

Javanese Farmer Museum in Kebonagung Tourism Village to Increase Tourist Visits

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ABSTRACT

Kebonagung Village, which is located in Bantul Regency, Special Region of Yogyakarta, has a number of proud achievements, including being the third winner of the national tourism village in 2010, the second winner of the best tourism village in D.I. Yogyakarta, received a food security award certificate from the Minister of Defense of the Republic of Indonesia, and has achievements in implementing an organic management system. Apart from that, Kebonagung village has a lot of potential, for example natural tourism, culture, local arts, local wisdom of the people and in this village there is also the Indonesian Javanese Farmer Museum. This museum passes down the values of the struggle of farmers to the next generation. This museum also has more than 200 collections of objects related to agriculture. But in its management, several problems were found, including those related to an inadequate information system for tourists and limited reach of market share, including the lack of creativity in the tour packages offered.

The objectives of implementing this community service are: (1) to make it easier for tourists to access information on each collection object in the museum through applicable and user-friendly media in accordance with current technological developments; (2) helping the Indonesian Javanese Farmer Museum and the Kebonagung tourism village to expand their market share through a bilingual website, optimizing content on the website, creating tour packages, and expanding cooperation with online travel agents. To achieve this goal, the servant provides several solutions to partner problems, namely: (1) Making QR Codes for museum collection objects; (2) Printing the QR Code in a strong and durable material and installing it in a museum; (3) Optimization of bilingual websites, namely Indonesian and English; (4) Making a video profile of a tourist village; (5) Optimization of content on the website which includes tourist attractions, culture, arts, outbound, culinary, various games, to facilities owned by tourist villages; (6) Training on making integrated, creative and attractive tour packages; (7) Expansion of market share through account creation at the Online Travel Agent including its management; and (8) Forum Group Discussion with the managers of the Kebonagung tourism village and the Indonesian Javanese Farmer Museum so that the products resulting from community service can be well maintained.

The stages of community service activities are carried out through four stages, namely the collaboration stage, the preparation stage, the service implementation stage, and the activity evaluation stage. Evaluation is carried out in two ways, namely (1) activity evaluation, namely when training activities are carried out; and (2) final evaluation, namely at the end of program implementation.

Kata Kunci: Keywords: website_bilingual, QR_code, content, video_profile, desa_wisata_kebonagung, museum_tani_jawa_indonesia, online_travel_agent