STRATEGY OF E-TOURISM USE TO PROMOTE KAMPUNG NAGA, TASIKMALAYA, WEST JAVA, INDONESIA

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Abstract---_Kampung Naga is one of the tourist villages based on cultural customs or local wisdom. It is one of the village communities in Indonesia. The village is still preserving the cultural customs that are located in Neglasari Village, Salawu Sub District, Tasikmalaya District. The people still hold strong the traditions that are inherited from their ancestors. Kampung Naga is also still a community either its beliefs or culture that is not affected with the cultures outside their village. And they also still exist and are still able to survive in the midst of cultural changes that occur in West Java in particular and Indonesian society in general. This research is to develop a strategy of using e-tourism to promote Kampung Naga as a tourist destination which is worth visiting by tourists, especially cultural-loving tourists. The analysis technique is the SWOT analysis. The research results can be used by related parties to develop and improve tourism in Kampung Naga._

Keywords---_Strategy, E-Tourism, Promotion and Kampung Naga_

I. Introduction

Cultural tourism is one type of tourism that describes a place, traditional activities such as traditional ceremonies, arts or others from an indigenous tribe or community that can reflect the identity and diversity of a nation. This type of tourism utilizes the potential development of human cultural products as its appeal and provides benefits in the socio-cultural field, so that it can help preserve cultural heritage as the identity of the local people who have that culture.

Kampung Naga is one of the tourist villages based on cultural customs or local wisdom which is one of the village communities in Indonesia. The village is still preserving the cultural customs that are located in Neglasari Village, Salawu District, Tasikmalaya Regency. The people still hold strong the traditions inherited by their ancestors when the surrounding community has changed with the times.

Kampung Naga situation is a picture of people's lives that have not been contaminated by cultural change. The life pattern of Kampung Naga is very unique and full of simplicity, upholding togetherness, being friendly with nature, preserving the customs and culture of their ancestors, but they want to blend with modern society and be 100% Muslim.

The settlements in Kampung Naga consist of 113 buildings including a mosque as a place of worship, Bale patemon (conference hall) and public Leuit (rice barn). 110 community houses in both the shape and structure of the house must be the same and not bigger than a mosque. The roof of the house is made of palm fiber or thatch, the walls are made of rattan

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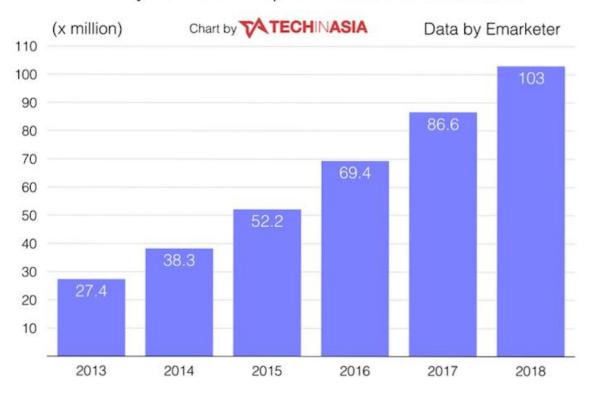yenny.maya@widyatama.ac.aid

fibers or bamboo chambers, above the door leaf there is a kind of woven called a sign of the wind. The area of Kampung Naga 1.5 2 ha.

From the time of our ancestors until now there has been no reduction or addition of stairs to the location of Kampung Naga, which numbered approximately 400 steps. Now Kampung Naga society is already familiar with the tourists. They still carry out their routine activities even though many tourists visit their village. In fact they are welcomed by both the tourists. Good reception of the visitors is evidenced by the provision of local guides, amounting to approximately 20 people, selling accessories typical of Kampung Naga and providing food stalls around the side of the road to Kampung Naga. The number of tourists visiting Kampung Naga at around around 5,000 visitors annually, both from local and foreign communities. (Mang Cahyan, Interview, December 2017).

Marketing or promotion of tourism a tourist spot depends on the knowledge and interest wisat a wan to an attraction. Promotion of tourism using conventional methods such as distribution of brochures / pamphlets, etc. requires a large and ineffective cost at this time.

It is deemed necessary to have more effective method of promotion is one of them through internet promotion or better known as e-tourism. In this digital age, tourism promotion via the internet is the most effective way of promoting tourism considering the ease of access and information network from the vast internet that allows tourism promotion to be accessed anytime, where and by anyone.

According to the eMarketer data in the past five years, smartphone users in Indonesia have continued to grow from 38.3 million in 2014 to 52.2 million, 69.4 million, 86.6 million, and 103 in 2018 .

Figure 1. Smartphone User Data in Indonesia in 2013 - 2018

This condition can be exploited by the tourism industry to increase tourist visits both local and foreign through the development of et tourism as a promotion strategy at this moment. E-tourism makes it easy for tourists to get the information they need.

E-tourism is transforming conventional promotions into digital-based promotions. This promotion is cheaper than conventional promotions that cost a lot of money. The application of digital marketing is considered more effective and efficient to introduce the tourism of the archipelago to the world.

E-Tourism is *a* digital *platform* that connects all tourism *stakeholders (*Sulianta, 2019*)* , It simplifies the licensing process, integrates all tourism activities and makes it easy for all tourists to explore the charm of Indonesia through applications that are easy to use, anytime and anywhere.

The application of digital marketing is considered more effective and efficient to introduce domestic tourism to the world, especially Kampung Naga.

Promotion of tourism through the internet can be done by creating a tourism website (etourism), promotion of tourism videos through YouTube and social networks, and reviews that discuss tourism in Kampung Naga. Based on the description above, this research will examine the Strategy of Using *E-Tourism* to Promote Tasikmalaya Dragon Village in West Java.

II. Method

The research method used in this study is a qualitative research method by looking at the development of tourism websites (e-tourism) and looking more deeply at government policies related to the development of tourism in Kampung Naga. The method used for data collection is observation and documentation. Data collection through observation is done by taking the situation off the ground / in Kampung Naga .

III. Research Results and Discussion

Research result

To get strategies that can be used in the development of e-tourism in Kampung Naga , SWOT analysis is done by looking at internal and external aspects. These aspects are aspects of strengths and weaknesses (internal factors) and aspects of opportunities and threats (external factors). The four aspects are presented in the form of Internal Strategic Factors Analysis Summary (IFAS) and External Strategic Factors Analysis Summary (EFAS) which can be seen in Table 1 and Table 2.

Table 1. Strategies for Internal Factors

No	Strategy	Score		
1	Power	Score	Weight	Score
	a. Vision and mission related to e-tourism	0.1 5	4	0.6

	b. Availability of infrastructure for the Internet	0.1 4	4	0.56
	c. Number of internet users	0, 1 2	3	0,36
	d. Ease of getting information when searched	0.1 2	3	0, 36
	e. The population of smartphone users	0, 10	2	0.2
	f. Promotion on social networking media	0, 10	2	0.2
	g. Ease of using the website	0.1 2	3	0.36
	h. Tourism website availability	0.15	2	0.3
	Total	1		2.94
2	**Weakness**			
	a. Skilled resources in the field of networking and the internet are inadequate.	0.10	1	.11
	b. The system is not yet available to monitor and control properly	.15	3	0 , 45
	c. Data management is not yet available	0.11	2	.22
	d. The e-tourism content is incomplete	.17	4	0.68
	e. The search engine is not optimal	.15	3	0.45
	f. Not yet available data on tourism that is complete and up to date	.17	4	0.68
	g. Information about public facilities in e-tourism is available	.15	3	0.45
	Total	1		3.04

Source: Data processed, 2019

Table 2. Strategies for External Factors

No	Strategy	Score		
1	**Opportunity**	**Score**	**Weight**	**Score**
	a. Website that promotes tourism	0.16	4	0,64
	b. Partnership to market tourism	0.15	3	0.45
	c. The number of people who reviewed Kampung Naga tourism	0.12	2	0,24
	d. Tourism promotion budget	0.16	4	0 64
	e. Promotion of tourism using digital cinema	0.15	3	0.45
	f. Utilization of digital marketing through partnership	0.15	3	0.45
	g. The position of the ranking of Indonesia as the most beautiful country in the world	0.11	2	.22

	Total	1		3.09
2	**Threat**			
	a. Promotion of other areas of e-tourism	0.17	4	0.68
	b. Display e-tourism promotions in other regions	0.13	2	0.26
	c. Tourism competition with other countries.	0.13	2	0.26
	d. Socio-cultural problems	0.17	4	0.68
	e. Facilities available on e-commerce	0.13	2	0.26
	f. Management of the website is not good	0.16	3	0.68
	g. Ranking of tourism traffic on the internet	0.11	1	0.11
	Total	1		2.93

Source: Data processed, 2019

From table 1, the value of 2.94 shows that the strength possessed by Kampung Naga tourism is still lacking. Compared to weaknesses that only have a value of 3.04 . Kampung Naga tourism needs to be increased again to overcome its weaknesses.

Meanwhile table 2 shows that the value of opportunities owned by Kampung Naga tourism at 3.09 means that the opportunities available are very wide open . Compared to threats that have a value of 2.93 . Therefore Kampung Naga tourism needs to be increased again in order to seize the opportunities that exist.

IV. Discussion

From the results of data processing, there are several strategies that can be done for Kampung Naga tourism e-tourism, including:

1. Increase the number of existing tourism websites (e-tourism) and update information and content on the website. On the tourism website that is built also needs to be added several features such as public place information, as well as chat rooms and Frequently Asked Questions (FAQ) to facilitate users if they want to ask or consult related to attractions in Kampung Naga . For this reason, the Culture and Tourism Office needs to prepare skilled human resources in the field of networking and the internet.

2. Optimizing with Search Engine Optimization (SEO) on the Kampung Naga tourism website to increase the ranking of Kampung Naga tourism search traffic so that users can easily search for tourism information via the internet. Promotion with search engine optimization such as Google, Bing, and Yahoo is done so that tourists can refer to Kampung Naga tourism . For optimization can use keywords such as culture, culinary, interaction with local communities, and cultural events.

3. The need for an integrated tourism system to facilitate data transactions between one website and another website. For this matter the Culture and Tourism Office of West Java Province needs to build an integrated Kampung Naga tourism database .

4. The Culture and Tourism Office of West Java Province , the Regional Tourism Promotion Board (BPPD) of West Java Province or related agencies can work together with travel agents so that travel agents not only sell products / services, but also help in promoting tourism through the internet and increase ranking of Kampung Naga tourism traffic .

5. Encouraging the development of startups in the field of tourism such as ITX and Kampung Naga Travel Mart which not only help promote tourism, but also help tourists make payment transactions such as payment for travel agents, hotels, transportation, and others. This can make it easy for tourists to make transactions online.

6. Increasing the promotion of tourism (e-tourism) in the field of culture in the form of digital cinema with a cultural theme. This is seen as necessary as one of the tourism promotion strategies via the internet considering that currently tourism promotion in Kampung Naga still elevates the natural beauty and culture of tourist attractions.

7. Manage social networks like Facebook, Twitter, Instragram, Youtube, and others for tourism promotion. It also can use *mouth-to-mouth* promotion techniques, namely conducting conversations and a review of Kampung Naga tourism on the internet.

V. Conclusion

From the research conducted, to support the work program, policies and strategies of the government in increasing tourist visits in Kampung Naga , the Government of West Java Province has made several promotional efforts through the use of media such as print media, TV media, internet, radio, participating in tourism events and so. One of the promotional media used in supporting Kampung Naga tourism promotion is through the internet with etourism. From the research that has been done with SWOT analysis related to the evaluation of e-tourism in Kampung Naga it is known that the strategy that must be used by the government is the WO strategy which is to focus on coordinating internally, conducting self-evaluation of the application of e-tourism as well as systematic evaluation of the application of promotion through the internet and improve tourism promotion strategies via the internet.

This research only focuses on looking at the conditions of the application of e-tourism in Kampung Naga in terms of internal and external factors that can be used as an evaluation material for the Culture and Tourism Office of West Java Province and related agencies strategies and policy directions for the promotion of Kampung Naga tourism

VI. Suggestion

1. The Culture and Tourism Office of West Java Province and agencies can make policies for the implementation of e-tourism in Kampung Naga

2. Future studies can create an application system that can provide tourist recommendations for tourists based on tourist characteristics.

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