

Conference Paper

## Enhancing Local Tourism through Digital Innovation with Landing Pages for BumDes Management

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### ABSTRACT

This study explores the role of digital innovation in enhancing local tourism through the development of landing pages for BUMDes (Badan Usaha Milik Desa) management, with a case study on BUMDes Tembalang Sejahtera. The initiative aimed to improve the promotion and management of Vialor Bathing Resort, a key local tourist destination. The landing page was designed to feature interactive visuals, booking functionalities, and local tourism information, enhancing visitor engagement and accessibility. The results demonstrate a significant improvement in visitor traffic, with a 35% increase in website visits and a 20% rise in confirmed bookings within three months of launching the landing page. Furthermore, revenue from tourism increased by 15%, partly due to the landing page's ability to promote additional local products and services. The study also highlights the branding advantages and operational efficiency gained from using digital platforms, although challenges such as internet accessibility and SEO optimization remain. In conclusion, digital tools like landing pages can significantly enhance local tourism and support rural economies by streamlining management processes and increasing visibility. The findings underscore the importance of continued digital innovation for BUMDes in promoting sustainable tourism.

*Keywords: Digital innovation, BUMDes, Local Tourism, Landing Page*

### Introduction

Tourism has long been recognized as a vital driver of economic development, especially for rural communities seeking to capitalize on their unique natural and cultural resources. Various numbers of activity reports and the existence of critical points in the management of village finances (Nyoman & Astawa, 2020). In Indonesia, where diverse landscapes and heritage sites abound, the role of local governance, particularly Badan Usaha Milik Desa (BUMDes), has become increasingly important in managing and promoting village tourism. However, despite its potential, many rural tourism initiatives face significant challenges, such as limited marketing reach, inadequate infrastructure, and the lack of efficient management systems. The concept of downstream development is a new paradigm in village development, especially after the Village Law was implemented for all (Rohim, 2021).

#### How to cite:

Wiryawan, A. G., Sugiarto, Wijaya, R. S., & Atasa, D. (2025). Enhancing local tourism through digital innovation with landing pages for bumdes management. *9<sup>th</sup> International Seminar of Research Month 2024*. NST Proceedings. pages 959-964. doi: 10.11594/nstp.2025.47144



In the age of digital transformation, these challenges present an opportunity to harness technology to boost the visibility and appeal of local tourism. It is hoped that various technology adoption programs in villages can facilitate access to service access for the community, as well as facilitate improving the local economy (Yuniarta et al., 2023). One of the most accessible and effective ways to do this is through the creation of landing pages — dedicated web pages designed to provide visitors with targeted information and facilitate interactions. For BUMDes, utilizing a landing page is a powerful tool not only to showcase village tourism objects, but also to streamline operations, attract potential visitors, and generate revenue through online bookings and promotions. Information Technology makes a marketing mechanism easier (Purnamawati & Adnyani, 2024).

The Importance of Optimizing the Role of BUMDes in the Village Economy Cannot Be Ignored, and Always Needs to be Developed (Ali et al., 2023). This article explores the potential of digital innovation, particularly through the use of landing pages, to improve local tourism managed by BUMDes and partners of the BUMDes itself (Meirejeki et al., 2022a). This paper examines the strategic role of technology in overcoming barriers to rural tourism development and presents a case study of successful implementation. The community becomes more empowered and creative in developing innovations, the environment in Tembalang village becomes more developed, the community economy is more developed (Purnamawati & Adnyani, 2024), and especially in the tourism and SME'S sectors (Diyanto & Musfi, 2022).

Based on the concept or understanding of tourist villages (Meirejeki et al., 2022b), by focusing on how landing pages can modernize the management and promotion of village tourism. This paper aims to offer a practical framework for BUMDes to thrive in the digital world, and will be able to analyze the relationship between digital transformation and social innovation (Dionisio et al., 2024).

## **Material and Methods**

### ***Study area and context***

This study was conducted in Tembalang Village, located in the Wlingi sub-district, Blitar Regency, East Java, Indonesia. The village is a rural community with a strong focus on agricultural activities but has been exploring opportunities to diversify its local economy by leveraging its natural assets for tourism development. The local government has established BUMDes Sejahtera Tembalang, a village-owned enterprise aimed at managing and developing local resources, including the Vialor tourism bath attraction. The impact of social welfare systems on innovation performance and global competitiveness from below (Hajighasemi et al., 2022). The study focuses on assessing how digital innovations, particularly the use of landing pages, can enhance local tourism through better promotion and management by BUMDes Sejahtera.

### ***Research design***

This research employed a mixed-methods approach, combining both qualitative and quantitative data collection techniques to understand the current state of tourism management and the impact of introducing a landing page for digital marketing. The research design was structured in four key phases:

#### **Phase 1: Preliminary Assessment and Needs Identification**

Focused on evaluating the existing tourism management practices and identifying the specific needs for digital innovation in BUMDes Sejahtera.

#### **Phase 2: Design and Development of the Landing Page**

Included the technical creation and implementation of a landing page tailored to the tourism offerings in Tembalang Village.

#### **Phase 3: Implementation and Training**

Involved in the deployment of the landing page and the provision of training to the BUMDes team for its effective management and use.



**Phase 4: Data Collection and Evaluation**

Focused on gathering data on the performance of the landing page and its impact on local tourism, using metrics such as website traffic, visitor engagement, and local business outcomes.

***Digital infrastructure and software***

For the development and implementation of the landing page, a variety of software tools and digital platforms were utilized:

- a. WordPress: A user-friendly Content Management System (CMS) was chosen due to its flexibility, ease of use, and vast library of plugins suitable for building tourism-related landing pages.
- b. Elementor: A drag-and-drop page builder plugin for WordPress that was used to design a visually appealing and interactive landing page without the need for extensive coding.
- c. Yoast SEO Plugin: This tool was integrated to optimize the landing page for search engines, ensuring the visibility of Tembalang's tourism offerings in online search results.
- d. Google Analytics: Installed to monitor and evaluate the traffic on the landing page, providing insights into visitor behavior, geographic locations, and overall engagement with the website.
- e. Booking and Reservation Plugin: A specialized plugin to facilitate online bookings for the Vialor bath attraction, enabling visitors to make reservations directly through the landing page.
- f. Social Media Integration Tools: Used to link the landing page with social media platforms (Facebook, Instagram) to extend the reach of promotional content.

***Human resources***

Key personnel involved in this study included:

- a. Web Developers: A team of two developers from the research team was responsible for building and maintaining the landing page. They collaborated with BUMDes staff for content creation.
- b. BUMDes Management: Four members of the BUMDes team, including the manager of the Vialor attraction, were involved in content provision, testing, and operation of the landing page.
- c. Tourism Experts: Local tourism consultants were engaged to assist in the design of the landing page, ensuring that the content aligns with best practices for tourism promotion.
- d. Participants: Villagers, local business owners, and tourists were involved as respondents in the evaluation of the effectiveness of the landing page.

***Tourism resources in Tembalang***

The primary focus of the landing page was to promote the following local tourism resources:

- a. Vialor Bath Attraction: The main tourist destination, is a natural spring bath.
- b. Local Culinary Offerings: Prominent food products and culinary experiences available in the village.
- c. Cultural Events: Periodic events that showcase local arts and culture, including traditional dance performances and handicrafts.

***Design and development of the landing page***

The landing page was designed following User-Centered Design (UCD) principles to ensure that it meets the needs of both the BUMDes team and potential tourists. The process involved:



- a. Content Creation: BUMDes staff provided the textual and visual content for the landing page, including descriptions of tourist attractions, photos, and booking information.
- b. Technical Development: The web development team used WordPress and Elementor to build a responsive, mobile-friendly landing page. The design included a home page with a clear call-to-action, an attractions page for the Vialor bath, and a booking system integrated with local calendars.
- c. Search Engine Optimization (SEO): The Yoast SEO plugin was employed to optimize content for keywords relevant to local tourism, such as “Vialor bath Tembalang” and “Tembalang Village tourism.”
- d. User Testing: Usability testing was conducted with a small group of users (BUMDes staff, villagers, and local visitors) to identify and resolve any technical or design issues.

### ***Implementation and training***

Following the development of the landing page, an implementation phase was carried out to ensure that the BUMDes team could effectively manage and maintain the digital platform. This phase involved:

- a. Training Sessions: Two training workshops were organized for BUMDes staff to teach them how to update content, monitor website analytics, and manage online bookings.
- b. Support and Maintenance: The web development team provided ongoing technical support for three months following the launch of the landing page to address any technical issues and ensure smooth operation.

### ***Data collection and evaluation***

Data was collected to evaluate the impact of the landing page on local tourism through the following methods:

- a. Google Analytics: Website traffic data, including the number of visitors, page views, bounce rates, and conversion rates (bookings), were tracked over a 6-month period.
- b. Survey to Tourists: A follow-up survey was distributed to 100 tourists visiting the village after the landing page launch to assess whether they learned about Tembalang’s attractions online and their satisfaction with the booking process.
- c. Focus Group Discussions (FGD): Post-launch FGDs were held with BUMDes staff to discuss their experiences managing the landing page, the challenges they faced, and the overall impact on tourism management.

### ***Data analysis***

- a. Quantitative Data: Data collected from Google Analytics and surveys were analyzed using descriptive statistics to identify trends in website performance and visitor satisfaction.
- b. Qualitative Data: Interview and FGD transcripts were subjected to thematic analysis to uncover key insights about the effectiveness of digital marketing through the landing page.

### ***Ethical considerations***

All participants in this study provided informed consent, and the research was conducted in compliance with ethical standards for human subject research. Personal data collected through surveys and website analytics were anonymized to ensure privacy and confidentiality.

### ***Results and Discussion***

The results demonstrate that digital innovation, specifically with a landing page, has positively impacted the management and promotion of local tourism by BUMDes Tembalang Sejahtera. Several key points emerged from this study:



- a. Digital Presence as a Competitive Advantage
- b. The shift to an online platform through a landing page gave BUMDes Tembalang Sejahtera a competitive edge in the local tourism market. The tourism landscape is evolving, with travelers increasingly relying on digital platforms to gather information and make bookings. By creating a professional, accessible, and informative landing page, BUMDes Tembalang was able to cater to this growing digital audience. The increased visitor engagement and booking confirmations highlight how vital an online presence is for promoting local tourism in rural areas.
- c. Efficient Management and Communication  
The booking and inquiry forms embedded in the landing page simplified the management of visitor inquiries, making communication more efficient and reducing response time. This automation freed up resources for BUMDes management to focus on improving the quality of the tourism experience. Streamlining these processes is essential for small to medium-sized enterprises (SMEs) like BUMDes, which typically operate with limited resources.
- d. Strengthening Local Economies through Digital Platforms  
The landing page not only enhanced the visibility of Vialor Bathing Resort but also boosted the local economy by promoting other local services and products. Visitors who discovered the resort through the landing page were more likely to engage in other tourism-related activities and purchase locally made goods, contributing to a multiplier effect that benefited the community. This is consistent with the broader goal of BUMDes, which aims to foster economic growth and self-sufficiency in rural areas.
- e. Challenges and Areas for Improvement  
While the landing page significantly enhanced the visibility and engagement of Vialor Bathing Resort, several challenges were identified. First, internet connectivity in rural areas remains a limitation for both management and potential tourists. Some users reported difficulty accessing the website, particularly from regions with poor network coverage. Furthermore, ongoing content management proved to be resource-intensive, requiring regular updates to maintain relevance and competitiveness.

Additionally, SEO (Search Engine Optimization) was identified as an area for improvement. Although the landing page received a significant amount of traffic, enhancing SEO strategies could further boost its ranking on search engines, thus attracting a wider audience.

## Conclusion

The development of a landing page for BUMDes Tembalang Sejahtera showcased the benefits of digital innovation for enhancing local tourism management. The landing page led to increased visibility, higher visitor engagement, streamlined communication, and ultimately, improved revenue generation. To sustain and expand this success, addressing challenges such as internet access and SEO optimization will be essential in the future. Overall, this study underlines the value of digital tools like landing pages in empowering rural communities to promote their tourism assets effectively.

## Acknowledgment

The authors would like to express their sincere gratitude to LPPM UPN Veteran Jawa Timur for providing the internal funding that made this research possible. We are also deeply thankful to BUMDes Tembalang Sejahtera, especially its management team, for their invaluable support and contribution to sharing the necessary data and insights regarding the local tourism sector. Their collaboration was instrumental in the successful completion of this study.



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