

DEVELOPING TOURIST DESTINATIONS THROUGH BLOGS AND ONLINE TRANSLATION ENGINES

Ahmad Yusuf Firdaus

Abdurachman Saleh Situbondo University
PB. Sudirman Street Number 07, Situbondo

Irwan Yulianto

Abdurachman Saleh Situbondo University
PB. Sudirman Street Number 07, Situbondo

ABSTRACT

This activity is carried out as one of the efforts to provide solutions to the problems experienced by partner, Semiring village - Mangaran - Situbondo district. These problems include the tourism potential of the village that has not been fully publicized and the lack of ability of youth and village in terms of internet marketing. From the results of initial observations that have been done, in Semiring village there are several tourist destinations that have the potential to grow rapidly with the help of internet marketing. To pursue the development expected by the local community. this program is done to help youth and local village apparatus to master blogging techniques and utilize online translation engines to promote the nearby tourist destinations. The expected outcome of this program is the website of tourist destinations packaged in Indonesian and English.

Keywords: training, youth, village tools, internet, blogs, Office

Background

Semiring village is located in the coastal area of Situbondo regency. This village can be accessed in less than 15 minutes from Situbondo city. The village has a beach that is seasonally a place of recreation for the people of Situbondo. However, the lack of information disseminated by the village made the village's potential in terms of tourism less publicized. This is because there are not many village officials or local people who are internet marketing literate.

The progress of science and technology of a nation certainly cannot be separated from the success of the learning process in institutions and institutions of higher education in the country. The stages of change are expected to be able to bring

the nation towards the progress of a higher and fully pervasive civilization as the nation's identity. The level of mastery of science and technology is concrete evidence of the success of development. Increased mastery of science and technology is not only done in formal education, but can also be done through non-formal education.

through non-formal education.

Information technology has a very rapid development and covers various fields. The field of education is one area that is influenced by information technology. Both in the formal learning process at school and nonformally in the form of training outside of school. The role of Abdurachman Saleh Situbondo University through community service programs has an important role in

improving the teaching and learning process.

In accordance with the vision and mission of Abdurachman Saleh Situbondo University in the development of information technology is expected to provide maximum results with the support of community components in the Situbondo region, especially Semiring village, Mangaran subdistrict, Situbondo district.

Partner Problems

As a village that is far from the city and the center of government, this village needs human resources who are able to publish the potential that exists in the village of Semiring and its surroundings. All that has happened is that the tourism potential that is rare is getting attention and lack of publicity so that not many people know about its existence. Resources that are able to do online publications are absolutely needed by Semiring village. In addition to publicizing the potential of existing villages, they can also help introduce the internet to other community members.

Target and Output

The target of solving the problems faced by Semiring village, especially in terms of developing human resources, is the formation of youth and village apparatuses who are technologically literate, especially the internet. Therefore, they were given training with the following material.

MS Office

Microsoft Office is an office application package software made by Microsoft

and designed to run under the Microsoft Windows and Mac OS X operating systems. Some of the applications in the famous Microsoft Office are Excel, Word, and PowerPoint. The latest version of Microsoft Office Applications is Office 15 (Office 2013) which was launched January 29, 2013.

Blog

Blog is an abbreviation of web log [1] is a form of web application in the form of writings (which are posted as posts) on a web page. These writings are often loaded in reverse order (fill in the latest first before the older content is followed), although this is not always the case. Websites like this are usually accessible to all Internet users according to the topic and purpose of the blog user.

2.2 MS Office

Word

Sudiro (2012) explains that Microsoft Word or Microsoft Office Word or Word are Microsoft's mainstay word processing software. First published in 1983 under the Word Multi-Tool for Xenix, other versions were later developed for various operating systems, such as DOS (1983), Apple Macintosh (1984), SCO UNIX, OS / 2, and Microsoft Windows (1989). After being part of Microsoft Office System 2003 and 2007 it was named Microsoft Office Word. In Microsoft Office 2013, the name is quite called Word.

Excel

Microsoft Excel or Microsoft Office Excel or Excel is a spreadsheet worksheet application program created and distributed by Microsoft Corporation for Microsoft Windows and

Mac OS operating systems. This application has calculation and graphical features, using Microsoft's aggressive marketing strategy, making Microsoft Excel one of the most popular computer programs used on microcomputers to date.

In fact, this program is currently the most widely used spreadsheet program on both Windows and Macintosh-based PC platforms based on Mac OS, since version 5.0 was published in 1993. This application is part of the Microsoft Office System.

Power point

Hindun (2014) Presenting Microsoft PowerPoint or Microsoft Office PowerPoint or PowerPoint is a computer program for presentations developed by Microsoft in their office application packages, Microsoft Office, in addition to Microsoft Word, Excel, Access and several other programs. PowerPoint runs on PC computers based on Microsoft Windows operating systems and also Apple Macintosh that use the Apple Mac OS operating system, although initially this application runs on the Xenix operating system. This application is very widely used, especially by offices and business people, educators, students and trainers. Starting in the Microsoft Office System 2003 version, Microsoft changed the name from the previous Microsoft PowerPoint to Microsoft Office PowerPoint. Then, in Office 2013, the name is simply abbreviated as PowerPoint. The latest version of PowerPoint is version 15 (Microsoft Office PowerPoint 2013) that is

incorporated into the Microsoft Office 2013 package.

2.3 Blog

Blog media was first popularized by Blogger.com, which was owned by Pyra Labs before finally being acquired by Google at the end of 2002. Since then, there have been many open source applications aimed at the development of the blog writers. Blogs have very diverse functions, ranging from a diary, publication media in a political campaign, to media programs and companies. Some blogs are maintained by a single author, while others are by several authors. Many blogs also have facilities for interaction with visitors, such as using a guest book and comment column that can allow visitors to leave comments on the contents of published articles, but there are also blogs that are otherwise (non-interactive).

Websites that are interrelated thanks to blogs, or in total are a collection of blogs often referred to as the blogosphere. When a collection of activity waves, very large information and opinions repeatedly appear for some subject or very controversial occurs in the blogosphere, it is often referred to as a blogstorm or storm blog.

2.4 English

Kuswadi (2013) learning English for the sake of increasing potential is developing in various parts of the world, especially in developing countries including Indonesia. Until now, the implementation needs to be improved. This is related to the government's efforts to prepare reliable and quality tourism activists who will be able to

compete at the national and international levels.

3. Activity Objectives

In accordance with the title of this community service program, the method of applying science and technology is in the form of assistance for learning MS Office, Blogging, and English. The pattern of mentoring by implementing implementation of assistance to participants.

The purpose of implementing this community service program is:

1. To provide additional knowledge to the Semiring village's youth and youth, Mangaran sub-district, Situbondo district.
2. To contribute to the management of tourism management.
3. Provide provisions that can later be developed better to improve living standards, especially the economy.

4. Benefits of Activities

The benefits that can be gained from the implementation of this service program are:

1. Participants can gain additional knowledge of IT and English to support the tourism management process.
2. For Semiring village, Mangaran subdistrict, Situbondo district can provide insight into current IT developments and increase the tourism potential of the village.
3. For Abdurachman Saleh University can contribute to community service.

TROUBLESHOOTING FRAMEWORK

The problems raised in the community service activities in Sumber Malang village are motivating, willingness and ability to make scientific papers (KTI). Therefore, it is proposed an operational problem solving framework as follows:

Framework for problem solving by implementing work steps in community service as follows:

1. Establish the number of participants
2. All participants are collected in an adequate place / room for training
3. Provide training material which includes:

Material 1: Complete Guide to Typing on PC and Laptop Computers.

Material 2: How to Make a New Paragraph or move to the next line - For example, when you have finished writing a sentence then you want to continue in the next line then just press the "Enter" button on the keyboard.

Material 3: How to Copy-Paste - Frequently hear this term. The trick is to simply block the writing first and then press the Ctrl key in the lower left corner and the letter C (Ctrl + C) on the keyboard (this is to copy the text). Next to paste (bring up the text on another page) how to simply open the MS Word file which will be a place to save (paste) then after that click first on the line where we will put the sentence we copy, then just press Ctrl + V. how to block the sentence first then right-click on the mouse then select "Copy". Likewise, if you want to paste, block it then right click and select the 'Paste' menu.

Material 4: Creating a Blog - In this tutorial, there are three stages that must be done, these three stages must be passed and the entire contents of the blog are edited by themselves.

Material 5: Management of English-language content - in this stage, participants will be taught to translate sentences using an online translation engine that is available for free. In addition, participants will be taught the basics of English for Tourism so that participants can edit the results of the translation.

IMPLEMENTATION METHOD

The method of this activity is in the form of training for youth and village officials in the Semiring village. After being given training, then they are guided to apply the results of the training in order to increase the tourism potential of the village in technical activities to increase the village tourism potential. The following are the training steps carried out:

1. Preparation Stage

The activities that will be carried out at the preparation stage are:

- a. Survey of the place of implementation of the activity.
- b. Making proposals and completing administrative licenses for places or locations of community service.
- c. Making a Basic Computer training module.

d. Making or searching for Basic Computer video tutorials.

e. Multiplication of modules according to the number of participants.

Stage of Training

The implementation of this community service activity will be carried out after all permits and preparations have been completed. Activities will be carried out in Semiring village. Introduction and training activities will be different from teaching and learning activities in general. Training activities will be made as interesting as possible, fun learning and in addition to learning they will be motivated or educative games. The syllabus for the implementation of community service activities is as follows:

- Introduction and general description of the event

training

- The purpose of this training

Material 1

- Explain the meaning of the computer
- Introduce input devices and

CPU output

- Explain how to live and turn off the computer

- Practice

- Material review 1

- Explain the functions of Microsoft Office

- Open MS Word
- How to operate MS Word
- Practice
- Material review 2

Material 3

- Open MS Excel
- How to operate MS Excel
- Practice
- Material review 3

Material 4

- Explain the translation machine on line
- Translation-based editing practices
- Explain about blogs.
- Explain how the blog is made.
- Closing

Evaluation

This evaluation aims to see the progress of the program that has been carried out, to find out the obstacles that occur, how to handle these obstacles so that the community service program can be truly effective and maximum. The final evaluation is in the form of giving written exams and practice exams to the participants then the participants will get a certificate in the form of study results and the practice they get. This certificate will be useful for participants

Results and Outcomes Achieved

The implementing team of internet training programs for the youth and the Semiring village apparatus, Mangaran

sub-district, Situbondoini was carried out by a community service team consisting of three lecturers from the Abdurachman Saleh University Situbondo Faculty of Literature.

Location

This training location is Semiring Village Hall. This location was chosen based on the consideration of the team and village apparatus. In the beginning the team took a visit to Semiring village to see the conditions of the youth and the village apparatus directly. The results of the meeting between the Team and village officials at the Semiring Village.

RESULTS AND EXTENSIONS ACHIEVED

Implementation Team

The implementing team of internet training programs for the youth and the Semiring village apparatus, Mangaran sub-district, Situbondoini was carried out by a community service team consisting of three lecturers from the Abdurachman Saleh University Situbondo Faculty of Literature.

Location

This training location is Semiring Village Hall. This location was chosen based on the consideration of the team and village apparatus. In the beginning the team took a visit to Semiring village to see the conditions of the youth and the village apparatus directly. The results of the meeting between the Team and village officials at the Semiring Village Office, Ngemplak, Sleman were agreed. The agreement that the training

was carried out at Semiring Village Hall, Mangaran sub-district, Situbondo. The training material was submitted by the implementing team and submitted to the village head, and then decided by both parties. The first party of village officials who requested training in the basics of the internet. The second party is the Implementation Team providing basic web and English language training. After the training the two programs were completed, the youth and village officials who took part in the training proposed additional training requests, namely the Browsing Internet and e-mail program.

4.3 Outcomes Achieved

Some outcomes are also generated from training activities are several blogs created by trainees. These blogs were created by participants to later manage themselves. Blogs made by participants during the implementation of this service are mostly personal blogs. In addition to the trainee's bripadi blog, this program also produced a joint blog that addresses www.wisatasemiring.com. This joint blog will later be used by the Semiring village apparatus, assisted by village youth, to publish and simultaneously promote the tourism potential in Semiring village, Mangran sub-district, Situbondo district.

F. Conclusions and Suggestions

Conclusion

This training program has been running according to the planned schedule. Based on the responses, responses, and participation of the youth and the village of Semiring, it can be concluded that the youth and village officials have been satisfied with this computer training

because they have been able to upload content to the weblog. The benchmark is the presence of youth and village officials when training reaches more than 80%. In addition, after the Microsoft Excel and PowerPoint programs have finished, they still want to continue training with other application programs. Even some of them proposed regular training from the implementing team to youth and village officials.

Suggestion

This training program is in line with the target, so the positive response flows from the trainees. The benefits of the training results have been immediately felt practiced by the trainees for official needs, namely to promote the potential of the village and to present the results of its financial statements. Thus, it is hoped that in the future similar training programs will continue to be pursued in order to maintain the cooperation that has been fostered so far through integrated regional development programs in Situbondo.

BIBLIOGRAPHY

Sudiro, Maliki. (2012). *Menguasai Ms. Office dengan Cepat*. Surabaya: Eureea Publishing.

Hindun, Sumardian. (2014). *Memfaatkan Ms. Office untuk Kehidupan Sehari-Hari*. Yogyakarta: JP Publishing

Kuswadi, Jessy. (2013). *Bahasa dan Kajiannya*. Padang: UNP Press.

<http://tutorial-mj.blogspot.com/2014/03/pengertian-microsoft-word-dan-fungsinya.html>

<http://pangeranarti.blogspot.com/2014/11/pengertian-microsoft-excel-lengkap.html>