita et al., 2021). Based on records from the Central Statistics Agency (BPS), foreign tourist visits to Indonesia decreased at the beginning of 2020. In 2019, the number of tourists visiting Indonesia reached 1.37 million and the figure decreased to 1.27 million in 2020. Bali as Indonesia's leading tourist destination experienced a significant impact of the pandemic. The hotel occupancy rate in Bali decreased from 45.98% in February 2020 to 25.41% in March 2020.

The government continues to make various efforts to overcome the spread of Covid-19 in Indonesia while simultaneously reviving the hope of tourism in the country. Panca R Sarongu (in bbs.binus.ac.id, 2022) conveyed several ways that the tourism industry players could do during the Covid 19 pandemic, including; (1) Reworking the promotion strategy, adapted to the pandemic conditions; (2) Retaining existing customers by providing special offers; (3) Creating a new business operation model that can adapt to extraordinary conditions such as a pandemic; (4) Adjusting to customer behavior and health protocols that have been implemented by the government; (5) Creating new opportunities, for example, by making reality tour videos so that people can see tourism objects in real time through videos. In addition, it can also imitate the innovations implemented by the Yogyakarta City Tourism Office which develops digital technology such as through the Visiting Jogja and Jogja Pass, institutional innovations with the Ngayogyakarta Tourism Synergy, optimizing the promotion of Yogyakarta's new normal tourism, virtual tours, tourism business matching events, and travel corridor arrangement (Wahyuni, 2021).

Other innovations can be done by developing sustainable smart tourism villages through the implementation of information and communication technology (ICT) so that services and facilities are better and tourists who come to visit are satisfied. Based on a research by Baehaqi (2022), the implementation of ICT can optimize the development of sustainable smart tourism villages. One of the sustainable smart tourism villages that are being developed is Loyok Tourism Village, Sikur District, East Lombok Regency, West Nusa Tenggara Province. This development is a follow up to the Memorandum of Understanding (MoU) signed by Gunadarma University and the Regent of East Lombok and the Regional Tourism Promotion Board (BPPD) of East Lombok (Nplombok, 2022).

In developing the Sustainable Smart Village program in Loyok Village, the team from Gunadarma University will create virtual tours, QR codes, smart homestays, and smart websites as data centers for tourist service information. These various media will make it easier for tourists to enjoy tourism in Loyok Village which is the center of woven bamboo crafts in East Lombok. In addition, Loyok Village is also a supporting area for Mount Rinjani Global Geopark and Mandalika. This program will empower the surrounding community through the development of innovations that are adapted to local wisdom. The development of the Sustainable Smart Village program in Loyok Village is a pilot project for other villages to develop tourism through the application of ICT.

Based on the explanations above, the researcher conducted a study with the title *Tourism Communication in Developing Sustainable Smart Tourism Villages in East Lombok as a Supporting Area for Mount Rinjani Global Geopark and Mandalika* to answer the question of how to apply tourism communication in developing Sustainable Smart Tourism Villages in East Lombok as a supporting area for Mount Rinjani. Rinjani Global Geopark and Mandalika? The purpose of this study is to determine tourism communication in developing a Sustainable Smart Tourism Village in East Lombok as a supporting area for Mount Rinjani Global Geopark and Mandalika.

Theoretical Framework

Tourism communication is carried out to communicate all tourism potentials and supporting facilities so that they can easily be known by both local and foreign tourists. According to Paramita (in Paramita, 2017), tourism communication is a part of communication science that focuses on individuals in groups or communities who deal with issues related to tourism. Yasir (2021) states that tourism communication is very important to do to develop tourist destinations. Rahim (in Hadianingsih, 2018) mentions three tourism stakeholders, namely the community, the private sector, and the government.

In developing a tourist attraction, stakeholders must show local wisdom to attract tourists. Bakti et al. (in Yasir, 2021) said that local wisdom, cultural approaches, conservation, and sustainable environmental development must be prioritized in the development of tourist destinations. Local wisdom brings a new approach by emphasizing the existing cultural potentials. Communication channels that can be used in developing tourism based on local wisdom include interpersonal and cohesive group communication and the use of social media.

The development of tourist villages as one of the tourism potentials and providers of tourism accommodation continues to be carried out in line with press release HM.4.6/458/SET.M.EKON.3/12/2021 concerning Tourism Development Through Tourism Village Development to Increase Economic Growth. The tourist village itself is a combination of natural attractions, culture, and the creativity of the local community supported by accommodation and other facilities, which can attract tourists to visit (Antara in Putra & Ariana, 2021). In addition, typical food, agricultural systems, social systems, and the natural environment that is still maintained can be an attraction for tourist villages (Zakaria & Suprihardjo, 2014).

Priasukmana & Mulyadin (in Aliyah et al., 2020) mentions the requirements that must be met to become a tourist village, namely; (1) Good accessibility; (2) an interesting tourist attraction; (3) support from the community and village officials; (4) guaranteed safety; (5) adequate accommodation, telecommunications, and manpower; (6) a cool climate; (7) relationships with other tourist objects.

Loyok Tourism Village is located in Sikur District, East Lombok Regency, West Nusa Tenggara Province. Loyok Village has enormous potentials for developing bamboo handicrafts. The Loyok community has used bamboo to meet their daily needs, especially in the form of wickerwork and or bamboo booths (Suryani, 2018). Loyok Hamlet, located in Loyok Village, has a large number of woven bamboo craftsmen, at around 413 who are dominated by women (Susilawati et al., 2020).

In addition to bamboo crafts, Loyok Village has several potentials that need to be developed to become a sustainable smart tourism village. Moreover, Loyok Village is one of the supporting areas for Mount Rinjani Global Geopark and Mandalika. So, there is a need for the development of Loyok Village through various information and communication technologies (ICT) such as the development of smart homestays and virtual reality tours that can attract tourists to continue visiting Loyok Village.

Innovation Diffusion Theory

The Diffusion of Innovation Theory explains the process of how innovation is communicated through certain channels over time to group members of a social system (Rusmiarti, 2015). Based on this definition, the innovation diffusion process is influenced by four main elements, namely the innovation itself, communication channels, period, and social system (Ramadhani & Prihantoro, 2020). What is highlighted in this theory is how the exchange of information can occur effectively so that innovation can be spread into a social system.

The use of appropriate communication channels can increase the effectiveness of the diffusion of innovations. According to Roger (in Rusmiarti, 2015), communication channels that can be used to spread innovation are mass media and interpersonal communication. The structure of the social system, norms, and the role of community leaders and agents of change also play an important role in the process of diffusion of innovation. Thus, in developing Loyok Village as a Sustainable Smart Tourism Village, good cooperation between stakeholders and community leaders is needed.

Material and Methodology

The methodology of this research is descriptive qualitative with interview data

collection methods and involved observation, in which the researcher attends directly and follows and sees directly what is being done within the specified period. In-depth interviews were conducted with 10 informants from the Tourism Office of East Lombok Regency, the Regional Promotion Development Agency (BPPD), tourism actors, craftsmen, and the community of Loyok Village, East Lombok. The study was conducted from July to November 2022 in Loyok Tourism Village, Sikur District, East Lombok Regency.

Researchers used data analysis techniques from Miles & Huberman which consisted of three stages of analysis, namely data collection, data reduction, and conclusion (Rijali, 2019). The data collection stage was carried out through interviews and observations where researchers wrote facts in the field according to research needs. Based on the data obtained, the researcher sorts out the main data, and supporting or complementary information which is then processed using the Diffusion of Innovation Theory. Then the researchers concluded to answer research questions about how tourism communication in the development of a Sustainable Smart Tourism Village in East Lombok as a supporting area for Mount Rinjani global geopark and Mandalika.

Result and Discussion

Tourism is one of the supporting sectors of the economy in Indonesia. Due to its enormous potential, the Government of Indonesia strives to continue to maximize tourism development in various regions. However, the Covid-19 pandemic that has hit since the end of 2019 has hampered the pace of tourism in Indonesia. In February 2020, the number of foreign tourists decreased by 500 thousand from December 2019 (Revindo et al., 2020). This decline continued until 2022 when the Indonesian government began to implement the new normal which had an impact on the recovery of tourism activities in various areas, including in East Lombok Regency, West Nusa Tenggara.

East Lombok Regency has quite a variety of tourism potentials such as nature tourism, marine tourism, ecotourism, historical tourism, and cultural tourism. Popular tourist objects in East Lombok include Mount Rinjani, Sembalun, Labuhan Haji Beach, Pink Beach, and Loyok Village, which support Mount Rinjani Global Geopark and Mandalika.

Although it has many interesting tourist objects, tourism in East Lombok Regency is still not optimal. To maximize the tourism potential of East Lombok, the role of the local government is needed and must continue to promote tourist objects, maintain the natural beauty around tourist attractions, increase community participation in maintaining the security of tourist attractions, add the number of roads leading to tourist sites, and provide lodgings in the area. East Lombok Regency (Suhendri & Aminy, 2019).

Mount Rinjani Global Geopark and Mandalika Circuit as Potential Tourism of East Lombok

Mount Rinjani is a tourist attraction that has a combination of volcanoes, biodiversity, and diversity of indigenous peoples which has made it designated as a global geopark by UNESCO since 2018. In developing a global geopark, three main pillars are needed, namely geological diversity (geodiversity), biological diversity (biodiversity), and cultural diversity, which aims for economic development and sustainable community development (Rahmasari & Parameswari, 2020).

The designation of Mount Rinjani as a global geopark can improve the national and regional economies through the development of the creative industry, the MSME industry, the tourism service sector, culinary, agriculture, and hospitality sectors. Loyok Village is one of the supporting villages for the development of Mount Rinjani as a tourist attraction in Indonesia. The residents of Loyok Village continue to improve the woven bamboo industry as one of the souvenirs for tourists visiting Mount Rinjani. In addition, tourists can also come directly to the tourist village to witness the process of making woven bamboo in Loyok Village (Khafid, 2022).

Woven bamboo from Loyok Village became increasingly popular when the MotoGP event was held at the Mandalika Circuit in early 2022. The East Lombok Regional Tourism Promotion Board exhibited woven bamboo crafts in the Mandalika MotoGP bazaar to be used as souvenirs for tourists who came. Woven bamboo crafts in the form of shopping bags, gandek bags which are typical of the Sasak Tribe, tissue holders, decorative lamps to tables, and chairs. Loyok Village's woven bamboo supports MotoGP activities at the Mandalika Circuit and the craftsmen also feel an increase in sales during the event.

Loyok Village as Tourism Village Supporting East Lombok Tourism

Loyok Village is a supporting area for Mount Rinjani Global Geopark and Mandalika. In addition to selling woven bamboo as souvenirs for tourists, Loyok Village also provides lodging and various tourist attractions that display the natural scenery of East Lombok. Loyok Village was proclaimed as a tourism village to support tourism in East Lombok Regency. The tourist village itself is a combination of natural attractions, culture, and the creativity of the local community supported by accommodation and other facilities, which can attract tourists to visit (Antara in Putra & Ariana, 2021).

To become a tourist village, Loyok Village must combine various natural and cultural attractions and involve the local community. This combination is then supported by the existence of accommodations and facilities that can be enjoyed by tourists. Facilities in Loyok Village must start utilizing information and communication technology (ICT) to make it easier for tourists to enjoy various tourist objects in East Lombok Regency. Some of the technologies that can be applied include smart homestays, virtual reality tour videos, and QR codes which are forms of innovation that can be applied in East Lombok Regency. The application of various technologies must be disseminated through the innovation diffusion stage which is influenced by four main elements, namely the innovation itself, communication channels, period, and social system (Ramadhani & Prihantoro, 2020).

Innovation is everything that has just been accepted by a group of people. So, the use of smart homestays, virtual reality video tours, and QR codes is part of the innovation because previously it has not been widely used in the tourism sector in East Lombok Regency. In diffusing or spreading the application of technology in East Lombok, communication channels are needed, including social media and interpersonal communication or groups in socialization activities and focus discussion groups (FGD). The process of diffusion of technology use in the tourism sector in East Lombok lasts for a certain period until finally the technology can be applied to develop East Lombok tourism. The social system that must be involved in the process of technology diffusion in East Lombok is the local people

and the local government that must support this diffusion process.

The application and diffusion process of various technologies in Loyok Village, East Lombok is currently being developed by the Matching Fund team at Gunadarma University which aims to promote tourism in East Lombok Regency, especially Loyok Village as a supporting area for Mount Rinjani Global Geopark and Mandalika. The Gunadarma University Matching Fund team consists of five lecturers and 10 students from the Communication Studies, Information Systems, Informatics Engineering, and Interior Design Study Programs. The team from Gunadarma University partnered with the Regional Tourism Promotion Board (BPPD) of East Lombok to maximize the activities that took place from July, 15th to December, 15th 2022.

Implementation of Information and Communication Technology in Loyok Tourism Village

The implementation of ICT is needed to support and accelerate the development of the Loyok tourist village, Sikur District, East Lombok Regency. However, limited human resources and high development cost pose big obstacles to the development of the tourist village which will support the tourism potential of the Mount Rinjani Global Geopark and the Mandalika Circuit. The Matching Fund Team of Gunadarma University is present to apply information and communication technology that can support the development of Loyok Village into a tourist village. The presence of the Gunadarma University Matching Fund team was welcomed by the Loyok Village Secretary, Isnaini, who said the team could maximize the potential of Loyok Village in the statement below:

“Because Loyok is famous for its bamboo handicraft industry, and has experienced ups and downs in terms of marketing, with the presence of Gunadarma, we can build more optimal human resources. Especially in the field of Information technology.”

Implementation of Information Technology in Smart Homestay

Homestay is an inn that is made together with the owner, so guests live together in the same house. Homestay can be an alternative

accommodation at affordable prices for tourists who want to enjoy an ideal trip in a tourist attraction. Staying in a homestay also allows tourists to meet the local community and culture of the place visited. By communicating with the hosts, tourists can also discover new places, with a local orientation or where to eat.

There are quite a few homestays in East Lombok, but many of them fall short of standard so tourists are not satisfied with the facilities they offer. Due to the existence of homestays that are still not perfect and lack facilities, tourists feel unsatisfactory and prefer to stay at hotels even though they pay more for lodging. This is the statement submitted by Isnaini, the Secretary of Loyok Tourism Village as follows:

“Many tourists find it difficult to find a place to stay in tourist villages when they visit East Lombok. They feel uncomfortable with the facilities that are still very minimal, so they finally choose a hotel.”

Isnaini's statement as Secretary of Loyok Tourism Village represents the voices of tourists who come to tourist villages. Isnaini has tried to convey to the local village apparatus that the development of tourist villages, especially representative homestay facilities for holidays in the village can be prioritized. The existence of homestays can attract tourists because they do not need to bother choosing to lodge when visiting Loyok Tourism Village. With more affordable prices and excellent facilities, homestays can be the main choice for tourists.

To realize the standardization of homestays in Loyok Village, the Matching Fund team of Gunadarma University turned the homestay owned by Peraja Coffee into a smart homestay. According to Edy Prihantoro, Team Leader of the Sustainable Smart Tourism Village Program at Gunadarma University, Smart Homestay can save costs and is more efficient for local and foreign tourists. Edy Prihantoro and the Matching Fund team at Gunadarma University chose the homestay owned by Peraja Coffee because it consists of several buildings in one location complete with swimming pool facilities.

The Gunadarma University Matching Fund team installed several smart technologies such as door handles, lights, electrical outlets for all electronic devices and air conditioners, as well as CCTV at two points to monitor the area around the homestay which consists of two floors. Some of these technologies are associated with a control system using a smartphone held by the homestay owner to monitor the operation of the smart homestay.

This smart homestay has become a pilot project for other homestays in the Lombok area in particular and Indonesia in general. The existence of this smart homestay is expected to complement the tourist village facilities as well as to communicate tourism potential with existing facilities to domestic and foreign tourists. The support of this facility is expected to serve as a means of tourist communication that is attractive and makes tourists comfortable. Some of the smart homestay documentation that has been implemented for homestays in Loyok Village can be seen in Figure 1 below:



Figure 1. Loyok Village Homestay
Source: Processed by Researchers (2022)

Figure 1 visualizes the initial homestay before installing some smart homestay equipment. With the addition of some smart equipment, homestays can be more comfortable

to be used as places for tourists to stay while in Loyok Village. Some smart homestay equipment has been installed in the homestay as shown in Figure 2 below:



Figure 2. Smart Homestay Peraja Coffee Equipment
Source: Processed by Researchers (2022)

Implementation of Information and Communication Technology in Making Virtual Reality Tour Videos

A virtual tour is a simulation of an existing location, usually consisting of a video sequence or static image. In addition, the virtual tour is also equipped with other multimedia elements such as narration, text, sound effects, and music that give a more realistic effect from the location. The term "virtual tour" is often used to describe a variety of video and photography-based media. The Gunadarma University Matching Fund team used 360 cameras and drones to document Loyok Tourism Village.

The use of 360 cameras and drones in a virtual reality tour of Loyok Tourism Village can show public facilities, tourist attractions, bamboo craft galleries, and tourism villages directly adjacent to Loyok Tourism Village. Virtual tour 360 is a series of images or videos that are combined to create a virtual experience at a tourism village location. This video can be accessed using smartphones and computers so that it provides a real-life experience, where tourists seem to come directly to Loyok Tourism Village. Some of the results of ICT implementation in making reality tour videos in Loyok Tourism Village can be seen in Figure 3 below:

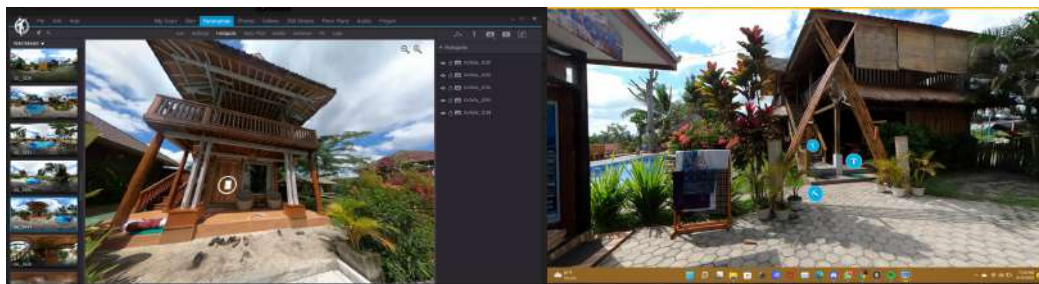


Figure 3. Implementation of Reality Video Tour in Loyok Tourism Village
Source: Processed by Researchers (2022)

Figure 3 visualizes a reality tour video that has been produced by the Matching Fund team at Gunadarma University. This video can provide a direct experience as if the viewers of the reality tour video were in Loyok Tourism Village and quickly visited all the tourist attractions and facilities. This is as conveyed by the Head of BPPD East Lombok Muhammad Nursandi as follows:

"This reality tour video provides a real experience as if I was in Loyok Tourism

Village and visited several objects quickly. I am sure that if this has been implemented on the tourist village website and can be accessed by tourists, both domestic and foreign, it can attract tourists to visit Loyok Village directly."

The use of video tour reality in Loyok Tourism Village is a form of tourism communication that the Gunadarma University Matching Fund team is trying to do in partnership with BPPD East Lombok. Tourism communication is carried out to communicate

all tourism potentials and supporting facilities so that it is easily known by both local and foreign tourists. According to Paramita (in Paramita, 2017). Video tours of Loyok Tourism Village reality can communicate tourism information in Loyok Village so that it can be known by tourists both domestic and foreign. The information submitted can attract tourists to visit, and vacation in Loyok Tourism Village.

Implementation of Information Technology in Making QR Codes

Management of Tourism Villages has now begun to look at the Quick Response (QR) Code system. The QR Code system is used to see all tourist destinations in Loyok Tourism Village. The QR Code, which is implemented in Loyok Village, has inputted some information on facilities and tourist destinations in Loyok Village. QR Codes are placed at several points in Loyok Village, so tourists will easily find tourist destinations and other supporting facilities. Several tourist villages around Loyok Village have facilities and tourist destinations are also included in the

QR Code so that tourists can also visit other tourist destinations around Loyok Village. The secretary of BPPD who is also part of the East Lombok tourism awareness group, Yogi Birul Walid Sugandi stated that:

“I’ve tried the QR Code in Loyok Village, and I easily found several homestays including one smart homestay that can be rented and used for tourist stays. In addition, I received initial information regarding several tourist destinations in Loyok Village and its surroundings”

The use of QR Codes is also part of tourism communication where tourists can get detailed information about a tourist attraction by scanning the available QR Code. The QR Code that has been created by the Gunadarma University MF Team is implemented in Loyok Tourism Village. The team gave signs to several tourist destinations and public facilities in Loyok Village and several surrounding villages. QR Code installation activities and place data that have been installed with QR Codes are shown in Figure 4 below:



Figure 4. QR Code Installation Activities and QR Code Installation Data in Loyok Tourism Village
Source: Processed by Researchers (2022)

Implementation of Information Technology in Making New Designs of Bamboo Crafts

The art of weaving is an activity of overlapping and crossing to form an object that is beautiful, and interesting and has a certain function that can be utilized by humans. Weaving can be made using materials such as blades or sheets which can be bamboo, pandan leaves, coconut leaves, rattan, or animal skins. Woven bamboo is one of the most commonly found weaves because the bamboo material is easy to shape or flexible but remains strong and

durable. In addition, Indonesia's climate is very suitable for bamboo cultivation so bamboo is very easy to find in Indonesia and finally many craftsmen use bamboo as a woven material.

In general, handicrafts woven from bamboo are made and used as certain tools or decorations. Because it can be used in everyday life, the visual aesthetics of woven bamboo are highly considered by craftsmen. According to Rahman & Mutmainah (2015) in making bamboo crafts, craftsmen must focus on motifs, motif colors, developed bamboo woven

designs, and color suitability of motifs in woven bamboo shapes and compositions consisting of balance, unity, and proportion to produce attractive visuals. buyers.

As an area that has considerable potentials for bamboo crafts, the bamboo craftsmen in Loyok Village have a characteristic motif that has been developed. However, along with the development of

information and communication technology, many people ask for design variations, so it is necessary to conduct training to produce new designs. Newer design variations will attract buyers because they can choose more designs according to their wishes. The following are some examples of bamboo handicraft products in Loyok Village along with designs made by the local community:



Figure 5. Bamboo Craft Products and Some Designs of Loyok Village Bamboo Crafts
Source: Processed by Researchers (2022)

Loyok Village is one of the tourism villages that has a unique bamboo craft tourism which is well known by the people of Lombok and Bali. Most of the production of bamboo handicrafts is brought to Bali to be finished and marketed in Bali. The people of Loyok Village, especially the craftsmen, hope that they can brand themselves so that the results they get are

much greater. To have a newer brand or image, the Matching Fund team of Gunadarma University teaches some new designs to the craftsmen, so that more design variations appear. The design variations taught by the Matching Fund team at Gunadarma University can be seen in Figure 6 below:



Figure 6. New Ideas and Designs of Loyok Village Bamboo Crafts
Source: Processed by Researchers (2022)

The Gunadarma University Matching Fund team teaches seven new designs inspired by the natural wealth of Lombok. Based on Figure 5, the bamboo design on the right is inspired by the hills, beaches, and waves in Lombok. The Matching Fund Team of Gunadarma University presented seven designs as stimuli or examples that the bamboo craftsmen in Loyok Tourism Village could then continue on their own. This stimulus is expected to spur the creativity of bamboo

craftsmen so that more designs can be produced.

Implementation of Information Technology in Making Tourism Village Websites

The Tourism Village website is a website that contains all information about online tourism villages that can be accessed easily by the public. The potential of tourism villages in Indonesia is still quite large so it needs to be developed through the implementation of

websites that can be used as a form of promotion of sustainable village potential. The village website can be used as an official source of information about a village that is managed directly by credible village officials. The information can be in the form of village names, complete addresses, government officials, events in the village to tourist attractions that can be enjoyed. Village websites can also be used to disseminate actual information about a village. With the village website, this potential can be promoted to outside parties so that it will improve the welfare of the community.

All activities carried out by the Gunadarma University Matching Fund team in Loyok Village (Smart homestay, QR Code for tourism potential and village public facilities, Video Virtual Tours, and new designs of bamboo crafts) was uploaded to the tourism village website. This is done so that the community can find out the progress of matching fund activities and they can also see the innovations that are trying to be developed in Loyok Tourism Village. Information on the implementation of the tourism village website can be seen in Figure 7 below:

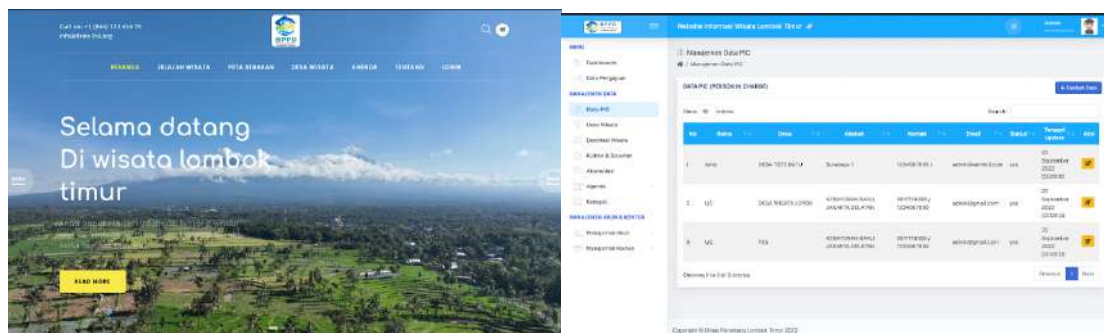


Figure 7. Website of Loyok Tourist Village
Source: Processed by Researchers (2022)

Conclusions

As a supporting area for Mount Rinjani Global Geopark and Mandalika, information and communication technology (ICT) innovations in Loyok Tourism Village must continue to be developed. Various implementations of ICT innovations in Loyok Tourism Village are expected to be able to attract tourists to come and enjoy the various tourist objects available. The Matching Fund Team of Gunadarma University is trying to apply various technologies in Loyok Tourism Village as a form of tourism communication to increase tourist visits. The Matching Fund Team of Gunadarma University implemented technology from July to December. This activity is expected to be a pilot project for the development of other tourist villages in Indonesia.

The Matching Fund Team of Gunadarma University implemented a smart homestay in one of the homestays in Loyok Tourism Village so that tourists who come can enjoy complete facilities at a more affordable cost. A virtual video tour was created so that tourists who want to visit Loyok Tourism Village can first see the various tourism potentials that exist in Loyok Village. The QR Code was created to facilitate

the dissemination of information on various tourist objects in Loyok Village, making it easier for tourists to enjoy their visit. In addition, the Gunadarma University Matching Fund team helps woven bamboo craftsmen to create new designs inspired by the natural wealth of Lombok. The technology implementation carried out by the Matching Fund team at Gunadarma University is a form of tourism communication that aims to disseminate more detailed information to tourists so that they want to visit Loyok Tourism Village.

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