

IMPLEMENTATION OF INFORMATION TECHNOLOGY IN AGROTOURISM PROMOTION POLICY: A PUBLIC ADMINISTRATION PERSPECTIVE

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ABSTRAK

Meningkatnya signifikansi agrowisata dalam pembangunan ekonomi pedesaan telah menyoroti peran penting strategi promosi, khususnya melalui platform digital. Fokus pada situs web ini telah merevolusi pola komunikasi dan operasi bisnis di berbagai sektor, tetapi masih menyisakan kesenjangan yang signifikan dalam memahami implementasi strategisnya, khususnya untuk promosi agrowisata. Studi ini menyelidiki strategi kebijakan, potensi pemanfaatan, dan kapasitas operasional pemanfaatan situs web dalam mempromosikan destinasi agrowisata. Kemudian, dengan menggunakan metodologi penelitian kualitatif, studi ini mengkaji bagaimana platform digital dapat secara efektif berfungsi sebagai alat untuk persiapan, promosi, dan penyebaran informasi di sektor agrowisata. Temuan studi mengungkapkan bahwa strategi pengelolaan situs web oleh operator agrowisata secara signifikan meningkatkan kesadaran publik dan meningkatkan visibilitas destinasi wisata. Studi ini memiliki implikasi penting bagi para pemangku kepentingan agrowisata, yang menunjukkan bahwa pemanfaatan situs web yang sistematis dapat berfungsi sebagai alat pemasaran yang baik, memfasilitasi peningkatan komunikasi antara penyedia layanan dan calon pengunjung sekaligus berkontribusi pada keseluruhan pengembangan destinasi wisata pedesaan. Studi ini memberikan wawasan bagi para pembuat kebijakan dan manajer agrowisata dalam mengembangkan strategi promosi digital yang efektif dan selaras dengan perilaku pencarian informasi wisatawan modern.

ABSTRACT

The increasing significance of agrotourism in rural economic development has highlighted the critical role of promotional strategies, mainly through digital platforms. The focus on websites has revolutionized communication patterns and business operations in various sectors. However, there is still a significant gap in understanding the implementation of its strategies, particularly for agrotourism promotion. This study explores the strategic policies, utilization potentials, and operational capacities of website utilization in promoting agrotourism destinations. Then, using qualitative research methodology, this study examines how digital platforms can effectively serve as a tool for preparing, promoting, and disseminating information in the agrotourism sector. The study findings reveal that website management strategies by agrotourism operators significantly increase public awareness and enhance the visibility of tourist destinations. This study has important implications for agrotourism stakeholders, indicating that systematic website utilization can serve as a good marketing tool, facilitating improved communication between service providers and potential visitors while contributing to the overall development of rural tourism destinations. This study provides insights for policymakers and agrotourism managers in developing effective digital promotion strategies that align with modern tourist's information-seeking behavior.

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INTRODUCTION

The connectivity of information technology in the modern era demands a proportional combination through a policy; this is fundamentally an effort to disseminate information, both programs and initiatives, in supporting development in a country; this is explained by (Peng & Tao, 2022).

On the one hand, evidence that this progress is in line with the times, especially in the tourism promotion sector in disseminating information to support the progress of a region, where the implication is that ease of access is the core of the services provided like regions that adopt information technology through policies initiated to promote excellence in increasing competitiveness in the tourism sector (Lee et al., 2023).

At this time, information technology plays a role as a space and place to support and facilitate the community's daily needs. Information technology provides alternatives and solutions to complete various activities quickly and effectively. The development of information technology through websites is nothing new because almost all levels of society use it to meet their daily needs.

For the moment, the benefits offered by technology, such as websites, are also exploited by the Sirnajaya-Bogor community, as the residents are aware of its significant impact on the development, management, and promotion of agrotourism.

Besides offering many opportunities, alternatives, and solutions for users, the development of information technology changes the pattern of community interaction in the daily economic and cultural exchange of values. Website information technology is very supportive and facilitates the performance of various activities. It is an extension of users and functions to meet the community's needs. The website managed at Situ Rawa Gede in Sirnajaya village, aims to convey various information about agrotourism.

So, its management is prioritized to allow the community to discover this agrotourism spot's location easily. This policy is implemented to relay information about tourist attractions to the people. Thereupon, the awareness of the role of technology in creating a website was used by agrotourism managers in Sirnajaya Village is responsible for development, management, and promotion. The website serves as a facility to provide services

to the public and expands the communication network. It also massively and simultaneously delivers information about the internal scope of the village.

The superiority of website information technology was utilized as promotion media by the manager of Situ Rawa Gede Agrotourism. It is an instrument that provides a great space and opportunity to enlighten the public about the various potentials of the agrotourism spot, including the beautiful nature and other necessary information. The website was chosen to demonstrate the seriousness of Sirnajaya Village about presenting this tourist spot to residents as well as outsiders. This management initiative to use the website is the right step and a strategic policy to achieve the originally stated goal of ensuring the agrotourism village is known by the public, not only the people around Situ Rawa Gede.

Budiman (2013) viewed public policies as regulating people's lives or needs (Rusli, 2013). In line with Carl J Friedrich in Jones, Charles O (2000:18) defined public policy as an action planned by an individual expected to meet and overcome obstacles to achieve a certain goal (Charles O, 2000). William Jenkin described public policies as a set of interrelated decisions taken by considering the objectives to be achieved.

Then, such policies are categorized as relatively stable and purposive, comprise the actions performed by an actor, and entail the set of activities involved in handling the problem or matter of concern (Anderson, 2006). The website policy initiated as a promotional medium is a strategic step to introduce agrotourism more broadly and corresponds to current technology.

Thus, this opportunity for the management facilitates the provision of information to the community. The website policy initiated as a promotional medium is a strategic step to introduce agrotourism more broadly and corresponds to current technology. Hence, this opportunity for the management facilitates the provision of information to the community.

According to Effendy, mass communication offers information, education, and influence functions (Uchjana Onong, 2005). For then, Devito (1996) placed mass communication as a function to convince or persuade. It manifests by strengthening and changing attitudes and influencing an individual to act, with the

problem of introducing ethics and certain values (J, 1996).

The agrotourism managers implemented the strategic policies through information technology, and the websites are used to promote the local potential of Sirnajaya Village. It reveals the government's seriousness in responding to the citizens' needs. The action is in line with (Law Number 6 of Concerning Villages, 2014).

It states that every village can innovate and develop its potential independently to encourage the community to participate in regional development and improve the economic welfare and quality of life.

This multidimensional management industry requires appropriate handling to achieve advanced and developed tourism. Gunn and Var (2002) stated that proper agrotourism development would succeed optimally, providing four fulfilled aspects (C & Var, 2002). These are 1) maintaining environmental sustainability, 2) improving the community's welfare, 3) ensuring visitor satisfaction, and 4) increasing the integration and development unit around the zone.

Agrotourism managers strategically position information technology, in this case, the website, for development, promotion, and public service. Wherefore, this research aims to make several discoveries, such as the techniques involved in using website communication media to promote Rawa Situ Gede Natural Agrotourism and the existence of the strategic policy as a form of public service.

RESEARCH METHODS

This study adopts a qualitative approach to uncover various problems related to reality. The issues studied concern the policy of utilizing websites as a medium of communication and promotion. In line with Moleong (2011), qualitative research seeks to understand descriptively various phenomena known and experienced by the subject, such as behavior, perception, motivation, actions, and others, holistically using words and language (Moleong, 2011).

Meanwhile, Nasution (2003) stated that qualitative research involves observing the environment, interacting, and trying to understand the language and interpretation of the surrounding environment (Nasution, 2003).

For this moment, this study is descriptive and qualitative, using data expressed verbally

and theoretical qualifications. The quality of the analysis is prioritized through exploratory methods, not statistical data. The reconstructed concept is not verified but is loosely placed as an analysis.

Furthermore, in the analysis process related to informants selected according to the characteristics indicated by the expertise possessed so that the information provided is clear and structured, the informants in this study include managers, communities, and related parties who are the objects of analysis.

Lastly, this analysis process includes several phases, namely identifying the problem, formulating it, categorizing, analyzing, and concluding the findings obtained so that with this process, the intended urgency remains relevant to the theme being analyzed.

RESULT AND DISCUSSION

Sirnajaya Village Geographical Location

The research location was Sirnajaya Village, in the Bogor Regency Spatial and Regional Plan for 2005-2025. It is designated as a growth center that spans 1,529 hectares and consists of plantations covering 280 hectares, 363 hectares of rice fields, 580 hectares of fields, and 137 hectares of settlements. The main commodities are agriculture, especially rice and coffee, and tourism due to the existence of Situ (Lake) Rawa Gede.

This village is about 92 Km or a 3-hour drive from the national capital. It is located in the south of Sukamulya Village and encompasses a population of 9,802 persons, with 3,030 males, 2,772 females, and 4,000 children. This region is one of the 10 villages that are strategically located in the Sukamakmur subdistrict and is passed by the Peak 2 route. The route or road connects Sentul, Bogor Regency, and Cipanas, Cianjur Regency.

Also, it is located at the foot of Mount Pasarean at an altitude of 500-800 m2 above sea level and a slope of 20% - 40% (Profile of Situ Rawa Gede Coffee Agrotourism Ministry of Villages, Development of Disadvantaged Regions and Transmigration, 2020).

Geographically, Sirnajaya Village has great potential to be developed for tourism and agriculture or plantations, as its strategic position is supported by fertile nature and abundant water sources. As a result, the Situ Rawa Gede Coffee Agrotourism Village began to operate at the end of 2015. The beauty of its waterfalls and lakes, surrounded by mountains

have their value and give this village a distinct charm.

Thus, the Situ Rawa Gede Coffee Agrotourism spots have become a magnet for residents around the Bogor Regency, as seen from its frequent use as a camping ground for students and families. Agrotourism with natural and beautiful potential should be promoted intensively and massively.

Then, the scope of information about this spot should have broad coverage that involves the local, national, and even international community. The steps and policies of officials and agrotourism managers to promote their village assets should employ communication media such as websites. This is because all messages and information conveyed through such platforms offer a wider opportunity for visitors to follow up.

Accordingly, this research attempts to determine the ability of this website's information technology to fulfill the wishes of managers and village officials by serving as a medium of information that can further promote Situ Rawa Gede Agrotourism in Sirnajaya Village, Bogor. Moreover, the website is positioned as a form of development, promotion, and public service through the provision of information.

Website as Mass Communication Media

Mass communication is a way of communicating or conveying information through mass media. Its basic characteristic is communication aimed at the community using certain media. Common features of mass media communication are conveying the same message to many people simultaneously, using print and electronic mass media. Mass communication conveys messages almost simultaneously and openly to heterogeneous communities with a greater reach.

Blending to Effendi (2007), mass communication media is capable of massively conveying information through technology and print. Berger (2000) stated that mass communication is performed using print and electronic mass media aimed at a broad, heterogeneous, and anonymous audience.

“. . . Mass Communication involves the use of print or electric media, such as newspapers, magazines, film, radio, or television to communicate with many people located at various places.”

The categories of mass communication or media are print and electronic and can provide various information to diverse audiences in different locations. Communication using mass media has a wider reach and can be received simultaneously.

Like to Nurdin, there are seven communication characteristics, such as institutionalized communicators, meaning the perpetrators and messengers are more than one person or not individuals. Institution means the presence of a system. Effendi (2007) stated that mass communication involves a social organization capable of simultaneously producing and sending various messages to people in separate places.

It communicates using print and electronic mass media to produce messages aimed at many recipients with the condition that the receivers are not in one place. Therefore, communicators in mass communication have characteristics such as a systematic collection of individuals, limitations in the roles with mass media systems, messages sent on the media's behalf, not for personal use, and conveyed to achieve economic benefits. Another characteristic of mass communication is heterogeneity.

It was reinforced by Herbert Blumer's provision of the features of the communicant or message recipient in mass communication. They include heterogeneity, the involvement of strangers, and the absence of formal leadership or organization.

Also, messages in mass communication have a general character. They are not addressed to one recipient or group but are intentionally sent to numerous individuals. Besides general, mass media messages occur in one direction, meaning the recipient cannot respond directly.

Concerning the promotion of Situ Rawa Gede, the website is used to inform the public about natural tourism. Promotional messages are directed to the surrounding community and the people in other places.

In reality, it can be concluded that the digital promotion of Situ Rawa Gede faces several challenges, especially in reaching a diverse and geographically dispersed audience. Barriers such as language, cultural differences, and access to technology, especially in rural areas, hinder effective communication. Then, successful digital promotion elsewhere highlights the importance of a multi-channel approach, combining websites, social media,

and local partnerships to ensure wider reach and engagement.

Therefore, from a public policy perspective, these challenges underscore the need for government support in providing digital infrastructure and promoting digital literacy. Policies that ensure equitable access to technology and information are essential in overcoming these barriers, especially in rural or underserved areas (Chen et al., 2021). It aligns with public policy theories focusing on equitable access and community well-being.

For public administration, the implications are clear: coordinated efforts and strategic planning are essential for successful digital communication. Administrators should focus on measurable outcomes, such as increased tourism and community engagement, to measure the effectiveness of digital promotion (Di Giulio & Vecchi, 2023).

Success criteria should emphasize short-term engagement and long-term economic benefits, ensuring that digital promotion supports sustainable tourism and local development.

Websites as Promotional Media and Public Policy

Communication or mass media has its advantages, such as website technology, the ability to send messages quickly, massively, and the reception by numerous persons. The information can be received simultaneously and in large quantities, which are desirable characteristics for promotions.

Generally, promotion is an attempt to introduce and inform various kinds of material about institutions, tourism sites, or places for sale. The use of websites as promotional media has the following purposes:

- a. Disseminates information to the public.
- b. Increase profit.
- c. Maintain stability.
- d. Create a good impression.

Websites are a form of information technology and a new medium often used by the public as a means or tool in mass communication. Certainly, personal and communal users realize that responding to the community's wishes amid today's competition is necessary. The Situ Rawa Gede agrotourism manager in Sinajaya Village, Bogor, also uses

the website to build more massive and simultaneous communication.

This medium is like a window that anyone can open to fulfill their desire or needs. Choosing a website as a means of communication is very effective, considering it has a wide and simultaneous reach. Almost all society levels today use websites to find news as they are easier to access than other applications.

Users only need an internet connection and a destination address to access information anytime and from any location. Hence, they are not required to use websites from their homes or certain places but can access them anywhere, provided the needed devices, such as smartphones, gadgets, and others, are available.

Due to this information and communication technology development, all patterns of human life have changed. Also, the daily patterns have adapted to this development. An example of this "adjustment" is the efforts of the Sirnajaya village in general and particularly the agrotourism managers in responding to or utilizing technology media.

The development of information technology has been appropriately utilized by tourism managers for certain purposes. They realize that the tourist attractions will be static and unknown to the public without exploiting the existing media. The interview with Mr. Mamduh, the chairman or manager of the Agrotourism Center obtained the following response:

"... This tourist spot is still natural, distant from the city, and has various interesting objects, such as a lake, alongside the coffee produced by residents and supervised by the agrotourism managers. Therefore, the Situ Rawa Gede tourism village does not only sell spots, which was the reason for creating a website is to inform the surrounding community, and the general public".

The website has a wide range of information that can be built with certain goals and purposes. Managers use it as a medium to promote managed tourist attractions and promote their recognition by the public. The information gathered is aimed at developing tourism to ensure that Situ Rawa Gede village is more popularly known. As a mass media representation, the web has a significant impact.

Meanwhile, the manager provided various reasons for the need for the website to develop

Situ Rawa Gede Agrotourism Village. Information technology has become a necessity to fulfill the daily needs of society.

The public uses websites to obtain information about various topics, such as politics, economics, etc. From here, information technology should be optimally utilized for certain purposes, especially tourism promotion. According to the manager of Situ Rawa Gede:

“... The agrotourism village is crowded with visitors only on Saturdays and Sundays, who usually spend the night in pitched tents. However, the number of visitors reduces on weekdays. I want this tour to have many visitors year-round, not only during the holidays. Although I and other managers aggressively promote the village using the website, the web management HR is still weak. Meanwhile, this form of promotion media was chosen, as almost all daily affairs use websites”.

The desire to promote agrotourism was carefully considered by the managers, who realized that expanding tourism recognition could be implemented via information technology. Generally, promotions using websites have a broad and fast impact. Research by Ahuna, Hamzah, and Najib (2013) stated that information reach can be increased using information technology.

Since anyone can update information at any time, websites can impact and produce services supporting instantaneous results. Information technology is a global collection of various networks that can be used properly, freely, creatively, and innovatively for unlimited time.

The information is well packaged, promotions are executed massively, and the website is positioned as a storefront that presents various information. Moreover, the speed and inter-network connection of the website facilitates the performance of multiple transactions for promotional purposes. The utilization of the website is possible to be maximally implemented to achieve numerous carried benefits.

Currently, people enjoy the website's benefits, including business, insurance, tourism, education, etc. The website also promotes products found in Rawa Gede Agrotourism village. Websites for information and communication employ modern mass media that convey massive amounts of information through technology and print. Agnate to Berger

(1995), mass communication is executed using print and electronic mass media and is aimed at a broad, heterogeneous, and anonymous audience.

“... Mass communication involves the use of print or electric media, such as newspapers, magazines, film, radio, or television, to communicate to many people located at various places”.

Broadly, websites meet the category of print and electronic mass communication media. Mass communication provides various information to diverse audiences in different locations have a wider reach and are received simultaneously.

Nurdin mentioned seven characteristics, including institutionalized communicators, meaning the actors of communication and messengers are either more than one person or not individuals. The institution here denotes the existence of a system.

Also, Effendi (2007) stated that mass communication is a social organization capable of producing and sending various messages simultaneously to the public in separate places. Mass communication functions through print and electronic mass media to produce messages aimed at many recipients with the condition of being in different places.

Concurrently, the strong desire of the manager to promote tourist attractions is not without obstacles. Many factors hinder the success of the promotion process, as stated by the informant below:

“... We have used the website for a long time to create awareness and promote the tourism center more extensively. As a manager, I want many visitors to crowd this village. However, the weak network of human resources and tools creates obstacles in the promotion”.

Communication is effective when there are no obstacles, such as personality barriers, where the perpetrator has a bad personality that interferes with other involved individuals. Also, people of similar ages and cultures facilitate communication. Some barriers include language, technology, and environmental or natural conditions. Mamduh Efendi, the Setu Rawa Gede Agrotourism center manager, experiences these barriers.

The management feels constrained to expand the information network due to the lack

of competent and sufficient human resources to operate the website. Enhanced attractiveness, an appealing display, and accurate information increase the desirability of the website. Besides the human resources constraint, the distance of the agrotourism village from the city occasionally generates natural and environmental disturbances. The website uses a network and requires a good and strong signal.

Nevertheless, technical obstacles, such as difficult signals, impede its functionality. The use of the website aims to facilitate the promotion of Situ Rawa Gede agrotourism by the managers, considering this tourist spot in Bogor is far from the city.

And so, using the website as a promotional medium is the right choice. Communication using websites has advantages, such as more simultaneous and massive message dissemination to the audience. Meanwhile, messages could be conveyed directly or through the media. Both modes have the same essence: message transformation and a similar potential for effectiveness.

Onung Uchjana, in his book on communication science, theory, and practice (2013:8), stated that effective communication possibly impacts or affects others. It was categorized as persuasive communication, which requires understanding the factors affecting the message's source and the recipient.

An effective message results in real action and can affect the recipient's actions. It can provide an understanding and a complete picture of the communication process. The Situ manager addressed this motif or method Rawa Gede manager by utilizing the web as a space for promoting the tourist spot, as conveyed by the manager in an interview:

“... Because Rawa Gede is far from the city, I deliberately used the website as a medium for promotion. Although occasional signal problems occur, the website is still used to promote the tourist spot. It allows people seeking information about Situ Rawa Gede to find answers easily by opening the site”.

The analysis shows that Situ Rawa Gede's digital promotion faces several challenges, such as limited human resources to manage the website, technical problems such as weak internet signals, and remote site locations.

These constraints affect the effectiveness of the promotion, even though the website has the

potential to reach a broad audience. Best practices from other regions emphasize the importance of investing in skilled personnel and strong infrastructure and utilizing various digital channels for continued engagement and visibility (Chabalala et al., 2024).

Next move, from a public policy perspective, these challenges highlight the need for government support to improve digital infrastructure, increase internet access, and provide resources for small businesses. Policies that promote digital literacy and ensure equitable access to technology are essential to maximizing the effectiveness of digital promotion, especially in rural areas. Public policy must create an environment that allows local businesses to utilize digital tools for growth (Morris et al., 2022).

The last point, for public administration, the main implication is that administrators must support small businesses in overcoming digital barriers by providing training, resources, and infrastructure (Syed et al., 2023). This study's limitations include the difficulty of measuring the long-term impact of digital promotion. The success criteria of a digital promotion policy should focus on increasing visitor engagement, year-round tourism, and measurable economic benefits for local communities.

The Website Utilization Policy

The agrotourism managers use the website as a medium of information technology for promotion, alongside as a management policy. This policy is an appropriate method of introducing the village more extensively to the public.

Normally, a policy is defined as a series of concepts and principles that constitute the outline and basis for implementing a work plan, leadership, statement of ideals, principles, or guidelines to achieve goals and objectives. According to Carl J Friedrich in Budiman (2013), public policy is an effort to regulate life.

Until, the agrotourism managers utilize this website as a policy medium to facilitate a more massive promotion of Situ Rawa Gede as a place of business. Press and Widavsky, cited by Budi Winarno (2002) stated that public policy is a hypothesis containing initial conditions and predictable consequences (Winarno, 2002). Robert Eyestone, quoted by Leo Agustino (2008), defined it as the relationship between government units and their environment.

There are two characteristics of public policy, namely 1) easy to understand due to the coverage of many aspects, and 2) easy to measure because the extent and size to which the goals have been achieved is clear (Leo, 2008). Meantime, Woll, cited by Tangkilisan (2003), stated that public policy entails several government activities to solve societal problems directly and through institutions that affect people's lives (Hesel Nogi, 2003).

Correspondent to Chandler and Plano in Keban (2008), public administration is a process in which public resources and personnel are organized and coordinated to formulate, implement, and manage decisions that will be selected for public policy (Yeremias T, 2008).

This differs from the view of Siagian (2011), where public administration involves the activities performed by the government apparatus of a country to achieve state goals (Sondang P, 2011). Pifner and Prestus in Pramudji (1985) Defined public administration as (S, 1985):

- a. The implementation of government policies set by the political representative body.
- b. The coordination of individual and group efforts to implement government policies, such as their daily activities.
- c. A process related to the implementation of government policies.

Meanwhile, Siagian (2011) stated that the objectives of public administration is:

- a. Increasing the prosperity of the people.
- b. Providing services to all citizens with equal treatment.

The findings outline that Situ Rawa Gede agrotourism's website utilization policy is a key tool for promoting the village. Still, challenges such as limited human resources, technical issues, and inconsistent coverage hinder its effectiveness.

Regarding public policy theory, the website policy aligns with enhancing economic development and meeting community needs. This policy reflects an effort to solve community problems by increasing access to information and promoting local tourism, which supports the public administration's goal of

improving welfare and providing equal services to all citizens (Imoagene et al., 2021).

Finally, from a public administration perspective, the main implication is the need to invest in digital infrastructure, training, and resource coordination to maximize the effectiveness of digital promotion (Rijal, 2023; Zulmasyhur et al., 2024). Limitations of this study include challenges in measuring long-term impacts.

The Urgency of Public Policy

Research on public policies aims to describe, analyze, and carefully explain the causes and effects of government actions. Thomas R. Dye, quoted by Sholichin Abdul Wahab (Suharno, 2010), reported:

“ . . . Studies on public policies include describing its efforts, assessing the impact of environmental forces on the content, and analyzing the impact of various institutional statements and political processes. They also offer in-depth research on the consequences of various political policies on society, including expected or planned and unexpected impacts”.

Sholichin Abdul Wahab, quoted by Suharno (2010: 16-19), following the opinions of Anderson (1978) and Dye (1978) mentioned several reasons why studying public policies were important.

- a. Scientific reason

Public policy is studied to gain extensive knowledge about its origin, development process, and consequences for society. The policy can be viewed as a dependent or independent variable. In cases where it is viewed as a dependent variable, attention will be paid to political and environmental factors that determine the substance or influence the content of the public policy. Conversely, public policies formulated as the independent variable focus on the impact of the policy on the political system and the influence of the environment.

- b. Professional reason

Public policy research is intended to establish scientific knowledge for solving social problems.

c. Political reason

Studying public policy is intended to help the government implement the right policies to achieve the appropriate goals.

Public policies can be accepted and enjoyed by anyone. Also, the public has the right to good services from the government or the private sector on behalf of the government or the community. These services are executed to meet the community's needs or interests and may be performed for a fee or without payment.

Besides, Robert (1996:30) stated that public service comprises all forms of activities performed by agencies, institutions, associations, and organizations to meet the needs of the community and implement the order (Robert, 1996). Widodo (2001: 131) defined the phenomenon as a form of "Providing services (serving) to fulfill various needs of people or communities who have interests in organizations, institutions, and must comply with the established rules and procedures" (Joko, 2001).

Law No. 25 of 2009 concerning public services described public services as "Activities performed to fulfill service needs, according to the laws and regulations for every citizen and resident" (Law No. 25 of Concerning Public Services, 2009). It may entail goods, services, or administrative services offered by public service providers. Based on the above view, the website provides various information about the Situ Rawa Gede Agrotourism spot as a medium of communication and a form of public service.

Along with technology development, agrotourism managers chose a website as a forum to expand the range of information. Forward, this form of information technology is an important and effective supporting factor for developing local tourism.

Besides being considered an excellent, efficient, and up-to-date information media service websites are easy to access from various areas by simply utilizing the internet and adequate networks. There are many advantages to this unified information technology media, including a form of community service, strategic marketing means, information provision, education, network building, and promotional value. The Situ maximized the benefits of websites Gede, the Agrotourism manager, considered the medium suitable for

introducing the products, advantages, and the potential of the tourism spot for the public.

Commonly, public services are oriented to meeting the community's needs. Hence, institutions or organizations are limited to presenting the number of members capable of joining but must provide value or solutions for public needs. As stated by Widodo (2001:131), public service is understood to "Provide services (serving) for the various needs of people or society".

Uniform to Barata, there are six elements in the public service process (Barata, 2014):

- a. Service providers, meaning parties who can provide services to consumers or the public through the supply and delivery of goods or the provision of services.
- b. Service recipients, called consumers, are the recipients of various service providers.
- c. Type of service involving the service that can be provided to the demanding party.
- d. Customer community or public satisfaction is the "main".
- e. Service orientation of the providers. It is important since consumer satisfaction is closely related to service quality.

Kasmir (2016: 34) stated that public service is categorized as good when it meets various elements (Kasmir, 2016), such as:

- a. Good manager.
- b. Available and efficient facilities and infrastructure.
- c. Responsibility.
- d. Fast service.
- e. Good communication.
- f. The provision of guarantees and ability to keep secrets.
- g. Good knowledge and ability.
- h. The understanding of community needs.
- i. Ability to give full trust to the community.

Good service appropriately impacts service providers and leads to satisfaction, which occurs when the provisions meet the consumer basic wants and needs. According to the Ministry of State Apparatus Empowerment No. 62 of 2003, public service providers must at least pay attention to the following:

- a. Uncomplicated service.

- b. Technical clarity, responsibilities, and financing issues.

Subsequently, the agrotourism manager sought to provide good service to all visitors. This step was taken to instill public trust in the professional services of agrotourism centers. The manager's provision of the website is an effort to present various tourism-related information.

There are several forms of services, such as core, facilitating, and supporting services (Tachjan M.Si, 2006). The core category is from a certain service provider unit that is consistent with the main task. Contrariwise, the facilitating service is provided to enable implementation, while the supporting aspect functions to add value to the quality of the core service.

The known service models, such as administrative services, produce various official documents that the public needs. The goods service offers needed goods, while services produce multiple services required by the public. Websites serve as a medium of information technology and public service.

From now on, this website service provided by the manager is useful in meeting the needs and interests of the public. Websites are not solely offered by the government or agencies but also by other organizations. In that event, creating a website for the Situ Rawa Gede Agrotourism spots that are possibly accessed by the public is necessary.

This technology media provides various information that the public requires and is handled by the tourism manager. It affects the service, as the provisions offered to the community according to their expectations, thereby allowing them to bear positive appreciation towards the service providers.

Fundamentally, Agrowisata Situ Rawa Gede's use of the website aims to promote tourism and provide public services, but challenges such as limited human resources, technical issues, and inconsistent coverage hinder its full potential.

At the same time, these results reinforce public policy theory, which emphasizes the role of government in using digital tools to meet public needs, improve service delivery, and drive economic development (Khampusaen et al., 2024). The website aligns with these policy objectives by promoting local tourism and providing critical information to the public,

supporting community engagement and economic growth.

Thus, from a public administration perspective, the main implication is the need for continued investment in technology and skilled personnel to maximize the website's potential. Limitations of this study include the difficulty in measuring the long-term impact of digital promotion.

CONCLUSION

This research highlights the potential of website technology as a powerful promotional tool for Situ Rawa Gede Coffee Agrotourism, yet key challenges hinder its effectiveness.

While the region boasts rich natural assets and strategic positioning, digital promotion is limited by human resource constraints, technical issues like unstable internet connectivity, and a lack of strategic integration with broader digital marketing efforts. These barriers illustrate the ongoing digital divide in rural tourism development, where access to technology alone is insufficient without the necessary skills, infrastructure, and strategic planning.

Policymakers must prioritize rural digital infrastructure, enhance digital literacy programs, and foster public-private partnerships to drive sustainable digital adoption. Meanwhile, public administrators should implement performance metrics, provide technical assistance, and ensure policy coordination across the tourism, agriculture, and technology sectors. Ultimately, the success of digital promotion in rural agrotourism depends on a holistic strategy that integrates technology, human capital, and policy support.

Future efforts should focus on capacity building, community engagement, and incremental implementation to ensure long-term sustainability. By addressing digital access and local capabilities, Situ Rawa Gede and similar destinations can fully leverage online promotion to boost tourism, support local economies, and enhance visitor engagement.

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