

Tourism, Art, and Unique Using Culture Products Promotion with Android-Based Applications

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ABSTRACT

The Government of Banyuwangi is actively promoting tourism, one of the most intensively promoted and most desirable is tourism and the unique art of Using where the Using (or Osing) tribe is known as the indigenous people of Banyuwangi. Some of Osing's popular cultural and artistic products that are often promoted include several dance performances, traditional rituals and traditional villages. One of the potential promotional media that can be used is the use of mobile devices, due to the large number of mobile device users. Therefore, to support the promotion of tourism, art and cultural products of Osing and to help the tourists in obtaining tourism information in Banyuwangi, then an application based on Android tourism is made. To develop an Android-based application is done through a series of stages: Requirement Analysis, Literature review, Data Collection and Data Processing, Application Design and code, and Testing and Evaluation.

Keyword: Tourism, Android, Using Tribe

1. Introduction

The Government of Banyuwangi Regency is actively promoting tourism, with the famous slogan "Sunrise of Java", This can be seen from the many national / international events organized and promoted by the local government to attract as many tourists as possible to travel in Banyuwangi.

One of the most intensively promoted and most sought after is the tourism and artistic culture of the Using where the Using (or Osing) tribe is known as the indigenous people of Banyuwangi. Some of the cultural products and unique art of the often promoted are some dance performances, traditional rituals and traditional villages.

People who are interested in traveling in Banyuwangi usually seek information from the internet first or information from people who have visited the Banyuwangi before. Information sought usually is information and directions to the location of the tourist attraction to be visited. To deliver that information there are already some promotional media that can be used among others like conventional media such as brochures and advertisements in the mass media. Furthermore, the tourism information also can also be obtained from electronic media such as websites and social media, including using mobile technology that is very potential

2. Research Method

Stages of research to be performed is requirement analysis, literature review, data collection and processing, application design and development, testing and evaluation.

A. Requirement Analysis

In this first stage an analysis of the needs of what will be required is done for build the applications. These requirements include functional requirements and non-functional requirements

B. Literature Review

At this stage literature review and literature study is done, used as a study material in the development of applications that will be made. The study material is several scientific references such as books, papers / journals, Thesis, Proceedings of national seminar, Final Project / Thesis.

C. Data Collection and Processing

After the literature study is done, then the process of collecting and processing the required data is carried out. These data include data on tourism potential, as well as data on art and culture products of the community which exists in Banyuwangi.

D. *Application Design and Development*

The next stage is the design of the application, at this stage of the application architecture is designed to be made, application interface and application architecture are also designed. Then after the application design has been completed then the application is coded corresponding with the requirements and applications design that have been done before.

E. *Testing and Evaluation*

At this stage testing and evaluation of applications that have been developed is committed. Tests were done by white-box and black-box testing. The test results serve as an evaluation of the applications developed.

3. System Design and Development

At the requirement analysis stage obtained functional requirements and non-functional requirements. Functional requirements on this application are as follows:

- application can display information about nature tourism, cultural festival, special culinary, hotel, and transportation in Banyuwangi
- the application can show the shortest route from user place to any specific place mentioned in application databases.

While non-functional requirements in this application are as follows:

- the application run on Android based devices
- the application displays user interface that is user friendly

Use case diagram for this applications are shown in Figure 1.

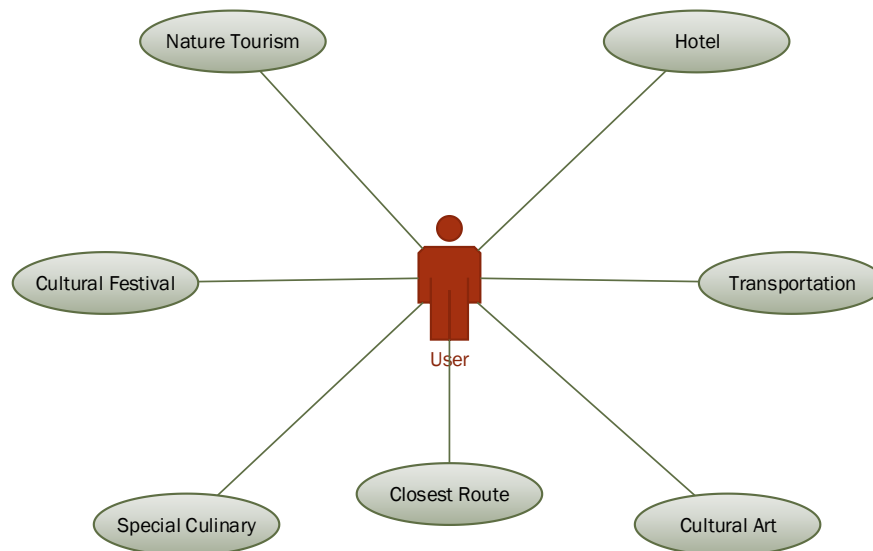


Figure. 2. Use Case Diagram

4. Result and Analysis

The results that have been achieved by this research is the application of tourism based on android, in this application the public can find out information about tourism and art in Banyuwangi with the existence of various features available in this application. The features available in this application are divided into 6 main features, namely Nature Tourism information feature, Festival information feature, Banyuwangi Culinary information feature, Hotel information feature in Banyuwangi, unique artistic and cultural information feature and Transportation information feature.



Figure. 2. Application Interface Design

At home screen as shown in Figure 2, the user can see 6 (six) main features provided by this application. To activate the available features the user can tap the icon or label description on the display.

In the feature of natural tourist information, users can choose information about some natural attractions in Banyuwangi. There are several choices of information provided, namely information about nature tourism BOOM Beach, Ijen Crater, Red Island, and Baluran National Park, by selecting on the drop-down menu that users can pick information about the desired nature tour. The process can be illustrated in Figure 3.

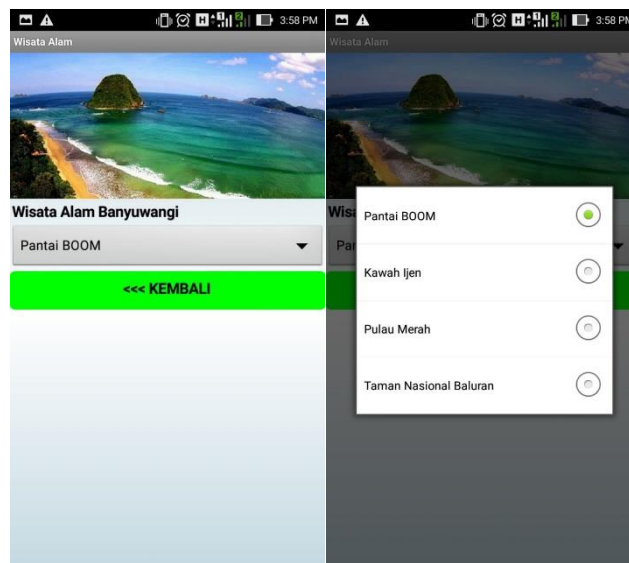


Figure. 3. Nature Tourism Site Drop-down Menu

Once the user selects the desired natural attractions, then the information screen displays the information about the natural attractions. For example, in figure 4 display information about nature tourism on Boom Beach in Banyuwangi.



Figure. 4. Brief Information on BOOM Beach Tourism Site

At the bottom part of the display there are 2 (two) buttons, that is the button to see the map of selected natural tourist locations and buttons to find the route from the user location to the tourist location. The route search button is in the non-active state. In order to route search buttons to be active, the user is required to activate the GPS sensor on the device first and then the user's location is detected by the GPS sensor.

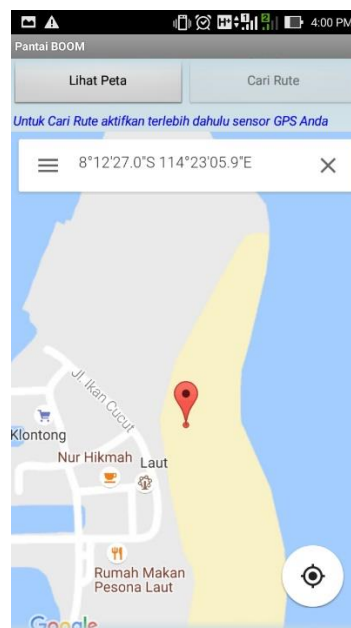


Figure. 5. View location on Map

The function of the map view feature is to indicate where the tourism object is located on the map, this can be done by the user simply by pressing the map view button. As in Figure 5. The next feature is to find the route from the current user position to where the tourist location is located. It can be done by pressing the route search button. The results can be seen in figure 6.

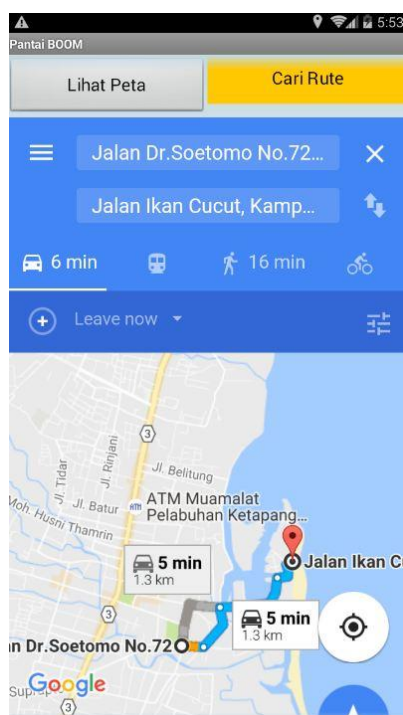


Figure. 6. Route Search Results

As for all functions such as displaying brief information, maps and routes of this android based applications are also available on other features such as information features festivals, culinary tours, hotels, arts and culture

5. Conclusion

The conclusion of this research is that this research has been done. Tourism, culture and art applications Android based have been created. However, given the large number of tourist destinations and the unique Osing culture and very broad area of Banyuwangi then this application still needs to be developed further. For further development, in this application can be added several tourist sites, including features to know the price information of each hotel and culinary in Banyuwangi, as well as other features that allow to be added. So this application can be one reference by tourists who want to visit to Banyuwangi and become an effective and efficient promotion media.

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