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Utilization of the Kutuh Village Tourism Website in Optimizing E-Tourism Based Tourism Village Promotion

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ABSTRACT

Kutuh Village is one of the villages in the south of Bali Island. Kutuh Village has tourism potential for international and domestic visitors. To increase the number of visitors to Kutuh Village, more support is needed to promote tourism in Kutuh Village. One thing that can be developed is E-Tourism. This service can be provided via a website, easily accessed anywhere and anytime using digital tools. Therefore, it is necessary to design an e-tourism application as a web-based tourism promotion in the Kutuh Tourism Village. So that it can attract more visitors in line with the objectives of this research. This web-based application has 2 users, namely visitors and admin. Visitors can view information about tourist attractions and events on this application in Indonesian and English. Apart from that, visitors can provide rates and comments in the application. This application system uses PHP as a programming language. Using waterfall as a system development method, in collecting data using observation methods, literature studies and similar literature. The system design uses DFD (Data Flow Diagram), ERD (Entity Relationship Diagram), conceptual database, table structure and then implemented. The positive feedback from the 11 respondents from Kutuh Village, who rated the application with an average score of 90.59%, suggests a high level of acceptance and satisfaction among local users. With the existence of e-tourism, the Kutuh Tourism Village is expected to increase tourist visits.

Keywords: Application; Website; E-tourism; Promotion; Kutuh Village

INTRODUCTION

One of the places that is a favorite and is often called the Island of the Gods or the Island of a Thousand Temples, namely Bali, is a famous tourist destination not only in Indonesia but also abroad because it has the potential and potential of culture-based tourism (Suthanaya & Suwarningsih, 2023). Bali, which is classified as a small island, has long been known throughout the world. Bali not only offers customs but also extraordinary natural beauty such as beautiful beaches, mountain panoramas, and the friendliness of its people which supports added value to the attractiveness of the island of Bali, which is also known as the Island of the Gods. Bali is not only known for its natural beauty, cultural diversity and customs, but the supporting facilities and infrastructure such as tourist attractions, hotels, restaurants and so on are also a special attraction for local and foreign tourists visiting Bali (Atmaja, Kusuma, Widiantara, Mahendra, & Sudipa, 2023). Kutuh Village is a village located in the southernmost part of the island of Bali and from pre-independence times it was an independent village, but since Japanese colonialism in 1942 the Kutuh area was united with Ungasan Village and became Ungasan Village, while Kutuh Village only became one of the official banjar areas (Agung, Tamba, & Brata, 2020). After independence, this condition persisted until finally in 1997 during the reign of Ungasan Village, led by Perbekel I Made Ardana, who came from the village or Banjar Kutuh, he fought for its expansion into a separate village from Ungasan Village and became a definitive village based on Badung Regent's Decree Number 342. in 2002 (Sutedja, Dewi, & Sukanti, 2019).

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The tourism industry has succeeded in accelerating progress in the economic and social fields through developing a good tourism sector and continuing to innovate according to community behavior and tourism trends (Apriani & Irfan, 2017). Innovation and development in the tourism industry can start by looking at the needs and problems that exist in a region's tourism industry activities. In the current era of technological progress, everything is required to happen quickly, with the right targets and accurate information with the assumption that it can make all your needs easier. Considering that the tourism industry is an industry that requires a variety of information, it is best to utilize this technology in the tourism industry so that tourists, stakeholders and agencies can be more effective and efficient in managing activities in the tourism industry (Widodo & Widyastuti, 2022).

E-tourism is the application of the use of Information Communication Technology (ICT) and e-commerce in the tourism industry (Wiranti & Nasution, 2024). E-tourism provides convenience in terms of efficiency and effectiveness for consumers in choosing tourist destinations (Nain & Awasthi, 2021). The process of disseminating information via internet media to help promote regional tourism can be done easily and quickly (Deb, Nafi, & Valeri, 2022). One example of using the internet as a communication technology is that it is used as a promotional medium. Promotion is a form of marketing communication (Sitanggang et al., 2022). Tourism is a sector that plays an important role in efforts to increase income (Satrio, 2021). Indonesia is a country that has natural beauty and cultural diversity, so there is a need to increase marketing in the tourism sector. This is because tourism is a sector that is considered profitable and has great potential to be developed as an asset that can be used as a source of income for the nation and country (Junaidy J, Arfandy, & Bahri, 2020).

Kutuh Village is one of the villages in the south of Bali Island. Kutuh Village has tourism potential for international and domestic visitors. To increase the number of visitors to Kutuh Village, more support is needed to promote tourism in Kutuh Village. One thing that can be developed is e-tourism. This service can be provided via the website. The site can be easily accessed anywhere and anytime using digital tools. Therefore, it is necessary to design an e-tourism application as a web-based tourism promotion in Kutuh Village, so that it can attract more visitors. Visitors can view information about tourist attractions and events on this application in Indonesian and English. A promotional model that utilizes digital marketing will be very relevant to be applied to create a good image. This is because people's lifestyles are moving very quickly and are in direct contact with the internet (Rahmah et al., 2023).

This research focuses on developing a Kutuh Village Tourism website application to optimize web-based tourism promotion, utilizing PHP as the core programming language. PHP, a server-side scripting language, processes data on the server and delivers dynamic content to the client's browser (Pangestu, Aditya, & Aji, 2017; Supriatmaja et al., 2023). This approach ensures efficient handling of user inputs, such as rates and comments, and allows for interactive features on the site. This research uses the waterfall method, a linear and sequential approach to system development, where each phase must be completed before moving to the next (Fatmariani, Saputra, & Sari, 2024; Maulana & Alda, 2024). The method begins with clear requirements gathering, followed by system design, implementation, testing, and finally deployment (Usla & Ikhwan, 2023). This structured approach ensures that the Kutuh Village Tourism website application is developed efficiently, with a focus on optimizing web-based tourism promotion and providing a seamless user experience. The evaluation phase of the research will employ black box testing, which focuses on assessing the functionality of the system based on its outputs without examining its internal workings (Mahendra & Asmarajaya, 2022). The primary problem formulation is how the Kutuh Village Tourism website application can be designed to enhance web-based tourism promotion and ensure a seamless user experience.

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LITERATURE REVIEW

In research conducted by Wiyanto at 2022, with the research title E-Tourism as a Website-Based Tourism Information Media for Bekasi Regency, researchers found that the development of a tourist attraction information system makes it easier for tourists to visit tourist attractions in Bekasi Regency and makes it easier to manage promotions (Wiyanto, Fadhilah, & Siswandi, 2022). The results of this research are in the form of an E-Tourism system as a website-based tourism information medium that makes it easier for tourists to find out about tourist spots in Bekasi Regency. In research conducted by Faurina at 2022, with the research title Development of Tourism Websites and Utilization of Advertising to Promote Tourism in Rindu Hati Village, researchers found that there are various beautiful and interesting tourist attractions that can be a selling point for the village to local and foreign communities (Faurina, Sari, & Agustian, 2022). This potential must be exposed more to the public in order to increase local regional income. In research conducted by Komalasari at 2020 with the research title E-Tourism Information Technology as a Tourism Digital Marketing Strategy, researchers found that the role of information technology in terms of e-Tourism is used as a digital marketing tool to increase the number of tourist arrivals and has the aim of integrating information technology with tourism which will enable more provision of accessibility services, visibility of information and availability of various products so as to achieve tourist satisfaction (Komalasari, Pramesti, & Harto, 2020). In research conducted by Rahardian at 2020, with the research title Web-Based Bali Province E-Tourism with a Framework, the author believes that a special portal needs to be built, apart from providing information about tourism in Bali, it can also increase domestic tourists' interest in traveling by building a forum or community for domestic tourists (Rahardian & Suwirmayanti, 2020). A web-based Bali Province e-tourism was created with the Laravel framework to provide extensive information and a place for tourists to interact with each other and share their experiences on this portal.

Research conducted by Tiawan at 2024, with the research title Designing an E-Tourism Website for Tourism Villages in Tegal Regency as an Electronic Tourism Promotion Media, according to researchers, this information system can make it easier for local and foreign tourists to get information on the location of tourist villages in Tegal Regency (Tiawan et al., 2024). In this research, the method used is the waterfall method which starts from needs analysis, system design, writing program code, program testing, and system implementation (Asmarajaya, Sanjaya, Putra, Mahendra, & Hasanah, 2021). This tourist village information system in provides information to the public regarding the location of the village and its supporting facilities and infrastructure. Based on the background above, there is a problem formulation in this research.

METHOD

The method that the author uses at the analysis stage of creating this web application, namely the waterfall method or what is often called the waterfall method, is often called the classic life cycle. The waterfall method is a sequential software development process, where progress is seen as continuing to flow downward like a waterfall through the phases of planning, modeling, implementation, and testing.

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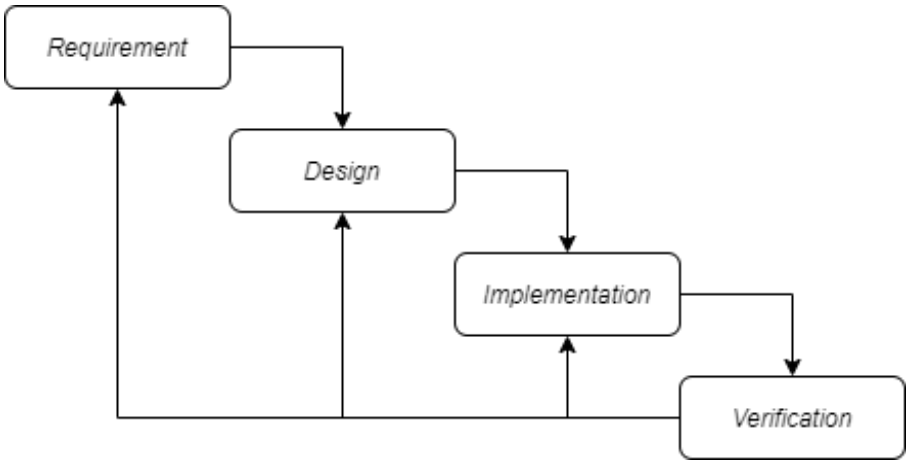

Fig 1. Waterfall Methods

System Design

In this design stage, there is a description of the program creation plan based on the requirements above, which will be continued by showing the design of the application system using DFD, ERD, Conceptual Database, Table Structure, as well as the interface design for this web-based application.

Data Flow Diagram (DFD)

In this DFD (Data Flow Diagram) an overview of the entire system will be displayed, describing the components of a system from the E-tourism Application as Web-Based Tourism Promotion in Buleleng Regency, including Context Diagram, DFD (Data Flow Diagram) level 0 and DFD (Data Flow Diagram) level 1. In this Context Diagram there is a general description of the system being created, which can explain the scope of the system. In this system there are 2 entities, namely admin and visitors, where each entity has processes that correspond to their respective functions. The following context diagram can be seen in Figure 2.

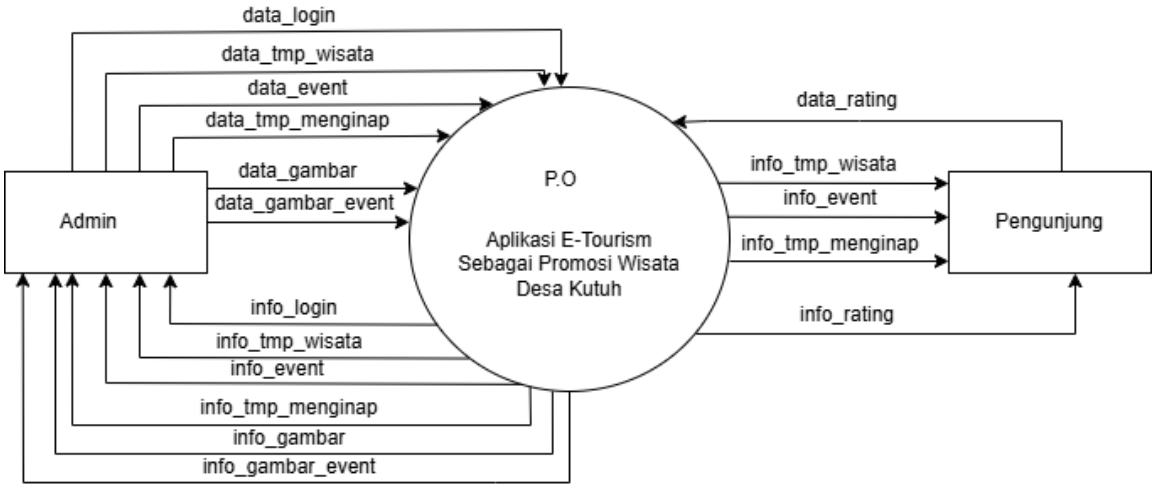

Fig 2. Context Diagram

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DFD Level 0 is a process description consisting of the Context Diagram above, here it contains what existing processes are carried out by existing entities, accompanied by functions. In DFD Level 0, it is explained that there is a data store for the storage used. In Figure 3. DFD level 0 below, there are 7 processes.

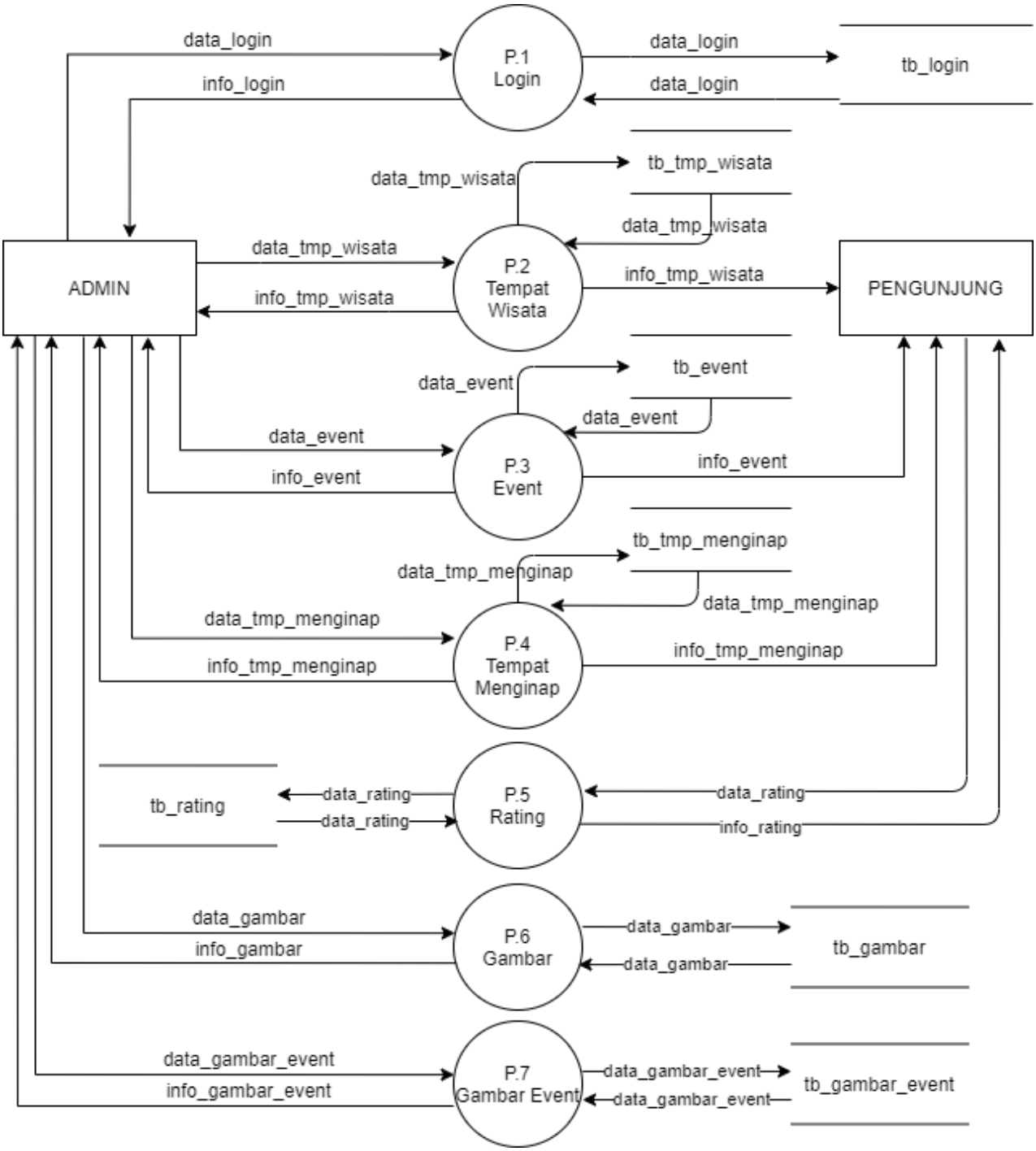

Fig 3. DFD Level 0

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Entity Relationship Diagram (ERD)

Entity Relationship Diagram is a diagram that describes the relationship between an entity and other entities. In the system to be built there are 6 entities, including tb_rating, tb_tmp_wisata, tb_picture, tb_tmp_menginap, tb_event, tb_picture_event. On one tb_tmp_wisata you can have many tb_pictures, tb_ratings, tb_tmp_stays. One tb_event can have many tb_image_events. Can be seen in Figure 4.

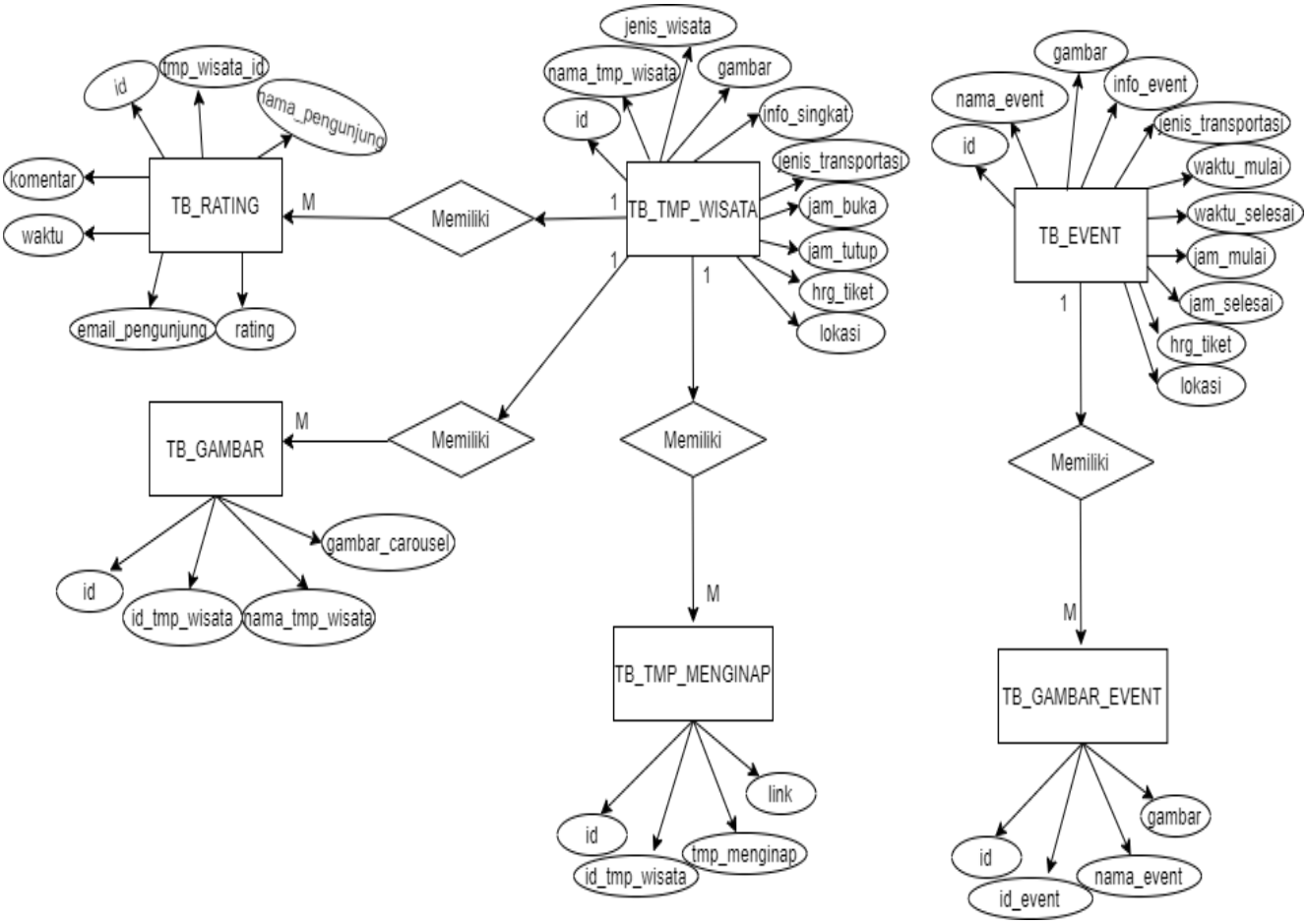

Fig 4. Entity Relationship Diagram

Conceptual Database Model

Based on the ERD (Entity Relationship Diagram) above, you can proceed to the Conceptual Database creation stage. It can be explained that there are 7 entities, including tb_rating, tb_tmp_wisata, tb_event, tb_login, tb_tmp_menginap, tb_picture, tb_picture_event to store data, each entity has a primary key, and some have foreign keys to connect with other entities, that can be seen in Figure 5.

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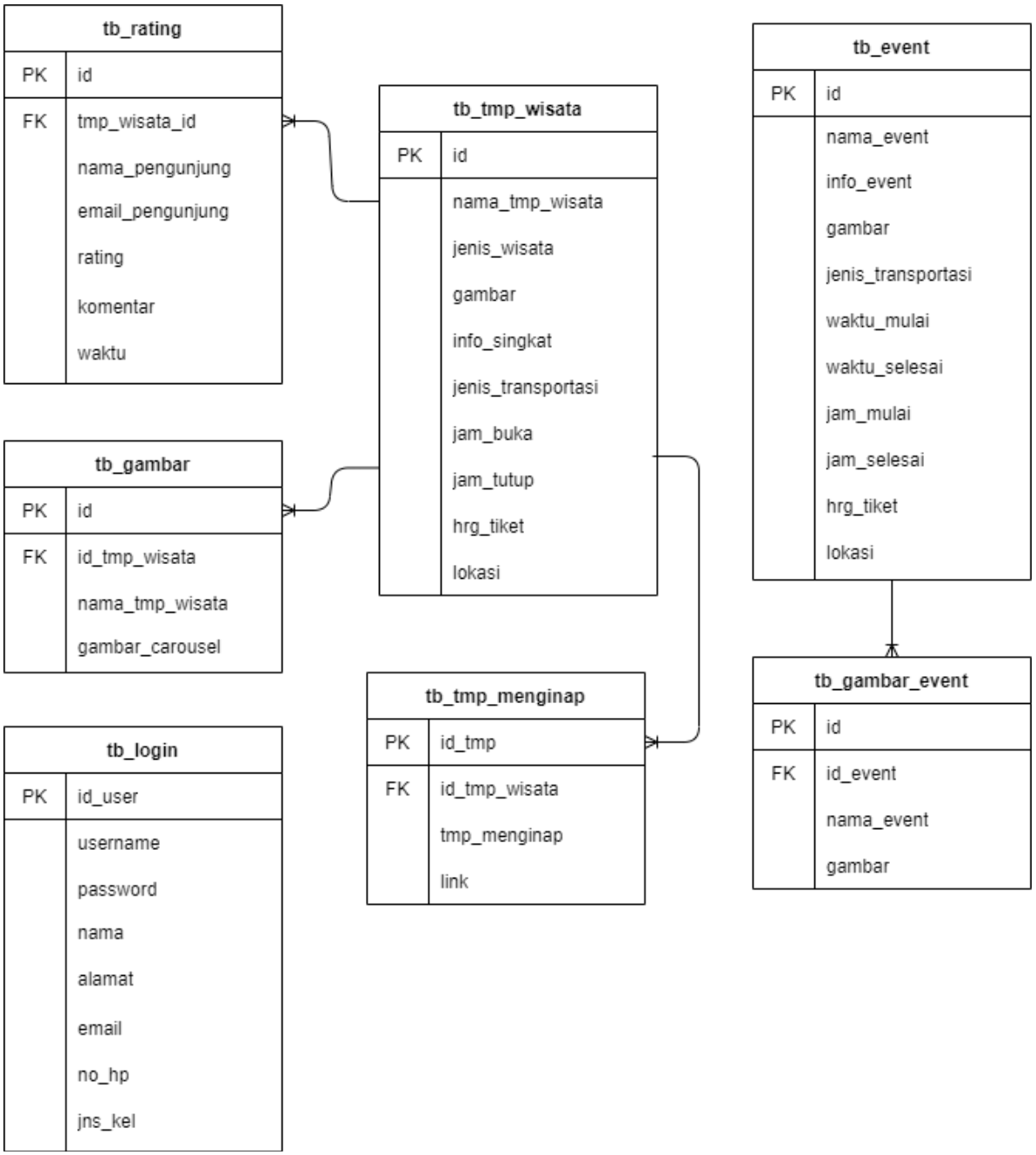

Fig 5. Database Conceptual

RESULT

Research results from the design and development of the E-tourism application as a web-based Kutuh Village Tourism Promotion is as follows:

System Implementation

At the implementation stage, this system can operate the system as expected. The following displays the

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results of system implementation. This visitor section is the visitor pages. Users here are visitors who visit this application. On this visitor page, there are 2 language options that users can choose, namely English and Indonesian. The home page is the first page the user encounters. There is a menu bar that can be selected. Users can choose the language from this page which will automatically change on other visitors' pages. Can be seen in figure 6.

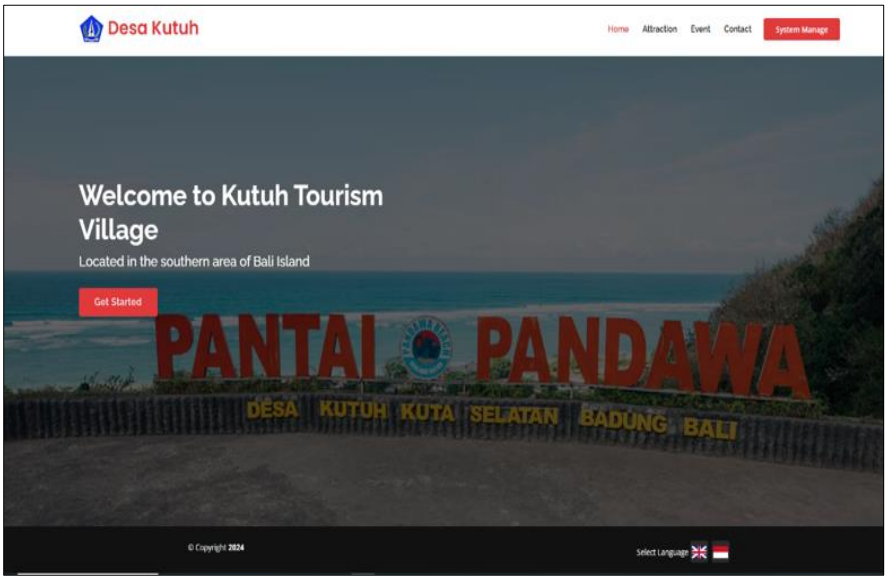

Fig 6. Home Page

The attraction page displays a selection of tourist attractions accompanied by photos. Users can search by type of tourist attraction by clicking on the types of tourist attractions available then a selection of tourist objects will appear, and a search form is available to make the search easier. Can be seen in figure 7.

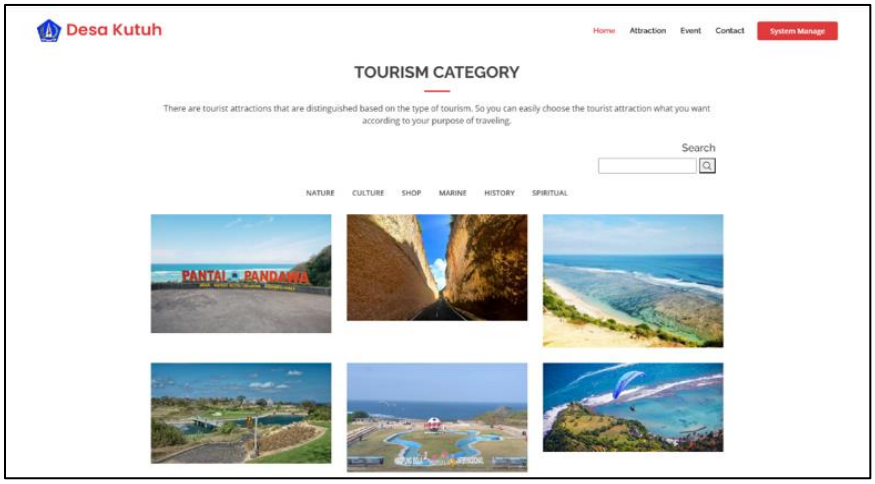

Fig 7. Atraction Page

This page displays complete information about tourist attractions, including photos of tourist attractions displayed in the form of a carousel, descriptions of tourist attractions, transportation, COVID-19 protocol

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information, location, and a link to the name of the place to stay which shows the location of suggested places to stay. Apart from that, users can provide rates and comments by filling in their name, email, rate and comment, that can be seen in figure 8.

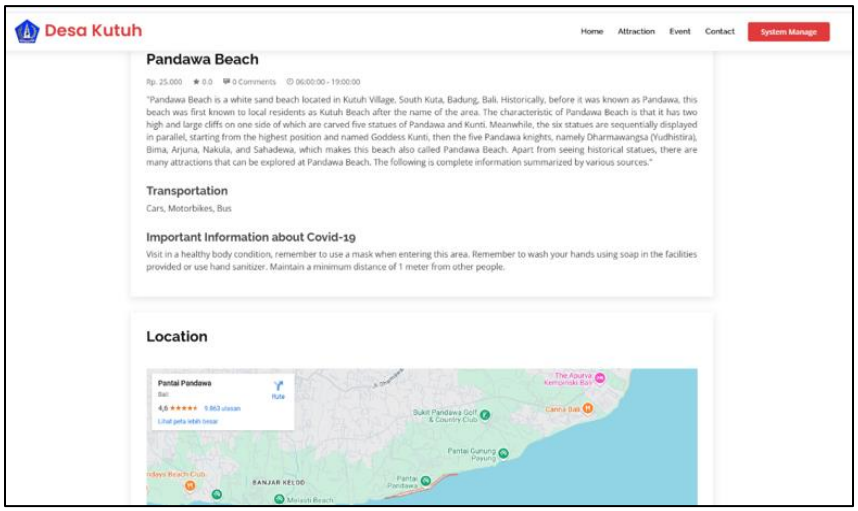

Fig 8. Atraction Description Page

The events page displays events. Users can see the display of the event name, event image, as well as information on the event's opening and closing dates, opening and closing times, and entrance ticket prices, that can be seen in figure 9.

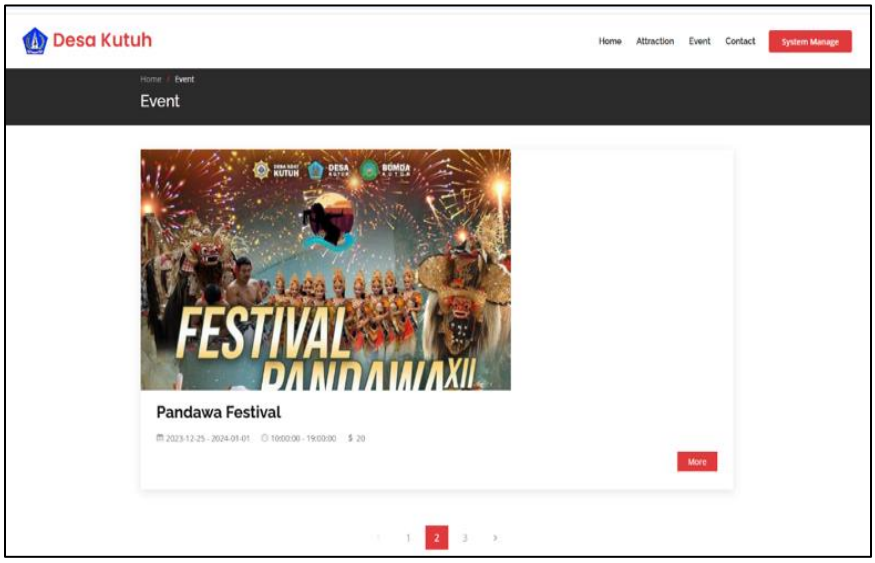

Fig 9. Event Page

After the program creation process is complete, testing of the system will then be carried out. Testing was carried out using the black box testing method to find out whether the e-tourism application as a web-based tourism promotion for Kutuh Village was in accordance with the desired objectives or not. The following black box testing results can be seen in Table 1.

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Table 1.Blackbox Testing Results

Data Input	Expected results	Observation	Results
Menu *Attraction*	Visitors enter the page *attraction*	Displays the page *attraction*	in accordance
Login Button	Admin can enter the system	Users enter the system to the admin home page	In accordance
Tourist Attractions Menu	Can display tourist attraction data tables	Displays a tourist attraction data table	In accordance
Add Data button on tourist attraction	Admin moves to the add tourist attraction page	Displays the add tourist attraction page.	In accordance
Knob *Edit* at tourist attractions	Admin moves to page *edit* tourist attraction	Displays the page *edit* tourist attraction	In accordance
Delete button	After the admin clicks the delete button, a confirmation will appear to delete the tourist attraction data.	Displays confirmation in the form of *pop-up* and delete data.	In accordance
Add Image button on tourist attraction	Admin moves to the add tourist attraction image page	Displays the add image page for tourist attractions	In accordance
Admin enters the data correctly then clicks the save button	The process of adding admin was successful then the system displays the message successfully adding admin.	Admin data added successfully, accompanied by a success message.	In accordance
Replace button *Password*	Admin moves to the change page *password.*	Displays the change page *password.*	In accordance
Admin enter data *password* correctly then click the save button	Replacement process *password* successful and the system displays a message *password* changed successfully.	The password has been successfully changed, accompanied by a success message.	In accordance

DISCUSSIONS

System Development Discussion

The development of the e-tourism application followed a structured approach using the Waterfall Method, a sequential software development process. The planning phase involved defining clear requirements and objectives to create a web-based system for promoting tourism in Kutuh Village, focusing on supporting functionalities for both admin and visitors. In the modeling phase, system design was developed using tools like Data Flow Diagrams (DFD), which provided an overview of system processes and workflows, including a Context Diagram and DFD Levels 0 and 1. The Entity Relationship Diagram (ERD) mapped relationships among six primary entities, such as *tb_rating* and *tb_tmp_wisata*, while the conceptual database model elaborated on these relationships with primary and foreign keys to ensure data consistency and query efficiency. Interface designs were also outlined, covering visitor pages (e.g., home, attractions, events) and admin functionalities.

During the implementation phase, the system was brought to life with features that catered to user needs. Visitors could access bilingual pages (English and Indonesian) and navigate seamlessly through attractions, events, and detailed descriptions, supported by search capabilities and carousel displays. Admins were provided with tools to manage content such as attractions, events, and user data effectively. Finally, the system underwent rigorous testing using the Black Box Testing method. This evaluated whether the system's functionalities, such as login, data management, and password changes, met the expected

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outcomes. All features functioned as intended, confirming the application's success in meeting its goals. This methodical approach ensured the development of a user-friendly, efficient, and robust e-tourism application for Kutuh Village.

Based on the implementation results, the application meets the expected functionality, with all major features such as the language selection, tourist attraction pages, event listings, and interactive comment and rating systems operating as intended. The black box testing further confirmed that the application is robust, with all the expected outputs being generated correctly during the tests, such as successful navigation between pages, data entry, and user interaction functionalities.

The findings from the testing phase align with the goal of providing a seamless user experience, which is crucial for promoting Kutuh Village's tourism effectively. When comparing the system's real-world performance to the initial design specifications, the results show that the application is functioning as expected without any major issues. The positive feedback from the 11 respondents from Kutuh Village, who rated the application with an average score of 90.59%, suggests a high level of acceptance and satisfaction among local users. This outcome highlights the potential of the application in enhancing tourism promotion in Kutuh Village, as it meets both the functional and user-experience requirements. Furthermore, the results demonstrate the effectiveness of a web-based approach for tourism promotion, providing users with an accessible, informative, and interactive platform.

Improvement from the Implementation of E-Tourism Website

Before the implementation of the e-tourism website, the promotion of tourism in Kutuh Village relied heavily on manual methods, such as brochures, posters, and word-of-mouth, which limited the reach and accessibility of information. Tourists faced challenges in finding detailed and updated information about attractions, events, and accommodations due to the lack of a centralized platform. For administrators, managing tourism data was inefficient, often requiring manual updates and communication through phone calls or in-person visits, which slowed processes and introduced potential errors.

After the implementation of the web-based application, significant improvements were achieved. The system provided a centralized platform where visitors could access comprehensive information about attractions, events, and accommodations anytime and anywhere. The inclusion of bilingual support (English and Indonesian) made the platform accessible to a wider audience, including international tourists. The user experience was greatly enhanced through features such as a photo carousel, detailed descriptions of attractions, and a search bar for easier navigation. Visitors could also interact with the system by leaving ratings and comments, fostering engagement.

For administrators, the system introduced tools to manage content efficiently, including features for adding, editing, or deleting data related to attractions, events, and images. Real-time updates ensured that tourists received the latest information, while the Black Box Testing method validated the reliability and functionality of the platform. This implementation transformed tourism promotion in Kutuh Village, making it more effective, user-friendly, and accessible while streamlining administrative tasks. The shift to a digital approach modernized tourism management and enhanced the overall experience for both visitors and administrators.

CONCLUSION

The conclusions that can be drawn from this research are: This system has been successfully designed and built in accordance with the specified requirements and system design. In the system there are 2 types of users, namely visitors and admins. Visitors can view information on tourist attractions and events in Kutuh Village displayed by the system, can choose between the 2 languages provided, namely Indonesian and English, and can provide ratings and comments on this web-based application. Admins can manage tourist attraction data, tourist attraction images, accommodation data, event data, event images, admin data,

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and change admin passwords. In testing the system using the black box testing method, everything has been successful and functions according to the purpose of creating this system. A questionnaire has been conducted on respondents who are native residents of Kutuh Village. The average score from respondents was 90.59%, which proves that this system has been well accepted.

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