
Strategy for Developing the Potential of Batu Lawang Tourism Through the Digital World in Cupang Village, Gempol District, Cirebon Regency

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ABSTRACT

Cupang Village is one the villages located in Gempol District, Cirebon Regency, which is the southernmost tip. Cupang Village has an area of +/- 192,000 Ha. With a population of around 3,828 people or 1,226 households and a population density od 199 per/km. Cupang Village is a village thas has a lot of potential to be developed. One of them is the potential of a tourist village owned by Cupang Village in the form of natural tourism called Batu Lawang. However, currently the potential in the Batu Lawang tourism sector has not been widely exposed to the public. This study aims to determine the strategy in introducing Batu Lawang Tourism through the digital world to the wider community. This study uses qualitative methods with research techniques of observation, interviews, Focus Group Discussion, participation, asset based community development and documentation. The result of this study are the development strategy of Batu lawang tourism by conducting Focus Group Discussion to related pasties, making banners, making accessories that function to beautify documentation and making promotional videos for Batu Lawang tourism.

Keywords: Strategy, Tourism Development, Batu Lawang, Digital World

ABSTRAK

Desa Cupang merupakan salah satu desa yang terletak di Kecamatan Gempol, Kabupaten Cirebon yang berada di ujung paling selatan. Desa Cupang memiliki luas +/- 192.000 Ha. Dengan jumlah penduduk sekitar 3.828 jiwa atau 1.226 KK dan kepadatan penduduk 199 per/km. Desa Cupang merupakan desa yang memiliki banyak potensi untuk dikembangkan. Salah satunya adalah potensi desa wisata yang dimiliki Desa Cupang berupa wisata alam bernama Batu Lawang. Namun, saat ini potensi yang ada di sektor pariwisata Batu Lawang belum banyak terekspos ke masyarakat. Penelitian ini bertujuan untuk mengetahui strategi dalam memperkenalkan Wisata Batu

Lawang melalui dunia digital kepada masyarakat luas. Penelitian ini menggunakan metode kualitatif dengan teknik penelitian observasi, wawancara, Focus Group Discussion, Partisipasi, Asset Based Community Development dan Dokumentasi. Hasil dari penelitian ini adalah strategi pengembangan wisata Batu Lawang dengan melakukan Focus Group Discussion terkait pasties, pembuatan spanduk, pembuatan aksesoris yang berfungsi untuk mempercantik dokumentasi dan pembuatan video promosi wisata Batu Lawang.

Kata Kunci: *Strategi, Pengembangan Pariwisata, Batu Lawang, Dunia Digital*

1. INTRODUCTION

According to (Damanik, et al., 2022) that the current progress of the tourism industry has indicated a very rapid progress and has a positive impact. According to (Habib & Mahyuddin, 2021) In Indonesia alone, tourism is one of the largest foreign exchange-producing sectors in addition to the oil and gas sector, this has always been a concern of the government to always improve the existence of the tourism industry in Indonesia. The government has made improvements to the tourism industry to be able to create and protect tourism potential in the region, because currently tourism is one of the places that has progress for the region and its village (Rahayu, et al., 2022). In addition, tourism is also one of the important things for a country or an area where tourism has benefits to support other sectors. Tourism is the largest sector in the world and the fastest growing sector in the economy and services, this of course coincides with other sectors such as the telecommunications and information technology sectors (Sofjan, Julianti, & Maulana, 2020).

According to Noor & Zulfiani (2021) the village is the smallest unit in government, which has very important control in the country's economic development (Rahayu, et al. 2022). The development of a tourist village is a means used to make a forum for community empowerment programs, which are later expected to improve and prosper the community's economy (Safitri, et al. 2021).

Every community must have a dream to get a prosperous life, a comfortable life, a safe area, and be able to meet all their daily needs. This is an indicator of someone in getting prosperity in his life. There are several ways to achieve welfare for the community, one of which is through community development programs that are used appropriately according to the needs and problems that exist in that area (Maulana, 2019). In order for regional development and welfare for the people to proceed, an approach is also needed to develop tourism that involves community participation to develop the tourist village (Gautama, et al. 2020). Therefore, according to (Aditya, 2018: 20) developing a tourism village must be in line with the development of its human resources. In developing the tourism village, it must be able to encourage the surrounding community to be able to play an active and sustainable role, so that the potential possessed by the village can be utilized by the community as well. By utilizing this, it can be said that the tourism has a positive impact on the community. To be able to create this, of course, the involvement of the community and government is needed, so coordination and communication between related

parties is needed so that the goal of developing the tourist village will be achieved properly (Jubaedah & Fajarianto, 2021).

Communication is a human activity as a social form. With communication, humans can interact with each other. In this day and age, communication does not have to be face-to-face, but simply by utilizing digital media as a means of interaction. Digital media at this time is certainly no stranger to being heard by the public. The use of the digital world in the current era has helped many people's activities in their daily lives. Various digital media that are often used by the current generation have transformed into social media with different platforms, including: YouTube, Facebook, Instagram, Tiktok, Twitter, and others. Of all the available social media, of course, they have the same function, namely to communicate. Besides that, it is also useful for carrying out other activities such as branding, posting, sharing, promotion and marketing (Sudarmawan & Prasetya, 2019).

Cupang Village is one of the villages located in Gempol District, Cirebon Regency, which is the southernmost tip. Cupang Village has an area of +/- 192,000 Ha, according to geography there are mountainous lands and flat lands around the foot of Mount Ciremai. The area to the north of Cupang Village is bordered by Ciwaringin Village, to the south by Kedongdong Kidul Village, to the east by Cikeusal Village, and to the west by Walahar Village. With a population of around 3,828 people or 1,226 households and a population density of 199 per/km.

Cupang Village is a village that has a lot of potential to be developed. One of them is the potential of a tourist village owned by Cupang Village in the form of natural tourism called Batu Lawang which is usually visited by tourists from Cirebon and outside Cirebon. (Jubaedah & Fajarianto, 2021). With the potential that can be developed, it must be able to utilize it optimally as a village development, especially in the field of tourism, where tourism is currently one of the places being hunted by the community. Batu Lawang Tourism Destination in Cupang Village has its own charm with distinctive, unique and interesting characteristics to be developed into a tourist attraction known to the wider community. One of the characteristics of Batu Lawang Tourism is because according to the exposure of the local community, that the stone already exists by itself and is shaped like a big door. In addition, a tourist attraction that has a natural theme with high cliffs in Cirebon is only in Cupang Village, therefore the local community took the initiative to build the cliff into a tourist attraction. This is a capital of tourism products, tourism products according to Isdarmanto (2017) are products that produce something needed by tourists, where this tourism product is real, that is, it can be seen and touched directly by tourists, and is not real in the form of services provided by the management of the tour so as to create satisfaction for tourists. This tourism characteristic basically makes tourism irreplaceable by other tourism and vulnerable to change, because it has unique characteristics, so it cannot be found in other tourism (Gunagama, Naurah, & Prabono, 2020). But of course, in the process of developing this tourist attraction, there are challenges for Betta Village, one of which is the lack of human resources who process the tourist attraction and also the lack of marketing to the community. This is something that the local village government must pay attention to to promote tourism objects in the village.

Development of tourist objects based on local wisdom can be one way to improve the standard of living of the surrounding community. The Batu Lawang tourist attraction is located near

the Sunan Bonang pilgrimage site which is a religious destination for pilgrims who will make a pilgrimage to the Sunan Bonang shrine. The Batu Lawang tourist attraction is managed by POKDARWIS (Tourism Awareness Group) in Cupang Village. For entry tickets to the Batu Lawang tourist attraction, it is very affordable. Simply by spending Rp. 10,000 per person, visitors can enjoy the beauty of the Batu Lawang tourist attraction. However, currently the potential in the Batu Lawang tourism sector has not been widely exposed to the public. Strategy is generally a plan to achieve a goal. Therefore, with a strategy in developing the tourism potential of Batu Lawang through social media, it can help develop the business world in the tourism sector so that it is increasingly exposed to the wider community.

According to research conducted by Nandang Wiga Sudarmawan and Arus Reka Prasetia in 2019 with the title "Introduction to Lebak Regency Natural Tourism Objects Through Digital Media-Based Communication Strategies" the same problem also occurs in Lebak Regency, Lebak Regency is one of the underdeveloped areas in terms of development and development. community economy. Therefore, natural tourism in Lebak Regency is still less exposed to the wider community. The introduction of natural tourism objects in Lebak Regency must be carried out continuously to introduce the potentials of Lebak Regency, so that it will improve the welfare of the community always services or products in the tourism sector. The introduction of the wealth of natural tourism potential is introduced through digital media which is expected to have an effect on the rapid dissemination of information on tourist destinations in Lebak Regency. From the problems that exist in Batu Lawang Tourism, research is needed to find out how the strategy is to introduce Batu Lawang Tourism through the digital world to the wider community. With the aim that the Batu Lawang tourist attraction can be known by the public.

2. METHOD

The method to be used in this study is a qualitative research method, because it aims to obtain complete and detailed data, so it must use an in-depth study. The qualitative research method is research conducted in natural conditions, where the results of this qualitative method are that it places more emphasis on meaning (Sugiyono, 2017). According to Bogdan and Taylor, qualitative research is research whose results will be in the form of descriptive data from the words or speech of the person being studied (Nabila & Umro, 2020). Judging from this type of research, it is included in field research (Field Research) where research will go directly to the field, involve with the local community. The data used in this study are primary data and secondary data. Primary data is obtained through interviews or in-depth interviews with informants who will be targeted. Meanwhile, secondary data was obtained through books and journal articles that can support the research conducted (Rahayu, et al., 2022).

In this study, the researcher chose the Batu Lawang tourist attraction as the object of research. The Batu Lawang tourist attraction was chosen because it is still not exposed to this tour so it needs to be developed so that this tourist attraction can be widely known by the public. Data collection techniques used in this study are: (1) Observation. According to Marshall (1995) states that "through observation, the researcher learns about behavior and the meaning attached to those behavior". By observing, researchers learn about behavior and the meaning of human behavior

(Sugiyono, 2017). Observation according to Sutrisno Hadi (1986) is a complex process, which is composed of psychological and biological. And the process of observation and memory (Sugiyono, 2013).

(2) Interview. Interview is one way to obtain information by way of question and answer. This interview was conducted to obtain clear information that was not obtained through observation. According to Esterberg (2002) defines the interview as follows "a meeting of two persons to exchange information and ideas through questions and responses, resulting in communication and joint construction of meaning about a particular topic". An interview is a meeting between two people who exchange information and ideas through questions and answers, so that they get a certain topic. In conducting interviews, participants will share information with researchers (Sugiyono, Quantitative, Qualitative and R&D Research Methods, 2015). The interviews conducted in this study were with the Karang Taruna Tawa Lawang Jaya Village of Cupang and the Tourism Awareness Group of Cupang Village to find out how the development, potential, and matters related to the Batu Lawang tourist attraction in Cupang Village, Gempol District, Cirebon Regency.

(3) Documentation. Documentation is a form of drawing, writing or work of a person. In this study the researchers collected data in the form of reports or files, photos, videos, etc. to become official evidence in providing information on the strategy for developing the Batu Lawang tourist attraction in Cupang Village, Gempol District, Cirebon Regency.

(4) Participation. Participation according to Nasdian FT (2003) is a process carried out on the initiative of the community itself, accompanied by their own way of thinking. Communities are given the opportunity to exercise their abilities to be able to manage their own potential independently (Nurbaiti & Bambang, 2017). Participation can be said with the participation or involvement of a person either individually or in groups. According to Santosa (1993: 13) that participation is a characteristic of the thoughts and feelings or emotions of a person in a group condition to be able to provide support to the group with the aim of achieving goals and feeling responsible for the goals to be achieved (Sulistiyorini, Darwis, & Gutama, 2015). In this way it can be concluded that participation is the active involvement of a community in the process of developing Batu Lawang tourism objects so that they can be widely exposed to the community.

(4) Asset Based Community Development (ABCD). According to Irawan (2020) the Asset Based Community Development method is one type of approach that can be used for sustainable community development programs. This approach allows the community or community to be able to classify the necessary empowerments themselves by going through the process of identifying and classifying assets or potentials they have. This Asset Based Community approach has five components, namely: problem based approach, need based approach, right based approach, asset based approach, and natural resources (Rahayu, et al., 2022). The ABCD method focuses more on asset-based community development, namely by using existing assets that can be utilized with the aim of increasing community empowerment. Empowered communities are people who are able to meet their needs both for shelter, clothing and food independently and can solve their own problems and can solve them (Maulana, 2019).

From the data collection carried out, there are several stages that will be carried out, the first is to organize the community to find out what strengths they have. Second, mapping to

organize the power to move to the next stage, then planning actions, namely by collecting, analyzing, mapping assets and surveys, then involving relevant stakeholders, and finally monitoring and evaluation stages.

The program is a statement that contains conclusions from several interdependent and interrelated expectations or goals with one another, it aims to achieve the same goal (Gustin, et al. 2021). It has been explained in the previous chapter, that the main activity focus of this service is only one program, namely regarding the development of the potential of Batu Lawang Tourism through the digital world to the wider community in Cupang Village. This research is entitled "Development of Batu Lawang Tourism Potential through the Digital World in Cupang Village, Gempol District, Cirebon Regency".

The following details the activities that have been carried out during the service period, including the following: **First**, namely building a joint relationship with the Tourism Awareness Group (POKDARWIS) of Cupang Village and Karang Taruna of Cupang Village and the first observation to the Batu Lawang tourist spot with the aim of seeing the conditions and situation which is in the Batu Lawang tourist attraction. **Second**, namely the second observation to Batu Lawang tourism with the aim of mapping out what assets or strengths Batu Lawang tourism has to be able to develop Batu Lawang tourism. That way you can easily carry out the activities that will be carried out next. **Third**, namely holding a Focus Group Discussion (FGD) together with POKDARWIS and youth organizations in Cupang Village regarding the assets owned by Batu Lawang tourism and finding a joint decision regarding the goals for developing Batu Lawang tourism. **Fourth**, namely making an action plan and preparations regarding the new rides that will be held at the Batu Lawang tour. Starting from the opening of new rides, to promotions that will be carried out on social media. **Fifth**, namely the implementation of opening a new vehicle, namely the hammock at the Batu Lawang tour and promoting it through available social media. With the aim that the public knows that there are new rides at the Batu Lawang tourist attraction and can attract visitors to want to visit. And **sixth**, namely conducting monitoring and evaluation activities. Monitoring and evaluation is carried out with the aim of measuring the success of the activities carried out, whether they are in accordance with the expected goals or not.

3. RESULTS AND DISCUSSION

3.1 Activity Results

History of Batu Lawang

The origin of the ancestral stone in Cupang Village has been around for a long time. Initially, this ancestral stone was a hill located in Cupang Village. Until one day, in October 2015, 5 young people from Cupang Village took the initiative to turn the hill into a tourist attraction. After taking care of all permits with related parties and obtaining permits, on October 28 it was announced to all the people of Cupang Village that there would be a clearing of the hill to make it into a tour called Batu Lawang.

Batu Lawang Tourism which was established in 2017 and was inaugurated in 2019. The land owned by Batu Lawang belongs to Perhutani with an area of 3 hectares. Managed by Karang Taruna Lawang Jaya and the Cupang Village community. Then it is made a natural tourist destination that

has its own charm and is different from other natural attractions. As we know, Cirebon itself rarely encounters cliffs, only in Cupang Village where there are cliff tours. The mace which is formed naturally has a meaning that is mace means door. The door in question is similar to the world of wayang, namely wayang semar, and it is said that the door that is similar to wayang semar can be opened and can take us anywhere we want.

According to the thesis written by Muhammad Yahya, Batu Lawang tourism object is one of the tourist attractions in Cupang Village, Gempol District, Cirebon Regency with a background of beautiful natural conditions with mountain views. This Batu Lawang tourist attraction has its own charm that can attract visitors to visit and enjoy the scenery at the Batu Lawang tourist attraction, because this tourist attraction has a characteristic that is a cliff that resembles a very large door, from the top of the cliff the end can see a beautiful panorama. amazing, as well as in looking directly at other mountains. However, behind the beauty of the Batu Lawang tourist attraction, there are still many who do not know about this tour. So it needs to be developed so that it can become a tourist attraction that is visited by many people.

Results and Achievement of Activities

One way to improve the quality of the community to improve their welfare is by developing their assets. Because by developing an asset that is owned can improve the welfare of the community (Maulana, 2019). The development of the Batu Lawang tourist attraction begins with grouping the assets owned by Cupang Village. Based on the results of observations made, it was found that several assets owned by Cupang Village, especially in the tourism sector, were Batu Lawang. These assets are grouped into physical assets, human assets, social assets, and natural assets (Mallapiang, et al., 2020).

Physical asset is a building that can be used in the implementation of activities, namely the secret building for the Tourism Awareness Group (POKDARWIS) in Cupang Village which is located in the Batu Lawang tourist attraction. The next asset is **human assets**, namely the Head of Cupang Village and his staff who support this activity. It is hoped that this support can mobilize residents in the development of this Batu Lawang tourist attraction. Other assets are **social assets**, these assets are the Tourism Awareness Group (POKDARWIS) of Cupang Village and Cupang Village Youth Organization. It is hoped that POKDARWIS and Karang Taruna can actively assist in the implementation of Batu Lawang tourism object development activities. Furthermore **financial assets**, in the form of funds provided from the Cupang Village government and also funds from the Batu Lawang tourist attraction to build new rides at the Batu Lawang tourist attraction. Lastly, natural assets. The natural asset used in the development of the Batu Lawang tourist attraction is a stone that comes from the bowels of the earth and is shaped like a big door.

In accordance with the ABCD approach, this research is focused on the application of digital promotion and development of Batu Lawang tourism. According to Wardhana (2015) This method of marketing through the digital world will have a good impact, digital marketing is a type of advertisement that utilizes electronic (digital) media (Ridwan, et al., 2022) Some examples of marketing activities including digital marketing include: advertising through Facebook , Instagram, Tiktok, and other social media. Based on the asset based community development (ABCD) method carried out, there are five activities carried out with the aim of developing the potential of Batu

Lawang tourism objects and also so that Batu Lawang attractions can be exposed to the wider community. In this service activity, several stages were carried out, namely FGD, assisting in promoting new rides, namely hammock rides as one of the goals to be able to develop Batu Lawang tourism, namely making banners, making accessories as photo accessories, and making promotional videos for Batu Lawang attractions. Below is a detailed description of these activities.

1. Focus Group Discussion

Focus Group Discussion (FGD) according to Kitzinger and Barbour (1999) is an activity to find out a special phenomenon obtained by discussing with groups that focus on activities to be able to produce an agreement. Focus Group Discussion (FGD) is a method to obtain data or information from various social experiences from the interactions of individuals who are in a discussion group. The main objective of the FGD is to be able to obtain data generated from a discussion group, so that the information obtained can be defined and explained. (Afiyanti, 2008). Meanwhile, Focus Group Discussion (FGD) according to (Bader & Rossi, 1998) is a structured group interview that aims to gather opinions and knowledge on certain topics (Rohmatulloh & Shiddiq, 2017). This FGD was conducted in order to discuss how to promote and develop Batu Lawang tourism objects through the digital world so that people can know that in Cirebon Regency, precisely in Cupang Village, Gempol District, there is a tourist attraction called Batu Lawang.



Figure 2.2 Focus Group Discussion

2. Making Beners

Benner is one of the promotional media that contains messages or information that aims to introduce or promote something. It is hoped that with the existing banners, it can inform the public that there is a new vehicle, namely the hammock ride in Batu Lawang tourism. And can attract the end to be able to try it.

3. Accessories manufacture

Accessories according to KBBI are additional goods or goods that function as a complement or sweetener in each activity. Accessories are complementary objects used by someone who aim to add to the beauty and uniqueness of the wearer's appearance, as well as to enhance the wearer's

appearance. With the accessories provided, visitors can use them to take pictures to get interesting photos.



Figure 2.4 Making Accessories

4. Production of Promotional Videos

Video is one of the technological ways to be able to capture, record, and rearrange images with motion. Video usually uses electronic signals or digital media. Video can also be said to be a combination of images that are sequenced at one time with a certain speed (Sutrisman, Widodo, Amin, & Cofriyati, 2019). While promotion has two meanings, namely the general meaning and the special meaning. The general meaning of promotion is something done with the aim of increasing sales results. While the meaning of promotion specifically is the relationship between the seller and the buyer with the intention of informing the buyer, persuading and encouraging them to buy (Bahri, 2013).

It can be interpreted that promotional videos are a way of taking pictures with movement using digital media which aims to inform buyers or visitors so they can visit or buy. That way, the purpose of making a promo video for the Batu Lawang tourist attraction is to attract the attention of the public and inform the public about one of the objects in the Cirebon Regency area, namely the Batu Lawang tourist attraction which is located in Cupang Village, Gempol District, Cirebon Regency.

The Batu Lawang tourism manager promotes this tour using several social media such as Facebook, Instagram and YouTube as a marketing tool. Promotion using social media can reduce effort and time in promoting it. The advantage of using social media is that it is widely accessible and can be accessed by anyone, anytime and anywhere without being limited by certain ages and groups (Ridwan, et al., 2022). As for making it easier for you to find Batu Lawang tourism social media, the following are Batu Lawang tourism accounts, namely:

- Facebook : <https://www.facebook.com/BatuLawangCirebonOfficial/>
- Instagram : https://instagram.com/batulawangcirebon_official?igshid=YmMyMTA2M2Y=
- YouTube : https://m.youtube.com/channel/UCZLr_nKXqbnlVv5osH-NFg

The use of social media is still limited to three accounts as promotional media. This is due to limited resources that manage social media accounts. This limitation occurs both in terms of the availability of human resources and the ability to manage accounts for promotions. In addition to

the limited use of social media, the use of applications is also not possible. Because the resources are not yet supportive, both in terms of funding and management. This funding is related to the number of tourists visiting, so managers are still focused on tourism promotion. From this promotion it is hoped that the number of tourists will increase, and will have implications for improving Batu Lawang tourism facilities. From the limitations experienced, then it can be input for further activities in developing Batu Lawang tourist sites.

Activity Evaluation

After all the activities have been carried out, the next activity is to evaluate the activities. Evaluation according to Fitzpatrick, Sanders, and Worthen (2011: 7) is "identification, clarification, and application of defensible criteria to determine to those criteria." Which means that evaluation is a process of identification, clarification, and an application of criteria with the aim of determining the value associated with the activities carried out. Meanwhile, according to Gronlund and Linn (1990: 5) evaluation is "the determine the extent to which pupils are achieving instructional objectives", which means that it is a process that is carried out systematically, starting from data collection, data analysis, and data interpretation with the aim of being able to determine the level of achievement of an activity. (Darodjat & M, 2015) from the definition above it can be concluded that evaluation is an activity with the aim of assessing an activity to be able to determine the success of the activity.

Evaluation of the program this time is by giving a questionnaire which is distributed through the author's social media consisting of 5 questions. Evaluation is carried out with the aim of knowing to what extent the activities carried out are carried out properly. The following are the results of the questionnaire, where 20 people answered. Of the 5 questionnaire questions filled out by 20 people, there were 0 people who answered strongly disagree, 1 person who answered disagree, 1 person who answered quite agree, 5 people answered agree and 13 people answered strongly agree. For the first question regarding Batu Lawang Tourist Attractions, comfortable and clean.

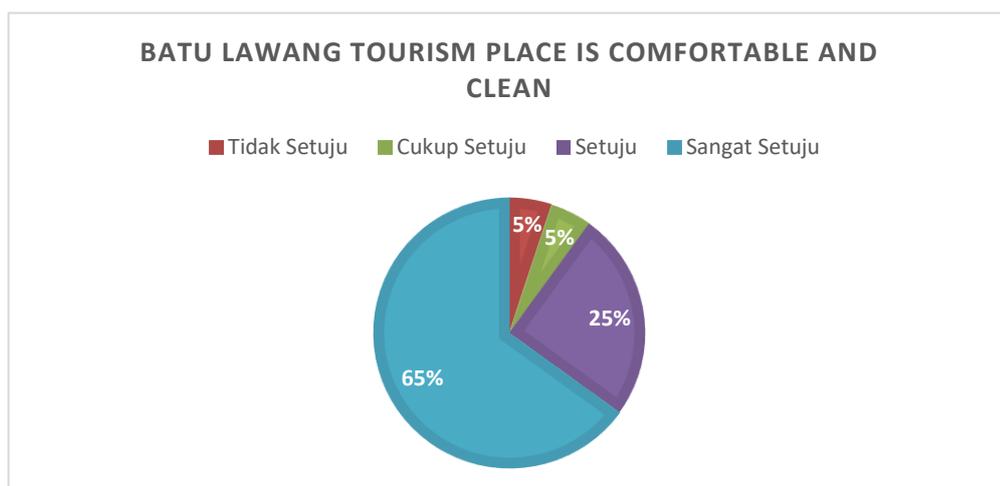


Diagram 1. Answers to Question 1 Questionnaire

The second questionnaire question is that the arrangement of the facilities provided is correct. Of the 20 people who answered, 2 people answered disagree, 4 people answered quite agree, 10 people answered agree, and 4 people answered strongly agree.

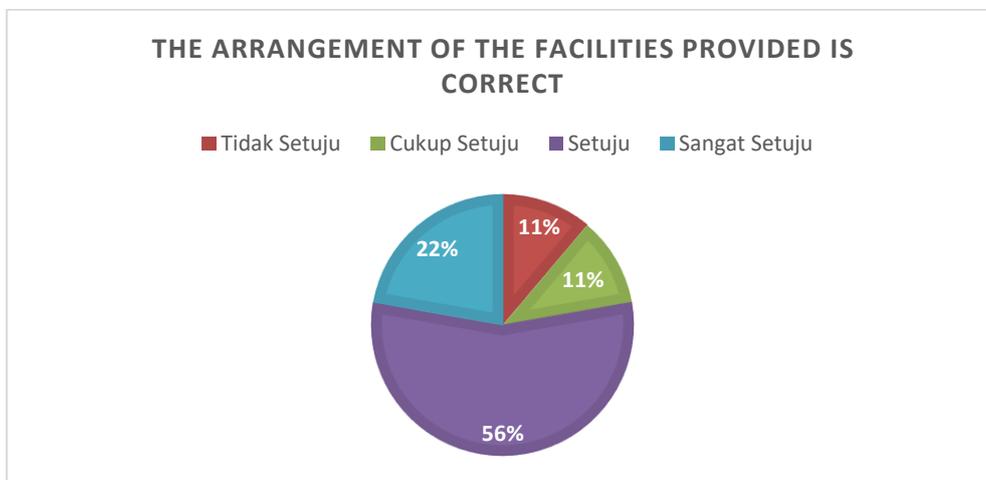


Diagram 2. Answers to Question 2 Questionnaire

The third question is that the neatness of Batu Lawang Tourism is good. Of the 20 who answered there were 2 people who answered they disagreed, 6 people answered quite agree, 5 people answered agree, and 7 people answered strongly agree.

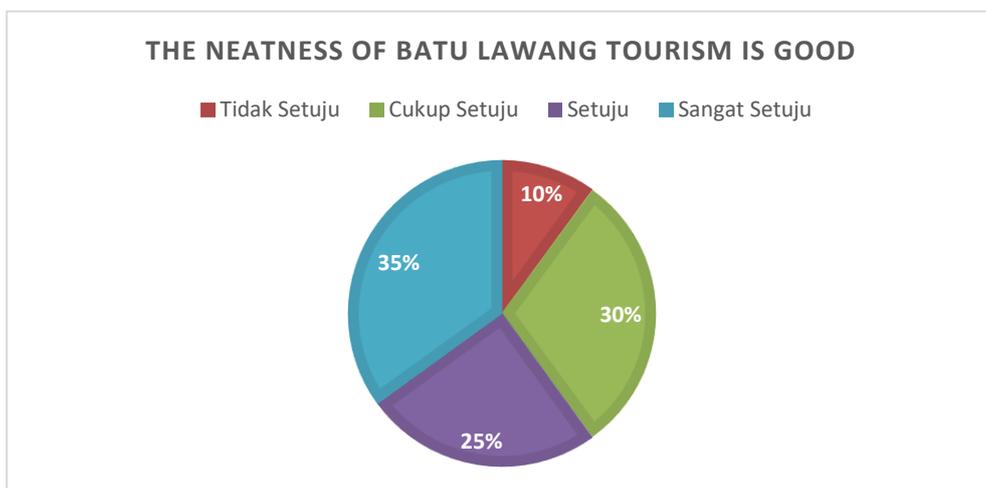


Diagram 3. Answers to Question 3 Questionnaire

Furthermore, the fourth questionnaire question is the service provided is good. Of the 20 people who answered there were 2 people who did not agree, 5 people answered quite agree, 5 people answered agree, and 8 people answered strongly agree.

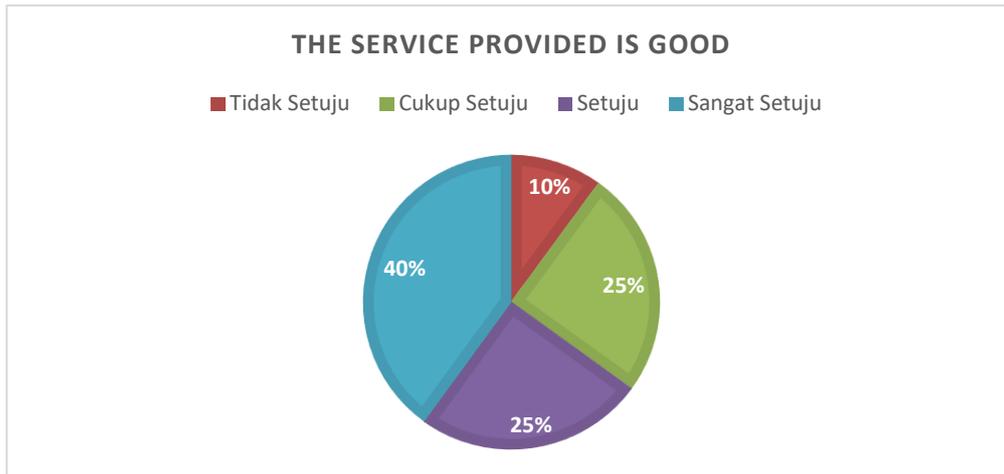


Diagram 4. Answers to Question 4 Questionnaire

Next, the last questionnaire question is that the available rides and photo spots are good. Of the 20 people who answered, 3 people answered quite agree, 7 people answered agree and 10 people answered strongly agree.

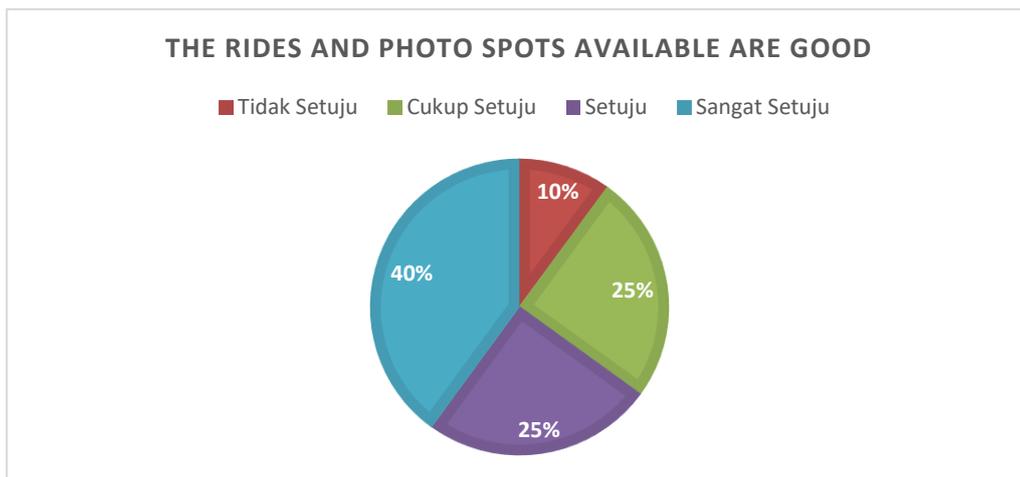


Diagram 5. Answers to Question 5 Questionnaire

Based on all the lift data obtained, it can be concluded that from the first question, 65% of the respondents answered strongly agree that the Batu Lawang tourist spot is comfortable and clean, therefore it needs to be maintained and improved again in terms of cleanliness and comfort so that visitors feel comfortable and want to return visit Batu Lawang tourist attraction.

The results of the second question can be concluded that 56% of respondents answered strongly agree that the arrangement of the facilities provided is correct. Therefore, there is a need for rearrangement so that the arrangement of facilities in Batu Lawang is more precise than before. Or instructions can be made to determine the places that have been provided by the Batu Lawang

tourist attraction, with these instructions it can make it easier for visitors to be able to find the place they need.

The results of the third question can be concluded that 35% of respondents answered strongly agree about the neatness of Batu Lawang tourism. Therefore, it is necessary to increase and change so that the stone Lawang looks neater. And it is necessary to pay more attention to the tidiness of the Batu Lawang tourist attraction so that visitors feel comfortable. The results of the fourth question can be concluded that 40% of respondents answered strongly agree about the services provided. Therefore, training is needed so that the services provided can provide satisfaction to visitors and improve service to the end.

The results of the fifth question can be concluded that 40% of respondents answered strongly agree about the available rides and photo spots. Therefore it is necessary to make changes and additions as well as develop rides and photo spots so that visitors don't feel bored. The overall evaluation must be improved and improved both in terms of facility arrangement, management services, tidiness and cleanliness. Apart from that, it has been upgraded again for creativity to add photo spots. The goal is for visitors to feel comfortable and feel like coming back again to visit the Batu Lawang tourist attraction.

4. CONCLUSION

In accordance with the ABCD approach, this research is focused on implementing digital promotion and developing Batu Lawang tourism. This marketing method through the digital world will have an impact on competitive advantage, digital marketing is a type of advertising that utilizes electronic (digital) media. Some examples of marketing activities including digital marketing include: advertising via Facebook, Instagram, Tiktok, and other social media. So the right strategy used in this research is to conduct FGDs, assist in promoting new rides, namely hammock rides as one of the goals to be able to develop Batu Lawang tourism, namely making banners, making accessories as photo accessories, and making promotional videos for Batu Lawang tourism.

As for the results of the program evaluation which was carried out by distributing questionnaires through social media, the result was that it needed to be improved and improved both in terms of facility arrangement, management services, tidiness and cleanliness. Apart from that, it has been upgraded again for creativity to add photo spots. The goal is for visitors to feel comfortable and feel like coming back again to visit the Batu Lawang tourist attraction.

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