

Research Article

Using Agrotourism Web Design as an Effort to Increase Brand Awareness of Tourist Sites

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Abstract.

Dilem Wilis Agrotourism is a tourist location that is currently the focus of the development of cooperation between the State University of Malang and the Government of Trenggalek Regency. This destination focuses on using regional development to convert the region into a tourism development pilot area. Publication is a major problem that does not have a solution to the problem yet. The publication strategy is to increase public awareness through various methods, such as visual identity design. One form of branding implementation carried out by web design includes features, destination locations, and cafe marketing management in Dilem Wilis. The steps that need to be done in web design are: (1) designing the interface design for the Dilem Wilis agrotourism website, (2) designing a ready-to-access published website program, (3) integrating social media with the designed website. To create the right brand awareness, it is very much determined by a consistent visual identity. The visual identity will describe non-physical attributes such as vision and mission, tourism value, and tourism culture. This study aims to: (1) produce a website design for Dilem Wilis Agrotourism, (2) a ready-to-access website that accommodates various features and strategies for publication of tourist destinations, (3) generate brand awareness through the implementation of web design results into social media projects or promotions of Agrotourism Dilem Wilis Trenggalek.

Keywords: web design tourism, Dilem Wilis web design, visual identity

1. Introduction

Agrotourism Dilem Willis who is in the Village Dompjong, District Dam Regency Trenggalek have interesting potential. Have relic historic in the form of architecture building ancient. Coffee factory which is an asset of since the Dutch. Agro tour this developed with draft colonial. Shades harmony this could feel since first enter gate. Agrotourism and all tourism assets this not yet have promotional media. Agrotourism Dilem Willis have product superior cow 's milk milk, coffee type robusta and arabica. Promotion

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through Agrotourism website development Dilem Willis needed so that the potential of the region and product superior could maximized [1].

Continuity necessary branding design next with promotion media integration in it. Required careful preparation and planning _ in promotion media development in the form of a website.

Agrotourism Dilem Willis requires physical and non- physical program development strategies. Analysis about development potential and strategy agrotourism has done and the result could explained as following: (a) Revitalization oriented coffee industry export, (b) Development strategy infrastructure, (c) Development strategy attractions history and recreation, (d) Development power pull education, (e) development means dexterity and play, (f) Strategy development water tourism, (g) Service strategy communications and marketing.

Development agrotourism need visual asset capital to maximize in the process of publication and communication to traveler. Asset the analyzed use AIDA. attention, how much big potency “attention” received by the environment Agrotourism Dilem Willis as destination tourism and education plantation. interest, how much big uniqueness location nor products that can be “interesting” interest for come. Desire, role resource man is an important asset for cause ” desire ” somebody to something to offer. action, is Step end from all business and capital that has been planned [2]. All stages must cause action or ” action ” so the goal of development agrotourism could walk.

Destination Study this are (1) Developing the right website target for Agrotourism Dilem Willis through planning layout and supporting media content. (2) Generate implementation strategy results design website for increase awareness candidate tourists. (3) Testing effectiveness website results design in accordance segmentation tourists.

2. Method

This research uses method *Design Thinking* stages . Initiative *web design* _ effective is initiatives that involve holder interests. because of that study this cooperate with the Department of Tourism and Culture Regency Trenggalek and TPP Dilem Willis. *Design Thinking* use thinking divergent , convergent , creativity , visualization and *prototyping* for develop ideas and solutions [3]. Stages *Design Thinking* on research this include:

Empathy, Method approach *design thinking* emphasize the existing aspects _ in *user centered design*. *define*, understand aspect *user* through empathy, need existence

definition from the problem statement taken from information through observation with use empathy on stage first [4]. *ideas* , Step idea development or normal called by brainstorming. *Prototype*, normal called prototype is form beginning (example) or standard size from a model. *Testing*, Stage testing no could separate with Step *prototype* before. *Prototype* that has been made next will tested try with method demonstrate it to user.

3. Result and Discussion

Dilem Willis is Agrotourism in the form of a pioneering Techno Park Science UM's collaboration with district government Trenggalek year 2021. On location Agrotourism Dilem Willis will Built Study Program Outside _ Main Campus (PSDKU) State University of Malang. Potency Featured owned _ still need touch design and technology. A destination tour must have a strong and positive brand image [6]. Content that has been formulated as part from Agrotourism branding collected and processed so that be initial capital development synergistic website content with development infrastructure physique and non- physical in TTP Dilem Willis Trenggalek.

Website development includes superiority product, map location, convenience commercialization and information on- site activities destination travel. Management content will run by the owner of a business unit formed by the government area. Policy the sustainability of the program will monitored by continuity with help team tactics that have been cooperate between UM and TTP Dilem Willis. Following this is appearance web design that becomes part from visual identity design.

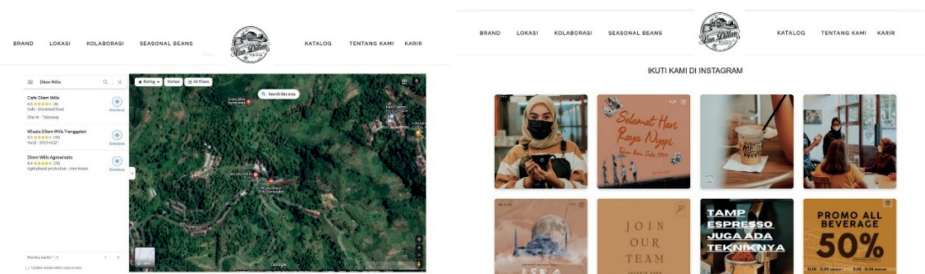


Figure 1: Location Navigation Menu on the Van Dilem web display and Van Dilem web design.

Based on feasibility test obtained that web results design has Fulfill experience and interface test results as well as have good impact test results , namely _ increase 39% awareness Public around about existence location tour Agro Dilem Willis . Simon Anholt created Branding Hexagon for measure effectiveness of city branding using, which in

it there is six aspect in measurement destination branding effectiveness tour consist above: 1. Presence (presence) 2. Potential (potential) 3. Place (place) 4. People (people) 5. Pulse (spirit) 6. Prerequisite (prerequisite).

1. *Presence* (presence) Presence explains related to status and position destination tourism in the eyes of the market and how much far destination the known by residents in scale wide. 2. *Place* (place) Place measure how perception about aspect physique from every web navigation menu is public k feel comfortable if to do browsing on web design 3. *Potential* (potential) Potential evaluate opportunity economy on offer to web visitors 4. *People* (people) how much potency population support existence destination travel, as well as is Thing the create a sense of security moment be in it. 5. *Pulse* (spirit) Pulse analyze is public could with easy find interesting things as visitors for period short nor period long. 6. *Prerequisite* (prerequisite) Prerequisite describes public potential for base a region, is like if is at there, is it location the give accommodation provided, as well as convenience access fulfillment needs like infrastructure and others.

4. Conclusion

Agrotourism branding efforts Willis glued through visual identity design has been produce three product main namely, (1) The main website Agrotourism Willis glued; (2) Implementation strategy website launch; (3) The results of the website effectiveness test in effort increase awareness Public about existence Dilem TTP location Willis and its business units.

Development three product and implementation on the market has been done and produce significant impact _ to awareness Public will existence Agrotourism Dilem Willis in the District Trenggalek through impact test results obtained results increase 39% increase to awareness information destination tour Dilem Willis Trenggalek .

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