

Assistance in Managing Content for the Culinary Park Website to Increase Visits in Katekan Gantiwarno Village, Klaten, Central Jawa

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Article Information

Article history

Received: August 28, 2024

Revised: March 3, 2025

Accepted: March 12, 2025

Keywords: Culinary Park; Katekan; Tourism Development; Website

Abstract

Katekan Village Culinary Park, Gantiwarno, Klaten, Central Java, is a culinary tourism spot that was just inaugurated in July 2023 by the Regent of Klaten which aims to develop local MSME activities in the Klaten area of Central Java. Several problems include the need to open insights for culinary MSME actors to participate in developing culinary tourism spots, limited infrastructure, information systems, management, marketing and promotion, product quality and sustainability, and local community participation. The urgency lies in the potential to transform Katekan Village into an attractive tourism destination and provide better business opportunities for surrounding MSMEs. The method used in this PKM activity is Participation Action Research, involving the village government in managing information media and fostering information media management skills through websites, which impacts the increase in the number of visits. The output of this activity is an activity in the form of developing culinary park tourism in Katekan Village, Gantiwarno, Klaten, Central Java, with information technology media in the form of a prototype of a website-based culinary park information system which has an impact on increasing the number of visits by 70%.

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INTRODUCTION

The tourism sector has a substantial contribution to national economic growth. Through the Minister of Tourism and Creative Economy, the government has always been a brand in national and international tourism development. Looking at the achievement of foreign tourist visits (Wisman) in 2023, tourism in 2024 provides promising hope (Hou & Du, 2013; Ren *et al.*, 2021). Foreign tourist visits in 2023, with a target of 8.5 million, were exceeded with an achievement of 9.49 million tourists, even though Indonesia had just emerged from the crisis due to the COVID-19 pandemic (Ide, 2021). It provides new optimism for tourism and creative economy stakeholders (Irfayanti & Azis, 2023).

Opportunities and innovations are forced to emerge along with changes in travel preferences after the pandemic. Like it or not, all stakeholders must carry out innovation breakthroughs to survive and keep up with the developments that occur. The

culinary industry is a tourist attraction because its taste is world-class (Ilhami *et al.*, 2022; Malcienė & Skauronė, 2019; Serravalle *et al.*, 2019; Wahab *et al.*, 2017). Innovation in the culinary industry can strengthen the creative economy and boost the growth of national tourism activities (Anggaeni *et al.*, 2019; Fatmawati *et al.*, 2023). Several other foods are also in the top 5 based on several categories. These foods include category, which is in first place in the snack category; siomay, which received the best appreciation in the street food category; and raw, which is in fourth place in the soup category. The other two are unique in the second row of salad types and pempek in the top 5 categories for processed fish foods (Nurhadi *et al.*, 2022).

Katekan Hamlet is one of the villages in Klaten Regency, Central Java Province, an area located approximately 15 km east of the Yogyakarta region, which is one of the tourist destinations in Indonesia; of course, this is a good opportunity for the potential

development and tourism destinations in Katekan Hamlet. In mid-2023, the Katekan Hamlet culinary park was inaugurated by the Regent of Klaten with the hope that it could positively impact the development of the creative economy in the culinary industry. Several PPM activities were carried out previously, including the Child and Women Protection Task Force Training (Munir *et al.*, 2021), and Information Technology Governance Training (Munir *et al.*, 2024).

National economic policy toward Village Culinary Parks requires an understanding of the macroeconomic context and policies that impact culinary tourism development at the village level (Cahyo *et al.*, 2023; Cininta *et al.*, 2023). The analysis needs to consider several aspects: 1) National Economic Growth: The level of national economic growth can affect people's purchasing power and their interest in traveling (Cahyo *et al.*, 2023). Policies supporting economic growth can positively boost Village Culinary Parks by increasing the potential for tourist visits and spending. 2) National Tourism Policy: National tourism policies that support the development of tourist destinations (Cininta *et al.*, 2023; Fatmawati *et al.*, 2023) local can provide a foundation for Village Culinary Parks. 3) Rural Development Policy: Rural development policies that encourage economic diversification and empowerment of local communities can be important factors. These initiatives can create opportunities for Culinary Parks to become alternative sources of income for villagers. 4) MSME Empowerment Policy: Policies that support the empowerment of Micro, Small, and Medium Enterprises (MSMEs), including training, access to capital, and supporting facilities, can help MSMEs in Culinary Parks to grow and compete in an increasingly competitive market (Liu *et al.*, 2021; Soeswoyo *et al.*, 2021; Tangian *et al.*, 2020).

The national economic policy requires local governments to empower regional potential as capital for increasing economic empowerment by MSMEs. Tourism potential from the city and district to the smallest, namely villages, has begun to be marketed to increase employment and economic growth and support the development of small businesses in their respective regions. Dusun Katekan Gantiwarno Klaten, Central Java, is one area with enormous tourism potential. The area of the Katekan sub-district or village is 500 Ha, consisting of 1) Yard Land: 312.1975 Ha, 2) Rice fields/Agriculture: 180.9898 Ha, and 3) Public facilities, roads, cemeteries: 6.8127 Ha.

Katekan Hamlet Culinary Park is facing several problems that must be addressed immediately. Previously, the Katekan Hamlet Culinary Park had not had any information dissemination through website technology or social media; so far, what has been

done is using WhatsApp broadcasts within the village apparatus, even though geographically, the position of Culinary Park has good internet network infrastructure support. In the Katekan village government, there is also a youth organization that is active in several technical website management activities by youth members who have knowledge related to technology, while supervision remains with the village government. Seeing the initial conditions of the partners, several problems that need to be addressed immediately are as follows. First, as a location that has just been released, this culinary park is still not widely known by the wider community, so information about the location needs to be disseminated effectively. Second, detailed information about the culinary objects offered must be presented as attractive and informative to attract potential visitors. In addition, branding and (Moslehpour *et al.*, 2022) appropriate marketing strategies must be implemented to introduce the location and the food category. Finally, the management of this culinary tourism place must also be strengthened, especially for local MSME actors, to ensure that this culinary park can develop into an attractive and sustainable destination (Irfayanti & Azis, 2023). For this reason, appropriate technology is needed to overcome the problem through website content management training activities to increase visits to the Griya Sari Buana culinary park, Katekan Gantiwarno hamlet, Klaten, Central Java.

MATERIALS AND METHODS

Materials

Activities are carried out by transferring knowledge (transfer of knowledge) through supporting facilities and infrastructure for the website. The minimum requirements for this website technology are hardware with minimum specifications. To access and run the WordPress site smoothly, a general user's computer should have a minimum dual-core processor, such as an Intel Core i3 or equivalent, with a minimum of 4 GB of RAM. The recommended hard drive storage is 10 GB of free space for cache and browsing data and an internet connection with a minimum speed of 2 Mbps. A minimum screen resolution of 1366 x 768 pixels is required for optimal display, and for web access software, it is recommended to use the latest browsers such as Google Chrome, Mozilla Firefox, Safari, or Microsoft Edge.

Methods

The method used in completing community service activities in this activity is Participation Action Research (PAR). In this research approach, researchers work collaboratively with communities or target groups to understand their problems and find practical and sustainable solutions. In PAR,

community members or participants are not only the objects of research but also play an active role in every stage of the research, from problem identification, action planning, and implementation to evaluation of results. This approach emphasizes empowerment, active participation, and positive social transformation to produce accurate and relevant change for the communities involved.

The implementation of the activity includes the delivery of material on website content filling training with the division of material in the form of 1) Discussion of the website dashboard menu, 2) Main Page Content Menu, 3) Website Page Layout Menu, 4) Adding Menus to the Album Gallery and Category Classification. Delivering material to village officials and admins (officials who are managing) is directly carried out for 4 (four) sessions from 09.00 to 16.00 WIB. The training location is Katekan Hamlet, Ganwarno, Klaten, Central Java. The details of the activity material are as follows:

1. General discussion about Business Rules and Website Information System Modeling.
2. Website Database Installation and Usage Training.
3. Technical Training on Home Page Content Menu.
4. Technical Training on Adding Menus to Album Galleries and Category Classification.

This activity targets village officials and officials who are given tasks and have adequate literacy related to information technology. The number of participants is estimated at 15 people divided into 3 (three) groups. Socialization and training activities are carried out continuously by visiting the research location according to the agreed schedule.

1. The implementation time refers to the schedule that was set at the beginning but is still flexible so that the related parties' activities can be fulfilled.
2. The location where the research was carried out and continued with socialization and training was Katekan Village.
3. Delivery method: material delivery is done interactively according to the number of participants present.
 - a. Material regarding the website information system was delivered to the administrators in detail, and a two-way discussion session was provided.
 - b. During the resource person session, the material was delivered more globally and focused more on access rights and what information was obtained.
 - c. During the session with the admin (the person tasked with managing website content), the form is more of a gradual technical training, considering aspects of knowledge and success in publishing website content.
4. Evaluation of activities to find out whether village apparatus participants can accept the material presented.

RESULTS AND DISCUSSION

This training activity is divided into 3, namely: 1) the activity scheduling and preparation stage, 2) the activity implementation stage, and 3) the activity evaluation stage.

Scheduling and Preparation Stage of Activities

The scheduling stage is used for time apperception between the resource person and the training participant facilitators to allocate time and materials to several agreed activities. Table 1 shows the list and time of activities planned by the resource person based on mutual agreement.

Table 1. Activity plan and time

No	Activity	Time
1	Discussion of Community Service Work Program	June 30, 2024
2	Stage I training with material on Business Rules applications and Website Information System Modeling.	Saturday-Sunday, July 6-7, 2024
3	Phase II training with material on Installation and Use of Website Databases.	Saturday-Sunday, July 13-14, 2024
4	Stage III training with technical material on the Main Page Content Menu.	Saturday-Sunday, July 20-21, 2024
5	Stage IV training with Technical material on Adding Menus to Album Galleries and Category Classification.	Saturday-Sunday, July 20-21, 2024
6	Training Evaluation	August 2024

Participants in this training are village officials consisting of village heads, village secretaries, heads of government, economic and social affairs, and youth from youth organizations who manage the website. Participants will be invited to attend training sessions by facilitators working with the village government. In addition, participants will also receive practical technical guidance and direct simulations to deepen their understanding, focusing on content management and website security. Participants then conduct experiments based on the material provided through intensive mentoring and interactive discussions.

The activity is located in the Katekan Village area, Gantiwarno, Klaten, Central Java. Information can be seen in Fig. 1 and Fig. 2. The distance between the Yogyakarta State University campus and the Katekan village in Gantiwarno, Klaten, Central Java, is approximately 21.4 km, and the travel time is 45 km -60 minutes.

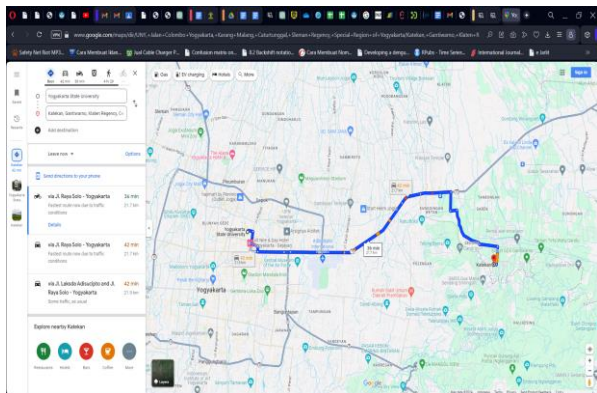


Fig. 1. Map of community service object locations and distance from UNY to the location



Fig. 2. Katekan Gantiwarno Village office building, Klaten, Central Java

Community service activities are implemented through training and socialization. The training was held in Katekan Gantiwarno Village, Klaten, Central Java, for four days with a time gap, not consecutively. On the first day, the researcher provided the concept of a website application used to update content and information available at Taman Kuliner Griya Sari Buana.

On the first day, I was given material about general problems related to the publication of activities at Taman Kuliner Griya Sari Buana. Then, I was given a technical flow in business rules and information system modeling. On the second day, I was given material about the technical installation of the website on hosting and the need for devices when the application system is running. On the third day, I was given material about the technical creation and filling of the content of the Taman Kuliner Griya Sari Buana website. On the fourth day was given material on adding menus to the album gallery and category classification.

Activities are carried out by creating a user account on the website and then conducting a trial of inputting website content. Activities are made sequentially, and the opening of community service activities is documented in (Fig. 3), the process of delivering community service materials (Fig. 4), and a

group photo session at the closing the first day of community service activities (Fig. 5).



Fig. 3. Opening session of activities



Fig. 4. Business rules and information systems modeling material delivery session



Fig. 5. Group photo session

Evaluation activities are carried out with community service partners, the village government, and the community service team. Providing a question and answer session and helping participants as community service partners who are still

experiencing obstacles in conducting a trial of running the website application, the admin team is also responsible for filling in the content. Monitoring is carried out 2 times directly to the location, while system monitoring can be done at any time because the system summary can be accessed *online*. The first monitoring is 30 days after the community service activity. In the first monitoring, the admin team was able to fill in *the website content*. In the first 30 days after the community service activity, the monitoring results showed positive developments in system management. In the first monitoring, the admin team successfully filled in the website content well. The uploaded content includes information about the facilities, activities, and attractions of the Griya Sari Buana Tourism Park, thus increasing the attraction of visitors. In addition, there has been a significant increase in tourist visits to the Griya Sari Buana Tourism Park. The data shows that visitors are starting to use the information available on the website to plan their visits. This indicates that the website functions effectively as promotional and information media.

Business Rules and System Modelling

The rules that apply to the system are existing business rules, namely:

1. Anyone can use and access the system, while administrators have only two according to user rights access.
2. Admins have full access to create, edit, publish, and delete all types of content on the website, including posts, pages, comments, and media (images, videos, etc.).
3. Admins have the authority to manage access and can add, edit, and delete other user accounts. They can also assign roles and access levels (Editor, Author, Contributor, and Subscriber) to each user.
4. Site Settings: The admin can access and change the website's main settings, such as general settings (site title, tagline, URL), writing settings, reading settings, discussion settings, and others.
5. Theme and Plugin Management: Admins can install, activate, deactivate, update, and delete themes and plugins. Admins can also edit the code of themes and plugins directly from the dashboard (although this is generally not recommended unless necessary).
6. Database Management: Admins can access and manage the site database via plugins or directly from the server, although more technical users usually do this.
7. SEO and Analytics Management: Admins can install and configure SEO plugins such as Yoast SEO or All in One SEO Pack and connect the website to analytics services such as Google Analytics.

Site Security: Admins can manage the security aspects of the website, including setting up firewalls, installing security plugins, managing user permissions, and setting up automatic backups. Manage Menus and Widgets: Admins can create, edit, and delete navigation menus and widgets displayed in various site areas. Managing Custom Code: The admin can add custom code, such as CSS, JavaScript, or PHP, via the theme or plugin editor.

Website Information System Modelling

The process model begins with a more general form, a context diagram. Then, from the context diagram, it is implemented into a web page adjusted to the system's functional needs are Main Page of the Griya Sari Buana Culinary Park Website (Fig. 6), Content Management Page of the Griya Sari Buana Culinary Park Website (Fig. 7), and Article Management Page of the Griya Sari Buana Culinary Park Website (Fig. 8). The website page can be accessed via the link: <https://desawisatakatekan.com>.

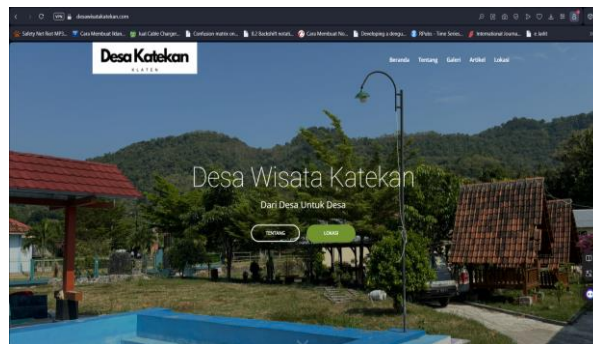


Fig. 6. Home page of Griya Sari Buana Culinary Park website

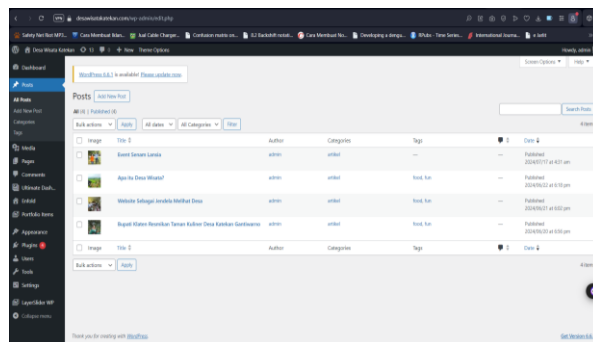


Fig. 7. Griya Sari Buana Culinary Park website content management page

The results of the activities carried out related to the sustainability of the culinary park website, including domain and hosting financing for the initial stage, show that the team funded it for 4 years, evaluated it in the first year, and then gave it to the management of the Griya Sari Buana Culinary Park.

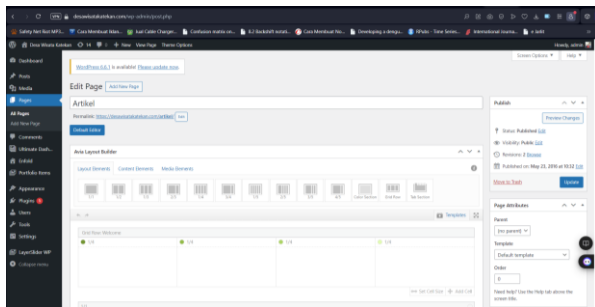


Fig. 8. Gria Sari Buana Culinary Park website article management page

Table 2 shows the results of community service activities related to disseminating information via the website, which resulted in a 70% increase in the number of visits compared to the previous period.

Table 2. Results of PKM activity monitoring

No	Monitored Aspects	Measurable Results	Impact Analysis
1	Number of Visitors Before Website	Average 150 visitors per week.	Visits are dominated by local residents, with limited information only by word of mouth.
2	Number of Visitors After Website	In the first 30 days, visits increased to 250 visitors per week.	There was an increase of 66% compared to before the website was created, showing the effectiveness of the website as a promotional medium.
3	Visitors By Website	Based on a survey, 70% of visitors stated that they got information about Taman Kuliner through the website.	The website has succeeded in becoming the main means of disseminating information, attracting visitors from outside the area who previously did not know.

The increase in the number of visitors to the Culinary Park after the website was created proves that the purpose of the community service activity has been achieved. The information provided on the website has succeeded in attracting public interest, with most visitors stating that they were inspired by the information they saw online. The website acts as an

effective promotional tool, helping to raise local potential while supporting the sustainability of the culinary park as a tourist destination.

CONCLUSION

The development of this park aims to increase the potential of culinary tourism, open new business opportunities, and improve the welfare of the local community. This program includes training and support for MSMEs to enhance the quality of their products and services. The results include developing a website-based information system and training, which are expected to strengthen the local economy and create a unique culinary tourism identity in Katekan Village.

Future work on this activity includes several strategic steps to ensure sustainability and increase the positive impact of the development of the Katekan Village Culinary Park. First, it is necessary to conduct a continuous evaluation of the effectiveness of the website-based information system that has been developed, including improving features and integration with other digital platforms. Second, further training for MSME actors is needed to deepen digital marketing skills, financial management, and product innovation to make them more competitive. Third, expanding tourism supports infrastructure such as road access, parking facilities, and sanitation to improve visitor comfort. Finally, cooperation with the government, private sector, and local communities must continue to be enhanced to expand the promotional network and attract more tourists, both domestic and international.

ACKNOWLEDGEMENTS

The author would like to thank the Directorate of Research, Research and Community Service of Universitas Negeri Yogyakarta, the Village Government, and the Klaten Regional Government of Central Java for facilitating this community service activity.

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