



ARTICLE

Bogor Regency Government's Efforts in Increasing the Number of Tourist Through the Ekabo Application

Mauludy Nugraha ✉

Department of Political Science UPN Veteran Jakarta, Jakarta, Indonesia

✉ 2110413116@mahasiswa.upnvj.ac.id

📄 OPEN ACCESS

Citation: Nugraha, M. (2024). Bogor Regency Government's Efforts in Increasing the Number of Tourist Through the Ekabo Application. *Jurnal Bina Praja*, 16(1), 83–95. <https://doi.org/10.21787/jbp.16.2024.83-95>

Submitted: 19 February 2024

Accepted: 25 April 2024

Published: April 2024

© The Author(s)



This work is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-nc-sa/4.0/).

Abstract: This research analyzes the Bogor Regency government's efforts to increase the number of tourists through digital marketing with the Ekabo application service. Then, advise on managing the Ekabo Application for the Bogor Regency regional government. After the COVID-19 recovery, tourism has become an indicator of economic development. Likewise, Bogor Regency has potential in tourism management. The Ekabo application is an innovative tourism weapon for the Bogor district government. This breakthrough application responds to the inequality in tourism quality in Bogor Regency, which tends to be centralized in one area. Based on this research, the author sees an opportunity to maximize this application by getting an upgrade in local revenue in the tourism sector. However, the implementation of the Ekabo application experienced several obstacles, such as uneven socialization due to the large size of the Bogor district. Tourism activists need to gain more awareness about the importance of promoting tourism through digital means. Then, the bad internet connection in several border areas is often a complaint from tourists, and the active participation of tourism managers needs to be higher. Therefore, the author offers several proposed strategies so that the Ekabo application can be known by foreign and local tourists, including strengthening the Ekabo application on all well-known social media as digital promotions, collaborating with tourism content creators as well as making brand ambassadors, and recording tourists' attractions by the cultural and tourism collaborates with tourism activists in the field.

Keywords: Regional Innovation; Tourism; Ekabo Application.

1. Introduction

Bogor Regency is one of the most populous metropolitan areas of part of several metropolitan regions in Indonesia. Bogor combined with four other cities to become a Metropolitan city, including Jakarta, Depok, Tangerang, and Bekasi. Behind the support of national economic activity, Bogor Regency is unique compared to other metropolitan areas, especially in terms of tourism. Bogor has tourism potential that is diverse and makes it a magnet specifically for tourists visiting it, especially on weekends and national holidays (Hernawan & Pratidina, 2015). Bogor is a district close to Jakarta's center so it can be an alternative city for a weekend holiday. However, people's enthusiasm for going on holiday is still less and uneven compared to tourists who visit the Puncak area and its surroundings. Plus, ease of access and distance to the peak are considerations for the community. The distance from the station to Puncak is only an hour from Bogor station. So, society's enthusiasm is still focused and concentrated in one area, namely the Puncak area and surroundings (Hernawan & Pratidina, 2015). The existence of an epicenter for tourist visits in one area can impact environmental damage, the poverty gap, and the desertion of other tourist attractions.

After the COVID-19 recovery, local governments, including Bogor Regency, have focused on increasing the number of tourists. The actions taken by the Bogor Regency government show that the tourism issue has potential. In fact, in concrete terms, the Bogor Regency Regional Government ratified Regional Regulation Number 7 of 2020 concerning the Bogor Regency Tourism Development Master Plan 2020-2025 to serve as a guideline for improving the quality of tourism. This regulation has four aspects of tourism development: destination development, marketing, the tourism industry, and tourism institutional development.

As a form of tourism development, the Bogor Regency Government divides the destination area into seven areas, including Puncak Lido, Sentul Cibinong, Halimun and Salak, Sukamakmur, Cileungsi Jonggol, Ciseeng Kemang, and Dramaga Cigudeg. The distribution of distribution areas becomes a tourism development strategy tailored to the advantages and regional characteristics. So, this decision simplifies the process of developing tourist destinations. In addition, this focus leads to provisions for determining primary and secondary regional tourism centers that are useful for destination development by adjusting to the availability of access and human resources. The different characteristics of several sub-district areas serve as guidelines for categorization, such as Puncak Lido, which is related to villa tourism and tea gardens, and Halimun Salak, which is more about waterfalls.

Table 1. Bogor District Tourism Area

Regional Tourism Destination	Hierarchy of Strategic Areas and Tourism Development	Strategic Area Development Theme	Service Center	Areas Coverage	Development Direction
Bogor Regency	1. KPPD Dramaga-Cigudeg and surrounding areas	Main theme: Urban and Education Supporting Theme: Geopark	Primary Center: Rumpin Secondary Center: Cigudeg and Parung Panjang	Dramaga Cigudeg Ciampea Cibungbulang Rumpin Tenjo Parung Panjang	Development of urban recreational and educational tourism and other tourism in accordance with regional potential.
	2. KSPD Sentul-Cibinong and surrounding areas	Main theme: sport tourism (Sport)-MICE Supporting theme: Recreation-City	Primary Center: Cibinong-Sentul Secondary Center: Sukaraja	Sukaraja Babakan Madang Citereup Bojong Gede	Development of sports and urban recreation tourism areas, shopping, culinary, and other tourism in accordance with regional potential
	3. KSPD Halimun Salak and surrounding areas	Main theme: Nature-culture-geopark Supporting theme: Education	Primary Center: Leuwiliang Secondary Center: Jasinga	Jasinga Leuwiliang Leuwisadeng Nanggung Pamijahan Sukajaya Tenjolaya	Development of special interest tourism areas for nature-culture, education, and natural recreation, as well as earth parks and other tourism in accordance with regional potential

Bogor Regency Government's Efforts in Increasing the Number of Tourist Through the Ekabo Application

Regional Tourism Destination	Hierarchy of Strategic Areas and Tourism Development	Strategic Area Development Theme	Service Center	Areas Coverage	Development Direction
	4. KSPD Sukamakmur-Cariu and surrounding areas	Main theme: Natural Tourism and agrowisata Supporting theme: Education	Primary Center: Tanjungsari Secondary Center: Sukamakmur-Cariu	Sukamakmur Cariu Tanjungsari	Development of natural, educational, and special interest agrowisata areas and other tourism in accordance with regional potential
	5. KPPD Cileungsi-Jonggol and surrounding areas	Main theme: Urban-Natural recreation Supporting theme: religious tourism and cultural	Primary Center: Cileungsi Secondary Center: Jonggol	Gunung Putri Klapa Nunggal Jonggol Cileungsi	Development of urban areas, natural recreation and special interest and other tourism in accordance with regional potential
	6. KPPD Ciseeng-Kemang and surrounding areas	Main theme: Minawisata Supporting theme: Urban-Recreation	Primary Center: Parung Secondary Center: Kemang	Gunung Sindur Parung Ciseeng Tajurhalang Kemang Rancabungur	Development of minawisata, education, and recreation and other tourism in accordance with regional potential
	7. KPPD Dramaga-Cigudeg and surrounding areas	Main theme: Urban and Education Supporting Theme: Geopark	Primary Center: Rumpin Secondary Center: Cigudeg and Parung Panjang	Dramaga Cigudeg Ciampea Cibungbulang Rumpin Tenjo Parung Panjang	Development of urban recreational and educational tourism and other tourism in accordance with regional potential.

Source: Bogor Regency Regional Regulation No. 7 of 2020 concerning the Master Plan for Tourism Development in Bogor Regency 2020-2025

Based on the regional division results in [Table 1](#), 40 sub-districts have mapped tourism development in Bogor Regency. This mapping is solely for the strategic process of the Department of Culture and Tourism or Disbudpar in increasing the number of tourist visits in Bogor Regency, which is set in regional regulation Number 7 of 2020 and The Master Plan for Tourism Development in Bogor Regency. Apart from that, the development of tourist destinations in Bogor Regency is not only directed at empowering new destinations but is directed at maintaining the competitiveness of existing tourist destinations through community-based tourism development patterns ([Jatmika, 2018](#)). To fulfill the four aspects of tourism development, destination development, marketing, the tourism industry, and tourism institutional development. These four aspects are the focus of the Bogor Regency Government, so application and social media assistance is needed, especially in tourism marketing. Even after the recovery from COVID-19, based on data from the Department of Culture and Tourism regarding targets and realization of agency performance in 2022, the average achievement was 101.25 percent. Based on data three points, the number of tourist visits was 8.157.531 or 101.97 percent with a target of 8.000.000, culture advancement objects were 57 or 101.79 percent with a target of 56, and sites in cultural heritage areas met the full target of 70 or 100 percent ([Tourism Culture Department, 2022](#)).

On December 13, 2023, the Department of Culture and Tourism inaugurated the Bogor Regency Exploration or Explore Kabupaten Bogor digital application. This application guides foreign and local tourists to find the best tourist attractions and services for them. Digital innovation is needed to adapt to the government's response to digital developments. The next innovation to boost marketing is to create an application To Make Things Easier for tourists called Ekabo ([Disbudpar Kabupaten Bogor, 2023](#)). Besides that, The Bogor Regency Government continues to realize the tourism master plan, but development and status changes are insufficient. For example, tourist villages continue to increase until they reach 55 tourist villages in 2022. Digital innovation is needed to adapt to the government's response to digital developments. The purpose is to make it easier for tourists to find destinations in Bogor Regency. This application has several features, such as attraction information, maps and navigation, search, and booking features. The Department of Culture and Tourism designed the Ekabo application to help local communities promote tourism in the area and have an economic impact on the surrounding community. So apart

from that, for tourists, both foreign and local, it can be easier, especially to find tourist attractions close to Jakarta.

With research entitled “Bogor Regency Government’s Efforts in Increasing the Number of Tourists Through the Ekabo Application,” the author will analyze efforts to increase the number of tourists through the Ekabo application and the challenges and actions that must be taken to maximize. This research updates the digital application recently inaugurated by the Departments of Culture and Tourism. Therefore, analyzing their successful application becomes very crucial. Similar research was carried out by [Fitriana \(2019\)](#) entitled “Digitalization of Jombang Regional Halal Culinary and Tourism through “Jombang Halal Tourism” Application.” In this case, [Fitriana \(2019\)](#) concluded that the results of the system implementation testing on Android devices ran well, especially on the Jombang Halal Tourism application. The reason is that the systems can display detailed information about tourist destinations. No system failures were found when testing using the black box testing method. In contrast to this research, the author, in this case, tends to analyze threats and opportunities that will be faced by the Department of Culture and Tourism implementation of the Ekabo application and socializing it to the community. Apart from that, similar research has been carried out by [Herningsih et al. \(2023\)](#) entitled “Tourism and Souvenir Shop Guide Application in Lampung Province Using Google Street View and Game Engine.” the author found a conclusion that this application uses Google Streetview can run well on frames from the HTML5 game engine media, testing carried out with ISO 25010 results of 85.6% and the usability aspect reaching 86.3 percent and in the PIECES analysis, the menu structure in the application makes it easier for users to find souvenirs in Lampung Province.

Furthermore, other research has been carried out by [Susila et al. \(2023\)](#) entitled “Application of the Sustainable Tourism Concept in Aan Tourism Village Klungkung Regency Bali.” In this research, the author emphasized that this application is needed to preserve the village’s potential so that it remains sustainable and can be sustainable in the future. The author gives research results showing that the development of nature-based Aan Tourism Village towards sustainability tourism is expected to be applied, not only as a concept. This research aims to respond to the launch of the Ekabo application carried out by the Department of Culture and Tourism. The author feels confident that there is a need for earlier analysis of application performance, especially threats or obstacles, as good opportunities and solutions for progress application. Therefore, the author is confident that the way to overcome problems in the Ekabo App is not much different from tourism applications created in other cities.

2. Methods

This research uses a qualitative research methodology with a descriptive research design and literature studies with primary data and secondary data obtained from various reference studies. Descriptive research aims to make research objects or collect data from a library in problem-solving based on relevant library materials. While literature study is conducting, searching for, and organizing sources related to the problem to be researched ([Creswell, 2014](#)). The authors try to analyze the implementation of the Ekabo application, especially the opportunities and obstacles that usually occur while adjusting to conditions and facts in the field or society.

3. Results and Discussion

The Ekabo application is an application for community services that can also be used in e-government, which local governments use to improve the welfare and economy of

the community. In this case, e-government is a strength for policymakers in providing services to the community, especially for economic progress. This breakthrough in the Ekabo App is important for the progress of public service, especially in the tourism sector. Based on international e-government index data in 2020, it was ranked 88, up 19 points from what was ranked in 2017 (Rahmadany, 2021). One of the priorities of the Bogor Regency regional government is improving quality through tourism application (Ekabo). Besides that, this is important because new arrivals with increasing numbers in rural areas contribute to tourism gentrification (Chen et al., 2024). Residents, directly and indirectly, contribute to tourists by providing tourism services and embodying local culture at the destination (Kim et al., 2023). The perceived benefits and community involvement influence community support for tourism development (Nugroho & Numata, 2022). The Ekabo application can help tourists find tourist destinations, including travel anxieties, which can be accessed via travel routes. Travel anxiety and perceived risk can be identified as mediators in the relationship between tourism information and the adoption (Malodia et al., 2024).

3.1. Ekabo Application: Community Service to Increase the Number of Local and International Tourists in the City of Bogor

Providing the best service to tourists is the responsibility of the tour guide. Local government plays a crucial role in granting permits and renewing tourist attractions. Likewise, the Ekabo application was created by the Bogor district government with a focus on increasing foreign and local tourists. Therefore, the application is designed to use two languages, Bahasa and English. This application aims to provide tourism certainty and avoid bad conditions in selling tourist tickets and accommodation. However, it requires special efforts so businesspeople, tourists, and the public can safely holiday (Soeswoyo, 2021). The concept ensures that there are unreasonable prices for accommodations, entrance tickets, and vehicle parking. Therefore, in this application, several homestays near tourist attractions can be booked in advance. This application provides benefits for tourists to plan trips.

Based on a survey conducted (Soeswoyo, 2021), almost all local tourists who come to Bogor Regency from Jabodetabek reach a figure of 68 percent. As many as 31 percent came from Jakarta, 25 percent from Tangerang, 12 percent from Bekasi and Depok, and <5 percent from Banten and Bandung. The hope is that the Ekabo application or Bogor Regency Exploration will reach tourist areas in areas of Bogor Regency. For example, the Nanggung area, the majority of which is better known as the ANTAM area, has tourism potential, such as nature tourism, water tourism, and local culture (Ikhsan et al., 2019).

The challenge awaits the Bogor district government to increase visits while creating equality in terms of tourism. Therefore, this is important to do to help economic activity. Based on data published by the Statistics Indonesia of Bogor Regency, in 2022, the number of foreign tourists will reach 215,098, and domestic tourists will show 7,942,433, so the number of tourists will be 8,157,831 (Statistics of Bogor Regency, 2023). Meanwhile, from 2025-2022, the highest tourist arrivals were in 2016, with a total of 8,719,300 from 8,625,229 local tourists and 166,071 foreign tourists.

On the other hand, the latest data shows that the contribution of the tourism sector in 2021 will reach 282 billion or 7.61 percent of the total Regional Original Income, namely 3.71 trillion (Sinaga, 2022). The unique thing is that this is inversely proportional to areas in West Java, namely the Bandung Regency Government that make tourism a factor in increasing Regional Original Income. For example, in 2019, it reached 740 billion or 33 percent of contributors to Original Regional Income (Andriyawan, 2019).

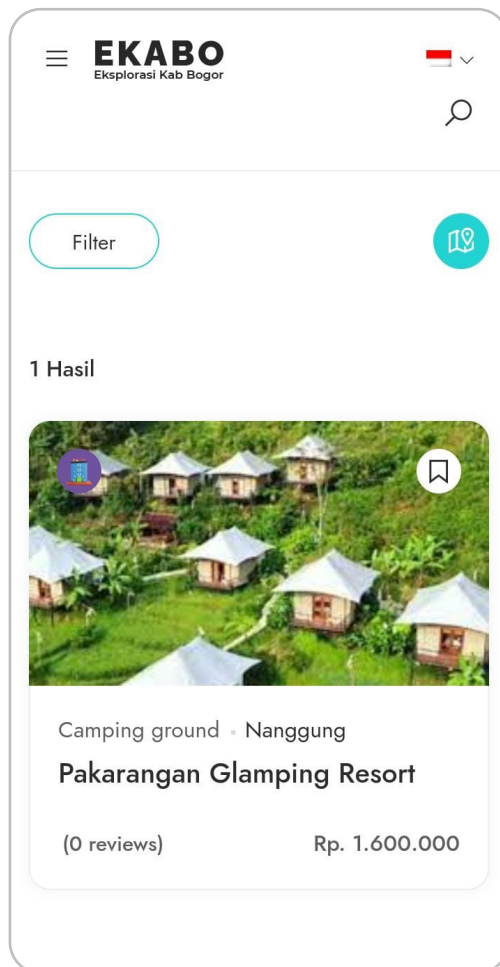


Figure 1. Ekabo Display When Searching for Tourist Area

Source: Android

Based on local original income data, the Ekabo Application Opportunity is a real effort from the regional government, including regional innovation. The reason can be seen from several sections that comprehensively respond to the inequality of tourist attractions in Bogor Regency. The first opportunity to maximize tourism development through applications lies in increasing regional income. Tourism has always been the government’s foundation for generating local revenue. Therefore, the Bogor Regency government is responding to the advantages of tourism as a tool for economic turnover.

Furthermore, the Ekabo application has become a weapon for the Bogor Regency government to introduce and carry out tourism marketing. The opportunity to increase tourist visits is wide open via the implementation of the Ekabo application. With this, advancing visits has become one of the regional government’s priorities in the development agenda. In addition, this opportunity is of concern because rural-based tourism is an alternative to improving community welfare (S. H. Utomo et al., 2020). Therefore, local government efforts must be further enhanced by collaborating and maximizing the use of the Ekabo application for tourists. The Ekabo application is an opportunity to increase the number of tourists through disseminating this application. The Ekabo application can certainly help boost the local economy. Then, through tourist visits, the percentage increase in the creative economy and tourism has increased, especially in PAD (Wulandari & Afriyanni, 2021).

Apart from the opportunity to earn local income, the Ekabo application can become the identity of Bogor Regency. Then, by using the native language of the region, Explore

Ka Bogor. So, there is a strengthening of local cultural characteristics, plus the names of tourist attractions that have been registered still hold regional culture. By reviewing these opportunities, tourism activists or local communities will become more active and committed because they feel they are representing themselves through naming the application. Then, people can open new destinations because the marketing and features of the application can help increase the number of tourists. In other words, there is motivation to develop the region, especially regarding tourism potential. Plus, in this case, there are tourist attractions that have not been touched due to the lack of knowledge from tourists outside Bogor Regency. Therefore, with tourist attractions that have not yet been touched, even new ones can be realized quickly, especially regarding increasing the number of tourists.

Finally, the opportunities that can be seen from tourism development through the Ekabo application lie in the community element, where increasing tourists through the Ekabo application can improve the welfare of the local community. The output of regional innovation is the impact felt by society. So, with this, the Ekabo Application has the opportunity to create a more independent and prosperous society, especially in the economy. This is a strength to provide equality to the people in Bogor Regency, especially in border areas with other cities or provinces. Apart from that, the local community maximizes the empowerment of the local community and introduces culture to visiting tourists. This becomes an element or place for local communities to develop and progress. On the other hand, for tourists, this is the best service by being presented with a neater place because the public's enthusiasm for tourism services is higher. Then, cultural performances become an additional service to tourists, especially foreign tourists.

3.2. The Obstacles to the Implementation of the Ekabo Application

Using the Ekabo application is a breakthrough step for the City of Bogor in increasing the number of tourists. In its implementation, there are obstacles, or it does not run smoothly. Obstacles such as socialization issues, data security, and application users always come during application implementation. For example, Android security relies on downloading apps by combining sandboxing, apps, and app signing (Bhandari et al., 2017). Even though practice in the field doesn't require entering a Google Account, data security problems can occur on users' devices. This obstacle is homework for the Bogor Regency regional government. However, when viewed from data issues, the obstacles regarding the socialization of the Ekabo application are more fundamental (Bhandari et al., 2017).

Obstacles or barriers related to the socialization of the Ekabo application are the main problem for the Bogor Regency Culture and Tourism Office. After launching in December 2023, the Ekabo application has eight categories recorded from 40 sub-districts and 1822 locations. The latest data for February 2024 shows that culinary is at 721, then 409 locations, 568 hotels, later eight shopping places, 41 cultural places, 88 creative economy places, and 44 tourist villages. In a short period, the community participated in adding categories to the Ekabo application. However, in this case, the author highlights the gaps between emerging in each region. In other words, many sub-district tourist attractions haven't been added to the Ekabo application.

In this case, tourist centers are still concentrated in one area, so socialization must be emphasized, especially in advising the public to include tourist attractions according to the existing features applied. Based on the data that the author found in the application, there are still many tourist attractions far from the administrative center of Bogor Regency that haven't actively participated. For example, the West

Table 2. Data Update on the Number of Categories in the Ekabo Application

No.	District	Search Result Information	No.	District	Search Result Information
1	Babakan Madang	268	21	Leuwiliang	11
2	Bojong Gede	30	22	Leuwisadeng	7
3	Caringin	70	23	Nanggung	6
4	Cariu	10	24	Tenjolaya	42
5	Ciampea	27	25	Tenjo	2
6	Ciawi	54	26	Pamijahan	60
7	Cibinong	202	27	Parung	27
8	Cibungbulang	16	28	Klapanunggal	12
9	Cigombong	19	29	Parung Panjang	10
10	Cigudeg	3	30	Rumpin	5
11	Cijeruk	36	31	Tajurhalang	10
12	Cileungsi	36	32	Tamansari	38
13	Ciomas	25	33	Tanjungsari	3
14	Cisarua	381	34	Kemang	14
15	Ciseeng	4	35	Megamendung	133
16	Citeureup	33	36	Sukajaya	2
17	Dramaga	34	37	Jonggol	11
18	Gunung Putri	74	38	Sukamakmur	28
19	Gunung Sindur	7	39	Sukaraja	49
20	Jasinga	5	40	Ranca Bungur	2

Source: Data managed by the author in February 2024

Bogor area that tends to be close to Banten, such as Cigudeg, Pamijahan, Tenjo, and Jasinga, still lacks uploaded tourist attractions, hotels, culture, and culinary delights. In addition, the West Bogor area is the Bogor Regency area being the most lagging term of economic development compared to other Bogor Regency areas (Harsono et al., 2022).

Cross-border research shows that development faces different challenges (Makkonen & Williams, 2024), as with implementing the Ekabo Application in Bogor Regency. The low level of community participation hinders socio-economic development via the Ekabo application. In this case, tourism managers are still in the shadow of low perceptions of community participation in socio-economic development. This case is similar to the Gorontalo community, which realistically but still has a low perception of socio-economic development through Nusantara Capital Integrated Development (IKN) (Humalangi et al., 2023). The existence of a non-adaptive nature tends to provide obstacles no matter how sophisticated the innovation is. Remember that success and failure of innovation are closely related to participation in the political process (Lindholm & Janne Berg, 2022). In addition, the state demands to respond to the rapid development of digitalization that encourages the adoption of e-government to improve efficiency to reduce costs and develop transparently through citizen transactions with the state (Sheoran & Vij, 2022). Therefore, the interaction between society and government in implementing the Ekabo application is potential. This matter is similar to the city branding of Magelang City designed with collaboration and coordination between policy stakeholders, managers, and empowerment of micro, small, and medium or MSMEs (Soesanta et al., 2023). Furthermore, in this case, community participation is crucial in the development process, especially aimed

at poor rural communities (Aminah, 2016). Regardless of that, another economic in Bogor areas advantage is being able to bring in tourists (Ibrahim et al., 2023).

Judging from research by Aldrianto (2020) conducted in Pamijahan and Tenjolaya, the potential and developing tourism trends are considered suitable for providing value to visitors. In fact, in his research, research locations of the two sub-districts showed that the closer the distance from which visitors travel, the lower the travel constraint they feel and give a positive response in enjoying tourist attractions. With this, undeveloped areas must receive special attention from the regional government. The government and tourism actors must implement coordination strategies designed for tourism with interdependence (Madaleno et al., 2019). The implementation of tourism strategies must be the concern of local governments, including managing the Ekabo application. Marketing strategies can be effective because local governments consider the comprehensive development of tourist attractions and facilities (Zuckerman Farkash et al., 2024). The three principles of participation, sustainable development, strategic planning, and policymakers must always be indicators for evaluating tourism development strategies (Alfaro Navarro et al., 2020).

Apart from outreach to tourism service actors has not been optimal, information to tourists or the general public has not been massive. The basis for this statement is not without reason; data from the App Store shows that satisfaction with this application is 4.7 with seven reviews, and the rating is 13+ of the number of downloads, which shows 100+ users. The lack of information accepted by local communities and foreign tourists is still an obstacle, especially in providing application effectiveness. Plus, tourists often complain about inadequate internet quality in tourist attractions. Internet access can help provide services and functions to improve and alleviate poverty in a country (Manoby et al., 2021). Therefore, the Bogor Regency Government's efforts to provide information are not yet massive enough. As a digital promotional tool, the Ekabo application must continue to be adaptive both in adding features and increasing users of the applications. Obstacles regarding operational and technical applications are highlighted, especially in achieving the goals and the targets of increasing tourist visits to Bogor Regency.

An obstacle to using the Ekabo application, especially regarding information and adding category type, is repair. All levels of society need to play a role in adding tourist attractions and other categories to the application. In this case, managing the resources in a tourist village is hard to repair when some parties don't have consciousness. There is little community participation in empowering tourist villages to develop for the better (Marysya & Amanah, 2018). Therefore, awareness and participation are the focused solutions to overcome obstacles in increasing the number of tourists through the Ekabo application.

3.3. Advice to Increase Ekabo App Users: A Proposal

The Ekabo application is here to answer the Culture and Tourism Department's concern for undeveloped areas in Bogor Regency. The response of the Bogor Regency Government is inseparable from tourism as a central ornament in the country where tourism the state or local government gets income from every income from tourist attraction (Udayana et al., 2015). Through this application, providing tourist satisfaction with the available features is the goal of the Ekabo Application. Plus, the desire to make travel more practical considering all the information available in the application. The Department of Culture and Tourism didn't create the Ekabo application but has a website. However, to make it easier for the Culture and Tourism Department to pay attention to the Ekabo application.

By carrying the tagline “Sport and tourism,” the Ekabo application reflects the development of the Tourism sector as a regional economic driver. This application breakthrough was a turning point in the digitalization carried out in Bogor Regency. The Bogor Regency Government brings the 5A tourism concept, including accommodation, accessibility, amenities, attractions, and activities, to encourage the tourism industry, culture, MSMEs, and the creative economy (E. Utomo, 2024). Through this, the Bogor Regency government is trying to perfect tourist attractions by adapting tourist needs and attractions so that the concept launched is still relevant. It has the potential to increase the number of tourists. Furthermore, this application aims to make it easier for tourists to plan visits to tourist attractions in Bogor Regency because, in the app, there are holiday incentives, such as accommodation and lodging information.

The Bogor Regency government’s strategy is quite good by providing color through the application. However, in this case, it’s necessary to pay attention to the effectiveness of digital marketing, especially in terms of community participation. The first thing that must be committed is to ensure that comprehensive socialization is successful. In this case, it doesn’t have to be done formally but can be done through social media. In this case, social media can help the community regarding the Ekabo application owned by Bogor Regency. The crisis that occurred highlights the role of social media in crisis communication in society (Schroeder & Pennington-Gray, 2015).

The proposal used by the author can be interpreted as a strategy to increase users of the Ekabo application. In this case, the Bogor Regency government through the Culture and Tourism. Service can coordinate with sub-district social media. However, this is important because the sub-districts activity on social media is rather massive, and there is frequent interaction with the community. The practice is to upload information simultaneously in one day. Meanwhile, it’s not enough to make it more effective with the sub-district’s Instagram, but warning uploads can be made by all Culture and Tourism Department employees as well as a solution. For the information, it is the process of creating an application that can work through all social media platforms, such as TikTok and X. This is important to intensify promotions because social media is a strategy. After all, TikTok is an effective medium for promotion (Pambudi, 2022). It’s crucial to know that the tourism market has a good character and ignorance so that the success of market transactions depends on effective market provisions (Wang & Li, 2024). Social media will play a role in promoting tourism. Plus, the promotion picture leads to a series of favorable experiences (Govers et al., 2007).

In this action, the government can collaborate with influencers with high views on each upload. Influencers are people who have the power to give direction to other people when making purchases (Copley, 2004). Through this, the Culture and Tourism Department can work with these parties to promote the Ekabo application. The strategy is the agency’s adaptability to adapt to the development of today’s people. In this case, influencers can influence opinions through the content they create. Compliance occurs when publicly conforming by maintaining original opinions outside situations of group influence (Tanford & Montgomery, 2015).

Lastly, the final strategy to improve the Ekabo Application is to record tourist attractions for the Culture and Tourism Service team. This process can be carried out by maximizing data collection or coordinating with sub-districts in Bogor Regency, especially in including tourist attractions. This input process is one of the strategies for compliance. Its policy can be realized by the regional government. The presence of the local government website can become a liaison between the community and potential tourists. The government’s total intervention in including tourist, cultural, and culinary attractions could be an option to add categories quickly and massively. Plus, good

coordination is the main value. Coordination is the main thing for a contemporary regional policy which is state policy for the development (Ferry, 2021).

4. Conclusion

Bogor Regency's tourism potential is economically profitable because it's close to Jabodetabek as a metropolitan area. The Bogor Regency government's focus on tourism empowerment continues to develop, starting from collecting data on tourist villages, focusing on developing tourist attractions, and marketing. In this case, the government has issued innovation in the form of an application to provide convenience to tourists. The application, named Ekabo or Explore Ka Bogor, is expected to have a particular impact on all tourist attractions.

The Ekabo application has economic opportunities and regional progress, so of course, it is hoped that much of the regional income will come from tourism. This application is a weapon for marketing tourist attractions, cultural centers, creative economy, Micro, Small, and Medium Enterprises (MSMEs). However, realizing the maximum use of the application has encountered many obstacles, such as low awareness of the public or tourism actors to add tourist attractions to the application, uneven and successful socialization, and unsuccessful branding. Branding gives meaning to the product and is known to the public (Juniarti et al., 2023). Likewise, the aim of branding or creating a strong brand to introduce and promote is a regional method in marketing (Maruli et al., 2023), including the Ekabo application to the public. There are several solutions that the number offers, especially to increase the number of application users as well as the number of tourists. Start from calling for simultaneous socialization via sub-district Instagram accounts, the power of influencers, and inputting additional tourism category data by the Culture and Tourism Office in collaboration with tourism activists through existing data and field surveys.

Acknowledgment

We would like to thank the many parties who have supported and participated in this research, fellow political science students at UPN Veteran Jakarta, such as Paskah, Fadel, Fadrija, Fari, etc. Then, UPNVJ political science lecturer. Likewise with the friendship of Domba Drogba, such as Marwan, Hafidz, Hilmi, Fikri, and Arsy.

References

- Aldrianto, E. (2020). *Strategi Pengembangan Perdesaan Berbasis Pariwisata di Kabupaten Bogor [Doctoral Dissertation]*. IPB University.
- Alfaro Navarro, J.-L., Andrés Martínez, M.-E., & Mondéjar Jiménez, J.-A. (2020). An Approach to Measuring Sustainable Tourism at the Local Level in Europe. *Current Issues in Tourism*, 23(4), 423–437. <https://doi.org/10.1080/13683500.2019.1579174>
- Aminah, S. (2016). The Application of Participatory Communication in the Implementation of Small Farmers Empowerment Program. *Jurnal Bina Praja*, 8(1), 135–148. <https://doi.org/https://doi.org/10.21787/jbp.08.2016.135-148>
- Andriyawan, D. (2019, November 12). *Sektor Pariwisata Sumbang 33% PAD Kota Bandung*. Bisnis.Com. <https://bandung.bisnis.com/read/20191112/549/1169479/sektor-pariwisata-sumbang-33-pad-kota-bandung>
- Bhandari, S., Jaballah, W. Ben, Jain, V., Laxmi, V., Zemhari, A., Gaur, M. S., Mosbah, M., & Conti, M. (2017). Android Inter-app Communication Threats and Detection Techniques. *Computers & Security*, 70, 392–421. <https://doi.org/10.1016/j.cose.2017.07.002>
- Chen, P., Zhang, M., & Wang, Y. (2024). Beyond Displacement: The Co-existence of Newcomers and Local Residents in the Process of Rural Tourism Gentrification in China. *Journal of Sustainable Tourism*, 32(1), 8–26. <https://doi.org/10.1080/09669582.2022.2112201>
- Copley, P. (2004). *Marketing Communications Management: Concepts and Theories, Cases and Practices*. Routledge.

- Creswell, J. W. (2014). *Research Design: Pendekatan Kualitatif, Kuantitatif, dan Campuran*. Pustaka Pelajar.
- Disbudpar Kabupaten Bogor. (2023, December 13). *Launching Aplikasi Digital Ekplorasi Kabupaten Bogor (EKABO)*. Disbudpar Kabupaten Bogor. <https://disbudpar.bogorkab.go.id/aplikasi-digital-ekplorasi-kabupaten-bogor-ekabo/>
- Ferry, M. (2021). Pulling Things Together: Regional Policy Coordination Approaches and Drivers in Europe. *Policy and Society*, 40(1), 37–57. <https://doi.org/10.1080/14494035.2021.1934985>
- Fitriana, W. D. (2019). Digitalisasi Kuliner dan Wisata Halal Daerah Jombang Melalui Aplikasi “Jombang Halal Tourism.” *Dinar: Jurnal Ekonomi Dan Keuangan Islam*, 5(2), 108–116. <https://doi.org/10.21107/dinar.v5i2.5004>
- Govers, R., Go, F. M., & Kumar, K. (2007). Promoting Tourism Destination Image. *Journal of Travel Research*, 46(1), 15–23. <https://doi.org/10.1177/0047287507302374>
- Harsono, Sitorus, S. R. P., & Mujiyo. (2022). Analisis Keselarasan Penggunaan Lahan Eksisting dan Pola Ruang dengan Kemampuan Lahan di Wilayah Bogor Barat Kabupaten Bogor. *Jurnal Teknik: Majalah Ilmiah Fakultas Teknik Unpak*, 23(2), 30–39. <https://doi.org/10.33751/TEKNIK.V23I2.6863>
- Hernawan, D., & Pratidina, G. (2015). Model Implementasi Kebijakan Pengembangan Pariwisata dalam Meningkatkan Destinasi Pariwisata di Kabupaten Bogor. *Jurnal Sosial Humaniora*, 6(2), 94–103. <https://doi.org/10.30997/jsh.v6i2.504>
- Herningsih, A., Ferico, A., Pasaribu, O., & Rahmanto, Y. (2023). Aplikasi Panduan Wisata dan Toko Oleh-Oleh di Provinsi Lampung Menggunakan Google Street View dan Game Engine. *Journal of Data Science and Information System*, 1(2), 65–76. <https://doi.org/10.58602/DIMIS.V1I2.38>
- Humalangi, M., Lantapon, N. N., Butolo, I., & Saksono, H. (2023). Strategic-Competitiveness for Socio-Economic Development: Unlocking the Potential of Gorontalo Province in the Context of the Nusantara Capital Integrated Development (IKN). *Jurnal Bina Praja*, 15(3), 639–649. <https://doi.org/10.21787/jbp.15.2023.639-649>
- Ibrahim, A. H. H., Baharuddin, T., & Wance, M. (2023). Developing a Forest City in a New Capital City: A Thematic Analysis of the Indonesian Government’s Plans. *Jurnal Bina Praja*, 15(1), 1–13. <https://doi.org/10.21787/jbp.15.2023.1-13>
- Ikhsan, S. H. Al, Fatimah, F., & Fitriyani, N. U. (2019). Rancang Bangun Sistem Pariwisata Kecamatan Nanggung Kabupaten Bogor Berbasis Web. *Krea-TIF*, 7(1), 39–49. <https://doi.org/10.32832/kreatif.v7i1.2046>
- Jatmika, E. (2018). *Penyusunan Strategi Pemasaran Pariwisata Kabupaten Bogor tahun 2018*. In *Pakuan University*. Pakuan University.
- Juniarti, G., Sulistijowati, R., Thomas, A. W., & Rosidi, M. I. (2023). Exploring Perspective of Local Tourists About City Branding. *Jurnal Bina Praja*, 15(1), 29–42. <https://doi.org/https://doi.org/10.21787/jbp.15.2023.29-42>
- Kim, G., Duffy, L. N., & Moore, D. (2023). Importance of Residents’ Perception of Tourists in Establishing a Reciprocal Resident-Tourist Relationship: An Application of Tourist Attractiveness. *Tourism Management*, 94, 104632. <https://doi.org/10.1016/j.tourman.2022.104632>
- Lindholm, J., & Janne Berg. (2022). Why Do Innovations Fail? Lessons Learned from a Digital Democratic Innovation. *EJournal of EDemocracy and Open Government*, 14(2), 130–148. <https://doi.org/10.29379/jedem.v14i2.728>
- Madaleno, A., Eusébio, C., & Varum, C. (2019). The Promotion of Local Agro-Food Products Through Tourism: A Segmentation Analysis. *Current Issues in Tourism*, 22(6), 643–663. <https://doi.org/10.1080/13683500.2017.1296417>
- Makkonen, T., & Williams, A. M. (2024). Cross-Border Tourism and Innovation System Failures. *Annals of Tourism Research*, 105, 103735. <https://doi.org/10.1016/j.annals.2024.103735>
- Malodia, S., Otterbring, T., Taheri, B., & Dhir, A. (2024). How Negative Framing Affects VR Tourism Adoption: Exploring the Role of Travel Anxiety During Crisis Events. *Journal of Travel Research*. <https://doi.org/10.1177/00472875241234387>
- Manoby, W. M., Afriyanni, A., Fitri, S. E., Pranasari, M. A., Setyaningsih, E., Rosidah, R., & Saksono, H. (2021). Digital Village: The Importance of Strengthening Village Resilience in the Digital Age. *Jurnal Bina Praja*, 13(1), 53–63. <https://doi.org/10.21787/jbp.13.2021.53-63>
- Maruli, B., Vincent, T., Syah, R. F., Permatasari, C., Azanda, S. H., Mudrawan, I., & Fahrani, N. S. (2023). Rebranding Samosir Island As City of Foreign Tourists. *Jurnal Bina Praja*, 15(1), 59–72. <https://doi.org/https://doi.org/10.21787/jbp.15.2023.59-72>

- Marysya, P., & Amanah, S. (2018). Tingkat Partisipasi Masyarakat dalam Pengelolaan Wisata Berbasis Potensi Desa di Kampung Wisata Situ Gede Bogor. *Jurnal Sains Komunikasi Dan Pengembangan Masyarakat*, 2(1), 59–70. <https://doi.org/10.29244/jskpm.2.1.59-70>
- Nugroho, P., & Numata, S. (2022). Resident Support of Community-Based Tourism Development: Evidence From Gunung Ciremai National Park, Indonesia. *Journal of Sustainable Tourism*, 30(11), 2510–2525. <https://doi.org/10.1080/09669582.2020.1755675>
- Pambudi, D. (2022). *Efektivitas Media Sosial Tiktok Sebagai Media Promosi Pariwisata Seloarjuno Campventure*. 2–29.
- Rahmadany, A. F. (2021). Literature Study of Electronic Government Implementation in the Perspective of Indonesia's Electronic Government Ranking Dimensions. *Jurnal Bina Praja*, 13(2), 281–292. <https://doi.org/10.21787/jbp.13.2021.281-292>
- Schroeder, A., & Pennington-Gray, L. (2015). The Role of Social Media in International Tourist's Decision Making. *Journal of Travel Research*, 54(5), 584–595. <https://doi.org/10.1177/0047287514528284>
- Sheoran, S., & Vij, S. (2022). A Review of E-Government Assessment Frameworks: E-Readiness, Adoption, Citizen Engagement and Quality. *EJournal of EDemocracy and Open Government*, 14(2), 197–213. <https://doi.org/10.29379/jedem.v14i2.717>
- Sinaga, R. (2022, March 24). #savepuncak, Pemkab Bogor Fokus Pembangunan Pariwisata Berkelanjutan. Radar Bogor. <https://www.radarbogor.id/2022/03/24/savepuncak-pemkab-bogor-fokus-pembangunan-pariwisata-berkelanjutan/>
- Soesanta, P. E., Putra, I. R. A. S., & Hutagalung, O. H. (2023). The Development of a Sustainable Tourism Area for Borobudur Temple as a City Branding Theme for Magelang Regency. *Jurnal Bina Praja*, 15(1), 111–122. <https://doi.org/10.21787/jbp.15.2023.111-122>
- Soeswoyo, D. M. (2021). Potensi Pariwisata dan Strategi Pengembangan Desa Wisata Sukajadi di Kabupaten Bogor. *Masyarakat Pariwisata*, 2(1), 13–26. <https://doi.org/10.34013/mp.v2i1.371>
- Statistics of Bogor Regency. (2023). *Kabupaten Bogor dalam Angka 2023*. Statistics of Bogor Regency. <https://bogorkab.bps.go.id/publication/2023/02/28/ecc46f13dd34e43cfc1ffbdc/kabupaten-bogor-dalam-angka-2023.html>
- Susila, I. M. G. D., Wirya, I. M. S., & Dewi, D. M. P. (2023). Application of the Sustainable Tourism Concept in Aan Tourism Village Klungkung Regency Bali. *Jurnal Manajemen Pelayanan Hotel*, 7(1), 172–191. <https://doi.org/10.37484/JMPH.070109>
- Tanford, S., & Montgomery, R. (2015). The Effects of Social Influence and Cognitive Dissonance on Travel Purchase Decisions. *Journal of Travel Research*, 54(5), 596–610. <https://doi.org/10.1177/0047287514528287>
- Tourism Culture Department. (2022). *Laporan Kinerja Instansi Pemerintah Dinas Kebudayaan dan Pariwisata*.
- Udayana, A. T. P., Wirawan, I. M. A., & Sunarya, I. M. G. (2015). Pengembangan Aplikasi Panduan Pariwisata Berbasis Android di Kabupaten Klungkung. *Karmapati (Kumpulan Artikel Mahasiswa Pendidikan Teknik Informatika)*, 4(5), 375–384. <https://doi.org/10.23887/KARMAPATI.V4I5.6583>
- Utomo, E. (2024, February 1). *Aplikasi Ekabo untuk Eksplorasi Bogor Meluncur, Memuat Informasi 1.783 Lokasi Wisata*. FOBIS.ID. <https://fobis.id/news/aplikasi-ekabo-untuk-eksplorasi-bogor-meluncur-memuat-informasi-1-783-lokasi-wisata/>
- Utomo, S. H., Wulandari, D., Narmaditya, B. S., Ishak, S., Prayitno, P. H., Sahid, S., & Qodri, L. A. (2020). Rural-Based Tourism and Local Economic Development: Evidence From Indonesia. *GeoJournal of Tourism and Geosites*, 31(3), 1161–1165. <https://doi.org/10.30892/gtg.31330-553>
- Wang, Y., & Li, H. (2024). Trust Transfer Effect: The Impact of Effective Market Order on Tourists' Purchase Behavior. *Annals of Tourism Research*, 105, 103725. <https://doi.org/10.1016/j.annals.2024.103725>
- Wulandari, S. N., & Afriyanni, A. (2021). Tourism Development Policy and Their Impact on the Regional Economy in the Riau Islands Province. *Jurnal Bina Praja*, 13(2), 293–305. <https://doi.org/10.21787/jbp.13.2021.293-305>
- Zuckerman Farkash, M., Birenboim, A., Fleischer, A., & Ben-Nun Bloom, P. (2024). Can Local Tours Disperse Tourists From City Centres? *Current Issues in Tourism*, 27(4), 511–516. <https://doi.org/10.1080/13683500.2023.2218607>
-