



Digital Innovation Based on Village Mall Application in the Development of Sidomulyo Tourism Village, Silo District Jember Regency

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Abstract: The purpose of this study is to investigate and analyse the influence of digital innovation, specifically the Malldesa application, on tourism village development in Sidomulyo Village, Silo Sub-district, Jember Regency. Malldesa is developing tourism communities in Sidomulyo Village, Silo District, Jember Regency. The research method employed is qualitative, including observation techniques, in-depth interviews, and document analysis as the primary data sources. Malldesa management, community leaders, local officials, and visitors are among those who responded to the research. The findings revealed that the Malldesa application favourably impacted the growth of tourist communities in Sidomulyo Village. This program facilitates transactions, promotes local products, and broadens market reach for village businesses. Malldesa has also helped villages improve their information technology skills and comprehend the value of branding and digital marketing. Furthermore, this digital innovation has increased community participation in tourism village administration. Community participation in decision-making and development planning in tourist villages has expanded, improving collaboration between local

governments, business actors, and communities. Thus, this study shows that digital innovation based on the Malldesa application plays a vital role in the development of tourism villages in Sidomulyo Village, Silo District, and Jember Regency. Information technology in the tourist sector can be one of the answers to improving the welfare of rural populations and advancing the area's tourism potential.

Keywords: Digital Innovation, Malldesa, Tourism Village

Introduction

Digital Village is a village development concept that empowers residents using adequate information technology so that the information received is the same as that obtained by urban communities ([Febriandhika & Kurniawan, 2021](#)). As well as information based on digital technology systems that store all vital information related to agricultural businesses in the local area, existing land data, weather forecasts, hybrid development and others, it is expected to be able to increase economic growth for the region. The only area in East Java, Jember district, Silo sub-district, Sidomulyo village that uses digital applications ([Mayasari, 2018](#)). Even the tourism sector is also helped by the development of technology and communication. The role of information and communication technology in the tourism

sector is quite significant and essential because information and communication technology makes it easier for tourists to find out about existing tourist attractions, even in remote areas ([Lestari et al., 2021](#)).

These things can be done very easily and quickly; only by operating a gadget can tourists get information that is fast, precise, accurate and easy ([Sari et al., 2021](#)). This convenience will satisfy tourists and make them happy; of course, it will also cause them to want to return for a vacation. Apart from being beneficial for tourists, it also benefits entrepreneurs in the tourism sector to promote their services or products. For example, the Jember Regency area has natural potential that can be developed in the tourism sector ([Lamont et al., 2008](#)). In this case, to make good use of this potential, especially in the tourism sector, the Jember government issued a Decree of the Regent of Jember Regency Number 188.45/357/1.12/2022 stating the determination of Sidomulyo Village as a tourist village in Jember Regency ([Aini et al., 2021](#)),

In this decision, it is explained that the tourist village plays an essential role in the advancement of community welfare, equalizing business opportunities and employment, helping to optimize the economy and regional characteristics, as well as protecting cultural values and natural beauty by managing or developing the potential of its local resources, to become an advanced and sustainable tourism ([Rogers, 2003](#)). Based on the above decree, the Sidomulyo Village government issued Sidomulyo Village Regulation Number 7 of 2022 concerning the development of tourist areas and tourism businesses, tourist attractions and other tourism support activities in the Sidomulyo tourism village area. This regulation was enacted by the head of Sidomulyo village, Kamiludin S.Kep., Ners, to follow up on its relationship with the decree of the regent of Jember district concerning the establishment of Sidomulyo village as a tourist village ([Wahab, 1996](#)).

Sidomulyo village is designated as one of the tourist villages in Jember regency located in Silo sub-district, Krajan Sidomulyo Hamlet, which has natural potential and artificial potential that is very beautiful and the creativity of the Sidomulyo community to develop its natural potential as an attractive tourist attraction. It is gorgeous and a good tourist attraction. Thus, Sidomulyo Village is said to be a tourist village with many tours. The surrounding community developed this tourism. What are the tours in Sidomulyo Village? There are several excellent tours in Sidomulyo Village, namely, (1.) Raja Domb a Educational Tourism (2.) Root House Tourism (3.) Café Sawah Nature Tourism (4.) Sendang Tirto Gumitir Tourism (5.) Coffee industry education (6.) Batik House Educational Tourism. Each of these tours has unique characteristics, so there is a special attraction for tourists to visit the tours in Sidomulyo Village. Tourists are interested in visiting the tours in Sidomulyo Village to gain knowledge for tourists ([Mauizatul, 2017](#)).

The Sidomulyo Village Government develops the Village Mall application in collaboration with the engineering faculty of UNMUH Jember. This application contains various supporting features, such as administrative services, community complaints, and tourism reservations. With the presence of the Village Mall application, Sidomulyo Village can now implement online tourism reservations so that tourists can plan their trips more quickly and efficiently ([Sudibya, 2018](#)). Through the Village Mall application, Sidomulyo Village hopes to improve services and facilitate access to tourism for visitors. With the Grand Launching of Tourism Village Information, Sidomulyo Village is committed to innovating and striving to provide the best for tourism development in Sidomulyo. Hopefully, this reservation's presence can significantly benefit the surrounding community and tourists visiting Sidomulyo. The hope of the Village Mall Application in the Tourism Development sector is to expand the reach of tourists to make it easier for people and tourists to reach tours in Sidomulyo Village.

Methods

A. Research Design

This research uses a qualitative research design in which data is obtained, processed and reported in a qualitative descriptive manner processed, and reported in a qualitative descriptive manner.

B. Population, Sample, Sampling

The population in this study involved the head of Sidomulyo village, the village apparatus responsible for the Digital Village, members of the Sidomulyo village community accountable for the Digital Village, and members of the Sidomulyo village community of two people each. The sample in this study was determined using the purposive sampling technique, which uses specific considerations ([Sugiyono, 2013](#)).

C. Instrument

The instrument used in this research is an interview guide with a written and open interview model. Digital Innovation based on the Village Mall digital application in the Tourism Village Development sector in Sidomulyo Village, Silo District, consists of 5 indicators, namely: 1) Relative Advantage; 2) Compatibility; 3) Complexity; 4) Triability; 5) Observability. More details on these indicators will be provided below.

Result and Discussion

A. Relative Advantage

[Rogers \(2007\)](#) defines relative advantage as the extent to which an innovation is considered better than the idea it replaces. An innovation must have advantages and added value compared to previous innovations. A novelty value is permanently attached to innovation, characterizing and differentiating it from others.

Researchers asked questions related to the effectiveness of the Village Mall application in the tourism village development sector itself based on the percentage results regarding the Village Mall application. Based on the interviews, researchers found that the Village Mall application has a better level of effectiveness than before this application. This can be seen from the ease of choosing the features provided. Before the existence of the Village Mall, although it had been accessed online, there were still many visitors directly to the tourist attractions in the field. Also, many had not yet downloaded the Village Mall application. As for the Village Mall application in the current tourism sector, it is enough to make tour reservations. This will make it easier, and the implementation will be more effective.

Based on data obtained from informants in Sidomulyo Village, this application has a better level of effectiveness than before. The Village Mall in the tourism village sector has been implemented for approximately five months in Sidomulyo Village ([Khin, 2019](#)). This management system is a transition from the manual system applied in the previous management. Based on data obtained from several informants, this application is recognized as very helpful for tourism actors in serving tourists, so this village mall application is more effective and efficient in service. In addition, more accessible access ([Sjödín, 2020](#)). The innovation of the Village Mall application developed by researchers also focuses on the innovation of the Village Mall application in the tourist village development sector. Apart from having many types of management, this application also has other features supporting community participatory principles. This feature is a suggestion and criticism feature explicitly provided for the public and features the tourist village itself ([Ferreira, 2019](#)). This will undoubtedly offer a different experience for tourism actors working together to realize good tourism village management in the future.

B. Compatibility

The Village Mall application has been implemented for approximately five months. This administrative management system is a transition from the manual system applied in the previous management system ([Lim, 2020](#)). Based on data obtained from several informants, this application is recognized as very helpful for village officials in carrying out all administrative management activities and tourism development management; it also

provides easier access so that village officials are not worried about being late in managing village administration and also branding the tourist village in Sidomulyo village ([Ghezzi, 2020](#)).

Based on the results of interviews we conducted with informants, we got data that this application is based on existing values and makes it easier for tourism actors to promote tourism villages; they also said that this application is based on the needs and does not eliminate the local culture in the tourist village of Sidomulyo Village. They get knowledge, such as faster information for tourism actors. The information provided by the Village Government is beneficial through this application. This is the theory put forward by ([Rogers, 2007](#)).

Based on the results of observations and conversations, the value obtained by researchers at the location is positive and negative. After the existence of the Village Mall application, the benefits or positive values felt by tourism actors are very many, such as service to visiting tourists, the sophistication felt by tourism actors with the Village Mall application and the latest information presented directly in the Village Mall application for tourists can already access or can reach tours in Sidomulyo Village without having to go to Sidomulyo Village. However, it does not rule out the possibility that the presence of innovations has shortcomings, such as the Village Mall application, what else is lacking in the user system because there are still many people who are blind to the internet and are still overwhelmed in accessing the internet and running the features in this application, more or less still need guidance from the village government as well as always holding socialization about the Village Mall application.

C. Complexity

[Rogers \(2007\)](#) states that innovations usually have a higher level of complexity than previous innovations. However, innovations offer better and easier ways, making them less of a problem. Based on data obtained by researchers, the Village Mall application has a level of complexity that is higher in terms of adjustments than before this application ([Kohli, 2019](#)). Based on research data obtained from informants from Sidomulyo Village, Silo Sub-district, and Jember Regency, the way this application works has a better level of effectiveness than before. This is based on an easier way of working, and in terms of efficiency, it also does not take much time for the tourism village management ([Helfat, 2018](#)). Also, managing Tourism Village management does not take much time ([Helfat, 2018](#)). It is related to the effectiveness of this Village Mall application based on the percentage of results regarding this application. Based on the results of the interviews, researchers found that this application has a better level of effectiveness than before, which can be seen from the ease of choosing the features provided. This is the theory put forward by [Rogers \(2007\)](#). Based

on my observations that this application is what I see, in terms of its physical or design form, some people do not understand it. The interviews with several informants above concluded that users of the Mall Desa application have a level of complexity that previously existed with this online-based application ([Frank, 2019](#)). So, some people do not understand this application's physical or design form. Also, there is a lack of human resources in Sidomulyo Village, so it isn't easy to maximize the Village Mall application. Management in tourism management is not good because of the socialization carried out by the village government regarding the function of using the village mall application. Finally, the high level of complexity is no longer a problem.

D. Triability (Possibility to try)

[Rogers \(2007\)](#) argues that innovation can only be accepted if it has been tested and proven to have advantages or more value than the old innovation. So, an innovation must pass the “trial” phase, where everyone or parties can test its quality. Based on the results of research from the field, it is found that of the several informants we interviewed regarding the convenience tried in this application; this informant said that before this application was implemented, they conducted a socialization stage, and the people who participated were very many and very supportive of this application ([Hinings, 2018](#)).

Changing the system will be challenging considering the newly implemented and still developing Village Mall Application. In terms of effectiveness and efficiency, the Mall Desa application excels. However, this is also based on the design and working method ([Hamidi, 2004](#)). It is necessary to conduct a trial to determine this Village Mall application's process, flow, effectiveness, and efficiency. This is the opinion expressed by ([Rogers, 2007](#)).

Based on my observations, this application is what I see because it can be said to be an innovation if it has passed the trial phase, where everyone or parties can test the quality of an innovation. After passing the trial phase, where every tourist actor had the chance to test the quality of this Village Mall Application, several advantages of the Village Mall Application were found, namely that tourist actors very easy to promote the Village Mall Application in the development of Tourism Villages, and also for tourists it is easier to make reservations for tourism villages in Sidomulyo Village ([Teece, 2018](#)).

E. Observability (Possibility of being observed)

[Rogers \(2007\)](#) presents observability as the extent to which innovation results are visible to others. An innovation must also be observable, starting with how it works and can produce something better than before. The data found that in the process of innovation of the Village Mall application in the Development of Tourism Villages implemented in Sidomulyo Village, Silo Sub-district, Jember Regency; it is still at the stage of implementing

and developing this information system as a place to make reservations for Sidomulyo Village tours related to this Village Mall application that is currently running ([Nawawi & Hadari, 1992](#)). Overall, tourism actors are interested in the Mall Desa application because it has functions and features that are more flexible and accessible to the general public ([Miles & Huberman, 1992](#)). This supports some of the service principles in *Desa Wisata* that should be in place and implemented, including the participatory principle ([Moleong, 2007](#)). This principle is often a dilemma in implementing a sound service system because although there has been a shift in service innovation, tourism actors have not become a priority scale for existing services. Therefore, the Village Mall application will be the main door through which the government, in this case, the village government and tourist actors, work together to realize the development of the tourist village of Sidomulyo Village. This is the opinion put forward by ([Rogers, 2007](#)).

Based on my observations, this application is what I see because this Village Mall application has obtained better results, but it is still improving to get even better; this can be seen from the efforts of the Sidomulyo Village government to develop from the Tourism Village sector to reorganize facilities and infrastructure that previously existed with those that exist now and change the mindset and work culture of the Village Government to make it easier for the community to get services and from the Tourism Village Service Sector ([Nambisan, 2019](#)).

Conclusion

Based on the results of research and discussion of Digital Innovation based on the Village Mall Application in the Tourism Sector in Sidomulyo Village, Silo District, Jember Regency, the author draws the following conclusions: 1. The innovation program in the Digital application (Village Mall) in Sidomulyo Village, Silo District, Jember Regency consists of 1) Relative Advantage, In using the Village Mall application, it has many advantages, among others, it is easy to promote tourist villages and also makes it easier for tourists to make tourist reservations and also the village mall application has complete features. And can also access information about tours in Sidomulyo village easily 2) Compability (Suitability), after comparing with the previous values that existed before, several informants found suitability in terms of understanding and improvement of the functions and uses of this application from features that previously did not exist related to the Tourism Village feature now exist, so that it suits the needs of tourism actors in promoting tourism villages efficiently and also makes it easier for tourists to reserve the tourist village of Sidomulyo village; 3) Complaxity (Complexity), the level of complexity in this Village Mall application, namely the technical guidelines for the application of the

tourist village, still does not exist, so that all obstacles that occur with this application can all be resolved by socializing door to door to the community and tourism actors; 4) Triability (The possibility of being tried), the possibility to be tried is very large, especially the hope for the development of tourist villages so that tourism actors are more accessible to promote tourist villages and also tourists are more accessible in reserving tourist villages 5) Observability (Ease of observation), this innovation is very much enjoyed and benefited by tourism actors and tourists.

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