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Engagement in Integrated Digital Ecosystem in Rural Geotourism at Jepitu Village, Girisubo Subdistrict, Gunungkidul Regency

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ABSTRACT
Background: Jepitu has karstic and coastal areas within the Gunung Sewu UNESCO Global Geopark. It represents one of the most remarkable tropical conical hill karsts in Southeast Asia.
Purpose of the Study: This community service aims to optimize the tourism potential and MSMEs in Jepitu Village by developing a functional, informative website. The target of the activity includes tourism awareness groups (Pokdarwis), MSME actors, and village officials in building and developing digital promotion through websites.
Methods: A participatory approach directly involves the community in socialization, potential-field, and needs assessment; training and mentoring; and the website's sustainability monitoring & evaluation.
Results: The result is that the website was developed using WordPress with the Elementor plugin to be easy to manage, responsive, and to present integrated information about tourist destinations and MSME products, including photo documentation and supporting data. It is the official website of pesonajepitu.com, which has helped increase the visibility of tourism potential and MSMEs. The implementation of Search Engine Optimization (SEO) supports the accessibility and effectiveness of digital promotions. This activity is expected to strengthen Jepitu Village's tourist appeal and support the MSMEs' sustainable development by about ~20-30% increasing.

Keywords
Engagement; Digital; Ecosystem; Geotourism; Website; Promotion

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Introduction

Jepitu Village is located in a segment of the Southern Cross Lane Road (Jalan Jalur Lintas Selatan: JJLS), which connects the Yogyakarta International Airport (YIA) and the Gunung Sewu UNESCO Global Geopark (Mulyaningsih, Rahmawati, et al., 2025), 72 km southeast of Yogyakarta City (Figure 1). Positive and negative geological conditions were well identified, including geotourism, ecotourism, and cultural tourism within karst geomorphology (Figure 2), with the dynamic sinkhole potential (Mulyaningsih, Putong, et al., 2024; Mulyaningsih, Rahayu, et al., 2024; Mulyaningsih, Vienastra, et al., 2025; Negara et al., 2021; Romario et al., 2015). Wediombo and Jungwok Beaches are already well-known tourist destinations. Some others, including Sedahan, Nampu, Greweng, and Dadapan Beaches, were not widely known (Figure 3). Another great potential lies in tuna and its differentiation as marine products. Limited knowledge of branding, logo design, and packaging makes these products less competitive in the broader market. Now, Jepitu Village faces limitations in terms of digital promotion. Processed seafood products, such as frozen tuna, tuna chips, and tuna snacks, are not only economically valuable but also help strengthen the attractiveness of local tourism and support tourism amenities (Mulyaningsih, Rahmawati, et al., 2024; Rahmawati et al., 2024).

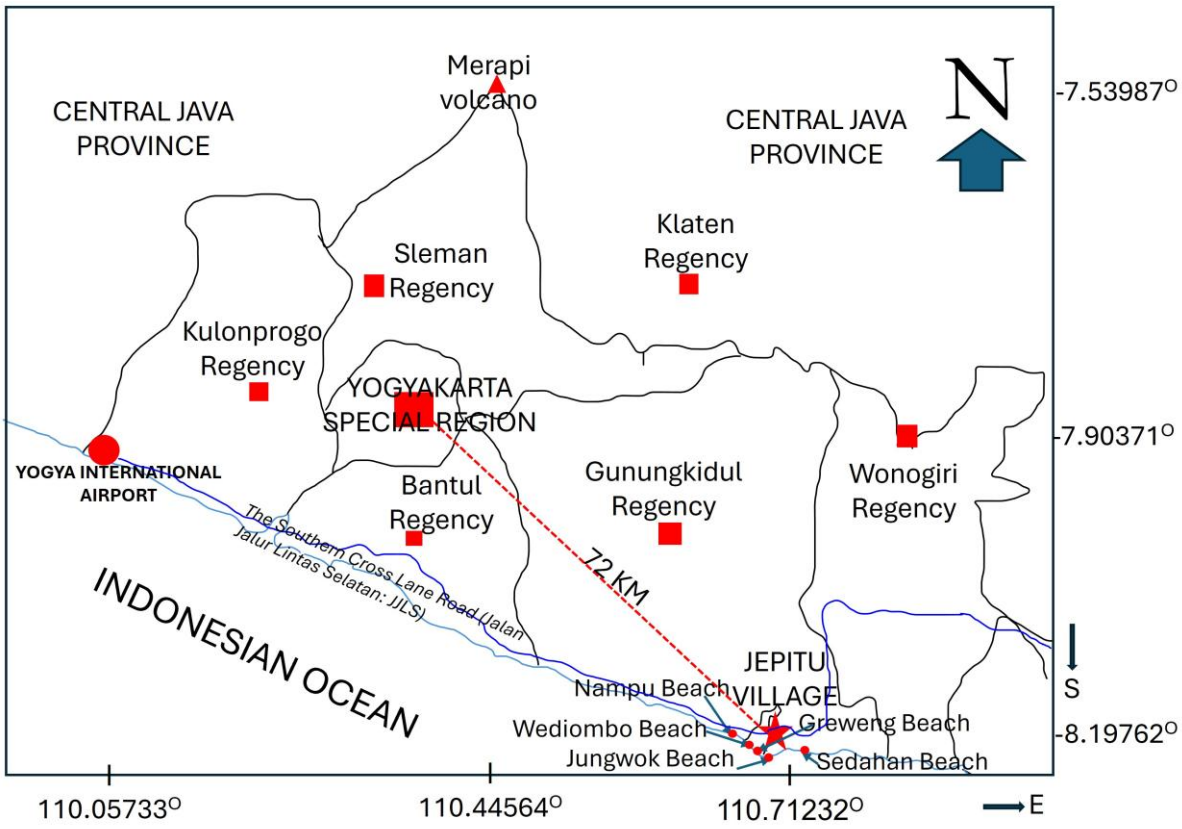


Figure 1. The location of community service is in Jepitu Village, about 72 km southeast of Yogyakarta City, which is under the government of Gunungkidul Regency (Special Region of Yogyakarta)

The development and communication of information technology have brought significant changes in how people access information, including in the tourism sector and among micro, small, and medium-sized enterprises (MSMEs). Digital promotion is an effective strategy for increasing the visibility and attractiveness of tourist destinations and MSME products (Maghfiroh & Rahmawati, 2024; Mulyaningsih, Rahmawati, et al., 2024; Rahmawati & Mulyono, 2016; Tijjang & Rahmawati, 2021). As one of the tourist destinations in the South Coast area of the Special Region of Yogyakarta (DIY), Jepitu Village, located in Kapanewon Girisubo, Gunungkidul Regency,

requires digital promotion to enhance the competitiveness of MSMEs and their tourist destinations. Websites, as a form of digital media, play an important role in promoting tourism by widely disseminating information, enhancing destination attractiveness, and reaching potential tourists from various regions (Sutrisno, 2021).



Figure 2. Karst geomorphology of the Gunung Sewu UNESCO Global Geopark as the positive and negative potentials in developing cultural, geological, and educational tourism in Jepitu village

So far, promotional efforts have been carried out more conventionally, such as through word-of-mouth or personal social media, with limited reach, such as WhatsApp Business (Rahmawati et al., 2024). The main obstacles to marketing development in the community are limited knowledge of digital marketing, insufficient capital and supporting infrastructure, and inadequate training. This condition still limits online sales and relies only on long-term subscribers. This condition is the main challenge in attracting tourist visits (Rahmawati et al., 2024). This condition makes the tourism potential and products of Jepitu MSMEs largely unknown to tourists and consumers outside the region (Rahmawati et al., 2024). In response to these problems and challenges, the Community Service develops digital promotional media with websites. In digital marketing, SEO (Search Engine Optimization) is an important strategy for increasing web visibility (Marausna et al., 2023). Through this technique, a page is designed to appear on the first page of search results and, if possible, to occupy the top position. Websites, as digital media, function as an integrated information center that can present data permanently and is easily accessible. Website-based marketing strategies can increase consumer interest in buying when managed with focus and on target. This is supported by data from wearesocial.com (2023), which show that website visits exceed those to social media, indicating the effectiveness of websites as promotional channels (Abimanyu et al., 2024; Hertina et al., 2022; Yuliawati et al., 2025).

This is consistent with previous studies that demonstrate the effectiveness of websites for tourism promotion. The results of Surentu et al.'s (2020) research revealed that the existence of websites plays a very important role in the tourism industry, not only as a provider of information for tourists, but also as a strategy to expand the exposure of tourist destinations. Thus, the availability of websites will be a driver for increasing visibility, attractiveness, and ultimately,

community income. The main purpose of this community service is to optimize the tourism potential and MSMEs in Jepitu Village by developing a functional, informative website. The target of this activity is tourism awareness groups (POKDARWIS), MSME actors, and Jepitu Village officials. Community participation and interaction are the main pillars of this program, in which the community is involved from the initial planning stage through data collection (photos and product descriptions) to technical training on website management. This active involvement is expected not only to foster a sense of belonging but also to ensure the program's sustainability after the service activities are completed.

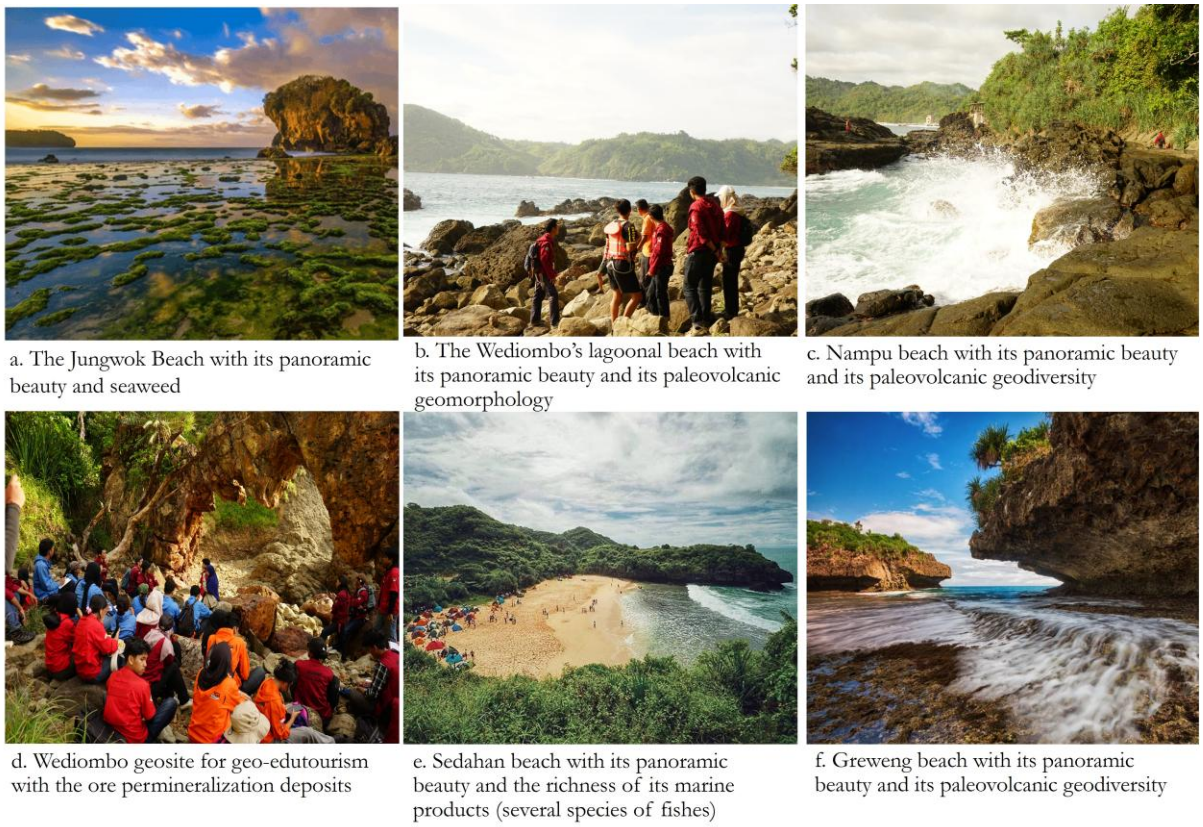


Figure 3. Blue economic potential in the Jepitu Village as the basic capital for developing Tourism Villages, agglomeration, and decentralization facing the Gunung Sewu UNESCO Global Geopark civilization

Method

This community service was approached directly by involving the target community in each stage of the program. It analyzed and described the real conditions, focusing on addressing the limitations of digital promotion faced by the local MSMEs (Micro, Small, and Medium Enterprises) and tourism awareness groups (POKDARWIS). The program lasts six months, from July to December 2025. This activity marked the initial stage of website development, beginning with socialization and direct training activities at Jungwok, Wediombo, Sedahan, Nampu, and Greweng Beaches, as well as at Pulejajar Cave. An environmental perspective was considered to inform the development of the website's main features. It was an integrated promotional media platform for tourist destinations and MSMEs, as well as information systems that were easily accessible to website visitors. These features form the basis of the website structure, including the homepage, profile, destination menu, culinary profiles (owned by Jepitu MSMEs), and MSME products. This structure aligns with the website's purpose: to promote the village's potential and provide information easily accessible to users.



Figure 4. Abundant marine products in the form of various fish such as tuna, anchovies, mackerel, milkfish, and seaweed, both in tidal areas and neritic edges

The website is designed and developed using WordPress, due to its open-source nature and ease of management. To simplify interface design, the Elementor plugin is used, which provides drag-and-drop functionality, allowing the display to be adjusted to meet the needs of tourism promotions and MSMEs. During development, it was evaluated through discussions and display trials to ensure the resulting design aligned with local characteristics and needs. As a final stage, the official website was launched as a digital promotional medium for Jepitu Village.

When the website is fully functional and ready for use, the service activities focus on training in website management for MSMEs and Pokdarwis partners. The training, followed by mentoring, was conducted over 16 meetings, each lasting 60 minutes. The activity was held in the Jepitu Village Hall Room and was attended by all personnel assigned to the group that would later manage the website. In parallel, training and mentoring were also conducted for several other members assigned by each group to create content and take photos for later upload to the promotion menu. Thus, the sustainability of this website is expected to continue to grow, benefiting the local economic growth of Jepitu Village through the tourism sector and its superior local products.

Table 1. Method of Activity

Problems	Stages of Activity	Activity Results
Pokdarwis and MSMEs still use word-of-mouth promotions or through personal social media, whose reach is limited	Socialization: Providing information to Pokdarwis, MSME actors, and village officials about the importance of digital promotion using the website	Pokdarwis, MSME actors, and village officials understand the importance of the role of websites in expanding the reach of promotions
There is no integrated promotional media for tourist destinations and MSMEs	Observation and Needs Analysis: Conducting field observations on tourism in Jepitu and MSMEs, as well as discussions with the community to determine the basic needs of the website	Get information about basic needs and the main structure of the website (*Home, Profile*, Tourist Destinations, Culinary, and MSME Products)

Table 1. Method of Activity

	structure	
Pokdarwis and MSMEs do not have skills in website management	Training: Provide training on the use of *WordPress* and *Elementor* to manage website content	Pokdarwis, MSME actors, and village officials are able to manage website content (add, edit, and update content)
Pokdarwis and MSMEs have obstacles in using various features and elements in content creation and management	Mentoring: Providing guidance and monitoring to pokdarwis and MSMEs during the creation and management of website content	Obstacles regarding website creation and management can be overcome
The sustainability of website management after the program is completed is still a challenge	Sustainability: Periodic monitoring and involvement of village officials and pokdarwis, as well as MSMEs, to ensure the sustainability of website management	The website is managed consistently, the content is regularly updated, and it can be a continuous promotional medium

Result

Jepitu Village not only has the Jungwok and Wediombo tourism destinations but also additional beach tourism potential, including the Sedahan, Greweng, and Dadapan Beaches. The existence of this destination adds to the wealth of beautiful and interesting beach tourism (Figure 3), but it remains little known to the wider community. On the other hand, many local MSME (Micro, Small, and Medium Enterprises) products from the Jepitu community, such as processed seafood, snacks, and culinary businesses, as well as eateries in the coastal area, are also not widely known. To support the needs mapping, the community service also conducted documentation activities, including collecting photos of tourist attractions and MSME products, as well as recording other supporting data (Figure 5). The results of this documentation strengthen the finding that the community needs promotional media that can present tourism information and MSMEs in an integrated manner.

The website developed to promote tourism potential and MSMEs in Jepitu Village has been successfully hosted and has an official domain, namely pesonajepitu.com (Figure 6). This website is built on the WordPress platform using the Elementor plugin, which simplifies interface design and content management. The website's display is made simple, informative, and responsive, making it easily accessible to the public and tourists across various devices. The main structure of the website consists of several pages, including "Home", the initial view of the website, containing information about tourist destinations, culinary, and Jepitu MSME products; "Profile", this page contains information about Jepitu Village, such as a description of the village, history, orbit distance, and geographical location; "Tourist Destinations", there are 5 beaches owned by Jepitu Village, namely, Jungwok beach, Wediombo beach, Sedahan beach, Greweng beach, and Dadapan beach, which are equipped with pictures and descriptions of the tour; "Culinary", contains culinary delights managed by local MSMEs and located around the beach or Jepitu tourism; and "MSMEs", containing information from Jepitu MSME products, which are compiled, such as product catalogs, which will later be integrated with marketplaces and seller WhatsApp. During the development stage, the public is actively involved in advising on the website's design, appearance, and content. The input was collected during a meeting at the Jepitu Village Hall to ensure the final website result was better aligned with local needs.



a. Biogas reactor construction training and companionship for all partners and managers



b. Assistance with promotional content, uploading content to online media, and website use for MSME



c. Assistance in the maintenance and management of IoT-based clean water pumps and EWS readings



d. Business incubation and financial management assistance for Berkah MSMEq

Figure 5. Socialization activities, training, and assistance in creating websites and promotional content during community service

Website development using WordPress and the Elementor plugin can present digital promotional media that meets the community's needs. The website pesonajepitu.com has become an integrated information forum that presents profiles of villages, tourist destinations, culinary, and MSME products (Figure 6). With this website, information can be accessed more widely and professionally, thus supporting efforts to increase the competitiveness of tourism and local products. This will also increase tourist visits to beaches in Jepitu Village, encouraging more consumers of local MSME and culinary products.

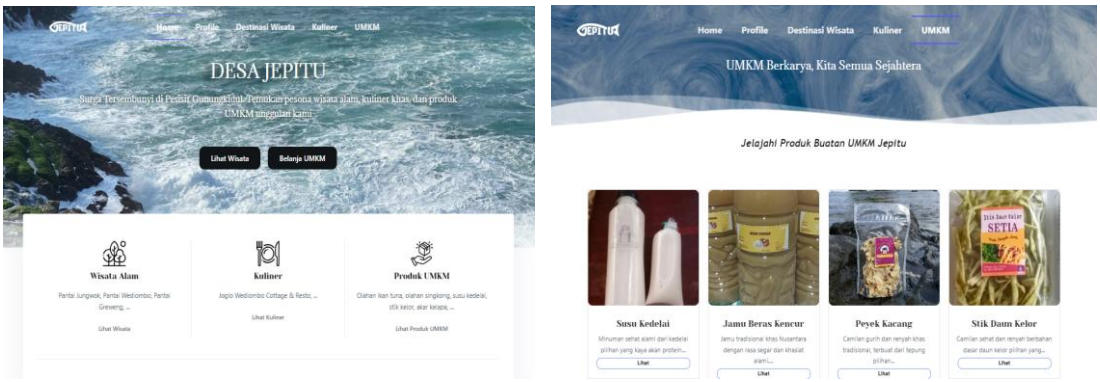


Figure 6. The home page of the pesonajepitu.com website (left) has been logged and is now widely accessible to users (right).

Launching website. The launch of the pesonajepitu.com website marks the start of digital transformation in Jepitu Village. This momentum is important because it not only introduces new promotional media but also actively engages the community. This participation demonstrates that the community has the potential to sustain the program. In addition, Search Engine Optimization (SEO) is an important consideration to help websites be more easily found by potential travelers through search engines such as Google (Ambara et al., 2024). Implementing SEO will increase website visibility and expand the reach of tourism promotions and MSME products. In the future, integrating websites with other digital marketing strategies, such as social media and search engine optimization, can further enhance promotional effectiveness and strengthen Jepitu Village's appeal as a tourist destination.

Table 2 presents the monitoring and evaluation framework for assessing the effectiveness of the digital tourism and MSME empowerment program during a six-month implementation period. The framework comprises seven complementary dimensions that measure the program's performance from digital, economic, social, and sustainability perspectives. Digital Visibility is evaluated through website traffic, search engine ranking, and bounce rate, reflecting the success of online promotion and destination exposure. User Engagement measures visitor interaction by analyzing session duration and the number of pages viewed per visit, providing insight into the quality and relevance of website content. Tourism Impact focuses on the increase in tourist arrivals and destination awareness, demonstrating the effectiveness of digital marketing strategies in attracting visitors. MSME Performance evaluates the platform's contribution to local economic development through product inquiries, customer conversion rates, and sales growth. Platform Development assesses the consistency of content updates and the integration of marketplace or online booking features to enhance website functionality. Community Capacity measures improvements in digital literacy and the active participation of local administrators in managing website content, indicating successful technology transfer and community ownership. Finally, Sustainability evaluates the continuity of website operation and maintenance beyond the project period, ensuring long-term benefits for the destination. Together, these indicators provide a comprehensive assessment framework that supports evidence-based decision-making, continuous program improvement, and sustainable digital transformation of tourism destinations and local MSMEs.

Table 2. The Impact and Development That Has Resulted from the Use of the pesonajepitu.com Website for the Purpose of Promoting Jepitu Village's Superior Products

No	Dimensions	Impacts (6 months)	Operational Definition	Measurement Method	Implications
1	**Digital Visibility**	Website Traffic	200 website visits per month	Google Analytics (sessions/users)	Increase destination awareness
		Organic Search Ranking	Page 1 in Google search engines	SEO tools (Ahrefs, SEMrush)	Expanding market reach
		Bounce Rate	< 50% of visitors who exit without interaction	Google Analytics	Content quality & UX indicators
2	**User Engagement**	Average Session Duration	Average duration of user visits: > 2-3 minutes	Google Analytics	Demonstrates user interest
		Page per Session	> 3 pages opened per visit	Google Analytics	Effectiveness of information structures
3	**Tourism Impact**	Tourist Visit Increase	10–30% increase in the number of tourist visits	Entrance ticket	Direct impact on destinations
		Destination Awareness	Significant	Visitor surveys	The effectiveness of digital promotion
4	**UMKM Performance**	Product Inquiry Rate	100% of product inquiries via WhatsApp/website	MSME communication log	Indications of market interest
		Conversion Rate	5% of visitors become buyers	MSME transaction data	Digital funnel effectiveness
		Sales Growth	20% Increase in MSME turnover	MSME sales report	Local economic impact
5	**Platform Development**	Content Update Frequency	≥ 4x/month updates of website content	Monitoring admin	Maintain SEO performance
		Feature Integration	Integrated with the marketplace/booking system	System evaluation	Transition to a transactional platform
6	**Community Capacity**	Digital Literacy Level	The ability of the community to manage a website is significant	Pre-post test training	Program sustainability
		Active Contributors	5 people actively manage content	Website admin data	Participation indicators
7	**Sustainability**	Platform Continuity	Website operational consistency: Ongoing active	Monitoring 6–12 months	Long-term success

Figure 7 illustrates the positive trends in tourism visits, MSME production, and product sales following the implementation of the community empowerment and digital promotion program from November 2024 to September 2025. Tourism visits increased steadily from approximately 10,000 to nearly 60,000 visitors per year, indicating enhanced destination visibility and promotional effectiveness. MSME production remained relatively stable in the initial months,

then rose significantly from 16 kg/day to approximately 28 kg/day toward the end of the program. Similarly, MSME product sales increased from around 16,000 to 28,000 packs per week, reflecting stronger market demand and improved business performance. These results demonstrate that integrating digital promotion, capacity building, and product development effectively strengthened local tourism and MSME competitiveness while generating measurable economic benefits.

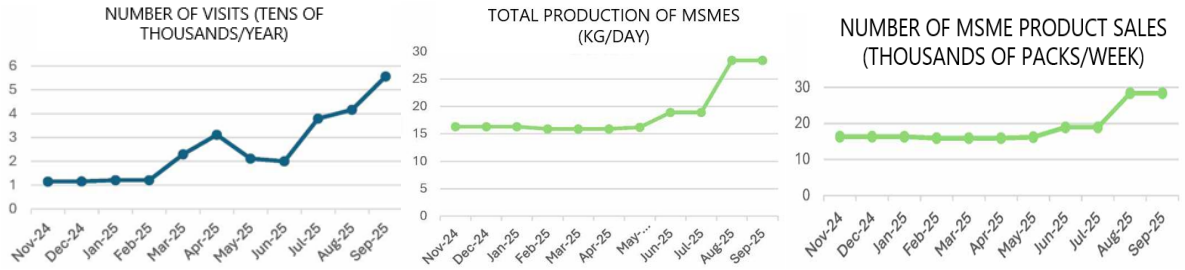


Figure 7. Trends in Tourism Visits, MSME Production, and Product Sales Following Community Empowerment Program Implementation (November 2024–September 2025)

Discussion

The development of pesonajepitu.com shows that digital promotion in tourism is not only a technological adoption, but also a transformation towards an integrated community-based digital tourism ecosystem. Within the digital tourism ecosystem, a website serves as a central node, connecting the main actors and tourists, MSMEs, pokdarwis, and governments into a cohesive, structured information system (Table 2). This is the main advantage over social media, which tends to be fragmented and lacks a long-term information structure. When compared to global practice, these findings are consistent with studies in rural areas in Europe (e.g., Italy and Spain) that show that integrated destination websites can increase destination visibility and tourist trust, especially when supported by curated content and a good user experience (R. K. Dowling, 2013; R. Dowling & Newsome, 2018; Frey, 2021; Newsome et al., 2012; Ólafsdóttir & Tverijonaite, 2018; Quesada-Valverde & Quesada-Román, 2023). Similarly, in the ASEAN context, studies in Thailand and Vietnam show that tourist villages that adopt integrated digital platforms experience significant increases in market reach and diversification of local products (Nguyen Le Cat, 2020; Nguyen & Huynh, 2024; Ploadaksorn et al., 2023; Thuy, 2024). However, an important difference in the context of Jepitu is the direct integration of tourism promotion and MSMEs on a single platform, which is rarely found in conventional models, which tend to separate the two.

From a theoretical perspective, the participatory approach to website development reflects the co-creation of value within the framework of community-based tourism (CBT). The community plays not only the role of users but also that of content producers and system managers. This strengthens social capital and increases the program's sustainability opportunities. These findings indicate that the success of digitalization is determined more by social and institutional capacity than by technology itself. Economically, integrating destination information and MSME catalogs on a single platform indicates the formation of a horizontal integration model within the local tourism value chain. This model produces a multiplier effect, where the increase in destination visibility is directly proportional to the increase in exposure to local products. Thus, the website serves as micro-scale digital-economy infrastructure that directly connects the tourism sector to MSMEs. Although specific quantitative data, such as traffic or conversion numbers, have not been documented in detail at this early stage, some qualitative indicators can be identified. First, the increase in tourist visits to beach destinations in Jepitu following the website's launch indicates early signs of greater awareness and interest. Second, the increase in consumer interactions with MSME products (through WhatsApp Business integration) indicates a potential conversion pathway from digital information to transactions. Third, a responsive, SEO-based

website structure provides an opportunity to increase organic reach, which, in digital marketing studies, is often associated with a 2–3-fold increase in traffic over 6–12 months if followed by consistent content updates (Table 2).

However, a critical analysis shows that pesonajepitu.com is still in the informational platform stage, not yet fully developed as a transactional platform. This is one of the main limitations compared with global practices, in which tourist destination websites have been integrated with reservation systems, digital payment systems, and marketplaces (Abimanyu et al., 2024; Chai-Arayalert et al., 2023; Nguyen Le Cat, 2020; Ploadaksorn et al., 2023; Thuy, 2024). In addition, the basic SEO implementation still requires strengthening through data-driven strategies, such as keyword analysis, backlinking, and performance monitoring with analytics tools (e.g., Google Analytics). In terms of novelty, this study offers an integrated digital promotion model for rural coastal geotourism that combines three main elements: (1) digitization of tourist destinations, (2) digitization of local MSMEs, and (3) participation-based community empowerment (Chai-Arayalert et al., 2023; Yuliawati et al., 2025). This model is especially relevant for areas such as Jepitu that have karst coastal geotourism characteristics, where the tourist experience depends not only on the natural landscape but also on interaction with local products as part of the destination's amenities.

The practical implications of these findings emphasize the importance of (1) strengthening people's digital literacy and capacity, (2) developing websites towards transactional platforms, and (3) integration with multi-channel marketing strategies. Meanwhile, the theoretical implications confirm that digital transformation in tourism villages must be understood as a multidimensional process involving interaction between technology, social actors, and local economic structures. Thus, the development of the pesonajepitu.com website not only increases visibility but also represents the first step towards establishing a sustainable community-based digital tourism ecosystem that aligns with global trends while retaining strong local characteristics.

Conclusion

Community service activities through the development of the pesonajepitu.com website have made a real contribution to promoting tourism and MSMEs in Jepitu Village, Kapanewon Girisubo, Gunungkidul Regency. Although the public, especially MSME actors, previously had personal social media accounts with limited reach, such as WhatsApp Business and Instagram Business, the existence of websites is significant because they can present information in a more structured, professional manner and reach a wider audience. The launch of the website is the initial momentum for Jepitu Village to integrate various promotional channels. Public participation in providing input on the website's design and content also strengthens a sense of belonging and supports the sustainability of this medium. Although further development is still needed, such as the implementation of Search Engine Optimization (SEO) and integration with marketplaces and other social media, this activity has shown that the use of digital technology can expand the reach of promotion, increase tourist attractions, and support the strengthening of the local economy based on MSMEs. With this website, information about tourism and local products can be accessed more widely and professionally, thus supporting increased competitiveness. The presence of the website also contributes to an increase in tourist visits to the beaches in Jepitu Village, as well as encouraging an increase in the number of consumers of local MSME products and culinary offerings.

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Conflicts of Interest

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