



## Developing Ekasari as a Sustainable Tourism Village

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### Abstrak

**Purpose:** Ekasari Tourism Village in Melaya District, Jembrana Regency, has potential to conduct sustainable tourism. This research is to increase public understanding about sustainable tourism, to improve the ability of village managers in implementing a financial recording system, and to increase the application of digital marketing to managers of the Ekasari Tourism Village.

**Research methods:** This qualitative research is an applied research, with data collection techniques in the form of participant-observation, interviews, and document study. The data found was then analyzed using interactive techniques consisting of data reduction, presentation, and conclusion.

**Results and discussion:** The service activities and this research went well, marked by an increase in participants' understanding of the importance of sustainable tourism in the village as well as an increase in digital marketing skills and the use of financial recording systems.

**Implication:** This research directly has a positive impact on participants, especially village managers and Pokdarwis in operational activities and efforts to develop the village towards a sustainable tourism village.

**Keywords:** sustainable tourism, digital marketing, tourism village.

### Abstrak

**Tujuan:** Desa Wisata Ekasari di Kecamatan Melaya, Kabupaten Jemberana, memiliki potensi mewujudkan pariwisata berkelanjutan. Tujuan dilakukan penelitian ini adalah untuk meningkatkan pemahaman masyarakat tentang pariwisata berkelanjutan, untuk meningkatkan kemampuan pengelola desa dalam penerapan sistem pencatatan keuangan, dan untuk meningkatkan penerapan digital marketing kepada pengelola Desa Wisata Ekasari.

**Metode penelitian:** Penelitian kualitatif ini adalah penelitian terapan, dengan teknik pengumpulan data berupa survai, wawancara, studi dokumen, dan observasi partisipasi. Data-data yang ditemukan selanjutnya dianalisis dengan teknik interaktif yang terdiri atas reduksi data, penyajian data, dan penyimpulan.

**Hasil dan pembahasan:** Kegiatan pengabdian dan juga penelitian ini berjalan dengan baik yang ditandai dengan adanya peningkatan pemahaman peserta terhadap pentingnya pariwisata berkelanjutan di desa serta peningkatan keterampilan digital marketing dan penggunaan sistem pencatatan keuangan.

**Implikasi:** Penelitian ini secara langsung memberikan dampak positif bagi peserta, terutama pengelola desa dan Pokdarwis dalam kegiatan operasional serta upaya mengembangkan desa menuju desa wisata berkelanjutan.

**Kata kunci:** pariwisata berkelanjutan, digital marketing, desa wisata.

## INTRODUCTION

Tourism villages or “desa wisata” in bahasa Indonesia in the context of rural tourism are tourism assets based on rural potential with all its uniqueness and attractions which can be utilized and developed as tourism products to attract tourist visits to the village location (Sudibya, 2018). One of the topics that emerges in the proposal is the development of tourism villages which has implications for providing services in remote locations, supporting rural economic growth, providing access to training and job creation, and preserving culture and the environment within the framework of achieving sustainable development goals. goals (SDGs) (Fasa et al., 2022).

Sustainable tourism itself has many different terms such as responsible tourism, social tourism, green tourism, and even ecotourism. Whatever the name, sustainable tourism is related to ecological sustainability, economic sustainability, and social sustainability (Lu & Nepal, 2009; Liu, 2003; Hardy et al., 2002; and Higgins-Desbiolles, 2018). Sustainable tourism is an integrated effort in the process of developing quality of life by balancing the provision and development, utilization and maintenance of natural and cultural resources in a sustainable manner into the future (Wibowo & Belia, 2023).

Sustainable tourism requires competence to properly manage resources in the the tourism villages. Human resources in villages are usually not ready to manage and operate tourism, where the concept of Green Tourism or Sustainable Tourism and Community-based Tourism (CBT) mandates that the human resources involved in managing and operating tourism villages come from the local community (Ernawati et al., 2022). The community's desire to be involved is the key to realizing changes that can improve their quality of life; If the community is involved at various stages, the community will feel motivated and responsible (Putra et al., 2022).

Various studies such as Aeni et al. (2021), Alfian et al. (2021), Juliana et al. (2023), Hulu (2018), and Tou et al. (2020) show that tourism villages play a very important role in developing sustainable tourism. Even tourism villages and tourism really cannot be separated. Tourism villages are always assumed to be a sustainable tourism development. Without the elements of sustainable tourism which consist of ecological sustainability (planet), economic sustainability (profit) and social sustainability (people) there will be no tourism villages.

Ekasari Tourism Village has several tourist attractions including the Palasari Old Church and Maria Cave, Palasari Dam, Cocoa Agrotourism and also a selfie photo spot in Palarejo village ([www.jadesta.kemenparekraf.go.id](http://www.jadesta.kemenparekraf.go.id), 2023). The Palasari Dam as seen in Figure 1 looks is very attractive but really needs to be managed well and supported by professional tourism human resources. The village manager also does

not have a financial recording system for the tourism village to streamline the operations of the tourism village. The ability to implement digital marketing of tourism village managers needs to be improved and information related to tourism in digital form is also not yet available. The aim of this service is to increase the community's understanding of sustainable tourism, to improve the ability of village managers in implementing a financial recording system, and to increase the application of digital marketing to managers of the Ekasari Tourism Village.



Figure 1. Palasari Dam in Ekasari Tourism Village  
(Source: [www.ekasari.desa.id/potensi](http://www.ekasari.desa.id/potensi), 2023)

## RESEARCH METHODS

Community service activities in the Ekasari Tourism Village, Melaya District, Jembrana Regency were carried out for 3 days from 7-9 October 2023 by Program Studi Perencanaan Pariwisata, Program Magister (Tourism Business Planning Study Program, Applied Masters Program), Tourism Department) Politeknik Negeri Bali. This service activity was carried out in three stages, namely the preparation, implementation and evaluation stages. The preparation stage was carried out between the implementing team and the tourism awareness group (Pokdarwis) in Ekasari Village, coordinating with village managers, and developing a village financial recording system by a system development team from Politeknik Negeri Bali and 4 members of the Pokdarwis in Ekasari Village. Participants came from stakeholders in Ekasari Village, such as village managers, pokdarwis, representatives of tourist attractions in the village environment, and a number of students from Program Studi Perencanaan Pariwisata, Program Magister, Politeknik Negeri Bali. The implementation stage is divided into three activities, namely presentation of material about sustainable tourism, digital marketing training, and training in using the village financial recording system. The evaluation stage was carried out with questions and answers and interviews with participants to determine the level of participants' understanding regarding the activities

carried out. Service activities were carried out at the Village Hall, Ekasari Village Office, Melaya District, Jembrana Regency.

As a qualitative research activity, apart from interviews, document studies, and participant-observation, data is collected in such a way through participant-observation. The survey was even carried out several months before the implementation of service activities on 7, 8 and 9 October 2023. Using interactive techniques as proposed by Miles & Huberman (1992), this research analyzes the data found through the process of data reduction, data presentation, and conclusion.

## RESULTS AND DISCUSSION

Ekasari Village has a strategic position as the village is the main connecting route between Warnasari Village, Blimbingsari Village and Melaya Village. Ekasari Village is one of 9 Villages 1 Subdistrict located in the Melaya District area with an area of 1,520.44 ha., with regional boundaries, namely State Forest (north), Nusasari Village (south), Warnasari Village and Village Tukadaya (east), and Blimbingsari Village and Melaya Village (west). This village is in a lowland area 60 m above sea level (above sea level), with a distance of 7 km from the District Capital, 23 km from the Regency Capital, and 117 km from the Provincial Capital of Bali ([www.ekasari.desa.id](http://www.ekasari.desa.id), 2023).

Coordination of activities was carried out on August 20 2023 with the Ekasari Village management by the community service implementation team at the preparation stage to plan the activities to be carried out. This coordination produced some information in the form of problems faced by the village, namely: (a) Palasari Dam, which has enormous potential to become a very attractive tourist attraction, needs to be managed well supported by human resources who understand sustainable tourism. (b) The management does not have and implement a good village financial recording system to streamline the operations of the tourism village; and (c) The ability to implement digital marketing by tourism village managers is still very lacking.

The solutions offered to resolve the problems faced by the Ekasari Village management are in accordance with priority problems, namely: (a) development of a tourism village financial recording system in the microsoft excel program, (b) sustainable tourism education, (c) digital marketing training, and (d) training in using the financial recording system.

The implementation of community service in the Ekasari Tourism Village which was carried out from 7-9 October 2023 was attended by 20 participants from the village management, Pokdarwis, representatives of tourist attractions in the village environment.

## Sustainable Tourism

The environmentally friendly paradigm transforms the market to respect the environment and encourages tourists to save the earth as well as sustain the tourism industry (Sanjiwani & Dewi, 2023). Sustainable Development Goals are a long-term world program to optimize all potential and resources owned by each country and consist of 17 goals which can be seen in Figure 2.



Figure 2. Sustainable Development Goals  
(Source: [www.sisschools.org](http://www.sisschools.org), 2023)

The material provided covers important aspects of sustainable development, principles of sustainable tourism, and things that can be done by the community to develop the village so that it implements the concept of sustainable tourism in the village. All participants participated in the presentation of the material as shown in Figure 3.



Figure 3. Presentation of Material on Sustainable Tourism  
(Source: Sanjiwani, 2023)

## Digital Marketing

Marketing through digital marketing is very significant in increasing the number of foreign tourist visits (Ramadan et al., 2021). QR-code is a type of matrix code or two-dimensional bar code with the main function being that it can be easily read by a scanner. QR is an abbreviation for quick response, which aims to convey information quickly and get a fast response too (Puspa et al., 2022). The combination of using QR-codes in digital marketing will help tourism village managers reduce the use of paper (paperless) to print package tour brochures or information for tourists. Tourists only need to bring their cellphone and scan the QR code to get information about the tourist attraction or destination they are visiting.

The training is carried out in the form of practice in creating promotional materials and information that can be accessed using QR-codes by utilizing two websites, namely Canva and Bitly. An introduction to templates for creating promotional materials was given to participants and practiced directly by creating brochures or information to attract tourists. The brochure made by the participants can be seen in Figure 4.



Figure 4. Ekasari Village Package Tour Brochures  
(Source: Sanjiwani, 2023)

The brochure in the form of a package tour is then uploaded to Google Drive and a link is created, where the link is converted on the Bitly website into a QR-code. QR-codes are currently very often used by many parties to make it easier to provide information without needing to include a lot of writing or images, where accessing QR-codes is also very easy using a cellphone camera. The digital marketing training attended by the participants can be seen in Figure 5. The QR-code produced during the training can be seen in Figure 6.



Figure 5. Digital Marketing Training  
(Source: Sanjiwani, 2023)



Figure 6. Instagram QR-code (left) and Ekasari Village Package Tour Brochures (right)  
(Source: Sanjiwani, 2023)

### The Village Financial Recording System

A financial recording system designed using the Microsoft Excel program was created to facilitate financial recording in villages. The system created includes a way to create cash flows that have been regulated by utilizing the formula in the program. Training on using this recording system can be seen in Figure 7.



Figure 7. Training on Using the Village Financial Recording System  
(Source: Sanjiwani, 2023)

Evaluation is carried out to see the level of success in implementing service activities which refers to the initial objectives of this activity. The evaluation results will be used for improvement materials or as information for

carrying out further service activities. Evaluation of success in community service activities in the Ekasari Tourism Village consists of questions and answers and interviews with participants regarding the activities that have been carried out. The good results of the questions and answers after the presentation of the material showed that there was an increase in participants' understanding regarding the importance of implementing the concept of sustainable tourism in villages. The results of the digital marketing training also showed that participants began to understand how to make QR-codes using the steps explained during the training and immediately tried to practice and have QR-codes to access package tour brochures in Ekasari Village. The results of the village financial recording system training also showed that there was an increase in knowledge of using the system to make it easier to record village finances without having to record them manually.

## CONCLUSION

Community service activities in the Ekasari Tourism Village have been carried out well and smoothly. Presentation of sustainable tourism material, digital marketing training and training on village financial recording systems are some of the activities that have been carried out in an effort to help villages become sustainable tourism villages. The community service implementing team from Program Studi Perencanaan Pariwisata, Program Magister, Jurusan Pariwisata, Politeknik Negeri Bali is expected to be able to carry out community service activities like those that have been carried out specifically for tourist attractions in the Ekasari Village environment. It is hoped that this can also equalize the skills of human resources in each tourist attraction so that they can develop together for the progress of Ekasari Village.

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