

Development of Hanjeli Tourism Village through The Digitalization of Website-Based Homestay Services and Tourism Packages

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Absract

Desa Wisata Hanjeli has significant potential in terms of natural resources, cultural heritage, and local agricultural attractions. However, the management of tourism promotion and services has not yet been optimal, resulting in limited reach to a broader market. This community service activity aims to support the development of Desa Wisata Hanjeli through the application of appropriate technology in the form of website-based digitalization of homestay services and tourism packages. The implementation methods include partner needs analysis, web-based information system design, technology usage training for managers, and assistance in managing content and online reservation services. The developed website presents the village profile, homestay information, thematic tourism packages, and an easy-to-access booking facility for tourists. The results indicate that this digitalization improves the visibility of the tourism village, expands promotional reach, and provides convenience for tourists in accessing information and making reservations. In addition, the local community gains increased capacity in managing digital technology, enabling greater independence in marketing tourism products. Through this implementation, Desa Wisata Hanjeli is expected to enhance its competitiveness, strengthen the community-based economy, and promote sustainable tourism village development through the utilization of appropriate website-based technology.

Keywords: Tourism village; homestay; tourism packages; digitalization and website.

I. INTRODUCTION

Desa Wisata Hanjeli is known for its pristine natural environment, well-preserved culture, and strong local agricultural potential, particularly the hanjeli plant which serves as its distinctive characteristic. These unique features can be developed as the main attractions for tourists seeking authentic experiences, ranging from agro-tourism and cultural tourism to staying with local communities through homestays. However, despite its significant potential, Desa Wisata Hanjeli still faces challenges in managing tourism services, promotion, and providing information access that meets the needs of today's tourists. Desa Wisata Hanjeli is the first edu-tourism village in Indonesia based on the local hanjeli food commodity, emphasizing preservation, education, and the empowerment of local communities.



Fig 1. Hanjeli Tourism Village Logo

Source : <https://www.visithanjeli.com> (2025)

In the digital era, tourist behavior has undergone significant changes. Tourists tend to seek information through the internet before traveling, including destination selection, accommodation availability, and the tourism packages offered. This trend requires tourism village managers to adapt to market demands through the utilization of information technology. In the era of technological development,

strategies for marketing tourist villages have expanded toward digital-based approaches. The increasing number of visits to tourist villages presents its own challenges, such as threats to the environment [1]. Currently, one of the challenges faced by Desa Wisata Hanjeli is the limited digitalization of homestay services and attractive tourism packages. Information regarding homestays, facilities, and pricing is still restricted to direct communication or intermediaries, making it difficult to reach tourists from outside the surrounding area. The design of an attractive and informative website, engaging visual content, marketing through social media, email marketing, and online interaction can increase tourist visits. Maintaining tourist visitation is important for supporting economic activities in rural areas and improving the standard of living of local communities [2].

In addition, tour packages are also an important factor in increasing tourist interest. Well-designed tour packages are able to provide a comprehensive experience for tourists, for example through a combination of nature tourism, educational tourism, culinary experiences, and cultural activities. To address these challenges, the implementation of appropriate technology in the form of website-based digitalization of homestay services and tour packages is required. Through the website, information about Hanjeli Tourism Village, homestays, tour packages, and supporting facilities can be presented in a structured and attractive manner. Tourists can also make online reservations, making the booking process faster, more transparent, and more efficient. Digital marketing tools (websites, social media, and booking platforms) act as enablers that communicate sustainable tourism practices and influence tourist behavior. Appropriate digital strategies enhance tourists' sense of empowerment to actively engage in the development of sustainable rural tourism destinations [3]. The community service activities are expected to generate tangible economic impacts. With increased visibility and accessibility of information, the number of tourists visiting Desa Wisata Hanjeli is expected to grow. This increase is anticipated to positively affect community income, including revenue from homestays, tour guide services, local product sales, and other tourism-related activities. Indirectly, this digitalization effort will also strengthen the position of Desa Wisata Hanjeli within regional and national tourism maps. Through this community service program, Desa Wisata Hanjeli is expected to serve as a model of best practice in technology-based tourism village development while contributing to the achievement of sustainable development goals.

II. METHODS

The methodological stages of the “Development of Hanjeli Tourism Village through the Digitalization of Website-Based Homestay Services and Tourism Packages” are as follows:

1. Needs Analysis and System Planning
 - a. Identification of Community and Tourist Needs : Surveys and discussions were conducted with tourism village managers, homestay owners, and local business actors to identify primary needs related to promotion, reservations, and tour package management. This stage also included the identification of required system features.
 - b. System Structure Planning : The website system design was developed, including a site map, reservation flowchart, and a simple database structure to support the efficient operation of homestay services and tour packages.
2. Tourism Village Website Development
 - a. User Interface (UI/UX) Design: The website interface was designed to be user-friendly, visually appealing, and to reflect the unique characteristics of Hanjeli Tourism Village.
 - b. Front-End and Back-End Development: The website was developed using a combination of simple technologies for the user interface and reservation data management. The system includes features for homestay promotion, tour packages, photo galleries, and a reservation system.
 - c. Local Content Integration: The website presents comprehensive local content, including the village profile, the history of Hanjeli, tourism activities, local products, and tourist testimonials.
3. Local Content Integration
 - a. System Testing : Testing was conducted on website features, including visual display, reservation functionality, data security, and device compatibility.

- b. User Training : Training sessions were organized for village community members on how to manage the website, update content, handle reservations, and respond to tourist inquiries online.
- c. Implementation in a Real Environment : The website was officially launched as a promotional platform for Hanjeli Tourism Village. All homestay services, tour packages, and local products were integrated into the system, enabling tourists to make direct reservations through the website.

4. Community Capacity Building and Program Sustainability

- a. Digital Marketing Training : Assistance was provided to tourism awareness groups and local business actors in utilizing social media, search engine optimization (SEO), and digital marketing strategies.
- b. Data-Based Tour Package Development : Through the digital system, the community can access booking data and tourist preferences to support the development of data-driven tour packages.
- c. Sustainability Assistance : Periodic technical guidance was provided to enable the community to independently manage and further develop the website, ensuring the sustainability of the program.

Meanwhile, the implementation method and stages of the community service activity entitled “Development of Hanjeli Tourism Village through the Digitalization of Website-Based Homestay Services and Tourism Packages”, are presented in the following table :

Tabel 1. Implementation Methods and Stages of Community Service

No	Community Service Stages	Implementation Methods
1	Survey and interviews with tourism village managers to identify the needs for digital homestay services and tourism packages	Partner needs analysis
2	Design and development of the tourism village website (village profile, homestay services, tourism packages, online reservation)	Technology assistance and implementation
3	Training for homestay managers and tourism awareness groups on website usage and content management	Workshop and Mentoring

III. RESULT AND DISCUSSION

The community service activity entitled “Development of Hanjeli Tourism Village through the Digitalization of Website-Based Homestay Services and Tourism Packages” was conducted directly through face-to-face implementation. At the initial stage, a preliminary discussion was conducted online via Zoom with the management of Hanjeli Tourism Village. This discussion aimed to identify the needs, challenges, and potential of the tourism village that could be developed through the utilization of digital technology, particularly in managing homestay services and website-based tour packages. This preliminary discussion aims to serve as an initial coordination forum between the community service team and the tourism village management to align perceptions regarding the objectives of the activity, the scope of the program, and the forms of digitalization to be implemented.

The main focus of the development is directed toward optimizing the management of homestay services and tourism packages through a website-based platform, as an effort to improve service quality, expand promotional reach, and support more effective and sustainable tourism village management. The next stage was the implementation of the community service program in Hanjeli Tourism Village. This activity was attended directly by the head of the management, the management team, and members of the local community of Hanjeli Tourism Village who are involved and play roles in the management and development of the tourism village. The target community participating in this activity consisted of 20 people. The involvement of various stakeholders aimed to ensure that the community service program could be well understood and comprehensively implemented by all stakeholders. The following are the results of the website development for Hanjeli Tourism Village:

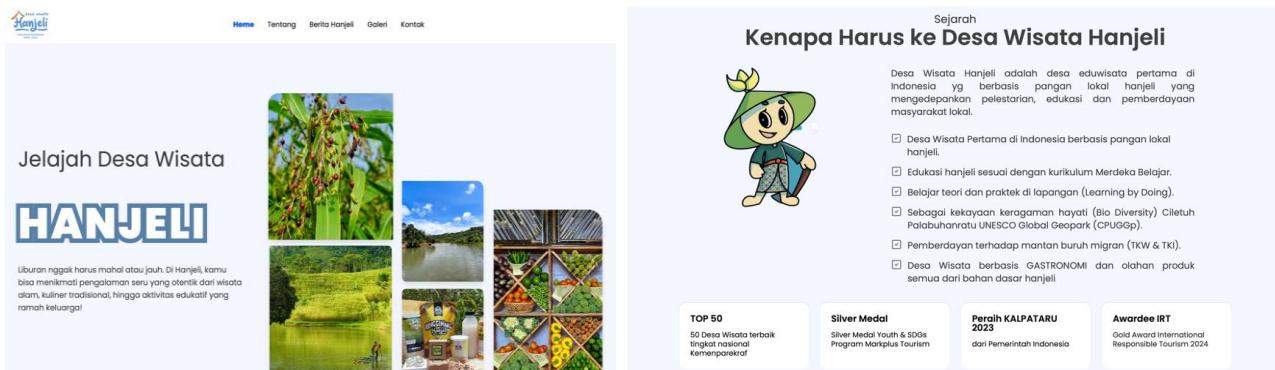


Fig 2. Initial Website Interface

Source : Personal Documentation (2025)

The initial display of the website presents general information about Hanjeli Tourism Village in a concise and informative manner. The homepage showcases an overview of the profile of Hanjeli Tourism Village, its tourism potential, and the village's identity as a destination based on local wisdom. The information presented on the homepage aims to create an appealing first impression while making it easier for website visitors to understand the characteristics and attractions of Hanjeli Tourism Village. In addition, the homepage is designed as a gateway for visitors to access further information related to homestay services, tour packages, and other information concerning tourism activities available in Hanjeli Tourism Village.

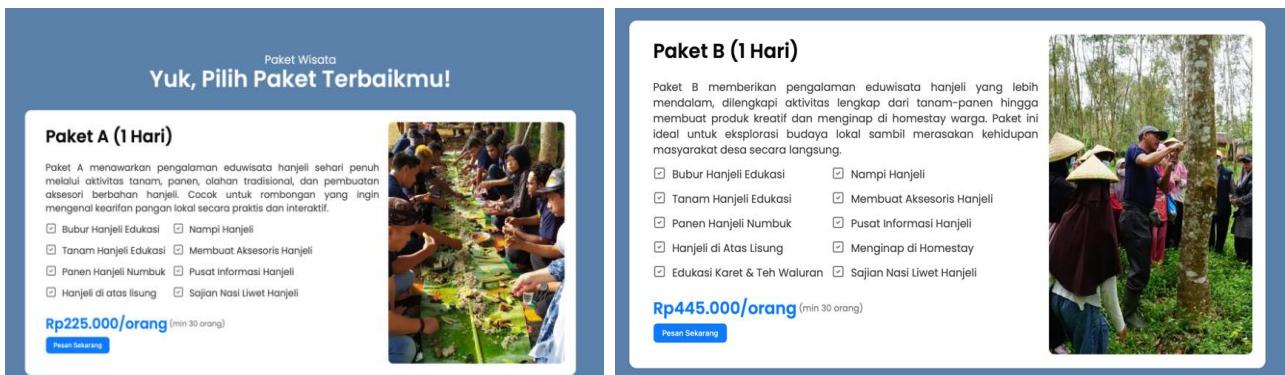


Fig 3. Display of Homestay Services and Tour Package

Source : Personal Documentation (2025)

On the homestay and tour package service interface, information is presented regarding various tour package options that already include homestay accommodation. The display is complemented by attractive supporting visuals, making it easier for users to access further information. In the implementation of this community service activity, materials and mentoring related to the digitalization of homestay and tour package services through a website-based platform were delivered. In addition, the activity also included discussion and question-and-answer sessions, allowing participants to convey challenges encountered in website management.



Fig 4. Explanation and Discussion Related to the Website

Source : Personal Documentation (2025)

Through this session, participants were given the opportunity to convey various challenges encountered in managing the website. In the community service program, the materials delivered included:

1. Digitalization of homestay services and tourism packages
2. Website content management and development
3. Website maintenance and optimization

The implementation of this activity is expected to enhance the understanding and capacity of managers and the local community in utilizing digital technology, particularly integrated website systems. The developed website is expected to function as an integrated platform for information dissemination, promotion, and tourism service management, thereby supporting improvements in service quality, expanding promotional reach, and encouraging the sustainable management of homestays and tourism packages in Hanjeli Tourism Village.

IV. CONCLUSION

The community service activity entitled Development of Hanjeli Tourism Village through the Digitalization of Website-Based Homestay Services and Tourism Packages" was successfully implemented through several stages, including initial discussions, on-site implementation, and ongoing assistance for the village tourism managers and local community. The development of a website integrated with homestay services and tour packages serves as a more effective medium for information dissemination and promotion, while also supporting the digital management of the tourism village. Through this activity, it is expected to enhance the understanding and capacity of both managers and the community in utilizing digital technology. The developed website is expected to support improvements in service quality, expand promotional reach, and encourage more effective and sustainable management of Hanjeli Tourism Village.

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