


Implementation of Smart Tourism in Payungi Market Metro Lampung City

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ABSTRACT

Visitors to the culinary tourism at Payungi Market in Metro City are increasing, since Payungi Market has implemented smart tourism, which is an approach that utilizes information and communication technology in the tourism industry. This approach aims to improve efficiency, accessibility and experience for tourists. Payungi Market uses communication technology such as mobile applications, websites, Instagram social media, and geographic information systems, to simplify information and facilitate interactions with tourists. This research is qualitative research with descriptive methods. The aim of this method is to find out how to apply the smart tourism concept and its use. This research data was collected through observations on social media, research locations and literature studies from both domestic and foreign journals. The research results show that the payungi market has succeeded in achieving the three elements in the smart tourism concept, namely Smart experience, Smart business ecosystem and Smart destination, which aims to increase culinary promotion, excellent service and social and business facilities through creative, interesting and useful information for people so they can participate, do things and experiences that have value for themselves.

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Introduction

The development of tourism occurs in almost all cities, because the tourism industry is seen as a sector that accelerates economic growth. The implications of the rise of the tourism industry that is able to increase tourist visits, government revenues, can also benefit local communities as a livelihood. One of the cities in Lampung province is working on optimizing its tourism potential. Metro City, as one of the cities in Lampung Province, has great potential in building creative tourism, especially in the culinary sector. The city is rich in cultural heritage and local culinary that can be an attraction for tourists, both domestic and nationally.

Yosomulyo Pelangi market, better known as Payungi. The Payungi process involves community participation in developing it into a bustling and viral culinary tourism area. The people who sell are Micro, Small and Medium Enterprises (MSMEs) engaged in the culinary sector. These Payungi MSMEs must dare to face challenges in increasing their competitiveness if they become culinary tourism in Metro City.

Payungi was inaugurated on 28 October 2018, the brainchild of Mr Dharma Setiawan, a lecturer at IAIN Metro City, together with Generasi Pesona Indonesia (Genpi) Lampung in collaboration with the people of Yosomulyo, Metro City. Payungi is a market operated by the Yosomulyo community and only operates on Sundays, starting at 07.00 until 12.00. Furthermore, this business gets support and financing from mushola funds and utilises Digital communication technology. Payungi has automatically developed the tourism market with a Smart Tourism Approach.

Smart tourism is an approach that utilises information and communication technology (ICT) in the tourism industry ([Hanum, et al. 2020](#)) ([Kumar et al. 2024](#)). This approach aims to improve efficiency, accessibility, and the travelling experience for tourists. Using communication technologies such as mobile applications, social media, and geographic information systems, tourist destinations can offer better services, improve promotions, and facilitate interaction with travellers. In today's digital era, online presence and marketing through social media is very important to reach a wider target market ([Zahara et al. 2023](#)). The website display with the link <https://payungi.org/> below is as follows:



Figure 1. Website Display of Payungi Creative Market

Source: <https://payungi.org/> accessed September 30th, 2024

The Payungi website seems very active in publishing photos, videos, and news of important events or events, the display of several menus shows other activities developed into the Payungi community, such as Payungi University, Wes Payungi, Kampung Kopi, Waste Bank and Children's Playground, all based on community empowerment, this is the basic concept of Payungi's development. In addition to the website, publications, culinary promotions and services are also carried out

through the payungi Instagram social media, with the payungi kampung kreatif account, which consists of 3,439 posts with 12.2 RB followers. as follows social media instagram:

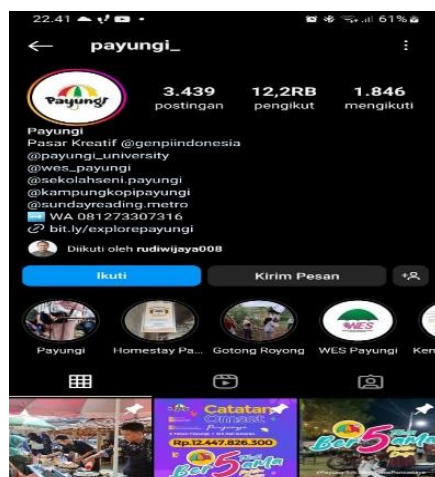


Figure 2. Instagram view of Payungi

In the content on Instagram Payungi Social media, many post elements of culture in the Yosomulyo Village community, namely the culture of gotong royong. Then the culture of cleanliness, beauty and creativity, especially in photos of food typical of certain cultures, for example gudeg is a typical Jogja food, and gado-gado from Betawi and many more foods made from foreign countries such as kimbab, sushi and pasta. through this social media promoting local culinary products and Payungi services because it plays an important role in developing authentic and attractive culinary tourism (Puspitania and Vanel 2021) (Nugroho 2023). This is a collaboration between the concept of smart tourism and local wisdom to develop local culinary tourism. The concept of smart tourism is the application of technology in the tourism industry to improve service quality and increase the selling value of tourism. In this context, technology is used to facilitate traveller access, increase efficiency, and improve the quality of tourism services. Smart tourism focuses on the use of information and communication technology (ICT) to improve the quality of tourism services, such as the use of digital platforms to facilitate tourist access, the use of technology to improve operational efficiency, and the use of data to improve the quality of tourism services. Smart tourism can help increase the market value of tourism, as well as help improve the quality of life of city residents and enhance the quality of meaningful tourism experiences.

Method

The author chose a descriptive qualitative approach (Hamdani 2020) because he wanted to explain the implementation of smart tourism to promote Pasar Payungi through social media. Data for this research was collected through interviews, observations on social media and literature studies both from domestic and foreign journal articles. The subject in the interview was the activator of the Payungi creative market, observations were made directly at the research location. To analyse the data, this research uses an interactive model through three stages: data

condensation, data presentation, and conclusion drawing or verification ([Perera 2023](#)).

Findings

Implementation of Payungi as Smart Tourism

Smart Tourism is a tourism platform based on integrated information and communication technology. Smart tourism integrates the role of information and communication technology in providing and managing information and efficient services for tourists that can facilitate their use ([Hidayah and Suherlan 2020](#)). To realise smart tourism, supporting components are needed, namely, first, creating a database related to tourism resources with the support of Internet of Things and Cloud Computing technology. Second, creating a regional strategy for tourist destinations with tourism industry innovation in the context of tourism promotion, improving tourism services and tourism management. Third, expanding the scope of the tourism industry supported by a real time information platform, as well as uniting tourism service providers and local communities ([Irsyad, Taqwiym, and Wijaya 2018](#)). There are three main components in realising smart tourism consisting of ([Gretzel et al. 2015](#)):

1. Smart experience, which is providing a memorable experience for visitors, such as the latest information updates, fast location search. In the context of this payungi culinary tourism, promotional activities and information are carried out continuously. In addition to providing information on the location of the Yosomulyo Pelangi market, it also promotes a variety of culinary snacks that take place on Sundays from 08.00 - 11.00 WIB. Payungi's location is quite strategic, even though it is not close to the main road, but there are rows of motorised vehicles and cars parked along the road, meaning that many people already know about Payungi's crowds and visitors are getting more and more visitors to shop for food there, especially if visitors first see any posts on @payungi's Instagram social media, then the desire will be greater to visit the place. The posts are not only food content, but the information also extends such as the existence of several learning centres or other businesses in the payungi community. The facilities provided are because Payungi's goal is to empower the community. Therefore, Payungi builds several activities that suit the needs of the community. All information is presented in the content on its Instagram. Information on activities that provide a communication experience for visitors. Information on Instagram payungi, as follows:
 - a. Information on the practice of coffee barista, which is a special designation for someone in making and serving coffee-based drinks, especially espresso drinks. this training provides special expertise in mixing coffee which usually uses a machine and is also an expert in decorating coffee dishes with the shape of a picture of something. This coffee barista makes a business opportunity for young people. Coffee baristas help increase the sales of robusta and arabica coffee in the Lampung region, where one of the most famous agricultural products is Lampung coffee.

- b. Information about learning to be a content creator, namely information that is very much needed today by the community, namely content creator skills. skills on how to create a creative, interesting and useful message by making positive use of social media properly. One of the content creators is used for promotional and socialisation messages, content can be uploaded on website media, YouTube, Instagram and also Tiktok media which is currently the trend of communication in the community. updated information on Instagram Payungi_ with the aim that people can have a learning experience and a positive impression of visiting the Yosomulo Pelangi market. Below is the flayer as follows:



Figure 3. Coffee barista practice information and content creator learning information

2. Smart business ecosystem that provides convenience and a friendly and attractive business climate for investors and business people. By definition, a business ecosystem is a network of organisations consisting of various parties involved in the provision of products or services. The business ecosystem in the context of umbrella aims to create and share value together with the community, especially for stakeholders who are interested as partners or want to collaborate to develop their business. Some business people already have partnerships with Payungi, both personal and business institutions. One of the public speaking professionals in Lampung collaborates as a sponsor of Payungi. This business is a promotion as well as a form of mutually beneficial collaboration. The same thing is done by an IT-related algorithmics course institution. Information on the potential business ecosystem between Payungi and other business actors. As follows:



Figure 4. sponsorship information from other businesses

- Smart destination, which provides a tourist experience that can increase the level of visit satisfaction compared to other destinations. The level of visitor satisfaction with tourist destinations can be seen from several aspects, namely: Attractiveness, accessibility, environment, price, tourist facilities, culture, security, natural beauty. Visitor satisfaction is a feeling of pleasure or satisfaction felt after visiting a tourist attraction. This satisfaction is obtained from comparing what is expected with what is received. Satisfied visitors will have a positive impact, such as: staying longer, spending more money, returning again, promoting the destination on social media and online rankings, including inviting friends and family to visit. Below are some rides and activities located in Payungi that are different from other destinations. So that visitors can get satisfaction not only coming on Sundays but on other days to get experiences, feelings of pleasure and satisfaction by channelling the talents, interests, interests, and hobbies of the community. Examples of what activities are available at this payungi destination are as follows:



Figure 5: sports and arts information

In addition to explaining the picture above, which is information on Payungi's form of cooperation with outside parties, creating collaboration and aiming to provide alternatives to channel the potential of the community. Running sports are

currently becoming popular in the community as a cheap, lively, exciting and healthy sport, so that many enthusiasts come from various places, so that Payungi destinations are automatically more famous. Another competition that has not appeared for a long time is the storytelling competition, which is unexpected, there are many enthusiasts and these young people like to tell stories. This is the goal of smart destination so that Payungi tourism has a characteristic as a tour that is different from other places. Tourism that empowers and provides business opportunities, services and ideas creatively. As a smart destination in Payungi, it provides opportunities not only for adults or teenagers, but also for children and the disability community. Below is the information in its Instagram media as follows:



Figure 6: information for children and disabilities

The thinking that begins with empowerment in the community makes this umbrella rich with ideas and knowledge. Apart from wanting to improve the economy of culinary tourism at the Yosomulyo Pelangi hawker market, another goal is also to improve the intellectual and skills of the community, especially teenagers and college students. Several informal schools are also held in Payungi to support the desire of young people to learn and increase intelligence, below is information about art schools, women's schools and learning to read, as follows:

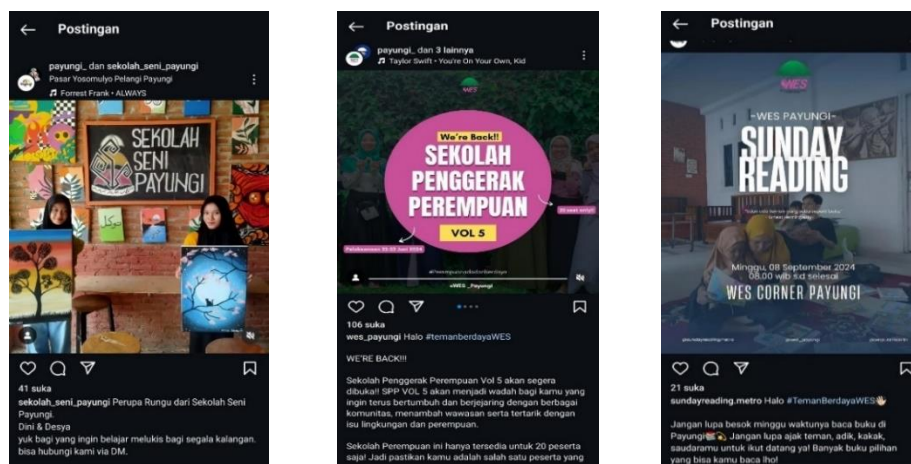


Figure 7: Information on informal schools

Discussion

The three elements use patterned data, namely collection, exchange, and processing. According to (Widodo and Dasiah 2021), smart tourism is closely related to smart cities, because the concept of smart tourism is one of the explanations of the concept of smart cities. Where the concept of a smart city is highly dependent on the infrastructure and strength of each sub-system in a smart city. One of the smart sub-systems is the people or actors in smart tourism. Payungi has successfully achieved the three elements in the concept of smart tourism, namely using social media communication technology to increase Payungi tourists with culinary promotions, services through information in a creative, interesting and useful way for the community to move and do something that has value for themselves ([Ali, Sastrodiharjo, and Saputra 2022](#)).

Conclusion

Pasar Payungi has implemented smart tourism as one of the tourism development concepts in Metro Lampung City, which presents information and activities of Payungi destinations through two information media, namely the website, and Instagram social media. The use of these two information media is expected to help tourists to be able to access and provide information related to the destination easily. The application of smart tourism is expected to provide an overall service and experience for tourists. Given the importance of this smart tourism concept, Pasar Payungi implements a smart experience. smart business ecosystem and smart destination, the impact of which accelerates the development of local tourism in Metro City. The government is expected to continue its support and help the efforts that have been made, namely by improving the quality of information media such as updating data and platforms that are more interactive and attractive to tourists, because the community has given its trust and hopes that Metro city will become a smart city. Even the content and information on social media Instagram and website will provide alternative languages, in addition to Indonesian as well as English as an international language in order to attract foreign tourists.

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