



Introduction of cultural potential in supporting local tourism growth in the southwest sumba region through web-based information media

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ABSTRACT

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Tourism in East Nusa Tenggara's Southwest Sumba Regency has many natural and cultural attractions, but promotion hasn't been optimized. This study proposes the use of web-based information media to introduce and promote tourism in Southwest Sumba Regency and support the expansion of regional capacity. The objective of this study is to develop a website-based tourism information system that provides information on destinations, attractions, supporting facilities, and travel routes and can aid travelers in locating their desired destination. The implications of the research are demonstrated by the features of the system that can adapt to user requirement, and the development of information systems can assist travelers and local governments in promoting the tourism potential and regional culture of Southwest Sumba. The contribution of the research is intended to be a medium of information for tourist attractions and the cultural potential of the Southwest Sumba region, facilitating tourists' ability to locate information about tourist attractions and introducing the potential of other tourist attractions. The cultural and tourism potential information system has seven outstanding system features that can help manage tourism potential data, and the system testing results show that all system features have been implemented and are valid.

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1. INTRODUCTION

Tourism plays an important role in the Indonesian economy because, in addition to being able to generate significant revenue for the country, it can also drive other economic sectors such as trade, transportation, etc. It would be preferable if the tourism sector could take advantage of technological advances (Harahap et al., 2023; Manafe, Fanggidae, Seseli, et al., 2023). Tourism information media is one of the expanding areas of technological development. With the advancement of technology in the tourism industry, it will be simpler for related parties to present tourism-related information (Febriani et al., 2023; Manafe, Fanggidae, & Seseli, 2023). It will also be easier for affiliated parties to disseminate interactive information on tourist attractions, particularly through Internet technology (Fauziah et al., 2023). Utilization of web-based information media is one factor that can contribute to the expansion of local tourism

Southwest Sumba Regency is one area that has interesting tourist attractions. Geographically, Southwest Sumba Regency is located at the western tip of Sumba Island, East Nusa Tenggara (NTT) Province, which includes 11 (eleven) districts consisting of 179 villages and 2 sub-districts. The sub-districts in question are Balaghar Kodi, Bangedo Kodi, Kodi Subdistrict, North Kodi, North Wewewa, South Wewewa, East Wewewa, West Wewewa, Wewewa Tenga, Loura and Tambolaka City. Southwest Sumba has several tourist objects. In terms of natural tourism, Southwest Sumba has natural attractions such as Kawona beach in Tambolaka City, Lake Wee Kurri in Kodi District, Mbawana Beach in Kodi District, Mandorak Beach in Kodi District and cultural tourism such as Pasola culture in Kodi District, Ratenggaro Traditional Village in Kodi District. and Wee Lewo Traditional Village in East Wejewa (Holo et al., 2023; Umba Ghalla, 2019). The number of tourists visiting Southwest Sumba in the last five years has started to be consistent so that it can provide income for the Southwest Sumba government. The Southwest Sumba Regency tourism office has also made efforts through promotion to introduce tourism and cultural potential (Gultom, 2022; Gultom et al., 2022; Moa, 2019; Undang et al., 2021).

It turns out that in introducing and promoting tourism and cultural potential it is felt that it is not optimal enough to inform tourism widely to local and foreign tourists. Tourists who want to travel still experience difficulties in determining tourism travel planning because an overview of the tourism area is not available such as visualization of places, distances between tourist areas and tourist destinations and information that is still minimal to obtain and places that are not strategic and to get tourist information is still difficult because roads heading to where the tourist object is not yet known and only known by the local community (Adeo & Trisno, 2019; Ala et al., 2021; Fanggidae & Manafe, 2019; Wirawan, 2022). This study proposes alternative media to inform tourism in Southwest Sumba Regency so that it can be enjoyed by the wider community, namely with internet facilities. Some research that strengthens the role of information media in promoting tourism and cultural potential, namely (Kraugusteeliana et al., 2022; Siradjuddin, 2018; Yodiansyah, 2017), who use information systems as regional promotional media. Other research (Latifah & Mukaroh, 2021) explains the ease in managing tourism and cultural potential through a computerized system.

Another problem with current technological developments is that the Southwest Sumba district does not yet have a website to inform tourism such as tourist objects, information and tourist destinations (Manafe et al., 2019; Sudipa, Hardiatama, et al., 2022; Sudipa, Wiguna, et al., 2022). Therefore the research objective is to develop a website-based information media in the form of a tourism information system to support tourism facilities and develop regional potential. Presentation of accurate data about the existence of tourist areas is needed, which can be relied upon to support e-government and improve in an area. This is also reinforced by research by (Prayudi et al., 2018) which utilizes tourism information systems as information media in Dompu district, as

well as research (Cahyanto et al., 2022; Duwitau & Wijanarko, 2020) which explains that a tourist information system is able to display tourist object information and is also able to display maps of tourist locations and tourist destinations.

In this research, information media will be built to find out the location as well as information about tourist attraction areas in Southwest Sumba Regency based on a web. Utilization of this information system includes location information, names, news and tourist attractions as well as information about supporting facilities such as hotels, restaurants, travel agencies and souvenir shops (DEWI & YODIANSYAH, 2021). It is hoped that this system can help foreign and local tourists find places they want to visit and make it easier for them to get information.

2. RESEARCH METHOD

2.1 Research Flow

The research stages in facilitating identifying problems through data collection so that solutions can be made (Ibrahim et al., 2023), by analyzing user needs for system features from tourism information media and cultural potential in Southwest Sumba. The research flow can be seen in Figure 1 below.

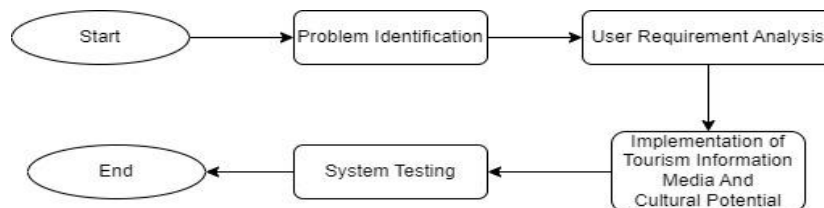


Figure 1. Research Flow

Based on Figure 1, the research stages can be explained, namely: (a) Problem identification process: in this phase, data collection is carried out to find out the problems in the research object, so that the observation process is carried out at the Southwest Sumba Office regarding the many tourist objects in Southwest Sumba that do not have specific information related to objects, locations, facilities and other information. So that prospective tourists cannot visit tourist attractions optimally. (b) User requirement analysis: this analysis is based on problem identification, from stakeholders at the Southwest Sumba Office, user requirements are obtained related to the information media created, namely features for managing tourist attraction information, facilities, cultural potential, tourist destinations, visitor complaints and information content features so that prospective visitors can see and review tourist attractions to be visited. (c) Implementation of tourism information media and cultural potential: the implementation stage of information media, especially cultural and tourism potential information systems with system features obtained from user requirements. In designing the system using prototyping techniques so that it begins with the creation of a prototype of the system that can be tested and evaluated in accordance with user requirements (Rahmat et al., 2022; Sudipa et al., 2023). (d) System testing: the final stage is testing the system with blackbox testing to check the suitability of system features in accordance with the user requirement analysis and can be used by users.

3. RESULTS AND DISCUSSIONS

3.1 Requirement Analysis

The system requirements analysis stage is the determinant of the requirements needed for the system development process. The results of the analysis of system

functionality requirements were obtained from the identification of problems related to the absence of tourism information media and cultural potential in Southwest Sumba Regency. Needs analysis can be seen in table 1 below.

Table 1. Analysis of System Feature Requirements

| No | Requirement | Description of System Features |
|----|--|---|
| 1 | Login | Used as user login for the user |
| 2 | Manage user data | Add User Data, Edit User Data |
| 3 | Managing Tourism Objects and Facilities Data | The process of adding and changing data on tourist objects and facilities |
| 4 | Managing Cultural Potential Data | The process of adding and modifying cultural potential data |
| 5 | Managing News Content Data | The process of adding, changing and deleting news content data |
| 6 | Manage Travel Destination Data | The process of adding and changing tourist destination data |
| 7 | Manage Traveler Complaints Data | The process of adding and changing tourist complaint data |

3.2 System Implementation

a. Login Interface Page

The login page serves as the entrance to enter the system dashboard page. Admin must first log in by entering email and password then selecting access rights and clicking the login button. The following is the Login page shown in Figure 2 below.



Figure 1. Login Interface Page

b. Tourist Destinations Interface Page

Admin destination page, the system displays an information table in the form of the number of tourist destination data that has been stored. On this page there is one menu, namely the added data menu which functions to add tourist destination data. On this page there are also edit data buttons, show image and delete data. The following is the destination page shown in Figure 2 below.

| No | Nama | Title | Address | Action |
|----|---------------------------|-------------------------------------|--|--|
| 1 | Danau Wee Kurri | Pesona Danau wee kurri | Desa Kalenarogo, Kecamatan Kodi Utara, | Edit View Delete |
| 2 | Pantai Kawona | Keindahan Pantai Kawona | Desa Wee Londa, Kota Tambolaka | Edit View Delete |
| 3 | Air Terjun Pabetti Lakera | Keindahan Air Terjun Pabetti Lakera | Desa Delo Kecamatan Wewewa Selatan | Edit View Delete |
| 4 | Pasole | Tradisi Pasole | Kecamatan Kodi | Edit View Delete |

Figure 2. The Tourist Destination Interface Page

c. Visitor Interface Page

In the user interface, the visitor's main page is the first page displayed by the system after logging in. On this page, there are several tours that are displayed and

menus that can be used for system purposes, including the explore button, the home menu, the about and login menu. The following is the visitor's main page shown in Figure 3 below.

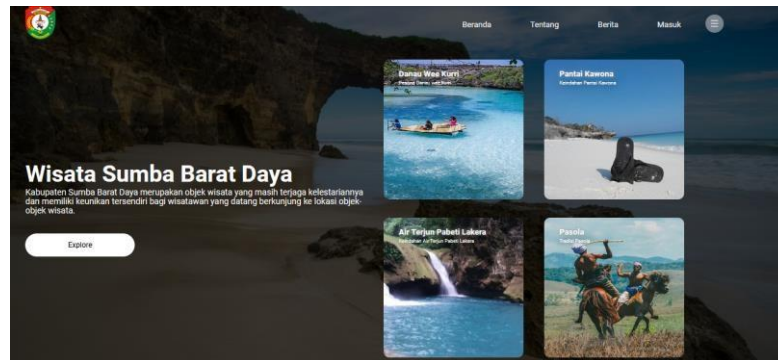


Figure 3. Visitor Interface Page

d. Attraction Interface Page

When a visitor clicks on the explore button, they will be taken to the tourist attraction page. On the visitor attraction page, the system will display information related to tourist objects in Southwest Sumba (SBD). The following is a visitor attraction page shown in Figure 4 below.

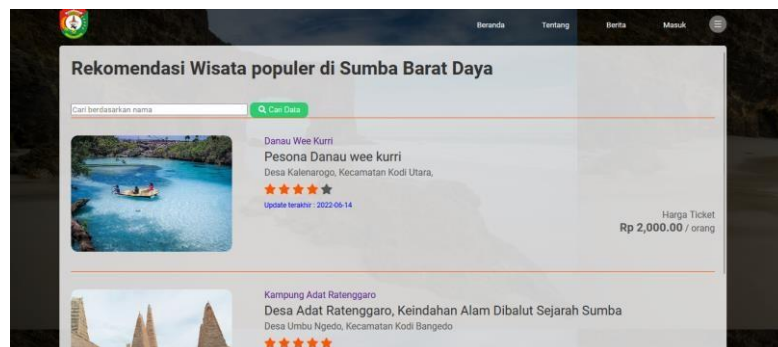


Figure 4. Attraction Interface Page

e. Attraction Detail Interface Page

On the detail page for visitor attractions, the system will display detailed information related to tourist objects in Southwest Sumba (SBD). The following is a detail page for visitor attractions shown in Figure 5 below.



Figure 5. Attraction Detail Interface Page

d. News Content Interface Page

When a visitor clicks on the news menu, they will be taken to the news menu page. On the visitor news menu page, the system will display information related to news in Southwest Sumba (SBD). The following is a visitor news page as shown in Figure 6 below.

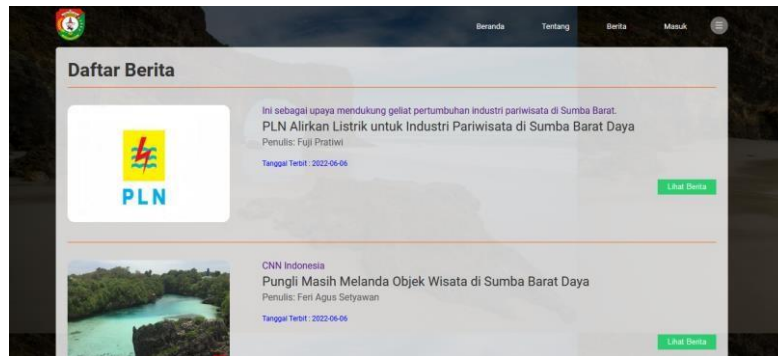


Figure 6. News Content Interface Page

e. Traveler Complaints Interface Page

On the tourist complaints page, the system will display a form for visitors to be able to send messages, on the form page there is some data that must be filled in, namely name, no. telephone, email, subject, message and there is a send button to send the message, can be seen in Figure 7 below.

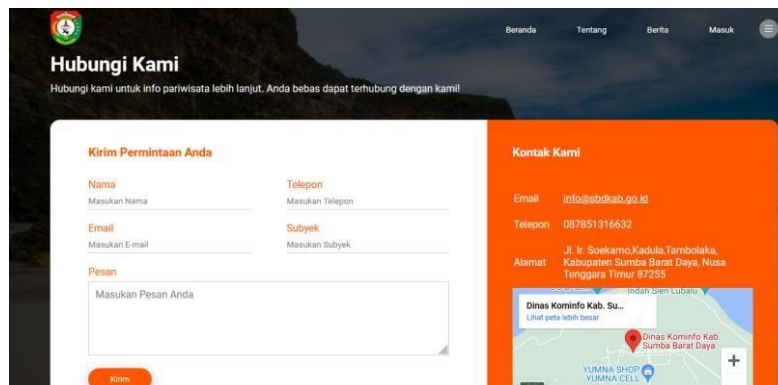


Figure 7. Tourist Complaints Interface Page

3.3 System Testing

The system testing phase uses blackbox testing, which is a testing technique to determine the validity of the functionality on each interface page to suit user needs and system requirements (Mertha et al., 2021; Pandawana et al., 2022; Rachmad et al., 2023; Sudipa, Aditama, et al., 2022). Blackbox testing of tourism information systems and cultural potential in the Southwest Sumba Region can be seen in Table 2 below.

Table 2. System Testing Scenarios

| No | Interface Page | System Test Scenario |
|----|--|----------------------|
| 1 | Login | Valid and successful |
| 2 | Manage user data | Valid and successful |
| 3 | Managing Tourism Objects and Facilities Data | Valid and successful |

| | | |
|---|----------------------------------|----------------------|
| 4 | Managing Cultural Potential Data | Valid and successful |
| 5 | Managing News Content Data | Valid and successful |
| 6 | Manage Travel Destination Data | Valid and successful |
| 7 | Manage Traveler Complaints Data | Valid and successful |

Based on table 2, it can be explained that the blackbox testing results show that the 7 pages of the system interface have been valid and successful so that they meet the needs of the user and the system.

4. CONCLUSION

This research has effectively developed web-based information media in the form of a tourism information system that assists tourists in obtaining accurate information and supports tourism facilities and the growth of regional potential. The implications of the research are shown in the features of the system that can adjust to user requirements so that the development of information systems can help tourists and local governments in promoting tourism potential and regional culture in Southwest Sumba. The contribution of the research is intended to be an information medium for tourist attractions and the cultural potential of the Southwest Sumba region in making it easier for tourists to find information related to tourist attractions and introduce the potential of other tourist attractions. The results showed that the cultural and tourism potential information system has seven outstanding system features that can assist in managing tourism potential data, and the results of system testing show that all system features have been successfully implemented and valid. Recommendations for further research are the development of a tour reservation feature for tourists visiting the Southwest Sumba region.

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