PROCEEDING
ICEBA 2019
(Internasional Conference on Economic & Business 2019)

“DIGITAL TRANSFORMATION IN ECONOMIC BUSINESS AND MANAGEMENT TOWARDS INDUSTRY 4.0”

University of PGRI Adi Buana Surabaya, Indonesia


August 10th - 11th 2019
PROCEEDING

INTERNATIONAL CONFERENCE ON ECONOMIC & BUSINESS (ICEBA)

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

SURABAYA, INDONESIA, 10TH AUGUST, 2019

Presented by:
ECONOMIC FACULTY

Adi Buana University Press
University of PGRI Adi Buana Surabaya
Jl. Ngagel Dadi III-B/37 Surabaya, 60245, Telp/Fax. 031-5042804
www.unipasby.ac.id
INDONESIA
@2019
EDITORIAL BOARD MEMBERS

INTERNATIONAL CONFERENCE ON ECONOMIC & BUSINESS (ICEBA)
“DIGITAL TRANSFORMATION IN ECONOMICS, BUSINESS AND
MANAGEMENT TOWARDS INDUSTRY 4.0”

Protector: Drs. H. Djoko Adi Walujo, ST., MM., DBA (Rector)
Advisor: Dra. Siti Istikhoroh, M.Si (Dean of Economics Faculty)
Steering Committee: 1. Prof. Dr. Iskandar Wiriyokusumo, M.Sc
2. Prof. Gempur Santosa, M.Kes
3. Dr. Drs. Mochammad Munir Rachman, Ec., M.Si

Person In Charge: Dra. Christina Menuk S., SE., MM (Deputy Dean I)
Coordinator of Study Program:
Dra. Martha Suhardiyah, SE., M.Ak (Head of Accounting Study Program)
Tony Susilo Wibowo, SE., MM (Head of Management Study Program)

Chairman: Sutama Wisnu Dyatmika, SE., MM.
Deputy Chairman: Rina Fariana, SE., Ak., MA
Secretary: Arista Purwanthari Sawitri, SE., MA
Secretarial: Fauziyah, S.Si., M.Si
Treasurer: Dra. Hj. Yuni Sukandani, SE., MM
Editor: 1. Dr. Moh. Afrizal Miradj, SE., Ak., MSA., CA.,ACPA
2. Dr. Aji Prasetya, SEL, MSA
3. Evita Purnaningrum, S.Si., M.S.Si

Reviewers: 1. Dr. Taudlikul Afkar, S.Pd., M.Pd
2. Dr. Untung Lasiyono, SE., M.Si
3. Dr. Fachrudy Aś’ari, MM

Cover Design: Adi Winarno, S.Komp., M. Komp
Layout: Vieqi Rakhma Wulan, SE., M.MT

Publisher by:
Adi Buana University Press
University of PGRI Adi Buana Surabaya
Website: www.unipasby.ac.id
Email: Unipasby@gmail.com
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, Thaicung 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
# Table of Content

Title of Page
Editorial board members
Introduction
Table of Content
Time Schedule
Parallel Trial List
Keynote Speakers

**PAPERS**

**Value Added Analysis of Mango Supply Chain Performers in Situbondo**
Puryantoro, Gema Ifitah Anugerah Yekti ................................................................. 1-6

**Identification of Sugarcane Supply Chain Conditions in Mojo Sugar Factory in Sragen**
Andina Mayangsari ................................................................. 7-12

**The Importance of Trust, Security, and Service Quality in E-Commerce Use on Online Purchase Decisions**
Siti Istikhoroh, Mutiara Rachma Ardhiani ................................................................. 13-18

**Mathematical Modeling to Reduce Direct Labour and Heavy Equipment Fluctuation in Construction Project**
Putra Tanujaya, Abdullah Shahab ................................................................. 19-26

**Brand Image, Perceived Value, and WOM on Customer Satisfaction in BCA Surabaya**
Moch. Eko Denariansyah, Ronny ................................................................. 27-32

**AINA (Artificial-Intelligence Neuralytics-Academician) Industry 4.0 Global Environment Report 2019**
Oki Nurpatria, Suharto, Daveid Abraham Putra Manafe ................................................................. 33-35

**The Effect of Banking Health Indicators on Return Shares**
Aristha Purwanthari Sawitri, Nurcholis Setiawan, Rina Fariana .......................... 36-44

**The Effect of Brand Equity, Celebrity Endorser and Price Towards Consumer Purchasing Behaviour on 3Second’s Fashion Products at Royal Plaza Surabaya**
Muhaini Kholirotinia, Widhayani Puri Setioningtyas ................................................................. 45-53

**Factors Analysis That Affects The Interest in Continuing Studies in Lecturers at The University of Tridinanti Palembang**
Liliana ................................................................. 54-61
Analysis of Business Incubator Model as an Effort to Increase Entrepreneurial Intention in Students at University of Tridinanti Palembang
Veny Mayasari ........................................................................................................ 62-69

The Effectiveness of Management of Social Funds of Sharia Micro Financial Institutions (Analysis Study on Sidogiri UGT BMT Surabaya)
Aji Prasetyo ........................................................................................................ 70-75

The Impact of Social Media Influencer on Purchase Intention That Mediated By Trustworthiness (Study On @Kulinersby Instagram Account)
Albin Sayyid Agnar C.P., Teguh Purwanto ................................................. 76-85

Analysis of Community Based Policy Models In The Industrial Community Environment In Surabaya
Heri Kusairi, Susi Tri Wahyun, L. Tri Lestari ................................................. 86-91

Perceptual Understanding of Profesionalism In An Industrial Era 4.0: A Case Study
Aris Setiyono .................................................................................................... 92-98

Forming Entrepreneuer Students Through Character Education
Martha Suhardiyah, Luqmanul Hakim, Subakir ........................................... 99-106

Business Ethics Learning At The Faculty Of Economics, Universitas Pgri Adi Buana Surabaya
Bisma Arianto ................................................................................................... 107-111

The Businessman's Understanding of The Triple Bottom Line Concept Influences Business Performance Use Realize Business Sustainability Agroindustry Sector in Gondang Sub-District, Mojokerto Regency, East Java Province
Untung Lasiyono, Fauziyah ................................................................. 112-119

The Influence of External Factors, Customer Characteristics, Loan Terms And Loan Management Ability Towards Problem Loans of The Industry 4.0 Era on Sharia Rural Bank of PT. Mandiri Mitra Sukses Gresik
Tri Ariprabowo, Nashrudin Latif .......................................................... 120-125

The Effect of Accounting Profit And Cash Flow Operations on Stock Return in Companies LQ 45
Mochammad Erwan Iswanto, Yuni Sukandani ...................................... 126-132

Contribution Marketing Mix In The Decision To Buy Lego In Lego Certified Store Tunjungan Plaza Surabaya
Ika Agustina Maulidzi, Christina Menuk Sri H , ..................................... 133-139

Work – Life Balance : It’s Factor, Effects, And Related Policies In Indonesia
Widhayani Puri S., Prasetya Putra Dewanta ............................................. 140-145
Hedonic Shopping Motivation: Impulse Buying Royal Plaza Surabaya Consumer
I Made Bagus D., Fachrudy Asj’ari ........................... 146-151

Coffee Sales Promotions Using Social Media
Ulfah Setia Iswara, Teguh Gunawan Setyabudi ................................................................ 152-156

Informal micro Finance Institutions (IMFIS) and The development of Tourism and the Development of Tourism Entrepreneurship In Indonesia: Small Tourism Firms (STFS) in The Kenjeran Beach Area
Febriana Hambalah, Sherina Prameswari Wijayaputri Sutedjo ............ 157-165

The Factor Affecting Purchase Decision Via On Line
Suharto .................................................................................................................. 166-170

The role of Mudharabah Mutlaqah Capital Financing and the Principle of Profit Sharing Distribution In the Development Of MISMEs
Taudikhul Afkar, Sigit Prihanto Utomo, M Afrizal M, Ferry Hariawan .. 171-178

Millennial Era Cooperatives In The Perpective Of National Resilience
Syamsu Ridwan ........................................................................................................ 179-186

Development Of Global Village As An Acces For Foreign Tourism To Varios Destinations In Trenggalek
Agus Subianto, Budi Rianto,Luna Riana Lubis ..................................................... 187-192

Model Development Of Community Economic Empowerment Based On Diversification Of Virgin Coconut Oil Waste In Trenggalek
L Tri Lestari, Susi Tri W, Sri Umi M, Madziatul C ............................................. 193-199

Empowering Of Traditional Fish Processing Community By Trasformation of Hermetis Technology Of Canning In Bengkorok, Trenggalek
Budi Rianto, Anik Suliestiani,Agos Wahyudi ...................................................... 200-205

Empowering MISMEs Hrough Application Of Packaging Design Of Products MSMEs Oriented To Industry $.0 In Sidoarjo
Musriha, Siti Samsiyah, Ismu Gunadi W,Budi Rianto ......................................... 206-211

Integration Of Non-APBN Financing And Digital Marketing Models To Enhance Performance And Competitive Advantage Of Green Wconomy Based SMEs
Sriyono,Sarwendah Biduri, Nayu Prasojo ............................................................ 212-219

Improving The Skills Of Product Design And Marketing Strategy Of Persons With Disabilities in Tuban Disabled Peoplee Organization (Orbit) Through Elarning Traning
Ana Rafikayati, Evita Purnaningrum ................................................................. 220-226
Effect Of Attitudes, Motivation, Personality Of Entrepreneurs Against Student Interest In Student Surabaya NSC Politeknik
Ahmad Dzulfikri, Budi Kusworo ................................................................. 227-235

Relationships between responsiveness and Economic values towards Surabaya Citizen Satisfactions with moderated by E-Government
M.Nadjib Usman ................................................................. 236-241

The Analysis of Leadership Behavior At The Gedangan Sub District Office
Iska Rohmawati M, Tony Susilo wibowo ................................................. 242-246

Twitter Sentiment Analysis for Knowing The Customers Satisfaction Of AirPlane Ticket in Indonesia In 2019
Muhammad Riefky, Antonito Hornay Cabral ........................................... 247-253

POSTERS

Factor That Affects The Use Of Financial Technology In The City Of Palembang
Agung Anggoro Seto ............................................................................. 253

Corporate Governance And Digitalization
Ari Yusdiana .......................................................................................... 254

The Influence Of Sharing Economy Concept In The Digital Era To Change Poverty In The City Of Palembang
Dwi Septa Aryani ................................................................................... 255

Big Data, Media Relation, And Micro Small And Medium Enterprises
Andri Kurniawan, Martha Suhardiyah .................................................... 256
<table>
<thead>
<tr>
<th>Time Schedule</th>
<th>Agenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>07.30-08.00</td>
<td>Registration</td>
</tr>
<tr>
<td>08.00-08.30</td>
<td>Opening Ceremony</td>
</tr>
</tbody>
</table>
| 08.30-09.10   | Keynote Speaker 1  
“Industry 4.0 framework for Economy and Business” |
| 09.10-09.50   | Keynote Speaker 2  
“Big Data in Economics: Machine Learning Techniques for Big Data Analytics” |
| 09.50-10.30   | Keynote Speaker 3  
“The Challenges of Industry 4.0 for Small and Medium Enterprises” |
| 10.30-11.10   | Keynote Speaker 4  
“Use of Financial Technology in Business Competition” |
<p>| 11.10-11.50   | Question and Answer |
| 11.50-12.00   | Conclusion |
| 12.15-12.30   | Closing Keynote Speaker |
| 12.30-13.30   | Lunch Break |
| 13.30-14.00   | Poster Session (Ekonomi Building) |
| 14.00-15.40   | Oral Parallel Presentation (Ekonomi Building) |
| 15.40-16.00   | Certificate |</p>
<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Ulfah Setia Iswara,</td>
<td>Coffee Sales Promotions Using Social Media</td>
</tr>
<tr>
<td></td>
<td>Teguh Gunawan Setyabudi</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Andina Mayangsari,</td>
<td>Identification Of Sugarcane Supply Chain Conditions In Mojo Sugar</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Factory In Sragen</td>
</tr>
<tr>
<td>3.</td>
<td>Siti Istikhoroh</td>
<td>The Importance Of Trust, Security, And Service Quality In E-Commerce</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Use On Online Purchase Decisions</td>
</tr>
<tr>
<td>4.</td>
<td>Sriyono</td>
<td>Integration Of Non-Apbn Financing And Digital Marketing Models To</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Enhance Performance And Competitive Advantage Of Green Economy-Based</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Smes</td>
</tr>
<tr>
<td>5.</td>
<td>Muhaini Kholirotinia</td>
<td>The Effect Of Brand Equity,.Celebrity Endorser And Price Towards</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Consumer Purchasing Behaviour On 3Secand’S Fashion Products At Royal</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Plaza Surabaya</td>
</tr>
<tr>
<td>6.</td>
<td>Tri Ariprabowo, Nasrudin</td>
<td>The Influence Of External Factors, Customer Characteristics, Loan</td>
</tr>
<tr>
<td></td>
<td>Latif</td>
<td>Terms And Loan Management Ability Towards Problem Loans Of The</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Industry 4.0 Era On Sharia Rural Bank of PT. Mandiri Mitra Sukses</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gresik</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Room 303</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
</tr>
<tr>
<td>----</td>
</tr>
<tr>
<td>1.</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>2.</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>3.</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>4.</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>5.</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>6.</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
### Room 304

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Muhammad Riefky</td>
<td>Twitter Sentiment Analysis For Knowing The Customers Satisfaction Of Airplane Ticket In Indonesia In 2019</td>
</tr>
<tr>
<td>2.</td>
<td>Aris Setiyono</td>
<td>Perceptual Understanding Of Professionalism In An Industrial Era 4.0: A Case Study</td>
</tr>
<tr>
<td>3.</td>
<td>Ahmad Mardalis</td>
<td>Fostering Young Entrepreneurs In Universities</td>
</tr>
<tr>
<td>4.</td>
<td>Budi Rianto</td>
<td>Empowering Of Traditional Fish Processing Community By Transformation Of Hermetis Technology Of Fish Canning In Bengkorok, Trenggalek</td>
</tr>
<tr>
<td>5.</td>
<td>Albin Sayyid Agnar Caesar Purwanto, Teguh Purwanto</td>
<td>The Impact Of Social Media Influencer On Purchase Intention That Mediated By Trustworthiness (Study On @Kulinersby Instagram Account)</td>
</tr>
<tr>
<td>6.</td>
<td>Agus Subianto</td>
<td>Development Of Global Village As An Access For Foreign Tourism To Various Destinations In Trenggalek</td>
</tr>
</tbody>
</table>

### Room 305

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Aji Prasetyo</td>
<td>The Effectiveness Of Management Of Social Funds Of Sharia Micro Financial Institutions (Analysis Study On Sidogiri Ugt Bmt Surabaya)</td>
</tr>
<tr>
<td>2.</td>
<td>Heri Kusairi</td>
<td>Analysis Of Community Based Policy Models In The Industrial Community Environment In Surabaya Area</td>
</tr>
<tr>
<td>3.</td>
<td>Musriha, Siti Samsiyah</td>
<td>Empowering Umkm Through Aplication Of Packaging Design Of Products Umkm Oriented To Industry 4.0 In Sidoarjo</td>
</tr>
<tr>
<td>4.</td>
<td>Taudlikhul Afkar, Sigit Prihanto Utomo M. Afrizal Miradji, Ferry Hariawan</td>
<td>The Role Of Mudharabah Mutlaqah Capital Financing And The Principle Of Profit Sharing Distribution In The Development Of Msmes</td>
</tr>
<tr>
<td>5.</td>
<td>Untung Lasiyono, Fauziyah</td>
<td>The Businessman’S Understanding Of The Triple Bottom Line Concept Influences Business Performance Use Realize Business Sustainability Agroindustry Sector In Gondang Sub-District, Mojokerto Regency, East Java</td>
</tr>
</tbody>
</table>

### Room 306

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Syamsu Ridhuan</td>
<td>Millennial Era Cooperatives In The Perspective Of National Resilience</td>
</tr>
<tr>
<td>2.</td>
<td>Liliana</td>
<td>Factors Analysis That Affects The Interest In Continuing Studies In Lecturers At University Of Tridinanti Palembang</td>
</tr>
</tbody>
</table>
### Room 306

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Putra Tanujaya, Prof. Abdullah Shahab</td>
<td>Mathematical Modeling To Reduce Direct Labour And Heavy Equipment Fluctuation In Construction Project</td>
</tr>
<tr>
<td>4</td>
<td>L. Tri Lestari</td>
<td>Model Development Of Community Economic Empowerment Based On Diversification Of Virgin Coconut Oil Waste In Trenggalek</td>
</tr>
<tr>
<td>5</td>
<td>Agus Subianto</td>
<td>Development Of Global Village As An Access For Foreign Tourism To Various Destinations In Trenggalek</td>
</tr>
<tr>
<td>6</td>
<td>Martha Suhardiyah, Luqmanul Hakim, Subakir</td>
<td>Forming Entrepreneur Students Through Character Education</td>
</tr>
</tbody>
</table>

### Room 307

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Puryantoro</td>
<td>Value Added Analysis Of Mango Supply Chain Performers In Situbondo</td>
</tr>
<tr>
<td>2</td>
<td>Suharto</td>
<td>The Factors Affecting Purchase Decision Via On Line</td>
</tr>
<tr>
<td>3</td>
<td>Moch. Eko Denariansyah</td>
<td>Brand Image, Perceived Value, And WOM On Customer Satisfaction In BCA Surabaya</td>
</tr>
<tr>
<td>4</td>
<td>Ana Rafikayati, Evita Purnaningrum</td>
<td>Improving The Skills Of Product Design And Marketing Strategy Of Persons With Disabilities In Tuban Disabled People Organization (Orbit) Through E Learning Training</td>
</tr>
<tr>
<td>5</td>
<td>Ika Agustina Maulidzia, Christina Menuk Sri H</td>
<td>Contribution Marketing Mix In The Decision To Buy Lego In Lego Certified Store Tunjungan Plaza Surabaya</td>
</tr>
</tbody>
</table>
“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
Universiti Pendidikan Sultan Idris, Malaysia

Secma Narayan, Ph.D.
Associate Professor
School of Economics, Finance and Marketing,
RMIT University Australia
DEVELOPMENT OF GLOBAL VILLAGE AS AN ACCES FOR FOREIGN TOURISM TO VARIOUS DESTINATIONS IN TRENGGALEK

AGUS SUBIANTO, BUDI RIANTO, LUNA RIANA LUBIS

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. Karangan 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 Karangan 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).

Karangan Village is a village located in the capital city of KaranganSubdistrict, 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. Karangan Village has adequate transportation infrastructure and information technology services that are easily accessed by foreigners to the village. In the village of Karangan 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: Extention 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.

**METHODODOLOGY**

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. (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 Karangan Village as a Global Village, followed by a model needed for the development of Karangan Village, as a global village in Trenggalek Regency, besides determining the determinants of factors affecting the empowerment of the people of Karangan 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, Matew 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+karangan+kabupatenTrenggalek

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

Karangan 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, jarananturonggoYakso, As well as various other tourism supporting facilities for example: 1. Residential accommodation in the form of GriyaWisata 2. A place for batik crafts, 3. Hendycraft, 4. Trenggalek special food 5. Cracked tempe snacks, alen-alen, as well as sales centers for snacks and souvenirs typical of Trenggalek, others. (Karangan Village Office, 2019).

The strength of this Karangan 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. Karangan Village is also relatively easy to reach from various other regions in the Trenggalek Regency. Karangan 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 Karangan 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 Karangan 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 Karangan Village environment, including various tourist destinations within the Karangan Village environment in particular and Tourist Destinations within the Trenggalek Regency environment in general.

2. It is easy to communicate between Karangan villagers and various tourism destination management communities, as well as various other tourism facilities and infrastructure both within the Karangan village environment in particular and in the Trenggalek Regency environment in general.

3. Open access to various tourism facilities in the Karangan 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 Karangan 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 Karangan 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 Karangan 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 Karangan 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 Karangan village as a transit access for foreign tourists to various tourist destinations in the village of Karangan in particular and in the Trenggalek Regency environment, in general.

3. The Global Village in Karangan 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 Karangan 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 Karangan village community, through empowering the Karangan 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.

REFERENCES


Monograf Desa Karangan (2019), Monograf Kantor Desa Karangan, Kantor Desa Karangan, Trenggalek.


Number : 13/ICEBA/FE/VIII/2019

CERTIFICATE OF APPRECIATION

THIS IS TO CERTIFY THAT

Dr. Agus Subianto, M.Si

WITH PAPER ENTITLED

Development Of Global Village As An Acces For Foreign Tourism To Various Destinations In Trenggalek

has participated as AUTHOR


Dean of Economic Faculty

Chair of the Organizing Committee

Drs. Siti Istikhoroh, M.Si.

Sutama Wisnu Dewitmika, S.E., M.M.