

## **IMPROVING DIGITAL PLATFORM AS TOURISM DEVELOPMENT: A ECONOMIC BENEFICIAL FOR UMBUL PONGGOK COMMUNITY, KLATEN, CENTRAL JAVA**

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### **Abstract**

Klaten's is the part Region in Central Java which has natural potential. One of the most popular village in Klaten is Umbul Ponggok. The Ponggok's village well known as the Natural Sources which consist of beautiful places. The Ponggok Village have several umbul but the most popular umbul is Umbul Ponggok, located in Polanharjo, Klaten, Central Java. In the past, Umbul Ponggok was used a bathing place for community and still not populer. Now, Umbul Ponggok is a popular place because management and using technology. The using of technology can be branding of Ponggok's Village as a tourism village, it has resulted increasing village income. The increase has made Ponggok's Village more empowered economically and resulted change as social transformation. The success of Umbul Ponggok's in utilizing technology as a tourism village branding increasing interest community to explore many activities. Umbul Ponggok offering underwater activities such as snorkeling, diving, a and underwater photography. The purpose of this research to describe about social transformation community in Ponggok's village, Klaten, Central Java. This research using qualitative method and indepth interview as the technique data collecting. This result to describe about social transformation community Ponggok's village of post transform to tourism village.

**Keyword: development, Ponggok's village community, social transformation, tourism village**

### **INTRODUCTION**

Klaten's is the part region in Central Java which has natural resources (Tauhid et al., 2017). The Ponggok Village have several umbul but the most popular umbul is Umbul Ponggok, located in Polanharjo, Klaten, Central Java (Sofi & Mutiarin, 2018). Umbul

Ponggok's is a water sources with shaped like a pond on located in Klaten (Retnandari & Merauje, 2019). In the past, utilizing of Umbul Ponggok's place just for wash clothes and bath by the surrounding community (Wulandari, 2022). At the time, the community only used Umbul Ponggok for daily needs and

have not yet managed well (Hastutik et al., 2021). The community plays an important role in development of an area through management resources (Meirinawati et al., 2018). Human resources are the main factors that can increasing village development (Jašková & Haviernikova, 2021). The utilization of human resources in natural resource management must be balanced with the development of a dynamic environment such as technological (Saleh et al., 2020). Technology creates a pull on innovation. All technologically feasible innovations of all time, almost endless source of potential technology (Fichman et al., 2014).

Kranzberg stands somewhat outside the specification of information technology and looks broadly both at the place any particular technology can hold social transformation (Staudenmaier, 2002). Role of the information technology can hold in current social transformation (Latham, 2022). Technology can driven social transformation where they work and live (Greenfield, 2019). Umbul Ponggok's is a popular place in Klaten which management and using technology can be branding Ponggok's as a tourism village (Retnandari & Merauje, 2019). We see everything from the creation of Umbul Ponggok's resources like social media tools to make branding this village. Technological processes that increase the productivity of labor and free humans from tasks performed more economically (Jorgenson & Vu, 2011). The utilizing technology in

marketing process Umbul Ponggok has had a positive impact. The success of Umbul Ponggok's in utilizing technology as a tourism village branding increasing interest community to explore many activities. Umbul Ponggok offering underwater activities such as snorkeling, diving, and underwater photography.

### **Social Transformation**

Societal development is dependent of values human beings choose to admit, prioritize, include or exclude in the conduct of their lives and actions (Mensah, 2019). Social values such as the vital values conditions of the whole community, have to be preferred to the vital values of individual members of the community (Schroeder et al., 2019). Cultural values don't exist without the foundation of vital and social values but none the less they rank together (Bachrach, 2014). In the process of understanding about social change, it is important to focus value (Servaes, 2011). Value not only giving meaning and value to personal development but it also promotes for societal development and transition (Vasciuc, 2020). The phenomena of social and environmental change require new knowledge in a science of complexity that can deal with internally complex system types in society and nature (Olsson & Jerneck, 2018). Technology has transformed of their societal activities (Adhiarso et al., 2019), such as entrepreneur activities, local skills, capabilities and digital

transformation to build cultural-social values for maintaining community life (Huggins & Thompson, 2015). Social transformation has a relationship with technological development (Si et al., 2022). It can be seen that Ponggok's community such as at the past focus on agriculture but now focus on entrepreneurship. Between the pull of society and the drive for technology are two strong gates. The technology available to society at any particular time is only that which can flow past the technology gate, which is operated by powerful set of forces (De la Teja & Spannaus, 2008)

The technology that survives both gates have primarily kinds of impacts in the society they enter, depending heavily upon their character. The impact extends far beyond these major replacements, to open whole new fields of opportunity (Papé & Martinez, 2017). This include among these are opportunities to desire of previously unknown or unrecognized societal needs and wants, often increasingly sophisticated nature (Alejziak et al., 2005). Technology can help men and women extend their abilities and knowledge, skill and knowledge to design a specific product or process (Mota & Cilento, 2020). In Ponggok community, they are have new activities such as make handicrafts for tourists, make clothing products for souvenirs and establishing a home stay business. Social transformation can improve Ponggok people to ability interaction and exchange culture

with tourists. Umbul Ponggok development can increasing villagers income. Social transformation is linked to the dialectics of history – opposed principles of human subject as person, member of communities and as a culture beings called to be in love (Douzinas, 2002), from the existence of the famous of Umbul Ponggok, community is more proud of its area. Progress, change, failures, and modifications in the process of sustainability as an erratic process of approaching the complexities of social transform (Salomaa & Juhola, 2020).

## **RESEARCH METHODOLOGY**

### **Research Approach and Sampling**

This study using quantitative research using a descriptive approach. This descriptive study aims to describe the results of the study. In this study we used a purposive sampling technique, and a sampling group consisting of people living around the Ponggok village (Locke, 2002).

### **Data Collection Procedures**

The data used in this study uses primary data. The data was obtained through a survey of the results of a questionnaire distributed to the people of Ponggok village around the Umbul Ponggok tour. The quantitative method of this questionnaire was chosen because it was felt that this sampling was specifically targeted for research because they most likely had an

involvement in the development of Umbul Ponggok tourism.

### Research Instrument

The research instrument was an interview consisting of several questions that would be asked to the community around Umbul Ponggok tourism related to the influence of the transformation of Umbul Ponggok tourism development. The question includes the name of the respondent, gender, educational, main jobs, family income monthly, social, economical and cultural condition before Ponggok tourism, kind of technology information and communication as the tourism branding, community involved to the establishment of Ponggok tourism, society opinion about establishment Ponggok tourism, positive thing after become tourism village, the economical advantages post Ponggok tourism village, the socio culture advantages after Ponggok tourism.

### Data Analysis Procedures and Validity

The analysis we use is to analyze the information we receive from the results of interviews. In our study the validity of the data was proven from the point of choosing the sample. The people we chose to

participate in this study were specifically chosen because they have the knowledge needed to fulfill the objectives of this study. The procedure is that we distribute questionnaires for accuracy in reporting what results from our interviews. We use this method to ensure credibility and prove data validity.

### RESULTS

Specifically this research explain about the effect of transformation Umbul Ponggok tourism development. This research choose 40 respondents who can provide interpretation toward research object. Characteristics data of 40 respondents of this research can be seen based on gender; educational; main jobs; family income monthly; social, economical and cultural condition before Ponggok tourism; kind of technology information and communication as the tourism branding; community involved to the establishment of Ponggok tourism; society opinion about establishment Ponggok tourism; positive thing after become tourism village; the economical advantages post Ponggok tourism village, the socio culture advantages after Ponggok tourism. Further explanation can be seen in this table.

*Tabel 1 Gender*

Gender	Male	Female
(%)	30%	70%
Total		100%

Based on the tabel I most of respondents are Female whcih is

70%, we considered that women are more empowered

*Tabel II Educational*

<b>Educational</b>	<b>(%)</b>
Elementary School (SD)	22.5%
Junior High School (SMP)	20%
High School (SMA)	50%
Higher Education (PT/Akademi)	7,5%
Total	100%

Based on the second table above shows that the level of public education Ponggok village high percentage of 50% for high school graduates by the number of respondents was 20, while for college graduates is only 7.5% with the number of respondents as many as 3 people. table above

proves that the community is aware of the importance of education in addition to the need for dissemination of higher education in lingkungan Ponggo rural communities to raise awareness of the importance of higher education

*Tabel III Main Jobs*

<b>Jobs</b>	<b>(%)</b>
Farmer	7.5%
Fisherman	2.5%
Officer/Military	0%
Employee	0%
Micro-Industrial Sector	57.5%
Informal Sector	30%
Other	5%
Total	100%

Based on Table III regarding the main work in the village Ponggok is a small industrial sector with a percentage of 57.5% with the number of respondents 23 people, but judging from the condition of the village area Ponggok located

13.9 km from the administrative center of Klaten with the geographical conditions in rural areas make once the public works sector of Agriculture and Fisheries. But after becoming a tourist village communities experience Ponggok Work-Replacement with a percentage of 86.4% becoming a tourist village communities

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 communities experience Ponggok  
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percentage of 86.4% and as much  
 as 65% of respondents do not have  
 a second job.

*Table IV Family Income Monthly*

<b>Income</b>	<b>(%)</b>
< Rp. 1.000.000	15%
Rp. 1.000.000 – Rp. 2.500.000	80%
> Rp. 2.500.000	5%
Total	100%

Based on Table VI shows that  
 average monthly household income  
 increased by Rp.1.000.000 - Rp.  
 2,500,000 with a percentage of 80%  
 of respondents raise the average  
 income exceeded the minimum  
 wage region of Klaten Regency Rp.  
 1795061.43 set each

period by the Central Java  
 provincial government but as much  
 as 15% of respondents also still  
 have an income <Rp. 1,000,000. It  
 must be one of the evaluation of  
 many parties (government,  
 investors, stakeholders) efforts to  
 increase the level of income.

*Table V. Main Jobs before Ponggok Tourism*

<b>Jobs</b>	<b>(%)</b>
Agriculture Sector	32.5%
Fisheries Sector	40%
Public Sector	0%
Military	0%
Professional (doctor, notary)	0%
Entrepreneur	2,5%
Industrial Sector	20%
Unemployed	5%
Total	100%

Based on Table V shows the main jobs before Ponggok Tourism is fisheries sector with a percentage of 40% with the number of 16 respondents.

*Table VI. Salary before Ponggok Tourism*

<b>Salary</b>	<b>(%)</b>
< Rp. 750.000	32.5%
Rp. 750.001 – Rp. 1.000.000	60%
Rp. 1.000.001 – Rp. 1.500.000	7,5%
> Rp. 1.500.000	0%
Total	100%

Based on Table VI shows that average salary before Ponggok Tourism is Rp. 750.001 – Rp. 1.000.000.

*Table VII Social, Economical and Cultural Condition before Ponggok Tourism*

<b>Social, Economical and Cultural Condition</b>	<b>(%)</b>
Worst	30%
Worse	37.5%
Relatively Same	0%
Good	7.5%
Better	25%
Total	100%

Based on Table VII shows that the Socio-economic conditions and the culture before it became a tourist village Ponggok are sorted by percentage of 37.5% of respondents, bebagai factors that cause is the location of the center of the city (government) are quite remote and hardly any mode of

transportation to reach those locations. But after his entry Information and Communication Technology people start doing branding reach those locations. But after his entry Information and Communication Technology people start doing branding through various social media platforms.

*Table VIII Kind of Technology Information and Communication as the Tourism Branding*

<b>Tourism Branding Technology</b>	<b>(%)</b>	<b>Amount</b>
Twitter	22.5%	9 People
Facebook	62.5%	25 People
Instagram	72.5%	29 People
Website	15%	6 People
Whatsapp	12.5%	5 People
Line	2.55	1 People

Based on Table VIII shows that social media Instagram is used as one of the platforms in Market Branding Umbul Ponggok tourist village with a percentage of 72.5%, followed by Facebook which

amounted to 62.5%. Instagram and Facebook has a lot of tools support 72.5%, followed by Facebook which amounted to 62.5%. Instagram and Facebook has a lot

of tools support 72.5%, followed by Facebook which amounted to 62.5%. Instagram and Facebook has a lot of tools support in Market Branding as there are Post, Share, Like, Tag, Mention, Story, Save and Comment. Kemanfaat information and communication technology is also highly beneficial evidenced by the 82.5% of respondents agreed that it was indeed the technology extremely beneficial for Branding Ponggok Tourism

*Table IX Community Involved to the Establishmen of Ponggok Tourism*

<b>Community Involved</b>	<b>Yes</b>	<b>No</b>
	35%	65%
<b>Total</b>		100%

Table IX based community involvement is less that 65% of respondents are not involved in business formation, namely Ponggok tourist village. Therefore as the evaluation that the

sustainable development effort involving the community is very important because the community is a stakeholder in achieving superior tourist village



*Table X If Yes, which part that  
Community Involved*

<b>which part that Community Involved</b>	<b>(%)</b>	<b>Amount</b>
Planning	71.4%	10 people
Decision	71.4%	10 people
Implementating	71.4%	10 people
As Pasive Society	92.9%	13 people
Programe Evaluation	7.1%	1 people

Based on Table X shows although society is also involved with a percentage of 35% (see, Table X), but the public only as a passive recipient of activities it is shown by the 92.9% and only 7.1% of the people involved in the evaluation of the program. It can also be used as

an ingredient in a review of public participation in the evaluation of a program should involve the community as the implementer of activities.

*Table XI Society Oppinion about Establishment Ponggok Tourism*

<b>Oppinion</b>	<b>(%)</b>
Accepting	100%
Common	0%
Refusing	0%
Total	100%

According to the table XI of society to accept the existence Ponggok tourist village with a percentage of 100%. This figure illustrates that the community is open to the establishment of a tourist village, because by being a tourist village much has changed in society for

example in the economy and healthcare to education (cf., Table X) but villagers Ponggok also still melestariak their tradition through a culinary and clothing made by the indigenous culture of the ponggok village with a percentage

*Table XII Positive thing after become tourism village*

<b>Positively Things</b>	<b>Agree</b>	<b>Disagree</b>
Educational Rate	80%	20%
Social Activities	82.5%	17.5%
Lively Environment Condition	87.5%	12.5%
Economical Opportunities	82.5%	17.5%
Social Infrastructure (Sport Center, Play Zone, etc)	77.5%	22.5%

Community Educated Rate	77.5%	22.5%
Healthcare	87.5%	12.5%
Social - Relation	80%	20%
Proud as Ponggok to be Fame	80%	20%
Public Infrastructure (Road)	72.5%	27.5%
Total		100%

According to the table XII positive impact that resulted after a village tour Ponggok > 80% is the

environment being crowded by visitors with a percentage of 87.5%, based on a statement of the respondent many domestic and international tourists (Malaysia, Singapore, Australia, UK, etc.) come to the village Ponggok when it

is most crowded is when holidays and weekends and access to health care increased by 87.5%, the tariff education increased to 80%, social activities that aims to develop tourism village Ponggok 82.5%, employment 82.5%, social relations between the citizens of 80% and community pride Ponggok village became famous with a percentage of 80%

*Table XIII The Economical Advantages Post Ponggok Toursim Village*

<b>Economical Advantages</b>	<b>(%)</b>	<b>Amount</b>
Increasing Family Income	97.5%	39 people
Skill Improved	80%	32 people
Networking (Access to Jobs)	57.5%	23 people
Work-Enterprise Developed	42.5%	42 people

Based on the Table XIII table economic benefits that are present in msyarakat after being a tourist village Ponggok is increasing the family income with a percentage of 97.5%. These figures provide a

significant impact on the increase in rural Ponggok keluarga income, and an increase was also noted in the ability of human resource development efforts in the Ponggok village

*Table XIV The Socio-Culture Advanteges after Ponggok Tourism*

<b>The Socio-Culture Advantegs</b>	<b>(%)</b>	<b>Amount</b>
Solidarity	80%	32 People
Society being more Criticism	55%	22 People
Community Participation	97.5%	39 People
Preserving Local Tradition	87.5%	35 People
Safe and Security Area	77.5%	31 People
Social Activity (Gotong Royong)	75%	30 People
Educational Access	80%	32 People

Healthcare Access	75%	30 People
Environmental Quality	70%	28 People

According to the table XIV socio-cultural benefits that are present in post formation Ponggok tourist village is public participation in efforts pembangunan Ponggok tourist village with a percentage of 97.5% and is supported by data Ponggok village community solidarity by 80%. This shows that

the community is very serious in seeking to develop village Ponggok be so much better

## CONCLUSION

Umbul Ponggok Tourism is tourism that was formed to develop local potential in Ponggok Village, Klaten, Central Java. This tour is a potential source in the introduction of Ponggok Village itself. This tourism program makes a very drastic change in the village community. This is clearly seen in the lives of the people of Ponggok Village, one example is in terms of its economy. Changes that occur also because it is influenced by information and communication

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technology, with the technology and communication people began to do branding Umbul Ponggok tourism. By using technology and social media communication such as Instagram, it can introduce Umbul Ponggok tourism to the wider community, and can provide opportunities for the local economy especially Ponggok Village community to develop in entrepreneurship by promoting it through social media.

## Suggestion

The development of this Ponggok Umbul tourism needs to be more supported by involving all elements of the community both in planning decision making and evaluation results. So that the community around Ponggok pennant, especially the ponggok village community can contribute in the development of Umbul Ponggok tourism. Besides that, the people of Ponggok village will increasingly feel they have the ponggok pennant, and will always take care of these tourist attractions.

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