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REVITALIZATION OF INFORMATION FACILITIES AND MANAGEMENT OF TANJUNG GADING TOURIST AREA THROUGH DIGITALIZATION OF SERVICES AND STRENGTHENING OF TOURIST ATTRACTIONS

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Abstract

Tanjung Gading Tourism Village holds significant potential as a nature-based local attraction and an economic driver for the surrounding community. However, its optimization remains constrained by limited physical infrastructure, inadequate tourist identification, and a lack of digital transaction systems. This community service activity, implemented through the Student Community Service (KKN) program, aims to revitalize the local forest to enhance tourist appeal and empower the local economy. The method employed is Participatory Rural Appraisal (PRA), involving the community in observation, planning, implementation, and evaluation. The programs executed include the installation of ticket price information boards, parking and food court directional signs, cleanliness warning signs, QR-based botanical information boards, hanging flower pots, decorative hanging umbrellas, and the implementation of Quick Response Code Indonesian Standard (QRIS) digital payments in cooperation with Bank BRI. The findings indicate that the physical revitalization successfully improved the areas of tidiness, aesthetics, and visitor navigation, while the digital integration streamlined commercial transactions for local MSMEs. In conclusion, this participatory revitalization strategy effectively enhances sustainable tourism development and community welfare at Tanjung Gading.

Keywords: local forest revitalization, Tanjung Gading tourism, community empowerment, KKN, digital payment.

Abstrak

The Tanjung Gading Tourism Area has great potential as a nature-based tourist attraction and an economic driver for the surrounding community. However, its optimization is still hampered by limited physical infrastructure, suboptimal destination identity, and the absence of a digital transaction system. This community service activity through the Real Work Lecture (KKN) program aims to revitalize local forests to increase tourist appeal and empower the community's economy. The method used is Participatory Rural Appraisal (PRA) by actively involving the community in the observation, planning, implementation, and evaluation stages. The program implemented includes the creation of ticket price information boards, parking and food court directions , cleanliness warning boards, QR codes for plant education, hanging flower pots, hanging umbrella ornaments, and the implementation of digital payments Quick Response Code Indonesian Standard (QRIS) in collaboration with Bank BRI. The results of the activity show that the physical revitalization has succeeded in improving cleanliness, aesthetics, and ease of navigation for visitors, while digital integration simplifies financial transactions for local MSMEs. It

can be concluded that this participatory revitalization strategy is effective in supporting sustainable tourism development and improving community welfare in the Tanjung Gading Tourism Area.

Keywords: local forest revitalization, Tanjung Gading tourism, community empowerment, KKN, digital payments.

INTRODUCTION

Tourism is a potential sector in driving the wheels of the local community economy. (Wesnawa, 2022) . In the modern era, digital technology integration is a crucial element in destination development, both to expand promotional reach and simplify service transactions. Karang Joang Village, specifically RT 17 in Balikpapan City, has a valuable asset in the form of the Tanjung Gading Tourism Area. (Munfarida et al., 2025) . This destination offers a combination of natural charm, the Manggar Reservoir, and agrotourism potential, supported by the vibrant social life of the local community, the majority of whom work in the agricultural sector. This ecological richness and strategic geographic location are key assets for building a self-sufficient economic center for the local population.

Despite having promising prospects, optimization of the Tanjung Gading tourist attraction is still hampered by a number of technical and managerial obstacles. (M et al., 2025) . The main problems identified in the field include a lack of physical information infrastructure, such as the lack of written details of entrance fees, directions to public facilities, and educational boards related to plant types. Furthermore, the commercial transaction system in the area still relies entirely on cash, and marketing campaigns through online platforms have not been optimally implemented. In terms of spatial planning, the relatively arid condition of the tourist environment also reduces the aesthetic value and level of visitor comfort.

In response to these inequalities, comprehensive revitalization and digitalization measures are needed to increase the competitiveness of this destination. Efforts to address these issues are being implemented through a community service program integrated with Community Service Programs (KKN) themed "Developing Local Tourism Areas to Create Markets through Digital Utilization." The interventions focus on providing supporting facilities. such as installing directional signs, cleanliness warning signs, and botanical QR codes green area arrangement through hanging pots, and modernization of the local payment ecosystem through the implementation of *the Quick Response Code Indonesian Standard* (QRIS) for business actors.

Various previous community service studies have shown that revitalization of environmentally based tourism areas can have a positive impact on community income. (Jupri et al., 2026) . Research (Asiti, 2025) shows that the arrangement of natural tourism combined with community participation can increase local economic activity, while (Suryanti & Indrayasa, 2021) emphasizes that ecotourism development generates economic benefits while preserving the environment. However, these studies

generally focus only on physical infrastructure development. The novelty *of* this community service activity in Tanjung Gading is the integration of physical revitalization of the area with the modernization of digital economic transactions (QRIS) and interactive QR code-based education tailored to the conditions of the village community.

Therefore, this article aims to describe the implementation and impact of a series of community service programs on the development of the Tanjung Gading Tourism Area. Through collaboration between academics, village officials, and local residents, this initiative is designed to create an informative, aesthetic, and technology-integrated tourism environment. Strengthening basic infrastructure and utilizing digital media is expected to boost tourist attraction, which will ultimately catalyze the sustainable growth of local economic activity.

METHOD

The community service activity was carried out in the Tanjung Gading Tourism Area, RT 17, Karang Joang Village. The program involved RT 17 residents, PKK (Family Welfare Movement) women, Karang Taruna youth, and local students as the program's target groups. The implementation method consisted of three stages:

1. Preparation

The implementation team conducted field observations and coordinated with the local sub-district and neighborhood association (RT) heads. This phase aimed to identify the need for physical facilities in the tourist area, map potential digital transaction implementations, and develop a schedule and prepare materials for infrastructure construction.

2. Program Implementation

The implementation phase focused on the physical arrangement of the tourist area as well as the integration of digital technology. Physical arrangement activities were realized through the creation and installation of information facilities, such as entrance ticket price boards, parking area directions, *food court area markers* (pujasera), and cleanliness warning signs. The team also assembled hanging flower pots from iron wire mesh to beautify the tourist area. In terms of digitalization, the team installed educational QR code boards that provide information about the types of plants in the location. The implementation team also collaborated with banks to facilitate the creation of the *Indonesian Standard Quick Response Code* (QRIS) along with promotional banners to support the ease of digital transactions in the Tanjung Gading tourist area.

3. Evaluation

Activity evaluation was conducted through community participation observations and reflective discussions with tourism managers. The evaluation focused on monitoring the adequacy of installed physical facilities and the effectiveness of QRIS use by businesses in serving visitors to the Tanjung Gading Tourism Area.

RESULTS AND DISCUSSION

The community service program in the Tanjung Gading Tourism Area, RT 17, Karang Joang Village, went well thanks to the support of the village, the Tourism Awareness Group (Pokdarwis), the local RT, and the enthusiasm of the

community. Based on the five main planned work programs, the results and discussion of each activity are as follows:

1. Making an Entrance Ticket Price Information Board

Prior to this program, information regarding admission fees was not readily available in writing. Through this initiative, the team successfully installed transparent ticket price information boards at designated locations. As a result, visitors can now clearly see the details of entrance fees, streamlining the administrative process at the entrance.



Figure 1. Process of Installing the Entrance Ticket Price Information Board

2. Installation of Parking Area and MSME Center (*Food Court*) Signage

Tourist areas require clear navigation to avoid confusion for visitors. The Community Service Team (KKN) has installed information posts for tourist parking areas and MSME centers in strategic locations. These physical facilities have clarified area zoning, facilitated vehicle mobility, and directed tourists directly to local culinary destinations.



Figure 2. Installation of Parking Area Signage



Figure 3. Installation of the MSME Center Sign (Food *Court*)

3. Installation of Warning Boards Cleanliness and QR Board Information on Plant Types

To maintain environmental cleanliness, the team installed signs urging visitors to dispose of trash in designated areas. Furthermore, to support the potential for educational tourism, information boards displaying tree names and species with QR codes were installed. This innovation transformed the Tanjung Gading forest area into an informative nature tourism destination for students and tourists.



Figure 4. Installation of Cleanliness Warning Board

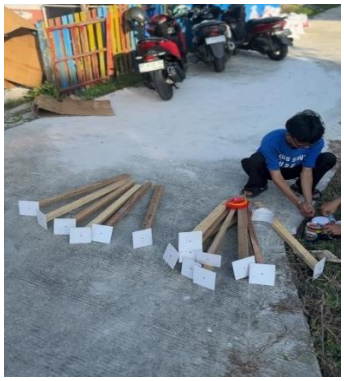

Figure 5. Installation of QR Board Information on Plant Types

4. Banking Collaboration in Creating QRIS and Banners

Previously, payment systems in tourist areas were limited to cash transactions. Through a strategic partnership with Bank BRI, the Community Service (KKN) team successfully installed Quick Response Code Indonesian Standard (QRIS) digital payment facilities at all MSME outlets. The presence of QRIS and supporting banners modernizes the transaction system, provides convenience for tourists, and increases sales efficiency for local businesses.



Figure 6. Banner Installation



Figure 7. Socialization Banking Collaboration in Creating QRIS and Banners

5. Making Hanging Flower Pots and Umbrella Ornaments Hanging

To counteract the barren impression and enhance aesthetics, decorative ornaments were added to the tourist area. The team, along with local residents, installed 60 new hanging umbrellas to enhance photo spots and created and installed hanging flower pots at strategic points in the area. These decorative elements have successfully made the tourist area appear more organized, attractive, and beautiful, while enhancing visitor comfort.



Figure 8. Installation of Hanging Flower Pots



Figure 5. Installation Ornamen Umbrella Hanging

CONCLUSION

The implementation of the Integrated Community Service Program (KKN) in the Tanjung Gading Tourism Area, Karang Joang Village, has successfully revitalized the area through

physical infrastructure renovation, provision of information facilities, arrangement of aesthetic ornaments in the form of umbrellas and hanging pots, and modernization of the digital payment system using the Quick Response Code Indonesian Standard (QRIS). The series of work programs has proven to be able to increase tourist attractions, facilitate access to information and transactions for visitors, and encourage active collaboration between students, Tourism Awareness Group (Pokdarwis) administrators, and the community in managing local potential sustainably.

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