
Diffusion of Innovation in Tourism Information Systems (SIMPARTA) for Tourism Development in Serang Regency Banten



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ABSTRACT: The focus of this research is the diffusion process of innovation in the Serang Regency Tourism Information System (SIMPARTA). Innovation diffusion is the process by which innovation is communicated through specific channels over time in social systems. Diffusion is needed to produce an easy approach so that people or individuals understand and use the innovations that have been carried out by the government. Serang Regency has a very large area with various natural tourism potentials, ranging from beach tourism to mountain tourism. However, tourism in Serang Regency still does not provide great interest for domestic and foreign tourists to visit. To attract domestic and foreign tourists, the Serang Regency Government made an application called SIMPARTA. SIMPARTA Serang

Regency is a web-based application in the form of a tourist directory. One of the purposes of using the SIMPARTA application is as a vehicle to develop the tourism industry in Serang Regency. With this application, it is expected that domestic and foreign tourists will know various tourism and culinary places in Serang Regency, so that the number of tourist visitors in Serang Regency increases. Innovation is not only born to exist but how this innovation is understood, used and ultimately has a positive impact. For this reason, the process of diffusion of innovation is needed.

KEYWORDS: diffusion, innovation, information systems

1. INTRODUCTION

Indonesia is a beautiful country with a variety of tourism potentials. The Tourism sector is a strategic sector that is expected to generate foreign exchange for the government of the Republic of Indonesia. Indonesia has tourist destinations that are quite diverse and interesting, ranging from mountain tourist destinations, beach tours, historical tours to culinary tours. On mountain tourism we can enjoy several attractions such as waterfalls, forests, lakes, caves and various attractions that sell beautiful natural spots of the mountains. Beach tourism is no less beautiful, on beach tourism offers attractions that can be used for swimming, surfing, snorkeling and diving or just enjoying the beauty of the sunrise and sunset. In addition to natural attractions, Indonesia is also rich in historical places and artificial tours that offer a variety of games and rides. Culinary tourism is no less interesting as an attraction for domestic and foreign tourists visiting Indonesia.

The development of the tourism industry after the Covid 19 Pandemic has significantly increased, the number of foreign tourists entering through air, land and sea routes from January 2022 to March 2023 has increased significantly. The increase in the number of foreign tourists to Indonesia can be shown in figure 1.1.



Figure 1. Number of Foreign Tourists to Indonesia January 2022-March 2023
 Source : BPS 2023

In the chart above, it can be clearly seen that there is an increase in the number of foreign tourists, when compared to the number of tourists in 2022 at the beginning of the year with the number of foreign tourists in 2023, it appears that a very large increase is even more than 500%. The comparison between foreign and domestic tourists is as follows



Figure 1.2. Foreign and Indonesian Tourist Visitors in 2022
 Source : Statistics of Tourist Attraction Objects, BPS 2022

In figure 1.2. It seems clear that the Tourism sector is a potential sector to increase the country's foreign exchange and create jobs, improve the economy of the region where the tourist attraction is located.

Serang Regency is one of the regencies in Banten Province. The existence of Serang regency existed before the birth of Banten Province. Serang Regency is a very large district administratively has an area of 1,467.35 km² which is divided into 28 sub-districts with a total of 320 villages. The location of the district can be categorized as Strategic, because it is only about 70 Km from the center of the DKI Jakarta government. In addition, Serang regency is also close to Soekarno Hatta International Airport as the second largest entrance gate for foreign tourists after Bali Ngurah Rai

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International Airport. To the west of Serang regency there is the Merak Sea Crossing Port, which is the entrance gate from the island of Sumatra. Not to mention the existence of toll roads stretching from Jakarta - Merak and Jakarta - Rangkasbitung. All of this is certainly an added value for Serang Regency.

Serang Regency has various interesting mountainous, beach, and historical attractions, including those known as Anyer Beach and Old Banten Heritage Area, Dano Swamp, Pulau Dua Nature Reserve, Batukuwung Hot Spring and Waterfall. Table 1.1. here is a list of tourist attractions in Serang Regency.

Table 1.1. Tourism Destination in Serang Regency

No.	Name of Tourism Destination	Location
1.	Cibeureum Beach, Marbella Beach, Bandulu Beach, Sambolo Beach	Anyer District, Serang Regency
2.	Lighthouse	Anyer District
3.	Karang Bolong Beach	Sirih, Anyer
4.	Tunda Island	Wargasana Village, Tirtayasa District
5.	Curug Bumi	Padarincang District
6.	Sangiang Island	Anyer District
7.	Lontar Beach	Desa Lontar Kecamatan Tirtayasa
8.	Cilayang Cave	Cikeusal District
9.	Labuan Beach	Mancak District
10.	Rawa Dano	Padarincang District
11.	Curug Betung	Baros District, Cinangka
12.	Situ Tasik Kardi	Kramatwatu District
13.	Eucalyptus Forest	Kragilan District
14.	Mount Pinang	Pejaten Village, Kramatwatu District
15.	Kaolin Lake	Pancanegara Village, Pabuaran sub-district
16.	Cikalumpang Bone Rafting	Padarincang District
17.	Cirahab Bath, Curug Goong	Padarincang District
18.	Curug Cigumawang	Desa Bugel, Kecamatan Padarincang
19.	Curug Leuwi Tomo	Desa Kadubeureum Kecamatan Padarincang
20.	Sindangheula Dam	Sindanghula Village, Pabuaran District
21.	Wulandira Recreational Park	Wanayasa Village, Kramatwatu District
22.	Curug Cikotak	Padarincang District
23.	Curug Sawyer	Ujung Tebu, Ciomas
24.	Waruwangi Hill	Cinangka District
25.	Bendung Lama Pamarayan	Pamarayan District
26.	Ekraf Tourism Village	Kadugenep Lightning District
27.	Elite Stable Park Mini Zoo	Waringin Kurung District
28.	Nature Tourism and Cikarelek Swimming Pool	Ciomas District

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29.	Kubang Baros	Cinangka District
30.	Batu Kuwung Hot Spring	Cinangka District
31.	Cikolelet Tourism Village, Cibaja Peak	Cinangka District

Source: Researchers , 2023

Based on table 1.1. It can be said that Serang Regency has considerable development potential in the tourism sector in addition to the industrial and trade sectors. The interest of tourists from abroad to tourism in Serang Regency in 2017 was shown by the presence of 2425 foreign tourists, not to mention domestic and local tourists. This shows that if tourism objects in Serang Regency are widely promoted, it will encourage the tourism industry in Serang Regency. One of the supporting factors for the development of tourism in Serang Regency is its strategic location and good road access to the location of tourist attractions.

The existence of tourism objects in Serang Regency needs to be promoted and disseminated information related to location, facilities, tariffs to a wide audience, so that people from various regions and various countries are interested in traveling in Serang Regency. For this reason, the Serang Regency Youth, Sports and Tourism Office has created a Website-based application called SIMPARTA (Tourism Information System)

[https://simparta.serangkab.go.id/#:~:text=Sistem%20Informasi%20Pariwisata%20\(SIMPARTA\)%20Kabupaten.web%20dalam%20bentuk%20direktori%20wisata](https://simparta.serangkab.go.id/#:~:text=Sistem%20Informasi%20Pariwisata%20(SIMPARTA)%20Kabupaten.web%20dalam%20bentuk%20direktori%20wisata).

SIMPARTA is the website of the Serang Regency Youth, Sports and Tourism Office which contains a directory of information related to tourism in Serang Regency, Banten Province. SIMPARTA is one of the systems used to introduce tourism in

Serang Regency, this developed information system has several menus such as Home, Tours, Events, Culinary, Accommodation, and Vehicle Schedules operating in Serang

Regency. With the information on SIMPARTA, it is expected to make it easier for tourists to prepare their needs before and while in tourist attractions. Accommodation Menu, in the tour menu there are details containing the names of accommodation / hotels, descriptions and ratings to further clarify how the condition of the accommodation (Prasetya: 2020). https://lib.insan-unggul.ac.id/index.php?p=show_detail&id=3095. In addition to menus related to tourist attractions, there is also a culinary menu. Culinary name, name of Restaurant / Restaurant / Restaurant and prices of food menus available. With SIMPARTA, it will make it easier for tourists to get the tourism information they need.

SIMPARTA is an innovative information system that has an important role in promoting tourism in Serang Regency, however, at the level of implementation SIMPARTA has not been effective in terms of its utilization. This is due to several reasons, including: The SIMPARTA application often cannot be opened, the menu related to tourism objects available is not complete, the information provided is not up to date, SIMPARTA socialization has not been carried out widely and intensively. Based on the background above, the author is interested in writing about "Diffusion of Innovation in Tourism Information Systems (SIMPARTA) for the Development of Tourism Development in Serang Regency"

A. METHOD

This research is a qualitative approach, the research method used is descriptive qualitative. In qualitative research researchers are directed by qualitative inductive thinking products, researchers must have a deeper level of criticism. The power of researcher criticism becomes the main weapon to carry out all research processes. Research Data Collection is carried out through the Exploration stage or general observation, special exploration stage, data collection stage and data confirmation stage (Bungin: 2007). The source of this research data is documentation and observation

B. RESULTS AND DISCUSSION

The Importance of Innovation in Development

Innovation is an integrated strategy to increase the effectiveness and acceleration of the organization in realizing the vision, mission and long-term goals of the organization (Joko: 2017). The strategic plan for the development of the tourism sector of Serang Regency is contained in Regional Regulation No. 8 of 2014 concerning the Master Plan for Tourism Development (RIPPARDA) of Serang Regency for 2014-2025. In RIPPARDA the vision of regional tourism development of Serang Regency is the realization of leading regional tourism in Banten Province that is safe, comfortable, environmentally friendly and religious.

To realize this vision is realized through 4 tourism development missions of Banten Regency as follows:

1. Developing superior and enchanting tourism destinations
2. Synergistic, exciting and innovative tourism marketing
3. a competitive tourism industry based on culture and local wisdom that is environmentally friendly; and
4. Developing professional tourism institutional capacity and governance.

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Based on this vision and mission, the target of tourism development in Serang Regency is to develop and improve: tourist market, tourism image, tourism marketing partnership, and tourism promotion. To achieve the target of tourism development in Serang Regency, innovation is needed. Referring to these targets, innovations are made to develop and improve the tourist market so that the market in this case tourists who come to Serang Regency is wider. Innovations are made to display the image of Tourism in Serang Regency, with a good and attractive image it will encourage tourists from various regions to visit Serang Regency. The innovations built are also intended to develop and improve partnerships with various stakeholders such as developers and managers of tourist attractions, hotel businesses, restaurants, travel agents and transportation. Finally, the innovation developed into a promotional event for various tourist attractions, culture, culinary and superior products in Serang Regency. To meet these targets, SIMPARTA is an integrated system to achieve these 4 targets.

SIMPARTA as a form of innovation

According to Theodore Levitt *"Innovation is the vital spark of all man-made change, improvement and progress"*. Innovation is like a fire or light and a light that determines the progress of the world. Innovation is the bright spot of human efforts, both individually and collectively that express progress (Joko: 2017). Innovation in Public Administration, Innovation is an important need to improve the quality of service to the community so that it will create satisfaction. Janszen (2000: 8) said that innovation is the commercialization of something new, abbreviated as TAMO (Technology, Application, Market and Organization), so that an innovation contains new technology, new applications, new markets and new organizational forms.

SIMPARTA is one form of innovation which, when associated with Janszen's opinion, eating SIMPARTA is a form of promotion that uses information systems so that there is novelty in the use of technology. Initially, promotion was carried out using pamphlets, exhibitions and word of mouth information with the use of information technology, tourism information in Serang Regency could be widely spread. The application on the website is a means of promotion, so the application must contain complete information and be a means of provider communication with users, in this case SIMPARTA has bridged between the Serang Regency Youth, Sports and Tourism Office with people who need information related to Tourism in Serang Regency.

SIMPARTA as an information system has expanded the Market of various tourism objects, so that visitors not only come from local but also from abroad, such as China, Korea, America, Germany, Japan and others. Finally, SIMPARTA organizationally should have a new management approach, customer-oriented management. So that not only promotional information is spread but what is the impact if the promotion has been successful so that local, domestic and foreign tourists arrive, professional management of these attractions is needed.

Diffusion of Innovation at SIMPARTA

An innovation will not be effective if only up to the stage where the innovation is made, but in order for the innovation to be useful and effective in accordance with the purpose of the innovation, it needs a process of diffusion of innovation. Diffusion is the process by which an innovation is communicated through certain channels over time among the members of a social system." (Rogers, 1983:5). Based on Roger's definition, it can be said that Diffusion is a process by which an innovation is communicated through channels within a set time span in the social system. In accordance with Rogers' thinking, in the process of diffusion of innovation there are 4 (four) main elements, namely: Innovation, Communication Channels, Time Period, and Social Systems (Ariningrum: 2015).

Diffusion of Innovation in SIMPARTA with reference to the opinion of Rogers (1983) is described as follows:

1. Innovation, SIMPARTA is a form of Innovation in order to achieve the targets of Tourism Development in Serang Regency contained in the RIPPARDA of Serang Regency in 2017-2022. The innovation carried out is in the form of developing information systems in the Tourism sector. SIMPARTA develops information technology with the aim to increase the number of tourists visiting various tourism objects in Serang Regency.
2. Communication Channel, SIMPARTA will be useful and effective if information related to the existence of SIMPARTA is widely disseminated. From the observations of the use of SIMPARTA by the community is still minimal, people tend not to know the existence of SIMPARTA. Therefore, efforts are needed to distribute SIMPARTA information widely. The communication channel used will affect how much impact the exchange of information has. The speed of innovation spread throughout the market depends on the amount of communication between marketers and consumers, as well as communication between consumers (Schiffman and Kanuk, 2010). Therefore, to disseminate SIMPARTA information, diverse and intensive communication channels are needed. So far, SIMPARTA has not been widely communicated, only at the time of laucing. Therefore, information on the existence of SIMPARTA can be done with the following communication channels:
 1. Electronic media, such as Radio and television
 2. Internet media, via Youtube, Instagram, Tiktok and Facebook. In this media, not only various tourist objects are displayed, but also include the website address of SIMPARTA.

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1. Paflet print media, posters are distributed in shopping centers (Malls), Airports, Ports, Stations, Bus Terminals, Schools, in other public service places, in Village and District offices
2. Verbal Communication, with socialization to the community around the location of tourist objects, especially groups of young people to promote their tourist attractions through media channels.
3. Exhibitions and events of Culture/Tradition parties such as Serang Regency Anniversary, Banten Province Anniversary, Panjang Mulud, Sea Alms etc.
1. Time Period, the period of time is the time needed for the diffusion process. So every year the Serang Regency Youth, Sports and Tourism Office makes a systematically arranged schedule, starting from planning various socialization activities, recording events that can be used as a means of promotion, determining the right promotional time on radio or television and for how long. In addition, the Serang Regency Disporapar also analyzes the visiting times that are of interest to domestic and foreign tourists, so that before these holiday times intensive promotion can be carried out.
2. Social systems, the implementation of SIMPARTA does not only involve Disporapar but requires other social systems, such as hotel communities, tourist attraction managers, restaurant owners, travel agents, entrepreneurs in the field of transportation, communities around tourist objects, MSMEs that produce various traditional foods typical of Serang Regency and handicrafts typical of Serang Regency.

The four processes are integrated and interconnected with each other, therefore the diffusion of Innovation must carry out all these processes so that SIMPARTA Innovation can be delivered, utilized and have an impact on the increase in the number of domestic and foreign tourists.

CONCLUSION

1. Tourism Information System (SIMPARTA) Serang Regency is one form of Information system innovation that aims to promote natural, historical, cultural and culinary tourism sectors to have an impact on increasing the number of foreign and domestic tourists to various tourist objects in Serang Regency.
2. SIMPARTA will not be useful and effective and have a positive impact if information on the existence of SIMPARTA is not widely known by the local community, Indonesia and even the world community. In order for SIMPARTA to spread widely and have an impact on increasing tourist visits, it is necessary to process the diffusion of innovation, which includes 4 elements, namely: Innovation, Communication Channels, Time Period and Social Systems

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