

# **DEVELOPMENT OF TOURISM AND CULTURAL VILLAGE THROUGH THE CONCEPT OF COMMUNITY BASED TOURISM BASED ON LOCAL ACCURACY IN INDUSTRIAL 4.0 DISRUPSY ERA IN SENDANG SARI VILLAGE, PAJANGAN, ASSISTED IN THE IMPLEMENTATION OF THE IMPLEMENTATION OF LOCAL INTEREST IN DIY INDUSTRY 4.0**

**by Saefur Rochmat, S.Pd., M.IR., Ph.D, Danu Eko Agustinova, S.Pd., M.Pd, Dr. Aman, M.Pd, Silvi Dwi Mirandani, Rizki Bayundhita**

## **ABSTRACT**

This research aims to empower the potentials contained in the Sendangsari Tourism Village. Tourism activities are one of the potentials in the economic field that can be developed. Many places of tourism have not been raised as a whole and maximum potential so as not to have a significant impact on the economic activities of the community. Utilization of Tourism Villages began to be used as a means of building village potential. In the current era of modernization, the development of tourism villages can be done with digital technology. Digitalisation has covered all aspects of life including tourism. Therefore this research was conducted to develop a tourism village based on community tourism and utilize digital technology for its development. The target of this research is the community of Sendangsari Village so that it can be empowered to maximize the potential of the Tourism Village. The problem was solved using the method of assistance and development of the Sendangsari Village. The method ensures equal and active involvement of every element of society, increases awareness, knowledge and skills, and increases individual capacity through organizing for behavior change. The results of this activity show the collaboration with online-based travel in developing village tourism. Development of home stays that are marketed through by agooda.com, booking.com and homestayjogja.co.id. Shows the use of digital media in the realm of marketing. This research also opens collaboration with various e-commerce sites to facilitate the marketing of wooden batik. Creating a wooden bricks cricket application to facilitate marketing, offering study tour packages and information that introduce the village of Kreet.

*Kata Kunci: Sendangsari Tourist Village, Tourist Development*