

Training for Enhancing Tourism Managers' Capacity Through Digital Transformation in Sangiran Tourism Village, Sragen

Pelatihan Peningkatan Kapasitas Pengelola Pariwisata Melalui Transformasi Digital di Desa Wisata Sangiran, Sragen

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Abstract

This community service program focuses on the need for digital transformation in the management of tourism in Sangiran Tourism Village, aiming to enhance local tourism capabilities. The methodology employed involved hands-on training conducted at the Sangiran Tourism Village Hall on October 11-12, 2024, with 30 participants from various tourism operations. The training encompassed activity planning, implementation, evaluation, and final reporting, emphasizing digital marketing techniques and the use of digital tools for effective tourism promotion. Key findings indicate that participants experienced significant improvement in digital skills, particularly in content management and promotion through social media and QR codes. The evaluation revealed a high satisfaction level, with 86.7% of participants expressing strong approval of the program's effectiveness. This activity concludes that structured community-focused training programs play a crucial role in empowering local tourism practitioners to adapt to digital advancements, ultimately enhancing the competitiveness and sustainability of tourism destinations. Future initiatives should build on these findings to further integrate digital strategies into local tourism development.

Abstrak

Kegiatan program pengabdian masyarakat ini membahas kebutuhan transformasi digital dalam pengelolaan pariwisata di Desa Wisata Sangiran, yang bertujuan untuk meningkatkan kemampuan pariwisata lokal. Metodologi yang digunakan melibatkan program pelatihan langsung yang dilaksanakan di Balai Desa Wisata Sangiran pada 11-12 Oktober 2024, yang diikuti oleh 30 peserta dari berbagai operasional pariwisata. Pelatihan mencakup perencanaan kegiatan, pelaksanaan, evaluasi, dan pelaporan akhir, dengan menekankan teknik pemasaran digital dan penggunaan alat digital untuk promosi pariwisata yang efektif. Temuan kunci menunjukkan bahwa peserta mengalami peningkatan signifikan dalam keterampilan digital, terutama dalam manajemen konten dan promosi melalui media sosial dan QR code. Evaluasi menunjukkan tingkat kepuasan yang tinggi, dengan 86,7% peserta menyatakan persetujuan kuat terhadap efektivitas program. Kegiatan ini menyimpulkan bahwa program pelatihan yang terstruktur dan berfokus pada komunitas memainkan peran penting dalam memberdayakan praktisi pariwisata lokal untuk beradaptasi dengan kemajuan digital, yang pada akhirnya meningkatkan daya saing dan keberlanjutan destinasi pariwisata. Inisiatif mendatang harus membangun temuan ini untuk lebih mengintegrasikan strategi digital dalam pengembangan pariwisata lokal.

Keywords: Pengabdian Masyarakat; Transformasi Digital; Pariwisata; Pelatihan; Desa Wisata.

1. Pendahuluan

Sangiran Tourism Village in Sragen Regency, Central Java Province, is a UNESCO World Heritage site since 1996, known for its wealth of ancient human fossils and prehistoric artifacts (Aldora et al., 2022; Subanti et al., 2021). Studies indicate that UNESCO-listed heritage sites have immense potential to attract international tourists, thus contributing significantly to local economies (Karmila & Magfiroh, 2018; Triyaningsih et al., 2023). In Sangiran, the presence of the Sangiran Early Man Museum serves as an educational and primary attraction, as well as a research center on human

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evolution (Mulyantari, 2021). However, issues in income distribution from tourism and centralized government management limit its financial contributions to the surrounding communities, a challenge also seen in similar heritage areas across Southeast Asia (Soleha, 2023; Wang & Tziamalis, 2023).

Community-based tourism (CBT) offers a solution that empowers local communities to act as primary stakeholders in tourism management, allowing them to experience the economic benefits directly (Junaid et al., 2019; Ruiz-Ballesteros, 2023). Through CBT, residents actively participate in all stages of tourism management, from planning to implementation, fostering a sense of ownership and responsibility for their village's tourism success (Azwar et al., 2023; Pham Hong et al., 2021). Research (Arintoko et al., 2020; Ernawati et al., 2017) confirms that CBT implementation positively impacts the economy of tourism villages by generating jobs and promoting sustainable income diversification. Furthermore, (Chen & Tao, 2023; Li et al., 2021; Simsiri et al., 2018) emphasize that community involvement needs adequate infrastructure support to ensure visitor satisfaction and encourage repeat visits.

The initiation of management and marketing training for Sangiran Village tourism operators has been an essential step in enhancing local skills, though evaluations reveal the need for further application of these skills in practice (Aldora et al., 2022; Mulyantari, 2021). (Annevelin Naibaho et al., 2023; Inayat et al., 2013), in their study on training transfer, emphasize that training effectiveness is highly influenced by practical learning methods and participant engagement. By adopting interactive workshops, participants can learn through simulation and hands-on practice, proven effective in enhancing practical skills in community-based tourism management (Achtenhagen & Achtenhagen, 2019; Murniati et al., 2023) This approach turns training into more than theoretical learning, providing participants with tangible skills they can directly apply (Darmayasa et al., 2023; Delott Baker et al., 2009; Peng et al., 2023).

With the advancement of digital technology, social media-based tourism promotion has emerged as a valuable opportunity for tourism villages to improve competitiveness and broaden tourist reach (NAZLI, 2020; Singsomboon, 2014). Social media allows for a wider, cost-effective promotion, enabling villages like Sangiran to gain international recognition at a relatively low cost. For instance, (Shin & Xiang, 2020) study indicates that social media can strengthen brand awareness and increase tourist visits. Through digital training, locals are expected to leverage this technology to enhance their village's appeal and build a positive image for global tourists. By utilizing tools such as QRIS for seamless cashless transactions (Bhinadi et al., 2021; Demartoto, 2024), WhatsApp Business for direct communication with potential visitors, and Google Maps for easy navigation to tourism sites (Jasman et al., 2021; Ridwan, 2019), locals can significantly enhance their village's appeal. Through digital training, participants are expected to leverage these technologies not only to attract tourists but also to build a positive and engaging image for their villages in the eyes of global travelers. This integrated approach to digital marketing can lead to sustained growth in visitor numbers and contribute to the local economy.

2. Metode

The community engagement activity in Sangiran Tourism Village utilized a hands-on training and face-to-face practice approach (Zha & He, 2021), conducted at the Sangiran Tourism Village Hall with 30 participants who are involved in village tourism operations. The technical implementation of the training followed a systematic process: planning, selecting, forming, and managing types of tourism products tailored to the digital communication platforms used.

2.1. Activity Planning

The planning phase included identifying the needs of Sangiran Tourism Village through a preliminary discussion with the head of the Sangiran Tourism Village management team. Subsequently, the Tourism Destination Program team from PSDKU Sragen Politeknik Pariwisata Bali coordinated internally, analyzed training implementation techniques, and synchronized plans and details of the community service program (Damanik & Weber, 2006). This phase included target determination, budget preparation according to funding source regulations, task division among the implementation team, drafting an event outline, and coordinating participant readiness and training needs. Such planning aligns with best practices in community-based tourism development, ensuring responsiveness to local needs (Junaid, 2024).

2.2. Activity Implementation

The implementation stage involved the official opening of the program, a training session, and core activities, with monitoring from the PSDKU Sragen Politeknik Pariwisata Bali team to ensure alignment with the planned activities,

followed by documentation and program closing (Lexy J. Moleong, 2019) . This structured format of implementation is crucial for effective knowledge transfer and active participation in community-based tourism activities, where hands-on experiences have proven to foster skill acquisition more effectively.

2.3. Activity Evaluation

To assess the effectiveness of the program, an evaluation questionnaire was administered to collect feedback from participants. The evaluation process also included internal team discussions and reflections, as well as financial reporting based on funding source regulations (Tseng et al., 2018). This phase ensured continuous improvement and accountability, essential components of successful training programs.

2.4. Final Reporting

The final stage included drafting the program report, distributing it to relevant stakeholders, and identifying potential follow-up actions (Lexy J, 2019). This comprehensive reporting process helped in documenting the program's outcomes, enabling transparency and providing a basis for future planning and decision-making. The community service program emphasized the practical implementation of digital work concepts in a low-cost, simple manner that could be undertaken without high technical skills. Facilitators, guest speakers, and participating students actively guided participants in understanding digital transformation concepts, the trends of the digital era, and techniques for accessing, transacting, and creating content with affordable and accessible digital tools.

3. Hasil dan Diskusi

The Community Service Program (PKM) for the Tourism Destination Program at PSDKU Sragen, Bali Tourism Polytechnic, was held on October 11-12 at the Sangiran Tourism Village Hall. This event was attended by 30 participants representing various tourism villages in Sragen Regency, Central Java. The presence of representatives from several tourism villages demonstrated a shared enthusiasm and collective desire to develop the local tourism potential through training provided by speakers and facilitators.

The event commenced with the singing of the Indonesian national anthem, "Indonesia Raya," as a form of respect and a means to evoke a spirit of nationalism. Following this, the committee chair presented a report outlining the objectives, legal basis, and funding sources for the program. The head of Krikilan Village, who was also present, delivered a speech emphasizing the importance of active participation from the participants, particularly in responding to the advancements in digitalization as an opportunity to enhance the status of their villages to become independent.



Figure 1 The resource person delivered material on Digital Marketing Techniques and Digital Transformation Policy

The first session was conducted by Ms. Terry Sulistyaningrum, S.ST., M.Hum., who provided insights into digital marketing techniques aimed at expanding the promotion of tourism villages in the digital era. In the subsequent session, Mr. Matius Tinna Sarira, M.Hum., CHE, and Ms. Faradila Anggun Surya Rini, S.Pd., MM.Par, discussed digital transformation policies and the role of digitalization in tourism management. Both speakers conveyed that digitalization is a crucial step to enhance competitiveness and operational efficiency in modern tourism villages.

The training concluded with hands-on practice led by facilitators and students, which included simulations and digital content management. Participants learned to use social media, QR codes, and tourism applications as part of a structured and sustainable promotional strategy. An evaluation conducted at the end of the program indicated that this initiative positively impacted participants' knowledge and skills, particularly regarding digitalization in tourism promotion and management, while also generating feedback for the development of future PKM activities.

Tabel. 1 Activities for the Community Service Program (PKM) Implementation by the Tourism Destination Program, PSDKU Sragen, Bali Tourism Polytechnic

No	Activity	Hours	Learning Objectives	Method	Tools and Materials	Speakers/Facilitators	Output
1	Opening Ceremony	1	Instilling nationalism by honoring national symbols	Ceremonial	Audio (recording of "Indonesia Raya" national anthem), Microphone	Committee	Participants are ready to follow the program
2	Report by the Committee Head	1	Understanding the background, objectives, and legal basis of the program	Presentation	PowerPoint slides, Microphone	Committee Head	Participants understand the program background
3	Opening Speech by the Head of Krikilan Village	1	Motivating participants to engage actively in the training, especially in the field of digitalization	Speech	Microphone	Head of Krikilan Village	Participants are motivated for active participation
4	Session 1: Digital Marketing Techniques	3	Understanding digital marketing techniques to promote tourism villages in the digital era	Lecture, Group Discussion	Projector, Laptop, Handouts	Mrs. Terry Sulistyningrum, S.ST., M.Hum.	Participants understand digital marketing strategies
5	Session 2: Digital Transformation Policy	3	Understanding policies and the importance of digital transformation in tourism management	Lecture, Q&A	Projector, Laptop, Handouts	Mr. Matius Tinna Sarira, M.Hum., CHE	Participants understand the importance of digital transformation

No	Activity	Hours	Learning Objectives	Method	Tools and Materials	Speakers/Facilitators	Output
						Mrs. Faradila Anggun Surya Rini, S.Pd, MM.Par	
6	Practical Digitalization Session	4	Learning to utilize social media, QR codes, and tourism apps in content management and promotion	Simulation, Hands-on Practice	Smartphone, Laptop, Wi-Fi, Social media apps, QR code generator	Facilitators and Students	Participants are capable of managing digital content
7	Evaluation	1	Assessing participants' understanding of the delivered materials and program impact	Open Discussion, Questionnaire	Questionnaire, Microphone, Laptop	Committee and Speakers	Feedback for future PKM program improvements
8	Closing	1	Concluding the program with expressions of gratitude to the participants	Ceremonial	Microphone	Committee Head	Participants have fully participated in the program

Source: Community Service Program Team (PKM) Tourism Destination Program, PSDKU Sragen, Bali

Based on table 1 the Community Service Program (PKM) conducted by the Tourism Destination Study Program at PSDKU Sragen, Bali Tourism Polytechnic, took place on October 11-12 at the Sangiran Tourism Village Hall, engaging 30 participants representing various tourism villages in Sragen, Central Java. The program began with an opening ceremony that instilled nationalism through the national anthem, followed by a report from the Committee Head outlining the program's objectives and legal basis. The Head of Krikilan Village delivered an inspiring speech, encouraging active participation, particularly in digitalization efforts. Sessions included digital marketing techniques led by Ms. Terry Sulistyaningrum, emphasizing the importance of promoting tourism villages online, and discussions on digital transformation policies with Mr. Matius Tinna Sarira and Ms. Faradila Anggun Surya Rini, highlighting the need for adaptation in tourism management. Participants then engaged in practical sessions to apply social media, QR codes, and tourism apps, enhancing their digital content management skills. The program concluded with evaluations to assess participants' understanding and program impact, followed by a closing ceremony expressing gratitude for their active involvement. Overall, the PKM successfully fostered knowledge and skills in digitalization, empowering participants to develop their tourism villages effectively.



Figure 2 Practical Digitalization Session

Based on the Figure 2 the practical digitalization session is an interactive workshop designed to enhance participants' skills in utilizing modern digital tools for effective content management and promotion. During this session, participants actively engage in hands-on practice, working with smartphones and laptops connected to Wi-Fi. They explore various social media applications, learning how to create engaging content and effectively promote their tourism villages online. The session also includes the use of a QR code generator, allowing participants to develop unique QR codes that can be integrated into their promotional materials. This practical approach enables participants to grasp the significance of digital platforms in marketing their tourism offerings and fosters their ability to manage digital content strategically.

Tabel 2. Survey Results of PKM Program Effectiveness Among Participants

No	Statement	SS	S	N	TS	STS
1	Satisfied with the PKM activities in Sragen.	26	4	0	0	0
2	The PKM activities met my expectations.	22	8	0	0	0
3	The committee provided appropriate services.	24	6	0	0	0
4	The training material met my expectations.	21	9	0	0	0
5	The content is relevant (Digital Marketing, Digital Transformation).	25	5	0	0	0
6	The timing and location of the training met my expectations.	18	12	0	0	0
7	I am willing to participate in future PKM programs by Poltekpar Bali.	18	12	0	0	0
8	My opinion about the conducted PKM activities.	16	14	0	0	0

Source: Data from Evaluation of PKM Participants, 2024

The table 2 presents the evaluation results of the Community Service Program (PKM) conducted by the Tourism Destination Study Program at Poltekpar Bali, focusing on the satisfaction levels of participants from the Sangiran Tourism Village. It comprises eight statements, each assessing various aspects of the program, including overall satisfaction, alignment with expectations, the adequacy of services provided by the organizing committee, and the relevance of the training materials.

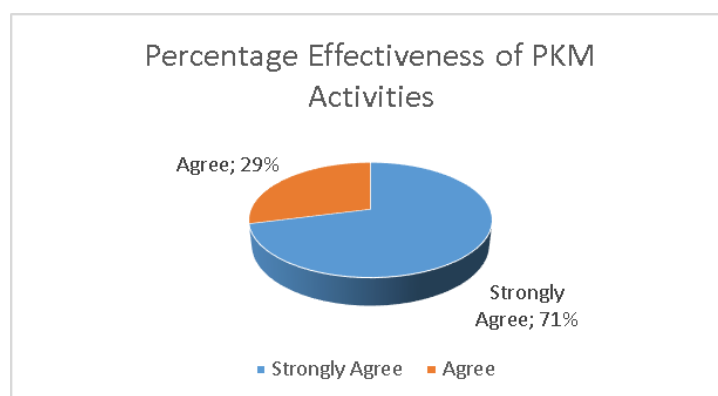


Figure 3 Percentage of Service Effectiveness of PKM Activities

Based on Figure 3, participants responded using a five-point Likert scale, which includes "Strongly Agree (SS)," "Agree (S)," "Neutral (N)," "Disagree (TS)," and "Strongly Disagree (STS)." The responses indicate a high level of satisfaction among the 30 participants. For instance, 26 participants (86.7%) strongly agreed that they were satisfied with the PKM activities, while all statements received a positive evaluation with no participants expressing disagreement. The responses reflect the participants' acknowledgment of the program's effectiveness, including its content related to digital marketing and transformation relevant to tourism. This feedback will serve as valuable input for future PKM initiatives, ensuring they meet the community's needs and expectations. Overall, the findings illustrate a successful implementation of the program and highlight the positive impact on the participants.

3.1. Interview Results on Digital Transformation Training in Sangiran Tourism Village

The digital transformation training for Sangiran Tourism Village managers is a strategic step in accelerating the local community's ability to manage tourism potential professionally and adaptively in response to technological developments. This training program provides intensive support, focusing on enhancing digital skills for tourism practitioners. It also aligns with the government's agenda, initiated in 2018, to promote digital transformation in the tourism sector, aiming to strengthen the local economy and enhance the attractiveness of destinations on national and global scales.

In interviews conducted on October 12, 2024, two key informants, AB and MR, shared their perspectives on the positive impact of this training. As a homestay operator and tour guide service provider, they expressed significant benefits from this ongoing training in developing the potential of Sangiran Tourism Village. (AB & MR, 10/12/2024) stated that the digital transformation training was highly targeted and relevant to the needs of the tourism village managers. AB expressed his gratitude for the ongoing support, which helped them understand and apply digital technology to enhance the village's appeal and accessibility. Similarly, MR highlighted the importance of this training in addressing post-pandemic challenges, as they now feel better equipped to manage homestay and tour services with a modern approach that aligns with current trends. The views of both informants reflect the success of the training program in meeting the practical needs of tourism managers while supporting government policies to accelerate digitalization in the tourism sector, thus ensuring sustainability and competitiveness at a global level.

The digital transformation training for tourism managers in Sangiran represents a pivotal advancement in enhancing the skills and competencies of local communities in managing tourism potential. As highlighted (Buhalis, 2010), the integration of information technology in tourism management is essential for fostering competitive advantages in an increasingly digital world. This perspective aligns with findings from (Nesterenko et al., 2023; Virani, 2024), who emphasize that digital transformation is critical for the sustainability of tourism destinations, particularly in adapting to changing consumer preferences and market dynamics. The training not only equips participants with the necessary digital skills but also supports them in leveraging social media and digital marketing techniques to enhance the visibility and accessibility of their tourism offerings (Chatzigeorgiou et al., 2009; Lim & Rasul, 2022).

Moreover, (Bilgihan et al., 2014; Endrawati et al., 2022) underscores the significance of digital engagement as a means to improve customer experiences, which is particularly relevant in the context of Sangiran, where enhancing the appeal of local tourism is paramount. As both AB and MR articulated in their interviews, the knowledge gained from the training enables them to navigate post-pandemic challenges more effectively, reflecting the growing need for

modernized approaches in tourism management (AB & MR, 10/12/2024). Therefore, this initiative not only aligns with government agendas aimed at digitalization in the tourism sector but also fosters a resilient and competitive local tourism industry.

Although this community service activity provides significant insights into the digital transformation training for tourism managers in Sangiran, there are several limitations that need to be considered. One of the main limitations is the restricted time available for conducting interviews and data collection, which may affect the depth and quality of the information obtained. Additionally, the relatively small number of participants involved in the training may mean that the results do not fully represent the perspectives of all tourism managers in the area. Another limitation is the lack of longitudinal data, which prevents the assessment of long-term changes in participants' skills and performance after the training. Therefore, further research involving a larger sample and a longer observation period is necessary to better understand the long-term impacts of this training on tourism management in Sangiran.

4. Kesimpulan

The Community Service Program (PKM) conducted by the Tourism Destination Study Program at PSDKU Sragen, Bali Tourism Polytechnic, successfully enhanced the digital skills and competencies of tourism managers in the Sangiran Tourism Village. Through expert-led sessions on digital marketing and transformation, participants gained valuable insights and practical knowledge to effectively promote their tourism offerings in an increasingly digital landscape. The positive feedback received from participants highlights the program's relevance and impact, particularly in addressing contemporary challenges faced by the tourism sector. Overall, this initiative not only aligns with governmental efforts to advance digitalization in tourism but also empowers local communities to leverage their potential, ensuring sustainable development and competitiveness in the evolving tourism market.

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