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APPLICATION-BASED SIGER TOURISM DESIGN AS A SOLUTION PROGRAM FOR TOURISM DEVELOPMENT IN LAMPUNG PROVINCE POST PANDEMIC

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Abstract:

Tourism is one of the most important economic sectors in Indonesia. It is evidenced by the many domestic and foreign tourists visiting Indonesia. According to data from the Indonesian Central Bureau of Statistics, in September 2019, there were 1,388,719. However, after the COVID-19 pandemic, the number of tourist visits decreased by -88.95%, whereas as of September 2020, according to the Central Bureau of Statistics, the number of foreign tourists was only 153,498. Siger Tourism is an android-based application that aims to assist the Lampung Provincial government in attracting interest and increasing the number of tourism visits, which have decreased significantly after the COVID-19 pandemic. In addition, this program also aims to help local MSMEs around tourist sites and in the province. Lampung. This scientific writing uses a qualitative method, that is, literature study, namely collecting data and information through various literature or references. Siger Tourism is a tourism application media that is suitable for use by the community because it provides tourism information and introduces the history of these tourist attractions as an educational event for tourists. Siger Tourism has several features, namely login menus, tourist destinations, restaurants, markets, lodging, maps, and call center features. Increasing the community's economic value will assist tourists, MSME actors, and the government. The Siger Tourism Design is a tourism development solution program in the province of Lampung during the post-pandemic period.

Keywords: COVID-19, Tourism, Siger Tourism

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INTRODUCTION

"The natural resources we have must be used to increase human resources" (B.J. Habibie). This quote illustrates the importance of exploiting natural resources, including tourism. One of the development sectors that has attracted attention in Indonesia is development in the tourism sector (Putra et al., 2011). Tourism can spur community economic growth and improve people's welfare in the tourist area itself (Manurung & Rachmat, 2019). Tourism is a crucial economic sector in Indonesia, as evidenced by the large number of domestic and foreign tourists who visit Indonesia, which, according to data from the Indonesian Central Bureau of Statistics in September 2019, amounted to 1,388,719. However, after the COVID-19 pandemic, the number of tourist visits

decreased by -88.95%, and as of September 2020, according to the Central Bureau of Statistics, the number of foreign tourists was only 153,498.

Thus, this also impacts the local economic sector because many local handicraft producers do not earn income due to the absence of tourists visiting tourist centers in regions in Indonesia, including tourism in Lampung Province, which also feels the impact of the COVID-19 pandemic (Hidayah et al., 2023). However, a few months ago, the Government of Indonesia launched regulations for a new life order (the new normal) (Muda et al., 2023; Saragih & Hermanto, 2023). It is a challenge and an opportunity for the local government and Indonesia's younger generation to return to increase interest in the tourism sector in Indonesia so that it is even better (Surayya et al., 2023; Tumimomor et al., 2022). Therefore, an idea is needed to improve public service facilities and other auxiliary services to make it easier for tourists, namely application based Siger Tours Design as Tourism Development in Lampung Province in the Post-Pandemic.

METHODS

This method is carried out to find descriptions or information about tourist destinations, restaurants, markets, and lodging places in Lampung province from various sources, namely literature studies. Data collection for the Lampung Province Tourism Office through web media, blogs, and Twitter to obtain data and information about tourist destinations. Interviews were conducted to obtain detailed information through question and answer face-to-face or through telecommunication between the researcher and the intended object, namely the government and the community in the tourist spot. Analyzing data and information in the Siger Tourism design begins by examining the various data and information obtained.

Furthermore, the data and information are studied and then analyzed in detail by grouping tourist destinations based on districts in Lampung province and determining the coordinates of these tourist destinations. Research studies use the potential of Siger tourism and tourism potential as inspiration for thought. Various previous studies have explained the urgency of the role of technology in improving the tourism sector so that it can assist regions in developing their tourism sector and overcome problems that often occur, such as complex sources of information on tourist attractions, travel efficiency, and many other problems. Therefore, a strategy is needed to increase the number of visits and tourist interest to increase the desire to travel again amid this new normal to boost regional income and local MSMEs.

RESULT AND DISCUSSION

General Description of Tourism in Lampung Province. Lampung Province has many tourist attractions spread across 15 regencies or cities. In 2014, there were 350 tourist objects in the form of public amusement parks, historical heritage, natural and water tourism objects, cultural tourism objects, religious tourism objects, agrotourism objects, marine tourism objects, and artificial tourism objects. The prototype of the Siger Tourism application itself has several essential features, as follows:

1. **Login Menu.** In this feature, users are asked to create a Siger Tourism account by entering their username, password, and personal data to be registered as a free member of the Siger Tourism



application. After the user has successfully created an account, they will enter the feature menus contained in the application. Siger Tourism.

2. **Destinations.** Destinations is one of the features of Siger Tourism, which has a function to see various tourist destinations in Lampung Province, both new tours and tours that are already known for their beauty so that they can easily find tourist objects in Lampung.
3. **Restaurants.** Restaurants are included in the Siger Tourism application to help and make it easier for tourists to find places to eat, drink, and rest for a while if they feel tired on their journey.
4. **Markets.** The market feature in Siger Tourism is a feature that contains various local creative products made by local people in Lampung Province. This feature will make it easier for tourists to find souvenir centers while looking for local shopping centers in Lampung, where Siger Tourism will work with SMEs and local businesses in Lampung Province to sell their products on the Siger Tourism application.
5. **Lodging.** The lodging feature in this application makes it easier for tourists to find lodging easily. Apart from that, in this lodging feature, there will also be a price list of each accommodation that cooperates with Siger Tourism, from the cheapest price with standard facilities to the lowest prices. Most expensive with luxurious facilities.
6. **Map.** This map feature will help tourists get to the tourist attractions they will visit or visit easily and quickly. This map feature will work with the Google Maps feature to make the resulting map more detailed and precise.
7. **Call Feature.** This call center feature contains essential numbers such as the Siger Tourism call center, ambulance, and local police in Lampung Province. Therefore, the presence of the Siger Tourism application will provide convenience and help tourists who will travel in Lampung Province with one hand through the Siger Tourism application, which has complete features. Strategic planning of tourist destinations or destinations is a complex task because of the interdependence of various stakeholders and fragmented control over destination resources (Jamal & Getz, 1995). Therefore, sustainable tourism development at the regional level requires cooperation and collaboration between actors through optimizing the roles of business, government, community, academic, and mass media as contained in the Regulation of the Minister of Tourism Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations, as for the elements of collaboration in question.

Siger Tourism itself is where this application is used, based on an Android application to make it easier to use. Where is the hope that the output produced with the Siger Tourism platform will help increase tourist visits, both local and foreign tourists, to Lampung Province? Besides that, the hope is that it will help improve the welfare of local communities that will work together through Siger Tourism (Sujana & Dharmawan, 2023; Yudawisastra et al., 2018). As discussed, this program is expected to have good prospects among the community, especially local SMEs and Lampung local handicrafts, because we know that amid the COVID-19 pandemic, many sectors in Indonesia have experienced a decline in their development processes, including the tourism sector, which has had the most impact (Mahdi et al., 2023). Moreover, the economy in Indonesia, including in Lampung Province; therefore, in the midst of this new normal, a program is needed to help the community, government, and other stakeholders work together to rebuild every sector that has been hit hard by the COVID-19 pandemic.

Therefore, Siger Tourism is an Android-based digital platform as a solution for tourism development in Lampung Province. Siger Tourism is expected to be able to solve three complex problems in the Lampung tourism sector and Lampung UMKM, namely reviving the Lampung tourism sector, increasing the number of tourists to Lampung Province, especially in the new tourism sector, and helping the welfare of local MSME actors in Lampung Province. The target, specifically for the tourism service government and the local MSME economy, is to review the programs for developing the tourism sector and increasing local MSMEs in Lampung Province. A creative and attractive program is needed to help improve the tourism sector and the local MSME economy.

CONCLUSION

Lampung Province is one of the regions in Indonesia that has been affected by the COVID-19 pandemic, namely in the tourism sector, which has impacted economic growth. The tourism sector is the leading sector of the country's economy. It is one of the largest providers of business fields, accounting for around 97 percent of all jobs in Lampung Province. In response, the government and the private sector tried to help develop tourism in Lampung by developing application-based tourism. It is a form of synergy to refute the economy and improve people's welfare. In addition, other efforts were made to develop the tourism economy. If we look at the surrounding environment, many tourism sectors are currently spread out. However, it is a pity that most are still conventional and have yet to utilize application systems that facilitate marketing and develop tourism. In the era of the COVID-19 pandemic, tourism in Lampung Province is starting to feel the effects of this pandemic, for example, a decrease in income. Efforts are being made to develop Android application-based marketing to maximize profit in the tourism sector in Lampung Province. In addition, using the Android application does not need to be expensive and does not require special skills; the Siger Tourism application is considered capable of directly attracting tourists.

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