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## GREEN TOURISM CONCEPT: STRENGTHENING MSMEs THROUGH BUSINESS DIGITALISATION AND SUSTAINABLE TOURISM IN JENGLUNG HARJO VILLAGE

Oleh

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### Article History:

Received: 05-10-2024

Revised: 26-10-2024

Accepted: 08-11-2024

### Keywords:

Green tourism,

Business

Digitalisation,

Sustainable Tourism

**Abstract:** *This community service programme aims to improve the welfare of the people of Jengglung Harjo Village through strengthening MSMEs based on business digitalisation and sustainable tourism. This activity is carried out through a series of training, mentoring, and preliminary surveys involving various stakeholders, namely MSME players, the Village Government, and BUMDes (Village-Owned Enterprises). The main focus of the programme is to equip the community with digital skills to optimise local product marketing and promote village tourism potential. One of the main outputs of the programme is the development of a tourism village website, [visitjengglungharjo.id](http://visitjengglungharjo.id), which not only provides tourism information but is also equipped with e-commerce features to market local products. The results of this implementation show an increase in community understanding in utilising digital technology, an increase in MSME product transactions through online platforms, as well as an increase in tourist visits. This programme proves that digitalisation can be an effective solution to expand the market reach of MSMEs while supporting sustainable tourism in rural areas*

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## PENDAHULUAN

In the era of globalisation and digital revolution, Micro, Small, and Medium Enterprises (MSMEs) have a very important role in the Indonesian economy. MSMEs contribute greatly to economic growth, job creation, and improving people's welfare. Under current conditions, MSMEs are faced with increasingly complex challenges, especially in the face of global competition and technological change. Strengthening Micro, Small, and Medium Enterprises (MSMEs) through business digitalisation and sustainable tourism is an important strategic step in the context of the local and national economy. Digitalisation not only improves the operational efficiency of MSMEs, but also expands their market access and enhances their competitiveness. Empowering women in MSMEs through marketing digitalisation is one of the most significant aspects. Research shows that marketing digitalisation can positively contribute to local economic growth and community welfare, as well as increase the role of women in economic decision-making (Armada, 2024). However, challenges such as limited access and understanding of technology are still obstacles that need to be overcome. In



addition, accounting digitalisation also plays an important role in improving efficiency and reducing operational costs for MSMEs.

In Jengglungharjo Village, Tulungagung, many MSMEs still operate conventionally, thus facing various obstacles in developing their business in this digital era. Jengglungharjo Village is known as one of the areas that has great tourism potential, especially in the sustainable tourism or *green tourism* sector. This tourism concept emphasises environmental conservation, empowerment of local communities, and improving economic welfare without destroying nature. This potential opens up great opportunities for local MSMEs to engage in broader economic activities through the provision of tourism-related products and services. However, in order to capitalise on this opportunity, MSMEs in Jengglungharjo Village need to digitally transform and adopt relevant technologies.

Business digitalisation is one important solution to overcome the challenges faced by MSMEs. By utilising digital technology, MSMEs can improve operational efficiency, expand markets, and increase competitiveness. Through digitalisation, MSMEs can access a wider market, including international markets, at a more efficient cost. In addition, digitalisation also enables MSMEs to tap into e-commerce platforms, social media, and digital financial services, which are crucial in improving their business performance. Findings show that MSMEs that adopt accounting digitisation experience improvements in the accuracy and reliability of financial data, as well as faster transaction processing (Anjarwati et al., 2023). However, challenges related to limited financial resources and lack of technical skills remain obstacles to the implementation of digitisation. Therefore, training and mentoring in financial management and digitalisation are crucial to support the sustainability of MSMEs (Sitinjak et al., 2023; Prayogi & Kirom, 2022). Digital-based marketing strategies have also proven effective in increasing the income of MSME actors. In some areas, such as in Pekanbaru City, the implementation of digital marketing systems helps MSMEs to increase the visibility of their products and attract more customers (Yulita, 2021).

Some MSMEs in Jengglungharjo Village do not fully understand the benefits of business digitalisation. Lack of access to training, mentoring, and adequate technological infrastructure are the main obstacles. This has resulted in MSMEs in this village not being able to compete optimally in utilising the potential of sustainable tourism in their area. The merging of sustainable tourism and business digitalisation can create a strong synergy to improve the welfare of local communities.

Sustainable tourism or *green tourism* is a trend that is increasingly in demand by tourists, especially those who care about the environment and local culture. Jengglungharjo Village has natural and cultural wealth that can be the main attraction in the development of sustainable tourism. However, without innovation and the right strategy, this potential will not be optimised. One of the keys to success in developing sustainable tourism is the active participation of local MSMEs in providing products that are environmentally friendly and in accordance with the needs of tourists.

Through digitalisation, MSMEs in Jengglungharjo Village can utilise various digital platforms to promote their products and services to tourists. Platforms such as websites, social media, and mobile applications can be used to introduce the uniqueness of the village, including local products produced by MSMEs. In addition, digitalisation also allows MSMEs to take advantage of digital financial technology, such as cashless payments, which are



increasingly in demand by consumers, especially foreign tourists. In the context of tourism, strengthening the tourism sector through the support of MSME products is very important. MSMEs can act as providers of souvenirs and local products that support the tourism sector, thereby improving the economy of communities around tourist sites (Basri, 2023). Training and mentoring programmes that focus on product development and digital marketing can help MSMEs to better adapt to the evolving needs of the tourism market (Variyani, 2023). Overall, strengthening MSMEs through business digitalisation and sustainable tourism requires synergy between various parties, including government, academia, and the community. With the right support, MSMEs can transform into important pillars in local and national economic development, and contribute to the overall welfare of society (Purwaningsih & Anisariza, 2022).

The implementation of digitalisation in MSMEs in Jengglunharjo Village still faces major challenges. Many MSME players do not have an adequate understanding of digital technology. They tend to still rely on traditional marketing and operational methods, thus falling behind in terms of efficiency and innovation. Therefore, structured interventions are needed to provide education, training and mentoring to MSMEs so that they can transform digitally. Research shows that the application of digital technology in MSMEs can improve business performance, efficiency and accuracy in financial management, which in turn contributes to local economic growth (Legowo et al., 2021; Anjarwati et al., 2023; Pradnya, 2024). One important aspect of digitalisation is digital literacy, which is a challenge for many MSME players. Research in Salatiga shows that many MSME players still face difficulties in understanding and implementing digital technology (Susano, 2024). Therefore, mentoring programmes and digital literacy training are needed to help MSMEs adapt to these changes (Prayogi & Kirom, 2022; Eka et al., 2022). In addition, empowering women in MSMEs through marketing digitalisation has also shown positive impacts on local economic growth and community welfare (Armada, 2024; Suhaeli, 2024). In the context of tourism, digitalisation can strengthen the link between MSMEs and the tourism sector. Research shows that sustainable tourism development can increase MSME income, create jobs, and improve the quality of life of communities (Mahfudz, 2023; Rahmawati, 2023). By utilising digital platforms to promote their products and services, MSMEs can reach more customers, both local and international (Nuraeni, 2023).

This community service through an MSME strengthening programme aims to assist MSMEs in Jengglunharjo Village in adopting digital technology. This programme is expected to provide training and mentoring related to the use of digital platforms for marketing, financial management, and optimising business operations. With this programme, it is hoped that MSMEs can more easily adapt to existing changes and be able to utilise digital technology to improve their competitiveness. In addition, the programme will also focus on sustainable tourism development in Jengglunharjo Village. MSMEs will be encouraged to develop products and services that support the concept of *green tourism*, such as environmentally friendly products and services that focus on preserving local culture and environment. Through this approach, it is hoped that there will be a synergy between the digital business of MSMEs and the development of sustainable tourism, which in turn can improve the local economy.

The programme to strengthen MSMEs through digitalisation and sustainable tourism is also expected to have a long-term impact on the people of Jengglunharjo Village. With more



MSMEs involved in digital-based economic activities and green tourism, the income of local communities is expected to increase. In addition, this programme can also encourage the creation of new jobs, especially for the younger generation who have skills in technology and tourism. Digitalisation offers opportunities to expand market reach and improve operational efficiency.

According to Cheng et al. (2023), digital transformation in the tourism industry includes the application of technology as well as changes in management and organisational behaviour. This is in line with Li et al.'s (2022) research, which emphasises the importance of big data technology in supporting tourism business digitisation strategies, thus enabling MSMEs to be more responsive to dynamic visitor demand. However, challenges in adopting digitalisation remain, especially for MSMEs in remote areas. Cheuk et al. (2018) showed that barriers to digital marketing in rural tourism destinations can be overcome by utilising information and communication technology (ICT). Initiatives such as the Digital Sarawak Centre of Excellence in Malaysia provide concrete examples of how the government can support digital transformation in the tourism sector. In addition, Muñiz et al. (2021) highlighted the importance of organisational learning capacity in facing sustainability challenges, which can be strengthened through digitalisation. In the context of sustainable tourism, it is important for MSMEs to adopt sustainable strategic management models. Rubio-Mozos et al. (2020) proposed a strategic management model accessible to MSMEs, which is based on the Global Sustainable Tourism Council (GSTC) criteria. This model helps MSMEs to obtain sustainability certification that can increase their competitiveness in the global market.

With digitalisation, MSMEs in Jengglunharjo Village will also have easier access to resources and business opportunities from outside the region. This will open up opportunities for MSMEs to collaborate with external parties, be it the government, private sector, or non-profit organisations, in order to develop village business and tourism. Thus, this collaboration will strengthen the local business ecosystem and create a wider impact. Ultimately, the success of strengthening MSMEs through business digitalisation and sustainable tourism in Jengglunharjo Village will serve as a model that can be replicated in other villages. With this successful example, it is hoped that other villages can follow suit in developing their local potential through a sustainable and technology-based approach.

## Methods

This community service programme aims to develop a *green tourism-based* website as a business digitalisation strategy for MSMEs in Jengglunharjo Village. The methods used include training, mentoring, and preliminary surveys involving various stakeholders, namely MSMEs, the Village Government, and BUMDes (Village-Owned Enterprises). A detailed description of the implementation method is presented in several stages as follows:

### Stage 1: Preliminary Survey

In the initial stage, a preliminary survey was conducted to understand the situation and conditions in the field related to the readiness of MSMEs and villages in adopting digital technology, especially *green tourism-based* websites. **This survey was conducted using two main methods, namely in-depth interviews and direct observation.** Interviews were



conducted with MSME owners, Village Government representatives, and BUMDes administrators to explore information related to their challenges, needs, and expectations towards village tourism development and business digitalisation. Interview questions covered topics on their experience in product marketing, technological knowledge, as well as their views on the potential of *green tourism*.

Furthermore, the community service team conducted field observations by directly observing the potential of nature, culture, and the physical environment of the village that can be developed as a tourist attraction. In addition, the community service team also observed the condition of existing MSMEs, local products that can be promoted, and available infrastructure to support *green tourism*-based *tourism* activities.

### **Stage 2: Socialisation and Assistance in Utilising the Village Website Based on Green Tourism**

After the preliminary survey, the core activities are socialisation and assistance in utilising the village website based on green tourism. The service team provided direct guidance to BUMDes and MSME managers in the process of website development and management. This guidance is carried out through regular consultation and troubleshooting sessions to help them overcome technical problems that may arise during the website implementation process.

Participants will be assisted in creating quality content in accordance with the concept of *green tourism*, such as the promotion of environmentally friendly local products, tour packages that support nature conservation, and educational content on the importance of sustainable tourism. The service team also helps them organise a regular content loading schedule to keep the website active and relevant for visitors. The service team also provides further guidance on digital marketing strategies that suit the target market of tourists. They will be taught how to utilise data from website analytics tools to assess site performance and tailor more effective marketing strategies, such as the use of social media advertising or special promotional campaigns.

### **Stage 3: Monitoring and Evaluation**

To ensure the success of this service activity, regular monitoring and evaluation will be carried out through monitoring website performance and filling out user satisfaction questionnaires. Evaluation of website effectiveness is carried out by monitoring visitor traffic data, user interaction levels, and conversions (such as booking tour services or purchasing MSME products) through analytical tools such as Google Analytics. This monitoring provides an overview of the extent to which the website helps improve the competitiveness of MSMEs and the promotion of tourism villages.

A survey will also be conducted to tourists who visit the website and/or travel to Jengglunharjo Village. The questionnaire aims to measure user satisfaction with the services and information provided on the website, as well as how they perceive the *green tourism* concept promoted by the village. At the end of the programme, an evaluation of the economic impact on MSMEs was conducted by comparing revenues before and after the use of the website. This helped assess the effectiveness of digitalisation in strengthening the local economy through the promotion of products and services offered by MSMEs.



## Results and Discussion

Jengglunharjo Village has great potential to be developed into a tourist village and a centre for quality local products. However, local MSMEs and tourism managers still face challenges in reaching a wider market, mainly due to limited technology and understanding of digitalisation. Initial observations show that some local products are of good quality, but access to wider markets and promotion is still minimal. In addition, community awareness of the importance of sustainable tourism also needs to be improved. Some of Jengglunharjo Village's superior products, such as Mr Supri's corn ampok, tiwul, and banana chips, have been successfully traded in the international market. However, some products from other residents are still traded locally in the Jengglunharjo Village area.

The results of the service programme showed an increase in understanding and digital skills among MSME players in Jengglunharjo Village. Before the programme began, most MSMEs in this village had not optimally utilised digital media for product marketing. After the training, MSME players began to actively use social media such as Instagram and Facebook as well as local marketplaces to promote and sell their products. This is evidenced by the increase in the number of followers on social media and the increasing number of online transactions. This success shows that digitalisation is an effective step in expanding the market reach of MSMEs in rural areas.

The green tourism-based village website developed in this programme proved effective as an information and promotion centre for both tourism potential and MSME products. The website displays detailed information about tourist attractions, such as travel routes, facilities, and the uniqueness of each tourist location. In addition, there is a special page for MSME products that allows tourists or buyers outside the region to get to know and buy local products. Visits to the website increased significantly after it was launched and promoted consistently through social media and tourism partners. This indicates that the village website can be a key instrument in supporting green tourism and sustainable marketing of MSMEs.

The implementation of the green tourism concept has a significant impact in shaping the character of Jengglunharjo Village's eco-friendly tourist destination. Through the socialisation and training provided, the community increasingly understands the importance of preserving nature and the environment around tourist attractions. They are active in waste management efforts, planting trees in tourist areas, and reducing the use of plastic at tourist sites. This awareness improves the quality of the tourism environment and attracts tourists who have an interest in eco-friendly destinations. These activities not only provide economic benefits through increased tourist numbers, but also have a long-term impact on the sustainability of the village environment.

The youth of Jengglunharjo Village were given the responsibility of managing and updating the village website, as well as promoting it through social media. This gives the youth hands-on experience in utilising digital technology to promote the potential of their village. Evidently, the village youth are able to maintain the sustainability of website management and actively create promotional content. This activity not only improves technological knowledge for youth but also opens opportunities for them to innovate in creating digital content that is attractive to tourists.

One of the successes of this programme is the formation of a local working group



responsible for sustainable tourism management in the village. This group functions as the manager of the tourist destination, maintaining cleanliness and environmental sustainability, and supervising tourist activities. The formation of this group has shown a positive impact, where the community collectively feels responsible for maintaining their tourist destination. This synergy creates a strong sense of ownership and commitment to developing tourism in a sustainable manner.

Training on digital financial management has proven to improve the skills of MSME players in financial management. Before the programme was implemented, most businesses relied on manual record-keeping without a structured financial system. After the training, they started using simple applications for sales recording and inventory management. This makes it easier for MSME players to monitor cash flow and control inventory, so that their business can run more efficiently and organised.

Picture 1. Discussion and Coordination with Jengglunharjo Village Head



Picture 2. Preliminary Survey with Village Officials Regarding the Condition of MSMEs in Jengglunharjo Village



Although the programme had a positive impact, there were some obstacles encountered during implementation. The main obstacle is the lack of stable internet access in some village areas, which makes it difficult for MSMEs and communities to manage and update content on websites and social media. In addition, limited technological devices such as smartphones or computers are also a challenge, especially for MSMEs that are new to digitalisation. Therefore, it is recommended that there is adequate infrastructure support from related parties to support the sustainability of this programme.

This programme not only has an economic impact in the form of an increase in the income of MSMEs and the number of tourist visits, but also has a positive social impact. Public



awareness of the importance of sustainable and environmentally friendly tourism has increased, as well as the creation of closer relationships between residents in maintaining village tourism destinations. In addition, youth involvement in tourism management and digitalisation opens up opportunities for the younger generation to contribute to the development of their villages.

This programme opens up opportunities for further development in Jengglunharjo Village, particularly in expanding the concept of green tourism and digitalisation. With the success of the village website and community participation, there is potential to develop further programmes, such as educational ecotourism and local experience-based tour packages. This potential can be managed through collaboration with external parties, such as local governments and tourism organisations.

This service programme successfully achieved the main objectives of strengthening MSMEs and introducing sustainable tourism in Jengglunharjo Village. Digitalisation provides great opportunities for MSMEs to reach a wider market, while the application of the green tourism concept creates an environmentally friendly and sustainable tourism environment. Some recommendations for further development are:

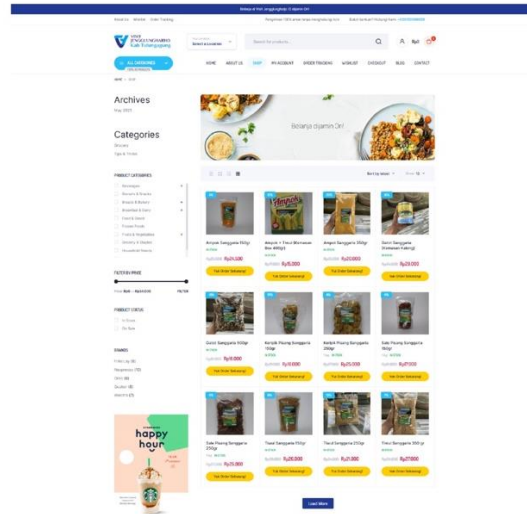
- Strengthening digital infrastructure to improve village internet access.
  - Further training in website management and digital content creation.
  - Cooperation with government or private institutions to support marketing and sustainable tourism management.
  - Addition of tourism support facilities, such as recycling bins and information boards.
- Picture 3. Coordination with MSME Business Players in Jengglunharjo Village



Based on the results of the development of the needs of MSMEs in Jengglunharjo Village, one of the solutions offered in supporting the digitalisation of Jengglunharjo Village is the creation of a tourism village website that has features as e-commerce that supports the marketing of local products. The following image is a view of the [visitjengglunharjo.id](http://visitjengglunharjo.id) website.

Figure 4. [Visitjengglunharjo.id](http://visitjengglunharjo.id) Website Display





## Conclusions and Suggestions

The conclusion of the development programme in Jengglunharjo Village shows that this village has great potential to become a tourist village and a centre for superior local products. Through the community service programme, key challenges such as technological limitations and lack of understanding of digitalisation were overcome. MSME players are now able to utilise digital media for marketing, as evidenced by the increasing number of online transactions and interactions on social media.

The development of a village website based on *green tourism* is one of the strategic steps in promoting tourism potential and local products in a sustainable manner. This website not only functions as an information centre but also as an effective marketing platform for MSME products. The application of the sustainable tourism concept has increased community awareness of the importance of environmental preservation, which in turn attracts more tourists and strengthens the village's image as an eco-friendly destination.

The involvement of youth in digital management and the formation of local working groups for sustainable tourism demonstrate the community's strong commitment to maintaining and developing the potential of their village. In addition, digital financial management training has helped MSME players manage their businesses more efficiently, supporting the overall economic growth of the village. This programme demonstrates that the integration of technology, environmental preservation, and community empowerment can be the key to success in developing sustainable tourism villages.

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