

Kerangka Kerja e-Collaboration untuk Desa Wisata Kategori Maju di Indonesia = The e-Collaboration Framework for “Maju” Category Tourism Villages in Indonesia

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Abstrak

Pengembangan desa wisata memiliki multiple effects mengangkat potensi ekonomi lainnya yang turut terguncang sejak pandemi COVID-19. Pemanfaatan Teknologi Informasi (TI) di desa wisata sebenarnya sudah dilakukan sebelum pandemi. Namun, inisiatifnya sering bersifat sporadis dan tidak terhubung satu sama lain, sehingga menghambat desa wisata mencapai seluruh potensinya. E-collaboration dibutuhkan untuk membangun kapasitas adaptasi di desa wisata saat menghadapi disrupsi seperti pandemi atau adanya perubahan lingkungan bisnis yang sangat dinamis ke depannya. Penyusunan kerangka kerja e-collaboration untuk desa wisata kategori maju ini didasari dua buah teori: Dynamic Capability dan Resources Based-View theory. Kerangka kerja e-collaboration yang dibangun menekankan faktor kapabilitas yang didukung oleh dua teori tersebut. Faktor kapabilitas dikumpulkan melalui tiga sumber data yaitu: studi literatur, pendapat pakar, serta observasi di Desa Karangrejo, Wanurejo, dan Candirejo, Kabupaten Magelang. Setelah melalui proses sinkronisasi dan integrasi faktor dianalisis menggunakan Principal Component Analysis (PCA). Bagian lain kerangka kerja e-collaboration desa wisata adalah aktor yang dikelompokkan dengan pendekatan Pentahelix. Dua bagian lain kerangka kerja adalah proses bisnis dan tahapan e-collaboration. Semua dimensi tersebut kemudian disusun dalam sebuah kerangka kerja e-collaboration desa wisata dengan kategori maju yang dibantu dengan perangkat lunak pengolahan citra. Proses validasi kerangka kerja menggunakan tujuh kriteria yaitu: Simplicity, Coverage and Completeness, Compliance to standards, Dynamics & flexibility, Capabilities & relevance, Usefulness, dan Trustworthiness. Hasil pengujian dan masukan pakar digunakan untuk merevisi kembali kerangka kerja. Selanjutnya adalah menyusun rencana strategis e-collaboration untuk desa wisata kategori maju, yang dilanjutkan dengan menyusun strategi SI/TI. Hasil kerangka kerja e-collaboration merupakan rekomendasi kepada para pemangku kepentingan tentang bagaimana mengatasi hambatan kolaborasi secara digital dan memformalkan upaya kolaboratif tersebut. Kerangka kerja e-collaboration menjadi panduan bagi aktor di desa wisata ketika menghadapi tantangan dalam berkolaborasi secara digital di berbagai tahap siklus hidup bisnis, serta bagaimana mengatasi tantangan kolaborasi tersebut

.....The development of a tourist village has multiple effects in lifting other economic potentials that have also been shaken since the COVID-19 pandemic. The use of Information Technology (IT) in tourist villages had actually been carried out before the pandemic. However, the initiatives are often sporadic and disconnected from each other, thus preventing village tourism from reaching its full potential. E-collaboration is needed to build adaptive capacity in tourism villages when facing disruptions such as a pandemic or a very dynamic change in the business environment going forward. The preparation of an e-collaboration framework for an advanced tourism village is based on two theories: Dynamic Capability and Resources Based-View theory. The e-collaboration framework that is built emphasizes the capability factor which is supported by these two theories. Capability factors were collected through three data sources, namely: literature studies, expert opinions, and observations in the Karangrejo, Wanurejo, and Candirejo

tourist villages, Magelang Regency. After going through the synchronization and integration processes, the factors were analyzed using Principal Component Analysis (PCA). Another part of the tourism village e-collaboration framework is the actors grouped with the Pentahelix approach. The other two parts of the framework are business processes and e-collaboration stages. All these dimensions are then arranged in a tourism village e-collaboration framework with advanced categories assisted by image processing software. The framework validation process uses seven criteria, namely: Simplicity, Coverage and Completeness, Compliance to standards, Dynamics & flexibility, Capabilities & relevance, Usefulness, and Trustworthiness. Test results and expert input are used to revise the framework. Next is to develop an e-collaboration strategic plan for an advanced category tourism village, followed by developing an IS/IT strategy. The results of the e-collaboration framework are recommendations to stakeholders on how to digitally overcome barriers to collaboration and formalize these collaborative efforts. The e-collaboration framework serves as a guide for actors in tourism villages when facing challenges in collaborating digitally at various stages of the business life cycle, and how to overcome these collaboration challenges.