Community Empowerment through Enhancement of Pule Payung Tourist Spot Potential in Soropati, Hargotirto, Kokap, Kulon Progo, Special Region of Yogyakarta

Rela Adi Himarosa¹*, Muhammad Budi Nur Rahman ¹, Athira Nur Rahma¹, Evy Yulianti²

¹ Mechanical Engineering Department, Faculty of Engineering, Universitas Muhammadiyah Yogyakarta, Indonesia 55183
² Biology Education Department, Faculty of Mathematics and Natural Sciences, Universitas Negeri Yogyakarta

Abstract. This article presents a community service initiative focused on enhancing the potential of Pule Payung, a significant tourist destination in Indonesia, through community empowerment and the strategic use of information technology in tourism promotion. Recognizing the challenges such as inadequate infrastructure and limited understanding of sustainable tourism management, the program provided a series of training and workshops for the local community, including basic IT training, social media and digital platform workshops, TikTok training, and photography and videography training. A sustainable Information Technology Management Team was also formed as part of the service. These efforts were evaluated through continuous mentoring and feedback sessions to ensure their effectiveness. The initiative resulted in the creation of effective digital content for promoting Pule Payung, with the local community playing an active role. The service project showcases the potential of combining community empowerment and digital technology to augment tourism, yielding broader economic, social, and environmental benefits for local communities and the wider Indonesian society.

Keywords: tourism, spot potential, digital content

1 Introduction

Indonesia, the world's largest archipelago, boasts a rich and diverse range of tourism resources spanning nature, culture, and history (Brohman, 1996). Amidst this kaleidoscope of opportunities, the Pule Payung tourist spot, nestled in Soropati, Hargotirto, Kokap, Kulon Progo, Special Region of Yogyakarta (DIY), stands out as an exceptional destination (Figure 1). Recognized as a top-tier destination, Pule Payung is adorned with awe-inspiring natural beauty (Raharto, 2022). It possesses significant potential for further development and promotion, not just within the confines of Kulon Progo, but also within the broader landscape of DIY and Indonesia (Dwyer & Kim, 2003). However, several impediments, such as inadequate infrastructure, limited local understanding of sustainable tourism management, and low utilization of technology in tourism promotion and management, restrain the complete realization of Pule Payung's potential (Hamzah, 2004; Hall, 2008; Tosun, 2000). Addressing these challenges, this service program harnesses a community empowerment approach, defined as the process where individuals and communities gain control over various aspects of their lives (Theodori, 2005). In the Pule Payung context, this refers to empowering the local populace to play an active role in the tourist spot's development, management, and promotion. The benefits of this empowerment extend to economic
enhancement, social upliftment, and environmental improvement (Perkins & Zimmerman, 1995; Scheyvens, 1999; Ashley, Boyd, & Goodwin, 2000).

In the digital age, the role of information technology has become critical across various life aspects, including tourism. Studies have evidenced that strategic use of information technology, specifically social media and digital platforms, can remarkably increase tourist visits (Sigala, 2018). For Pule Payung, employing information technology in promotional endeavors can serve as an effective strategy to attract a broader audience. Platforms such as websites, mobile applications, and social media can serve to highlight Pule Payung's uniqueness and beauty to potential tourists, both locally and internationally (Figure 2).

Furthermore, information technology can simplify visitors' planning process. For instance, an online booking system can streamline visitors' experience in securing entrance tickets or other facilities at Pule Payung (Law, Buhalis, & Cobanoglu, 2014). This is not only convenient for visitors but also aids Pule Payung's management in arranging and predicting the number of visits. However, realizing this requires understanding and skills in information technology from Pule Payung's management and the local community (Buhalis & Law, 2008). This service thus incorporates training and mentoring the local community on leveraging information technology for tourism promotion.

Ultimately, through community empowerment and effective use of information technology, this program aims to enhance Pule Payung's potential, yielding greater benefits for the local community and wider Indonesian society (Aas, Ladkin, & Fletcher, 2005; Kumar, 2007).

2 Methodology

The service methodology involves a series of activities aimed at equipping the local community with the necessary knowledge and skills to utilize information technology in promoting Pule Payung tourism. This approach is designed to empower the local community to actively and sustainably manage and promote the Pule Payung tourist spot via information technology.

Service Points:

1. **Basic Information Technology Training**: The initial step involves conducting basic IT training for the local community, covering basic knowledge about the use of computers, the internet, and other digital devices.

2. **Social Media and Digital Platform Workshop**: The workshop aims to equip the local community with knowledge and skills on how to utilize social media and other digital platforms for tourism promotion.
3. **Special TikTok Training:** As part of the workshop, a special training on how to create and post videos on TikTok will be conducted. This includes creating appealing and relevant content, using effective hashtags, and leveraging other features of the app.

4. **Photography and Videography Training:** Considering the importance of visuals in tourism promotion, the community will also be equipped with photography and videography skills, so they are able to create visually appealing content for Pule Payung promotion.

5. **Formation of Information Technology Management Team:** To ensure sustainability.

6. **Mentoring and Evaluation:** After the implementation of a series of trainings and workshops, mentoring and evaluation will be conducted to ensure the effectiveness of the training and to understand which areas need to be improved or strengthened.

Through this approach, the local community can be actively involved in promoting Pule Payung through information technology, which will provide broader economic, social, and environmental benefits for the community and the region.

### 3 Results and Discussion

Improving tourism promotion in the hope of increasing visitors to Pule Payung tourist attraction is the goal of this Community Service, by utilizing promotion through digital content and maximizing information dissemination through social media.

The first program was social media content creation training, where Soropati residents involved in the management of Pule Payung were invited to participate in Instagram and TikTok content creation training (Figures 3 and 4).

![Figure 3 and Figure 4.](image)

**Figure 3.** Training on social media content and **Figure 4.** Soropati youth participating in Social media content creation training

TikTok is a social media that is starting to be widely used by the public and the manager of the Pule Payung tourist attraction has not optimized promotion through TikTok media. One of the outcomes of this training is a TikTok video-making competition attended by all Soropati youth, and the youth involved in managing the Pule Payung object have succeeded in making TikTok video content well as shown in Figure 5.
In addition to creating social media content, residents are also involved in utilizing website articles for promotion. Writing articles and sending them to websites that have a wide target audience and match the market of Pule Payung tourist attraction. The media chosen is Mojok.Co, a millennial media that contains the latest trend developments and with language that is easy to understand, one of the articles published in Mojok is shown in Figure 6. With the article link at the url https://mojok.co/kilas/hiburan/pule-payung-wisata-alam-di-kulon-progo-yang-raih-juara-1-nasional.
4 Conclusion

This community service project has demonstrated the significant potential of leveraging information technology to boost tourism, specifically in the context of Pule Payung tourist spot in Indonesia. The program’s success underscores the power of local community engagement and empowerment in managing, developing, and promoting tourist spots.

The implementation of various training sessions and workshops, including basic information technology, social media usage, TikTok content creation, and photography/videography skills, has empowered the local community with the necessary skills to create digital content for effective tourism promotion. The formation of an Information Technology Management Team further ensures the sustainability of these promotional efforts.

Notably, the use of popular social media platforms like Instagram and TikTok and the creation of digital content have already shown promising results in promoting Pule Payung. The community's active involvement in these platforms is expected to help increase the number of visitors to Pule Payung, bringing broader economic, social, and environmental benefits to the region. Moreover, the utilization of online articles for promotion, as seen in the publication in Mojok, also highlights the effectiveness of this digital approach in reaching wider audiences.

However, to maintain the progress and make further improvements, regular mentoring and evaluation are crucial. This will ensure the effectiveness of the training and pinpoint areas that need to be improved or strengthened.

In conclusion, the integration of community empowerment and the strategic use of information technology has the potential to optimize the promotion of tourist spots, like Pule Payung, contributing to the broader benefits for the local community and the wider Indonesian society.

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