

OPTIMIZING INFORMATION ON THE NATURAL POTENTIAL OF CIBUNTU TOURIST VILLAGE THROUGH SOCIAL MEDIA

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ABSTRACT

Indonesia is a rich country that has natural resources in the form of oceans, beaches and land which, if managed well, can provide enormous benefits for the Indonesian state and people. At the end of 2022, the Indonesian government will officially revoke PPKM so that community mobility will become more dynamic, which will have a positive impact on economic growth, especially in tourism areas, where the recreational needs of urban or urban communities are still very high, looking for tourist areas with good natural potential. Some of the natural tourism potential in the region can even be optimized, through processing information and promoting tourism potential through social media, one of which is the Cibuntu Tourism Village, Cirebon city with the aim of improving the quality of nature conservation and improving the regional economy as well as creating employment opportunities for the local community. in line with one of the Sustainable Development Goals (SDGs) agendas initiated by the United Nations. Qualitative descriptive methods are used in this research to describe the SWOT analysis which can then be used as a reference parameter to produce designs and explore ideas to solve the problem of increasing information and promotion through social media. The results obtained from this research are a poster design and digital information that will be published via social media using the Tik-Tok, Facebook and Instagram applications. The results of the poster design and information received a response with the result that 30% had never heard of the Cibuntu Tourism Village, 60% received easy information from the poster design and promotions on social media and 66.7% thought it could increase visits to the Cibuntu Tourism Village. Apart from that, 30% of respondents are interested in visiting and 20% will probably visit the Cibuntu Tourism Village. From the results of this research, it is hoped that it can become a reference for Cibuntu Tourism Village managers, local governments and also tourists to obtain alternative information on potential tourist areas.

Keywords: Natural potential, information, social media, Cibuntu Tourist Village.

1. PREFACE

The first case of Covid-19 in Indonesia was announced two years ago, the Covid-19 pandemic is not over yet. However, after various policies from the government to overcome this pandemic, the number of confirmed cases of Covid-19 continues to decline, through policies such as the 5M campaign (wearing a mask, washing hands, maintaining distance, staying away from crowds, and limiting mobility and interaction), and also the implementation of restrictions on community activities (PPKM), and also the national vaccination program (Joyosemito et al., 2021). Indonesia is slowly changing the status of the pandemic to endemic. The government will transition from pandemic to endemic because Covid-19 will not disappear anytime soon. This pandemic has also had a tremendous impact on the world economy and countries have also been affected (Junaedi et al., 2020). With the government's policy regarding the change from a pandemic to an endemic, it is very helpful in improving the economy of Indonesia and other affected countries, because there is freedom for people to carry out outdoor activities, so the economy in Indonesia and other countries will improve (Banowati et al., 2022).

Indonesia is a rich country that has natural resources consisting of ocean, sun, beaches and land, which if managed properly can provide huge benefits for the country. One of the uses is to create the area as a tourist destination. The problem faced is how to market the resources that have been created into tourist areas to the public/consumers so that they want to come to tourist attractions. We know that the function of tourist attractions and tourism facilities is very large for a district/city area, one of these functions includes providing public space services for recreation, entertainment, and leisure sports. Another function is as a place for the development of education and knowledge or research. The level of tourist visits tends to increase from year to year. Economic development has the aim of improving people's standard of living (Setiawan, 2015).

Cirebon city will become the center of government for the prospective Cirebon Province with the expansion of West Java. Geographically, Cirebon City has an area of 37,358 square kilometers or around 3,736 hectares (Bae, 2023). The city of Cirebon has the potential for the tourism sector, the city of Cirebon is also known for its pilgrimage and cultural tourist attractions. There are at least 3 pilgrimage tourist destinations that can be visited, such as the tomb of Sunan Gunung Jati, the Great Ciptarasa Mosque and Sunyaragi Park. The economic growth of the city of Cirebon plays an important role in national economic growth, this is because the city of Cirebon is the center of national growth for the eastern part of West Java. During the last 4 years (2005-2008) the economic growth of the city of Cirebon has experienced fluctuations, as the productivity of economic sectors has changed from year to year (Faridah, 2011). Currently the tourism ministry is focusing on tourism development. Cirebon is one of the areas in West Java which has unique tourist and religious attractions. In the past, Cirebon was a silk trade route for various nations, so gradually acculturation occurred with the people of Cirebon. This adds to the wealth of cultural diversity possessed by the people of Bonfire. The existence of the Kasepuhan, Kanoman and Kacirebon palaces is an acculturation of local and Hindu-Buddhist culture. In 2012.

Cibuntu Village was designated by the Kuningan Regency Government as a Tourist Village. Cibuntu Village won the award as the best tourist village in West Java and representing Indonesia for Southeast Asia in 2017 was named the 5th best village at ASEAN level for the homestay sector. Along with the development of Cibuntu Village as a tourist village, the trend in the number of visitors has increased. Cibuntu Tourism Village is also listed in the Kuningan Regency government, namely the Regency Tourism Development Master Plan (RIPPARKAB) concerning Tourism Development Strategy for 2020-2028. By turning it into a tourist village, it creates new jobs for the surrounding community, because the management of this tourist village has a direct impact on the surrounding community. The increase in visitors to the Cibuntu Tourism Village can be understood due to words of mouth promotions and media references (Hariyanto, 2016). As a response, sustainable measures are needed so that tourists do not experience boredom when visiting while maintaining a local feel. It is also necessary to know the characteristics of visitors in order to attract interest and also develop tourist attractions, one of which is adapting facilities to visitors. So, it is necessary to know visitors' perceptions and preferences towards the Cibuntu Tourism Village to find out visitors' responses and desires in order to improve and maximize the condition of facilities and visitor comfort. The reason the author chose this topic title is because the Cibuntu Tourism Village has already received it several awards at national and international levels, therefore the author wants to improve and develop Cibuntu Village by designing an information and also promoting the Cibuntu Tourism Village through social media. Besides that, the aim of this research is also in line with the Sustainable Development Goals (SDGs) agenda promoted by the United Nations which was officially endorsed by world leaders as a global development agreement in 2015 with the theme "Changing Our World: The 2030 Agenda for Development Sustainable". SDGs contain 17 goals.

The 2 goals to be achieved from this research are point 15 regarding Land Ecosystems and point 8 regarding Decent Work and Economic Growth.

Based on an article regarding social media analysis as a means of disseminating information and promotion using the TOPSIS method (Sofyan et al., 2023), it is stated that media is a communication channel tool. Etymologically, the word "media" comes from Latin, namely "*medius*" which means middle, or introduction. The term media is generally used to refer to something that is used as a forum, place, tool for communication or other things. An intermediary and/or delivery tool to convey messages or information from a source to other people or recipients of the message (Niagaranti et al., 2023).

The definition of media by several experts; All forms used for the process of distributing information are called media.

a. Social

Social is something related to a broad scope because it has a reference to relationships between people. Social is one of the words that is very related to our daily lives and is difficult for us or society to define universally.

b. Social media

Social media or what we call cyberspace (pseudo) with its user participants being able to participate, share and create something that allows social interaction between its users.

a) Video sharing social media application

Video sharing applications are certainly very effective for spreading information and promotions. This application will provide more presentation models to its users. There are several applications that we usually use including; YouTube, Snapchat, Tik-Tok are currently commonly used in Indonesia.

b) Social media applications share social networks. Using this application allows users to establish social interactions with each other. Social media applications that share social networks in Indonesia that are generally used include Facebook, Twitter, Path and others.

c) Social media applications for sharing photos

This application allows its popular users to easily upload and share information ranging from daily activities, strange, funny and even scary things in the form of images. The sharing applications used in Indonesia include; Instagram.

d) Chat social media application

This media application allows its users to interact via short messages. Interactions that occur in social media chat include text messages, images, videos or some social media provide features for making voice calls (telephone) and video calls. Applications used in Indonesia include; whatsapp, line, telegram, we chat and so on.

The results of calculations using the Technique For Other Reference by Similarity to Ideal Solution (TOPSIS) method in determining the best social media obtained the results as shown in Table 1 below

Table 1
Preference Value Calculation Results

Social Media Name	Preference	Ranking
Tik-Tok	1	1
Facebook	1,2629	2
Instagram	1,2431	3
YouTube	1,2334	4
Twitter	0	5

2. RESEARCH METHOD

In this research, researchers used qualitative methods. Qualitative is research to describe and analyze phenomena, events, social activities, attitudes, beliefs, views, as well as analyzing both individually and in groups (Sukmadinata, 2011). Qualitative research is detailed and in-depth, making it easier for researchers to obtain data. The data collected will be more valid and of better quality so that the researcher's objectives can be achieved (Moleong, 2014). Some time ago, researchers discovered a case while visiting the Cibuntu Tourism Village. With qualitative research, researchers will get results that can describe a realistic view of the social environment and determine the quality of the research object being carried out.

Data collection techniques in this research include:

- a) In-depth interviews with parties who are related to tourism activities, including managers, representatives of community leaders, representatives of tourism driving groups in the Cibuntu Tourism Village.
- b) Field observations of community activities in the Cibuntu Tourism Village to see whether there has been optimization of the sign system and promotion on social media.
- c) Documentation study through literature data collection, research journals, Kuningan Regency in Figures.

3. RESULT AND DISCUSSION

To obtain reference data for designing information on the natural potential of the Cibuntu Tourism Village, a SWOT analysis (Istiana et al, 2022) was carried out to outline the natural and tourism potential that can be included in the design of posters and promotional information that will be published on social media via the Tik-Tok, Facebook or Instagram applications. SWOT analysis regarding the Cibuntu Tourism Village can be produced as follows in Table 2.

Table 2
SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> - Has beautiful natural views. - Has a fairly strong local culture because it still preserves the Tetenong dance and this dance is used to welcome visiting tourists. - Has several tourist attractions that can educate tourists who visit. 	<ul style="list-style-type: none"> - Human resource levels are still very low - Low level of sensitivity of local residents to promote Cibuntu Tourism Village through social media and various other promotional media. - Then there is a lack of optimizing the sign system at the Cibuntu Tourism Village. - Residents around the Cibuntu Tourism Village have not been able to invite and instill a desire in the village's young generation to become more familiar with local tourist attractions.
Opportunity	Threats
<ul style="list-style-type: none"> - City people who are curious about the beauty of nature. - Cibutu Tourism Village can also be a means of livelihood for local residents. - Can improve the economy of Cirebon City and also the Cibuntu Tourism Village area. - There is a clean river as a spring water source so it can be used for drinking. - There is some evidence of historical heritage which is very well maintained by the management of the Tourism Village. 	<ul style="list-style-type: none"> - Lack of level of awareness in the surrounding community about the importance of its existence a tourist attraction. - Unpredictable weather conditions can damage some historical evidence.

The following is a visual idea that was produced in the form of a promotional poster to be uploaded on social media, this poster contains an explanation of what tourism is in the Cibuntu Tourism Village, the aim of this poster is so that more people can get to know/know about the Cibuntu Tourism Village, using this poster has helped increase the number of visitors coming to the Cibuntu Tourism Village, so that the economy in the Cibuntu Tourism Village also increases.

Information design and promotion of the natural potential of the Cibuntu Tourism Village through social media will be published using the Tik-Tok, Facebook and Instagram applications as part of the 3 largest information preferences on social media. After that, a questionnaire will be given to respondents to obtain input and feedback regarding understanding of the information, preferences and also respondents' interest in visiting and traveling to the Cibuntu Tourism Village. With the hope that through optimizing information and promoting the natural potential of the Cibuntu Tourism Village, it is hoped that it will trigger empowerment and preservation of natural potential which can improve the community's economy by opening up new, sustainable employment areas in the Cibuntu Tourism Village.

The following is a promotional poster for Cibuntu Tourism Village which has been promoted via social media as seen in figure 1 on the right side below.

Figure 1

The Cibuntu Tourism Village visual idea of promotional poster and information.



Based on observations at the Cibuntu Tourism Village, it can be seen that the information in the Cibuntu Tourism Village is not optimal, therefore we have redesigned a new information so that it can be used to provide better and clearer information to visitors, by with a clear information, visitors will feel comfortable and can also get good information. The following is an information design for the Cibuntu Tourism Village (Figure 1 – Left side).

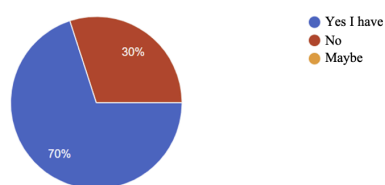
The design of posters and information via social media is designed to display the natural potential in the Cibuntu Tourism Village by also displaying information on activities that can be carried out such as Welcoming Arrivals at the Village Hall, Learning Gamelan Musical Instruments and Farmer's Dance. The poster is also equipped with information on the Berkah Bumi tourist attraction, Gongseng Waterfall, Campsite Mountain Fence. In other information, other natural and tourist potentials are mentioned, such as cultural reserves and sheep villages. Poster design and information on the natural potential of Cibuntu Tourism Village via social media will be published using the Tik-Tok, Facebook and Instagram applications as part of the 3 largest information preferences on social media. After that, a questionnaire will be given to respondents to obtain input and feedback regarding understanding of the information,

preferences and also respondents' interest in visiting and traveling to the Cibuntu Tourism Village. With the hope that through optimizing information and promoting the natural potential of the Cibuntu Tourism Village, it is hoped that it will trigger empowerment and preservation of natural potential which can improve the community's economy by opening up new, sustainable employment areas in the Cibuntu Tourism Village. As a result of this discussion, we also created a questionnaire regarding the results of information optimization and promotion on social media, with the results as seen in figure 2, 3, 4, 5, and 6 below.

Figure 2
The Result of Question Number 1

Have you ever heard of Cibuntu Tourism Village?

10 answered

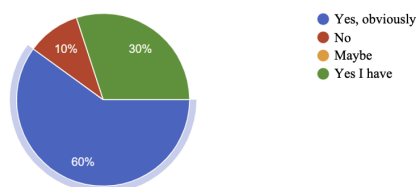


In the picture above it can be seen that 70% of people already know about the existence of the Cibuntu Tourism Village.

Figure 3
The Result of Question Number 2

Can promotional media on social media increase tourist visits to the Cibuntu Tourism Village?

10 answered

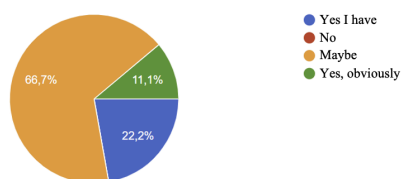


Then there was a question regarding optimizing the sign system at the Cibuntu Tourism Village to make information easier for visitors. From the results of this questionnaire, the highest number of answers was recorded at 66.7%, answering yes to make it easier for visitors.

Figure 4
The Result of Question Number 3

Can promotional media on social media increase tourist visits to the Cibuntu Tourism Village?

10 answered



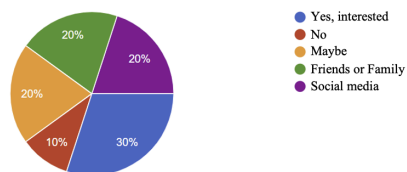
Then the following questionnaire question explains whether promoting on social media can increase tourist visitors to the Cibuntu Tourism Village, so from this 66.7% of people answered maybe, with so many answers maybe it is necessary to re-optimize promotions on social media.

Figure 5

The Result of Question Number 4

After seeing the promotions you see on social media, are you interested in visiting the Cibuntu Tourism Village?

10 answered



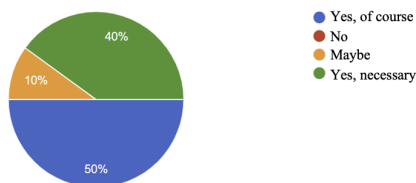
Then there was the question if after seeing promotions on social media regarding the Cibuntu Tourism Village, people would be interested in visiting, and it was recorded that 30% of people answered Yes, interested.

Figure 6

The result of question number 5

Can updating the sign system and promotions on social media help increase tourist visits to the Cibuntu Tourism Village?

10 answered



Then the picture above explains that updating the sign system and promotions on social media can help increase tourist visits to the Cibuntu Tourism Village. The results show that 50% of people answered that updating the sign system and promotional media can help increase tourist visits to the village. Cibuntu Tourism.

4. CONCLUSIONS AND RECOMMENDATIONS

The results obtained from this research are a poster design and digital information that will be published via social media using the Tik-Tok, Facebook and Instagram applications. The results of the poster design and information received a response with the result that 30% had never heard of the Cibuntu Tourism Village, 60% received easy information from the poster design and promotions on social media and 66.7% thought it could increase visits to the Cibuntu Tourism Village. Besides that, 30% of respondents are interested in visiting and 20% will probably visit the Cibuntu Tourism Village. From the results of this research, it is hoped that it can become a reference for Cibuntu Tourism Village managers, local governments and also tourists to obtain alternative information on potential tourist areas.

Based on the results of observations and research, it can be concluded that due to the lack of optimization of Information and promotional media in the Cibuntu Tourism Village, by updating the information with poster design, it can provide clear and good information to visitors, then by making a questionnaire it can be seen that there are promotions in social media can increase the number of tourist visitors to the Cibuntu Tourism Village, so that it can help improve the economy of the local population.

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