

Integration Tlocor Marine Tourism Destinations In Realizing Smart Village To Improve The Local Community's Economy

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ABSTRACT

Background. Tlocor Marine Tourism is a one of a kind tour that is located in the city of Sidoarjo, which has become an icon of the city of Sidoarjo itself. This tour presents stunning natural scenery that is still beautiful. But not only that, but we can also enjoy culinary, fishing, and trips to the island in the Tlocor Marine Tourism area, namely Lusi Island. But unfortunately, the great potential of this tourism has not run effectively because many people still don't know about this tourism. Due to this tour's lack of promotion and branding, this tourist information is still word of mouth. Even though Sidoarjo is located in the middle lane of Surabaya - Malang where many tourism people to Malang can stop by Sidoarjo first, the integration of tourism and transportation routes is not implemented effectively which actually can increase the number of tourists.

Purpose. Therefore the researchers propose to integrate Tlocor Marine Tourism by using the implementation of the six pillars of a smart village such as smart people, smart mobility, smart governance, smart economy, smart living, and smart environment which will later have an impact on improving the economy of local communities.

Method. This research methodology uses descriptive qualitative methods with data that presents primary data and secondary data. From the descriptive method, the data that has been collected will be used as a description of the object under study which is described systematically.

Results. The results of this research will make Tlocor Marine Tourism better known and also make the village where Tlocor Marine Tourism is located become an independent village that supports many things, especially the economy of the local community

Conclusion. Researchers conducted several trainings and counseling for tourism parties which not only promote tourism but also create Smart Villages, create waste banks, digital training, halal certification, create literacy corners and so on. These things are expected to be sustainable because if they can continue to be sustainable, it will have a good impact on the surrounding community, namely increasing the local economy. There can even be job creation if this can be maintained properly.

KEYWORDS : *Integration, Tlocor Marine Tourism, Smart Village*

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INTRODUCTION

Kurma et al., (2022) It is said that building now tourism will not be able to make tourist come directly because it is a tour must be integrated with other things such as transportation services and other services to achieve this is required to optimize the available infrastructure. As well as coastal tourism in Sidoarjo, Sidoarjo City is nicknamed the Delta City on the grounds that Sidoarjo City located between two rivers namely the Porong River and the Mas River, both of which are fragments of the Brantas River.

The tour presents the beauty and beauty of nature that is still maintained. This tour is located in Tlocor Village, Tanjungsari, Kupang, Jabon District, Sidoarjo Regency, East Java Province. To integrate these tours we optimize through the highway, Sidoarjo is a city that is passed between Surabaya - Malang many people will travel to Malang for tourism but if there is something closer, more environmentally friendly, and more soothing because it is far from the crowds then tourists can switch to coastal tourism in Sidoarjo. And we can integrate through the fisheries sector such as ponds that are near this tour, tourists who want to visit can enjoy the pleasure of fishing and then enjoy the results of fishing which is processed on the spot by seeing the amazing scenery (García Fernández & Peek, 2023). In the area of Wisata Bahari Tlocor there is also an interesting tourist destination namely Lusi Island which used to be known as Sarinah Island if you look at the history of the island it was formed because of the Lapindo mudflow. To get to the island, tourists must go to Wisata Bahari Tlocor first because the provision of boats is at the Wisata Bahari Tlocor pier.

Wisata Bahari Tlocor is managed by POKDARWIS (Kelompok Sadar Wisata) where they are local residents, the entrance ticket for Wisata.Bahari.Tlocor is Rp 10.000 then if you want to rent a boat tourists have to pay another Rp 25.000 for a capacity of 20 people, but if you want to rent a speedboat with a capacity of 5 people you have to pay Rp 150.000. By riding the boat, tourists will enjoy how beautiful the beauty is in Tlocor Maritime Tourism. It is unfortunate that the facilities at Wisata.Bahari.Tlocor are not quite adequate. One of them is: places of worship that are still poorly maintained, lack of resting places for tourists, culinary places that are still minimal and not well managed, simple entertainment stages, and parking lots that are still not organized neatly and well.

Even residents in Sidoarjo many of them still do not know that Sidoarjo has an amazing natural tourist destination, it is based on the lack of existence and promotion of Tlocor Marine Tourism itself, this tour is only open on weekends from 08.00 - 16.00 WIB because the tour manager is an average worker, being a manager is not their main job but only a side job. So far, the branding of Tlocor Bahari Tourism does not exist at all from digital or print media, this tour only links its information on Google. There is an Instagram of Tlocor Bahari Tourism but it has never been updated at all because those who create and manage Instagram are only one person who used to be a member of POKDARWIS as well as the village youth, but now he is no longer a member of POKDARWIS and his Instagram is no longer managed (Żukowska et al., 2023). Insani et al., (2019) In the past, branding was done but on Lusinya Island, where an event was held and mangrove trees were planted. But indirectly it also branding the Tlocor Maritime Tourism. Because to get to Lusi Island, you have to go through the Tlocor Maritime Tourism pier. But it turns out that this is still not enough to brand Tlocor Bahari Tourism, because there is no follow-up to be more active in promoting Wisata Bahari Tlocor and also support from the village which is still lacking to brand the tour (Nuraini et al., 2021).

Even though the potential of Tlocor Marine Tourism is very large, because it is the only coastal tourism that exists in Sidoarjo. Branding related to the tour should be further enhanced and from the Sidoarjo Tourism Office can better oversee the manager of the tour for how to make this tour can be known to the wider community, until it can increase the level of visitors, with better

management to support tourism activities there. From this branding, it can also help the economy of the local community in the area, so that a smart village can be created. Because this tour is in a village which for most people if they hear the word "Village" pronounced the first thing that comes to mind is a small place that is completely lacking starting from technology, economy, and even knowledge. But the word "Village" will also refer to things that are close to nature.

Sometimes many people forget that the progress and development in the village must be considered as well as in the city. Now there are still many villages that are far behind the progress of the times which have now entered the digital era. Tourism in the village will be seen as trivial because for them what is interesting about a village, but with the existence of tourism in the village which is even the only one in Sidoarjo, it must be smart to brand it when tourism is crowded, it will increase income for the tour, and also income for local residents who sell in tourist areas with this that is achieved and continues to run can realize a smart village (Moise et al., 2023). From the description above, it can be concluded that the problem formulation is related to how to create an IoT innovation to realize a Smart Village, create a promotion of Tlocor Maritime Tourism to help improve the economy of local communities. The purpose of this research is to formulate a new innovation for tourist destinations that utilizes innovations from ICT (Information Communication Technology) and IoT optimization that can realize a smart village and later support the economic progress of local communities (Rozporządzenie, 2021). Things that can be done to solve the urgency or obstacles that occur in Tlocor Maritime Tourism are by branding in digital media first and then supported by innovations from the Internet of Things in order to facilitate information and services from these tours, and also be able to compete with other tours. And also strive for the application of smart villages to create smart and independent villages so as not to be left out by other villages because this tourist village is a coastal village. From this, it is hoped that it can really improve the existence of rural tourism in Sidoarjo, not only affecting tourism but also the local village community and the city of Sidoarjo (Europejskiej et al., 2022).

RESEARCH METHODOLOGY

This research was conducted at Tlocor Marine Tourism in Tlocor Village, Tanjungsari, Kupang, Jabon District, Sidoarjo Regency, East Java. It was carried out in May 2023 with the target group of all Tlocor Marine Tourism managers starting from POKDARWIS, Mrs. PKK and Tlocor Youth. This research methodology uses descriptive qualitative methods with data that presents primary data and secondary data. From the descriptive method, the data that has been collected will be used as a description of the object under study which is described systematically. Not only that, this research refers to problems or obstacles that exist in local communities, tourists, and managers. The variables used in this study are independent variables in the form of IoT design for the integration of Tlocor Marine Tourism destinations and dependent variables in the form of IoT that will be used in the tour. In this design process of integrating Tlocor Marine Tourism destinations with IoT-based researchers using software materials, researchers use websites to produce websites that will be used for the integration of Tlocor Maritime Tourism destinations.

Data collection techniques used are observation techniques, internet, interviews, documentation. Observation is the activity of observing an object of observation or research to prove what actually happens directly at Tlocor. Interviews are data collection through conversations with sources or parties who know about the object under study with the aim of extracting as much information as possible related to the research. From the results of interviews and observations that will be managed to be used as a basis or basis in this design. And seen for the condition of the tour itself which is very minimal regarding tourist visits, it is necessary to have a branding strategy using

the integration of Tlocor Maritime Tourism destinations based on IoT in order to develop and maximize the potential of these coastal tours. In addition, this design also uses the internet as a data search for supporting literature materials. Internet is a method to collect data through online media such as websites that are relevant to research such as previous research. The internet can also add data to this research such as reviews from visitors to Tlocor Maritime Tourism, either from advantages or disadvantages. This research also uses SWOT analysis to be a reference for the strategy that will be used. Using a comparison process between strengths and weaknesses derived from internal conditions with opportunities and threats derived from external conditions to determine the right strategy. Analysis of survey results and data processing, survey results from local communities and related parties are analyzed so that calculations can be made to find a large estimate of the role of supporting aspects for the implementation of the development of Tlocor Marine Tourism.

RESULT AND DISCUSSION

After conducting research on Tlocor Bahari Tourism, the researcher will explain the results, namely : The first is the creation of social media from Tlocor Bahari Tourism such as Instagram and tiktok because it is the initial tactic for branding the tour. But what is noted from the two social media is that there is a link form for tourists to book tourist tickets. And also price list information for rentals that are there.

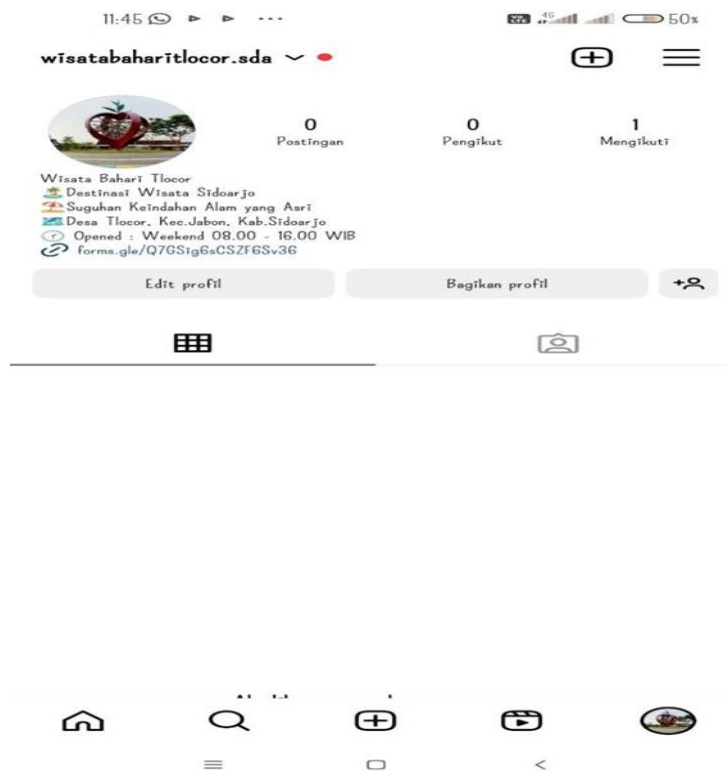


Figure 1. Instagram of Tlocor Marine Tourism

Wisata Bahari Tlocor

Booking Tiket Wisata Bahari Tlocor
 Opened : Weekend (08.00 - 16.00)
 Informasi!!
 Harga tiket : 10.000/orang
 Perahu kapasitas 20 orang : 25.000/orang
 Perahu kapasitas 5 orang : 150.000/ perahu

rahmabitha@gmail.com [Ganti akun](#)

Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Nama *

Jawaban Anda

Hari/Tanggal *

Jawaban Anda

Jumlah orang *

Jawaban Anda

Figure.2. Google Form For Booking Tickets

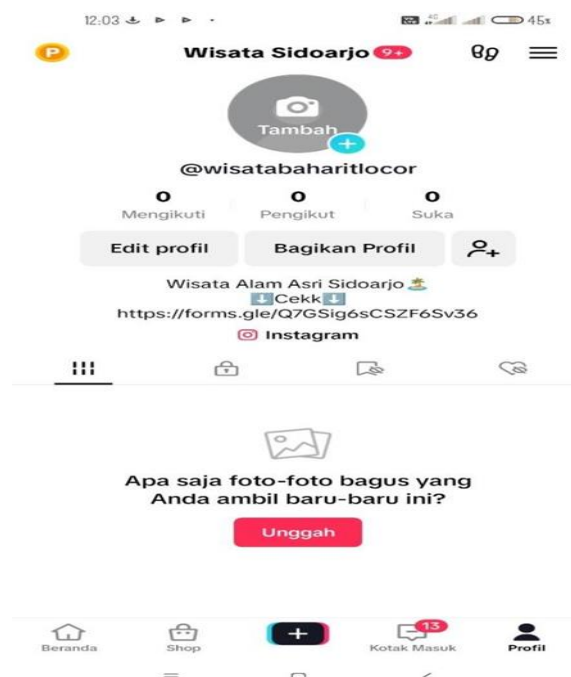


Figure 3. Tiktok of Tlocor Marine Turism

The three pictures above are one of the new innovations for Tlocor Maritime Tourism so that it can be better known to the wider community, to welcome the creation of a Smart Village.

There are 6 Smart Village programs carried out for Tlocor Village, starting with the "Smart People" program here:

- Smart People

Digital skills training with the aim of providing digital skills training to the village community, in this training more emphasis on how to process the internet in social media such as creating content to fill social media accounts that have been created. And it is hoped that later there can also be upgrading of existing google forms.

Making a Literacy Corner with the aim of increasing the accessibility of the community to knowledge education, this literacy corner can also be used as an additional facility for tourist visitors who want to relax. The continuation of this literacy corner is the creation of a digital library.

- Smart Mobility

Followed by the "Smart Mobility" program, namely by making a minimap where this minimap is intended for tourist areas in the program, a QR is made that can be accessed on Android for the community or visitors to use in order to find out the icons around or tourist areas such as prayer rooms, MSMEs, literacy corners, etc.

- Smart Governance

Creation of an Information Portal

The creation of the information portal is by creating a news board that is placed at points commonly reached by the community, and also placed around tourism for updated information on village programs and activities. Which can be used for village branding, because tourists can read what is in the village.

Economic Empowerment

By making packaging training, counseling on obtaining halal certification, making NIB and NPWP, and also creating an e-commerce platform. All of these things are intended to increase economic income for the surrounding community because considering more and more competitors in the market.

Not to forget the creation of stands around tourism to increase income, as well as introduce local products owned by the village.

- Smart Economy

Digital Infrastructure Development

Considering that now in Tlocor Village there has begun to be a wifi installation that helps improve the existing network there, now the construction of a technology center for the village can be carried out properly. Not to forget also equipped with other supporting facilities such as computers, printers, and other supporting software.

Digital Skills Training

In addition to social media training and digital product marketing that has been carried out, graphic design training is now added because of the changing market needs as economic actors should be able to adjust. The graphic design training can be used to improve packaging and promotion through content and flyer editing.

Digital-based tourism

As discussed earlier, for digital-based tourism this is done by developing a digital platform by promoting tourist attractions, tourist-related information, and experiences offered. This will help tourism to be more widely recognized by the public, which can increase the level of visitors and later, if the specified target has been achieved, it can create jobs.

- Smart Living

Here the researchers chose to propose Smart Street Lighting by using technology from LED lights controlled by light sensors to illuminate village roads, the lights can be equipped with motion sensors to turn on automatically when there are people around because this can also increase security. And there is also a road leading to the village that still lacks lighting so if someone wants to go to the tour, they have to go through another road which is very far away, even during the interview it was said that the local residents considered that there was only one road to the tour, namely the road, which had minimal lighting.

- **Smart Environment**

Because Tlocor Village is a coastal village, the researchers made smart waste management by creating a waste bank, making a separator between paper, plastic and bottle waste, which later each resident who deposits waste will be weighed and recorded by the officer and once every 1 month the results of the waste can be taken. And the garbage in the garbage bank is managed into crafts - crafts that are traded around the tour.

As said by previous researchers that to build a smart village requires support from the government, the running of a smart village will encourage the creation of a smart city.

The things above that have been done by researchers are in accordance with what has been done by previous researchers, it's just that what has been applied by previous researchers to the village is not well maintained. So that until now the smart village of Tlocor Village has not been realized, even though the potential of Tlocor Village itself is very strong because there is tourism in the village which is the only coastal tourism in Sidoarjo. Criticism of previous researchers is the lack of control over the programs that have been implemented in the village, it should be ahead of implementation is still often done control and also socialization of how to maintain, develop existing programs to become sustainable programs which of course become a driving factor for smart villages because it becomes a stage of the six pillars of smart villages.

CONCLUSION

From the results of observations made by researchers related to the problems that exist in Tlocor Maritime Tourism, where one of the main aspects is the lack of information related to the existence of Tlocor Maritime Tourism to the community due to managers who lack digital expertise, villages that are less supportive. So the researchers conducted several trainings and counseling for the tour where not only to advance the tour but also to create a Smart Village, create a waste bank, digital training, arrange halal certification, create a literacy corner and so on. These things are expected to be sustainable because if they can continue to be sustainable, it will have a good impact on the surrounding community, namely increasing the local economy. There can even be job creation if this can be maintained properly. Researchers also expect continued support from the village government and the tourism sector government to support the designs that have been carried out by researchers, that full support for what researchers have designed can be continuously updated.

AUTHORS' CONTRIBUTION

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

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- Pemerintahan, I., Negeri, D., & Barat, J. (2022). Agung Nurrahman DEVELOPMENT OF SUKAPURA VILLAGE TOWARDS SMART VILLAGE pun turut menerapkan smart city dengan mengedepankan pelestarian dengan mengedepankan upaya inovatif dari di Indonesia . Salah satunya melalui program bangsa Indonesia menjadi digital nation . Tindak lanjut tersebut dilaksanakan oleh pemerintah daerah dengan menyusun masterplan dan quickwin smart city pada 100 Pemerintah Kabupaten Bandung yang turut mengembangkan dan menerapkan smart city branding dan smart governance . Selain itu Pemerintah Kabupaten Bandung mendukung penerapan smart city dengan tersedianya informasi melalui website inovasi dari smart city di Kabupaten Bandung adalah adanya program seribu kampung yang digagas oleh Bapak Bupati Dadang Naser . wujud dari penerapan smart village . Smart village merupakan adopsi dari smart city yang kepada masyarakat agar memperoleh informasi secara tepat dan cepat . Tiga elemen pokok dari Penelitian dengan fokus smart village telah dilakukan oleh beberapa peneliti penerapan model smart village dalam pengembangan desa wisata di Kabupaten konsep peluang dan tantangan smart village dikembangkan oleh European Network for Rural Development dimana terdapat 6 (enam) people , msart promotion , smart environmental , Temuan penelitian tersebut bahwa upaya dalam penerapan model smart village belum maksimal , hal ini dilihat pada aspek Herdiana (2019) yang memfokuskan pada didukung dengan teknologi sehingga dapat mewujudkan produktifitas dari ketiga elemen pada penerapan aplikasi pelayanan desa berbasis mobile dengan konsep smart village Penelitian menunjukkan adanya website dan aplikasi berbasis mobile dalam pengembangan smart village dapat memberi kemudahan bagi. 12(2), 89–109.
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