

The Role of Digital Villages in Tourism-Based Community Economic Empowerment Efforts in Sidomulyo Village, Silo District, Jember Regency

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Abstract

Digital village is an internet-based village program, the presence of digital villages as a new direction at the village level in providing convenience and acceleration in responding to community aspirations. This research aims to explain the role of digital villages in efforts to empower the community economy in Sidomulyo Village, Silo District, Jember Regency, as well as explain BUMDes' efforts to empower the tourism-based community economy in Sidomulyo Village, Silo District, Jember Regency. The method used is a qualitative approach with descriptive research type. In determining informants, researchers used purposive techniques. Meanwhile, data collection techniques use observation, interviews and documentation. The results of this research show that: first, the role of digital villages in economic empowerment efforts is through the process of creating a village information system (SID) by creating the MallDesa application. Second, BUMDes' efforts to empower the tourism-based community economy in Sidomulyo village, Silo sub-district, Jember regency in realizing empowerment in the Raja Raja Domba tourism is using several stages including, Capital Assistance, Infrastructure Assistance, Mentoring Assistance, and Marketing Assistance. Apart from that, in its implementation it applies three tourism principles including the Philosophy of Community Life, Education of the Young Generation, and Cultivation of Honesty.

Keywords: *digital village; empowerment; tourism*

INTRODUCTION

The development of digital technology is currently increasingly rapid, this development is marked by the increase in digital instrument users among the public. As released by the Ministry of Communication and Information, data explains that digital technology users in Indonesia who were disabled in March 2021 amounted to 212 million people or 76% of the total population of Indonesia. This significant increase makes it clear that society cannot be separated from the use of digital technology in their lives.

The above statement can be proven by the results of research conducted by Anita Asnawi that the average Indonesian citizen uses a smart phone of 345.3 million, internet users around 202.6 million, social media users 170 million, and the average time used to access internet via various media reaches 8 hours 52 minutes per day. The social media that are widely used are: YouTube 93.8, WhatsApp 87.7%, Instagram 86.6%, and Facebook 85.5% of the population in Indonesia (Asnawi, 2022). So, with the increasing speed of digital users, of course there will be

a major transformation in all aspects of life, including in the economic sector. Because the data above indicates that digitalization is a weapon in supporting all economic activities and fulfilling society's needs to grow and develop quickly on the basis of internet support.

The increasing trend in the use of information technology seems to require people to adapt to their daily lives, especially for rural communities. In Indonesia, there are 65,189 villages, while there are only around 7,878 villages. This means that 89% of the unitary territory of the Republic is village government and only 11% is urban sub-district government (Nurcholis, 2011) . Based on the data above, the position of villages is clear and very important in achieving national development and increasing community empowerment. Community empowerment is closely related to the presence of digital villages as a new concept in providing services and providing space for community participation so that they are empowered in implementing technology.

Digital Village is a village work program as a vision to build villages that appear innovative. Sidomulyo village is one of the digital villages in accordance with the issuance of Sidomulyo village regulation number 5 of 2022. This is because the previous Sidomulyo village was still not integrated with digitalization, so the people often had problems with public services. Interestingly, the existence of this digital village can help and provide convenience for its people in various activities, including correspondence or public services. Below, researchers present digital village data in Jember Regency.

Table 1. Digital village data in Jember Regency

No	Village	Year
1	Suci Village, Panti, Jember	2022
2	Kemuningsari Lor Village, Panti, Jember	2022
3	Sokuwono Village, Sokuwowono, Jember	2021
4	Suco Village, Mumbusari, Jember	2022
5	Sidomulyo Village, Silo, Jember	2022

Researchers processed the research results on their respective village websites

Conceptually, digital village itself is a program to make villages into development areas that empower people in economic, social and cultural conditions with adequate information technology facilities. The main concept contained in empowerment is how to provide broad opportunities for the community to determine the direction of life in their environment. According to Rusbiyanti Sripeni, village community empowerment is basically an effort to explore the potential of villages that already exist and always need to be improved and developed, so that the village becomes a superior village according to conditions and needs.

Economic empowerment essentially is to prepare the community so that they are able and willing to actively participate in every development program and activity aimed at improving the quality of life (welfare), both in economic, social, cultural, physical and mental terms. So that

community participation will grow and develop in the development process because of the trust and opportunities provided by the government

Village independence in using digital systems is very important for faster village acceleration. In its implementation, Sidomulyo village has made a major contribution to the Sidomulyo community, marked by the creation of the Sidomulyo Online System (SOS) and Tourism. Sidomulyo Online System (SOS) is a village information system that functions to provide public services, both in the fields of correspondence, village information, community guidance, and disaster information and marketing of village products quickly and accurately.

Meanwhile, tourism is an effort to provide employment opportunities for the Sidomulyo community as a sector of local community income. The problem is that the people of Sidomulyo are mostly coffee farmers and depend on the harvest for their fate, therefore the Sidomulyo Village government has made a new breakthrough, namely by creating the king of sheep tourism. This tour includes sheep livestock which are managed directly by BUMDes involving the Sidomulyo community with an integrated pen system.

This integrated cage is a system whose cage is directly provided by BUMDes as investors. Meanwhile, the sheep are from their own livestock group which previously received assistance from the PKS party with 600 sheep. So that in terms of management, development and supervision it cannot be separated from the active role of the community as actors in it. This system can also be combined into a new concept which we can call *community building*, namely a concept that carries out its function of developing and organizing citizens simultaneously and in synergy.

Village independence in using digital systems is very important for faster village acceleration. Focusing on all that, Sidomulyo village has made a big contribution to the Sidomulyo community, which is marked by the creation of the Sidomulyo Online System (SOS) and Tourism. Sidomulyo Online System (SOS) is a village information system that functions to provide public services, both in the fields of correspondence, village information, community guidance, and disaster information and marketing of village products quickly and accurately. Meanwhile, tourism is an effort to provide employment opportunities for the Sidomulyo community as a sector of local community income.

Based on the description above, it shows that digital villages are evidence of tourism-based community economic empowerment in the villages of Sidomulyo, Silo, Jember. This is proven by the existence of the Sidomulyo online system (SOS) and King Lamb tourism which can provide accelerated access to public services and as a solution to village economic independence in reducing unemployment and the cycle of poverty. Therefore, this phenomenon is interesting to write as a scientific article with the title *The Role of Digital Villages in Tourism-Based Community Economic Empowerment Efforts in Sidomulyo Village, Silo District, Jember Regency*.

LITERATURE REVIEW

1. Digital Village

Hanif Nurcholis defines a village as an area inhabited by a number of people who know each other on the basis of kinship relationships or political, economic, social or security interests which, in its development, become a unified legal community based on custom. So that a physical and spiritual bond is created between each citizen, and administratively it is under the district/city government.

a. Village Information System (SID)

The Village Information System (SID) is an information and communication technology platform that functions to support resource management at the village level. The village information system is the gateway to opening new horizons where villages can become more active and respond quickly to cyber problems. Therefore, article 86 paragraph 2 and paragraph 5 requires the government and regional government to develop a village information system, and its management is carried out by the Village Government so that it can be accessed by the village community and other stakeholders. Paragraph 6 explains that the district/city regional government provides information on district/city development planning for villages.

b. Digitalization

Digitalization is a process of transferring media from print, audio or video to printed form. Digitization is carried out to create digital document archives. Digitalization is the process of managing documents into electronic documents. Another meaning of digitalization is the process of converting any physical or analog form into digital form. According to Feather, digitalization is defined as the transcription of data into digital form so that it can be processed directly using a computer. It is time for digitalization to provide real evidence to the world, nothing more than helping to manage administrative problems more quickly from manual to digitalization. So there are 3 aspects that must be changed, namely orientation, the administration process, and the way service is delivered.

2. Economic Empowerment

Economic empowerment is a process of community development with all plans to initiate social activities to develop personal potential. Economic empowerment can be achieved if the community takes part in participating. Because economic empowerment is a combination of *intervening* and *process of empowerment*. So the meaning of empowerment seems to provide important points for the growth of a caring attitude, toughness of mind, and resilience in living in society, both in seeing social change and creating creativity in one's life.

According to Ginanjar Kirtasasmita, it is an effort to build the power of citizens to encourage, motivate and raise awareness of the people's potential in an effort to create a sustainable economic system (Kartasasmita, 1996) . In principle, empowerment is strengthening people to be able to participate in the decision-making process that affects their future, strengthening society to be able to obtain production factors, and strengthening citizens to be able to determine their future choices. Empowering the community's economy is at least done through a process.

The definition above can be concluded that economic empowerment is an activity or process carried out in order to develop the abilities and independence of individuals or communities in meeting their needs. More than that, community empowerment exists as a long-term program to improve the dignity of layers of society who are unable to escape the trap of poverty and underdevelopment.

a. Capital assistance

The capital factor is also one of the reasons why businesses do not emerge outside the extractive sector. Therefore, it is not wrong that in empowering society in the economic sector, the issue of capital is a hot issue that must be owned.

b. Infrastructure development assistance

Assistance for developing business infrastructure to encourage business growth, will not have important value for society, if the production results cannot be marketed or even though they can be sold at low prices.

c. Mentoring assistance

Facilitating the learning or reflection process and becoming a mediator to strengthen partnerships between micro, small and medium businesses and large businesses is the primary concern of who will be the most effective companion for citizens.

d. Marketing assistance

True empowerment does not negate others, but power in empowering. Community empowerment in the economic sector is mutual strengthening, where the big ones will only develop if there is an incentive to market.

3. Tourism Based Society

Community-based tourism is one of the tourism activities that includes community participation as the first element to achieve sustainable tourism development goals (Ngurah, 2017) . In the Big Indonesian Dictionary (KBBI) it is explained that tourism is activities related to recreational travel. This is also reinforced by the Republic of Indonesia Law Chapter 1 Article 1 number 10 of 2009 concerning tourism with paragraph 1 stating that tourism is an activity carried out by some people or groups by visiting exclusive areas and

recreational purposes. Furthermore, paragraph 3 explains that tourism is a variety of activities and is supported by facilities and services provided by the community, entrepreneurs or the government.

Timothy and Boyd said community-based tourism is community participation in developing tourism. Furthermore, community participation can be done in two ways by getting involved in the decision-making process and sharing tourism benefits (Adikampana, 2017) . Tosun Dan Timohty said several proportions about the importance of the role of the community in ensuring that the community understands and collaborates in tourism management, community participation for sustainable tourism development and reducing the negative impacts of tourism, community participation can increase tourist satisfaction, and community participation can design better tourism planning . Good. Apart from that, in its implementation the community is provided with several principles including a philosophy of social life, education of the younger generation and the cultivation of honesty.

a. Philosophy of social life

The philosophy of life in the community is directed and paid attention to, so that it is in accordance with the philosophy of tourism development, because if it is not in harmony it will become a block and obstacle. So awareness and a good perspective are really needed to adapt to life in society. Because the people's mindset views guests or tourists as assets and a source of life. Of course, you need to realize that the tourists who come are people who bring different cultures but with the right goals that must be addressed according to the way they interact.

Beeton stated that the role of the community in tourism development is very important to the extent that they have the opportunity and power. Tosun Dan Timohty said several proportions about the importance of the role of the community in ensuring that the community understands and collaborates in tourism management, community participation for sustainable tourism development and reducing the negative impacts of tourism, community participation can increase tourist satisfaction, and community participation can design better tourism planning. good (Nurhidayati, 2015) .

b. Education of the younger generation

Education is a very powerful tool in preparing a great young generation to serve and fulfill the information needs of tourists, both information covering regional physical and cultural issues that develop in society. Apart from that, education must emphasize the importance of maintaining the preservation of objects and culture, so that they become assets and services that can be sold. The forms of education that need to be developed are formal and non-formal education. So, to be able to express the existing potential to tourists completely and correctly, adequate science and knowledge is needed regarding various natural and historical conditions.

c. Cultivation of honesty

Honesty is one of the main qualities in associating and interacting with fellow humans. Rasulullah as the messenger of Allah in carrying out his life process cannot be separated from the concept of honesty. Apart from cultivating honesty, there is also a helping nature that is present as a balance in carrying out activities or in doing business. So it is important to instill honesty as our basis for implementing a way of life in society. What's more interesting is that a concept like this is suitable when applied to tourism-based community skills.

RESEARCH METHODS

The method used in this research is a qualitative approach with the type of research using descriptive. The research location is Digital Village, Sidomulyo Village, Silo District, Jember Regency, East Java. The subjects of this research used *purposive techniques*. The data collection techniques used in this research are: observation, interviews, documentation, and combination or triangulation. Researchers used descriptive data analysis and the validity of the data was tested using Source triangulation techniques.

RESULTS

The results of this research show that: first, the role of digital villages in economic empowerment efforts is through the process of creating a village information system (SID) by creating the MallDesa application. Second, BUMDes' efforts to empower the tourism-based community economy in Sidomulyo village, Silo sub-district, Jember regency in realizing empowerment in the Raja Raja Domba tourism is using several stages including, Capital Assistance, Infrastructure Assistance, Mentoring Assistance, and Marketing Assistance. Apart from that, in its implementation it applies three tourism principles including the Philosophy of Community Life, Education of the Young Generation, and Cultivation of Honesty .

DISCUSSION

The economic empowerment of Sidomulyo Village, Silo District, Jember Regency is closely related to the role of digital villages and the tourism sector. This empowerment is an extension that has had a quite good impact on the condition of society. This impact can be felt by empowering the people of Sidomulyo Village by opening up job opportunities for the community. Sidomulyo village has built a digital village as a means to facilitate the flow of communication and interaction between the community and the village government. The presence of this digital village did not appear immediately, but went through a long process to get to the finish line.

The presence of SOS as an empowerment concept, there is also another concept that cannot be separated from the complementary ties of cooperation between the two, namely the King of Sheep tourism destination. This sheep king is a tourist attraction that is present as a community self-help institution as a link in the chain of employment opportunities for the Sidomulyo community in alleviating the potential display of natural resources or local wisdom.

Further, the implementation of digital villages in efforts to empower the community's tourism-based economy in Sidomulyo Village, Silo District, Jember Regency is presented in the following data:

1. The Role of Digital Villages in Economic Empowerment in Sidomulyo Village, Silo District, Jember Regency

Say Empowerment is a process to build a sustainable economic order and as a response to changes in the social conditions of society which experience various kinds of problems. Based on these conditions, society is seen as an arrangement consisting of community groups that are felt to have intellectual capacity or personal potential and are worthy of participating in economic empowerment. So it is important that there are precise steps that must be taken in an effort to achieve the goals that have been set, namely by mobilizing all elements of the village starting from the village government level and the community to be actively involved in making changes. So that the emergence of cooperation between the government and the community can foster a collective sense of responsibility so that the term of empowerment can be used optimally to improve the economy of the people of Sidomulyo village. The following are the stages of economic empowerment in Sidomulyo Village which are explained in several sequences, including:

a. Village Information System (SID)

One of the problems we are currently facing is how to provide fast and responsive village information. This problem then sparked support for a new system of power approach as an instrument for the development of community renewal in villages in particular. Because the creation of an appropriate village information system will provide positive value as capital to empower the Sidomulyo village economy. So the creation of the Sidomulyo Online System (SOS) as a village information system is evidence of variations in attitudes and perspectives.

In reality, as stated by Mr. Kamil as the village head said that the existence of this village information system really fully supports the survival of the people of Sidomulyo Village, Silo District, Jember Regency. This support stems from the idea of the Village Head and all elements of the Sidomulyo Village government to make the Village appear innovative. This is proven by the emergence of the Sidomulyo Online System (SOS) as a medium that is fast and easy to use. This SOS has great benefits in dealing with community difficulties, because this problem arises from the emergence of anxiety in the surrounding community over the village government's slow handling of government services.

b. Digitalization (MallDesa)

Digitalization has become a part of human life that is like a brother, so in this connection the human ability to interpret and use digitalization is very necessary as best as possible. In line with the needs of the times, of course digitalization has

mushroomed in various lands, including villages. The village's need for digitalization is very important, according to regional and geographical conditions, the village becomes a driver of change as a symbol of new life. Sidomulyo village, Silo subdistrict, Jember district is a digital-based village. This achievement is a breath of fresh air for the people of Sidomulyo because digitalization is the way to create the MallDesa Sidomulyo application.

The presence of the MallDesa application has become a new direction among the people of Sidomulyo Village. Therefore, from this statement, before the MallDesa application was created, the people of Sidomulyo in each hamlet experienced various difficulties, both in terms of transportation, the time was long, and the roads in each hamlet were sometimes not roadworthy. So with the idea of the village government and in collaboration with students from the Jember University government science study program, a faster and safer village application was created. So the output that the community has experienced so far is being able to use and maximize MallDesa as a sustainable forum.

2. Bumdes Efforts towards Tourism-Based Communities in Sidomulyo Village, Silo District, Jember Regency

Tourism here is a form of village creativity to build a new perspective for the community as a space to internalize itself. The existence of tourism in Sidomulyo village is a good step to help the economic system of the Sidomulyo community. Because the presence of tourism provides a sweet smile for the community, because it can be a place for self-actualization in developing the village's potential.

More than that, Sidomulyo village BUMDEs have become an extension of tourism in Sidomulyo, here the researcher describes several BUMDEs efforts towards tourism-based communities.

a. Capital assistance

One of the problems faced by the tourism community is capital. For the capital, King Lamb tourism received funding assistance of Rp. 110,000,000, this assistance was given because there was cooperation between BUMDEs and Raja Lamb tourism to build a tourist attraction called King Lamb tourism, located in Bular Damar hamlet, Sidomulyo village, Silo sub-district, Jember regency. . Tourist visitors were recorded to have increased more than in previous years. This was recorded as 3,061 visitors in 2022.

King of Sheep Tourist Visitor Data 2018-2022

Tourist Visitors	
Year	Amount
2018	1,060
2019	1,506
2020	1,650
2021	1981
2022	3,061

Source: King of Sheep Tourism Visitor Report Data 2018-2022

b. Infrastructure Assistance

If you look at the bargaining power of the market, then of course our product is one of those that can be said to be able to compete. So it is important that products, whether in the form of goods or services, can be sold at standard prices according to their potential. Regarding infrastructure assistance, Rp. 110,000,000 was spent through financial assistance from the village fund allocation (DD). The fund report was submitted with details of the estimated funds allocated in 2022 amounting to IDR 110,000,000 with each getting a 36% share, with details of funds for building the cage of IDR. 36,000,000 construction of a music stage and gazebo Rp. 36,000,000, and construction of a prayer room (Rp. 36,000,000).

2022 Infrastructure Development Data

Information	Nominal	Year
Cage Making	IDR 36,000,000	2022
Making Music Stages and Gazebos	IDR 36,000,000	2022
Construction of Musahollah	IDR 36,000,000	2022
Amount	Total: Rp.110,000,000	

Source: Sidomulyo Bumdes Financial Report 2018-2021

c. Mentoring assistance

Assistance in building the potential and capability of human resources for the King of Lambs tourism is still in the early learning stage regarding how to raise sheep well, marketing training, and financial management training. In this training, you can learn important points from the three trainings above and be able to provide effective assistance for more advanced King Lamb workers, so that the results of this training produce positive results in providing compensation for the elderly, needy and orphans in 2022 with funds of IDR 267,000,000 for the poor, while for orphans the fund is IDR 98,000,000.

Compensation for the Dhuafa in 2022

Compensation for the Dhuafa	
Name	Nominal
Dhuafa	IDR 267,000,000
Orphans	Rp.98,000,000
Total	IDR 365,000,000

Source: 2022 sheep king tourism financial report data

d. Marketing assistance

In marketing assistance for the king of sheep, collaborating with BUMDes to provide marketing training assistance through the MallDesa and Instagram platforms and financial management as an effort to provide a better and more effective understanding in marketing the king of sheep tourism to the public. This assistance has resulted in quite good marketing from various cities, institutions and countries. More than that, the large number of buyers and tourist visitors has become a breath of fresh air for the people of Sidomulya Village in increasing their economic income which previously only depended on renting out houses or buildings and depending on the coffee harvest, so that the presence of the king of sheep tourism gave a positive response from the previous income which was less more than IDR 700,000 from the harvest, IDR 500,000 from home sales, and an average of IDR 1,500,000 for employee salaries from sheep sales.

Sheep Distribution Data for 2020-2022

City	Amount	Year
Bandung	1,225 head	2020
Surabaya	825 head	2021
Tasikmalaya	2,421 head	2022

Source: King of Sheep Tourism Distribution Report Data 2020-2022

Furthermore, to develop and maintain the integrity of tourism, the community in it must actively participate as a social structure to maintain the stability of tourism for visitors. In maintaining the stability of this tourist attraction, the king of sheep advocates a way of life in accordance with norms and regulations that is good and polite towards everyone. This way of life is an important part of being a community living in a tourist environment and hosting guests who come as a good perspective to continue to explore and always learn as appropriate. In practice, the Sidomulyo community has its own way of implementing a way of life to respect visitors in empowering the king of sheep tourism, because it is a form of respect in maintaining the good name of the village and the bargaining value of subsequent

tourism. In this regard, the researcher presents several points of the tourism-based way of life of the community at the King of Lambs tourism in Sidomulyo Village, Silo, Jember, including:

a. Philosophy of social life

From the results of the interview, the philosophy of social life in the Raja Ram tourist environment in particular has been carried out in accordance with the procedures that apply in the community and the King Lamb tourism staff. The existence of this philosophy also refers to Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, Chapter VII, article 24 paragraph 1, which reads to help create a safe, clean, orderly atmosphere, polite behavior and preserving the environment of tourist destinations. Because being kind, speaking politely and maintaining the beauty of the environment is the main basis for maintaining the attraction of tourists to always visit the king of sheep tourist attraction. Apart from that, visitors who come will feel something different with the good treatment shown by the community and employees, and the dignity and interaction between the community, employees and visitors will be truly felt. So it can be said that the king of sheep tourism implements this philosophy in social life.

b. Education of the younger generation

From the results of the interview, it can be concluded that the process of developing the King of Lamb tourism is rooted in the potential of the village which is serious about being empowered, but in the process, a qualified generation of education is needed as a basis for creating attraction and creativity in managing tourism. The employees of Raja Ram, who are members of the Sidomulyo village community, are still accompanied in the management and empowerment process by holding training such as marketing tourist destinations and how to raise sheep well so that their development is seen by the public as more attractive. Apart from that, tourism development can bring in more income and its performance can really empower the local community's economy

c. Planting Honesty

From the results of the interview, it can be concluded that the principle of honesty emerged as a form of implementation that has been instilled by the community or the King of Lamb tourism staff themselves in implementing it. In practice, honesty in the king of sheep tourism can take the form of securing or storing visitor items that are left behind, maintaining security or stability in the entry and exit of sheep buyers' funds and entrance tickets and so on. Apart from that, the balance of helping nature is also applied as a balancing process between the needs of the community and tourists to get a good touch, so that the King of Lamb tour is more harmonious and more active in its implementation.

CONCLUSION

The role of digital villages in efforts to empower the tourism-based community economy in Sidomulyo village, Silo sub-district, Jember district includes:

1. The role of digital design in efforts to empower the community's economy through several stages, namely:
 - a. Creation of a village information system (SID) from here the creation of the Sidomulyo Online System (SOS) the creation of an appropriate village information system will provide a positive value as capital to empower the economy of Sidomulyo village
 - b. Digitalization here creates the MallDesa application, this application is a solution to overcome delays in village government services in public services so that its presence gets a good response and becomes the right, appropriate and sustainable solution.
2. Bumdes Efforts towards Community Based Economic Empowerment Tourism in Sidomulyo Village, Silo District, Jember Regency.

The important role of BUMDes is to provide various efforts for the sustainability of tourism, which cannot be separated from the cooperation that is built as a form of bond of togetherness which is realized by the presence of tourism in which the community participates. The BUMDes efforts to empower the tourism-based community economy go through several stages of the process, including: capital assistance, infrastructure assistance, mentoring assistance and marketing assistance. Apart from that, there are various principles applied in tourism for the community and its employees, namely the philosophy of community life, education of the younger generation, and instilling honesty.

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