



Mobile App Marketing ‘Oluhuta Journey’ as A Promotion and Marketing Tool for Edu-Geotourism in Oluhuta Village

Samiputri Ayu Saridjan¹, Intan Noviantari Manyoe*², Nurul Istiqamah Kadekoh³,
Dinar Amalia Khansa⁴, Muhammad Asram Tongkodu⁵, Muh. Nur Alfian S. Kasim⁶

Accounting¹, Geological Engineering², English Education³, Technical Information⁴, Civil
Engineering⁵, Management⁶, Universitas Negeri Gorontalo, Indonesia

E-mail: intan.manyoe@ung.ac.id

Article History:

Received: July 16th 2022

Revised: Sept 24th 2022

Accepted: Nov 30th 2022

Abstract: *Information and communication technology has become a necessity in all aspects of life, including the tourism sector. For this reason, the team of PHP2D created an innovative application for edu-geotourism in Oluhuta Village. The method used in the community service includes the initial planning, execution stage, monitoring and evaluation stage. The results showed the application was very functional and in accordance with the edu-geotourism concept, thus made the implementation of the edu-geotourism concept in Oluhuta Village more optimal, especially in helping the surrounding community to promote and market tourist attractions in Oluhuta Village. The public and visitors could use the mobile app marketing to recognize the potential exists and available local products in Oluhuta Village. On the other hand, the obstacle found that poor internet access in Oluhuta Village caused some visitors got difficult to download the application, therefore it is designed to be used offline and the download process should be done before arriving in Oluhuta Village.*

Keywords: *Mobile App, Marketing, Edu-Geotourism*

Introduction

The industrial revolution 4.0 era has placed digital technology in an important position in all aspects of human life, including the development sectors in a country. It is because digital technology can provide convenience in presenting information with minimal costs. A sector that currently intensively utilizes digital technology in its development is the tourism sector. In Indonesia, the tourism sector is considered capable of encouraging the development and advancement of the country, therefore creating prosperity for the country also the local community.¹

1

¹ Y I Arifin, I N Manyoe, and S S S Napu, “Geological Study of Pantai Indah for Geotourism Development Based on Geological Observation and Assessment of Science, Education, Tourism and the Risk Degradation,” in *Journal of Physics: Conference Series*, vol. 1968 (IOP Publishing, 2021), 12048.

The development of the tourism sector in Indonesia can be increased by relying on several factors, for instance, the public interest in traveling and the use of digital technology. Both can be optimized by providing information and communication technology-based facilities to promote a tourist destination.²

Currently, the tourism sector in Indonesia, especially in Gorontalo Province, is actively developing geology-based tourism or commonly called geotourism through the geopark concept. This is implemented because tourism is believed to be an alternative solution to utilize and preserve the diversity and uniqueness of geology which is considered capable of becoming a potential geological heritage for Indonesia.³ By developing tourist destinations through the geopark concept, it can be said that science in Indonesia is also being developed. Besides tourist destinations, many researchers also utilize the tourism location with the geopark concept as geological research locations. This is in line with a new geotourism concept called edu-geotourism. The concept of edu-geotourism focuses on the educational value of each tourist site so that tourists can travel while learning about the geological sites, and take part in preserving tourist destinations as a heritage that must be conserved.⁴

The concept of edu-geotourism itself has been applied in Oluhuta Village, Gorontalo Province. Thus, as an effort to support the advancement of the developing concept of edu-geotourism in Oluhuta, it is necessary to provide it with digital facilities to promote and market the existing tourist attraction in Oluhuta to a wider community. However, based on the team's observation, the digital literacy skills of people in Oluhuta village is low, moreover with the difficulty of internet access in the village caused the local community trouble in conducting promotions and marketing using interesting and informative digital media. Meanwhile, based on survey conducted by Buzzcity find that most tourists as much as 45% of the total respondents use online media and social media as the main reference before traveling.⁵

Therefore, the team of Holistic Program for Village Development and

² I Gusti Ketut Indra Pranata Darma, "Pariwisata Digital Pada Objek Wisata Dengan Aplikasi," *Cultoure: Jurnal Ilmiah Pariwisata Budaya Hindu* 1, no. 2 (2020): 113–121.

³ Ina Heliany, "Wonderful Digital Tourism Indonesia Dan Peran Revolusi Industri Dalam Menghadapi Era Ekonomi Digital 5.0," *Destinesia: Jurnal Hospitaliti Dan Pariwisata* 1, no. 1 (2019): 21–35.

⁴ I N Manyoe et al., "Assessment of the Values of Science, Education, Tourism and the Risk Degradation of Pentadio Geothermal Areas to Developing Geotourism in the Limboto Lake Plain, Gorontalo," in *Journal of Physics: Conference Series*, vol. 1968 (IOP Publishing, 2021), 12047.

⁵ Intan Noviantari Manyoe, Siti Suhartini S Napu, and Tiggi Choanji, "THE ENTREPRENEURSHIP DEVELOPMENT IN GEOTHERMAL TOURISM AREA: BEFORE AND DURING PANDEMIC ERA" (n.d.); Muhamad Danial Suma et al., "Pengembangan Situs Batu Berani Dengan Menggunakan Konsep Pariwisata Berkelanjutan Dan Online Marketing Campaign Di Desa Botubarani," *Aksara: Jurnal Ilmu Pendidikan Nonformal* 7, no. 3 (2021): 1329–1338.; Manyoe, Napu, and Choanji, "THE ENTREPRENEURSHIP DEVELOPMENT IN GEOTHERMAL TOURISM AREA: BEFORE AND DURING PANDEMIC ERA."; D Artanti, "Berdasar Survei, Media Online Jadi Sumber Informasi Utama Para Traveler," *Phinemo*, last modified 2021, accessed June 19, 2022, <https://phinemo.com/media-online-jadi-pilihan-utama-traveler-andakah-salah-satunya/>.

Empowerment of Student Activity Unit of Literacy in realizing their main program to pioneer Oluhuta village as an edu-geotourism village creates and designs an application based Mobile App Marketing as a promotion and marketing medium of edu-geotourism in Oluhuta village.

In the Mobile App Marketing named 'Oluhuta Journey', there are various advanced and interesting features are easy to access by visitors because it is available on the Playstore. Not only promoting the various geo-diversity and bio-diversity wealth in Oluhuta Village, but the mobile app marketing is also very helpful for tourists to obtain information and knowledge about the seven main potentials of Oluhuta Village, including Oluhuta Early Human Site, Coral Reef Terrace Site, *Columnar joint*, *Petrosialignosa*, coral reefs and thousands of coral reef fish, sea turtles, and it is also a frequent path for dolphins and whale shark species in the waters of Gorontalo. The strategies carried out by the team in the process of community service in order to create the Mobile App Marketing, including 1) initial planning, 2) execution stage, and 3) monitoring and aveluation stage.

Method

The team of Holistic Program for Village Development and Empowerment of Student Activity Unit of Literacy in their main program to optimize the potential of the Oluhuta Human Site, the Coral Reef Terrace Site, as well as various geo-diversity and bio-diversity wealth found in Oluhuta Village, creating innovation in the form of Android-based Mobile App Marketing and Geographical Information System (GIS) called Oluhuta Journey as marketing and promotion tool for edu-geotourism in Oluhuta Village. The methods used by the team in carrying out this community service can be seen in the figure 1.

Initial Planning

The community service activities are divided into the initial planning stage, the execution stage, the monitoring and evaluation stage. The initial planning consists of 3 (three) stages; coordinate and execute permission; designing the 'Oluhuta Journey' mobile app marketing and composing the guidelines of the mobile app marketing.

Coordinate and Execute Permission

The PHP2D team coordinated with the Oluhuta Village government regarding the execution of community service and applied a permit for the community service activities. Then, the team carried out a Focus Group Discussion regarding the general concept of mobile app marketing that will be created, including features of the

application. Next, the team collected some information and data that is required based on the predefined features. The data was collected by direct survey at Oluhuta Village, especially with the local community. The obtained information becomes the basis for designing mobile app marketing.

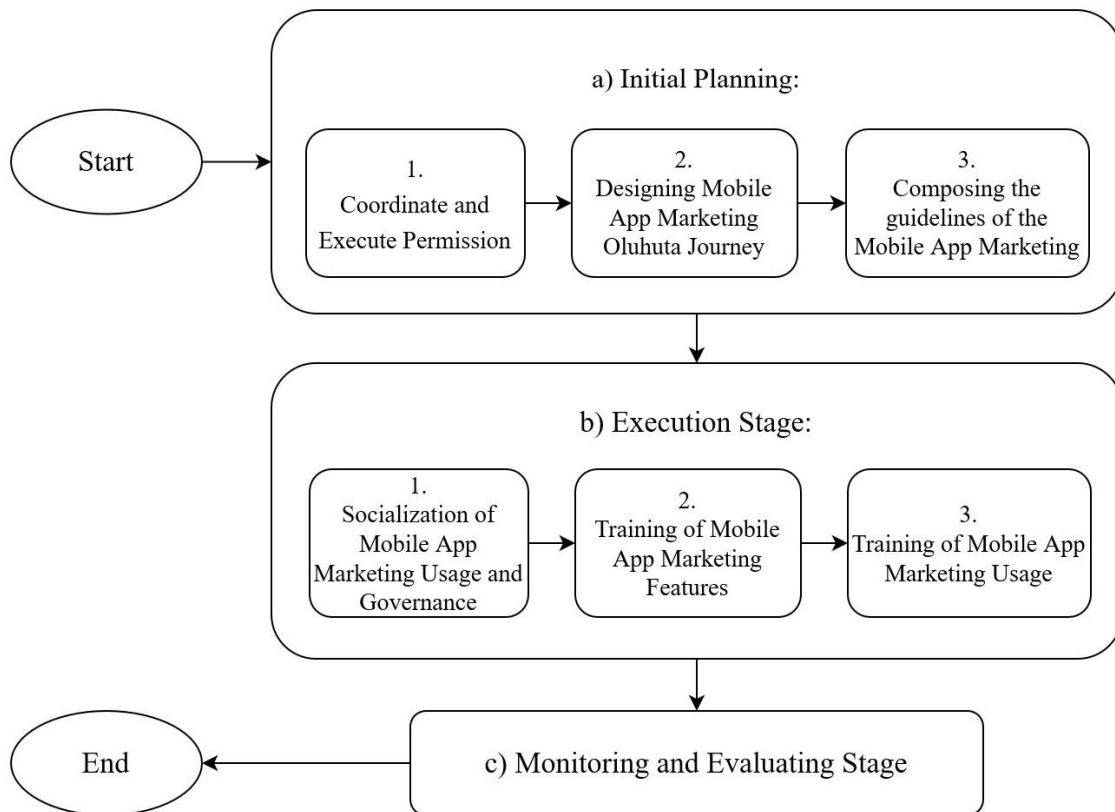


Figure 1. Method of Community Service Program

Designing Mobile App Marketing ‘Oluhuta Journey’

The next stage is the designing stage. At this stage, the team started to compile various concepts and ideas that have been set at initial planning into an application prototype called a storyboard. The storyboard is a series of guidance images that can be made as a whole unit so that the formation of the application will be formed. Storyboard describes a view of each page feature in mobile app marketing.

The mobile app marketing is created based on the obtaining data and information. In creating mobile app marketing Oluhuta Journey, the team used the Unity 3D software, which is software to create applications for processing images, graphics, sound, and others. Besides that, the team also uses several supporting software to create mobile app marketing, for instance, Adobe Photoshop and Adobe Illustrator.

Completing Mobile App Marketing stage is carried out after the completion of the mobile app marketing to test the suitability of the application with the predetermined concept. Usually, in creating an application, there will be some obstacles or better known as bugs. Therefore, the team must always be ready with alternative solutions to solve problems or errors. The Oluhuta Journey Mobile App Marketing can be said complete when it has passed trial and error repeatedly.

Composing the Guidelines of the Mobile App Marketing 'Oluhuta Journey'

After designing and finishing the 'Oluhuta Journey' mobile app marketing, the team composed the application guideliness, in order to make it easier for POKDARWIS and village communities to operate and manage it.

Execution Stage

Socialization of Mobile App Marketing 'Oluhuta Journey'

The team carried out socialization of the mobile app marketing 'Oluhuta Journey' to the community in Oluhuta Village. Participants who attended the socialization activity were village government and staffs, POKDARWIS, youth organizations, and PKK women. The socialization was intended to introduce a digital application that has been designed by the team as a media for promoting and marketing edu-geotourism in Oluhuta Village.

Training of Mobile App Marketing 'Oluhuta Journey' Features

The training of mobile app marketing features is the initial stage before the team trained the community in managing the mobile app marketing. This stage was carried out to make it easier for them to recognize the features in the 'Oluhuta Journey' mobile app marketing, thus they would not experience difficulties in operating it.

Training of Mobile App Marketing 'Oluhuta Journey' Usage and Governance

The execution last stage is training on the use and management of mobile app marketing. A good application is easy to understand and use by its users. For this reason, the team held training on the use and management of mobile app marketing for Oluhuta people especially Youth Organization and the travel awareness group of Oluhuta Village. As a partner program, they will be the party that will continue and maintain the management of the mobile app marketing as a promotion tool for edu-geotourism in Oluhuta Village. Before taking part in this training, all the participants must first download the Oluhuta Journey Mobile App Marketing on the Google Playstore. In addition, this training also provides the Oluhuta Journey Mobile App Marketing Manual Book created by the team to help participants easily understand all of the application features. This training aims to give a better understanding for the Youth Organization of Oluhuta Village regarding the use and management of mobile app marketing so they can guide tourists to use the application well and smoothly.

By creating the Oluhuta Journey Mobile App Marketing, it is expected that it can attract many visitors to visit Oluhuta Village so that the number of tourists in Oluhuta can increase. As a result, it will improve the economic level of the local community. Besides, as a promotion and marketing tool for edu-geotourism in Oluhuta Village, the application is hoped to become the identity of Oluhuta Village, even a promotional and marketing media for the tourism sector in general.

Monitoring and Evaluation

The third stage is the monitoring and evaluating stage. After carrying out the training, the team monitored and evaluated the management of the 'Oluhuta Journey' mobile app marketing. The monitoring activities were carried out to ensure that the implementation of the program in this case the management of the mobile app marketing was carried out properly without any obstacles, while the evaluation activities were carried out to measure the success of program implementation.

Result and Discussion

Mobile App Marketing 'Oluhuta Journey'

The team carried out a Focus Group Discussion about the concepts and features needed in mobile app marketing. Several things have been mutually agreed based on the discussion result, including the name of mobile app marketing which is named Oluhuta Journey. This name is chosen to give the same identity with the social media account as promotional media that have been created before. Furthermore, the general concept of mobile app marketing is designed to promote and market edu-geotourism in Oluhuta Village. For this reason, the features that will be added to this application are the features that can provide complete information related to an overview of Oluhuta Village, the facilities and infrastructures provided, the portraits of each tourist attraction, and some information regarding access and direction to each tourist attraction. The features are divided into two types, the main features consisting of ORI (Oluhuta Introduction), Hero (High or Cross) Journey, Digital Shop, Snorkeling & Camping, Mini Map, Scan QREGI (Quick Response Edu-Geotourism) EGD (Environmental Graphic Design), and supporting features including Gallery, Button, Scan QREGI Information Room, and Developer Information.



Figure 2. Focus Group Discussion process

After that, the team surveyed the local community to record and collect the required information for mobile app marketing. The information obtained, such as the condition of the access road, the available facilities, and infrastructure at the tourist attraction, including the snorkeling and camping equipment, food and merchandise shop, along with the rental price. In addition, the team also collects some information related to the seven edu-geotourism potentials in Oluhuta Village, which will be included in the application, so that tourists can gain new knowledge and insights when traveling practically and digitally, which is appropriate with the tourism concept offered, namely tourism.

In creating mobile app marketing, a concept and design certainly needed to be used as a guide appearance of the application. Therefore, at this stage, the team made flowcharts and storyboards also the initial design of the Oluhuta Journey Mobile App Marketing, which was made using the Figma software. In this stage, the team executed the shape and appearance of each feature that has been determined in the previous stage. The process of composing the storyboard and flowchart lasts for one month.

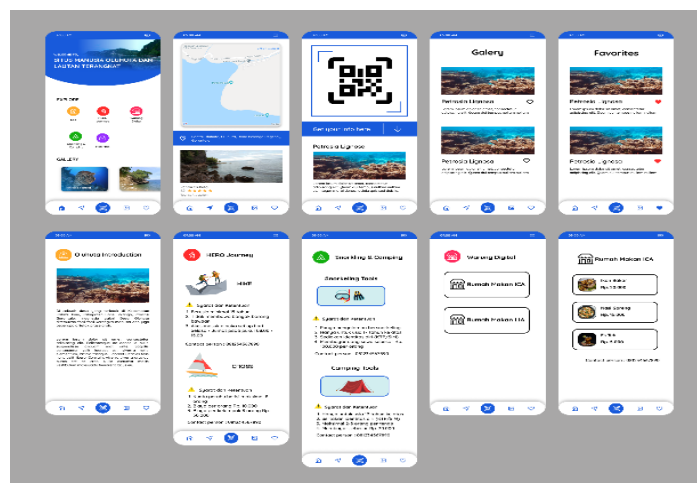


Figure 3. The Storyboards and Initial Design of Oluhuta Journey Mobile App Marketing.

Mobile App Marketing Oluhuta Journey was created using Unity software for one month. This application is an android application that can be accessed without an internet network. Based on the discussion of the results between the team and advisor as explained in the early stage, the features of mobile app marketing are divided into two types, the main features, and the supporting features.

Main Features

ORI (Oluhuta Introduction)

Based on the feature name, Oluhuta Introduction feature displays brief information about the general description of Oluhuta Village, including the location of Oluhuta Village, the condition of the surrounding environment, and its community, and seven edu-geotourism potentials of Oluhuta Village as the tourist attraction of Oluhuta Village. The information in Oluhuta Introduction feature is designed like news articles.

Hero (Hike or Cross) Journey

The Hero Journey feature functions to provide references for tourists related to the option of access to go to the central location of Edu-Geotourism in Oluhuta Village that is an information room. The information room with the Glamping (Glamorous Camping) literacy concept is located in the coral reef terrace site. To get to the information room, tourists can choose between 'Hike' (cross-land or cross trips) or 'Cross' (cross-water trip). Here is the full explanation.

Hike

Hike means access through a cross-land trip along a rock and coral reef terrace as far as 535 meters, which can be reached in approximately 10-15 minutes. On the way to get to the information room, tourists will be guided by the Travel Awareness Group of Oluhuta Village. This cross-land trip is limited and will only be available every Tuesday to Friday at 08.00 WITA until 3:00 p.m. In addition, tourists who choose this way will be prohibited bring many stuff, especially children under 15 years.

Cross

Cross is a cross-water trip by renting a boat owned by residents to go to the information room while enjoying the beauty of the Oluhuta sea view. This option can be an alternative to tourists who have certain conditions, so they do not have to go to the location through the coral rocks. The cross-water trip is safer than a cross-land trip. Information about boat rental prices has been included in the application on the HERO Journey feature, so tourists can estimate the cost or budgets that must be provided.



Figure 4. The Opening Menu, ORI, and HERO Journey Features of Oluhuta Journey Mobile App Marketing.

Digital Shop

This feature is created to realize one of the goals of edu-geotourism concept in Oluhuta Village, which is improving the community's economy. The *Warung* Digital (Digital Shop) feature contains a list of several small cafes with their menus. On the first page of this feature, there is a list of local community cafes, then if we click on one of the listed cafes, a menu list and prices will appear with a contact person to place an order. Additionally, this feature contains a special shop that sells the typical geo-products of Oluhuta Village, namely Macrame Oluhuta which is a souvenir for tourists.

Snorkeling & Camping

Not only the beauty of the geological scenery of the coral reef terrace site but in Oluhuta Village tourists can also witness the underwater charm of Oluhuta beach, which contains coral reefs and thousands of reef fishes, especially there is a rare and unique species of coral reef, called *Petrosialignosa*. Therefore, tourists can rent snorkeling or camping equipment through the contact listed in the application. For the sake of mutual safety and comfort, the team includes several terms and conditions that must be adhered to by

tourists when using the equipment. The requirements and rental price for each unit of the snorkeling and camping equipment are mentioned in this feature.

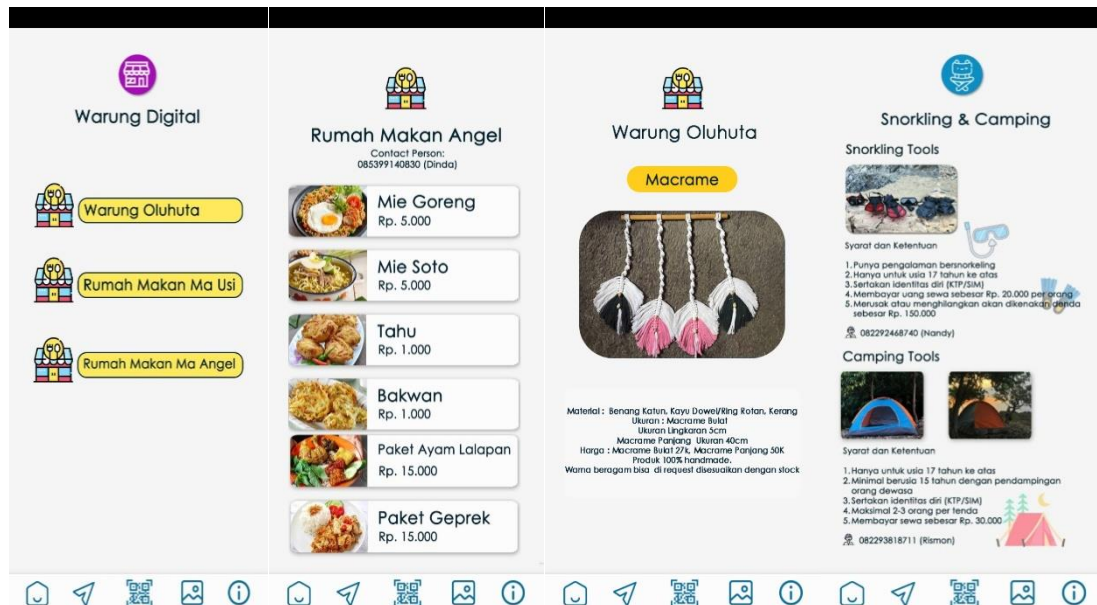


Figure 5. Digital Shop and Snorkeling & Camping Feature of Oluhuta Journey Mobile App Marketing.

Mini-Map

The mini-map feature consists of a geological map, a topological map, and a floor plan regarding the location of potential sites in Oluhuta Village as tourist attractions. With this feature, tourists will have no difficulty finding every edu-geotourism site while traveling.

Scan QREGI EGD (Environmental Graphic Design)

Oluhuta Journey Mobile App Marketing provides a QR code scan feature called QREGI (Quick Response Edu-Geotourism). The QR code can be found in every Environmental Graphic Design, in the form of an information board with brief information about the edu-geotourism sites in Oluhuta Village. By scanning the QR code, tourists can get more detailed information about the edu-geotourism sites.

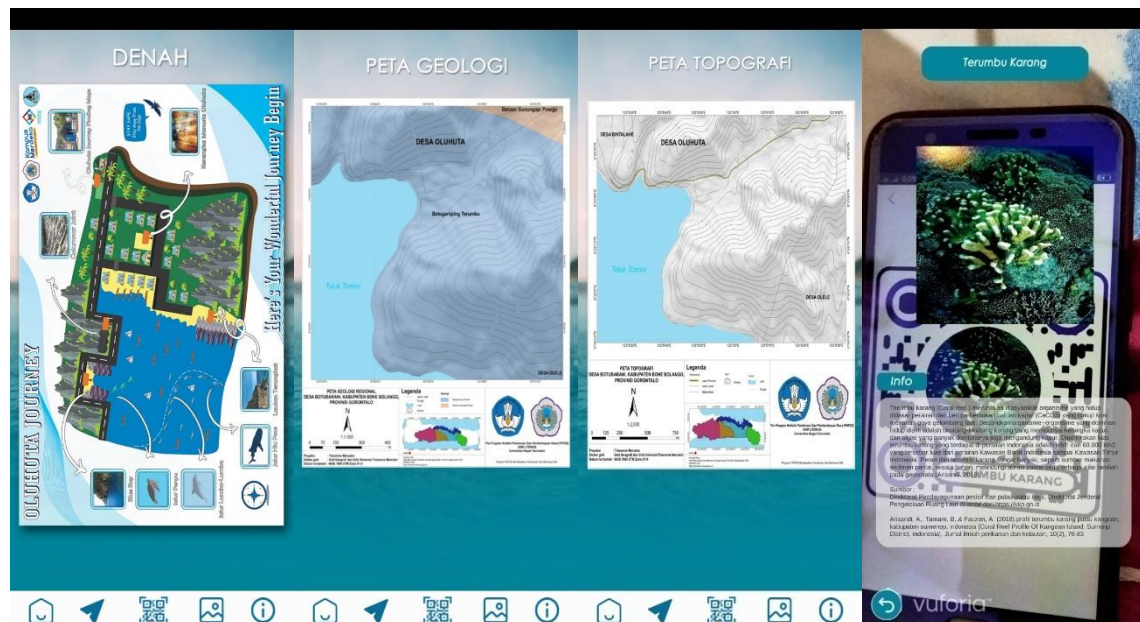


Figure 6. Mini-Map and Scan QREGI EGD features of Oluhuta Journey Mobile App Marketing.

Supporting Features

Gallery

This gallery feature is a feature that will display various photos of the beauty of various tourist attraction in Oluhuta Village in order to attract people to visit.

Buttons

- a) Home: The primary button to return to the application start page.
- b) Mini-Map: An alternative button or what is often called a shortcut to display a map without the need to return to the application's home page.
- c) Scan QREGI Information Room: This feature is similar to the Scan QREGI EGD feature, but they have a different object. The Scan QREGI Information Room feature functions to scan the QR code in the information room about the edu-geotourism potentials in Oluhuta Village, such as the Oluhuta Early Human Site and Coal Reef Terrace Site. This feature can be accessed by pointing the cellphone camera at the QREGI of the information frame in the information room to get more detailed information and knowledge about the edu-geotourism potentials.
- d) Gallery: The alternative button to view the gallery without having to return to the start page of the application.
- e) Developer Information: This feature displays information about the profiles of team including the advisor and members of team as the developer of the Oluhuta Journey Mobile App Marketing.

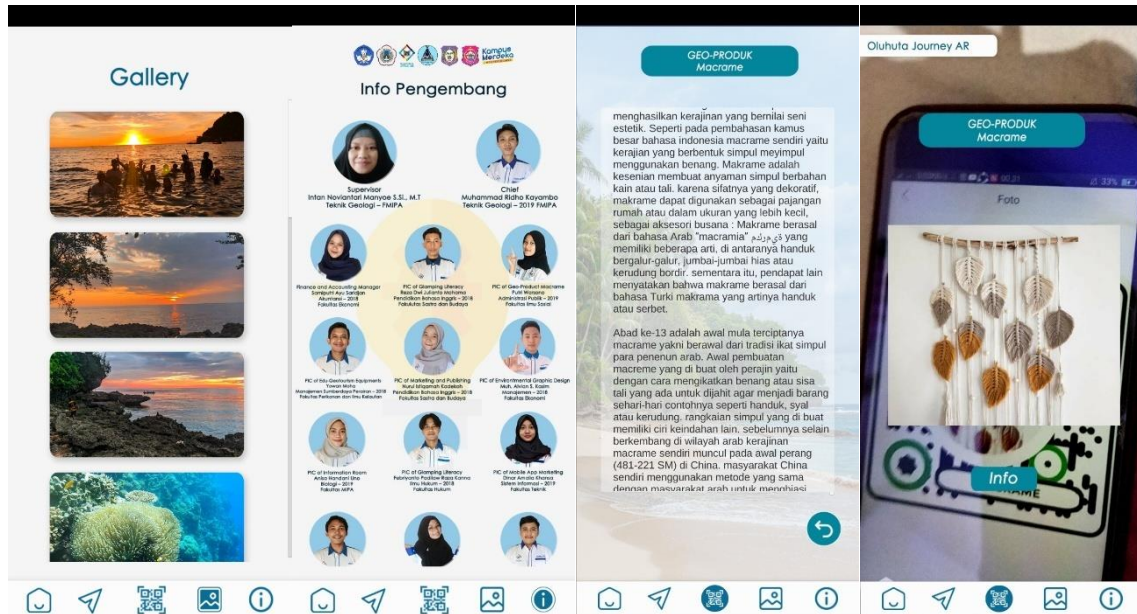


Figure 7. The Display of Supporting Features of Oluhuta Journey Mobile App Marketing.



Figure 8. The Buttons of Oluhuta Journey Mobile App Marketing.

After the application is created, the next stage is the completion of the application. Oluhuta Journey Mobile App Marketing during the completion process encountered several bugs in the application system. One of them is the QREGI scan system in the Information Room and EGD which often refuses scan commands and does not display information that should appear after being scanned. After going through several repairs, the QREGI scan feature can function properly. In addition, the team also found that there were several errors in writing information and adding some incomplete information. Therefore, the team needs to revise the information on the mobile app marketing based on the advisor's correction. While doing revisions, the team started to create a Google Play console account as an application developer for the Google Playstore. After that, the team uploads the Oluhuta Journey Mobile App Marketing on the Google Playstore until the application is available and can be downloaded by the general public. Once everything is done, Oluhuta Journey Mobile App Marketing is ready to go.

Socialization of Mobile App Marketing 'Oluhuta Journey'

The socialization of mobile app marketing was attended by 23 participants from the local community and the Youth Organization of Oluhuta Village, which is also part of the Travel Awareness Group of Oluhuta Village. Not only attended by the local community, but this training was also attended by the Head of Regional Planning and Development Agency of Gorontalo Province, which in this case was represented by the Head of Research and Development of Gorontalo Province, and there was also the Head of Oluhuta Village.

Before the presentation, the Regional Planning and Development Agency of Gorontalo Province was allowed to present a general description of the geopark tourism concept that is closely related to edu-geotourism. It is beneficial to give a better understanding to the local community about what is meant by a geopark and edu-geotourism, also the benefits for the local community with the presence of a geopark tourist attraction.

In the socialization activity, the community was given an understanding of the importance of using mobile app marketing in the promotion of edu-geotourism in Oluhuta Village. In this activity, the role of mobile app marketing was also socialized as a medium in promoting local products for the Oluhuta Village community and tourists could be helped in recognizing the tourism potential that can be visited in Oluhuta Village.

Training of Mobile App Marketing 'Oluhuta Journey' Features

Before beginning the training, all participants were instructed to download the Oluhuta Journey application, which is already available on the Google Playstore. So that, at the presentation section by the application designer, participants can directly access and use the application on their respective devices. This training was also facilitated by the Mobile App Marketing Manual Book compiled by the team to make it easier for participants to understand each feature and use of the application.

The training began with the presentation of Mobile App Marketing demo conducted by the team. Starting from how to download the application via the playstore, the use of the available features, and the benefits of those features. Thus participants can see how the Oluhuta Journey Mobile App Marketing works before they practice it directly. The understanding of participants is very important because later they will be the tour guides for tourists in Oluhuta Village, therefore they are also responsible for directing tourists to use the application. After the presentation, it was followed by a question and answer session from the participants.



Figure 9. The Mobile App Marketing Demo Presentation by the team.

Training of Mobile App Marketing 'Oluhuta Journey' Usage and Governance

This training activity carries the theme "Training on the Use and Management of Mobile App Marketing 'Oluhuta Journey' as a Marketing Tool for Edu-Geotourism in Ouhuta Village." After the participants observed and saw the features of the Mobile App Marketing 'Oluhuta Journey' and how to use it, they were directed to operate the application on their respective devices. It aims to provide user experience (UX) to participants in interacting with the application. At this stage, participants considered that "the Oluhuta Journey application was easy to understand and use because the user interface (UI) of this application was simple and clear, the location of the button components, typographic icons, and layouts were very systematic and interesting", as stated by RM as a participant of this training. The proper use of features is the primary goal of this training process, especially the use of the QREGI EGD and Information Room scan features. To run those features, participants were directed to put their device camera directly facing the QREGI available in each EGD or QREGI information room contained in Glamping Literacy to get the expected information. The use of the QREGI feature in the training process can be seen in the following image.



Figure 10. Proper use of the QREGI feature.

Overall, the Oluhuta Journey Mobile App Marketing training activity went smoothly and even received a positive response from the local community. It can be seen from their enthusiasm in asking about the features of mobile app marketing as well as suggestions and recommendations given by the community so further it can be implemented well and satisfy the needs and goals of Oluhuta Journey Mobile App Marketing. Some suggestions were given by participants, including 1) Adding criticism and suggestions features as evaluation material for continuous application development, 2) Adding a list of the digital shop into the application because some have not been included, 3) Adding an Upload option to the Gallery feature, so the pictures of tourist attractions in the application can be updated or edited. Furthermore, the mobile app marketing will be submitted to the Travel Awareness Group of Oluhuta Village, specifically for the Public Relations and HR Development division, to be managed and developed further.

Monitoring and Evaluation

Further, after the training of Mobile App Marketing was carried out for the community and the Youth Reform Movement of Oluhuta Village, the community service activity was continued with the Launching Event of Oluhuta Village as an Edu-Geotourism Village on January 13, 2022. In this activity, the Mobile App Marketing 'Oluhuta Journey' was first implemented to the general public consisting of the government of Bone Bolango regency, the press, several institutions which are the partners of the team, and the local community. Previously, considering that the internet access in Oluhuta Village is difficult, therefore the invitations distributed to related parties had been attached with an appeal and a link to download the Mobile App Marketing 'Oluhuta Journey'. Thus, the Oluhuta Journey application could be downloaded by invited guests before the launching activity was carried out or before they arrived at Oluhuta village where had difficulty on internet access.

Among the features of the Mobile App Marketing, the QREGI scan feature was the most frequently used by the guests. This was because the launching event focused on introducing the concept of edu-geotourism, therefore the guests or visitors were more directed to use the QREGI scan feature which functions as a provider of access information regarding seven tourism potentials, thus they could directly experience the edu-geotourism activity. Through the QREGI scan feature, visitors could explore the information about the sites and potential of Oluhuta Village listed in the information room and information boards.

During the launching event, especially in terms of introducing the Mobile App Marketing features, the team also the Karang Taruna (Youth Organization) of Oluhuta Village were more active in helping visitors and guests to use each feature, especially the QREGI scan feature, also did not forget to explain the uses of other features. The visitors,

especially the Department of Communications and Informatics of Bone Bolango Regency, considered the Oluhuta Journey application is very functional and compatible with the edu-geotourism concept. Thus, it can be said that the Mobile App Marketing Oluhuta Journey makes the implementation of the edu-geotourism concept in Oluhuta Village more optimal.



Figure 11. Launching Event of Oluhuta Village as an Edu-Geotourism Village

Conclusion

Overall, the creation and design of mobile app marketing, which lasted for approximately two months, went very well because of the great collaboration between the team and advisor who always direct and guide the team, and also the Travel Awareness Group and the Youth Organization of Oluhuta Village, who were heavily involved during the process of creating the mobile app marketing, especially at the stage of collecting data and information, socialization, and training stage.

Mobile App Marketing, named Oluhuta Journey, will be the primary promotion and marketing tool for edu-geotourism potentials in Oluhuta Village, and it is also supported by several social media that have been created. With this digital-based promotional media, it is hoped that it can reach many potential tourists, both local and foreign tourists. Thus, to be able to achieve the objectives of implementing the main program of the team in optimizing the potential of the Oluhuta Early Human Site and the Coral Reef Terrace Site, and various potentials through educational features for tourists and can have a significant impact on the economic improvement and development of the local community.

Acknowledgements

The authors would like to express the deepest gratitude to the Directorate General of Learning and Student Affairs, Directorate General of Higher Education, Ministry of Education, Culture, Research, and Technology of The Republic of Indonesia, which has funded the Holistic Program for Village Development and Empowerment (PHP2D) of Literacy Student Activity Units, State University of Gorontalo, which was held in Oluhuta

Village, Gorontalo, Indonesia. The authors also express the deepest gratitude to the Regent of Bone Bolango Regency, all leaders, and staff of Regional Government Organizations (OPD) in Bone Bolango Regency and Gorontalo Province as well as the government and community of Oluhuta Village. This program also received support from The Research Institute for Humanity and Nature (RIHN: a constituent member of NIHU), Project No.14200102.

References

- Arifin, Y I, I N Manyoe, and S S S Napu. "Geological Study of Pantai Indah for Geotourism Development Based on Geological Observation and Assessment of Science, Education, Tourism and the Risk Degradation." In *Journal of Physics: Conference Series*, 1968:12048. IOP Publishing, 2021.
- Artanti, D. "Berdasar Survei, Media Online Jadi Sumber Informasi Utama Para Traveler." *Phinemo*. Last modified 2021. Accessed June 19, 2022. <https://phinemo.com/media-online-jadi-pilihan-utama-traveler-andakah-salah-satunya/>.
- Darma, I Gusti Ketut Indra Pranata. "Pariwisata Digital Pada Objek Wisata Dengan Aplikasi." *Cultoure: Jurnal Ilmiah Pariwisata Budaya Hindu* 1, no. 2 (2020): 113–121.
- Heliandy, Ina. "Wonderful Digital Tourism Indonesia Dan Peran Revolusi Industri Dalam Menghadapi Era Ekonomi Digital 5.0." *Destinesia: Jurnal Hospitaliti Dan Pariwisata* 1, no. 1 (2019): 21–35.
- Manyoe, I N, Y I Arifin, S S S Napu, and M D Suma. "Assessment of the Values of Science, Education, Tourism and the Risk Degradation of Pentadio Geothermal Areas to Developing Geotourism in the Limboto Lake Plain, Gorontalo." In *Journal of Physics: Conference Series*, 1968:12047. IOP Publishing, 2021.
- Manyoe, Intan Noviantari, Siti Suhartini S Napu, and Tiggi Choanji. "THE ENTREPRENEURSHIP DEVELOPMENT IN GEOTHERMAL TOURISM AREA: BEFORE AND DURING PANDEMIC ERA" (n.d.).
- Suma, Muhamad Danial, Intan Noviantari Manyoe, Rohmat Setiawan Duwingik, Fikri Boften, Waode Emiria Srikandi, and Fandji Marfian. "Pengembangan Situs Batu Berani Dengan Menggunakan Konsep Pariwisata Berkelanjutan Dan Online Marketing Campaign Di Desa Botubarani." *Aksara: Jurnal Ilmu Pendidikan Nonformal* 7, no. 3 (2021): 1329–1338.