

Diversification of the Potential of Tinalah Village as an Augmented Reality-based EduTourism through Local Wisdom

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ABSTRACT

In terms of village resources to explore the potential that is in it so that it can be utilized to be developed into edutourism then in terms of community resources it is seen that local communities can be a source of knowledge for tourists about local wisdom insights based on life skills, while for tourists as an introduction to the concept Augmented Reality-based tourism that can develop awareness of local wisdom (culture awareness), gain learning experiences in terms of affective, cognitive and psychomotor, as well as life skills that contain local wisdom material. Therefore, there needs to be a new opportunity in creating an educational concept that is fun and educating. This study aims to: (1) develop an Augmented Reality application to raise awareness of village potential and life skills, (2) test the feasibility, practicality and acceptance of AR applications as a result of development, (3) determine the concept of developing AR technology-based edutourism, (4)) test the effectiveness of using AR applications based on village potential. This type of research is research with development stages using ADDIE (analysis, design, development, implementation and evaluation). This research will be carried out for 3 years with the first year stages for developing AR applications based on village potential, and feasibility tests, the second year is practicality testing, acceptance, implementation for small-scale trials and large-scale trials, and the third year is dissemination to test the effectiveness of its use. AR application to raise awareness of local wisdom and life skills skills. The research procedure begins with an initial analysis, analysis of tourist needs, analysis of village potential, analysis of technology and the urgency of application development. The components of the AR application are instructions for use, educational purposes, local wisdom materials (audio or visual), simulations, and hands-on practice. Data collection techniques include interviews, documentation, observation, questionnaires, and written reports. The data collection instruments included descriptions, interview guidelines, observation guidelines, AR application validation sheets, material/content validation sheets, culture awareness observation sheets, life skills observation sheets, and response questionnaires from tourists and local communities. Analysis of user acceptance data uses the Technology Acceptance Model (TAM) test and effectiveness uses descriptive statistical tests. The research target is to successfully develop, implement and disseminate AR applications based on village potential that can foster awareness of local wisdom and life skills. The research outputs that have been achieved in the first year are 1) Augmented Reality Application Products based on Village Potential, 2) IPR (Intellectual Property Rights) for Application product development manuals, 3) Submitted articles in Scopus International Indexed Journal of Advanced Computer Science and Applications (IJACSA, Q3). The outputs planned for the second year, 1) Implementation of Village Potential-based Augmented Reality Products, 2) Effectiveness test results in collaboration with TUD, 3) Submit to the International Journal of Interactive Mobile Technologies (IJIM, Q3), 4) Intellectual Property Rights for AR development , and third year 1) Augmented Reality-based Tourism Package Development Module based on village potential, 2) IPR (Intellectual Property Rights) regarding the development of Augmented Reality-based Tourism Package Development module based on village potential, 3) Submit in Current issues in Tourism. Augmented Reality applications based on village potential will be submitted for copyright. The output of this research is targeted at TKT level 3. The application of Augmented Reality applications is based on village potential to raise awareness and skills life skills.

Kata Kunci: *Edutourism; Augmented Reality; Awareness of local wisdom*