


## Application Of Digital Tourism Technology In Efforts To Increase The Tourism Attractiveness Of Kampung Batik Laweyan Surakarta City

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Article Info	ABSTRACT
<b>Keywords:</b> Digital tourism, attraction enhancement, kam- poeng Batik Laweyan.	Surakarta is famous for its many interesting attractions, ranging from culture, history, to culinary. One of the destinations that should not be missed is Kam- poeng Batik Laweyan, a cultural heritage and famous batik home industry tour in Indonesia. As a favorite tourist destination for local and foreign tour- ists, Kampoeng Batik Laweyan continues to innovate by utilizing digital tech- nology. This effort was made by Kampoeng Batik Laweyan Development Fo- rum (FPKBL) to increase tourist attraction. The author uses descriptive re- search with a qualitative approach. This research examines how the applica- tion of digital tourism technology in Kampoeng Batik Laweyan. The results show that FPKBL utilizes various digital platforms, such as websites and so- cial media, to provide the latest information about Kampoeng Batik, including contact persons to facilitate communication with visitors. The application of digital technology has proven to be effective in increasing the tourism attrac- tiveness of Kampoeng Batik Laweyan. It shows that the combination of tra- dition and digital innovation can be the key to success in developing an at- tractive and sustainable tourist destination.
This is an open access article un- der the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license 	<b>Corresponding Author:</b> Widyantoro Yuliatmojo Universitas Surakarta <a href="mailto:dyantara.atmaja@gmail.com">dyantara.atmaja@gmail.com</a>

### INTRODUCTION

Kampoeng Batik Laweyan is one of the tourism destinations that has implemented digital technology in its development. The application of digital technology was chosen by the Kampoeng Batik Laweyan Development Forum FPKBL to be able to develop tourism in the area. The application of technology that has been applied in an effort to increase the attractiveness of Kampoeng Batik Laweyan tourism is in the form of applying technology in promotion or commonly called Digital marketing, the application of technology in providing information about Kampoeng Batik Laweyan tourism related to place information, how to get to the tourist location, and information about the uniqueness that exists in this tour.

In this study, the author focuses more on the application of digital tourism technology applied by FPKBL to increase the attractiveness of Kampoeng Batik Laweyan tourism where we know the application of technology is very important, the use of online platforms, social media, and other digital technologies can help in promoting batik villages, working on the virtual tourist market, and increasing the attractiveness of batik village tourism. From the development of regional tourism by applying digital technology, it is hoped that regional tourism will be more recognized by local and foreign communities.

## METHODS

This research uses a descriptive method with a qualitative approach to study Kampoeng Batik Laweyan. The research location is on Jl. Dr. Rajiman No.521, Laweyan, Surakarta, Central Java, precisely in the tourist area of Kampoeng Batik Laweyan. The data collection techniques used in this research are: Interview: Interviews were conducted with tour managers, tourists, and related government officials to obtain information about the application of digital tourism technology in Kampung Batik Laweyan. Observation: Observations were conducted at Kampung Batik Laweyan to observe how digital tourism technology is applied in practice. Documentation: Documentation was conducted to collect information about Kampung Batik Laweyan, such as websites, social media, and personal documentation.

## RESULTS AND DISCUSSION

### Tourist products

#### Tourist attraction

Kampoeng Batik Laweyan tourism has become an attraction for prospective visitors who will visit the city of Surakarta. This tourism has the main attraction in the form of Batik. Besides batik, Laweyan batik village also has other attractions that visitors can visit, including:

#### Heritage tourism or historical ancient buildings.

Laweyan is not only famous for its beautiful batik, but also for its rich historical buildings that bear witness to the past. From the era of the Pajang Palace in the 14th century to the heyday of the batik industry in the 1900s to 1960s, Laweyan holds timeless stories and charms.

Narrated by Mbok Mase and Mas Nganten, respected batik masters, Laweyan is in its golden age. Their magnificent palace-like houses, now partially converted into batik showrooms, welcome culture lovers and tourists. Its unique architecture and fascinating historical charm attract the attention of filmmakers and TV programs, both from Indonesia and abroad.

More than just a place to shop for batik, Laweyan offers an unforgettable heritage experience. Explore the narrow alleys, admire the charming ancient architecture, and feel the historical atmosphere that is still thick in every corner. Laweyan is the perfect destination for lovers of culture, history and architectural beauty.



**Figure 1.** the ancient house building, which was used as the backdrop for the filming  
Source: researcher documentation (2024)

Laweyan Batik Village is not only mesmerizing with the beauty of its batik, but also holds an incredible historical treasure. One of the main attractions is the Laweyan Mosque, the oldest mosque in the Pajang Kingdom founded by Djoko Tingkir in 1546. Laweyan Mosque stands majestically as a silent witness to the long journey of civilization in Laweyan. Its unique architecture, combining Javanese and Hindu styles, makes it an invaluable cultural icon. Its existence is not only a place of worship, but also a symbol of the glory of Islam in the past.



**Figure 2.** Laweyan Mosque (historical building)

Source: researcher documentation (2024)

### Culinary tour

Behind the charm of batik and its historical buildings, Laweyan also spoils tourists' tongues with a variety of tempting culinary specialties. The unique and historic nuances of Laweyan are felt even more when tasting various cakes, drinks and traditional dishes that have been passed down from generation to generation.

For foodies who want to have a special experience, Laweyan provides a special culinary tour package. This package serves a menu of traditional "Laweyan tempo doeloe" cuisine served buffet style in Mbok Mase's grand old house. Eating delicious dishes in the middle of a historical atmosphere will be an unforgettable memory for tourists.



**Figure 3.** Kopi puspa (an eatery that collaborates with FPKBL)

Source: Researcher documentation

Traditional and modern nuances blend harmoniously in Laweyan, creating an unforgettable shopping atmosphere. Shoppers can explore a variety of batik creations by skilled artisans, from classic, meaningful motifs to stylish contemporary designs. More than just a place to shop, Laweyan offers a special tourism experience. Here, visitors can see first-hand the batik-making process, learn the history and philosophy behind each motif, and even try their hand at batik-making.



**Figure 4.** Visitors shopping for batik

Source: <https://kampoengbatiklaweyan.org> (website of kampoeng batik Laweyan)

#### **Educational tour (learn to make batik)**

In Kampoeng Batik tourism can also be visited as education. Where visitors can learn history by visiting the area around Laweyan and in the homes of residents who have batik-making production, besides that, visitors can also directly learn to make batik and the results can be taken home.



**Figure 5.** Visitors learning how to make batik

Source: Researcher documentation (2024)<sup>1</sup>

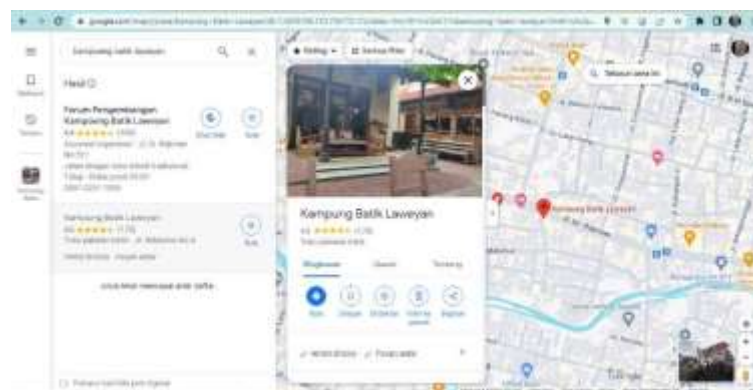
#### **Accessibility**

Accessibility means, the ease of obtaining or reaching tourist destinations. Kampoeng Batik Laweyan tourism is located in Laweyan sub-district which is not far from the city center. All information about kampoeng batik Laweyan is already on the internet. The location and even transportation to get to the Laweyan batik village tour is in the information contained on the internet. Prospective visitors can use google maps to get to the Laweyan batik village tour. In addition, on the *lets go to solo* application created by the Surakarta city government, an application designed for tourists who will visit the city of Surakarta, there is also

information about the location of the Laweyan batik village tour. Access to travel to Laweyan batik village can be said to be easily visited by tourists.



Map of Laweyan batik village in lets go to solo application  
 Source: lets go to solo app



**Figure 7.** tourist map of Kampoeng Batik Laweyan on Google Maps.  
 Source : <https://www.google.com/maps/place/Kampung+Batik+Laweyan>  
 (Google Maps)

### Facilities

Facilities can be in the form of accommodation, cleanliness, hospitality and so on. Kampoeng Batik Laweyan Tourism, a tourist area located in Laweyan village. A tourist area that prioritizes the facilities needed by visitors. In the kampoeng batik Laweyan tourist area there are many lodging accommodations that are very close to this tour. In addition, in this tourist area there are also many culinary places such as cafes and other eating places that visitors can enjoy while visiting Kampoeng Batik Laweyan. The development forum of kampoeng batik Laweyan also provides digital facilities in the form of wifi, which visitors can use to access the internet or to capture the moment of visiting kampoeng batik Laweyan to their social media. The development forum of kampoeng batik Laweyan hopes that the available facilities can be useful and can support the needs of visitors while visiting kampoeng batik Laweyan tourism.



### **The ripple effect**

A tour certainly has a chain effect which with the presence of tourism in the midst of society can improve the economy of the surrounding community. Kampoeng Batik Laweyan tourism has a tourism industry with this tourism industry will lead to an increase in the community's economy. The tourism industry in this tourist area will certainly require human resources, so the tourism industry in Kampoeng Batik Laweyan will open job vacancies for local people in Laweyan village who are in need of work. So it can be concluded that, kampoeng batik Laweyan can open job vacancies because there are many businesses or tourism industries in this tourist village. So that Laweyan batik kampoeng can have a positive chain effect which causes an increase in the economy of the community around the Laweyan batik kampoeng tourist area.

### **Tourism industry structure**

The structure of the tourism industry in kampoeng batik Laweyan tourism can be in the form of a management organization or FPKBL and also other tourism industries that are engaged in supporting the completeness of this tour in the form of industries that provide culinary services, lodging and so on. This tourism industry structure can be beneficial for visitors. The management organization of kampoeng batik Laweyan provides tour package services in the form of industrial visits and batik education tours. The tourism industry that provides accommodation can also be beneficial for visitors. Because visitors do not need to look for lodging accommodation. In this case, both tourism industries have services that can be offered to visitors so that visitors will feel happy to vacation in Kampoeng Batik Laweyan.

### **Availability of information and communication technology devices.**

The availability of communication and information technology devices on kampoeng batik Laweyan tourism is good, this is because kampoeng batik tourism has become a digital kampong in collaboration with PT Telkom. In terms of information technology, Laweyan batik village has implemented digital technology. Information about Kampoeng Batik Laweyan is available on the website of the Surakarta City Culture and Tourism Office. In addition, it is also presented in an application made by the Surakarta City Culture and Tourism Office and the Surakarta City Government.

The Department of Culture and Tourism also provides information about tourism in the city of Surakarta in a lets go to solo application. This application displays information and accommodations that visitors use when visiting the city of Solo and visiting Solo city tours. In addition, this application also provides a live chat that can connect with the Department of Culture and Tourism to find out more information about the tour.



**Figure 8.** Application lets go to solo  
 Source: lets go to solo app

In the *lets go to solo* application, there is information about the history of Laweyan batik village along with a tourist map that can facilitate prospective visitors to the Laweyan batik village tour.



Information on Laweyan batik village in lets go application to solo  
 Source: lets go to solo app

The Surakarta city government also provides an application called solo destination. This application is more complete information, information about product prices of culinary products and so on are contained in this application. In addition, this application also provides reviews that contain visitor complaints while visiting the city of Solo.



Figure 10. Solo destination app  
 Source: solo destination app

This solo destination application also provides information about kampoeng batik Laweyan and there are reviews (assessments of visitors who have visited kampoeng batik Laweyan tours.



Information and reviews of kampoeng batik Laweyan  
 Source: solo destination app

In both applications, information about kampoeng batik Laweyan tourism is available in full. So that prospective visitors can easily find out information on the place of Laweyan batik village, the nearest lodging accommodation, and can use live chat which is directly connected to the Surakarta city culture and tourism office. The information technology applied by the Kampoeng Batik Laweyan Development Forum is also in the form of a website, social media instagram, and tiktok.





Website of kampoeng batik Laweyan

Source: <https://kampoengbatiklaweyan.org> (website kampoeng batik Laweyan)

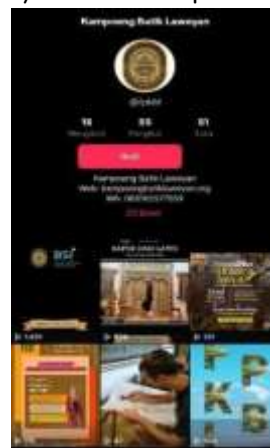
The website contains information about Laweyan batik village from the types of tours, the history of Laweyan batik village, the organizational structure of FPKBL and there are also tour packages that offer industrial visits and learn batik. Then visitors can find the FPKBL contact person to find out other Laweyan batik village information that is not contained on the website, or can be used to order industrial visit tour packages and learn batik.



Instagram of Kampoeng batik Laweyan

Source: Instagram App

The social media instagram of kampoeng batik Laweyan contains information on the tourist location of kampoeng batik Laweyan and also posts about kampoeng batik Laweyan.



Tiktok kampoeng batik Laweyan

Source: Tiktok App

The social media tiktok kampoeng batik Laweyan is the same as Instagram which has posts about kampoeng batik Laweyan.



Posts from influencers about Kampoeng batik Laweyan.

Source: Tiktok app

In addition to the Surakarta city government and the manager of Laweyan batik village. Kampoeng Batik Laweyan tourism is also promoted through influencers who visit the city of Surakarta. In this way, it is expected that Laweyan batik village can increase the attractiveness of this tour and can also develop other tours besides batik in Laweyan batik village tour.

#### **The advantages and disadvantages of the application of digital tourism technology in increasing the attractiveness of Kampoeng Batik Laweyan.**

Based on the researcher's interview with the manager and visitors of Kampoeng Batik Laweyan, the researcher concluded about the advantages and disadvantages of the application of *digital tourism* technology in increasing the attractiveness of Kampoeng Batik Laweyan tourism, namely,

#### **The advantages of the application of digital tourism technology in increasing the tourist attractiveness of kampoeng batik Laweyan**

The advantages of the application of technology in increasing the attractiveness of Kampoeng Batik Laweyan: Kampoeng Batik Laweyan Tourism is one of the tours in Solo City that has applied technology to develop the attractiveness of Kampoeng Batik tourism itself. The application of this technology will certainly have a positive impact on the development of this tour, this positive impact can be felt by the convenience of potential visitors in getting information faster because it can be done on the spot and this information can certainly be accessed by many people. In getting this information, it only requires one item, namely a cellphone.

Tour managers who provide information about Kampoeng Batik Laweyan can also easily provide the latest information. In addition, the tour manager can also find out the complaints of visitors. Because visitors will provide criticism and suggestions on the website and social media owned by the tour manager of Kampoeng Batik Laweyan. Then with the visit of tourists to Kampoeng Batik Laweyan tour will help the tour manager in promoting

Kampoeng Batik Laweyan tour. This is because among them the visitors will upload posts about their tour of Kampong Batik Laweyan.

### **Disadvantages of the application of digital tourism technology in increasing the tourist attractiveness of kampoeng batik Laweyan**

In the application of technology in Kampoeng Batik Laweyan tourism in Surakarta city, there are certainly shortcomings or obstacles felt by the manager of Kampoeng Batik Laweyan, namely: in the application of technology at Kampoeng Batik Laweyan, the shortcomings are in the form of poor internet access, for example Not Responding, server errors and others. This results in potential visitors failing to get information about Kampoeng Batik Laweyan tours. The failure of visitors to get information about Kampoeng Batik Laweyan tourism affects the failure of tourists to visit Kampoeng Batik Laweyan tourism. This failure event is also an obstacle for managers in developing tourism and increasing the attractiveness of Kampoeng Batik Laweyan tourism.

Based on the discussion of the advantages and disadvantages of the application of technology in increasing the attractiveness of Kampoeng Batik Laweyan tourism, it can be concluded that the application of technology applied in Kampoeng Batik Laweyan tourism has found advantages and disadvantages that are felt by tourism managers and visitors to Kampoeng Batik Laweyan tourism.

### **Conclusion The discussion of the Analysis of the Application of Digital Tourism Technology in Increasing the Tourism Attractiveness of Kampoeng Batik Laweyan.**

Based on the analysis of the characteristics of Digital Tourism applied by the manager of Kampoeng Batik Laweyan above, to make it easier to draw conclusions from the presentation of this data. The author has processed the data as follows:

## **CONCLUSION**

There are research conclusions, namely: 1) The tourism product of kampoeng batik Laweyan is very good in its development as evidenced by the existence of tourism products that become tourist attractions in the form of Batik, Historical Buildings, and culinary. But what many visitors know is batik. But the tour manager develops the type of tourism in Kampoeng Batik Laweyan not only the type of shopping tour but now there is an education tour which of course visitors can learn to make batik. Because batik is a heritage that we need to preserve. So this type of tour has recently become a lot of interest. The ease of access to Kampoeng Batik Laweyan tourism and the availability of facilities to support the needs of visitors to Kampoeng Batik Laweyan tourism also complement the already good tourism products of Kampoeng Batik Laweyan. 2) The chain effect caused by the existence of Kampoeng Batik Laweyan tourism has had a fairly good impact on the community environment in Kampung Laweyan because this tour is found in many batik producer industries so that job vacancies certainly exist. So that the surrounding community who cannot become batik producers can work in lodging services or culinary services located on this tour. 3) The structure of the tourism industry contained in Kampoeng Batik Laweyan tourism is quite good because Kampoeng Batik Laweyan tourism has a Kampoeng Batik Laweyan tourism manager whose members are people from Laweyan Village itself. so that the current Kampoeng Batik

Laweyan tourism manager is called the Kampoeng Batik Laweyan Development Forum. Of course, they better understand the history of Kampoeng Batik Laweyan tourism so that they can develop and improve the attractiveness of Kampoeng Batik Laweyan tourism. 4) Kampoeng Batik Laweyan tourism has applied technology well, this is because of the involvement of technology in promoting Kampoeng Batik Laweyan tourism. However, in the application of technology in Kampoeng Batik Laweyan tourism, there are advantages and disadvantages felt by tourism managers and visitors to Kampoeng Batik Laweyan tourism. The advantage of the application of this technology is that the manager of Kampoeng Batik Laweyan tourism is easy to provide the latest information to potential visitors to Kampoeng Batik Laweyan tourism, besides that it can also promote Kampoeng Batik Laweyan tourism products easily. Meanwhile, the disadvantage of the application of technology in Kampoeng Batik Laweyan tourism is internet access which can experience server errors at any time so that this will make potential visitors fail to get information about Kampoeng Batik Laweyan and also fail to visit Kampoeng Batik Laweyan tourism.

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