Promoting the "Cempaka Tegal Slumpring Market" Tourism Through E-Tourism : Benchmarking Approach

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Abstract: This community service aims to socialize the concept of digital promotion to introduce the Cempaka Tegal tourist village to the community in a wider area, both locally, nationally and internationally. The method of implementing this service uses socialization and benchmarking. Data collection was carried out through observation and interviews which were then analyzed descriptively. The results of this activity showed that the practice of implementing digital promotion of tourist attractions in the Samara province of Moscow, Russia can be applied to introduce Cempaka Tegal Slumpring Market Tourism to all corners of the world. The digital promotional practices include creating official websites for tourist attractions, utilizing social media such as Facebook, Instagram, and Twitter, utilizing virtual and augmented reality (VR/AR) technology, collaborating with influencers and travel bloggers, optimizing search engines (SEO) and provide a tourist village tourism application. Some of these promotional media have now been implemented, such as Facebook (Desa Wisata Cempaka, n.d.), Instagram (instagram.com/explore/locations/351643408686716/), collaboration with travel bloggers (Agus Fadilah, n.d.).

Introduction

Tegal has a lot of tourism potential that needs to be explored and developed. One of them is a tourist village. Reporting from the online news media "Soloposjateng", February 23 2023, Tegal Regency has declared at least 16 villages as tourist village areas. One that has been realized is the Cempaka Tourism Village, Bumijawa sub-district, Tegal Regency, Central Java, Indonesia. The village is located in the south of Tegal Regency, precisely on the slopes of Mount Slamet. The location is still one route to the Guci Hot Springs tours (Novi Tyas Anggraeni, 2024)

As a tourist village, Cempaka has several excellent spots that are a source of attraction to visit. There are at least four destinations in this village, first Tuk Mudal and Tuk Pitu, second Camping Ground Hill Top, third Bukit Bulak Cempaka (BBC), and fourth Pasar Slumpring. Tuk Mudal and Tuk Pitu are lakes or bathing pools for public tourists. Tuk Mudal originates from four springs, namely Tuk Blambangan, Tuk Pengayeman, Tuk Gorang, and Tuk Nangkaair. The flow of these four springs then merges with the flow of three other springs so it is called Tuk Pitu. Camping Ground Hill Top is several hills for camping on the

edge of Cempaka Village. The hills include Bulak Hill, Cengis Hill, Mengger Hill and Brongkol Hill. BBC is a hill tourist attraction at the end of Cempaka Village. This hill is equipped with various gazebos and interesting photo spots that will satisfy visitors. Meanwhile, Slumpring Market is a traditional market tourist attraction located in the bamboo garden area. Slumpring market tourism carries the concept of nature tourism and traditional culinary tourism (Suryatiningsih, 2023); (Bentar, 2024)

Even though it has four leading destinations, people are more familiar with the slump ring market. This is because this market has unique characteristics that are different from markets in general. The market, which is located in a bamboo plantation area, sells ancient food and drinks which are only served and wrapped in banana leaves. Visitors can buy and enjoy various types of traditional food made with natural ingredients. There are 47 types of culinary delights to choose from, ranging from foods such as corn rice, serabi and grilled gemblong, to various types of drinks such as young coconut ice, wedang lemongrass and Poci tea. To enjoy these foods and drinks, visitors are only allowed to use a payment instrument called "Kirat Bambu". Kirat bamboo is a piece made using bamboo material which measures 6X2.5 centimetres and is 5 millimetres thick. One piece of bamboo kirat is worth IDR 2,500. Visitors cannot go to this market every day, because it is only open on Sundays from morning to 12.00 noon (Mahanani & Hananik, 2021)

Even though the Cempaka tourist village has its attractions and advantages as explained above, there are still problems that need to be addressed and resolved. The problems include, among other things, related to facilities and infrastructure and information on the existence of the Cempaka tourist village which has not been widely reached. Road conditions still do not support tourist activities, some of which are still unpaved and narrow, which has the potential to cause traffic jams. Public transportation to tourist locations is rare. Some of the rubbish bins are poorly maintained. Information boards cannot be seen clearly because they are blocked by trees around the directions. Tourist directions are visible only from the front side of Slumpring Market. Parking spaces are still unclear between cars and motorbikes. The car park still uses empty land in the form of clay, so when it rains it will be muddy. The performance stage looked neglected and some of it was damaged (Dwi Restiyani & Saraswati, 2021)

The existence of the Cempaka tourist village does not appear to be widely known. This can be seen from the results of a survey of the areas where visitors come from, where the majority come from areas around Cempaka village such as the sub-districts of Bumijawa, Slawi, Lebaksiu, Balapulang, Dukuhwaru, Tarub, Bumiayu and Tegal City. Meanwhile, the survey results related to information sources for the Cempaka tourist village, most of them got information through print media such as newspapers and brochures, electronic media such as television and radio and oral information. Few people get information through digital media such as the Google website and social media (Facebook, TikTok, Instagram) (Cahaya Suksma, 2024)

Based on this problem, the service team is interested in carrying out service in the form of socializing the concept of digital promotion to introduce the Cempaka Tegal tourist village to the community in a wider area, both locally, nationally and internationally. The community service has urgency. Firstly, the tourist village of Cempaka, Bumi Jawa sub-district, Tegal Regency has several excellent spots which are sources of attraction to visit, including Tuk Mudal and Tuk Pitu, Camping Ground Hill Top, Bukit Bulak Cempaka Slumpring Market. However, these spots have not been developed optimally and are not widely known. Second, information technologies have developed very rapidly at this time

and can be used to promote the Cempaka tourist village, such as official tourist attraction websites, social media, tourist village tourism applications and others. Through this community service, Cempaka tourist village managers are expected to know the types of information technology and apply them so that the Cempaka tourist village can be widely known.

Method

The dedication began with coordination and collaboration between three faculties at Pancasakti Tegal University, namely the Faculty of Economics and Business (FEB), the Faculty of Teacher and Education Science (FKIP) and the Faculty of Engineering and Computer Science (FTIK). The three faculties intend to provide dedication in the form of socialization through digital promotions to promote the Cempaka Tegal Slumpring Market tourist village to the wider area and even the world. For this reason, the dedication team contacted the head of the tourism awareness group (Pokdarwis) in Cempaka Village, Bumijawa District, Tegal Regency, Central Java, Indonesia, named Abdul Khayyi, SE. The service was agreed to be carried out on Sunday, January 29 2023.

Furthermore, the three faculties invited advisers from universities abroad to carry out benchmarking to share practical experiences regarding the digital promotion of tourism in the areas where the resource persons live. The service team invited one of the Moscow City University - Samara Campus lecturers, Professor Dr. Elchin Gashimov as an adviser. Apart from being a lecturer, he is a structural officer as vice president of Moscow City University - Samara Campus.

The service is carried out using the benchmarking method. Benchmarking is a process where a unit/section/organization measures and compares the performance or activities of a unit/section/organization with similar performance or activities in other similar units/sections/organizations both internally and externally. Through Benchmarking, a unit/section/organization can obtain an overview of the condition of the organization's performance so that it can adopt best practices to achieve the desired targets (*Mengenal Konsep Benchmarking*, n.d.)

The benchmarking process is carried out through several stages, first identifying what problems will be used as subjects. This problem can be a process, function, output or other. Second, identify industries/organizations/institutions that have similar activities/businesses. For example, if you want to overcome employee turnover then look for similar companies that have employee turnover information. Third, identify industries that are leaders in similar business fields. This industry can be searched for through industry associations, surveys, customers, and magazines where the industry is the top leader. Fourth, conduct a survey of the industry for measurements and practices carried out. Quantitative or qualitative surveys are used to obtain relevant data and information according to the problem identified in the initial step. Fifth, visit company best practices to identify key areas of business practice. Several companies are usually willing to exchange information within a consortium and share the results within the consortium. Sixth, implementing new business practices and improving processes (*Mengenal Konsep Benchmarking*, n.d.)

Data collection in the form of digital promotional media, in the community service, was carried out through observations and interviews with the Cempaka tourist village manager, namely Abdul Khayyi, SE (head of the Cempaka village tourism awareness group (Pokdarwis). Meanwhile, data analysis was carried out through the benchmarking method by stages, the first is identifying problems in Cempaka Tegal Slumpring Market Tourism

Through E-Tourism, especially related to promotion through digital media (online). Next, searching for and identifying similar tourist locations that have advantages in implementing digital promotion as best practice or inviting advisor persons who can explain the application of digital promotion at best practice tourist locations. Lastly, implementing digital promotion in Cempaka Tegal Slumpring Market Tourism.

Result and Discussion

Figure 1. Dedication Speaker

Samara is a province and the provincial capital of Moscow - Russia. The province is 1,066 kilometers to the southeast of the city of Moscow and can be reached by 1 hour 45 minute light from Moscow. The region is known for the high level of development of the aerospace and space industry as well as the food and beverage industry in Russia. The city of Samara as the provincial capital with a population of around 1.2 million people is on the banks of one of the main rivers in Russia, namely the Volga River which flows into the Caspian Sea. There are several interesting tourist attractions and beautiful nature in this area. About 70% of Samara residents like to travel abroad for long stays, especially during the winter period in Russia. Tourist destinations are Greece, Turkey, Cyprus, India (Goa) and Thailand, and there are also those who travel to Indonesia (Bali). Samara has an interesting tourist location to visit. The tourist locations include the Military History Museum of the Volga-Ural Military District, the Space Museum, Victoria Aquapark, Samara Beach, Samara State University, Crystal Ice Palace, Volga Region Archaeological Museum and Samara History Museum (ANNA SOROKINA, 2024)

Figure 2. Service Team

The service began by observing various media to promote the Cempaka tourist village such as print media, electronic media and digital media. Next, visit the tourist location, namely the Cempaka Tegal Slumpring Market. All spots were visited and then a question and answer session was held between advisers and the small business actors. After walking around and making observations, advisers gathered together with the dedication team and the chairman of the Cempaka Village Pokdarwis on a performance stage to hold discussions. This discussion was also attended by traders and tourist visitors. adviser started the discussion by explaining the various tourist attractions in the Samara province of Moscow-Russia that are interesting to visit. There are at least eight tourist attractions, namely the Military History Museum of the Volga-Ural Military District, the Space Museum, Victoria Aquapark, Samara Beach, Samara State University, Crystal Ice Palace, Volga Region Archaeological Museum and Samara History Museum. Adviser then explained digital promotion techniques to introduce these tourist attractions to all corners of the world. These techniques include creating an official website for a tourist attraction, utilizing social media such as Facebook, Instagram and Twitter, utilizing virtual and augmented reality (VR/AR) technology, collaborating with influencers and travel bloggers, optimizing search engines (SEO) and provides a tourist village tourism application

Then adviser suggested that these promotional techniques could be applied to introduce the Cempaka Tegal Slumpring Market Tourism. First, build the official website for the Cempaka tourist village. This website is an important first step in promoting tourism destinations digitally. To be a promotional medium, a website must be informative, attractive and easy to access for visitors. Website content can include information related to tourist village attractions, available facilities, event agendas, as well as contacts for reservations and further information. The official tourist village website makes it easier for tourists to find information and make reservations online. Second, use social media such as Facebook, Instagram and Twitter.

Figure 3. Discussion

Later, tourist village managers can share content regarding the attractions of tourist villages, tourist experiences, and interesting events that will be displayed in the following days. Tourist village managers can also include advertisements for tourism destinations. Third, utilize Virtual Technology and Augmented Reality (VR/AR). Through VR/AR, the Cempaka tourist village can create a virtual tour that allows tourists to see natural beauty, cultural attractions and other experiences in a digital environment that provides real-life experiences. The fourth, collaborations are with Influencers and Travel Bloggers.

Figure 4. Questions and Answers

Figure 5. Hospitality of Dedication Participants and Visitors

Usually travel influencers and bloggers have large followings and usually have an audience interested in certain tourist destinations. Bloggers will invite tourists to visit the Cempaka tourist village and share their experiences through online content. The tourist village can reach potential tourists in various regions and increase its popularity. The fifth is search engine optimization (SEO). By using the right SEO techniques, tourist villages can increase their visibility in search engines like Google. The SEO techniques include using relevant keywords, creating quality content, optimizing links, and using informative meta tags. The sixth, it provides a tourism application for the Cempaka tourist village. Through this application, tourists can easily and quickly access information about tourist villages, recommended tourist experiences, travel routes, and recommendations for places to eat and stay. Applications can also be equipped with other additional features such as virtual tour guides, real-time information about events and activities in tourist villages, and the ability to make online reservations and payments.

In general, the advisers' suggestions regarding the need to apply digital promotional techniques include creating official websites for tourist attractions, using social media such as Facebook, Instagram and Twitter, using virtual technology and augmented reality (VR/AR), collaborating with influencers and Travel bloggers, search engine optimization (SEO) and providing tourism village tourism applications were responded positively by discussion participants. This can be seen from the many questions from discussion participants related to how to apply these digital promotional media. Some of these promotional media have now been implemented, such as Facebook (*Desa Wisata Cempaka*, n.d.), Instagram (instagram.com/explore/locations/351643408686716/), collaboration with travel bloggers (Agus Fadilah, n.d.). Some have not been realized due to financing problems.

Conclusion

The results of this activity showed that the practice of implementing digital promotion of tourist attractions in the Samara province of Moscow-Russia can be applied to introduce Cempaka Tegal Slumpring Market Tourism to all corners of the world. The digital promotional practices include creating official websites for tourist attractions, utilizing social media such as Facebook, Instagram, and Twitter, utilizing virtual and augmented reality (VR/AR) technology, collaborating with influencers and travel bloggers, optimizing search engines (SEO) and provides a tourist village tourism application. Some of these promotional media have now been implemented, such as Facebook (Desa Wisata Cempaka, n.d.), Instagram (instagram.com/explore/locations/351643408686716/), collaboration with travel bloggers (Agus Fadilah, n.d.).

Recommendation

Based on the service that has been carried out, the suggestions that can be given are: (1) for the slumpring market management, digital tourism promotion need to be further enhanced and implemented so that foreign and local tourists from outside Tegal district are more aware of the existence of the slumpring market; (2) for LPPM of Pancasakti Tegal University, this unit needs to add international service programs collaboration and involving all lecturers at Pancasakti University Tegal.

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