



## Increased Millennial Participation Through Utilization of Information Technology for Tourism Village Creative Economy Development (Study Case Cikaso Village Kuningan Regency West Java)

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### ARTICLE INFO

#### Article history:

Received: 30 July 2021

Revised: 12 August 2021

Accepted: 15 August, 2021

#### Keywords:

*Increased Millennial Participation, Technology Utilization, Creative Economy Development.*

### ABSTRACT

This study was conducted to determine the increase in millennial participation through the use of information technology for the development of the creative economy of the Cikaso tourism village, Kuningan District, West Java. This research data uses qualitative descriptive research with a SWOT (strength, weakness, opportunity, and threat) approach. Descriptive research is research that describes the condition of an object without a hypothesis. The author then concludes that the data obtained from the SWOT method analysis is then combined with STP analysis (segmenting, targeting, positioning) to find technology for the development of the creative economy with the right technology..

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### 1. Introduction

The tourism sector in Indonesia today has contributed to increasing foreign exchange and employment. The tourism sector also brings social, economic impacts, as well as in the context of the conservation and management of the environment and natural resources[1]. The marketing strategy effort that is being pioneered by Cikaso village to create a tourist village for its consumers is to do promotions through Social Media. Social media is currently the most widely used promotional and communication tool because it has a very significant impact on business development and progress because it has various advantages including a large number of internet users in Indonesia and even in the world, and it does not require a fee to create an account on a social media. Advertising on social media can be done by placing an advertisement through social media such as Instagram, WhatsApp, Facebook, Twitter, Tiktok, and other social media to increase sales[2]. Social media is a powerful tool that can reach everyone, through relatively low prices or no use at all, by building unlimited communities, building relationships, and exchanging information with other social media users. In addition to changing human behavior, in communicating, the internet also provides significant changes in marketing efforts[3].

Social media marketing is a form of online advertising that uses social communities' cultural context, including social networks, virtual worlds, social news sites, and social opinion sharing sites to meet communication goals[4]. To improve the development of the creative economy in Cikaso Village, routinely advertise promotions in Cikaso Village through several social media accounts they have, namely through status on WhatsApp or uploading Cikaso tourism Village s and uploading testimonials from consumers on Instagram accounts and Facebook accounts[5]

### 2. Research Methods

#### 2.1 Research Field

The fields to be studied in this research are the social sector in general and the tourism village sector in particular[6]. The research point of view is focused on increasing Millennial Participation through the Utilization of Information Technology for Creative Economy Development in Cikaso tourism Village, Kuningan Regency, West Java.

#### 2.2 Research methods



The research method that the author uses is descriptive qualitative research with a SWOT (strength, weakness, opportunity and treat) approach. According to descriptive research is research that describes the condition of the object without a hypothesis[7]. The author then concludes that the data obtained from the SWOT method analysis is then combined with the STP analysis (Segmenting, Targeting, Positioning) to find technology for the development of the creative economy with the right technology[8].

### 2.3 Data collection technique

Data collection techniques are the methods used by researchers to obtain data in a study. In this study, the researcher chose the type of qualitative research, so the data obtained must be in-depth, clear and specific. Further explained that data collection can be obtained from the results of observations, interviews, documentation, and combination triangulation[7]. In this study, researchers used data collection techniques by means of observation, documentation, and interviews.

#### 1. Observation

According to the notion of observation is a process of systematic, logical, objective and rational observation and recording of various phenomena, both in actual situations and in artificial situations to achieve certain goals[6]. In this study, according to the object of the study, the researcher chose participant observation. Participant Observation is an observation technique in which the researcher takes part in the activities carried out by the object under investigation[9]. This observation is carried out by observing and taking notes directly on the object of research, namely by observing the activities in Cikaso village . to obtain information for research purposes.

#### 2. Interview

In the collection technique using interviews, it is almost the same as questionnaires. The interview itself is divided into 3 groups, namely structured interviews, semi-structured, and in-depth interviews [5]. However, here the researcher chose to conduct in-depth interviews, this aims to collect complex information, most of which contain opinions, attitudes, and personal experiences[9]. Interviews will be conducted directly with company leaders and a number of employees related to research to look for strengths, weaknesses, opportunities and threats that exist in Cikaso village , Kuningan Regency. To avoid losing information, the researcher asked the informant's permission to use a recording device. Before it takes place In-depth interviews, the researcher explains or gives a brief and clear overview and background of the research topic [1]. Researchers must pay attention to the correct ways of conducting interviews, including the following[10]:

- 1) The interviewer should avoid words that have multiple meanings, taxa, or ambiguity.
- 2) The interviewer avoids long questions that contain a lot of specific questions. Long questions should be broken down into several new questions.
- 3) The interviewer should ask concrete questions with a clear time and place reference.
- 4) The interviewer should ask questions in the context of the respondent's concrete experience.
- 5) The interviewer should list all the alternatives or not mention the alternatives at all.
- 6) In interviews about things that can make the respondent angry, embarrassed or awkward, use words or sentences that can soften.

#### 3. Discussion

From the results of the SWOT matrix above, the factors of Strengths, Weaknesses, Opportunities and Threats [11] from Cikaso village , Kuningan Regency have been broken down.

### 3.1 Strengths and weaknesses of technology in Cikaso Village in competition

#### 3.1.1 Strengths

Interesting tourist attraction, Where Cikaso village can see nature, there are rice fields, plantations, huts, water. Although many village s have almost the same potential, Cikaso village has an object that is invincible. Technology that makes village s organized.[12] Object Lope rice field, Where Cikaso village can see nature, there are rice fields, plantations, huts, water. Although many village s have almost the same potential, Cikaso village has an object that is invincible. As a photo medium for young people. Standard price, Cikaso village has its own charm where affordable prices in the saung in the rice fields lope, who visit becomes a satisfying impression. Package prices that have been determined, with the spread of brochures or social media. Strategic location, Where Cikaso village is adjacent to other tourist areas and also has a homestay for tourist visitors who come.

#### 3.1.2 Weaknesses



Parking lot, The Lope rice field area is still inadequate, the parking area is still not neatly arranged, and not in accordance with existing rules. Crossing, There are still many vehicle crossings in the lope rice field area c. Director (Human Resources) Lack of existing human resources where those who manage are less responsive or less active in leading tourism in Cikaso village objects[2].

### **3.1.3 Opportunity**

Have many customers, Cikaso village has capable customers where the beginning of the pioneering village became a tourist village, where the beginning of the village became an advanced village to face the era of existing technology. Strategic location, A tourist area with beautiful views where the location can also see Mount Cermai in the Cikaso tourist village area. Marketing, Where the local community is actively involved in building a tourist village in various ways to market the Cikaso tourist village. Through technology, YouTube, FB, IG and other media[13].

### **3.1.4 Threats**

There are tourist villages from various villages, Several tourist village areas in Kuningan have become rival places for the Cikaso tourist village which has just become a tourist village, many tours in Kuningan Regency have their own value. Tourist attraction, Where Cikaso village can be a source of competitiveness, not inferior to other tourist objects, it has become a tourist village, there are already homestay facilities, the products that are sold make Cikaso village able to have competitiveness.

## **3.2 Marketing conditions through technology in Cikaso Village, Kuningan Regency in terms of Segmenting, Targeting and Positioning**

### **3.2.1. Segmenting**

Segmenting variables are very influential in determining product strategy and conducting marketing activities in Cikaso Village, Kuningan Regency itself, consisting of several groups. In terms of demographics, visitors to Cikaso village consist of visitors or by bringing their families, or just having lunch. for the targeted social class, middle to lower social class, middle class. In terms of psychographics, marketing segmentation in Cikaso village is centered on individuals or groups that prioritize the quality of places, products and services, for the own group marketing emphasizes visitors or groups and families who want to relax in the rice fields or take photos[8]. To maximize the promotion of the segments that have been selected by Cikaso village, it is necessary to maximize marketing, especially for marketing tourism objects in the Cikaso village area. They do not have human resources to promote only modestly, this of course can hinder marketing in various segments that have been chosen by the Cikaso village. Cikaso village itself[14]. To support marketing to various segments as well, in Cikaso village it is necessary to overcome the shared weaknesses so that the products marketed can be maximized, because Cikaso village already has various good opportunities in maximizing product marketing, the WO (Weakness Opportunity) strategy will be very appropriate in increasing product quality and maximize marketing[15].

### **3.2.2 Targets**

Targets in marketing in Cikaso village, consist of visitors, individuals or families and organizational groups, as well as government and private agencies. The target market in Cikaso village is not too specific, emphasizing only one group, but reaching various groups. The majority of visitors in Cikaso village are groups from families, organizations and private institutions that relieve fatigue, market through less than optimal technology, resources that have not been able to direct what is in Cikaso. The cause of the quietness of the Cikaso tourist village, allegedly related to the Weakness factor from the SWOT analysis above, such as the absence of parking spaces, there are still vehicle crossings, and no one has directed visitors to see what is in the Cikaso tourist village [16].

To increase the level of visitors, it is necessary to have a good marketing and promotion strategy in improving the condition of visitors in Cikaso village, as shown in the WO (Weakness Opportunity) strategy, namely by minimizing weaknesses and taking advantage of existing opportunities, for example by improving the nature in the lope rice fields, price packages that maximize prices, parking lots, place rules in the Lope rice fields, human resources that direct what potential is in the Cikaso village area, Kuningan district. Marketing that must know what segment to replace is not monotonous. By having a clear and directed target, the Cikaso tourist village with all the advantages and opportunities it has, will be able to maximize all marketing potential in order to reach maximum visitors.

### **3.2.3 Positioning**

The impact of the use of technology in the form of FB, Youtube, IG and other media is also to give an idea to the visitors that the Cikaso tourism village has the potential that is able to encourage visitors to see

the potential that exists in the Cikaso tourist village . However, based on the SWOT analysis above, it is felt that the Cikaso tourist village has not been able to meet the positioning demands they made, because there are still many weaknesses of the Cikaso tourist village that are not in accordance with the wishes of the visitors. The WO (Weakness Opportunity) strategy from the SWOT analysis above is considered to be able to handle the problem of positioning demands from the Cikaso tourist village .[17]

### 3.3 Marketing mix that can increase visitors in Cikaso Village

In a Cikaso tourist village there are products offered to visitors, there are businesses that are sold from Cikaso village products, such as fried shallots, kecipring, etc. In the village of Cikaso itself, in Lope's rice fields, there are many huts for a short rest, and you can see the scenery in the Cikaso village area, take selfies with the natural beauty that exists[18]. Based on the results of the analysis above, it can be seen that Cikaso village has excellent strengths and opportunities in facing competition between Cikaso tourism village s in Kuningan Regency, although it has many weaknesses, Cikaso tourist village s always try to cover all weaknesses and minimize or avoid threats by using strengths. and opportunities owned by Cikaso tourism village . The marketing mix in the Cikaso tourist village itself is actually very good[19]. According to interviews conducted by researchers, by combining the results from the Cikaso tourism village , here are some things that need to be added to the marketing mix of the Ciakso tourism village to support marketing and increase product sales  
A comfortable hut., Promotional Packages, There is an innovation to attract visitors to the tourist village of Cikaso.

#### 3.3.1 An effective strategy in increasing visitors in Cikaso Tourism Village is to use SWOT analysis

From the data above, it can be seen that the Cikaso tourist village can still survive in the face of increasingly fierce competition between tourist village s.[20] Cikaso village has many strengths including a cool place, beautiful natural scenery, a comfortable atmosphere in the countryside, you can see Mount Cermai from Lope's rice fields, businesses that sell products directly from Cikaso village , ride packages that allow visitors to go around Cikaso village directly. , but the tourist village of Cikaso also still has many shortcomings and weaknesses[21]. From the results of the SWOT matrix data above, it can be determined the strategies that need to be applied by the Cikaso tourism village to increase visitors and product sales.

#### SWOT Strategy

##### a. Strengths Weakness (SW) Strategy

1. Packaging more attractive marketing to be displayed to visitors in the Cikaso tourist village .
2. More aggressive product marketing to various government and private agencies around the Kuningan area and outside the Kuningan area.
3. Maximizing technology marketing more broadly through the media actively and consistently.

##### b. Weakness Opportunity (WO) Strategy

1. Repair of unprocessed nature
2. There is a need for the innovation of tourist objects that are processed or added.
3. the need for human resources in the marketing promotion department to be maximized.

##### c. Strengths Threats (ST) Strategy

1. Establish a better relationship with visitors.
2. Maintain quality and comfort so as not to lose competition.

##### d. Weakness Threats (WT) Strategy

1. New natural innovations are able to attract visitors.
2. Establish better cooperation with local managers or communities.

### 2 Effective Strategies

According to Wikipedia, strategy is an overall approach related to the implementation of ideas, planning, and execution of an activity within a certain period of time. While the word effective according to the Big Indonesian Dictionary means that there is an effect, which is defined as an achievement of goals appropriately using the right methods. According to the results of the SWOT analysis and the STP (Segmenting, Targeting, Positioning) review, the cause of the decline in visitors is due to lack of marketing or renewal in Lope's rice fields, and the factors that cause loneliness in the Cikaso tourist village are Weakness factors[14].

Based on the results of the SWOT analysis and STP (Segmenting, Targeting, Positioning) review, the WO (Weakness Opportunity) Strategy is considered the most appropriate and effective in an effort to increase visitors and product sales in the Cikaso tourist village . The strategy by minimizing weaknesses by taking advantage of existing opportunities is considered capable of being the key in increasing visitors and product sales in the Cikaso



tourist village to suit the wishes of visitors. The strategy also emphasizes the importance of maximum marketing in supporting the increase in visitors and product sales in Cikaso Tourism village [22]. From the SWOT analysis of the WO (Weakness Opportunity) strategy and the STP (Segmenting, Targeting, Positioning) review [21], it has been determined that the marketing mix that needs to be added to the strategy to increase visitors and product sales in the Cikaso tourist village in order to meet the demands of these visitors is: Saung is clean and comfortable and There are new, more interesting natural innovations

In addition to the two marketing mixes above, other things that need to be improved to support the marketing mix and increase visitors and sales according to the WO (Weakness Opportunity) strategy are: Improvement of nature that has not been touched by Cikaso village, so that visitors can enjoy nature more by taking selfies, Arrangement of the parking lot in the rice fields of Lope, Cikaso village, Adding human resources for the promotion department in order to maximize marketing in Cikaso village.

All of the above has shown that the WO (Weakness Opportunity) strategy is the right and effective strategy to increase visitors and product sales in Cikaso village, Kuningan Regency. It is hoped that with this solution, the level of visitors and product sales can increase so that the Cikaso tourist village is always able to survive and move forward as a Cikaso Tourism village in Kuningan district, West Java.

#### 4. Conclusion

Based on the results of research and discussion on "Increasing Millennial Participation through Utilization of Information Technology for Creative Economy Development in Cikaso Tourism Village, Kuningan Regency", the following conclusions were obtained: Cikaso Tourism Village has good strength in facing the competition of tourist villages in the open which are famous for beautiful rice fields and beautiful views, variations of homestays in Cikaso village, choices of packages that can be adjusted, prices that are relatively not too expensive. Cikaso Tourism village also has many weaknesses that make the Cikaso tourist village tend to be quiet. Starting from parking, street lighting, and lack of natural innovation, so that marketing for technology becomes monotonous, marketing is not optimal. Cikaso Tourism Village has a very good opportunity, a strategic location and can see nature from the lopo rice fields and is very easy to reach and find. Cikaso village also has threats that cannot be taken lightly, many tourist villages can reduce visits to the Cikaso tourist village which is also a threat to the Cikaso tourist village, other threats come from various tourist villages that are increasingly innovative in processing, packaging and marketing, if the Cikaso tourist village does not immediately improve itself, these threats will be able to seize visitors in the future. Reviewing through Segmenting, Targeting, and Positioning, Cikaso tourism village already has good Segmenting, Targeting, and Positioning as a basis for preparing marketing strategies and marketing planning, Cikaso tourism village only need to overcome all their weaknesses to strengthen products and support marketing the maximum. The marketing mix owned by the Cikaso tourist village is good and varied, through this research it can be determined what marketing mix needs to be added in order to be able to answer the wishes of the visitors and increase product sales in the Cikaso tourist village. The most appropriate marketing strategy to be applied in the Cikaso tourism village based on the analysis of the SWOT Matrix and STP Review (Segmenting, Targeting, Positioning) is to minimize the weaknesses of the Cikaso tourist village and take advantage of the opportunities of the Cikaso tourism village, various improvements, Changes and additions need to be made by the Cikaso tourist village in order to increase visitors and sales of their products, starting from new natural innovations with the encouragement of technology made by youth groups, adding natural resources in managers who are able to see all the opportunities that Cikaso tourism village have in marketing tourism village s Cikaso.

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