



# PROCEEDING ICEBA 2019

(Internasional Conference on Economic & Business 2019)

## “DIGITAL TRANSFORMATION IN ECONOMIC BUSINESS AND MANAGEMENT TO WARDS INDUSTRY 4.0”

University of PGRI **Adi Buana** Surabaya, Indonesia

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August 10<sup>th</sup> - 11<sup>th</sup> 2019

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MANAGEMENT TOWARDS INDUSTRY 4.0”*

*SURABAYA, INDONESIA, 10<sup>TH</sup> AUGUST, 2019*



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## INTRODUCTION

Assalamu'alaikum Warahmatullahi Wabarakatuh

Semangat Pagi!!!

Praise and gratitude to Allah SWT's presence because of His grace and gift, the implementation of the International Conference on Economics and Business Adi Buana University Surabaya (ICEBA) in 2019 has run smoothly without any significant obstacles. We would also like to thank all those who have contributed to the success of the event, especially PPLP PT PGRI Surabaya, Rector of the PGRI Adi Buana University in Surabaya and their staff, and the entire academic community of PGRI University Adi Buana in Surabaya.

ICEBA 2019 is the first International Seminar held by the Faculty of Economics, UNIPA Surabaya. We have the courage to hold an event of this size in line with the large and rapid growth of our institution and the rapid growth of the business world today. The business world cannot stand alone without the support of other disciplines such as information technology, statistics, and many others. For this reason, ICEBA 2019 has the theme: "Digital Transformations in Economic Business and Management Towards Industry 4.0".

ICEBA 2019 also invited several experts to their own fields, including: (1) Prof. Dr. Ming-Lang Tseng, as a Chair Professor and Director of the Institute on Innovations and Circular Economy Asia, Taicung University, Taiwan; (2) Dr. Bagus Sartono, as Lecturer of the Statistics Department of IPB University; (3) Dr. Zuraidah Zainol, as Senior Lecturer of the Faculty of Economics, Sultan Idris Education University, Malaysia; and (4) Seema Narayan P.hD, as Associated Professor of the School of Economics Finance and Marketing at RMIT University, Australia. The four experts have very good achievements in terms of academics so that their hopes in addition to channeling the latest scientific developments can also make all participants inspired and want to emulate the achievements of these experts.

Finally, we represent the entire committee and the Faculty of Economics PGRI University Adi Buana Surabaya as a host of this event apologizing if there are still many weaknesses in holding this international seminar. Hopefully the next ICEBA will be better and reflect positive changes for anyone.

Wassalamualaikum Warohmatullahi Wabarokaatuh

**Sutama Wisnu Dyatmika, S.E., M.M.**  
**Chairman of the Organizing Committee**

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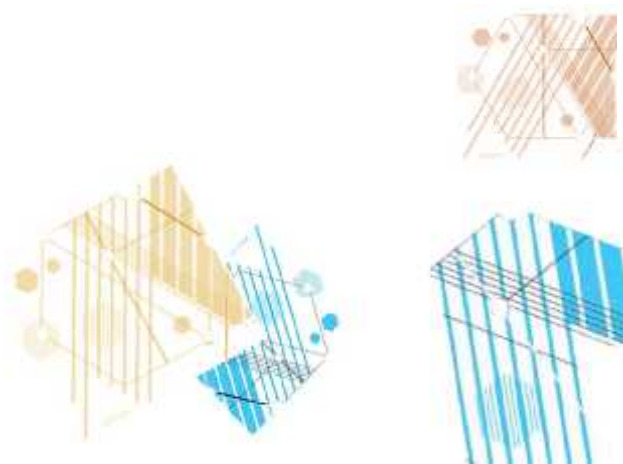


**Time Schedule**  
**International Conference Economic and Business Adi Buana (ICEBA) 2019**

***“DIGITAL TRANSFORMATION IN ECONOMICS, BUSINESS AND  
MANAGEMENT TOWARDS INDUSTRY 4.0”***

*GOR HASTA BRATA UNIVERSITY OF PGRI ADI BUANA SURABAYA, INDONESIA, 10<sup>TH</sup> AUGUST, 2019*

<b><i>Time Schedule</i></b>	<b>Agenda</b>
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<i>09.10-09.50</i>	Keynote Speaker 2 “Big Data in Economics: Machine Learning Techniques for Big Data Analytics”
<i>09.50-10.30</i>	Keynote Speaker 3 “The Challenges of Industry 4.0 for Small and Medium Enterprises”
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<i>11.10-11.50</i>	Question and Answer
<i>11.50-12.00</i>	Conclusion
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<i>13.30-14.00</i>	Poster Session (Ekonomi Building)
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4.	M. Nadjib Usman	Relationship Between Responsiveness And Economic Values Towards Surabaya Citizen To Satisfaction With Moderated E Government
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4.	Budi Rianto	Empowering Of Traditional Fish Processing Community By Transformation Of Hermetis Technology Of Fish Canning In Bengkulu, Trenggalek
5.	Albin Sayyid Agnar Caesar Purwanto, Teguh Purwanto	The Impact Of Social Media Influencer On Purchase Intention That Mediated By Trustworthiness (Study On @Kulinersby Instagram Account)
6.	Agus Subianto	Development Of Global Village As An Acces For Foreign Tourism To Various Destinations In Trenggalek

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3.	Moch. Eko Denariansyah	Brand Image, Perceived Value, And Wom On Customer Satisfaction In BCA Surabaya
4.	Ana Rafikayati, Evita Purnaningrum	Improving The Skills Of Product Design And Marketing Strategy Of Persons With Disabilities In Tuban Disabled People Organization (Orbit) Through E Learning Training
5.	Ika Agustina Maulidzia, Christina Menuk Sri H	Contribution Marketing Mix In The Decision To Buy Lego In Lego Certified Store Tunjungan Plaza Surabaya



## “ Digital Transformation in Economics, Business and Management Towards Industry 4.0 ”

### KEYNOTE SPEAKER :



**Chair Prof. Dr. Ming-Lang Tseng**

Chair Professor and Director  
Institute of Innovation & Circular Economy,  
Asia University, Taichung, Taiwan



**Dr. Bagus Sartono**

Department of Statistics - IPB University



**Dr. Zuraidah Zainol**

Senior Lecturer at Faculty Economy  
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**Seema Narayan, P.h.D.**

Associate Professor  
School of Economics, Finance and Marketing,  
RMIT University Australia



# PAPERS

# DEVELOPMENT OF GLOBAL VILLAGE AS AN ACCES FOR FOREIGN TOURISM TO VARIOUS DESTINATIONS IN TRENGGALEK

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## ABSTRACT

Trenggalek Regency is an isolated area that has a lot of tourism potential, both hot tourism on the beach, cold tours in the mountains and eksostika local cultural attractions. Karangany Village has 3 attractive tourist destinations, namely: Tapan Public Bath, Rumah Coklat and Turonggo Yakso cultural attractions, and easy to reach mass transportation. The purpose of this study is the development of Karangany village as a global village as an access to foreign tourists to various tourist destinations in Trenggalek. The method in this study is action research, in collaboration with the local Foreign Language LBB, starting with identification and need assessment followed by the development of a Website-based Global village model and other social media, as well as the empowerment of tourism conscious groups, to be widely known to the public. The results showed that the development of the Global Village website and efforts to increase the frequency of presence of native speakers in the LBB environment, as well as empowering Dervish hospitality, had gradually increased the introduction of global villages to the public inside and outside the country, as well as the interaction of rural communities productively with outside tourists. who want to visit other tourist destinations.

**Keywords:** global, village, destinations, tourism, Trenggalek

## BACKGROUND

Trenggalek Regency is a Regency in South East Java, which is still left behind compared to the Regencies around it. Since 2010 the Trenggalek Regency government has established its commitment as a tourist area (RPJMD Trenggalek, 2015) but the realization of Trenggalek as a tourist area has not shown significant results to date especially foreign tourists. Although it actually has a lot of potential tourist destinations that are very beautiful and potential to be developed and visited, both local and foreign tourists. (Demartoto, et. Al. 2009).

Karanganany Village is a village located in the capital city of KaranganySubdistrict, close

to the Capital City of Trenggalek. It has 3 adequate tourist destinations, namely a public bathing place in the Tapan mountains, a brown house tourist spot and cultural tourism attractions in kupatan and clean villages, and traffic- other. Karangany Village has adequate transportation infrastructure and information technology services that are easily accessed by foreigners to the village. In the village of Karangany a foreign language course institution has also developed which can be synergized with the development of a global village as an access for foreign tourists to enter Trenggalek.

Kampung Global is a new era of the impact of the development of massive information technology and greatly affects



people's lifestyles. Global Village or often referred to as Global Village is a concept of the development of communication technology in which the world is analogous to a very large village. The concept of Global Village according to (Alter, Adam L., dan Virginia S.Y. Kwan, 2009) in his book entitled, *Understanding Media: Extension of A Man*, explains that Global Village is no longer a clear boundary of time and place. Information can move from one place to another world in a very short time, using internet technology. Mc. Luhan predicts that in time, humans will be very dependent on technology, especially communication and information technology. Thus the Global Village occurs as a result of the rapid and massive dissemination of information in the community.

According to (Alter, Adam L., dan Virginia S.Y. Kwan, 2009)), it is said that: "Communication technology is the main driver (push factor) of globalization, which can produce a variety of new products that can simplify, accelerate, and cheapen the relationship between humans (human relations)". The advancements in communication technology are found in all stages of communication, since sending the message, for example Via Transmitter, telephone, cellphone, android, twitter, face book, whatshaps, etc., channeling and delivery or distribution as well as the presentation or appearance of communication messages.

The development of Global Village is closely related to the offer of tourist destinations, there are four aspects (4A) that must be considered in developing global villages as a transit of foreign tourists to various tourist destinations around it that is:

- a. Attraction (tourist attraction), tourist

- destinations should have both the attraction of nature and society and culture.
- b. Accessible (can be achieved), domestic and foreign tourism can be easily achieved in achieving the destination to the tourist attractions
- c. Facilities (Facilities), Tourist Destination Areas (DTW) where tourists can feel comfortable staying longer in the area.
- d. The existence of a Tourism Institution (Ancillary). Tourists can feel the security, (Protection of Tourism) and are protected about their existence as visitors. The purpose of this research is to identify and develop a model of global village-oriented "community empowerment", (Rianto, 2015) as access for foreign tourists to various tourist destinations in the district of Trenggalek.

## **METHODOLOGY**

The development of Global Village is closely related to the offer of tourist destinations there are four aspects (4A) that must be considered in developing global villages as a transit of foreign tourists to various tourist destinations around it that is:

- a. Attraction (tourist attraction), tourist destinations should have both the attraction of nature and society and culture.
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- d. The existence of a Tourism Institution (Ancillary). Tourists can feel the security, (Protection of Tourism) and are protected about their existence as visitors. (Sugiyono, 2010).

The purpose of this research is to identify and develop a model of global village-oriented community empowerment as access



for foreign tourists to various tourist destinations in the district of Trenggalek.

This research method begins with the identification of Karangany Village as a Global Village, followed by a model needed for the development of Karangany Village, as a global village in Trenggalek Regency, besides determining the determinants of factors affecting the empowerment of the people of Karangany village oriented towards the Global Village, as a transit to the destination Trenggalek tourism through participant action research, action research diagnosis and empirical action research (Kemmis & Mc. Taggart. 2010 ). At this stage of need assessment, a focus group discussion method will be used to explore various determinants of influencing factors. The object of this research is the implementation of the empowerment of Global village communities, various groups and institutions in the Village. The subjects of the study were tourism officials and other government officials related to the development of the global village at the study site. The technique used to collect data is by focus group discussion, observation and documentation, while snowball interviews are also conducted to identify the interests and needs of officials and community members. Data analysis was performed using an approach, namely a qualitative approach. Qualitative data are analyzed qualitatively by basing on logical thinking, (Miles, Matthew B dan Amichael Huberman. 2014) to obtain general conclusions, from the performance of community empowerment that can be developed, in the Global village.

## RESULTS

Geographically, Trenggalek Regency is located between coordinates 111° 24 – 112°

11 'East Longitude and 7° 53' – 8° 34 'South Latitude.



Source :  
<https://www.google.co.id/search?q=desa+karangany+kabupatenTrenggalek>

Figure 1. Map of Karangany Village, Karangany District, Trenggalek Regency

Karangany Village is a village area located on the outskirts of the city of Trenggalek Regency which has at least 3 leading tourist destinations that are attractive to tourists from outside Trenggalek Regency. The three destinations include: 1. Baths in the Tapan Mountains, 2. Chocolate House which is a place of production and shopping, 3. Cultural attractions starting from the kupatan event, jarananturonggo Yakso, As well as various other tourism supporting facilities for example: 1. Residential accommodation in the form of Griya Wisata 2. A place for batik crafts, 3. Handicraft, 4. Trenggalek special food 5. Cracked tempe snacks, alen-alen, as well as sales centers for snacks and souvenirs typical of Trenggalek, others. (Karangany Village Office, 2019).

The strength of this Karangany Village, is the village area in the Capital District of

Karangan District and is an area that has adequate transportation infrastructure so that it is easily reached by various foreign guests and tourists from various other regions. Karangon Village is also relatively easy to reach from various other regions in the Trenggalek Regency. Karangon Village is a potential tourism village, besides being a village located on the outskirts of the town of Trenggalek, with a rural feel that is still thick, but this village has a village that has complete infrastructure and facilities as a tourist village. Completeness of this bouquet village as a tourist village, which already has at least 3 mainstay tourist destinations, and other tourist support. The development of this Karangon village, as a Global Village is a strategic step as a transit to reach various other tourist destinations in the Trenggalek Regency environment, because it gives the possibility for tourists outside the city and even from countries that want to visit various other tourist destinations in the District of Trenggalek. So it is expected that the development of the Global Karangon village will have a positive impact on the development of visits to various tourist destinations mentioned above, because:

1. Easily obtain information and knowledge within the Karangon Village environment, including various tourist destinations within the Karangon Village environment in particular and Tourist Destinations within the Trenggalek Regency environment in general.
2. It is easy to communicate between Karangon villagers and various tourism destination management communities, as well as various other tourism facilities and infrastructure both within the Karangon village environment in particular and in the

Trenggalek Regency environment in general.

3. Open access to various tourism facilities in the Karangon Village environment in particular and various tourist destinations in the Trenggalek Regency environment in general.
4. Foster a cosmopolitan and tolerant attitude, especially in the tourist destination community in the village of Karangon and various other tourist communities in the district of Trenggalek.
5. Cultivating mutual self-pity in developing friendly service attitude (hospitality) towards foreigners and foreign tourists, especially those present in the tourist destination environment in the village of Karangon in particular and in the Trenggalek Regency environment in general.
6. Growing the ease of the graduates and foreign tourists, especially in meeting their various needs.

The development of Karangon Village as a Global Village as a transit tourist attraction, several criteria must be considered as follows, so that visitors are interested, namely:

- a. Something to see is that these attractions must have something that can be seen or viewed by visitors.
- b. Something to do is so that tourists who do tourism there can do something useful to provide a feeling of pleasure, happiness, relax in the form of recreational facilities both playgrounds or special eating places so as to make tourists more comfortable to stay there.

- c. Something to buy is a facility for tourists who shop in general is a characteristic or icon of the area, so it can be used as souvenirs.

In the development of tourism, it is necessary to increase directed and integrated steps, especially regarding the education of the workforce and planning for physical development, as well as community empowerment (Lestari, 2014).

## CONCLUSIONS

Based on these thoughts, the development of the Global Village Karangany Village must be supported by:

1. Efforts to use information technology, so that the existence and various activities and various potentials that exist in the village, especially tourism potential can be well informed, through various uses of digital technology,
2. The condition of the village, connected in an information network system about the existence of the Global Karangany village as a transit access for foreign tourists to various tourist destinations in the village of Karangany in particular and in the Trenggalek Regency environment, in general.
3. The Global Village in Karangany as a transit for foreign tourists is very important to be developed in a sustainable manner because of the potential that has been owned by Karangany Village,
4. The importance of developing the possibility of foreign tourists who want to travel in the environment of Trenggalek Regency can obtain information and be

able to communicate with the Karangany village community, through empowering the Karangany village community to be more actively and intensively communicate using various existing means of communication, so that it can be better known globally, becoming a village that is widely known nationally and internationally.

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# CERTIFICATE OF APPRECIATION

THIS IS TO CERTIFY THAT

**Dr. Agus Subianto, M.Si**

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