



ANALYSIS OF CAMPING GROUND TOURISM FEATURES ON THE WATU GAMBIR PARK WEBSITE

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Abstract

Over time the world of digitization has progressed rapidly. Utilizing digitalization during the Covid-19 pandemic can help various sectors of the economy and can make it easier for customers to find out related information. It has a variety of facilities that can be enjoyed by visitors, such as flower garden and lake tours, river tubing, boats, lodging and camping round reservations. Through this, the tourist village of Watu Gambir implements the use of digitalization by using a web application to reserve camping grounds for potential visitors. In the existing Watu Gambir tourism village web application, we conducted research with a descriptive analysis method to find out the benefits of the Watu Gambir tourist village web application for camping ground reservations. From the results of the research method carried out, the average respondent argues that the information provided by the Watu Gambir Park website is still incomplete.

Keywords: Watu Gambir Park, Camping Ground, Feature

INTRODUCTION

Watu Gambir Park is one of the tourist destinations in Central Java province, which is located in Karang Village, Karanganyar Regency, Central Java. The tourist village of Watu Gambir has an environmentally friendly concept and has beautiful views that spoil the eye with green plantations and other natural scenery. Having a natural atmosphere makes visitors to the Watu Gambir tourist village able to feel the freshness of the mountain air, trees, and plantations, making this tourist village a suitable place to carry out natural activities such as camping, gardening, and others.

The Covid-19 pandemic has impacted all sectors of life. Causing a decrease in economic activity at the tourist destination of Watu Gambir Park. However, digitalization during the pandemic has become a phenomenon that can help the community, especially micro, small and medium enterprises (MSMEs) in rural areas (Silalahi, 2009). By utilizing digitilization, the Watu Gambir tourist village was developed through creating a web-based Smart Village application, making profile videos and social media.

Through this website, it will be easier for visitors to explore the nearby Watu Gambir tourist village, order tickets for restaurants, boats, flower gardens, lakes, and river tubing, as well as make reservations for lodging and camping grounds. In addition to the convenience of visitors, this web application can empower village communities who have hotel or culinary businesses around the tourist village of Watu Gambir to support promotional promotions.

The Watu Gambir Park tourist village website application is used as a connection for potential visitors to see the results of promotions for camping reservations. Website-based use makes it easy for potential visitors to access information about the Watu Gambir Park tourist

village, especially the camping ground feature, as long as it is connected to the internet. The system is designed to make it easier for potential visitors to make a reservation without having to come directly to Watu Gambir. With the development of digitization through the Watu Gambir tourist village web application, it is expected to have a better impact on the reservation of the camping ground feature in the Watu Gambir tourist village, Karanganyar, Central Java.

METHOD

Research Design

This research uses the descriptive analysis method, which is by distributing questionnaires (questions) through Google Form. A questionnaire is a technique that is done by asking some questions or writing statements to respondents. Questions and statements in the questionnaire must refer to the purpose of the study, which aims to analyze the features of the camping ground in the tourist village of Watu Gambir Park and find out how useful the information provided on the Watu Gambir Park website is for the community regarding the camping ground features at Watu Gambir Park (Paul and Lester, 1997) (Hartatik & Putri, 2020).

Population and Sample

1. Population

The population in this study is addressed to the general public of Central Java-Solo Raya, Central Java-Outside Solo Raya, and Outside Central Java who have visited Watu Gambir Park or who have never visited, and is also addressed to people who have never known Watu Gambir Park.

2. Sample and Sampling Method

The sampling technique used in this study is random (random sampling), where all individuals in the population, either individually or together, are given the same opportunity to be selected as sample members and data processing with spss [5,6]

Testing Plan

1. Variable Measurement

The measurement variables in this study were carry out using a Likert scale. The Likert scale is the implementation of a technique to measure a person's attitude, opinion, or perception about himself or his group or a group of other people, related to things (Silalahi, 2009). This scale contains some statements with response categories. The measurement steps are as follows:

Through this method, respondents were asked to answer general questions such as their name, gender, age, and region of origin, to describe the characteristics of the respondents.

Respondents were asking to assess the questions asked by the researcher based on their perception of each respondent. The answer consists of four choices, namely: strongly agree (SS), agree (S), and disagree (TS). Other options use Yes (Y), Somewhat (R), Maybe (M), and No (T) responses.

The scoring for the answers to each choice is based on the number of answer choices, the urgency, and the level of correctness of the answers.

2. Data Collection Method

The data used in this study is primary data. Primary data is information obtained directly by researchers by following the factors or variables needed in this study. The information for this study was gathered by distributing questionnaires to people who had visited or had never visited Watu Gambir Park, as well as those who had never heard of it.

RESULT AND DISCUSSION

The questionnaire given to the respondents consisted of three parts. The first part is a brief question regarding the respondent's data, which consists of five questions which is email address, name, gender, age, and region of origin of the respondent. The second part contains eight core questions regarding the knowledge and opinions of respondents about Watu Gambir Park, with answer choices using a Likert scale and checkbox. Then the third part is a short answer that makes it easier for respondents to explain their opinions more freely.

The final result of distributing questionnaires resulted in answers from 41 respondents. The data from the questionnaire was then processed to obtain research conclusions. Questionnaire data processing was carried out by two methods to test the validity and consistency of the questionnaire questions. The first method is using a method of testing the validity and reliability. The validity test in the study states the degree of accuracy of the measuring instrument (in this case, the question questionnaire) of the research on the actual content being measured. The validity test is a method to determine the validity or suitability of the questionnaire used by researchers in measuring and obtaining research data from the respondents. A questionnaire is said to be valid if the questions on it are able to reveal something that will be measured by the questionnaire. The reliability test aims to see whether the questionnaire has consistency if the measurement is done with the questionnaire repeatedly. Then the second method uses the frequency distribution method to process the respondent's answer data (Sugiyono, 2007) (Hayter, 2007).

	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10
1	1	2	3	1	1	4	2	2	2	1
2	2	2	3	1	1	3	2	2	2	1
3	2	2	3	1	1	3	2	2	2	1
4	2	2	3	1	1	3	2	2	2	1
5	2	2	3	1	1	3	2	2	2	1
6	2	2	3	1	1	3	2	2	2	1
7	2	2	3	1	1	3	2	2	2	1
8	2	2	3	1	1	3	2	2	2	1
9	2	2	3	1	1	3	2	2	2	1
10	2	2	3	1	1	3	2	2	2	1
11	2	2	3	1	1	3	2	2	2	1
12	2	2	3	1	1	3	2	2	2	1
13	2	2	3	1	1	3	2	2	2	1
14	2	2	3	1	1	3	2	2	2	1
15	2	2	3	1	1	3	2	2	2	1
16	2	2	3	1	1	3	2	2	2	1
17	2	2	3	1	1	3	2	2	2	1
18	2	2	3	1	1	3	2	2	2	1
19	2	2	3	1	1	3	2	2	2	1
20	2	2	3	1	1	3	2	2	2	1
21	2	2	3	1	1	3	2	2	2	1
22	2	2	3	1	1	3	2	2	2	1
23	2	2	3	1	1	3	2	2	2	1
24	2	2	3	1	1	3	2	2	2	1
25	2	2	3	1	1	3	2	2	2	1
26	2	2	3	1	1	3	2	2	2	1
27	2	2	3	1	1	3	2	2	2	1

Figure 1. Questionnaire numerical data

The validity test using the Pearson bivariate correlation method or the Pearson moment product was carried out by changing the questionnaire data, which was originally in the form of Likert string data, into numerical data. Then use the analyze → correlate → bivariate feature in SPSS to determine the validity of the data. The results of converting data into numeric types are shown in Figure 1.

The basis for taking the Pearson validity test for data can be concluded as valid if the test value meets the following criteria.

Comparing the value of r_{count} with r_{table} .

a. If $r_{hitung} > r_{tabel}$ = valid data.

b. If $r_{hitung} < r_{tabel}$ = invalid data.

Comparing the significance value with the alpha value.

1. If the significance value < 0.05 = valid data.

2. If the significance value > 0.05 = invalid data.

Based on the results of the validity test, the value of rcount for Q1 is 0.479, Q2 is 0.410, Q3 is 0.392, Q4 is 0.617, Q5 is 0.592, Q6 is 0.711, Q7 is 0.533, and Q8 is 0.339. While the value of rtable with a significance level of 5% for n (amount of data) 41 is 0.308. So, it can be concluded that the entire rcount value of each questionnaire question item is greater than the rtable value. Then the questionnaire question data is valid. Meanwhile, to compare the significance value, a standard alpha of 5% was used. The significance value was obtained from the validity test table in the Sig. (2-tailed) and obtained a significance value of Q1 of 0.002, Q2 of 0.008, Q3 of 0.011, Q4 of 0.000, Q5 of 0.000, Q6 of 0.000, Q7 of 0.000, and Q8 of 0.030. Based on these data, it can be concluded that the significance value of each question item in the questionnaire is smaller than the alpha value of 0.05. Then it is concluded that the data is valid. The results of the validity test using the Pearson bivariate correlation method for questionnaire questions are shown in Figure 2.

Correlations										
	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8	Total Score	
Question 1	Pearson Correlation	1	.822**	.234	-.269	-.286	.372	-.190	.190	.479
	Sig. (2-tailed)		.000	.141	.049	.070	.055	.508	.234	.002
	N	41	41	41	41	41	41	41	41	41
Question 2	Pearson Correlation	.822**	1	.231	.454*	.196	-.354	-.204	.317*	.410
	Sig. (2-tailed)	.000		.145	.009	.219	.738	.200	.043	.008
	N	41	41	41	41	41	41	41	41	41
Question 3	Pearson Correlation	.234	.231	1	.369	.105	.006	.005	.045	.362
	Sig. (2-tailed)	.141	.140		.012	.513	.989	.978	.778	.011
	N	41	41	41	41	41	41	41	41	41
Question 4	Pearson Correlation	.269	.454*	.369	1	.321	.333	.072	.007	.617*
	Sig. (2-tailed)	.049	.009	.012		.164	.333	.857	.930	.000
	N	41	41	41	41	41	41	41	41	41
Question 5	Pearson Correlation	-.269	.105	.105	.321	1	.252	.365*	.345*	.592*
	Sig. (2-tailed)	.070	.513	.513	.164		.112	.019	.030	.000
	N	41	41	41	41	41	41	41	41	41
Question 6	Pearson Correlation	-.286	.196	.006	.333	.332	1	.498*	-.048	.711*
	Sig. (2-tailed)	.055	.738	.989	.033	.112		.008	.778	.000
	N	41	41	41	41	41	41	41	41	41
Question 7	Pearson Correlation	.372	-.354	.006	.072	.365*	.498*	1	.087	.533*
	Sig. (2-tailed)	.055	.009	.978	.857	.019	.008		.589	.000
	N	41	41	41	41	41	41	41	41	41
Question 8	Pearson Correlation	-.190	.317*	.045	.007	.345*	-.048	.087	1	.339
	Sig. (2-tailed)	.234	.043	.778	.930	.030	.778	.589		.030
	N	41	41	41	41	41	41	41	41	41
Total Score	Pearson Correlation	.479*	.410*	.362	.617*	.592*	.711*	.533*	.339	1
	Sig. (2-tailed)	.002	.008	.011	.000	.000	.000	.030		
	N	41	41	41	41	41	41	41	41	41

** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

Figure 2. Test the validity of the data of the Pearson bivariate correlation method

The reliability test uses data in numerical form. Testing the reliability of the instrument in this study used the Cronbach alpha method because the research instrument was in the form of a questionnaire and a graded scale. By utilizing the analyze → scale → reliability analysis feature in SPSS to determine data consistency. The basis for testing the data using Cronbach Alpha reliability is based on the Cronbach Alpha value. If the Cronbach alpha value from the data test is greater than 0.6, the data is said to be valid. Test the validity of the data of the Pearson bivariate correlation method

In this study, the first Cronbach alpha reliability test was carried out with the number of question items (n) as many as eight items, and the results of reliability statistics were obtained from the results of data processing as shown in Figure 3.

Reliability Statistics	
Cronbach's Alpha	N of Items
.554	8

Figure 3. The results of the first Cronbach alpha reliability test

Based on Figure 3, it can be concluded that the Cronbach alpha value is 0.554 and is smaller than the Cronbach alpha value of 0.6. With these results, it is concluded that the question data on the questionnaire is not reliable or does not have consistent if it is used to conduct repeated research.

To overcome this reliability, data processing was carried out again with the Cronbach alpha reliability test method by eliminating the two question items that had the largest Cronbach's alpha if the item was deleted.

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Question 1	17.68	10.222	.333	.512
Question 2	17.80	10.661	.281	.528
Question 3	15.59	10.349	.187	.544
Question 4	16.76	9.489	.479	.470
Question 5	16.56	9.852	.472	.483
Question 6	15.17	6.395	.297	.580
Question 7	16.95	9.148	.276	.518
Question 8	16.83	10.745	.168	.548

Figure 4. Tabel item-total statistics uji reliabilitas pertama

Based on the table in Figure 4, the second Cronbach alpha reliability test study was carried out by eliminating Question 7 and Question 6 items. Thus, the results of the processing of the reliability test obtained are shown in Figure 5 below.

Reliability Statistics	
Cronbach's Alpha	N of Items
.678	6

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Question 1	11.71	3.562	.556	.588
Question 2	11.83	3.695	.631	.578
Question 3	9.61	3.694	.304	.685
Question 4	10.78	3.626	.442	.625
Question 5	10.59	4.049	.343	.657
Question 8	10.85	4.078	.269	.683

Figure 5. The results of the second Cronbach alpha reliability test

Based on the data in Figure 5, it is known that the Cronbach alpha value for n with a total of six questions is 0.678 or greater than 0.6. So, from this second data processing, it can be concluded that the question data on the questionnaire is reliable and has consistency if it is used to conduct repeated research. Another option to overcome the unreliability of the data is to correct the questions on the questionnaire and redistribute them.

After testing the validity and reliability of the items on the questionnaire questions, the research continued by processing the respondents' answer data. The method used in processing respondents' answer data in this study is the method of frequency distribution, which is part of descriptive statistical analysis.

Statistics												
	1. Jenis Kelamin	2. Range Usia	3. Wilayah Asal	4. Waktu	5. Waktu	6. Waktu	7. Waktu	8. Waktu	9. Waktu	10. Waktu	11. Waktu	12. Waktu
N	Valid	41	41	41	41	41	41	41	41	41	41	41
Missing		0	0	0	0	0	0	0	0	0	0	0

Statistics												
	13. Waktu	14. Waktu	15. Waktu	16. Waktu	17. Waktu	18. Waktu	19. Waktu	20. Waktu	21. Waktu	22. Waktu	23. Waktu	24. Waktu
N	Valid	41	41	41	41	41	41	41	41	41	41	41
Missing		0	0	0	0	0	0	0	0	0	0	0

Figure 6. Statistics for frequency distribution tests

Figure 6 shows the data items that were processed from the results of the answers to the questionnaire by the respondents. From the statistical table, it can be seen that there are 41 data points processed. With 41 valid and missing data equal to 0.

Frequency Table

I1 : Jenis Kelamin					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	13	31.7	31.7	31.7
	Wanita	28	68.3	68.3	100.0
Total		41	100.0	100.0	

Figure 7. Table of Gender Frequency

Based on Figure 7, the frequency distribution of respondents who filled out the questionnaire, 31.7% or 13 respondents were male and 68.3% or 28 respondents were female.

I2 : Range Usia					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	26-35 Dewasa	2	4.9	4.9	4.9
	12-25 Remaja	39	95.1	95.1	100.0
Total		41	100.0	100.0	

Figure 8. Table of Age Frequency

Based on Figure 8, it is known that 4.9% or as many as two respondents aged between 26 and 35 years, fall into the adult category. While 95.1% or as many as 39 respondents, were aged between 12 and 25 years. The age category used in this study is the human age grouping according to the World Health Organization (WHO).

I3 : Wilayah Asal					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jawa Tengah - Solo Raya	4	9.8	9.8	9.8
	Jawa Tengah - Luar Solo Raya	19	46.3	46.3	56.1
	Luar Jawa Tengah	18	43.9	43.9	100.0
Total		41	100.0	100.0	

Figure 9. Table of Home Region Frequency

Based on Figure 9, it is known that 9.8% or 4 respondents, came from the Solo Raya area, Central Java; 46.3% or 19 respondents, came from Central Java but outside Solo Raya; and 43.9% or 18 respondents, came from areas outside the province of Central Java.

Question 1 : Apakah Anda mengetahui desa wisata Watu Gambir Park?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak : Belum Pernah Mendengar	29	70.7	70.7	70.7
	Ya : Pernah Mendengar	10	24.4	24.4	95.1
	Ya : Pernah Berkunjung	2	4.9	4.9	100.0
	Total	41	100.0	100.0	

Figure 10. Table of Frequency for Question 1

Based on Figure 10, it is known that 70.7% or 29 respondents have never heard of the Watu Gambir tourist village. Meanwhile, 24.4% or 10 respondents have heard of the tourist village of Watu Gambir. The rest, 4.9% or as many as two respondents, have visited the Tourism village of Watu Gambir.

Question 2 : Apakah Anda mengetahui fitur Camping Ground di desa wisata Watu Gambir Park?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak : Belum Pernah Mendengar	32	78.0	78.0	78.0
	Ya : Pernah Mendengar	8	19.5	19.5	97.6
	Ya : Pernah Berkunjung	1	2.4	2.4	100.0
	Total	41	100.0	100.0	

Figure 11. Table of Frequency for Question 2

Based on Figure 11, it is known that 78.0% or 32 respondents have never heard of the camping ground feature at Watu Gambir Park. As many as 19.5% or as many as 8 people have heard of the camping ground feature. And 2.4% or as many as one respondent, had visited and knew the features of the camping ground at Watu Gambir Park [9].

Question 3 : Setelah mengunjungi website Watu Gambir Park, apakah Anda berminat untuk berwisata di Camping Ground Watu Gambir Park?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak	1	2.4	2.4	2.4
	Ragu-ragu	3	7.3	7.3	9.8
	Mungkin	13	31.7	31.7	41.5
	Ya	24	58.5	58.5	100.0
	Total	41	100.0	100.0	

Figure 12. Table of Frequency for Question 3

Based on Figure 12, data obtained that 2.4% or as many as one respondent stated that they were not interested in visiting the tourist village of Watu Gambir Park after visiting the Watu Gambir Park website. As many as 7.3% or as many as three respondents, answered doubtful. As many as 13 or 31.7% of respondents answered. As many as 58.5% or 24 respondents, are interested in visiting Watu Gambir Park after seeing the website for this tourist spot.

Question 4 : Setelah mengunjungi website Watu Gambir Park, kapan Anda berencana mengunjungi di Camping Ground Watu Gambir Park?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak ingin berkunjung	1	2.4	2.4	2.4
	Dalam 6 bulan ke depan	29	70.7	70.7	73.2
	Dalam 1 bulan ke depan	8	19.5	19.5	92.7
	Dalam 1-2 minggu ke depan	3	7.3	7.3	100.0
	Total	41	100.0	100.0	

Figure 13. Table of Frequency for Question 4

Based on Figure 13, it is known that 2.4% or 1 respondent stated that they did not want to visit, 70.7% or 29 respondents stated that they would visit in the next 6 months, 19.5% or 8

respondents stated that they would visit in the next 1 month, and 7.3% or 3 respondents stated that they would visit within the next 1-2 weeks.

Question 5 : Harga tiket Camping Ground yang tersedia di website Watu Gambir Park sudah harga yang terbaik

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	1	2.4	2.4	2.4
	Setuju	20	48.8	48.8	51.2
	Sangat setuju	20	48.8	48.8	100.0
	Total	41	100.0	100.0	

Figure 14. Table of Frequency for Question 5

Based on Figure 14, it is known that 2.4% or 1 respondent disagree with the price available on the website being the best price, 48.8% or 20 respondents agree that the price available on the website is the best price, and 48.8% or 20 respondents strongly agree that the price available on the website is the best price.

If it is concluded based on the answers to questionnaire questions numbered 1-5, most of the respondents, especially those from areas outside Solo Raya, do not yet know information about the tourist village of Watu Gambir Park. Meanwhile, after visiting the Watu Gambir Park website, more than half of respondents expressed an interest in visiting the tourist village, with a visit planned within the next six months. In addition, respondents responded positively to the ticket prices offered by Watu Gambir Park.

Then, in several questionnaire questions, respondents were also asked to provide information about how much they knew about the camping ground features provided by Watu Gambir Park after visiting the Watu Gambir Park website. Respondents are required to choose what features they know. The purpose of this question is to find out what the features of the camping ground are in the tourist village of Watu Gambir and how informative the Watu Gambir Park website is according to the respondents.

Q6.1 : Pemesanan Tiket Online

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak dipilih	4	9.8	9.8	9.8
	Pemesanan tiket online	37	90.2	90.2	100.0
	Total	41	100.0	100.0	

Q6.2 : Lahan Camping Yang Luas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak dipilih	21	51.2	51.2	51.2
	Lahan camping yang luas	20	48.8	48.8	100.0
	Total	41	100.0	100.0	

Q6.3 : Penyewaan Tenda

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak dipilih	26	63.4	63.4	63.4
	Penyewaan tenda	15	36.6	36.6	100.0
	Total	41	100.0	100.0	

Q6.4 : Informasi Harga Tiket

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak dipilih	19	46.3	46.3	46.3
	Informasi harga tiket	22	53.7	53.7	100.0
	Total	41	100.0	100.0	

Figure 15. Table of Frequency for Question 6

Through the questions in Figure 15, respondents are asked to choose which features are available in Watu Gambir Park tourism. Data obtained showed that as many as 37 respondents answered that "booking tickets online" is a feature of Watu Gambir Park. A total of 20 respondents

answered that. The 'wide camping area' is a feature of Watu Gambir Park. While 15 respondents said that "tent rental" is a feature of this tourist village. Meanwhile, 22 respondents thought that 'ticket price information' is a feature offered by Watu Gambir Park.

Q7.1 : Rating					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak dipilih	11	26.8	26.8	26.8
	Rating	30	73.2	73.2	100.0
	Total	41	100.0	100.0	

Q7.2 : Riwayat Pemesanan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak dipilih	16	39.0	39.0	39.0
	Riwayat pemesanan	25	61.0	61.0	100.0
	Total	41	100.0	100.0	

Q7.3 : Promo					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak dipilih	31	75.6	75.6	75.6
	Promo	10	24.4	24.4	100.0
	Total	41	100.0	100.0	

Q7.4 : Jasa Travel					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak dipilih	30	73.2	73.2	73.2
	Jasa travel	11	26.8	26.8	100.0
	Total	41	100.0	100.0	

Figure 16. Table of Frequency for Question 7

Through the questions in Figure 16, respondents were also asked to choose other features of Watu Gambir Park tourism. Then the data obtained stated that 30 respondents stated that the 'rating' is a feature of Watu Gambir Park. A total of 25 respondents answered that 'order history' is one of the features. Furthermore, as many as 10 respondents stated that 'promo' is a feature of this tour. Meanwhile, as many as 11 respondents stated that 'travel services' are one of the features in the tourist village of Watu Gambir Park.

Question 8 : Informasi mengenai fitur Camping Ground yang tersedia di website sangat membantu					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	4	9.8	9.8	9.8
	Setuju	23	56.1	56.1	65.9
	Sangat setuju	14	34.1	34.1	100.0
	Total	41	100.0	100.0	

Figure 17. Table of Frequency for Question 8

Based on Figure 17, it is known that 9.8% or 4 respondents stated that they did not agree that the available camping ground feature was very helpful in providing information, and 56.1% or 23 respondents agreed that the available camping ground feature was very helpful in providing information and the remaining 34.1% or 14 respondents stated strongly agree that the camping ground feature is very helpful in providing information about this tourist vehicle, especially the camping ground feature. However, this contradicts the respondents' answers regarding what features are available at Watu Gambir Park.

Total Score					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16	1	2.4	2.4	2.4
	17	4	9.8	9.8	12.2
	18	3	7.3	7.3	19.5
	19	3	7.3	7.3	26.8
	20	1	2.4	2.4	29.3
	21	6	14.6	14.6	43.9
	22	1	2.4	2.4	46.3
	23	2	4.9	4.9	51.2
	24	5	12.2	12.2	63.4
	25	2	4.9	4.9	68.3
	26	3	7.3	7.3	75.6
	27	1	2.4	2.4	78.0
	28	2	4.9	4.9	82.9
	29	3	7.3	7.3	90.2
	30	3	7.3	7.3	97.6
	33	1	2.4	2.4	100.0
Total		41	100.0	100.0	

Figure 18. The total score is based on the Likert scale determined in this study

The total score table shows the frequency of distribution of scores obtained by respondents in inputting answers to questionnaire questions. The score on each question is based on the Likert scale determined for this study.

The camping ground features visible on the Watu Gambir Park website include online ticket reservations or reservations for camping and a large camping area. Meanwhile, the tent rental features, promos, and travel services are not provided with information on the website page. Meanwhile, features such as ticket price information, ratings, and booking history are featured on the main website page which means that they are not specific features of the camping ground, but features for Watu Gambir tourism in general.

Based on the results of the frequency distribution of answers from respondents to questions number 6 and 7 regarding the features of the camping ground at Watu Gambir Park. Some of the respondents who answered other than 'booking tickets online' and 'wide camping ground' indicated that the respondents failed to mention the existing camping ground features. And some actually consider the features provided on the main website page to be a camping ground feature. Therefore, it can be concluded that there are still a few respondents who know the features of the camping ground at Watu Gambir Park.

In the third part of the questionnaire in the form of short entries regarding respondents' opinions, 7 out of 41 respondents who answered related to the benefits of information from the Watu Gambir Park website, especially in the camping ground information section, and what features should be improved. The average respondent who answered thought that the information provided by the Watu Gambir Park website was still incomplete. Some of the incomplete features include a map of the camping ground location, information on tent rentals, no reviews or reviews from other visitors, as well as differences in appearance when the website is opened via cellphone and PC/laptop. Several respondents also gave input suggestions to improve the appearance of the website, among others, in the 'available rides' section, it is better to use the right and left arrow clicks, when used on a cellphone, it is easy to move, but when on a laptop, you have to drag first, so that the use of keyboard arrows is easier. efficient for cell phones and laptops. Then the culinary features should not need to use in the front end and ajax. Menu selection like this is more time-consuming, so the food and beverage menu should be made into one special page that doesn't cause too much scrolling down. And the login page is not yet accessible or not bound to the database.

As for the selection of images to be displayed better, using high-definition images to make it look clearer and more attractive.

CONCLUSION

Based on the research and discussion of the results of the questionnaire survey from 41 respondents regarding the features of the camping ground tourism vehicle on the Watu Gambir Park tourism website page, it was concluded that the processing of questionnaire data to test the validity and consistency of the questionnaire questions showed that the question data used were valid.

The reliability test, which aims to see whether the questionnaire has consistency in the answers to the questions, shows that it is not reliable or does not have consistency if it is used to conduct repeated research. but can be overcome by eliminating the question items Question 7 and Question 6.

Then the results of data processing of respondents' answers using the frequency distribution method. Based on the respondent's data, the majority of respondents are female with the category of adolescent age, and the respondents' origin areas are spread both in Central Java and outside Central Java.

From the results of the answers to questions, the majority of respondents had never heard of Watu Gambir Park tourist attractions and had never heard of the camping ground rides provided at Watu Gambir Park, but half of the respondents stated that they would visit Watu Gambir Park Camping Ground tours within a period of 1 week to 6 months forward.

The majority of respondents agree that the information about the camping ground features available on the website is quite helpful and the price set on the website is already the best price, according to the respondents. The camping ground features available at Watu Gambir based on website information are ticket reservations or online reservations and a large camping area. However, the majority of respondents failed to identify the features provided at Watu Gambir Park.

The suggestions that can be submitted based on the results of the research are that the information provided on the Watu Gambir Park website can still be developed by adding some incomplete features, including a map of the camping ground location, tent rental information, special ratings for camping ground features, booking history for camping features, and additional information about other features can be added. In addition, it is necessary to add a review feature or reviews from other visitors and improve the appearance of differences when the website is opened via mobile phones and PCs/laptops.

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