

The Digitalization Phenomenon in the Yogyakarta Omah Cangkem (OCM) and the 4 Suku Menanti Community in Bengkulu

Dhanurseto Hadiprashada^{1*}, Kundori²

¹ Magister of Communication Science, Universitas Bengkulu, Indonesia

² Management of Broadcasting Content Production, School of Multi Media Yogyakarta, Indonesia

hadiprashada@unib.ac.id

*Corresponding author

Abstract--Behind the improvement brought by digital media, various challenges have also emerged. Phenomena such as the spread of fake news (hoaxes), digital privacy, and societal polarization have become issues that often arise along with the rapid growth of this media. This study aims to discuss the digitalization of community works and products in the development of tourist villages in DI. Yogyakarta and Bengkulu Province. The research method used is a qualitative approach with data collection techniques through in-depth interviews, participatory observation, and focus group discussions. Research informants include stakeholders related to the development of tourist villages, community leaders, and related local government officials. Data were analyzed using a thematic approach. This study found that the increase in documentation of cultural activities (works) and community products in the form of audio visuals (digital) in the development of tourist villages continues to be carried out. The process of developing a tourism village is carried out by effectively digitizing works and products by the surrounding community. The effectiveness of the activities carried out by each community has an impact on the development of existing tourism villages. This is what then gave rise to the integration of community-based tourism village development models.

Key words: Community; Media; Participatory; Tourism; Village.

I. INTRODUCTION

Digitalization has become an integral part of various aspects of people's lives at home and abroad, including the development of the tourism sector in Indonesia. One form of digitalization that has had a significant impact is the use of Android Application Package (APK)-based mobile applications. These applications not only facilitate access to information and services, but also enable users to carry out various activities, such as

shopping, communicating, studying, and working, more practically and efficiently. The use of APKs also enables broader integration of technologies, such as digital payments, the Internet of Things (IoT), and artificial intelligence, which further accelerates digital transformation in various sectors of life [1].

Digital transformation has directly changed the way people interact, work, and conduct business. In the education sector, for example, e-learning and digital learning applications enable broader and more flexible access to education. Students and teachers can learn from anywhere, anytime, using online platforms that offer interactive materials, videos, and digital exams. In the business sector, digitalization has introduced new business models such as e-commerce, fintech, and app-based services, which simplify transactions and improve operational efficiency. Companies are also leveraging big data and analytics to make smarter, data-driven decisions. In the healthcare sector, telemedicine and health applications enable remote medical consultations, access to electronic medical records, and real-time monitoring of patient health through smart devices. This not only improves access to healthcare but also increases the efficiency and accuracy of diagnoses. The transportation sector is also undergoing major changes with the emergence of ride-sharing services and real-time navigation applications that simplify mobility and reduce congestion. Meanwhile, governments in various countries are increasingly adopting the concept of a "smart city," where digital technology is used to improve the quality of life for its citizens, from traffic management and waste

management to more transparent and accessible government administration [2].

The development of access to and adoption of digital media in various sectors has undoubtedly offered a different perspective for communities, especially those in rural areas. The presence of digital media has not only changed the way people access information but also reshaped patterns of social, cultural, economic, and political interaction within society. Digital media has become a primary means of disseminating news, shaping public opinion, and enabling the public to actively participate in open-source conversations. However, behind the advancements brought by digital media, various challenges have emerged. Phenomena such as the spread of fake news (hoaxes), digital privacy, and societal polarization have become issues that frequently arise alongside the rapid growth of this media.

This polarization has provided a positive direction in various issues of increasing community creativity, particularly in the Bantul Regency, Yogyakarta, and Rejang Lebong Regency in Bengkulu. In this context, various initiatives have emerged in response to the community's need for economic and cultural development. In Bantul, for example, the polarization in the arts and crafts sector has motivated many local communities to be more active in innovating and developing creative products based on local wisdom. Bantul is known as a center for crafts such as batik, ceramics, and leather crafts. Local communities, with support from the government and the private sector, are increasingly encouraged to expand their markets not only locally but also nationally and internationally. This polarization of ideas has also given rise to collaborations across communities and sectors, where traditional arts meet digital technology, creating more modern products without abandoning traditional roots.

Similarly, in Rejang Lebong Regency, Bengkulu, the agricultural sector—the backbone of the local economy—is beginning to be affected by this shift in creativity. Communities are no longer relying solely on traditional methods but are

also adopting organic farming methods, innovative crop processing, and developing derivative products with higher economic value. Capacity building through training programs conducted by the local government, along with encouragement from youth groups, is providing a breath of fresh air for the development of the agricultural sector in this area.

In general, this polarization demonstrates how differences of opinion or approach within a community can create new spaces for innovation. In both districts, communities are beginning to see the importance of adapting to changing times without forgetting their cultural roots. These innovations not only strengthen local economic competitiveness but also maintain the sustainability of the culture and local wisdom that characterize each region. With collaboration between stakeholders, from government, academics, communities, and businesses, Bantul and Rejang Lebong can serve as examples for other regions in Indonesia in utilizing polarization to create productive and sustainable creativity. This research article specifically discusses the digitalization of community works and products in the development of tourism villages in the Special Region of Yogyakarta and Bengkulu.

A study proposed an Android application design that can provide new experiences to visitors to discover the potential of villages that have not been exposed [3]. The purpose of that study is to study the comparison of application model designs evaluated in two villages with different cultures and potentials, namely Ponggok Village, Klaten and Kadubungbang Village, Pandeglang. From the results of Quality Function Deployment (QFD) and Analytical Hierarchy Process (AHP), it can be seen that the application is flexible to the implementation of the two villages as well as the priority of visitor needs and application priority features. The results show similarities in customer needs and differences in feature design, because the two villages have different cultures and topographies. There is also research that developed an Android-based application for tourism, hotel, and

event information media for the community or tourists [4]. The application makes it easier for tourists to obtain information on tourist attractions, hotels, and events in West Sulawesi and to find out user responses to the application as an information media.

Furthermore, related to village development involving the community, there is research that looked at the participatory communication process of the Bajo Mola Raya community in village development in Wakatobi Regency through community empowerment [5]. The form of participation is in the form of involvement of the Mola Raya community in the planning, implementation and evaluation of village development programs. In addition, community involvement is also evident in the empowerment of the Mola Raya community such as capacity training for women tailors, Family Welfare Empowerment (*Pemberdayaan Kesejahteraan Keluarga* or PKK), health education and promotion, stunting, and assistance in processing seafood such as fish floss production.

An article describes the planning of the government's development communication strategy for the Harapan Makmur village to increase community participation in village development [6]. The research shows that the planning and development communication strategy carried out to increase community participation is in line with the S-O-R (stimulus-organism-response) theory and it was found that: First, the government's rapid response communication strategy includes communication through the media, direct communication and participatory communication which is considered effective. Second, innovation in developing regional infrastructure has been realized. Third, there are factors that influence government communication to gain community participation, including supporting factors such as the existence of a spirit of mutual cooperation in the community and government supervision.

Digitalization

Digitalization is the process of converting information, data, or physical objects into

digital format, so that they can be stored, processed, and accessed through digital technology such as computers, networks, and other electronic devices. Digitalization also includes the transformation of systems, services, and business processes from manual or analog methods to digital technology-based methods, which enable more efficient data processing and increase accessibility and transparency. Digitalization is the process of converting something physical and analog into virtual and digital [7]. This process then creates innovation in socio-economic life. The innovations that emerge can be seen from the use of social media, websites, and Android-based applications (APK) in documenting and marketing products (goods, services) in everyday life.

The Concept of *Android Application Package* (APK)

The concept of APK is a term used by mobile developers (professions that create Android applications). Application development on Android, specifically mobile developers must compile their applications into APK format before uploading to Google Play. APK expansion files are used to store high-resolution media and graphic files. APK files can also be distributed directly to other Android users for installation on their devices. Android users can give their devices permission to install unknown applications if they want to access APK files from other sources and install them directly. Android users may want to install APKs directly if they are testing an unreleased version of an application, or due to device restrictions, cannot download applications from Google Play [8]. Specifically, Android Application Package or Android Package Kit (APK) can be said to be a form of digitalization carried out in documenting the development of individual and communal activities.

Integration of Communication Models in Tourism Village Development

The integration of communication models in tourism village development specifically

refers to an approach that combines various communication models and theories to design effective communication strategies in tourism village development. This concept emphasizes the importance of using a holistic and integrated communication approach. This model integration is explained as follows:

1. **Participatory communication model:** This model emphasizes the importance of active community participation in the communication process. Through this model, communities are invited to participate in the planning, implementation, and evaluation of tourism village development programs. Participatory communication provides opportunities for communities to express their opinions, needs, and aspirations, thus enabling more inclusive and representative decision-making.
2. **Integrated communication model:** This model emphasizes the coordination and integration of various communication channels used in tourism village development. Communication in this context is not limited to communication between the government and the community, but also involves the private sector, non-governmental organizations (NGOs), academics, and other stakeholders. Integrating communication across various channels and parties can increase effectiveness and engagement in tourism village development.
3. **Innovation diffusion communication model:** This model emphasizes the importance of understanding the innovation diffusion process in introducing new ideas, concepts, or practices in tourism village development. Through this model, communication strategies are designed to accelerate the adoption of innovations and change community behaviors, attitudes, and skills related to tourism village development. The identification of key

groups, the role of leaders, and the dissemination of relevant information are the focus of this model.

II. METHOD

The method chosen in this research is a qualitative research method. This research was conducted using a constructive qualitative method on observations of natural social phenomena or symptoms based on reality in the field [9]. The type of approach in this research is a participatory approach. The data sources in this research use primary and secondary data [10]. Primary data collection was conducted through interviews with research subjects, the leaders of the Omah Cangkem community and the heads of the 4 Suku Menanti community and through direct observation or observation in the two communities. Secondary data in this research are in the form of articles from websites, the internet, relevant news and several relevant literature. The data is in the form of relevant activities of the Omah Cangkem community and the 4 Suku Menanti community.

The data validity technique used in this study combined various existing data [10]: checked the data obtained from various sources such as interview results, archives, and other documents with observations, interviews, and documentation at different times or situations until credible data is obtained. The data analysis carried out was informative, the process of social phenomena that occurs, using an interaction model, which emphasizes the relationship between three main components, namely data reduction, data presentation, and verification/conclusion drawing.

III. RESULT AND DISCUSSION

A. Digitalization in omah cangkem community (OCM) Yogyakarta

The development of digital technology has had a significant impact on various aspects of people's lives, including the arts, culture, and tourism. One interesting phenomenon is how local communities have begun to adopt digital technology to support their activities,

including the creation, distribution, and promotion of artistic and cultural works. In Yogyakarta, a special province known as a center of culture and arts in Indonesia, digitalization has provided new spaces for various arts communities to express themselves and collaborate, one of which is the Omah Cangkem Community (OCM).

The Omah Cangkem (OCM) community, commonly known as the Omah Cangkem studio, is the private home of Pardiman Djoyonegoro. The OCM studio community is not specifically located within the tourist village area, but is located west of the Kasongan tourist village, specifically in the Karangjati hamlet, Bangunjiwa, Kasihan, Bantul, Yogyakarta. This studio is used for cultural activities. Omah Cangkem is considered the main house for several artistic activities driven by Pardiman. Among them are acapella Mataraman, Icipilli Mitirimin, Sragam ABG, Gamelan Emperan Khayangan, Gamelan Style, and Wayang Siswa. The Omah Cangkem (OCM) community is a creative community that focuses on the creation of audio-visual works of art with various social and cultural themes. Since its founding, this community has produced many works that not only focus on artistic expression, but also on conveying social messages related to the daily lives of the community. Along with the development of technology, OCM has begun to utilize digitalization, especially through social media and web platforms, as a means to expand the reach of their work and introduce Yogyakarta's local culture to a wider audience.

As digital technology advances, OCM has begun to utilize social media and web platforms as primary tools for distributing its work. Table I shows OCM's digital platforms. OCM works, such as documentaries, music, and animation, are primarily showcased at local events or arts festivals. However, with the advent of digital platforms like YouTube and Instagram, OCM can reach a wider audience, both nationally and internationally. Digitalization

has transformed the way this community produces and distributes its artwork. Through digital technology, the production process has become more efficient and collaborative, allowing various community members to actively participate in every stage of production, from idea to editing. Furthermore, online distribution allows OCM to save costs and time, and expand the accessibility of their work to a more diverse audience.

TABLE I
Platform Digital OCM

Logo	Nama Platform dan Alamat
	Website: omahcangkem.com
	Facebook: facebook.com/OmahCangkemMataraman
	Twitter: twitter.com/omahcangkem
	G+: plus.google.com/OMAHCANGKEM
	Instagram: instagram.com/omahcangkem
	YouTube: www.youtube.com/@OMAHCANGKEM

Based on observations, OCM audiences, who are parents of students currently studying, are no longer just passive spectators. They also play an active role in providing feedback, comments, and even collaborating on community projects. This reflects what is referred to as participatory culture, where people no longer just consume content, but also contribute to its creation [11]. Through interactive features on social media such as comments, live streaming, and direct messaging, OCM is able to communicate directly with their audience, build more personal relationships, and discuss the issues raised in their work.

This audience participation has a positive impact on the development of the

community and the resulting work. Ideas and input from the audience are often used as inspiration for subsequent projects. Furthermore, active audience participation also helps strengthen the community's identity and fosters solidarity among its members, which in turn supports the community's long-term sustainability. One of the main focuses of the works produced by OCM is the representation of Yogyakarta's local culture. Through digital media, the narratives conveyed by OCM through acappella Mataraman use music, maximizing the spoken word as a creative medium, drawing on traditional Indonesian music as a source of inspiration. The lyrics are able to present a different narrative about the lives of the Yogyakarta people, one often invisible in mainstream media. Digitalization gives OCM the freedom to explore themes related to local culture, such as customs, language, and social values, without being bound by the limitations often present in traditional media.

The works produced by OCM often focus on social issues relevant to local communities, such as cultural changes due to modernization, environmental issues, and social inequality. Using an audio-visual format, OCM is able to convey these messages in a more engaging and accessible way for audiences from diverse backgrounds. Digitization allows these works to be accessible to a wider audience, including younger generations who are more familiar with digital technology, making local cultural messages more easily disseminated and understood. This activity is reflected in every lyric and movement performed by this community. This community specifically provides narratives in the process of composing songs, writing lyrics, and expressing their feelings through movement on every digital platform they use. For example, in the lyrics of "Gemilang Nuswantara" (accessible at <https://www.youtube.com/watch?v=s-kmMF5G72c>) which is shown in Table II.

TABLE II
Original lyrics and English translation of
"Gemilang Nuswantara"

Original lyrics	English translation
<i>Gemilang kejayaan ku</i>	My glorious success
<i>Gemilang kejayaan ku</i>	My glorious success
<i>Nusantara kita</i>	Swarnadwipa our
<i>swarnadwipa</i>	archipelago
<i>Maha Agung Mandra</i>	Supreme Mandra Guna
<i>Guna</i>	
<i>nan Tersirat di persada</i>	Implicit in the universe
<i>di persada bunda</i>	in the mother's land
<i>Indonesia jaya</i>	Indonesia is victorious
<i>di persada bunda</i>	in the mother's land
<i>Indonesia jaya</i>	Indonesia is victorious

Specifically, the process provides education to the public regarding the noble values of Javanese culture in Yogyakarta. The lyrics created are unique, packaged within the karawitan tradition. This process provides a space for trans-dental communication in the creation of lyrics to build the spirit of the younger generation in strengthening nationalism. Fig. 1 and 2 show the digital platforms used by the Omah Cangkem (OCM) community, in the form of a website and YouTube.

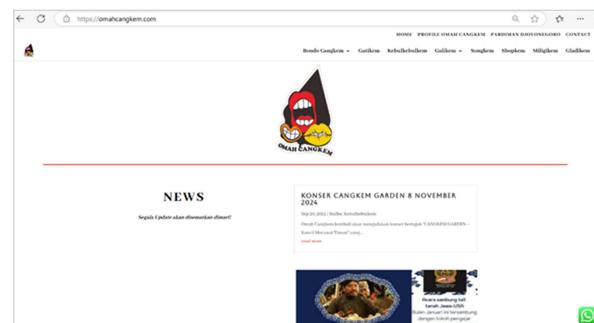


Fig. 1. The appearance of the Omah Cangkem website

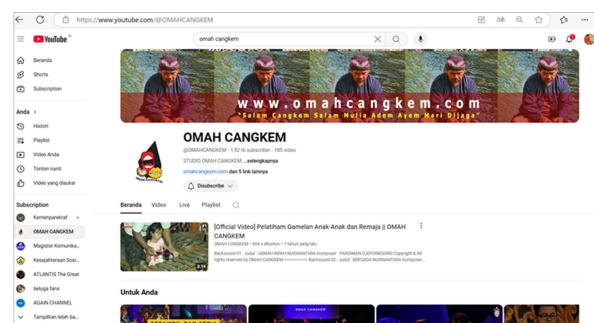


Fig. 2. The appearance of the Omah Cangkem YouTube

While digitalization offers many benefits to communities like the OCM, it also faces challenges. One of those is the integration of digital data. Furthermore, there is the technology and skills gap among community members. Not all OCM members have equal access to digital technology, both in terms of devices and user skills. This creates challenges for member collaboration and participation in digital projects.

Besides that, while social media and web platforms offer broader access to audiences, algorithms and content competition on these platforms also present challenges. OCM must compete with thousands of other creative content creators for audience attention. Therefore, it's crucial for the community to continuously develop innovative digital strategies that are relevant to current trends.

B. Digitalization in Komunitas 4 Suku Menanti Bengkulu

The 4 Suku Menanti Community is a community located in the 4 Suku Menanti tourist village area in Rejang Lebong Regency, Bengkulu Province. The phenomenon of using digital platforms, including social media, websites, and mobile applications is currently being developed by the community with a village community participation approach. This community has specifically utilized digital technology to document, disseminate, and develop local cultural values including customs, language, and traditional arts as well as superior village products in various forms. An interesting research finding in local cultural values including customs, language, and traditional arts is the collaboration between indigenous cultures (Lembak, Kikim, Javanese) in preserving Javanese culture. Preservation activities carried out through cultural attractions in the form of carnivals or village clean-ups often feature arts originating from Java such as Reog and Kuda Lumping.



Fig. 3. The Reog and Kuda Lumping Arts Group of the 4 Suku Menanti Community

The collaboration between the diverse emba and kuda lumping players is carried out by indigenous Lembak and Rejang tribes. Furthermore, the narrative during the performances is constructed using Rejang and Lembak languages (the native languages of the community). This performance and collaboration process is held during major celebrations such as Indonesian Independence Day and the Earth Charity event. The current digitalization process of local cultural values, including customs, language, and traditional arts, is still audio-visual, using YouTube and Instagram as distribution platforms.



Fig. 4. The carnival of 4 Suku Menanti Community

The 4 Suku Menanti community also utilizes digital technology through various forms of superior village products. These superior village products are packaged in tourism product development, such as handicrafts, goat farming, apple and orange orchards, culinary products, and the village's natural resources (waterfalls and mountain demographics). An Android-based application (APK) has been developed. One of the processes undertaken is documenting the activities and products of each

community in the village. The product forms displayed can be seen in Fig. 5 and 6.

EDU WISATA PEMBUATAN PUPUK ORGANIK

Desa Wisata IV Suku Menanti memiliki kelompok masyarakat pemilik kambing, bersama BUM Desa, Pokdarwises dan Embek Community, terjalin kerjasama dalam bentuk paket wisata pembuatan pupuk organik dari kohé kambing. Pengunjung dapat melihat cara pengolahan pupuk organik dari awal, melihat peternakan kambing yang tersebar di beberapa titik dan melihat demplot hasil dari pupuk Organik



Fig. 5. Educational tourism for making organic fertilizer in 4 Suku Menanti Community

EDU WISATA PETIK KOPI

Di Edu Wisata Petik Kopi Desa Wisata IV Suku Menanti, pengunjung diajak untuk melihat proses pengolahan biji kopi, dari proses perawatan tanaman, pemetikan buah kopi, proses pengeringan, proses roasting hingga proses penggilingan menjadi bubuk kopi.



Fig. 6. Coffee picking educational tourism in 4 Suku Menanti Community

Digitalization is currently being developed by the 4 Suku Menanti Village through the

existing community. One of the tourism village facilitator, Wayan (45), explained that digitalization must cover the managerial aspects of tourism businesses, including business planning, marketing, financial management, and customer service. This is important so that the developed tourism businesses can operate efficiently and sustainably. The form of sustainability is carried out by implementing participatory communication practices in the 4 Suku Menanti Community which was then developed in the IV Suku Menanti Village in Rejang Lebong Regency. This practice includes deliberation and consultation.

Community deliberation and consultation related to the development of a tourism village involve many theoretical and practical approaches and concepts. Village IV Suku Menanti has significant tourism potential that can be developed to improve the welfare of the local community. Deliberation and consultation are the primary methods used to involve the community in the development process of this tourism village. This analysis is based on Jurgen Habermas's action communication theory approach, emphasizing the importance of rational and inclusive dialogue in collective decision-making. Deliberation and consultation as participatory communication practices must reflect open dialogue, where every community member has the opportunity to speak and be heard, and decisions are made based on rational consensus. Furthermore, the Community-Based Development model approach emphasizes that the success of development depends on the active participation of the community in all stages of the project, from planning to evaluation. Deliberation and consultation are the primary mechanisms enabling this community-based approach, ensuring that the tourism village development project is in line with the needs and aspirations of the local community. Based on the research findings, the practice of deliberation and consultation in Village

IV Suku Menanti was carried out using the following approaches:

a. Village deliberation

The village deliberation is the main forum where villagers gather to discuss plans for developing a tourism village. These meetings are typically attended by the village head, village officials, traditional leaders, youth, and community members. The village deliberation serves as a forum for sharing information, gathering input, and making collective decisions.

b. Focus Group Discussion (FGD) are often used to gain deeper insights from specific community groups, such as women, youth, and minority groups. FGDs allow for more focused and in-depth discussions on specific issues related to village tourism development.

c. Consultation with Stakeholders.

Consultations with various stakeholders, including local governments, NGOs, and the private sector, were conducted to gain perspectives and support for tourism village development. These consultations helped integrate diverse perspectives and the necessary resources.

d. Socialization and Information Dissemination.

Dissemination of information through various local media, such as bulletin boards, community radio, and regular meetings, is carried out to ensure that all community members are aware of development plans and can provide input. This outreach is important for increasing transparency and participation.

An interesting finding in this process is the effort to develop a digitalization process carried out through an Android-based application (apk). According to the Village Head, this development is an initiative of the existing community to facilitate the promotion and distribution of the community's superior products. This Android-based application is expected to provide broader tourism information in

Village IV Suku Menanti in Rejang Lebong Regency, Bengkulu Province, where many tourist attractions are generally unknown to most domestic tourists. The creation, use, and development of this application is expected to provide features in the form of pointers to tourist locations, villages, communities, and ongoing cultural tourism activities. Fig. 7 shows the flow developed by the Community 4 Suku Menanti in its efforts to develop a tourist village.

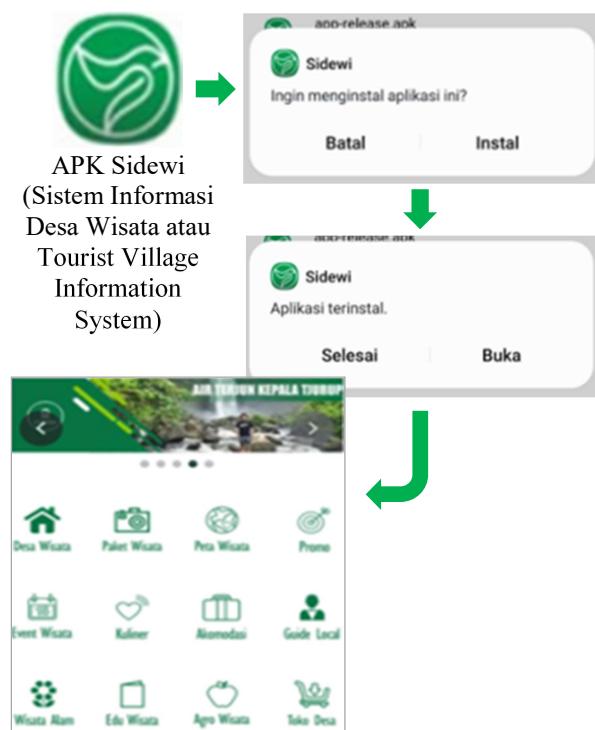


Fig. 7. Android application development flow

Besides serving as a preservation tool, social media also serves as a channel for cultural dissemination. The 4 Suku Menanti community actively uses platforms like Facebook, Instagram, and YouTube to share content related to their traditions and culture. This use of social media facilitates the dissemination of information to a wider audience, including tourists and cultural researchers. Through social media, this community can introduce the values and uniqueness of its culture to the outside world. Content such as folklore, how to make traditional handicrafts, and traditional ceremonies can be easily accessed by

anyone, thereby strengthening cultural identity. It also serves as a promotion for culture-based tourism, where the traditions and customs of this community can become tourist attractions.

While digitalization offers many opportunities, the 4 Suku Menanti Community faces several challenges. One of the main challenges is limited technological infrastructure in rural areas, such as unequal internet access and the availability of adequate technological devices. Furthermore, there are challenges in digital skills, particularly among older generations who are less familiar with technology. Furthermore, the digitalization of cultural and tourism products raises concerns about authenticity and commercialization. When cultural elements are published through digital media, there is a risk that these traditions may lose their meaning or be altered to appeal to a wider audience. Therefore, it is crucial for communities to maintain a balance between promoting their culture and preserving the authenticity of traditional values.

C. Integration of Communication Models in Tourism Village Development

Based on the findings of the research results and data analysis conducted, it was found that the digitalization process carried out by two communities, namely omah canngkem (OCM) in Yogyakarta and 4 Suku Menanti in Bengkulu, has used digital technology to promote and develop Yogyakarta's local tourism potential through various creations of audio-visual works that are reduced through digital platforms websites and social media. The 4 Suku Menanti community uses audio-visual documentation using the Youtube and Instagram platforms as distribution media. In addition, there are also Android-based applications. The digitalization process in the development of this work has specifically strengthened the concept conveyed by [7] which explains the process of changing something physical and analog into virtual

and digital. This concept then becomes the basis that the digitalization process is the initial stage in the process of creating other digital services, especially the creation and use of Android-based applications.

The creation and use of an Android application package or Android package kit (APK) in the development of tourist villages is important and a priority choice for the OCM and 4 Suku Menanti communities when they want to develop their communities. However, based on research findings, careful planning is needed in the process of compiling, creating, and using Android-based digital platforms in marketing community products. Specifically, the integration of communication models in the development of tourist villages is needed. The community that is the object of development is certainly experiencing rapid changes in the use of this technology. The sophistication of technology and the emergence of social media is not only a means of communication or accessibility for modern society, but can also be a means or medium for the dissemination of information and massive intervention in influencing interpersonal relationships within the community [12]. This process further clarifies that the Android application package or Android package kit (APK) is a form of digitalization that can be carried out in documenting the development of individual and communal activities.

Digitalization, the use of Android-based applications in the development of tourist villages, which are community activities, has become an inseparable whole. The use of digital technology has directly increased human productivity in achieving life targets [13]. The integration of digitalization in the form of digital platforms, Android-based applications, and active community participation in the community has become a communication model in the development of tourist villages. The involvement of community participation, reflected in the integrated communication model and the innovation diffusion communication model,

provides a space for collaboration in the effective use of digital platforms in the development of tourist villages. Community participation, which is involved from the beginning of planning, plan preparation, project implementation, management, and distribution of results, is absolute and must be emphasized in the draft plan [14]. The coordination and integration of various communication channels used by two communities, namely Omah Cangkem (OCM) in Yogyakarta and the 4 Suku Tunggu community in Bengkulu, in the development of tourist villages is not only limited to communication between the government and the community, but also involves the private sector, NGOs, academics, and other stakeholders. This is evident from the involvement of many stakeholders in their daily activities. Cultural attractions in the form of traditional cultural arts performance exercises, the performances, cultural attractions in the form of carnivals and superior village products in tourism promotion at the community level are an inseparable part of increasing the effectiveness and involvement in the development of tourist villages.

The involvement of these various parties naturally arises from the diffusion of innovation in introducing new ideas, concepts, or practices in tourism village development. Evaluation based on the integration of communication models in tourism village development requires careful planning and the involvement of all parties to ensure its success and sustainability. A conceptual formulation of the integrated model can be seen in Fig. 8.

Based on the process undertaken by the Omah Cangkem Community (OCM) Yogyakarta and the 4 Suku Menanti Community in Bengkulu, community participation has occurred, involving noble cultural values in various forms. This further reinforces previous research findings that cultural wisdom has a unique role in community-based social transformation and change.

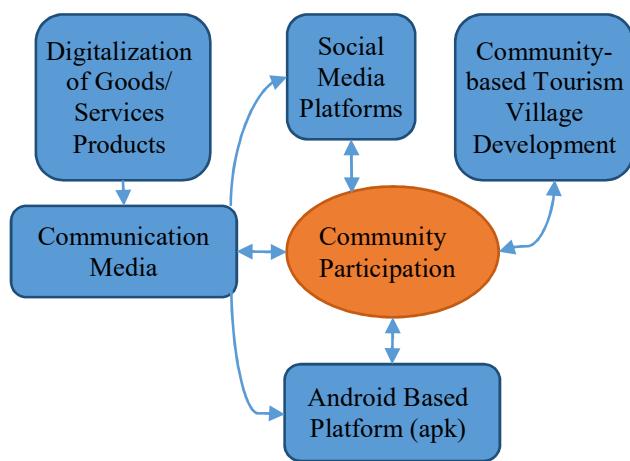


Fig. 8. Community-based tourism village development flow

Integrating communication across multiple channels and stakeholders can increase effectiveness and engagement in tourism village development. This integration takes into account the complexity of coordination and resource constraints. Digitizing community-owned products forms the basis for subsequent processes, which then create communication channels in the form of social media platforms and Android-based platforms, all of which culminate in active community participation and engagement in various processes.

IV. CONCLUSION

Based on the analysis of the research results, it was found that it is necessary to improve the documentation of cultural activities (works) and community products in audio-visual (digital) form in the development of tourist villages. The process of developing tourist villages can be done by streamlining the digitalization carried out by surrounding communities, such as those carried out by the OCM in Yogyakarta and the 4 Suku Menanti community. Specifically, the OCM community is not located within the Kasongan tourist village area in Bantul Regency, Yogyakarta, while the 4 Suku Menanti community is located within the 4 Suku Menanti Tourist Village. This spatial difference then becomes unique in the digitalization process carried out. The

effectiveness of activities carried out by each community has an impact on the development of existing tourist villages. This is what then gave rise to the integration of community-based tourist village development models.

It is necessary to improve the documentation of cultural activities and documentation of tourism products for communities in Yogyakarta and Bengkulu using audio visual (digital). Android-based applications are advanced platforms that make transactions and promotions of village products easier, thus potentially increasing community income and strengthening the local economy.

V. REFERENCES

[1] D. Oktareza, A. Noor, E. Saputra, and A. V. Yulianingrum, "Transformasi Digital 4.0: Inovasi yang Menggerakkan Perubahan Global," *Cendekia: Jurnal Hukum, Sosial dan Humaniora*, vol. 2, no. 3, pp. 661–672, 2024, <https://journal.lps2h.com/cendekia/article/view/98%0Ahttps://journal.lps2h.com/cendekia/article/download/98/78>.

[2] M. F. Farendy and R. N. Akbar, "Analisis Strategi Pemerintah Provinsi dalam Membangun Konsep Smart City: Studi Kasus Pemerintah Provinsi DKI Jakarta," *Jurnal Ilmiah Wahana Pendidikan*, vol. 10, no. 13, pp. 537–548, 2024.

[3] M. As'adi, A. N. Zaman, A. C. Dewi, A. Naoval, and D. Montreano, "Kajian Model Desain Aplikasi Mobile yang Berkelanjutan Study of Sustainable Mobile Application Design Models in Tourism Villages," *Jurnal Manajemen Industri dan Logistik*, vol. 4, no. 1, pp. 47–57, 2020.

[4] Zulkiplih, Syahrul, and J. M. Parareng, "Pengembangan Aplikasi Pariwisata Sulawesi Barat Berbasis Android," *Journal of Embedded System Security and Intelligent System*, vol. 1, pp. 47–55, May 2020, <https://ojs.unm.ac.id/JESSI/article/view/13645/8138>.

[5] W. O. S. Nurhaliza, S. Hidayanto, L. T. La Tarifu, Q. Ayuningtyas, and C. R. Fauziah, "Komunikasi Partisipatif Masyarakat Bajo Mola Raya dalam Pengembangan Desa di Kabupaten Wakatobi," *Jurnal Ilmu Komunikasi UHO : Jurnal Penelitian Kajian Ilmu Komunikasi dan Informasi*, vol. 8, no. 3, pp. 571–586, 2023, <https://doi.org/10.52423/jikuho.v8i3.94>.

[6] R. Permadji and R. A. Muis, "Perencanaan Strategi Komunikasi Pembangunan Pemerintah Kepenghuluan Harapan Makmur untuk Meningkatkan Partisipasi Masyarakat dalam Pembangunan Desa," *Communiverse: Jurnal Ilmu Komunikasi*, vol. 6, no. 2, 82–91, 2021.

[7] Y. B. Siregar, "Digitalisasi Arsip untuk Efisiensi Penyimpanan dan Aksesibilitas," *Jurnal Administrasi dan Kesekretarisan*, vol. 4, no. 1, pp. 1–19, 2019, <http://www.journal.starki.id/index.php/JAK/article/view/192>.

[8] F. Mulyawan, "Pengertian APK (Android Package Kit): Manfaat, Cara Membuka dan Convert," *Rifqimulyawan.Com*, 2024, https://rifqimulyawan.com/blog/pengertian-apk/#google_vignette.

[9] L. J. Moelong, "Metodologi Penelitian Kualitatif (38th ed.)," PT Remaja Rosdakarya, 2018, <https://opac.perpusnas.go.id/DetailOpac.aspx?id=1133305>.

[10] Sugiyono, "Metode Penelitian Kuantitatif, Kualitatif dan R&D," Alfabeta, 2022, [https://opac.fah.uinjkt.ac.id/index.php?p=show_detail&id=17940&keywords="](https://opac.fah.uinjkt.ac.id/index.php?p=show_detail&id=17940&keywords=)

[11] H. Jenkins, *Convergence Culture: Where Old and New Media Collide*, in *Media International Australia* vol. 124, no. 1, 2006, New York University Press.

[12] M. Rahmawati, A. Ruslan, and D. Bandarsyah, "The Era of Society 5.0 as the Unification of Humans and Technology: A literature Review on Materialism and Existentialism," *Jurnal Sosiologi Dialektika*, vol. 16, no. 2, pp. 151–162, 2021, <https://doi.org/10.20473/jsd.v16i2.2021.151-162>.

[13] S. Sugiono, "Peran E-Government dalam Membangun Society 5.0: Tinjauan Konseptual terhadap Aspek Keberlanjutan Ekonomi, Sosial, dan Lingkungan," *Matra Pembaruan*, vol. 5, no. 2, pp. 115–125, 2021, <https://doi.org/10.21787/mp.5.2.2021.115-125>.

[14] M. Cahyani, A. Suhendri, M. Sayuti, and U. Azdin, "Partisipasi Masyarakat dalam Pengembangan Desa Wisata serta Dampaknya terhadap Prekonomian Warga di Desa Sukarare," *Management Studies and Entrepreneurship Journal*, vol. 5, no. 1, pp. 3087–3096, 2024, <https://journal.yrpipku.com/index.php/msej/article/view/4450/2467>.