

Revitalizing Widosari Tourism Village: Enhancing User Experience and Service Delivery through Website Interface Redesign

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Abstract

Tourism villages significantly contribute to regional development by boosting economic growth, preserving culture, and enhancing community engagement. The Widosari Tourism Village, a nominee in the Top 50 Indonesian Tourism Village Award 2022, experienced a surge in website traffic but lacked the infrastructure to effectively service this demand, negatively impacting tour package sales. This descriptive qualitative study assesses the impact of a website redesign according to modern design principles. Results show that the redesign substantially improved the delivery of information, facilitated communication between managers and tourists, and enhanced the website's functionality in supporting tourism activities. Specifically, the redesigned website led to clearer information dissemination, contributing to a measurable increase in tour package sales. This study highlights the critical role of user-friendly website design in promoting tourism activities.

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INTRODUCTION

The tourism industry in Indonesia plays a key and important role in the economy at both district, provincial, and national levels. The tourism industry in Indonesia is a source of income, job creation, and a locomotive for development, all of which are important for Indonesia's economic growth [1]. The existence of the tourism industry has brought progress in various fields.

At the end of 2019, the COVID-19 pandemic hit Indonesia gradually over approximately 2 years causing various sectors to be affected. Everyone is forced to survive in facing the various challenges of the COVID-19 pandemic. Of all the sectors affected, tourism was the sector that suffered the most during the pandemic [2]. During the 2020 period, state losses in the tourism sector reached 10 trillion rupiah [3]. This is of course a very heavy blow for tourism actors in Indonesia. During the pandemic, various regulations and restrictions implemented by the government caused people's mobility to decrease drastically. This has an impact on tourist visits, the number of tourist visits, both domestic and international, has decreased drastically.

However, since the pandemic began to gradually come under control and the trend of positive cases continued to decline in early 2022, the economy has begun to revive and move again, especially in the tourism sector which was worst affected by the COVID-19 pandemic. This situation is certainly good news for the tourism sector in Indonesia, which has been in decline since the pandemic. The Indonesian government is relaxing community mobility regulations, one of which is eliminating the antigen swab test requirement for domestic travelers who have received the complete vaccine. The public welcomed the policy positively, although concerns remained among the community. Based on data [4] there has been a significant increase in the movement of domestic tourists and foreign tourist visits, in June 2022 the number of visits to Indonesia through the main entrance reached approximately 350 thousand visits or a sharp increase of almost 2,000 percent (1,973.96 percent BPS data) compared to June 2021.

The revival of tourism can also be seen in tourist villages in the district. Kulon Progo, one of which is the Widosari Tourism Village, in Kapanewon Samigaluh. Recently, this tourist village has also been in the spotlight because it was included as a nominee in the Top 50 Indonesian Tourism Village Award 2022 event. In early July 2022, Minister of Tourism and Creative Economy Sandiaga Salahuddin Uno visited the tourism village. After the Minister of Tourism and Creative Economy's visit to the Widosari Tourism Village, tourist traffic increased drastically, especially traffic visiting the Widosari Tourism Village's website and social media. The increase in visiting traffic is good news for tourism actors in the Widosari Tourism Village. Before, like now, the Widosari Tourism Village promotional website experienced ups and downs in its development. Initially, before the redesign was carried out, the increase in visiting traffic was not balanced with the supporting capacity of the promotional website owned by the Widosari Tourism Village in terms of helping services and conveying information to tourists. In several testimonials submitted by users who accessed the Widosari Tourism Village promotional website via search engines or social media, the content packaged on the website was unable to provide an overview and showcase of the Widosari Tourism Village itself. As a result of this, the promotional website has not been able to function and be utilized optimally as a means aimed at facilitating tourism activities in the Widosari Tourism Village, as evidenced by the fact that the tourism package sales target has not yet been achieved, which is the main objective of creating the promotional website.

If we look at the data, based on data from the results of usability testing carried out before implementing the redesign, the Widosari Tourism Village promotional website obtained an average task completion result of 76%, which means this score is included in the below-standard category.

Then, based on the results of the dialogue with the management of the Widosari Tourism Village, as well as a study of research documents, several points were obtained regarding problems that focused on user experience, namely information and interface design. Problems in the information domain that many complain about include; limited information, information that is difficult to find, and the presentation of information that is less organized, while problems in the realm of interface design such as; website design that is less attractive and responsive and the need for supporting service features. Problems related to user experience can be seen in more detail in Table 1.

However, after development and improvements were carried out by design principles, the increase in traffic visiting the promotional website could be handled better, one of the most prominent evidence of which was the increase in sales of tour packages promoted through the website. Departing from this, the author, through this research, wants to dig deeper, reveal, and tell more about the extent of the impact or benefits of redesigning the user interface of the Widosari Tourism Village promotional website which is adapted to the design principles carried out.

METHODS

The method used in this research uses a qualitative descriptive method which aims to tell and provide a systematic, factual, and accurate picture or painting of the existing facts, characteristics, and relationships between the phenomena being investigated. "According to [5], descriptive research is defined as a research method for researching the status of a human group, an object, a set of conditions, a system of thought, or a class of events in the present" [5]. This research aims to describe the reality of the impact of redesigning the Widosari Tourism Village promotional website interface, so the most appropriate type of research is qualitative with descriptive analysis methods, where the data is more in the form of words. The data search method used interviews and discussions with the management of the Widosari Tourism Village and several tourists to obtain information regarding how to implement the Widosari Tourism Village promotional website. Apart from that, documentation was also collected regarding the implementation of the Widosari Tourism Village promotional website. To obtain an overview of non-verbal data, the field observation method was used. The analysis method uses qualitative methodology steps which include reduction, data presentation, verification, and data triangulation [6].

User Interface

The user interface is the visual appearance of a product seen by users. The user interface is an important part of the prototype creation stage, in the form of various components such as backgrounds, icons, colors, and writing that are designed as well and as well as possible [7]. In simple terms, User

Interface is how a product appears to users. There are several aspects of the user interface, namely easy to find, clear and concise, consistent, good color contrast, intuitive, feedback. In interface design, Theo Mandel put forward three key rules in building an interface design, namely, first, the user is the key, second, create a design that does not burden the user's memory, third, create a consistent interface [8].

In evaluating the user interface, four ways can be done, namely, formally it can be done using several analytical techniques, automatically using computerized procedures, empirically it can be done with experimental research where there are users as the subjects studied, and finally, it can be done heuristic evaluation by only looking at the existing interface design, then providing an assessment based on the user's opinion [9].

Website

Websites are information and publication media that are easily accessible from anywhere, at any time without being limited by geographic area [10]. In another opinion, a website or site can be interpreted as a collection of pages that are used to display text information, still or moving images, animation, sound, and/or a combination of all of these, both static and dynamic, which form a series of interrelated buildings where each is connected to a network of pages [11].

In studies of website design, seven elements are widely discussed regarding the relationship between users and website elements, namely navigation components (63%), graphic representation (60%), organization (43%), website content (37%), and goals (31%). .5 %, simplicity (31.4 %), and readability (31.4 %) [12]. Based on this study, navigation components and graphical representations are a focus that is widely discussed in the elements of a website, from which it can be concluded that the importance of layout (navigation) and visual presentation of a website is in helping users interact with the website pages they access. These elements have an important role in improving user experience.

To assess how the user experience relates to user interest, ease, and comfort when running the application, a usability approach can be used [13]. Usability is an assessment related to the extent to which a product can be used by users to achieve certain goals with effectiveness, efficiency, and satisfaction in the context of product use [14].

Tourism

In general, tourism can be defined as a traveling activity carried out by a person temporarily from one place to another with a plan not to earn a living in the places visited but only has the main aim of enjoying recreational activities [15].

Tourism is an industry that involves a person's travel, visits, or recreational activities to certain places that have tourist attractions [16]. Tourism activities must be supported by various facilities and services provided by the community, entrepreneurs, and the Regional Government to facilitate the implementation of tourism activities that can create employment opportunities and improve the community's economy [17]. Tourism is all activities related to tourism and is multidimensional and multidisciplinary which arises as a manifestation of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, the Government, Regional Government, and entrepreneurs. A tourist attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made products that are the target or purpose of tourist visits [18].

Tourism Village

A tourism village is an area in which there is local wisdom such as customs, culture, and potential, which is managed as a tourist attraction according to its capabilities, aimed solely at the social and economic interests of the community [19]. A tourism village consists of a community of people who are residents of a limited area and interact directly under joint management by adapting different individual skills. Tourism villages act as direct actors in efforts to increase tourism potential or tourist attraction

locations in each village area. Tourism villages are one of the tourist attractions that are currently developing in the tourism sector [20]. Tourism villages are usually developed in rural areas which still have special characteristics. The characteristics of tourist villages are pristine natural resources, village uniqueness, traditions, and culture of local communities [21]. These various characteristics become the identity of a tourist village that has a special interest in tourism activities. Apart from that, tourism villages can indirectly encourage local communities to maintain and preserve the nature and culture that the village has.

In encouraging the growth of tourism economic activities in tourism villages, digitalization of tourism is an important strategy in building a tourism ecosystem through a digital approach which will later be able to have an impact on developing tourism potential in these tourist villages [22].

RESULT AND DISCUSSION

Conditions before The Redesign

Based on data from Usability testing results carried out before the redesign was implemented, the Widosari Tourism Village promotional website obtained an average task completion result of 76%, which means that this score is included in the below-standard category. To assess whether a product has good use, the success score does not have to be 100%, the average score is around 78%, so the score obtained is 76%, which is considered not yet effective [23]. Then, in terms of the efficiency of task processing time by users, they get a result of 0.036 scenarios/second, and the satisfaction of getting results with a still low average, namely only 63, while the standard value that must be achieved by a product is at least 68 or 50% of the total value. The satisfaction that can be obtained. A score of 63 is included in the OK/Fair category but does not meet the standard elements [24]. After carrying out usability testing, interviews were then conducted with five (5) respondents regarding any obstacles when the scenario activities were carried out by the respondents. As a result of interviews with five (5) respondents, the author found several problems with the website, such as not finding a button to contact the admin, the tour package checkout procedure being very complicated, the language on the website was inconsistent, the website design was visually less comfortable to look at, response the website is less interactive, content is still difficult to find, and notes from the Tourism Village management that features for simulating tour packages need to be added to the website.

Apart from data on completion of these tasks, to dig deeper into the condition of the Widosari Tourism Village promotional website, based on dialogue with the management of the Widosari Tourism Village and also a study of several research documents that have been carried out on the Widosari Tourism Village website, data was obtained in the form of an Affinity Diagram which contains several points as seen in Table 1.

Table 1. Pain Point / Insight Widosari Tourism Village Promotional Website

No	Pain Point / Insight	Scope
1	Users have difficulty making reservations for tour packages at the Widosari Tourism	
2	Users experience limited information regarding tourism in the Widosari Tourism	
3	Users feel a lack of promotion and exposure.	
4	Users do not know the profile of the attractions in Widosari Tourism Village.	Information
5	Users have limitations in using the website to access information.	
6	Users do not know what the attractions and specialties of Widosari Tourism Village	
7	It is necessary to carry out strong branding for the Widosari Tourism Village.	
8	It is necessary to improve the user interface on the Widosari tourist village website.	User Experience
9	There is a need to improve the features of the Widosari tourist village website.	

Based on the Affinity diagram sourced from previous research studies on the Widosari Tourism Village promotional website, it was concluded that the problem was that the difficulties faced by users in interacting with the Widosari Tourism Village website revealed several significant deficiencies in its design and functionality, which had an impact on the overall effectiveness of the platform in attracting and serve visitors. These difficulties include problems in the tour package reservation process, limited information about tourist attractions, lack of promotion and visibility, as well as difficulties in accessing relevant information via websites. In addition, the lack of awareness about the profile and main attractions of Widosari Tourism Village indicates that the site has not succeeded in exploiting its full potential for effective branding and marketing.

As a result of this, there is often a buildup of messages because many tourists ask questions via the WhatsApp application so the admin becomes overwhelmed in serving the conversations and requests that these tourists want. Apart from that, the website has not been able to attract the attention of tourists to dig deeper into information about the Widosari Tourism Village, this has resulted in a decrease in tourists' interest in visiting and traveling in the Widosari Tourism Village. Another problem is that the promotional website has not been able to function and be utilized optimally as a means aimed at facilitating tourism activities in the Widosari Tourism Village, as evidenced by the fact that the sales target for tourist packages, which is the main objective of creating the promotional website, has not yet been achieved.

Redesign Stages Carried Out

As a basis for carrying out the process of redesigning the promotional website for the Widosari Tourism Village, previously the tourism village manager and website manager carried out a mapping of problems that were a concern or focus that would later need to be repaired and redesigned to resolve existing problems. The user interface problems that are the focus of this redesign work include: (1) The information presented on the website is still not informative, so tourists still do not have a concrete picture of the Widosari Tourism Village when accessing the information on the website; (2) Content that is still difficult to find; (3) Tourists have difficulty contacting the admin to ask questions and make tour package reservations; (4) Procedures for ordering or reserving tour packages are still unclear; (5) The website is still not interactive enough so the user experience in accessing information on the website is still lacking.

After learning the problem points that need to be corrected, the tourist village manager, who is responsible for media and promotion, discusses what steps will be taken to address the problems that have been raised. Based on the results of the discussion, three steps will be executed, including: (1) As a follow-up to the problem of the website being less informative, the management realizes that the information displayed on the website is still too little and the information provided is still too general, so it is necessary to add and reproduce as much detailed information as possible to provide a clear picture to tourists, in addition to The information you want to convey is still difficult to find, including the problem that it is still difficult for tourists to contact the admin because contact information is still difficult to find, so it is necessary to display all information so that it is easily accessible to tourists. This improvement is in line with Fitts' Law, which states that "the average time of movement is a function of the logarithm of distance divided by the width of the target". This theory is one of the theories used as a basis in the field of user experience. In simple terms, this law proposes that people can quickly locate items on a screen based on their size and proximity to the current focus of attention [25]. (2) Then apart from that, in presenting all the information on the website that will be accessed by tourists, not just all of it displayed on a website page, it is also necessary to consider that the information presented should not reduce the desires and motivation of tourists/users because they see a lot of information but are not organized. This improvement is also in line with Hick's Law, which states that "the average response time in a simple decision-making task is a linear function of the information conveyed" [26]. In simple terms, this means that the time required to make a decision is related to the number of options available.

The more options available, the longer it takes to make a decision. So it is important to pay attention to the layout of information, and grouping of information, so that information is conveyed in total, but in an orderly manner. (3) Apart from that, based on user personas and the results of interviews with several tourists who visited the Widosari Tourism Village website, the results showed that their expectations as tourists who were digging up information about the Widosari Tourism Village, they wanted to see what the attractions of the Widosari Tourism Village were. Concrete and can be seen visually, apart from that, they want to see more about the uniqueness of the Widosari Tourism Village, including myths, legends of a destination, and history regarding destinations in the Widosari Tourism Village.

Based on these 3 things, the first thing the manager does is collect content in the form of images, videos, and articles which are prepared to be processed later as the main content material on the website. This content is collected and selected, and the best results are selected to be grouped, and arranged to tell a story about places, activities, events, and all the attractions in the Widosari Tourism Village as the main capital to attract the interest of tourists who access the website. The main objective of this redesign is how to display all important information regarding all the attractions in the Widosari Tourism Village, but still arrange it well without violating existing principles to improve the user experience and comfort in accessing all information on the Widosari Tourism Village Website. Based on the problem mapping and solutions to existing problems, a basic design concept scheme was created as a reference and basic foundation in structuring the content and grouping the information to be conveyed so that it complies with Hicks and Fitts' legal principles. The redesign of the Widosari Tourism Village promotional website is structured as follows:



Figure 1. Landing Page Header Layout

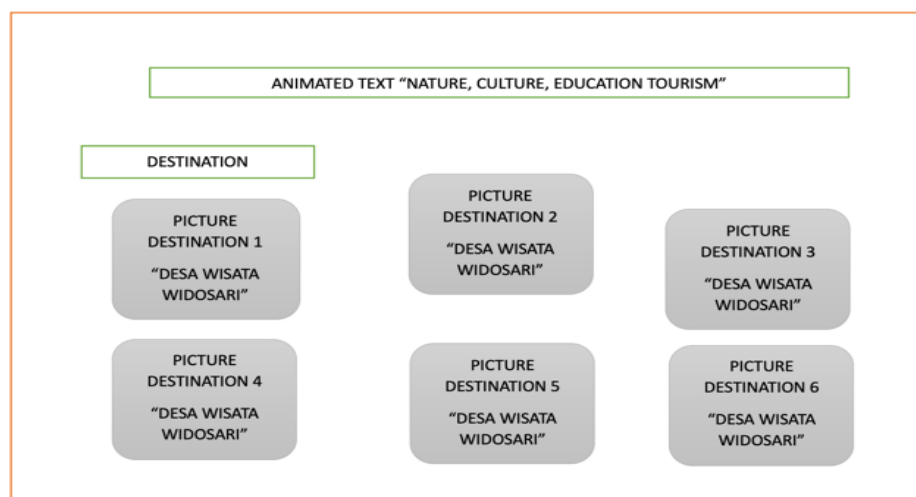


Figure 2. Landing Page Layout Page 2



Figure 3. Landing Page Layout Page 3

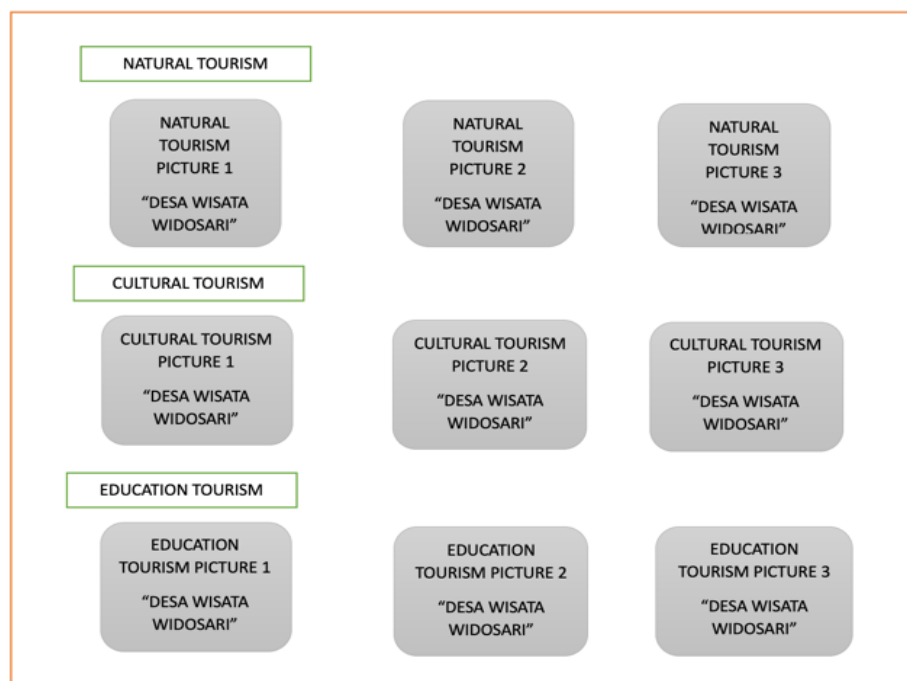


Figure 4. Landing Page Layout Page 4

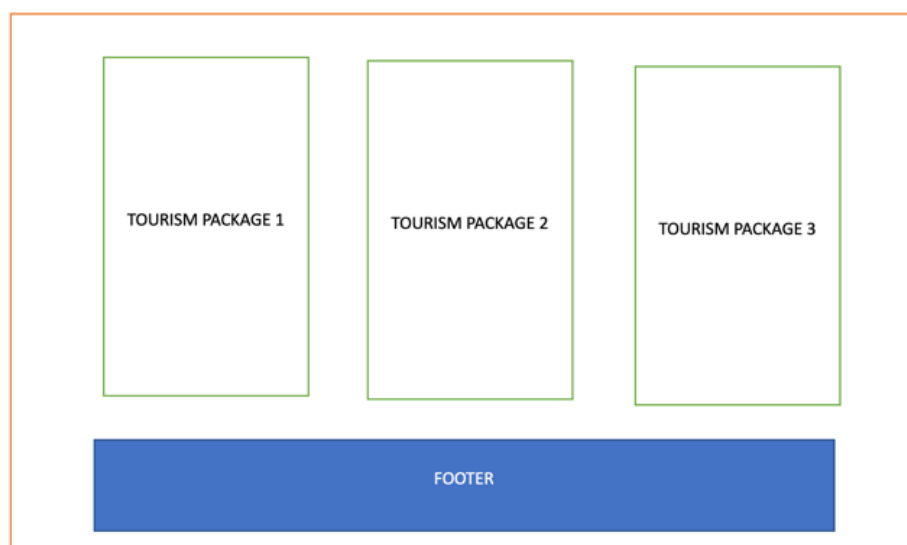


Figure 5. Landing Page Layout Footer

After the layout process is complete and declared final, the layout is then implemented into a content management system (CMS), namely WordPress. The redesign and layout process was assisted using the Elementor plugin which allows developers to use drag and drop to organize content so that the stages carried out are easier. After the layout stage in the CMS is complete, then all the previously selected content is input into the CMS. Various effects have also been added to the content to make it look more dynamic and interactive.

Post-Redesign Conditions

After the redesign, there were quite significant impacts and changes, the most visible thing is that the number of visits to destinations in the Widosari Tourism Village, over the last 4 months increased by 242.5% compared to the period before the redesign. The high number of visits of course also has an impact on increasing income in the Widosari Tourism Village which has increased drastically. From July 2022 – December 2022, the sales turnover of tour packages at Widosari Tourism Village was only around 40 million Rupiah, but after the website redesign in the period January 2023 – April 2023, the income of Widosari Tourism Village reached 137 million Rupiah.

After the redesign, many travel agencies finally looked at Widosari Tourism Village as the chosen place to bring their guests, especially for live-in activities. Based on information from several travel agencies that bring groups of tourists, they highlight a lot about the content of the website which is packaged in an easy-to-understand and interesting way to pique their interest in bringing their groups to the Widosari Tourism Village. Several added features also make it easier for travel agencies to communicate directly with managers. In terms of management itself, now the admin's task as a liaison between Tourism Village managers and tourists has become lighter because the communication made to tourists is more specific to confirm the purchase of tour packages. Tourist questions are no longer common questions about the Widosari Tourism Village. This is the impact of the content presented on the promotional website which contributes to providing information and an overview of all the potential and attractions of the Widosari Tourism Village to information readers.

Then from the point of view of tourists and visitors, in general, the promotional website for Widosari Tourism Village received a lot of positive responses along with the website redesign that had been carried out. From the results of interviews with tourists who came to visit, they said they were interested in visiting destinations in the Widosari Tourism Village because the information displayed on the website was interesting to explore. Apart from general visitors, there are also many academics, especially from tourism study programs, who use the Widosari Tourism Village as a location to conduct research and create projects. This redesign has had a major impact on the sustainability of tourism activities in the Widosari Tourism Village.

CONCLUSION

The redesign of the Widosari Tourism Village promotional website has had a very positive impact on tourism activities in the Widosari Tourism Village. Arranging the layout, applying design principles, and grouping the right information have had a significant impact on increasing visiting traffic and purchasing tour packages at the Widosari Tourism Village.

It cannot be denied that presenting information through good visuals and good user experience can encourage and help maintain the sustainability of the Widosari Tourism Village which makes the internet the main focus in promoting and marketing existing tourism products. The impact that arises from redesigning the Widosari Tourism Village promotional website is something that must be responded to and addressed well and wisely, even though many benefits can be taken, continuous evaluation and development need to be carried out so that the website can truly function. Effectively and efficiently as a means to promote, and facilitate tourism activities in the Widosari Tourism Village, and provide the widest possible benefits to the community.

The positive outcomes resulting from the redesign of the Widosari Tourism Village promotional website present a compelling case for further research into the broader implications of web design on tourism promotion. Future studies could explore the specific elements of web design that most

significantly impact tourist behavior and sales conversions, such as the role of visual aesthetics, user interface layout, and information architecture. Additionally, longitudinal studies could assess the long-term effects of these design changes on tourist retention and engagement. Investigating the interaction between website features and various demographic segments could yield insights into customizing user experiences to cater to diverse tourist needs and preferences. Moreover, comparative studies involving multiple tourism websites could help identify best practices and innovative design strategies that effectively boost tourism while supporting sustainable community development. Such research would not only augment existing knowledge but also guide ongoing enhancements to ensure the Widosari Tourism Village website remains a vital tool in the evolving landscape of tourism marketing.

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