

Diversifying the Potential of Tinalah Village as Edu-Tourism based on Augmented Reality through Local Wisdom

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ABSTRACT

Judging from village resources to explore the potential within them so that they can be utilized for developed into edutourism then in terms of community resources it is seen that the local community can be a source of knowledge for tourists about local wisdom insights that are based on life skills, while for tourists as an introduction to the Augmented Reality-based education tourism concept which can develop awareness of local wisdom (culture awareness), get learning experiences in terms of affective, cognitive and psychomotor, as well as life skills contains local wisdom material. Therefore, there needs to be new opportunities in creating edutourism concepts whose principles are fun and enlightening. This research aims to: (1) develop an application Augmented Reality to raise awareness of village potential and life skills, (2) testing feasibility, practicality and acceptance of AR applications resulting from development, (3) determining the concept developing educational tourism based on AR technology, (4) testing the effectiveness of using AR applications based on potential village . This type of research is research with development stages using ADDIE (analysis, design, development, implementation and evaluation). This research will be carried out over 3 years in stages the first year for AR application development based on village potential, and feasibility testing, the second year of testing practicality, acceptance, implementation for small-scale trials and wide-scale trials, and the third year of dissemination to test the effectiveness of using AR applications to raise awareness of local wisdom and life skills skills. The research procedure begins with an initial analysis, analysis of tourist needs, village potential analysis, technology analysis and urgency of application development. Components of an AR application are instructions for use, educational tourism objectives, local wisdom materials (audio or visual), simulations and practice direct. Data collection techniques include interviews, documentation, observation, questionnaires and written reports. Data collection instruments include descriptions, interview guidelines, observation guidelines, application validation sheets AR, material/content validation sheet, culture awareness observation sheet, skills proficiency observation sheet life, as well as questionnaire responses from tourists and local communities. Analyze user acceptance data using the Technology Acceptance Model (TAM) test and effectiveness using statistical descriptive tests. The research target is to successfully develop, implement and disseminate an AR application based on the potential of villages that can foster awareness of local wisdom and life skills. Outer research that has been achieved in the first year is 1) Augmented Reality Application Products based on Village potential, 2) IPR (Intellectual Property Rights) for application product development manuals, 3) submit an International Journal article Indexed by Scopus International Journal of Advanced Computer Science and Applications (IJACSA, Q3). Outputs planned for the second year, 1) Implementation of Augmented Products Reality based on village potential, 2) Effectiveness test results in collaboration with TUD, 3) Submit to International Journal of Interactive Mobile Technologies (IJIM, Q3), 4) IPR for AR development, and year third 1) Augmented Reality-based Tour Package Development Module based on village potential, 2) IPR (Intellectual Property Rights) regarding the development of the Augmented-based Tour Package Development module Reality based on village potential, 3) Submit on Current issues in Tourism. Augmented Reality Application based on the potential of the village a Copyright application will be submitted. The output of this research is targeted at TKT level 3. Application Augmented Reality application based on village potential to grow awareness and skills life skills.

Kata Kunci: *Augmented Reality, tourist village, tinalah*