




e-Marketing-based training for management of the Temiangan Hill tourism village in Lampung, Indonesia

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ABSTRACT

Study this aim for produce product in the form of training based on e-marketing for manager village tour temiangan hill in the district bungin West Lampung Regency , for develop area tour Temiangan Hill. Method data collection using documentation , observation and test and questionnaire . Effectiveness study show that the average N-Gain normalized 0.73 (high), 81 % attractiveness (attractive) and there is a significant average posttest and pretest scores i.e. 493>147 shows thit > ttable i.e. 21.44>2.36 with level significant t0.05 means showing that there is influence Among training based on e-marketing to village tour temiangan hill in Bung sub - district , West Lampung district with results enhancement knowledge and HR participants training West Lampung district .

KEYWORDS

e-Marketing; Training effect; Tourist village; Education

Received: 20 January 2022

Accepted: 18 February 2022

Published: 28 February 2022

Introduction

The tourism sector has recently become a potential field to contribute to the economic growth of a country. In many countries in the world, the process of planning and developing the tourism sector is not often a priority for government work. In many countries, in the process of planning and developing tourism, the discussion about the human resources needed in the proper and effective service of tourism activities often gets little attention, in some cases, even completely ignored. This has resulted in serious problems in the tourism industry, and may hinder the participation of local communities in economic activities developed from tourism development.

Along with the times, the tourism sector has begun to include internet-based technology in tourism marketing which is known as online tourism marketing (e-marketing). The emergence of e-marketing on social media can make it easier to provide information about the latest information related to the tourism industry sector. There are various types of online marketing tools and practices using social media that companies follow and use by tourism organizations to increase website traffic (Gretzel, 2012). Using this, companies set up their websites in such a way that when a user spells out certain words, the company's website will be displayed at the top of the search results.

The growth in tourist preferences for online information will make it even more important for governments to facilitate online industry active engagement and enable channels to market. One of the media that can be developed as promotional media is social media such as blogging, twitter, facebook, instagram, flicksd, and others (Salman, tt). This media is a secondary media after a website or portal from the industry which is specially made for tourism promotion. This media can be designed for a variety of content and marketing messages in one to one, one to many, or many to many (Hasan, 2015). Consideration of aspects of relevance, accuracy, and ease in conveying marketing messages .

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Tourism development as part of national development has a goal, among others, to expand business opportunities and employment opportunities. In line with the stages of national development, the implementation of national tourism development is carried out in a comprehensive, balanced, gradual and sustainable manner. It seems clear that development in tourism has the ultimate goal of increasing people's incomes which in turn can improve people's welfare. In line with this, tourism in Lampung, Indonesia, is also growing. This tourism activity has also shifted from conventional tourism to alternative tourism such as tourist villages. Tourist interest began to shift to alternative tourism, namely tourist villages. One of the tourist villages that can be visited is the Land above the Clouds, in other words, Temiangan Hill. Temiangan Hill, which is located in Panjang Village, Bungin District, West Lampung Regency has not been managed properly because so far the Temiangan Hill (the country above) has only been managed by the irrigation service which aims for irrigation only. The lack of attention from the local Tourism Office has made the Country above the Clouds, in other words, Temiangan Hill, unknown to tourists. Various efforts are very important to be carried out and improved by local governments, communities and the private sector to continue to advance and develop tourism objects

One of the reasons why the researchers wanted to research the tourism of Timangan Hill (the country above) in West Lampung Regency is due to the low quality of tourism, especially the tourism object of Timangan Hill (the country above) in West Lampung Regency, resulting in the development, management, and maintenance being not optimal for the community. the tourism potential. In addition to the low quality and human resources of tourism areas, the limited facilities and infrastructure to support tourism are also still low in tourism quality. This is due to the impact of the lack of budget allocation of funds intended for the development of the tourism sector. The lack of attention from the district government to develop tourism potential and the lack of priority for the West Lampung Regency government to develop the tourism sector are some of the reasons why efforts to improve the quality of tourism in West Lampung Regency are still not optimal.

Common problems that are often encountered in this Tourism Village area are the weakness of human resources in developing tourist areas and the limited support for supporting facilities and infrastructure is also one of the problems that need attention. Where education and training to improve the competence of managers in implementing E-Marketing in the Temiangan Hill Tourism Village (Country above the clouds) in West Lampung, the community is very much needed and the support of facilities and infrastructure is an important factor for the sustainability of the implementation of tourism activities, such as promotion/marketing and the preparation of providing access , accommodation, tourist transportation, and other supporting infrastructure. There are still many tourist areas that have great potential but are still not supported by adequate human resources and infrastructure. In addition, limited human resources so that they are not able to make maximum use of the facilities and infrastructure that have been built or existing, have not been able to serve the needs of tourism in Indonesia. off location.

The development of tourist visits makes a major contribution to the development of tourism. Based on data obtained from the West Lampung tourism office, there is an increase in the number of visitors from year to year. This significant increase was seen in 2018 the number of visitors was 16,372 then it continued to increase with a total of 182,402 visitors in 2020. This of course shows that there is tourism potential owned by the Temiangan Hill Tourism Village (Country above the clouds) Lampung Indonesia marked by an increase the flow of tourist visits every year, and will provide great opportunities for increasing community and regional income and can reduce unemployment in the local area.

In line with the increasing number of tourists who are interested in the charm of tourist villages, one of which is the Temiangan Hill tourist village, but on the other hand there is still a lack of community resources regarding the benefits of tourism, so to optimize the existing potential and increase tourist visits, another strategy is needed in efforts to develop the tourism sector in Lampung, namely through E-Marketing-based training for tourism village managers. Through this training, it is expected to be able to increase the knowledge of community resources in optimizing and responding to the needs of tourists and can increase the income of local communities while maintaining sustainability in tourism development.

Methods

The research carried out is a type of research and development in the form of e-marketing-based education development. This study uses research and development (Research and Development) proposed by Borg and Gall is an educational research and development with a strategy to develop effective education and training products that can be used to overcome problems that exist in the management of organizational units. The Research and Development

design proposed by Borg & Gall (Hayim, 2016) includes 10 stages, namely: research and information collecting, planning, developing preliminary form of product, preliminary field testing, main product revision, operational field testing, final product revision, operational product testing, dissemination and implementation.

Participants

The population in this study were all members of the temiangan hill tourism management, which amounted to 30 members. The sample is part or representative of the population to be studied (Arikunto, 2010). The samples taken in this study were members of Risma Alfalah who had a minimum of high school graduates/equivalent with a total sample of 15 members consisting of 6 men and 9 women.

Instruments

The data collection instruments used in this study were in the form of interview guide sheets, observation sheets, questionnaires and documentation.

Data analysis

Effectiveness Measurement

The effectiveness was obtained by analyzing quantitative data from the pretest and posttest scores. The pretest and posttest scores were then tested using the One-Sample Kolmogorov-Smirnov Test to determine whether the data were normally distributed. After being normally distributed, the pretest and posttest value data were tested using the Paired Samples T-Test test to determine whether there was a difference between the pretest scores (before using the E-Marketing training model) and the post-test scores (after using the E-Marketing training model). The effectiveness of using the E-Marketing training model for HR development is seen from the size of the normalized average gain. The average normalized gain is calculated by the following equation:

$$g = \frac{S_f - S_i}{S_m - S_i}$$

g : normalized gain
 S_f : Posttest score
 S_i : Pretest Score
 S_m : Maximum Value

The level of effectiveness based on the average normalized gain value can be seen in Table 1.

Table 1. The level of effectiveness based on the average value of Gain

Average Normalized Gain	Classification	Effectiveness Level
(g) 0.70	Tall	Effective
0.30≤(g)<0.70	Currently	Enough Effective
(g)<0.30	Low	Not enough Effective

Source: Table adapted from Alice (2012)

Attractiveness Test

The attractiveness quality of the attractiveness aspect of the education and training model to the percentage range is as follows:

Table 2 . Percentage and classification of attractiveness of the model at

Percentage	Classification attractiveness	Classification
90%-100%	Very interesting	Very easy
70%-89%	Interesting	Easy
50%-69%	Enough interesting	Enough easy

0%-49% Not enough interesting Not enough easy
Source: Table adapted from Elise (2012)

The percentage obtained by the equation:

$$\% = \frac{\text{Skor diperoleh}}{\text{Skor total}} \times 100\%$$

Results

The results obtained at the analysis stage found that there was an increase in the number of tourists from year to year in the tourist village of Temianan Hill. However, on the other hand, there is still a lack of community resources regarding knowledge in managing tourism to make it more attractive in the future. Although the tourist village of Temianan Hill has experienced an increase in tourists from year to year, of course it must also be accompanied by maximum management so that visitors feel not monotonous with the existing situation.

After getting information data about problems that occur in the field, then researchers design an e-marketing-based training for the management of tourist villages that can help the community there in optimizing and responding to tourist needs and can increase the income of local communities while maintaining sustainability in tourism development.

The results of the next study were at the design stage of the e-marketing training module, researchers designed the training module with an attractive appearance with the contents of the training guide and e-marketing materials for tourism village management. The following is the front cover of the e-marketing training module.

a. Module front page

The front page of the module consists of the title of the module in accordance with the subject matter, namely Development of e-marketing-Based Education and Training.



Figure 1. Cover the front page of the module

b. Expert validation results

Expert validation results include material, design and media experts

Table 3. Percentage of expert validation assessment

No.	Validation	1st Rating _	2nd Rating	Information
1.	Expert Theory	57%	93%	Increase
2.	Expert Design	53%	93%	Increase
3.	Media Expert	54%	91%	Increase
	Average	54%	92%	Increase

c. Results of the effectiveness of using the e-marketing development module

Table 4 . Results of the effectiveness of using the e-marketing development module

NO	SAMPLE	N-Gain	K classification	Effectiveness Level
1.	Test Field	0.73	Tall	Effective
	Average	0.73	Tall	Effective

d. The results of the interesting use of the e-marketing development module

Table 5 . The results of the interesting use of the e-marketing development module

NO	SAMPLE	Percentage	Classification of Attractiveness	Effectiveness Level
1.	Test Field	91%	Interesting	Easy
	Average	91%	Interesting	Easy

Discussion

The process of developing this model starts from introduction, planning, product development, product validation to experts, field testing, to product refinement. The introduction is carried out to find out how the conditions and potential are needed for product development. After knowing the conditions and potential proceed to planning. Planning is carried out to develop the initial product starting from choosing the form of training materials, making competency standards and basic competencies, then determining indicators of achieving basic competencies, determining HR Marketer training objectives, designing Syllabus and RPP with an e-marketing development model for Temiangan Hill Tourism Village Managers. (The land above the clouds) Temiangan Hill based inductive, decisive training; participants, time, place, equipment, and making HR marketer training activities. After planning, the initial product is compiled and developed in the form of a book containing an introduction, theoretical basis and model findings that are complemented by the planning, implementation and evaluation of the e-marketing development model for the Temiangan Hill Tourism Village Manager (The Country above the Clouds) in Temiangan Hill. Then to determine the feasibility of the developed product, validation tests were carried out by experts, namely material experts, design experts and media experts. After validation by experts, researchers get an assessment and make revisions according to suggestions and input from experts. The product is field tested with 15 participants. The final process is product improvement by adding a profile on the back cover of the product and repairing the cover again.

The results of the effectiveness data analysis showed that the N-Gain in the field test was effective because it was 0.73 0.70. Thus, based on the results of the calculation, the average N-Gain is normalized to 0.73 with high qualifications so that the use of the e-marketing Development model for the Temiangan Hill Tourism Village Manager (The country above the cloud) of Temiangan Hill in the training of HR marketers in Lampung Indonesia has proven to be effective.

The results of the analysis of the attractiveness data that the use of the e-marketing-based training development model for the Temiangan Hill Tourism Village Manager (The Country above the Cloud) in Temiangan Hill in the HR marketer training obtained a percentage of 493% with an attractive classification.

The results of the analysis of the hypothesis test data obtained the number 21.44 with $t_{0.05}$, the price of $t = 2.36$. So, $21.44 > 2.36$ or $t_{hit} > t_{table}$. The difference between the results of the pretest and posttest is significant. The results of hypothesis testing are that there is an influence on the use of the e-marketing-based training development model for the Temiangan Hill Tourism Village Manager (The country above the clouds) Temiangan Hill, Lampung Indonesia.

Conclusion

Based on the results of research and discussion, the following conclusions are obtained:

The condition of the Temiangan Hill tourist area (Country above the clouds) Lampung Indonesia is very interesting to be used as a tourist spot by looking at tourism object data that has not been managed by the government or private parties, but after looking at the data from the Lampung Indonesia Regional Tourism and Culture Youth Service there are a slight increase in visitors to the tourist area. The potential of human resources needs to be developed so that local people are able to become reliable marketers and manage human resources in the Temiangan Hill tourism area (the country above the clouds) Lampung Indonesia. The e-marketing development model for the Temiangan Hill Tourism Village Manager (The country above the clouds) Temiangan Hill based on Inductive Training is effectively used in Marketer Training in Lampung Indonesia because it increases the results of the posttest scores. It can be seen that the average value of HR Marketers before using the e-marketing Development model for the Temiangan Hill Tourism Village Manager (the country above the cloud) is effective and after using the e-marketing Development model for the Temiangan Hill Tourism Village Manager (the Country in the Middle East). above the clouds) Temiangan Hill Based Inductive training is effective. So it can be concluded that the effectiveness of marketer HR training in the experimental group. The e-marketing development model for the Temiangan Hill Tourism Village Manager (Country above the clouds) Temiangan Hill, from the results of data analysis it is said to be interesting because an attractiveness test has been carried out which obtains an attractiveness value of 91% with this value, it is said to be interesting.

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