

Tourism Website as a Market Expansion Strategy in Sumberwringin Village, Bondowoso

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ABSTRACT

The purpose of this activity is to develop the website of the Sumberwringin Bondowoso tourist village as a strategy to expand the market and strengthen local identity. The website is designed to be a digital promotional medium that displays the potential of nature, culture, and creative products of the community in a structured and easily accessible manner. The method used includes three stages, namely planning in August 2025 with the identification of village potential and the preparation of content concepts, implementation from September to October 2025 in the form of website structure construction, content filling, and manager training, and evaluation in October 2025 to assess the effectiveness and response of the community and tourists. The results of the activity show that the website has succeeded in expanding the reach of promotion, increasing public involvement in digital content management, and opening up opportunities for cooperation with external parties. The website also strengthens the image of the village as a cultural and nature-based tourist destination. The discussion emphasized that digitalization through websites is an important factor in the development of sustainable tourism. This is in line with previous research which states that the use of information technology is able to increase the competitiveness of tourist destinations and expand the market. Thus, the development of the Sumberwringin tourism village website makes a real contribution to the growth of the creative economy and the sustainability of the village.

Keywords: Website, Tourism Village, Community Economy, Development.

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1. INTRODUCTION

A common phenomenon that arises from the use of travel websites as a market expansion strategy is the increasing access to information for potential tourists who were previously limited to conventional promotions (Minanda et al., 2024; Wijaya et al., 2020). Travel websites allow destinations to display their appeal more widely through photos, articles, and service packages so that market reach depends not only on physical location but also on digital power (Surentu, 2020; Mengo et al., 2022). This encourages competition between destinations to present interesting content while making it easier for tourists to compare options (Nurhidayati et al., 2025). As a result, tourism consumption patterns are shifting towards a more modern direction with travel decisions heavily influenced by the quality of information available online (Larissa & Manurung, 2025).

The development of a website in the form of a tourist village is very suitable to be carried out in Sumberwringin Bondowoso Village because this area has interesting natural and cultural

potential to be promoted digitally. Through the website, information about the beauty of the panorama, local traditions, and creative products of the community can be accessed more widely so as to increase attraction for tourists. The presence of digital platforms also helps to expand the market, strengthen village identity, and support the growth of the creative economy of local communities. In addition, the development of a tourist village website in Sumberwringin Bondowoso can be a means of education as well as sustainable promotion. The website not only displays destination information but can also contain a calendar of cultural activities, profiles of local business actors, and thematic tour packages that strengthen the attractiveness of the village. With this digital platform, the community has a greater opportunity to expand cooperation networks with external parties, increase the involvement of the younger generation in tourism management, and create a creative economy ecosystem that supports village sustainability.

If there is no website to support the promotion of tourist villages, it will be difficult to reach the wider market (Prasetyo et al., 2023). Promotions rely only on conventional means such as brochures, word of mouth, or local events so that the reach of tourists is limited (Syaputra et al., 2024). This can hinder the growth of the community's creative economy because tourist access is reduced and opportunities for cooperation with outside parties are minimal. In addition, villages will have difficulty building a digital image which is now one of the important factors in attracting the attention of the younger generation and modern tourists.

The absence of a website also has implications for weak documentation and digital archives regarding village activities and potential, so that information that should be accessible in a sustainable manner becomes fragmented and easily lost (Elvina et al., 2023). This condition makes it difficult for the village to compete with other destinations that have used information technology as a means of promotion. As a result, opportunities to build networks with tourism communities, investors, and supporting institutions are increasingly limited, and villages are at risk of being left behind in the increasingly dominant flow of digital-based tourism development.

The purpose of developing the tourism village website is to expand the reach of promotion while strengthening local identity so that it is better known by the wider community. The resulting benefits include an increase in the number of tourist visits, the opening of opportunities for cooperation with external parties, and the growth of the creative economy of the village community. The website also functions as a means of education and documentation so that the potential of nature, culture, and local products can be managed properly and support the sustainability of the development of tourist villages.

2. METHODS

The method of developing the Sumberwringin tourism village website, Sumberwringin District, Bondowoso Regency, will be carried out from August to October 2025 can be explained through three main stages. The stages include planning, implementation and evaluation (Sulistyan & Afriyanto, 2024). The planning stage was carried out in early August with a focus on identifying needs, mapping the potential of the village, as well as preparing content concepts and website design. The implementation stage took place in September with activities to create a website structure, fill in content in the form of village profiles, tourism potential, activity calendars, and local products, as well as accessibility trials. The evaluation phase was carried out in October by reviewing the effectiveness of the website, measuring the affordability of the information, and assessing the response of the community and tourists so that the results of the evaluation can be used for continuous improvement.

Data analysis is carried out by a qualitative descriptive method that emphasizes the systematic collection, organization, and interpretation of information. The data obtained from the planning, implementation, and evaluation stages are then studied to find patterns, tendencies, and relationships between program components. This process involves data reduction, presentation in the form of narratives or tables, and drawing conclusions relevant to the purpose of developing the tourism village website. With this approach, the results of the

analysis can provide a comprehensive picture of the effectiveness of the program as well as recommendations for improvement for sustainability.

3. RESULTS AND DISCUSSION

3.1. Results

The planning carried out in August resulted in several important achievements. First, the tourism potential of Sumberwringin Village was identified which included natural panoramas, cultural traditions, and creative products of the community. Second, a website content concept was prepared which included village profiles, activity calendars, tour packages, and local product catalogs. Third, a simple but informative website design structure is designed to be easily accessible to tourists. In addition, planning also includes the division of tasks of the management team and the determination of work schedules so that the implementation process can run in a directional manner and in accordance with the goals of tourism village development.



Figure 1. Discussions with Partners
Source: Documentation of Activity Results (2025)

The implementation phase which took place in September and October included several core activities to realize the Sumberwringin tourism village website. In September, the construction of the website structure was carried out, starting from the design of the display, the arrangement of the main menu, to the preparation of content pages containing village profiles, natural tourism potential, cultural activities, and local products. This process also involves collecting authentic photos, videos, and narratives so that the website has a visual appeal and informative. Furthermore, in October, a comprehensive content fill-in, accessibility trial, and training for the village management team to be able to update information independently. This stage ensures that the website is not only technically completed but also ready to be used as a means of continuous digital promotion.

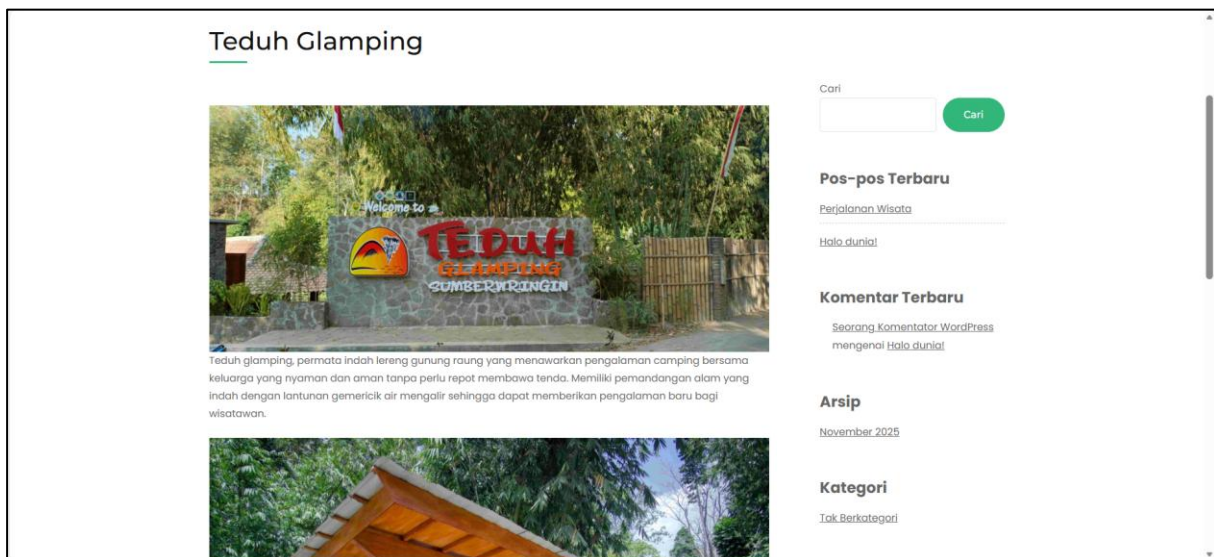
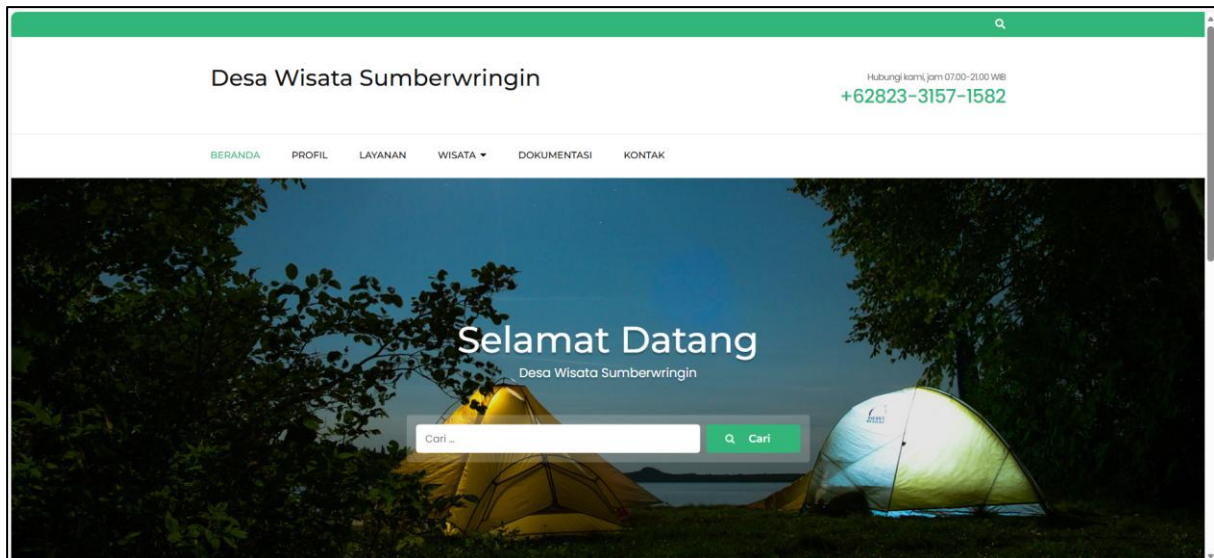


Figure 2. Tourism Village Website
Source: desawisatasumberwringin.com

The evaluation stage which was carried out in October aimed to assess the effectiveness of the Sumberwringin tourism village website after the planning and implementation stages were completed. The evaluation is carried out by testing the accessibility of the website, assessing the completeness of the content that has been published, and measuring the response of the public and potential tourists to the available information. The results of the evaluation show that the website is able to become an informative digital promotional tool, although some improvements are still needed such as the addition of interactive features and regular content updates. This stage also produces recommendations so that the village management team is more active in managing content so that the sustainability of the website can be maintained and the benefits are more optimal.

3.2. Discussion

The results of the development of the Sumberwringin tourism village website show that this digital strategy is able to expand the reach of promotion while strengthening local identity. Public involvement in content management fosters awareness of the importance of digital documentation and opens up creative economy opportunities. Websites have also proven to be an effective means of conveying information quickly and in a structured manner, thus supporting the sustainability of cultural and nature-based tourism programs.

This result is in line with previous research that confirms that the use of information technology, especially websites, plays an important role in increasing the competitiveness of tourist destinations (Yulianto, 2023). Previous studies have found that tourist villages that have digital platforms are more likely to attract tourists, expand markets, and build a positive image than villages that rely only on conventional promotions (Minanda et al., 2024). Thus, the development of the website in Sumberwringin strengthens the finding that digitalization is a key factor in the development of sustainable tourism.

An important implication of the development of the Sumberwringin tourism village website is the creation of digital transformation that is able to strengthen the village's position as a cultural and nature-based tourist destination. The website not only functions as a promotional medium but also as a means of education, documentation, and liaison between local communities and tourists and cooperation partners. This opens up opportunities for improving the creative economy, expanding marketing networks, and encouraging active community participation in maintaining and developing the potential of the village in a sustainable manner. Thus, the existence of the website becomes a strategic foundation for the development of village tourism in the digital era.

4. CONCLUSION

The conclusion of the development of the Sumberwringin Bondowoso tourism village website is that this digital strategy has succeeded in expanding the reach of promotion, strengthening local identity, and increasing community involvement in tourism content management. The website developed is able to display the potential of nature, culture, and creative products in a structured manner so as to attract the attention of tourists and cooperation partners. The evaluation shows that the existence of the website provides real benefits in the form of increased access to information, creative economy opportunities, and support for the sustainability of cultural and nature-based tourism villages.

The limitations of the development of the Sumberwringin tourism village website lie in the limited technical ability of the community to manage content in a sustainable manner and the limitations of the internet network in several areas which can reduce accessibility. In addition, the available content still needs to be updated regularly to remain relevant to the needs of tourists. Therefore, the suggestions that can be given are the need for further training for the village management team on digital content management, improving internet network infrastructure, and developing interactive features that can strengthen the attractiveness of the website and increase visitor engagement.

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