
COMMUNITY EMPOWERMENT DIGITALIZATION PROGRAM : TOURISM IN PANGAUBAN VILLAGE, WEST BANDUNG REGENCY, NEW NORMAL ERA

by

Sutangsa¹, Lysda Reviyanti²¹Universitas Subang²Universitas Halim Sanusi PUIEmail : sutangsapls@gmail.com, lysdarevi@gmail.com**Abstract**

Digital Village is a rural development concept that empowers people with adequate information technology facilities. It is hoped that with the presence of information infrastructure, people can access information on a par with urban communities. In addition, information based on a digital technology system that accommodates all important information related to local agricultural businesses, land data, weather forecasts, development of superior seeds and others, is expected to be able to increase economic growth for the village. An independent village is a village that is able to meet the food and energy needs of the community independently with the support of financial institutions at the rural level that integrate optimally with each other. The purpose of this research is to analyze the Digitalization of Community Empowerment Programs: Tourism in Pangauban Village, West Bandung Regency, Era New Normal. This study uses a qualitative method with a descriptive analysis approach. This research was conducted in Pangauban and Saung Apung Pangaisan Village which is located in Pangauban Village, RT.001 / RW.011, Waduk, Kec. Batujajar, West Bandung Regency, West Java 40561. Digitalization of community empowerment programs in the tourism sector in the new normal era in Pangauban and Saung Apung Pangaisan villages aims to change the situation to be achieved either from a social change which becomes a more empowered, powerful society. also knowledge, technology and ability to be able to better meet their daily needs. The program is carried out through the Digital Village-Desa Wisata (Dedi-Dewi) in collaboration with the Indonesian Education University to advance the economy of Pangauban Village. In addition, the people of Pangauban Village are familiar with technology and have even introduced Pangauban Village and the tourism sector, one of which is Saung Apung Pangaisan through social media Instagram and government websites. Apart from digitalization, in the new normal era, especially community empowerment in the tourism sector, still pay attention to health protocols, continue to open tours by following government recommendations, namely providing hand washing facilities and hand washing soap, detecting visitor temperatures, maintaining distance, reducing operating hours before covid-19 open 24 hours but when new normal opens from 08.00-17.00.

Keywords: Digitalization, Community Empowerment, New Normal**INTRODUCTION**

Indonesia is a country that cannot be separated from the global development of the internet. This can be seen from the many internet cafes that have sprung up, and the integration of wireless systems in several places, such as universities, as well as in public places, such as shopping centers, offices, and even in parks. This is an indicator

that the State of Indonesia is a country that is open to the development of information technology. With a large population, the potential for developing communication access networks, especially the internet, is still very large.

Digital Village is a rural development concept that empowers the community with adequate information technology facilities. It

is hoped that with the presence of information infrastructure, people can access information that is equivalent to urban communities. In addition, information based on digital technology systems that accommodate all important information related to local agricultural businesses, land data, weather forecasts, development of superior seeds and others, is expected to increase economic growth for the village. An independent village is a village that is able to meet the food and energy needs of its community independently with the support of financial institutions at the rural level that are optimally integrated with each other. The concept of an independent village will continue to develop if its development is supported by an adequate communication infrastructure network (Kartohadikusumo, 2013).

Pangauban Village is an expansion village of Galanggang Village which is geographically located between the Saguling inundation reservoir, community life was dominated by agriculture and red brick making at least until the 1980s an interesting place in Pangauban in that period was "Ranca Dukun" (currently the location is a SMPN 2 Batujajar) the interesting thing about Ranca Dukun is that the pool water never recedes despite the long dry season, the area of the ranca shaman's pool is about 600 square meters in the middle of the pool there is a "kokombongan" trough which is believed to be connected to the upper Citarum river and that is what causes the water never recedes, the owner of the pool is H. Mukmin, he is not a native of Pangauban or the surrounding area but is an immigrant from Jati Seeng Cirebon with the nickname Santa bin Lahiun, H. Mukmin's parents have migrated to the Bandung area in the late 1800s and settled in the area Pangauban with 5 brothers who also spread to Cianjur and Beta wi (Pangauban, 2015).

Pangauban village has a wifi network that can be used to support village performance .

With their network of village it can be used as a medium of information for Pangauban village. This can be proven by making a village information system as a medium to facilitate the community in knowing village services and information and village tourism. Besides the potential as a digital village, Pangauban Village is also famous for its natural tourism and natural potential (Pangauban, 2015).

Based on a preliminary study, as a village that already holds the title of a digital village, the village head there empowers the community through its natural potential in the form of tourism and promotes it on social media, one of which is Instagram. At this time (the new-normal era) people are starting to build natural tourism in the form of floating restaurant Saung Apung Pangaisan (because Pangauban Village is synonymous with water tourism).

A. Research purposes

Analyzing the Digitization of Community Empowerment Programs: Tourism in Pangauban Village, West Bandung Regency, New Normal Era.

B. Theory

1. New Normal

New Normal is a term in business and economics that refers to financial conditions following the 2007–2008 financial crisis, the 2008–2012 global recession, and the COVID-19 pandemic. The new normal applies to all sectors, namely the economic sector, the education sector, the cultural sector and other sectors. To realize the new normal scenario, currently the government has collaborated with all relevant parties including community leaders, experts and experts to formulate protocols or SOPs to ensure that people can return to their activities but remain safe from Covid-19 (Covid-19, 2019).

2. Technology and Digitization

The word technology comes from the Greek, *techne* which means 'skill' and *logia* which means 'knowledge'. In a narrow sense , technology refers to objects that are used to

facilitate human activities, such as machines, tools, or hardware (Rusman, 2015).

In a sense that is more widespread, the technology can include: understanding the system, the organization, as well techniques. Will but, in line with the development and progress of the times, the notion of technology becomes increasingly widespread, so that when this technology is a concept related to the type of usage and knowledge of tools and expertise, and how he can give the effect on the human ability to control and change something that is around.

So technology is a kind of extension of the hand of man to be able to utilize the natural and something that is there in the round is over the maximum. With this, it is simple technology aims to facilitate the fulfillment of human needs.

Said technology is literally derived from the language latin meaning *texere* compile or build, so that the terms so that the terms of technology should not be limited on use machines, though in a sense narrower terms are often used in life everyday (Joseph, 2016).

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In relation to the development of ICT infrastructure in rural areas, in Law no. 6 of 2013 concerning Villages (UU Desa) it is explained that the information system for village development and regional development will be one of the priorities in rural

development. For example, in Article 86 of the Village Law contained the following points (UU Desa, 2013):

- a. Villages have the right to access information through the Village information system developed by the Regency/City Government.
- b. The Government and Regional Governments are required to develop a Village information system and the development of Rural Areas.
- c. System information The village includes assembly facilities, hardware and device software, networking, and human resources.
- d. The Village information system includes Village data, Village Development data, Rural Areas, as well as other information related to Village Development and Rural Area development.
- e. The Village information system is managed by the Village Government and can be accessed by the Village community and all stakeholders.
- f. District Government / City provide planning information regency / city to rural development based Desa. Paradigma internet is important to do in the middle of the development of information and communication technology.

Availability of information is the "right human" every component, because the dasarnya komponen order requires information that is accurate and appropriate time in order to choose the response that the right time in order to choose the response that is appropriate in order to choose maintain keberlangsungan existence and also to improve the quality of participation in building the order.

3. Tourism Potential

The term tourism (tourism) new mancul in the community in the community about the century to the 18th, especially after the Revolution Industrial in the UK. The term

comes from the implementation of activities tourism tours (tour), which is an activity change of place to stay while on a person, on the outside where live everyday with a reason for anything else other than engage in activities that could result in wage or salary (Suwantoro, 2014).

Tourism is a temporary trip from one place to another, carried out by individuals or groups, in an effort to find balance or harmony and happiness with the environment in the socio-cultural, natural and scientific dimensions.

Tourism is an activity humans who do are aware that received the service are alternately between people within a country itself or abroad (including the standing of people from other regions) to seek satisfaction of diverse and different from what happened where he gets a permanent job (Mohammad, 2012).

Tourism is an activity to travel with the aim of getting pleasure, seeking satisfaction, knowing something, improving health, enjoying sports or rest, fulfilling tasks, and so on. Definition of the area of tourism is traveling from one place to place the other, are temporary, do individuals and groups, as businesses seek a balance or harmony and happiness with the environment live in a dimension of social, cultural, nature and science. A trip will be considered as traveling travel when it meets three requirements are necessary, which are temporary, are voluntary (Voluntary) within the meaning does not occur because of coercion, and does not work that nature produces wage (Suwantoro, 2014).

Challenging the notion object of travel is all something that pick uniqueness, beauty and values that form the wealth of diversity of nature, culture, and the result of artificial human who becomes the target or destination of tourists visit.

Objects travel is a manifestation rather than the creation of man, grammar life, art culture, and history of the nation, and the place

or state of nature that have dikunjungi appeal to tourists.

According to the Law of Republic of Indonesia Number 9 Year 1990 on Tourism, stated that the object and power attraction of travel are all things that were subjected to travel either the construction of objects and power attraction of travel, which is done by way exploit, manage and create new objects as objects and tourist attraction. In law at the top, which include objects and power tourist attraction consisting of (UUDesa, 2013):

- a. Objects and power attraction of travel of creation God Yang Maha Esa, who berwujudkeadaan nature and flora and fauna, such as : a view of nature, panoramic beautiful, forest jungle with tropical forest plants and animals endangered animals.
- b. Objects and power attraction of tourist outcome works of man are tangible museums, ancient heritage, historical heritage, arts and culture, agriculture (travel agro), travel Tirta (water), travel adventure, recreational parks, and other entertainment venues.

Special interest tourism targets, such as : hunting, mountain climbing, caves, industry and crafts, shopping areas, fast-flowing rivers, places of worship, places of pilgrimage, and others. Tourism is everything related to travel, including the exploitation of the object and southwest pull travel and businesses associated in tersebut. Obyek Wisata adalah all things that exist in the area of destination tourism is a power pull so that people would come to visit to where the. According to SK. MENPARPOSTEL No.: KM. 98 / PW.102 / MPPT-87, Object Travel is all spot or keadaanalamyang have source power tourist who built and developed so as to have the power drag and cultivated as a dikunjungiwisatawan. Tourist objects can be in the form of natural attractions such as mountains, lakes, rivers, beaches, seas, or in the form of building objects such as museums, forts, historical heritage sites, and others.

RESEARCH METHODS

This research was conducted in Pangauban and Saung Apung Pangaisan Villages located in Pangauban Village, RT.001/RW.011, Reservoir, Kec. Batujajar, West Bandung Regency, West Java 40561.

This study uses a qualitative method with a descriptive analysis approach. research qualitative is the type of research that explore and understand the meaning in a number of the individual or group of people who come from social problems. Qualitative research in general can be used for research on people's lives, history, behavior, concepts or phenomena, social problems, and others. One of the reasons why using approach qualitative is the experience of researchers which the method is able to find and understand what that is hidden behind the phenomenon that sometimes is one that is difficult to understand (Creswell, 2016). Through the method of descriptive analysis of researchers tried to explain as clearly based on the results of the research that has been carried out. Methods Descriptive analysis is a method that is intended to make pencadaran (description) regarding circumstances or events. Research descriptive by using the data accumulated basis in a descriptive way, simply do not need to search for or explain the mutual relationship, mentest hypothesis, make predictions or obtain the meaning and implications, despite research that aims to find things that may include also methods of descriptive (Sugiyono, 2014).

Methods of study Descriptive analyzes were used in the study seeks to describe the research that has been conducted and the results were obtained qualitative design expressed in words or symbols. The method is able in described that poured through words that can clarify and describe the circumstances that actually at the time of the field or at the time of the study. Analysis of the dugunakan the method is that by using interviews, observation, and test actions (Creswell J. ,

2013). This is done because as a support to facilitate the research.

Data collection techniques were carried out by observation, interviews and literature studies. The research subjects were the people of Pangauban Village and the employees of Saung Apung Pangaisan.

Data were analyzed by qualitative were expressed with words or symbols, the data obtained from various sources, by using the technique of collecting the data are diverse and do it continuously until the data is met with ever-menerus. Analisis observation of qualitative data is inductive, namely an analysis based on the data obtained, then developed a certain relationship pattern or become a hypothesis. Engineering analysis of the data that researchers use are triangulation, namely the technique of examination by way of combining the data that is collected from observation, interviews and documentation as comparative studies or data. Researchers do triangulation by comparing and checking behind the degree of confidence in an information through the time and the tools are different in qualitative methods. The triangulation method can be obtained in various ways (Sugiyono, 2014).

Comparing observational data with interview data Comparing the situation and perspective of a person with various opinions and views of people.

DISCUSSION

1. Pangauban Village Profile

Pangauban Village is an expansion village of Galanggang Village which is geographically located between the Saguling inundation reservoir, community life was dominated by agriculture and red brick making at least until the 1980s an interesting place in Pangauban in that period was "Ranca Dukun" (currently the location is a SMPN 2 Batujajar) the interesting thing about Ranca Dukun is that the pool water never recedes despite the long dry season, the area of the ranca

shaman's pool is about 600 square meters in the middle of the pool there is a "kokombongan" trough which is believed to be connected to the upper Citarum river and that is what causes the water never recedes, the owner of the pool is H. Mukmin, he is not a native of Pangauban or the surrounding area but is an immigrant from Jati Seeng Cirebon with the nickname Santa bin Lahiun, H. Mukmin's parents have migrated to the Bandung area in the late 1800s and settled in the area Pangauban with 5 brothers who also spread to Cianjur and Beta wi. In 2019, Pangauban Village was made a digital village in West Bandung Regency by PEMKAB and in collaboration with LPPM, Universitas Pendidikan Indonesia.

2. Profile of Saung Floating Pangaisan

Saung Apung Pangaisan is a floating restaurant located in Pangauban Village, RT.001/RW.011, Reservoir, Kec. Batujajar, West Bandung Regency, West Java 40561. Saung Apung Pangaisan is a tourist attraction for grilled fish restaurants, grilled chicken, snacks and water tours in the form of tours around Saguling.

3. Digitizing the Pangauban Village Community Empowerment Program in the Tourism Sector in the New Normal Era

The digitization of the Pangauban Village community empowerment program in the new normal era tourism sector in the form of: Pangauban Village becomes a Digital Village-Tourism Village (Dedi-Dewi).

The academic community of the Indonesian Education University (UPI) is developing the potential of the assisted villages through the Tourism Village Digital Village (Dedi-Dewi) program in Pangauban Village, Batujajar District, West Bandung Regency. The implementation of the program is a form of community service and efforts to

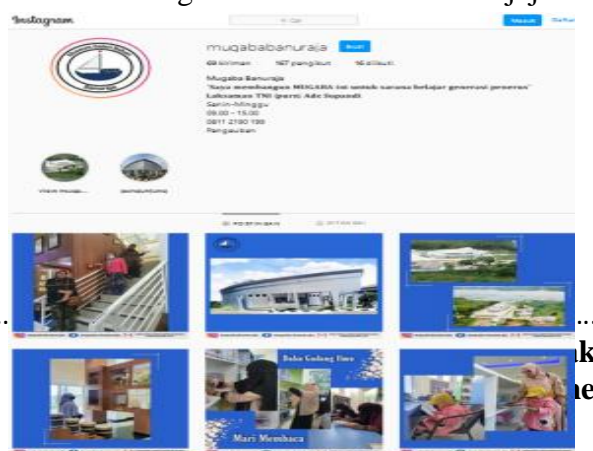
restore the economic sector and develop rural areas in West Java. Inaugurated in the new normal era on September 14, 2020. This is evidenced by the program, namely:

- Utilizing digital technology and the internet in community activities and village officials, as part of realizing a digital village in West Java 2021
- Providing Village Wifi
- Training, mentoring and digital literacy activities to form digital talent human resources at the Pangauban village hall

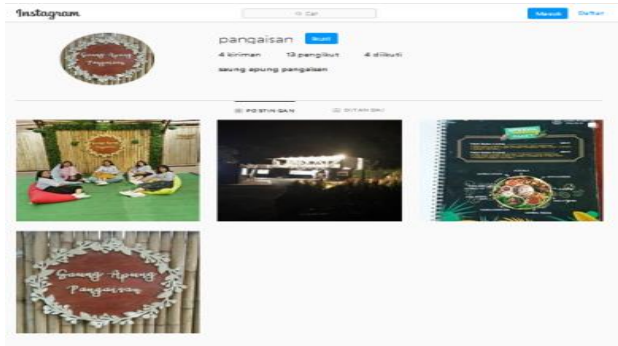
The community uses social media as a tool/container to introduce Pangauban Village, West Bandung Regency and Pangauban Village Tourism. The Pangauban village community uses social media as a tool/container to introduce Pangauban Village, West Bandung Regency. This can be seen from the following screenshot:



Source : [instagram.com/kecamatanbatujajar](https://www.instagram.com/kecamatanbatujajar)



Sumber : [instagram.com/mugababanuraja](https://www.instagram.com/mugababanuraja)



Source : [instagram.com/saungapungpangaisan](https://www.instagram.com/saungapungpangaisan)



Figure 3.1 Pangauban Village Fish Cultivation



Figure 3.2 Researchers interviewing fish farmers as well as the Pangauban Village community

In addition to implementing the digitization of community empowerment programs (especially the tourism sector) in Pangauban village, strategies are carried out in the form of:

a. Short Term Strategy.

This strategy can be done through several things, including the West Bandung PemKAB with the Pangauban Village Government, as well as policies that can provide support to the tourism industry in Pangauban, especially financial support or stimulus to operational costs, making SOPs for mitigating tourism disasters including the Covid-19 outbreak. by making health protocols, especially in the New Normal era, strengthening information on the cleanliness and health of the destination environment, strengthening destination management organizations (DMOs), especially for the management of tourist villages, improving the operational process of managing tourism destinations from managing information to providing feedback from tourists. , innovating products by creating digital tourism programs and improving the value chain, namely how to manage internal customers (employees to be satisfied) and be loyal so that they can provide the best service to tourists who in the end tourists ace and be loyal.

b. Medium Term Strategy.

That is through the pentahelic strategy which is a collaborative strategy between Academic, Business, Government, Customer and Media (ABGCM). The implementation of this strategy will be optimal if each has a balanced role in their respective fields so that they can collaborate well and produce extraordinary strengths.

c. Long Term Strategy.

This strategy can be done by designing an operation management system for the tourism industry. In the operation management system in the tourism industry, it is necessary to pay attention to several important elements, namely input, process, output and outcome.

- d. Prior to Covid-19, the superior value in promotion was friendliness and competence. Competence here includes mastery of tourist attraction areas to foreign language skills. But in the new normal, that ability alone is not enough. All human resources in the tourism sector must also be 'literate' health knowledge.
- e. Cafes and restaurants are required to close one day of the week to clean their workplaces and service spaces, and ensure that food waste management is properly handled. Managers of tourist destinations must also stop operating, for example two days a week to evaluate the cleanliness and health of their officers.
- f. Before the Covid-19 pandemic, tourists usually chose to visit certain tourist destinations because they were busy being discussed or viral on social media and there were shows that brought a large audience. But in the new normal era, people will choose attractions that are looser and closer to nature. This is a golden opportunity for the people of Panagauban Village to make a Tourism Village and develop community empowerment programs, one of which is digitizing the tourism sector community empowerment program through technology and digital.

Pangauban Village has been used as a tourist village that is able to provide benefits to the people in the Pangauban area . Community

empowerment programs in the tourism sector in Pangauban Village are:

- a. The community processes and grows rice and vegetables and is open to nature tourism in Pangauban Village. With the tourist village community could be evolved to be able to cultivate rice so that in the village of Pangauban are Home industry as one of the examples of the empowerment of the community.
- b. The community cultivates fish ponds and is open to nature tourism in Pangauban Village. This is because Panagauban Village is located on the edge of Saguling Lake. With the tourist village community could be evolved to be able to process the fish so that in the village of Pangauban are Home industry as one of the examples of the empowerment of the community.
- c. The community opened a villa/inn around Saung Apung Pangaisan, namely Villa France. With the village tour then the public can participate in order to make the program successful village wisata.Pemberdayaan community in program village tour Pangauban able to change Part of a large community for change. For example, a change of knowledge about how to set up a village to be used as a commodity of tourism that can provide income for the community 's own. In addition to that with the empowerment of the community was also the public have skills in processing apples and provide a place for Homestay. This has an impact on the level of income of the community in Pangauban Village to increase.
- d. The development of community SMEs that provide souvenirs to take home.
- e. Since 20 years ago the people of Pangauban village have started to develop fish farming and fish ponds.

- f. Since being hit by the COVID-19 pandemic, the community has been affected but has managed to bounce back by developing fish pond farms into tourist attractions.

Rural Tourism Pangauban is one of the forms of empowerment of communities based on local potential in the region or village Pangauban. The empowerment program conducted with the aim to memandirikan society through the development of the region or regions to make the area such as village tours. Through this tourism village, the community will be able to develop their potential so that this potential can be utilized optimally to improve the welfare of the community, especially the Pangauban Village.

Community empowerment as mentioned above is known to be a process to strengthen the position of people who are less empowered. So that there is a process that is carried out properly to be able to produce the goal of empowerment which is to strengthen the community to be empowered.

CLOSING

The digitization of community empowerment programs in the tourism sector in the new normal era in Pangauban and Saung Apung Pangaisan villages aims to change the situation to be achieved, both from a social change which is to become a more empowered society, having power as well as knowledge, technology and ability to be able to meet the needs of the community. his life is even better.

The program is carried out through the Digital Village-Desa Wisata (Dedi-Dewi) in collaboration with the Indonesian Education University to advance the economy of Pangauban Village. In addition, the people of Pangauban Village are familiar with technology and even introduce Pangauban Village and the tourism sector, one of which is Saung Apung Pangaisan through social media Instagram and government websites.

In addition to digitalization, in the new normal era, especially community empowerment in the tourism sector, continue

to pay attention to health protocols, continue to open tours by following government recommendations, namely providing hand washing facilities and hand soap, detecting visitor temperatures, maintaining distance, reducing operational hours before COVID-19 open 24 hours but when new normal opens from 08.00-17.00.

Pangauban Village has been used as a tourist village that is able to provide benefits to the people in the Pangauban area. With the tourist village community could be evolved to be able to cultivate rice so that in the village of Pangauban are Home industry as one of the examples of the empowerment of the community. 2) The community cultivates fish ponds and is open to nature tourism in Pangauban Village. This is because Panagauban Village is located on the edge of Saguling Lake. With the tourist village community could be evolved to be able to process the fish so that in the village of Pangauban are Home industry as one of the examples of the empowerment of the community. 3) The community opened a villa/inn around Saung Apung Pangaisan, namely Villa France. With the village tour then the public can participate in order to make the program successful village wisata. PEMBERDAYAAN community in program village tour Pangauban able to change Part of a large community for change. For example, a change of knowledge about how to set up a village to be used as a commodity of tourism that can provide income for the community's own. In addition to that with the empowerment of the community was also the public have skills in processing apples and provide a place for Homestay. This has an impact on the level of income of the community in Pangauban Village to increase. 4) The development of community SMEs that provide souvenirs to take home. 5) Since 20 years ago the Pangauban village community has started to develop fish cultivation and fish ponds. 6) Since being hit by the COVID-19 pandemic, the community has been affected but managed

to bounce back by developing fish pond farms into tourist attractions.

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