

Implementation Of The Digital Economy In Matano Tourism Village

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Abstract . Every Indonesian region has the potential to profit from the tourism industry, particularly with the help of information technology advancements. In actuality, though, a large portion of Indonesian tourism has not completely embraced digitalization to its full potential. similar to Matano Village in East Luwu Regency, which struggles to combine efficient marketing with administration. The objective of this study is to enhance the tourism industry in Matano Tourism Village by utilizing the Digital System Enterprise Resource Planning. The goals of this makeover are to improve awareness, draw in more visitors, and make managing tourist villages easier. To thoroughly evaluate the state of tourism in Matano Village, a qualitative and descriptive research methodology was applied. Primary data was gathered using gform surveys, in-person observations in Matano Village, and interviews with specific populations. Journals, literature, and documentation are sources of secondary data. There is also the waterfall method. The results of the research show that integration is still restricted and that Matano Village's tourism potential has not been fully realized.

Keywords: Matano Village, tourism, green economy, enterprise resource planning, and website.

INTRODUCTION

Because the community is involved, tourism villages are a way to execute sustainable development initiatives in the tourism sector (Moridu, 2021). For instance, the Matano Tourism Village in East Luwu Regency is home to small and medium-sized businesses (UKM) that manufacture a range of goods, such as packaged food items, Arabica and Robusta coffee seeds, liquid smoke for essential oils, fresh vegetables, and white oyster mushrooms made from coffee shells.

It starts with financial management, reservation systems, marketing plans, and coordination amongst its tourism attractions. It is hence poorly integrated. Because of this, not many people are aware of the several tourist attractions that are here, and many are unaware that this tourist village offers trip packages. Many tourist sites are neglected or have amenities deteriorated as a result of the decline in tourists. Despite the fact that the tourist spots on offer are really distinctive and might be expanded further.

In relation to the issues facing the Matano Tourism Village, efforts must be made to integrate current tourist destinations using a digital system in order to achieve more optimal results. Naturally, this will involve working with the village government to resurrect a number of temporarily suspended tourist destinations. The objectives of the Matano Village Tourism Information System's deployment are to boost tourism destinations' integration, broaden

tourists' understanding of them, boost operational effectiveness, encourage the green economy, and revitalize stagnant destinations. in overseeing business operations.

Suryanto (2022) asserts that ERP, which guarantees information integrity and creates distinct databases that staff members across the company may access, is the cornerstone of successful modern corporate business.

Information on the Matano Tourism Village, accounting analysis, travel destinations, business associates, merchandise, and online ticket booking are among the services provided. In order to facilitate visitors' access to all of the information in the Matano Tourism Village and to make it simpler for them to get visitor passes. Additionally, incoming data from all tourist locations can be entered straight into a single system, which facilitates managers' reading and processing of the data. Naturally, this innovation also promotes the green economy by reducing paper use by utilizing digital transformation to manage all operational tourism activities. Reducing the amount of paper you consume is one approach to help the environment. Moridu (2022).

METHOD

This study takes a descriptive approach while utilizing a qualitative strategy. Matano Village, Panti District, East Luwu Regency was the research object chosen. Interviews with specific sources—the village treasurer and the owner of an oyster mushroom company in Matano Village—were used as the data collecting method. In addition, 92 respondents were chosen at random to receive questionnaires and be observed firsthand in Matano Village. Journals, books, articles, and news pertaining to research are the sources of literature used.

RESULTS AND DISCUSSION

a) Pattern

Compiling operating costs and financial data is done with the accounting tool. In addition, it works to evaluate the amount of revenue and profit made as well as to track and contrast the profit made each month, which is determined by the volume of tourists visiting each destination, which is determined by analyzing data on visitors. A more detailed description of each location may be found in the destination menu, along with the contact information for

each business actor. The product feature is there to help promote locally made goods more widely. Its purpose is to sell tourists locally produced goods, such as processed foods and other imaginative goods made by the residents of Matano Village, such as white oyster mushrooms, coffee shells, and essential oils. The Matano Tourism Village website's business partner feature is utilized to present potential partners. If investors or other businesses are interested in this potential, there is also a contact person accessible. The database component keeps track of monthly revenue transactions from the sale of tourist tickets as well as visitor origin information. Finally, there is a ticket option that allows guests to purchase tickets ahead of time. Visitors have the option to pay using an e-wallet or mbanking.

b) Put into Practice

Since many in Matano Village lack a basic understanding of technology, it is essential to do outreach to business players and the local population before launching a website powered by a digital ERP system. The next stage is to provide instruction on how to properly use the website. by the application of an ERP system.

c) Upkeep

ERP-based website upkeep is crucial to the website's continued functionality. To preserve website security and functionality, some actions that can be performed include routine database and website performance monitoring and upgrading, as well as routine software and system component updates. Next, to defend the website against online threats, deploy firewalls, intrusion detection systems, and security software. To make data safer, regularly backup critical data, including user profiles and transaction data, and store the backups somewhere other than the main server.

CONCLUSION

The Matano Tourism Village community had a number of management issues, including a dearth of visitors, a lack of clarity in the village's structure, individuals who were not proficient in using technology for marketing, and the community's incapacity to oversee operations and prepare financial reports. Thus, a website built on the Digital System ERP was made to promote regional goods and facilitate the creation of financial reports. In order to implement this and achieve the best possible results, socialization, training, and the creation of multiple significant divisions are required. Because this website runs entirely on a digital platform, it can also help Indonesia accomplish its green economy goals by using less paper.

The author makes the case that the government must fully support efforts to transform the digital economy in order to support the green economy program. This is because there are infrastructure and facility issues in the Matano Tourism Village, which have forced the temporary closure of several tourist attractions. To get the best outcomes in website implementation, the community must commit to continuing to implement the program in an optimal and consistent manner. Further expansion of this research can potentially be conducted in greater detail by gathering more specific data on the average number of visitors as well as demographically dominant tourist data. This is done in order to make the target more precise. The Matano Tourism Village community had a number of management issues, including a dearth of visitors, a lack of clarity in the village's structure, individuals who were not proficient in using technology for marketing, and the community's incapacity to oversee operations and prepare financial reports. Thus, a website built on the Digital System ERP was made to promote regional goods and facilitate the creation of financial reports. In order to implement this and achieve the best possible results, socialization, training, and the creation of multiple significant divisions are required. Because this website runs entirely on a digital platform, it can also help Indonesia accomplish its green economy goals by using less paper. The author makes the case that the government must fully support efforts to transform the digital economy in order to support the green economy program. This is because there are infrastructure and facility issues in the Matano Tourism Village, which have forced the temporary closure of several tourist attractions. To get the best outcomes in website implementation, the community must commit to continuing to implement the program in an optimal and consistent manner. Further expansion of this research can potentially be conducted in greater detail by gathering more specific data on the average number of visitors as well as demographically dominant tourist data. This is done in order to make the target more precise

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