

PROTEKSI ISI LAPORAN KEMAJUAN PENELITIAN

Dilarang menyalin, menyimpan, memperbanyak sebagian atau seluruh isi laporan ini dalam bentuk apapun kecuali oleh peneliti dan pengelola administrasi penelitian.

LAPORAN KEMAJUAN PENELITIAN

Informasi Data Usulan Penelitian

1. IDENTITAS PENELITIAN

A. JUDUL PENELITIAN

Develop Digital Marketing for Community-based Healthy-Ecotourism Destination with Leisure Participation towards Wellbeing

B. SKEMA, BIDANG, TEMA, DAN TOPIK PENELITIAN

Skema Penelitian	Bidang Fokus Penelitian	Tema Penelitian	Topik Penelitian
Penelitian Penugasan Strategis	Sosial Humaniora - Seni Budaya - Pendidikan	Sustainable mobility	Urban planning.

C. KOLABORASI DAN RUMPUN ILMU PENELITIAN

Jenis Kolaborasi Penelitian	Rumpun Ilmu 1	Rumpun Ilmu 2	Rumpun Ilmu 3
Kolaboratif Luar Negeri	ILMU EKONOMI	ILMU EKONOMI	Ekonomi Pembangunan

2. IDENTITAS PENELITIAN

Nama	Peran	Tugas
Diah Setyawati Dewanti, S.E., M.Sc., Ph.D.	Ketua Pengusul	
Susilo Nur Aji Cokro Darsono, S.E., M.R.D.M	Anggota Pengusul	Menganalisa kuantitatif dalam 5 instrumen penilaian ecotourism
Raviano Osya Perdana Putra	Mahasiswa Bimbingan	Membantu pekerjaan lapangan dalam pengambilan data
Dr. Chuanchen Bi	Pakar Bidang	Bersama dengan ketua peneliti mengidentifikasi CBHE dan perhitungan leisure, environment, Wellbeing

3. MITRA KERJASAMA PENELITIAN (JIKA ADA)

Pelaksanaan penelitian dapat melibatkan mitra kerjasama, yaitu mitra kerjasama dalam melaksanakan penelitian, mitra sebagai calon pengguna hasil penelitian, atau mitra investor

Mitra	Nama Mitra	Kepakaran
Khon Kaen University International College	Dr. Chuanchen Bi	Manajemen Tourism

4. LUARAN DAN TARGET CAPAIAN

Luaran Wajib

Tahun	Jenis Luaran
1	Buku Monograf
2	Uji Coba Produk
2	Hak Cipta
2	Publikasi Jurnal Internasional terindeks SCOPUS,

Luaran Tambahan

Tahun	Jenis Luaran
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5. ANGGARAN

Rencana anggaran biaya penelitian mengacu pada PMK yang berlaku dengan besaran minimum dan maksimum sebagaimana diatur pada buku Panduan Penelitian dan Pengabdian kepada Masyarakat.

Total Keseluruhan RAB Rp. 30,000,000

Tahun 1 Total Rp. 30,000,000

Jenis Pembelanjaan	Komponen	Item	Satuan	Vol.	Harga Satuan	Total
BAHAN	Bahan (Habis Pakai)	Persiapan uji coba instrument	Unit	5	Rp. 500,000	Rp. 2,500,000
BAHAN	Bahan (Habis Pakai)	Pengambilan data dengan 5 instrumen	Unit	1000	Rp. 5,000	Rp. 5,000,000
PENGUMPULAN DATA	FGD Persiapan	Rapat persiapan dan perijinan	Paket	3	Rp. 150,000	Rp. 450,000
BAHAN	Bahan (Habis Pakai)	Souvenir untuk responden	Unit	500	Rp. 5,000	Rp. 2,500,000
PELAPORAN, LUARAN WAJIB, DAN LUARAN TAMBAHAN	Biaya Penyusunan Buku Termasuk Book Chapter	Pembuatan dan penjilidan buku monograf	Paket	1	Rp. 100,000	Rp. 100,000
PENGUMPULAN DATA	HR Petugas Survey	Petugas survey 5 instrument	OH/OR	500	Rp. 10,000	Rp. 5,000,000
PENGUMPULAN DATA	HR Sekretariat/Administrasi	Field Surveyor dan administrasi	OB	1	Rp. 7,450,000	Rp. 7,450,000
PENGUMPULAN DATA	Transport	Transport lokal pengambilan data	OK(Kali)	20	Rp. 100,000	Rp. 2,000,000
PENGUMPULAN DATA	Transport	Transport lokal pengambilan data	OK(Kali)		Rp. 0	Rp. 0
ANALISIS DATA	HR Pengolah Data	HR Pengolah data kuantitatif	Per Penelitian	5	Rp. 1,000,000	Rp. 5,000,000

5. LEMBAR PENGESAHAN

HALAMAN PENGESAHAN LAPORAN KEMAJUAN PENELITIAN SKEMA:

Judul : Develop Digital Marketing for Community-based Healthy-Ecotourism Destination with Leisure Participation towards Wellbeing
Peneliti/Pelaksana : Diah Setyawati Dewanti, S.E., M.Sc., Ph.D.
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Jabatan Fungsional : Lektor
Program Studi/Fakultas : Ekonomi Pembangunan
Nomor HP : 082133691838
Alamat surel (e-mail) : ddewanti@umy.ac.id
Anggota
Nama : Susilo Nur Aji Cokro Darsono, S.E., M.R.D.M
NIDN : 0515049301
Jabatan Fungsional : Asisten Ahli
Program Studi/Fakultas : Ekonomi Pembangunan

Nama : Raviano Osya Perdana Putra
NIM : 20170430135
Prodi : Ilmu Ekonomi

Nama : Dr. Chuanchen Bi
NIK : E64329748
Institusi : Khon Kaen University International College

Mitra : Khon Kaen University International College
Nama Mitra : Dr. Chuanchen Bi
Kepakaran : Manajemen Tourism

Biaya : Rp. 30,000,000

Yogyakarta, 25 Juni 2021

Mengetahui,
Kepala LP3M,


Dr. Ir. Gapt Supangkat, MP., IPM
NIP. 196210231991031003

6. RINGKASAN

Establishing protected areas constitutes for the conservation of marine-coastal and cultural-city encompass complex management challenges for the long-term sustainability of these landscapes. These research has main objective as to develop the digital marketing for Community Based Healthy-Ecotourism (CBHE) destination of Yogyakarta provinces with leisure participation towards Well-Being. Two big concepts have been integrated in this research, Community-based Healthy-Ecotourism and Leisure participation towards Well-Being. Community-based Ecotourism has been promoted and widely adopted as an approach to conservation initiatives with contribute to the community with wellbeing. Healthy-ecotourism are fusion to protect the environment from climate change impact and crises affect of tourist industry from the Covid 19 pandemic. Leisure allows people escaping from environmental perception and satisfy the sense of achievement and performance at work. Two perspectives from the supply and demand from economic tourism has been achieved in this research. The environments perspective as the supply need to balanced, protect and conserve the natural resources to achieve sustainability. The leisure participation and wellbeing concept could be part of the demand side from consumers in tourist industry. The research use explanatory sequential mixed methodology with quantitative research methods as the first approach. The quantitative has been carried out in Gunung Kidul district and collect 294 questionnaires. The tourist destination which include into ecotourism activities measures with a 4A assessment (Attraction, Amenity, Accessibility, Anciliary) and the capability of implementation of health protocols for Covid 19. During the first step, the implementation of CBHE is measured by the weights of human wellbeing impacted from the tourist destination. In this phase, is also measure the leisure participation, environmental perception and wellbeing achieved by the visitors of healthy-ecotourism destination. This research divide three level of wellbeing, namely low level, medium level and high level. It is define based on minimum and maximum value including the mean. Based on the dividing value, the tourist stated has high level after having the tourist destination (56.1%) and still feel less happy with low level wellbeing (4.1%). The wellbeing measured 16 questions adopted from the Oxford Wellbeing questionnaire.

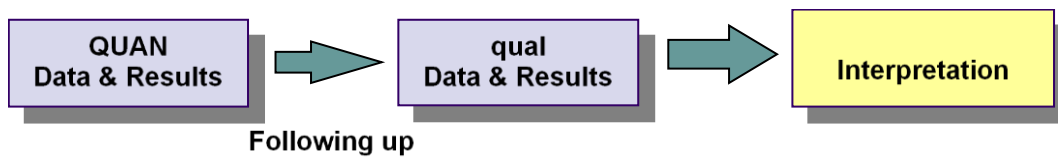
7. KEYWORDS

Community-based healthy ecotourism (CBHE), Leisure participation, 4A assessments, wellbeing, leisure participation

8. HASIL PELAKSANAAN PENELITIAN

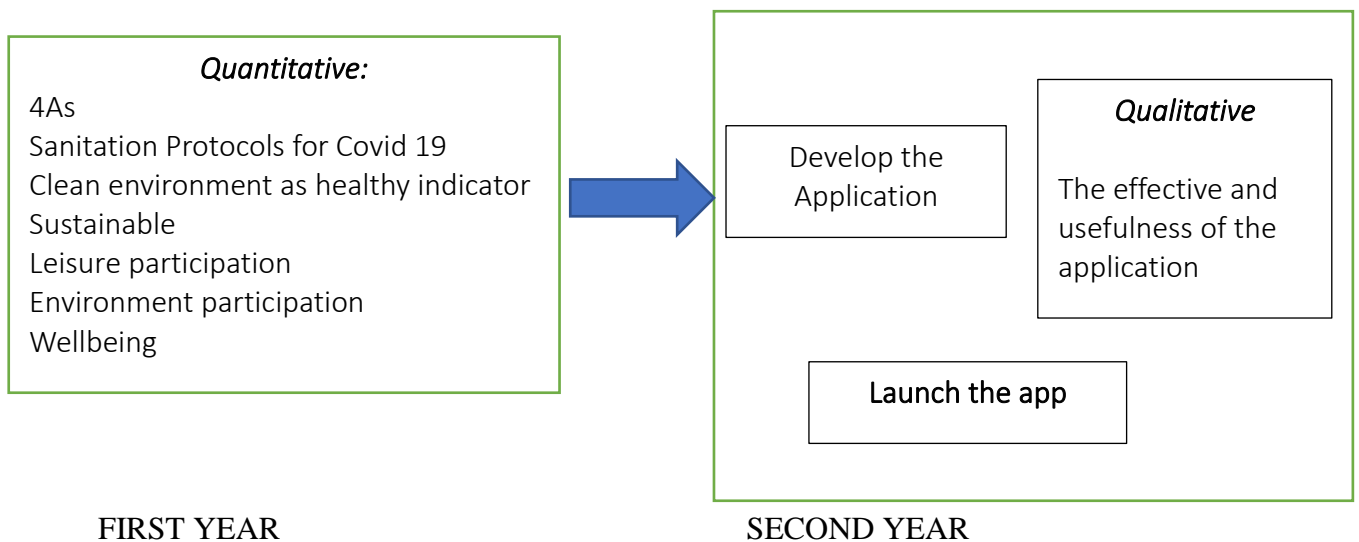
This research use explanatory sequential mixed methodology. Mixed methodology research is both method and methodology for conducting research that involves collecting, analyzing and integrating quantitative and qualitative research in a single study or a longitudinal program of inquiry. This research converge the data by connecting or sequential each phase to other phase. The main reason of using mixed methods is to have community of practice argument which mixed methods may be the preferred approach within a scholarly community. The output is to improve the digital marketing, it need intuitive arguments with mirrors of real life. The area of the research is limited only in Yogyakarta province which consists of 5 districts. This program will be the pilot project which could be applied in the next semester in Thailand

as part of the further collaboration.



Explanatory sequential mixed methodology started with quantitative methods as to identify the application of Community-based Healthy-Ecotourism (CBHE). The first year is to recognize the implementation of CBHE activities by measuring the tourist attraction with 4A assessment, which are Attraction, Amenity, Accessibility, Anciliary). The Health-Ecotourism is the measurement for the capability managers to apply the health protocols of Covid-19 and Smoke-free law. The first step is using the data collection from the perspective of managers, visitors and community surround the tourist destination. This phase also measuring the leisure participation through wellbeing.

The second phase will be applied in the second year is integrate to the developing of digital marketing application or website to share the CBHE in Yogyakarta province. The application develop the position of tourist site, attraction, accessibility and include the leisure participation index and wellbeing as the evaluation of life satisfaction from the visitors. Therefore, tourist who want to choose the tourist attraction, they could choose tourist destination through the application or website and see what they expected. After developing the app, there will be the measurement to evaluate the app before it launch. The conceptual framework is shown as Graphic below



The first month was having meeting to discuss the further preparation for team member. Afterwards, construct the questionnaire and did the pilot testing for 30 questionnaire spread in 4 regencies. Based on the pilot testing, the researchers found reliability Cronbach Alpha 0.81 which is stated as high reliable for the instruments. The first phase of this research has been carried out to collect data in one regency, is Gunung Kidul regency. It has been collected 294 respondents with an individual as the unit analysis. The quantitative phase was collected with

structural interview using questionnaire and using non-probability random sampling namely accidental random sampling. The tourist destination is randomly chosen by the district level in Gunung Kidul and mostly chosen by the type of beaches tourist attraction destination. The main reason to choose beaches is because Gunung Kidul is surrounded by the sea and it is stated as the most attractive ecotourism places with strong natural conservation in Gunung Kidul regency. Therefore, among 17 tourist destinations, 16 destinations were chosen as beaches. The tourist destinations that have been chosen are Goa Pindul, Drini beach, Gesing beach, Jogan beach, Jungwok beach, Kesirat beach, Mbuluk beach, Mesra beach, Nglolang beach, Ngobaran beach, Nguluran beach, Pok Tunggal beach, Sadranan beach, Slili beach, Sundak beach, Watu Kodok beach and Wediombo beach. These were defined into 6 different sub-district levels. The distribution age of the respondents is minimum 12 years old and maximum is 57 years old, with mode is in 17 years old (8.6%). Most of the respondents finished their high school education or 12 years formal education (47.9%). However, related to the income questions, the respondent refused to answer the questions (54.4%) and intended to be blank. However, the minimum level of the income stated as 20,000 IDR or equal to \$1.5 per month and the maximum is 5,000,000 IDR or equal to \$350 per month. The respondents are mostly female (53.1%). The length of the destination spread into other cities or provinces, approximately 5.9% stated have 50 km length from the tourist destination to their places. The respondents stated that it was the first time they came to the tourist destination (70.1%) with most of the attraction respondents used are natural based (water and camp with friends).

Table 1. Descriptive analysis for each of variables

Variable	Min	Max	Mean	Mode	Standar Deviation
Amenity	0.00	9.00	3.95	3.00	1.53
Accessibility	0.00	9.00	3.97	6.00	1.69
Ancillary	0.00	9.00	4.56	6.00	1.30
Sanitation protocols	0.00	9.00	3.83	6.00	1.78
Cleanliness as healthy standard	0.00	9.00	3.21	3.00	1.57
Sustainable	0.00	9.00	4.04	4.00	1.82
Social interaction	2.00	9.00	5.11	5.00	1.15
Environment participation to nature	0.00	6.00	3.62	4.00	1.31
Leisure participation	0.00	9.00	4.82	5.00	1.32
Wellbeing	30.00	80.00	65.90	68.00	11.36

The question of wellbeing uses 6 scales of Likert scale, meanwhile the independent variables use 3 scales of Likert scales. Each of the variables has 3 questions as the indicators and the minimum value for each questionnaire is 0.00 except social interaction. The minimum value for social interaction is 2.00 which means that tourist attraction in Gunung Kidul is suitable for increasing the level of social interaction. Wellbeing is measured from 16 questions as to see the tourist emotion, psychological impact from having vacation in the tourist destination. It is found that the maximum score of wellbeing is 80 with a minimum as 30. Based on descriptive analysis, the wellbeing level is defined as 3 categories, namely low level (less happy), medium level (happy) and high level (happiest). Based on table 2, we could see the wellbeing level is mostly in

happies (56.1%) which means the tourist has the emotion and psychological impact after having vacation.

Table 2. Level of Wellbeing after having Vacation

Wellbeing Level	Percentage N=249
Low Level – less happy	4.1
Medium Level – happy	39.8
High level – happies	56.1

The frequency analysis of wellbeing in Table 3 is stated almost all of the respondents agreed to the statements concerning the measurement of happiness. However, several measurement concerning the quality of services from the staff of the tourist places made respondents do not feel the happiness. Especially questions concerning how the staff always smile and greet them when the tourist coming.

Table 3. Frequency analysis of Wellbeing indicators

Independent Variable	Sangat tidak Setuju	Agak Tdk Setuju	Tidak Setuju	Agak Setuju	Setuju	Sangat Setuju
Anda merasa senang dengan tempat wisata ini	0.0	1.7	0.3	19.4	35.0	43.5
Dengan berkumpul dengan keluarga di tempat wisata ini dapat membuat Anda bahagia	0.0	1.0	0.7	15.0	33.3	50.0
Setelah Anda berwisata disini, Anda merasa hidup Anda lebih bahagia	0.0	1.4	0.3	22.4	37.1	38.8
Anda merasa puas atas apa yang Anda miliki sekarang ini	0.0	1.4	2.0	17.0	29.3	50.3
Anda sangat optimis dengan masa depan Anda	0.0	1.0	2,7	13.3	25.5	57.5
Anda melihat keindahan dan kecantikan dunia di destinasi wilayah ini	0.0	1.0	1.0	14.3	24.1	59.5
Anda merasa diri Anda sehat		0.7	1.0	11.9	24.8	61.6
Anda mendapat energi baru dari tempat wisata ini	0.3	0.7	1.4	18.4	28.2	51.0
Anda disambut dengan hangat oleh para petugas disini	0.0	2.4	5.4	17.0	35.7	39.5
Anda melihat semua petugas disini memberikan senyum kepada Anda	0.7	2.0	6.5	18.7	33.0	39.1
Anda merasa bahagia jika berkumpul dengan keluarga Anda	1.0	0.3	1.0	10.5	23.8	63.3

Anda merasa bahagia jika berkumpul dengan teman-teman Anda	0.0	0.3	0.7	10.5	24.1	64.3
Setelah Anda berwisata disini, Anda merasa lebih bahagia	0.0	1.0	1.0	19.0	28.2	50.7
Setelah ini, Anda akan mudah dalam mengambil keputusan	0.0	1.0	2.4	22.1	38.4	36.1
Dengan berlibur di lokasi ini, Anda merasa lebih sehat	1.0	0.3	1.4	17.0	35.0	45.2
Setelah berkunjung disini, Anda mendapatkan kenangan indah	0.3	0.7	0.7	18.0	29.3	51.0

Based on the crosstabulation analysis, there are six (6) independent variables significant correlated to the wellbeing. Amenity, sustainable, and environment participation to nature are correlated to wellbeing with level of significant less than 0.05. Meanwhile, ancillary, social interaction and leisure participation are significant in the level of 0.000 or less than 0.01. The Correlation Coefficient (CC) stated the higher correlation to wellbeing is leisure participation and social interaction with level CC at 0.397. The accessibility, smokefree enforcement, sanitation protocols and healthy are not significant correlated to wellbeing level. The smallest value of CC is found on sustainable (0.218) which means the sustainability of tourist destination has weak correlation to wellbeing.

Table 4. Crosstabulation analysis of level of wellbeing and independent variables

<i>Independent Variable</i>	<i>DF</i>	<i>Sig</i>	<i>Chisquare</i>	<i>CC</i>
<i>Amenity*</i>	4	0.002	16.724	0.232
<i>Accessibility</i>	4	0.057	9.170	0.174
<i>Anciliary**</i>	4	0.000	31.861	0.313
<i>Smokefree enforcement</i>	4	0.266	5.212	0.132
<i>Sanitation Protocols</i>	4	0.247	5.419	0.135
<i>Healthy</i>	4	0.295	4.925	0.128
<i>Social Interaction**</i>	4	0.000	55.120	0.397
<i>Sustainable*</i>	4	0.005	14.698	0.218
<i>Environment Participation to nature*</i>	2	0.001	15.156	0.221
<i>Leisure Participation**</i>	4	0.000	25.866	0.397

9. STATUS LUARAN

Output status has not been drafted yet. However, this research has been share and presentation in the Scientific Working Group on Southeast Asia and East Asia German Geographical Society (DGfG) on it's Annual Conference 2021, 25 to 27 June 2021. It is organized by the Institutes of Geography, Universities of Cologne, Duisburg-Essen, Bochum and Innsbruck. However, the preparation of having monograph is preparing for the literature review concerning Economic Tourism which is stated as 30% from the whole work. The research itself has been carry out in one regency, Gunung Kidul and need to collect for other 3 regencies.

2. Tempat wisata ini mengeksplorasi alam terlalu berlebihan			
3. Wisata alam ini baik untuk dicontoh di tempat wisata lainnya			
Culture and resources for recreational			
4. Saat Anda berwisata disini, Anda merasakan ini adalah tempat wisata milik Yogyakarta			
5. Budaya ramah tamah terlihat di tempat wisata ini			
6. Sumber daya alam yang ada di tempat wisata ini sangat terjaga dan dipelihara dengan baik			
Educating visitors			
7. Terdapat banyak papan informasi tentang tempat wisata ini			
8. Anda melihat banyak petugas yang siap memberikan informasi tentang tempat wisata ini			
9. Anda melihat papan informasi mengenai atraksi di tempat wisata ini			
Sustainable utilization of ecological resources			
10. Terdapat papan informasi mengingatkan untuk selalu menjaga kelestarian alam			
11. Terdapat banyak petugas yang melakukan pemeliharaan ekosistem di tempat wisata			
12. Terdapat banyak petugas melakukan pengawasan kepada tamu untuk tetap menjaga kelestarian tempat wisata			
Leisure (Lee&Jen, 2019), Intellectual Component:			
13. Tempat wisata ini dapat memberikan edukasi kepada anak-anak			
14. Tempat wisata memotivasi Anda untuk melakukan yang terbaik untuk melestarikan alam			
15. Tempat wisata ini mengajarkan Anda bahwa Tuhan mengkaruniai alam yang indah			
Social and Familiarity component			
16. Tempat wisata ini dapat mengakrabkan Anda dengan teman-teman atau keluarga Anda			
17. Anda menjadi lebih memahami apa yang dibutuhkan keluarga atau teman Anda yang Anda ajak bersama-sama menikmati tempat wisata ini			
18. Wisata alam dan atraksi disini mendekatkan Anda dengan orang-orang sekitarnya			
Avoidant component			
19. Tempat wisata ini memberikan Anda ketenangan diri			
20. Tempat wisata ini memberikan rileks			
21. Tempat wisata ini adalah tempat pelarian Anda dari hingar bingar kota dan pekerjaan Anda			
4A - Amenity			
22. Terdapat fasilitas toilet bersih			
23. Banyak restoran atau rumah makan dengan harga yang murah dan dapat untuk dibeli			
24. Banyak hotel yang nyaman disediakan jika wisatawan ingin menginap			
Accesibility			
25. Tempat wisata ini mudah dijangkau dari pusat kota			
26. Jalan menuju tempat wisata ini sudah aspal			
27. Tidak ada kesulitan untuk menuju tempat wisata ini			

Anciliary			
28. Terdapat tempat spot foto yang menarik di tempat wisata ini			
29. Terdapat tempat edukasi untuk anak-anak			
30. Terdapat tempat diakses umum untuk bisa duduk dan berkumpul dengan keluarga atau teman			
Healthy – Garbage management			
31. Terdapat tempat sampah dengan pembeda jenis sampah, misalnya warna hijau untuk sisa makanan, kuning untuk sampah kertas, botol bekas dan merah untuk sampah non hijau dan kuning			
32. Anda melihat banyak sampah di sekitar tempat wisata			
33. Anda bisa melihat tempat pembuangan akhir sampah di dalam tempat wisata			
Sanitation Protocols			
34. Terdapat tempat cuci tangan sebelum jalan masuk			
35. Petugas selalu mengukur suhu tubuh wisatawan yang akan masuk			
36. Petugas dan pengusaha ditempat wisata menggunakan masker			
Smokefree Enforcement			
37. Apakah Anda melihat puntung rokok dibuang disekitaran tempat wisata			
38. Apakah Anda melihat wisatawan merokok di tempat wisata ini?			
39. Apakah Anda melihat karyawan atau petugas wisata merokok di tempat wisata ini?			

Berikan jawaban dibawah ini dengan memberikan tanda \surd untuk beberapa pertanyaan berikut ini :

SS = Sangat Senang; AS = Agak Senang; S = Senang;

TS= Tidak Senang; ATS = Agak Tidak Senang; STS = Sangat Tidak Senang

Subjective Wellbeing	SS	AS	S	TS	ATS	STS
40. Anda merasa puas dengan tempat wisata ini						
41. Dengan berkumpul dengan keluarga di tempat wisata ini dapat membuat Anda bahagia						
42. Setelah Anda berwisata disini, Anda merasa hidup Anda lebih bahagia						
43. Anda merasa puas atas apa yang Anda miliki sekarang ini						
44. Anda sangat optimis dengan masa depan Anda						
45. Anda melihat keindahan dan kecantikan dunia di destinasi wilayah ini						
46. Anda merasa diri Anda sehat						
47. Anda mendapat energi baru dari tempat wisata ini						
48. Anda disambut dengan hangat oleh para petugas disini						
49. Anda melihat semua petugas disini memberikan senyum kepada Anda						
50. Anda merasa bahagia jika berkumpul dengan keluarga Anda						
51. Anda merasa bahagia jika berkumpul dengan teman-teman Anda						
52. Setelah Anda berwisata disini, Anda merasa lebih bahagia						
53. Setelah ini, Anda akan mudah dalam mengambil keputusan						
54. Dengan berlibur di lokasi ini, Anda merasa lebih sehat						

55. Setelah berkunjung disini, Anda mendapatkan kenangan indah						
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- Apakah Anda setuju dengan konsep wisata sehat? A. Iya b. Tidak
- Apakah Anda merasa area wisata di daerah ini sudah termasuk kategori wisata sehat?
a. Sebagian besar b. Sebagian Kecil c. Belum sama sekali
- Menurut Anda, apa saja kriteria tempat wisata yang sehat? (*jawaban bisa lebih dari satu*)
 - Ada papan informasi kesehatan/ informasi tentang penanggulangan covid 19
 - Ada tanda larangan merokok
 - Disediakan tempat khusus merokok
 - Ada fasilitas cuci tangan
 - Ada fasilitas air bersih
 - Ada fasilitas pembuangan sampah
 - Lainnya, sebutkan