Development of Nateh Village Tourism Potential and Digitizing Promotion Using Augmented Reality

by Prodi PGSD

Development of Nateh Village Tourism Potential and Digitizing Promotion Using Augmented Reality, Websites and Community Based Tourism

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ABSTRACT

Problems in the management of tourism in Nateh Village. The main obstacle is the management of the tourism potential of this village is that there is no tourism manager, the village community is less participative in developing the tourism potential of Nateh Village, there are no digital tourism promotion efforts, such as websites or applications that can increase tourist interest in visiting Nateh Village. In addition, tourism is also poorly managed and promoted. This community service activity aims to produce a Nateh Village tourism management group, produce a Nateh Village tour package design, produce an augmented reality design for Nateh Village, and produce a Nateh Village tourism website that can be used to promote tourism potential in Nateh Village. The method used consists of observation, empowering tourism management communities, training to develop tour package offers, training on making augmented reality, training on managing websites, training on digitizing tour package offers, socializing the use of websites and applications, and evaluating activities. The results of this community service activity have provided a Nateh Village tourism management group, a Nateh Village tour package design is available which is included in the website, an augmented reality design for Nateh Village is available and a Nateh Village tourism website is available which can be used to promote tourism potential in Nateh Village. 4 tourism potentials and 5 tour packages have been produced which are promoted through the website and augmented reality.

1. Introduction

Tourism in South Kalimantan is a sector that is used as one of the priorities to be developed in South Kalimantan. South Kalimantan has a variety of tourism potential, ranging from rivers, forests, mountains, beaches, to religious tourism with historical sites that can be used as attractive tourist destinations. In addition, with a variety of regional cultures, South Kalimantan also has the potential to be developed as a destination for cultural tourism, religious tourism, and culinary tourism. South Kalimantan is one of the tourist destinations in Indonesia, although currently South Kalimantan is not yet included in the top ten priority tourist destinations, the potential of this area is quite large comparedto other provinces in Indonesia. One of the concepts being developed and being intensified by the localgovernment is the tourist village. The concept of a tourist village is expected to provide a variety of tourist attractions so that they are not trapped in the style of mass tourism (mass tourism) because the village which is where most of the tourist attractions are located certainly has local wisdom that has thepotential to be raised and is certainly different from other villages (Nirmala & Paramitha, 2020; Nurhalimah et al., 2021; Rahmawati & Wijana, 2019). Through tourism villages, tourism will be created that can absorb rural workers (pro-jobs), grow the village economy (pro-growth) and as a tool to reduce poverty (pro-poor).

South Kalimantan has natural tourist destinations which are dominated by mountains and rivers. The area that has the most mountains and rivers is Hulu Sungai Tengah Regency. Hulu Sungai Tengah Regency with its capital city located in Barabai District is famous for its coolness and green from the expanse of forest in the Meratus Mountains. The Meratus Mountains are connected by 8 districts in South Kalimantan Province, starting from Hulu Sungai Tengah (HST), Balangan district, Hulu Sungai Selatan district (HSS), Tabalong district, Kotabaru district, Tanah Laut district, Banjar district and Tapin district.

From 1990 to 1996, tourism facilities for international tourists were not achieved with the target of 10-
15% annually, this was due to the condition of tourism objects and their management was still lacking. with a prediction of 10-
15% every year (Mayashofa & Nashiroh, 2021; Murti et al., 2022; Nugraha et al., 2019). With the development of tourism assets and good management, in the following year, the target of foreign tourist visits will begin to be targeted, which is between 10%-
15%/year. The target of tourism development in South Kalimantan is generally able to support economic activities, including related sectors to open up opportunities. employment and income for the community and the region.

Among the hundreds of potential natural beauty of South Kalimantan, the community service team for Elementary School Teacher Education at Lambung Mangkurat University, Nateh Village, which is located in Hulu Sungai Tengah Regency. The area is 168 KM from the capital city of South Kalimantan, Banjarmasin. This village is located in a district with dozens of well-
known mountain and river natural tourist destinations. However, there are still many Indonesian people who are not familiar with Nateh Village, Batang Alai Timur District, Hulu Sungai Tengah Regency.

This village is located right at the foot of the Meratus Mountains. Nateh Village is located 28 kilometers from Barabai City, the capital of Hulu Sungai Tengah Regency. The time it takes to get to Nateh Village ranges from 40 to 50 minutes from Barabai Town. The journey to the village of Nateh offers a panoramic view of the foot of the mountain and the cool air around it because its position is right at the foot of the Meratus Mountains. Access to this village is very easy because every village in Hulu Sungai Tengah Regency has been given access to qualified district roads. You will be treated to agreen village atmosphere and a river that is connected from village to village.

However, there are several problems in managing tourism in Nateh Village. The main obstacle in the management of the tourism potential of this village is that there is no tourism manager, and the

village community is less participative in developing the tourism potential of Nateh Village. There have been no digital tourism promotion efforts, such as websites or applications that can increase tourist interest in visiting Nateh Village. In addition, tourism is also poorly managed and promoted. Nateh Village, located in the Meratus Mountains, is a tourist area that is not widely known by national and international tourists. The average tourist visit to Nateh Village is only about 3,000 visitors in 2018-2021 which is dominated by tourists from South Kalimantan (data for tourist visits to Nateh Village). The potential geographical location surrounded by limestone mountains and existing natural tourism becomes an ecosystem service that can increase the value of its products to the local community. The tourism potential of Nateh Village focuses on natural tourism which consists of Windy Cave located on top of a rock, Serundung Cave under a rock, Kukup Cave, and Sawar Cave located on top of a rock which requires tourists to climb for 40 minutes, and Pantai River. Batang Alai which has clear water on the edge of the rock.

The form of continuous tourism development by promoting potential tourist attractions that are developed more optimally, it is necessary to have information media about Nateh Village tourist objects so that tourists can find out information related to explanations of tourist objects in Nateh Village. The development is carried out by utilizing science and technology (IPTEK) through planning a promotional digitization system at the Nateh Village tourist attraction. Supported by very rapid technological developments, one of which is smartphone technology. This is because people like to receive information or news from smartphones compared to other media. This is evidenced by research from the Indonesian Digital Association (IDA) which found that the percentage of smartphone users reached 96% while other media such as television was 91%, newspapers at 31%, and radio at 15% (Faisal et al., 2019; Minchev & Boyanov, 2018; Shevchenko & Kuzmina, 2021).

Smartphone technology that can be used as a medium of information or promotion is Augmented Reality (AR). Augmented reality in general is a technology that can display an object both 2D and 3D in the virtual world to the real world in real-time (İlhan & Çeltek, 2016; Nirmala & Paramitha, 2020; Tahyudin et al., 2015). Augmented reality is a combination of the virtual world (virtual) and the real world (real) created by computers. Virtual objects in the form of text, animation, 3D models, or videos are combined with the real environment so that users feel the virtual objects in their environment (Cranmer et al., 2020; İlhan & Çeltek, 2016; Mayashofa & Nashiroh, 2021; Nirmala & Paramitha, 2020; Rahimi et al., 2020; Tahyudin et al., 2015).

The digitalization system in the form of augmented reality technology can be used as a medium for conveying information about the tourist location. Augmented reality technology can help tourist attractions that are visited to be more familiar when tourists visit these attractions. In addition to using Augmented reality as a medium of information, Augmented reality can also be used as a promotional medium in innovative, creative, and interactive forms (Loureiro et al., 2020; Rahimi et al., 2020). Augmented reality's interactive form of media promotion allows users to be truly engaged, thereby directly creating a relationship with the user. Augmented Reality was developed as part of tourism information media to provide information about the destination of a tourist attraction and demonstrate its potential to become a new tourism service (İlhan & Çeltek, 2016; Mayashofa & Nashiroh, 2021; Rahimi et al., 2020; Safitri et al., 2017; Tahyudin et al., 2015).

To overcome the problems in Nateh Village, community empowerment training activities are needed in applying augmented reality technology that is included in the Nateh village website, the use of social media to promote Nateh Village tourism, village website socialization, and SEO and Google My Business training. Outdoor tourism destinations located in the Nateh Village area have the potential to be used as alternative tourist visits for local and international tourists. With the development of tourism digitization in the Nateh Village area, efforts to improve existing ecosystem services can improve the welfare of the local community. Based on the participation and development

of Community-
based Tourism, the tourism village management group in this strategy plays a role as the main actor who formulates an existing problem until the decision is taken.

This community-based approach or strategy for Community-
based Tourism is expected to be the right form of the strategy used in tourism development in Nateh Village. The concept of developingthe Nateh Tourism Village applies a method that combines attractions, lodging, and supporting facilities in a social structure that combines procedures and traditions. In the era of the industrial revolution 4.0 and Society 5.0, the importance of using digital technology in tourism development, including in tourist villages (Nugraha et al., 2019; Rahmawati & Wijana, 2019; Ramadhan et al., 2021;Trisnawati et al., 2018). Travelers only need to rely on digital platforms to search, book, and even make payments. The purpose of this community service activity is to produce a Nateh Village tourism management group, produce a Nateh Village tour package design, produce an augmented reality design for Nateh Village, and produce a Nateh Village tourism website that can be used to promote tourism potential in Nateh Village.

2. Method

The training activity was carried out from 5 to 13 March 2022, the location of the training was at the Qianna Inn Barabai Hotel, Hulu Sungai Tengah Regency, South Kalimantan Province. The design method implemented is as follows:
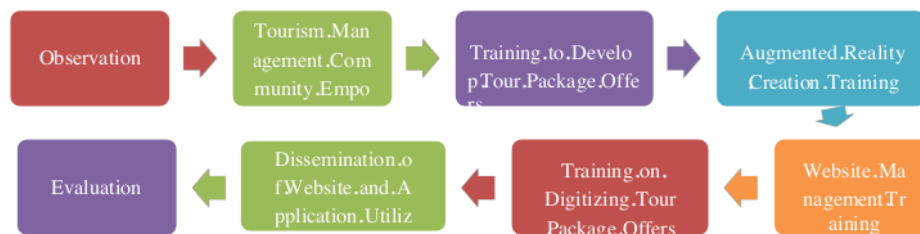
Figure 1. Nateh Village Tourism Promotion Digitization Method Design

The explanation of each activity in the picture above is as follows:
1. Observation, carried out by the community service team. Initial observations at partner locations are aimed at exploring problems and planning solutions.
2. Tourism Management Community Empowerment. This activity is filled with gathering residents who are willing to become managers of tourist attractions, the team will conduct socialization with residents about the duties and functions of the Nateh Village tourism management community.
3. Training on Developing Tour Package Offers. Done by the team to residents who are willing to become managers of tourist attractions. Tour package offers are important content that will be included in tourism promotion websites and applications.
4. Training on making an augmented reality. Augmented reality will be used as support for Nateh Village tourism promotion which will be integrated into the website. The team is tasked with carrying out training on how to create and utilize augmented reality features.
5. Website Management Training. The training is aimed at cultivating community skills in managing websites as a medium for tourism promotion.
6. Training on Digitizing Tour Package Offers. The tourism management community will be given the training to enter a tour package offered through the website.

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7. Socialization of the use of websites and applications. After the entire training series has been carried out, the team together with the training participants will socialize all training products to the community of potential tourists.
8. Activity Evaluation. In the last stage, an evaluation of activities aimed at monitoring the development of the village was carried out after the service activities for partners were carried out.
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3. Results and Discussions

Observation. Observation activities were carried out by the community service team on. The first stage in the implementation of this activity is to make observations at partner locations. This aims to determine the condition of the village and conduct an analysis and provide solutions to the problems being faced in Nateh Village. Observations were also coupled with interviews with the head of Nateh Village to find out various obstacles to tourism management in Nateh Village.

Figure 2. Observation Process in Nateh Village

The observations made have an impact on the development of solutions that are targeted, efficient, and support the development of tourism potential (Mayashofa & Nashiroh, 2021; Pranita et al., 2021; Rahmawati & Wijana, 2019; Syaifudin, 2021; Trisnawati et al., 2018). In-depth observationscano explore various obstacles, parties who have been involved but are less interested in being involved in tourism development, to provide a real picture of the current condition of tourist attractions andexplore what potential can be developed to become the selling power of tourist villages (Murti et al., 2022; Nirmala & Paramitha, 2020; Nurhalimah et al., 2021; Rahimi et al., 2020; Safitri et al., 2017).

Tourism Management Community Empowerment. The activity was continued by coordinating with the Nateh Village Head to gather residents who were willing to become managers of tourist attractions, as well as community representatives who have rights to land for tourist attractions. The community service team conducts socialization about the activities to be carried out and the benefits that will be obtained after participating in the training activities.

The activities carried out have a very good impact on the involvement of the village community (Mayashofa & Nashiroh, 2021; Murti et al., 2022; Nugraha et al., 2019; Trisnawati et al., 2018). Communities that initially felt they were not involved in developing the potential of tourist villages became motivated to play an active role in developing the potential of their village (Karpova et al., 2019; Nurhalimah et al., 2021; Rahmawati & Wijana, 2019; Ramadhan et al., 2021; Syaifudin, 2021). The community is enthusiastic to assist because the activities carried out have a better economicimpact on them (Rahmawati & Wijana, 2019; Ramadhan et al., 2021; Syaifudin, 2021). The activities carried out are also able to raise public awareness to maintain and preserve natural potential (Nurhalimah et al., 2021; Syaifudin, 2021).

The activity was continued with **Training on Developing Tour Package Offers**. The team conducted training for people who had joined the Nateh Village tourism development community. The training aims to provide skills in offering tour packages, developing the potential of every tour inNateh Village, how to add tourist attractions to each tourist attraction, profit sharing between tourism manage

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rs and Nateh Village officials.

The training provided has the potential to provide in-depth knowledge to the community to take an inventory of the potential that exists in the village (Dwiningwarni et al., 2021; Kumar & Shekhar, 2020; Nirmala & Paramitha, 2020; Pranita, 2018). The community has the skills to develop new touristdestinations that are natural and artificial. The community can also develop creativity to make tour package offers that have high selling power (Dwiningwarni et al., 2021; Kumar & Shekhar, 2020; Nirmala & Paramitha, 2020; Pranita, 2018). Creative tour packages will have a significant impact on the interest of local and international tourists.

Figure 3. Nateh Village Tourism Management Community Empowerment Process and Training to Develop Tour Package Offers

Augmented Reality Creation Training. This activity is carried out based on the results of an analysis of the situation and problems of partners, this activity provides solutions to aspects ofInformation Technology, Promotion and Marketing of Tour Packages. At this stage, an AugmentedReality application is made in the context of digitizing villages and tourist attractions in Nateh Village. Augmented reality has the potential to provide an interesting experience for users who try the product (Cramer et al., 2020; Tahyudin et al., 2015; Thees et al., 2021). Most of the users are highlymotivated and feel happy with the technology concept applied to the tourist attraction (Kumar & Shekhar, 2020; Loureiro et al., 2020; Rahimi et al., 2020; Ramadhan et al., 2021; Safitri et al., 2017).The concept of augmented reality tourist attraction has the potential to grab the attention of tourists.Users tend to use mobile augmented reality applications with attraction brochure features (Rahimi etal., 2020; Safitri et al., 2017). Augmented reality application is designed to be very easy to use. Theaugmented reality design will create fun interacting with tourist brochures using their fingers (Kumar & Shekhar, 2020; Loureiro et al., 2020; Ramadhan et al., 2021).

This activity was immediately followed up with **Website Management Training**. The community service team provides facilities in the form of providing a website that is ordered for 2 years. This website will be used as a BUMDes Website, a Tour Package Sales Website, and filled with AugmentedReality Applications in the context of digitizing villages and tourist attractions in Nateh Village. Increased promotion of villages and tourist attractions is also carried out through the use of SEO techniques and Google My Business on websites that have been developed. This activity is alsocoupled with training using the Instagram and Youtube applications.

The training activity was continued with the **Digitization of Tour Package Offers**. All tourpackages that have been designed for the training are included on the website and augmented reality application. The people who participated in the training immediately practiced entering the entire content of the tour package offers, guided by the activity implementation team.

Digital transformation will determine the future and long-term viability of any tourism destination (Pranita, 2018; Thees et al., 2021). The strategy to develop tourism consists of digitization, homestay development, and connectivity, then the development of marine tourism destinations must be by the directives (Asrial et al., 2020; Karpova et al., 2019; Kumar & Shekhar, 2020). The way to increase people's income is by providing training and assistance to design and operate tourism websites (Dwiningwarni et al., 2021; Karpova et al., 2019; Nurhalimah et al., 2021).

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Because the rapid

development of information systems causes all elements of society to follow suit. Website currently is something that is important and is faced by managers and owners of business units, because with a web site promotion costs are cheaper and promotions are easy to do at any time (Dwiningwarni et al., 2021; Karpova et al., 2019; Nurhalimah et al., 2021).

Figure 4. Augmented Reality Development Process Training, Website Management, and Digitizing Tour Package Offers

The product of the activity is in the form of a tourist design using augmented reality and a website that has been developed by the training participants as follows :
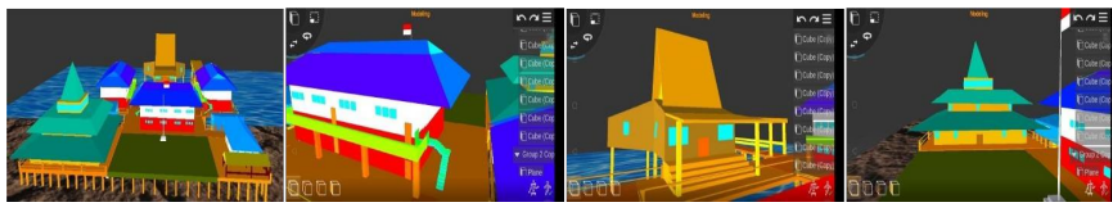
Figure 5. Augmented Reality Product

Figure 6. Nateh Village Website Products

When tourists have visited Nateh Village, tourists can use the Augmented Reality Nateh Village app lication. This application is a real-
time guiding application that can be used by tourists during the exploration of tourist objects. With this application, there will be potential for work as a local tour guide because when tourists use this applic ation, the Nateh Village tourism manager will receive a notification, then the manager who serves as a tour guide can approach the tourist to guide him during the exploration of tourism potential. Of the ma ny tourism potentials, some have been promoted and even tour packages have been marketed on the Nateh Village augmented reality application so that they are ready to be ordered by tourists. The follo wing table shows the number of potential tourists and tour packages before and during community servi ce.

Table 1. Comparison of Partner Conditions Before and During Community Service

Condition	Before Community Service Activities	During Community Service Activities
Tourism potential is promoted on the website and augmented reality	0 tourism potential	4 tourism potential
Tour packages are marketed through websites and augmentedreality	0 tourism package	5 package (village tour, berangin cave tour, along the river in the serundung cave, climbing kukupcave dan sawar cave, picnic by the river pantai nateh)

Socialization of the use of websites and applications. Activities are carried out by the implementing team for community service activities. After making the website and application, then socialization activities with partners are carried out. This activity is carried out by providing information to partners about the use of websites and applications that have been developed to support the development of tourism potential and increase community involvement in the management of tourist villages in Nateh Village. The documentation of this activity is in the form of photos of socialization activities and videos of activities.

Evaluation. In the last stage, an evaluation of activities is aimed at monitoring. village development after the service activities for partners. This is done by documenting activities and making reports.

The whole series of activities carried out starting from observation, empowering tourism management communities, training to develop tour package offers, training on making augmented reality, training to manage websites, training on digitizing tour package offers, socializing the use of websites and applications, as well as evaluating activities carried out by the implementing team can Well be done. It can be concluded that the level of training effectiveness is around 80%. The level of effectiveness is based on the success of the training that has completed the given test.

4. Conclusions

The implementation of the Community Service Program with the title Village Digitization and Tourism Potential in the context of achieving Tourism 4.0 has been carried out in Nateh Village, East Batang Alai District, Hulu Sungai Tengah Regency, South Kalimantan Province. The implementation of this activity includes observation, empowerment of tourism management communities, training to develop tour package offers, training on making augmented reality, training to manage websites, training on digitizing tour package offers, socializing the use of websites and applications, and evaluating activities. This community service activity has provided a Nateh Village tourism management group, a Nateh Village tour package design has been included on the website, an augmented reality design for Nateh Village has been available and a Nateh Village tourism website hasbeen available which can be used to promote tourism potential in Nateh Village. Furthermore, the implementation of websites and applications must be carried out on an ongoing basis.

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