

IMPLEMENTING DIGITALIZATION TO PROMOTE CIBULUH CULTURAL TOURISM VILLAGE

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Abstract

Village tourism destinations are currently a crucial pillar in community-based economic development. Furthermore, Indonesia boasts extraordinary cultural and natural diversity. Cibuluh Tourism Village, located in Subang Regency, West Java, is a destination that maintains its cultural potential by combining nature and local wisdom as its main attractions. Digitalization here is not only about the application of technology, but also about restructuring governance, community participation, and village image. The purpose of this study is to implement technology for promotional activities in Cibuluh Tourism Village and explain the promotions implemented in Cibuluh Tourism Village. The research type chosen is quantitative with numerical data analysis to explain, predict, and control the phenomena of interest, processed using statistical methods. The results of the research from the implementation of technology for promotional activities that can be implemented in Cibuluh Tourism Village in order to attract tourists while maintaining local wisdom are utilizing the availability of supporting facilities and infrastructure that are highly dependent on the readiness of the local community (Pokdarwis) and the role of the local government, as well as budgetary assistance. Meanwhile, promotional activities in Cibuluh Tourism Village include several hardware and software-based promotional tools, including laptops, mobile phones, drones, and GPS. There's also a website, Facebook, Instagram, TikTok, and YouTube.

Keywords: Digitalization, Promotion, Culture, Tourism Village, Cibuluh

1. Introduction

Village tourism destinations are currently a crucial pillar in community-based economic development. This is especially true given Indonesia's extraordinary cultural and natural diversity. Cibuluh Tourism Village, located in Subang Regency, West Java, is one such destination that maintains its cultural potential by combining nature and local wisdom as its primary attractions.

Tourists can enjoy a variety of attractions that are the mainstay of the local community, such as homestays, traditional performing arts, culinary specialties, and a cool environment, making Cibuluh Village a cultural attraction at the provincial and national levels (Syah 2020). Efforts to develop sustainable, culture-based villages also need to be strengthened to ensure continued growth.

With the advancement of information and communication technology, digitalization can be an integral part of the development strategy for the Cibuluh culture-based tourism village. This digitalization serves as a promotional and marketing tool for products and brands associated with Cibuluh. Furthermore, aspects of management, tourist services, MSME product management, and local cultural preservation can all be handled digitally. This includes websites, social media, e-commerce, and mobile-based reservation applications to compete in the era of digital transformation (Syah 2017a).

The need for cross-sector digital transformation is integral to the development agenda of the Cibuluh Cultural Tourism Village. The gradual implementation of digitalization at the village level has become a crucial part of national development, enabling local communities to participate in the digital economy and public communication ecosystem. The implementation of digitalization in Cibuluh Village reflects a broader trend regarding the importance of a sustainable digital village model by integrating infrastructure, human resources, and institutional capacity. Digitalization here is not only about the application of technology, but also about restructuring governance, community participation, and village image. Based on this background, the researcher chose the title "Implementation of Digitalization for the Promotion of the Cibuluh Cultural Tourism Village" with the problem formulation: How to implement technology for promotional activities in the Cibuluh Tourism Village? What promotional activities are implemented in the Cibuluh Tourism Village?

2. Theoretical Background

2.1. The Concept of Digitalization of Tourism Villages

Village digitalization refers to the process of integrating digital technology into village governance, community services, and development planning to foster a more inclusive, efficient, and sustainable village ecosystem. This involves the implementation of digital infrastructure, such as internet connectivity, websites, information systems, and mobile applications (Nirmala and Lavianto 2019) .

However, the success of digitalization implemented in Cibuluh Village depends heavily on the readiness of the local community. Although based on culture, Cibuluh Village continues to demonstrate its identity and prioritizes cultural concepts with support from the local government and collaborative partnerships with various parties. Furthermore, adequate digital education is needed so that the local community (Pokdarwis) can capitalize on opportunities in future technology management effectively and sustainably (Bican and Brem 2020) . This information is also needed by tourists when visiting Cibuluh Village. Therefore, transparency in communication management and a promotional model for tourism potential that utilizes digital platforms in Cibuluh Village play a crucial role.

When a tourist village can effectively use a website, it's also easy to conduct direct promotions. However, the quality of the content and attractive design still depend on significantly increasing tourist interest (Syah 2017b) . This could be a digital promotional strategy for Cibuluh Village. The community, in this case the Tourism Awareness Group (Pokdarwis), can strive to attract tourists by utilizing online media to showcase several tourist attractions in Cibuluh Village, particularly those based on culture.

Digital promotion through websites, social media, and digital maps allows for broader reach beyond conventional promotional activities. The shift from traditional to digital marketing allows rural destinations to be more competitive without relying on intermediaries. This strategy also requires most tourists to access information via smartphones. The Tourism Awareness Group (Pokdarwis) in Cibuluh Cultural Tourism Village is required to maximize its potential by developing its expertise as a marketing tool.

The community activities in Cibuluh Village, coupled with the sights and cultural performances, create a positive experience for visiting tourists. Therefore, it is crucial to maintain the sustainability of the existing environment in the Cibuluh Cultural Tourism Village for the future. Strategic principles for rural branding in Cibuluh Village need to

be developed through engaging promotions involving various parties and communication that incorporates values, builds trust, and offers transparency to various stakeholders, including tourists, investors, civil society organizations, and government agencies.

It's important to note that promotional effectiveness is sometimes hampered by a lack of dynamic and interactive content. For example, despite abundant photo documentation, the absence of short promotional videos, virtual tours, or testimonials limits the site's emotional resonance. Therefore, Pokdarwis (Tourism Group) is required to be more creative in managing all promotional materials. Narrative storytelling, particularly through videos or blog-style articles, can humanize rural destinations and make them more relevant to potential tourists, even if the website highlights ecotourism and cultural experiences (González et al. 2019)

2.2. Preparing the Foundation for Digitalization of Tourism Villages

There are two aspects that need to be prepared in digitalization for cultural development in Cibuluh Tourism Village. One is the application of technology to increase competitiveness and expand the market while supporting the preservation of local culture. It requires financial support to implement the technology, which is not insignificant, as well as human resource training and system maintenance. Understanding of the local community also needs to be increased to prevent social and cultural resistance within the village community. Because some of them are still concerned that the use of technology can shift traditional values, reduce direct interaction, or even threaten the authenticity of local culture which is the main attraction of the tourist village (. 2018) . These activities are carried out from creating a digitalization roadmap, using simple and affordable applications, system interconnection, compiling regulations and SOPs, village regulations on digitalization, monitoring, evaluating, and improving digitalization in the village on an ongoing basis.

The process of implementing and maintaining digital platforms at the Cibuluh Village level is fraught with challenges. One of the most crucial issues is digital literacy, particularly among the elderly and low-educated segments of society. This digital divide requires serious attention in digital activities in Cibuluh Village, despite the apparent involvement of the Tourism Awareness Group (Pokdarwis), particularly during digital interactions. Furthermore, Pokdarwis, comprised of several youth groups from the youth organization (karang taruna), sometimes faces community skepticism toward digital promotion, perhaps believing their cultural traditions could be commercialized, leading to resistance (Rahmaningtyas et al. 2022).

Furthermore, maintaining internet stability while ensuring device accessibility remains a technical challenge, especially as Cibuluh Village remains a remote area. Although cellular connectivity has improved in Subang Regency, achieving reliable infrastructure and widespread device access throughout Cibuluh Village is crucial for its continued existence and comprehensive digitalization. Successful success requires overcoming various challenges, with solutions aimed at ensuring long-term sustainability through broader contributions to the development of digitalization in Cibuluh Cultural Tourism Village. This requires multi-stakeholder collaboration, including government support, university partnerships, and internal leadership that prioritizes digital resilience.

3. Methods

Based on the theoretical framework, the chosen research type is quantitative. Quantitative research is research based on the collection and analysis of numerical data to explain, predict, and control the phenomena of interest and processed using statistical methods (Moelong 2014) . The researcher seeks to interpret a behavior that can be applied

to realize the development of cultural tourism villages through digitalization in Cibuluh Subang.

The results of this study build a theory that functions to explain, predict, and control a phenomenon by using more than one sample and as the main tool a questionnaire distributed to the community (Pokdarwis) in Cibuluh village. Quantitative research results are interpreted in numbers to gain a comprehensive understanding of the phenomenon being studied. Therefore, quantitative research is specific, closed, static, results-oriented, and uses variables (McMillan 2013) .

Data collection in research must be systematic, requiring a number of research instruments. The instruments used for data collection cover two types of variables: the independent variable, tourism digitalization (X), and the dependent variable, cultural development (Y). Each independent and dependent variable has 13 indicators.

Meanwhile, data is divided into two types, namely primary data and secondary data. In this study, both data sources were used as research data sources. For quantitative primary data, questionnaires were distributed to the Tourism Awareness Group (Pokdarwis) and community representatives in Cibuluh Village, drawing a sample of 50 respondents. This number was chosen because it reflected the phenomena experienced, particularly in terms of their nature and meaning (Suraya 2012) . Secondary data was obtained through library research.

The next step is data analysis to identify specific principles, which is carried out using an interactive approach. Data can be processed using several methods, including using questionnaire results, writing field notes during fieldwork/observations, and utilizing secondary data. There are four types of data analysis and interpretations carried out, namely (Yin 2018) :

1. Category collection, researchers select a collection that comes from data examples and aims to obtain significant meaning with the issues that arise.
2. In direct interpretation, case study researchers examine a single example and draw meaning from it without seeking multiple examples. This is a process of taking data separately and putting it back together to make it more meaningful.
3. Researchers form patterns and look for similarities between two or more categories. This can be done using a 2x2 table that shows the relationship between two categories.
4. Ultimately, researchers make naturalistic generalizations through data analysis, these generalizations are drawn through people who can learn from a case.

The data analysis was conducted to discover specific principles through an interactive approach based on questionnaire results, field notes during field research/observations, and the use of secondary data. Miles and Huberman developed an analysis technique known as interactive model (Sugiyono 2018) . This analysis technique is carried out based on three components, namely data reduction. (Data reduction), data display, and drawing and verifying conclusions. The final step in using SPSS is a simple regression test. A simple regression test is used to determine the effect of each independent variable on the dependent variable. (Burchett 2014) .

4. Results and Discussion

4.1. Questionnaire Test

Prior to the discussion, several testing stages were conducted on 50 questionnaires distributed to respondents in Cibuluh Tourism Village. This was to verify the reliability of the questionnaire used in the study. The questionnaires were tested on 50 randomly selected respondents in Cibuluh Tourism Village. These respondents included civil

servants, farmers, laborers, self-employed individuals, tourism community groups (Pokdarwis), and ordinary citizens.

The instrument validity test aims to determine the extent of the accuracy and precision of the measuring instrument in performing its measurement function. For 50 respondents with a confidence level of 5%, the correlation coefficient (r) is set at 0.244 which is outputted in the SPSS Correlated Item-Total Correlation column, and is declared valid if the value is above 0.244. Meanwhile, the reliability test is stated to be reliable from the Cronbach's Alpha column which is stated to be greater than 0.50.

Table 1. Item-Total Statistics

Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Item 1	39.16	12.84	-0.484	—	0.815
Item 2	39.02	9.46	0.732	—	0.725
Item 3	39.31	9.07	0.723	—	0.720
Item 4	39.45	10.88	0.310	—	0.765
Item 5	39.02	9.46	0.732	—	0.725
Item 6	38.60	10.28	0.423	—	0.755
Item 7	39.02	8.28	0.721	—	0.712
Item 8	39.47	10.51	0.201	—	0.781
Item 9	38.58	10.62	0.313	—	0.764
Item 10	39.02	11.24	-0.002	—	0.812
Item 11	39.02	9.46	0.732	—	0.725
Item 12	38.87	10.48	0.309	—	0.765
Item 13	39.16	9.88	0.773	—	0.732

Source: Processed Results of SPSS 21 (2025)

The table above shows that the overall questionnaire items are VALID because they have a Corrected Item-Total Correlation value $> r$ table, namely 0.244. Meanwhile, the reliability test, based on the Cronbach's Alpha value, also has a RELIABLE value because it is above 0.50. This means that all results have a high and consistent level of reliability. Therefore, if this formula is reused, it will be relatively invariant to other symptoms.

Meanwhile, to see the influence of digitalization (X) on cultural tourism (Y) with simple linear regression, it results that variable X has a significant influence on variable Y with a significance value (p-value) of $0.000 < 0.05$. The regression coefficient of 0.454 indicates that there is a significant influence of variable X on Y with a regression coefficient of 45.4, which means that every one unit increase in variable X will increase variable Y by 45.4 units. The coefficient of determination (R^2) value is 0.924, which means that 92.4% of the variation in the dependent variable (Y) can be explained by the independent variable (X). The remaining 7.6% is influenced by other factors not included in the model. For more details on the explanation, the following two sub-chapters can be described

4.2. Implementation of Technology for Cibuluh Tourism Village Promotion Activities

Based on research conducted in Cibuluh Tourism Village, it was found that the potential for cultural tourism is quite large and promising as a unique tourist attraction based on local wisdom. However, to optimize this potential within the framework of tourism digitalization, Cibuluh Tourism Village still faces several significant challenges,

particularly in terms of the availability of supporting facilities and infrastructure. This aligns with previous findings, which indicate that the success of digitalization implementation is highly dependent on the readiness of the local community. Adequate digital education is needed so that the local community (Pokdarwis) can capitalize on opportunities in future technology management effectively and sustainably (Bican and Brem 2020).

The role of local government is crucial in this process. Support from local governments is expected not only in the form of budgetary assistance, but also through policies that support the development of digital-based tourism villages. Local governments are also expected to foster cross-sector synergy, including collaboration with educational institutions, creative communities, and local businesses, to build a sustainable digital ecosystem in Cibuluh Tourism Village. Therefore, local communities are encouraged to become not only objects but also subjects in the tourism village development process, including creating authentic digital narratives about local culture. This concept aligns with the theory presented previously.

Village digitalization refers to the process of integrating digital technology into village governance, community services, and development planning to foster a more inclusive, efficient, and sustainable village ecosystem. This lies in the implementation of digital infrastructure, such as internet connectivity, websites, information systems, and mobile applications (Nirmala and Lavianto 2019) . This means that with professional and ongoing support, tourism digitalization in Cibuluh Village can be realized gradually but surely.

4.3 Cibuluh Tourism Village Promotion Activities

Several digital-based promotional activities conducted by Cibuluh Tourism Village involve hardware and software. The hardware uses laptops, mobile phones, drones, and GPS. Meanwhile, promotional software uses websites, Facebook, Instagram, TikTok, and YouTube. Pokdarwis optimally utilizes all of these media to convey messages to tourists. This concept reinforces the previous theory that by effectively using websites, tourism villages can also easily conduct direct promotions. However, the quality of content and attractive design still depend on significantly increasing tourist interest (Syah 2017b) . This could be a digital promotional strategy that Cibuluh Village can implement. The community, in this case Pokdarwis, can strive to attract tourists by utilizing online media to showcase several tourist attractions in Cibuluh Village, especially those based on culture.

This means that digitalization in the Cibuluh Tourism Village sector, particularly in cultural tourism destinations, is a strategic step to increase competitiveness in the technological era. Digitalization enables broader information dissemination, increased tourist appeal, and efficiency in destination management. However, the success of digitalization depends heavily on infrastructure readiness, human resource competency, and government policy support. Therefore, Pokdarwis (Tourism Groups) are required to be more creative in managing all promotional materials. Narrative storytelling, particularly through videos or blog-style articles, can humanize rural destinations and make them more relevant to potential tourists, even if the website highlights ecotourism and cultural experiences (González et al. 2019) .

5. Conclusion

Some points that can be concluded from the explanation above are:

- 1) The implementation of technology for promotional activities that can be carried out for Cibuluh Tourism Village in order to attract tourist attractions while still maintaining local wisdom is to utilize the availability of supporting facilities and infrastructure that are highly dependent on the readiness of the local community (Pokdarwis) and the role of the local government as well as budget assistance.
- 2) Meanwhile, promotional activities in Cibuluh Tourism Village involve several hardware and software-based tools, including laptops, mobile phones, drones, and GPS. They also utilize a website, Facebook, Instagram, TikTok, and YouTube. Pokdarwis utilizes all of these media optimally to communicate its message to tourists. This means that digitalization in the Cibuluh Tourism Village sector, especially in cultural tourism destinations, is a strategic step to increase competitiveness in the technological era.

As for the suggestions given by the researcher are:

- 1) Academic recommendations: It is hoped that this contribution will enrich the literature, particularly in the field of digitalization for tourism villages. Improvements in infrastructure, training for Pokdarwis and local communities, and regular evaluations are expected. This research can serve as an additional reference for academics in understanding digital-based tourist services.
- 2) Suggestions for science: this research opens up opportunities for the development of more comprehensive theories and conceptual models.

Suggestions for future researchers: to conduct more in-depth research with larger and more diverse populations and samples to increase the reliability of the results and add variables to obtain a more complete understanding.

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