SI BUDUR: INDONESIAN CULTURAL TOURISM FOR DIGITAL NATIVES GENERATIONS

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ABSTRACT
COVID-19 outbreak has affected people's activities in Indonesia. At least people in 34 provinces should stay at home to reduce this pandemic spread. This world pandemic has a massive impact on national and international travel, gatherings, and tourism activities. This research is discussing about Si Budur application that has a new concept to bring back the cultural tourism for digital natives’ generations. Especially, in this pandemic condition, the digital natives’ generations need the appropriate media to learn about their own culture. Many cultural tourism is contain important cultural value for the digital natives’ generation. This paper is talking about the use of SI BUDUR application in order to give Indonesian cultural tourism holding a chance to use a new platform in their activities, especially to counteract the COVID-19 pandemic. This research uses a descriptive qualitative method to discuss the assumption, supporting theory, and previous research. Collecting the data from previous literature and research that talking about using the digital media to bring back the cultural tourism. Researchers analyze the data by compiling the result of some previous literatures and research then comparing with the Si Budur concept. The result is interesting which shows there are many factors that will affect the implementation of Si Budur. It is an appropriate media for the digital natives’ generation to learn and get the knowledge about cultural history around them during this Covid-19 pandemic. This concept is first and fresh concept that has goals to bring back the cultural value to the digital natives’ generations. The other literatures and previous research did not have same and specific concept like Si Budur. It is offer the combination of latest technology with the amazing cultural value. Indonesia has a lot of cultural value that should be keep in touch with the digital natives’ generations. Digital natives’ generations as the main and massive generations in this era will give necessary effect to the cultural value.

Keywords: COVID-19, culture, tourism, SI BUDUR

INTRODUCTION
Indonesia is well known as a significant cultural tourism country. There are more than six hundred ethnics from Sabang (West) to Merauke (East). Each of them has a different culture. That makes the government use culture as a massive tourism commodity. Cultural tourism activities have a massive chance of gaining Dollars and giving a high income for small and medium enterprises. That environment needs physical activities with their customers.

During the world Covid-19 pandemic, Indonesia could not hide from
them. Indonesia is on 31st in the highest case data during the Covid-19 pandemic in the world (covid19.go.id). It makes the government should apply the self-quarantine and socially distancing in 96% area in Indonesia. This law makes all of the cultural tourism activities stop. Small and medium enterprises get a considerable effect. They lost their income and chance to do their economic activities.

Businesses at all levels should find the solution in anticipating the impact of the Covid-19 pandemic. That outbreak starts to affected tourism sector; there are some tourist delay their travel to this country because of the government rules. Then automatically affect the transportation sector, all of transportation mode are affected. Work from home (WFH) makes many employees do not use the public transportation also. SMEs will also be the most affected since they rely on supply chains that now stop increases in raw materials and readiness to face changes in the way they do transactions (Amalia, 2020).

Moreover, since March 2020, all of the school from the low to a high level is close and give the students' full online learning by digital media. Students should learn and interact with their teachers and friends through online media from home. It makes all of the educational institutions should reform their learning plan. (Pradana 2020). Those students are the native digital generation with high intention and capability to use any digital media since they are children. Their entire life cannot be separated from digital tools and access. It is easy for them to do many activities through digital media. As (Nur, 2020) proved that digital natives, students have more interest in learning activities that use digital media. Especially using the media that can be accessed by their gadget everywhere and every time. Digital natives’ generations is main and massive generations in this era. They always connect to their gadget everywhere when doing any activities. Most of accessible platform by them is application. They need appropriate application activities. Especially, application which free to download in their online store platform such as google playstore and appstore.

During this outbreak condition, all of the physical marketplace around the cultural tourism spot is close, and they do not have the appropriate media to convert their economic activities. Digital media is the best way to get an interest in the native digital generation, the primary target market. Especially for the cultural tourism authority, they need the appropriate media to promote the historical stories, hidden stories, and others to the customer. (Nuraeni, 2019) stated that digital natives’ preferences in accessing online stories are massive and intensive. They prefer to access it by the digital media than the book, magazine, or newspapers.

This situation will continue throughout 2020, starting with supply shortages, risks of unemployment, inflation, and declining in almost all sectors. However, this is also a good time for self-reflection to our moral code of ethics. As well as improving relations with our social environment and our beloved families, it is important to have appropriate ways to reduce the spreading on the high risk sectors such as appropriate policies in the economic fields as well as a fast and massive innovation to provide new environments to
survive after this Covid-19 Pandemic (Septina, 2020). The innovation and skills considered as quickly as possible to produce the maximum benefits from the economic paralysis in front of us (Antares, 2020; Sulaiman, 2020).

The darkness effect caused by the Covid-19 outbreak and the threat of an economic crisis that might be more massive than the 2009 financial crisis then raises the question, "Can SMEs as the frontline of the economy return to normal after Covid-19?" (Teece, 2010) states that the business model provides data and other necessary sources that presents how the business creates, rises and delivers value to the customers. Local governments should be able to provide guarantees and priority support to create positive behaviors for SMEs in Yogyakarta using regulations that are fair and just (Hadi, Tjahjono, & Palupi, 2020; Hamid & Susilo, 2015).

Based on the data above, this paper will discuss how Si Budur media may affect cultural tourism activities during the Covid-19 pandemic. Si Budur is a digital educational game that contains cultural stories from all of the cultural tourism spots in Indonesia. All of the character inside is all about Indonesian culture that has a function to promote that cultural tourism interest. It will have an online market for small and medium enterprises that want to promote and sell their product to the customers. It has many features inside. Start from menu page that contain some choices to play the game. Then story board that contains many story. User can choose their stories from the first to the end. Each story has story lines that contain certain pictures and stories text inside. All of the content is about the cultural stories from Indonesia. During reading the stories, reader will face the mini games then after finish the story they should finish the quiz. Their activities will give them a point that will show their rank in rank page. They also can discuss their experiences in reading and playing in the discussion group.

RESEARCH METHOD

This paper is conducted using a qualitative method. Patton and Cochran (2007) stated that qualitative research is appropriate method to achieve the goals that connected to social facts. This technique produces fully understanding about social trends. It can be gain by comparing from the previous literature and research. Descriptive qualitative is use to explain the implementation of using SI BUDUR based on previous research and literature. This paper explores how using educational game media may affect cultural tourism based on the theories and some linear research. (Pradana, 2020) stated that comparing the previous research with some literature to get the best perception is one of the effective ways to gain the research result through this outbreak.

The researcher finds some books, journals, and other documents about the use of media to explore cultural tourism. The next step is reading and compiling the data. The last is describing and discussing the findings and concludes how SI BUDUR media is may affect the atmosphere of cultural tourism through the Covid-19 pandemic.

RESULTS AND ANALYSIS

During the outbreak, all of the tourist spots are close to prevent the spreading of the virus. Different zones make different rules that apply in each province. Today
there is a 96% (Red, Orange, and Yellow) zone in Indonesia, and the 6% is Green zone. Most of the cultural tourism spots are included in that 96% zone. It makes they are still could not do the new standard protocol. (covid19.go.id)

Digitalization and the massive online project should be prepared and ready to use as soon as possible. Even before the sanitary crisis, digitalization and the autonomous system was already applied through the human environment and as for wealth concentration - for instance (Nobre, 2018:21). Now that millions of persons are losing their jobs, and other millions have seen their work conditions being downgraded (shifts with fewer hours and smaller salaries), the topic about digitalization and autonomous system come back stronger. The algorithms that perform as useful 'social agents' may give the best choice. Communicative and artistic machines have been studied (Kim, 2020), in a way to conclude that the creative class has strong reasons to rethink its grand plan. Artificial intelligence, digital platform, and online media are the most sensitive and create new massive potential in research and development to provide the appropriate media for all people during this pandemic and after that outbreak.

Moreover, some of the cultural tourism spots only use their website to promote the tourism spot and giving the latest information. It is hard to reach lower age people such as children and students. The most accessed application in their gadget is games. Si Budur is an educational game that can be accessed by online everywhere and every time. It will contain more than 50 stories. It is all about cultural stories that adopted from the Indonesian cultural tourism spot. The character comes from Indonesian culture. Each storyline has some mini-games that will give interactive games to the user. It is free to download and access for all in android and iOS.

Si Budur media also provide an online market platform. That platform can be used by any cultural tourism holding to sell their souvenir, mascot, or other creative products. (Hadi, 2020) stated that online shopping would take the massive market in all life aspects to substitute with conventional ones. This atmosphere supported by many other digital platforms such as e-wallet, online equity crowd funding, mobile banking, and so on. Digital native generation is those who are mostly facing this pandemic at an early age. They will automatically convert their lifestyle to full of the digital era.

According to the fact above, Si Budur media will give a massive benefit to the customers, especially the digital natives' generation. It is an appropriate media for cultural tourism to survive in the pandemic that it is still dangerous in Indonesia until the end of this year. Although some massive spot like Borobudur will start their activities by new standard protocol, the customers still could not access the central area of Borobudur. They only enjoy the park around the central area. It is not enough to learn the cultural aspect. Si Budur media will provide the appropriate way in this socially distancing period. To make sure that the customers still can enjoy and learn the cultural knowledge of our own identity.

At the end of this Covid-19 pandemic, at least next year, the Si Budur media still have a significant effect on cultural tourism. All of the cultural tourism authority and holdings will need appropriate media to make sure international tourism is safe to
visit and learn cultural tourism spot. This media will give a high point of view from the international customers that Indonesia can keep its cultural tourism spot safely and healthy without considerable risk of spreading the virus. *Si Budur* group will work together with the government and small and middle enterprises to make a great digital environment. It will help the cultural tourism sector to reach their peak again.

**CONCLUSION**

*SI BUDUR* is ready to provide the appropriate media to digitalize the cultural tourism spot during the Covid-19 Pandemic. The most appropriate target is the digital natives' generation, which will have a massive effect on the digital platform. Helping the government stop the spreading and new cases by keeping the cultural tourism spot close for the physical access but still can give the holding or small, medium enterprises get the appropriate profit. Students in lower education still can learn massively about cultural tourism by online media.

Future research about *SI BUDUR* media should provide the digital media effect during the transition and new standard protocol. It will give us a great understanding and necessary evaluation to develop this media.

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