RESEARCH ARTICLE

Banyuwangi's Beauty: Tourism Product Catalogue as an Inventory of Banyuwangi's Natural Tourism Attractions

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ARTICLE INFO	ABSTRACT
	Information technology can change consumer behavior, including tourists, for example in terms of searching for information, planning trips, and implementing their tours. Smart tourism can be seen as the progress of tourism which was initially managed traditionally and then utilized information and communication technology in the tourism sector. Currently, Banyuwangi does not have information media about tourism products intended for tourists. The aim of this research is to carry out an inventory of natural tourist attractions in the form of a tourism product catalogue. It is hoped that later it will be able to be integrated with technology. So that, it can be used for various benefits, including preparing Banyuwangi to become a smart tourism destination. The research results show that tourism product catalogs can be compiled by implementing the 4D model. The validation results of material experts and media experts show that improvements are needed in the catalog being developed. The results of the limited test showed the smallest assessment in the appearance aspect with a score of 69.32%, followed by the language aspect which got a score of 78.79%. The results of the dissemination stage showed that there was quite a large increase in the appearance aspect, namely 15.12% and the language aspect by 5.1% and other aspects also experienced an increase but not too big. On average, the overall assessment for all aspects at the dissemination stage increased by 2.06%.

INTRODUCTION

Tourism is said to be an industry because tourism is a productivity and commercial oriented activity. The existence of tourism activities will create a desire to maintain all tourism assets. Natural and cultural beauty are valuable assets that have been able to attract domestic and foreign tourists to come and visit to enjoy natural beauty and to learn about cultural diversity (Cahyani et al., 2015).

In Indonesia, specifically Banyuwangi, tourism is one of the leading sectors that supports the regional economy. Optimizing all resources to support the tourism sector is one of the regional government strategies stated in Rencana Pembangunan Jangka Menengah Daerah (RPJMD) Banyuwangi 2021-2026. This effort is carried out with the aim of supporting good management of the tourism sector, so that it is able to impact on economic aspects in order to increase the community's economic productivity.

The increase in economic productivity originating from the tourism sector cannot be separated from the large number of tourist visits to Banyuwangi. This is because tourist visits to a tourist attraction can be another source of funding outside of government funds as a result of tourists' willingness to

pay (WTP) which comes from ticket sales (Cardias et al., 2024). This ticket sales contribution can be used as capital in managing tourist attractions such as maintenance, management and operations.

Data on tourist visits over the last five years in Banyuwangi shows fluctuations. The decline began to occur in 2020 as a result of government policies regarding COVID-19. The decline continued until the following year, but began to increase in 2022, after the pandemic, with the number of tourists reaching 2.9 million and continuing to increase in 2023 with a total of 3.1 million. Based on these conditions, it is known that the number of tourist visits to Banyuwangi has not fully recovered because the number of tourists shown has not reached or even exceeded the number of visits before the pandemic occurred, namely reaching 5.4 million.

Currently, the tourism industry is facing challenges with the rapid development of information technology. Information technology can change consumer behavior, including tourists, for example in terms of searching for information, planning trips and implementing their tours (Hakim et al., 2023). The application of information technology in tourism is known as smart tourism. Smart tourism can be seen as the progress of tourism which was initially managed traditionally and then utilized information and communication technology (ICT) in the tourism sector.

The development of information technology is not something that needs to be avoided. Technological adaptation is something that is very necessary in various industries today to be able to continue to survive. In the end, sustainable tourism can be realized by paying attention to the impacts of tourism (economic, social and environmental) for now and in the future (Yustita et al., 2020). Today, In terms of tourism development, Banyuwangi has not implemented the concept of *smart tourism*.

Considering the need for technological adaptation in the management of tourism products, this research was conducted with the aim of supporting planning for the implementation of the STDs concept in Banyuwangi. Currently, Banyuwangi Regency does not have information media about natural tourism products intended for tourists who want to visit. The information available is only in a few links on the internet with the veracity of the information and sometimes the information given is not suitable with the current conditions of tourist attractions. This is certainly a problem for tourists because information is really needed when planning a trip. Thus, activities are needed to find out and obtain data and information about natural resources and potential in the form of an inventory of tourist attractions. Furthermore, by utilizing data on Banyuwangi's natural tourist attractions, a catalog can be created for these tourism products. It is hoped that in future research the results of the inventory can be integrated using technology for various benefits, such as Lee et al. (2017) opinions, including for supporting the tourism activity in Banyuwangi.

Previous studies about tourim inventory have ben done by Susanty (2018); Iswan et al. (2020); Widjaja et al. (2021); dan Syahadat (2022) in which those four research employed qualitative method with the result resulted is about inventory of tourist objects and attractions as well as classification of types of tourism. This research employed research and development (R&D) method by implementing 4D model to develop products in the form of tourism product catalogues. As the name suggests, there are four stages that must be passed sequentially and systematically in this 4D model, namely Define, Design, Develop, and Disseminate (Waruwu, 2024). The inventory of tourist attractions is not carried out separately but is part of the product development steps. Previous research with the implementation of 4D models has also been carried out, namely by Vadilah et al. (2024) and Alifya & Rahman (2021).

The difference between this research and previous research is that this research uses a qualitative descriptive approach with a 4D model for the main purpose of creating a catalog of tourism products, especially natural tourist attractions in Banyuwangi. The inventory of tourist attractions is formed in the form of a catalogue. The focus of catalogue content design is by considering the 3A components (attractions, accessibility, amenities). The research object in the form of natural tourist attractions or Daya Tarik Wisata (DTW) is limited to popular DTWs in 2024 based on the highest number of visits. Meanwhile, in several previous existing studies, the DTW inventory in a tourist area was formed in the DTW classification using a qualitative descriptive research approach. Designing a tourism product catalogue that has been carried out by Alifya & Rahmans (2021) using waterfall model. Meanwhile 4D model is used by Vadilah et al. (2024) is to develop product in the form of tour

package. The aim of this research is to answer the question of how to implement the 4D model for designing tourism product catalogue for Banyuwangi's natural tourist attractions.

LITERATUR REVIEW

In the tourism industry, what is meant by tourism products are all things such as facilities or services provided to tourists, whether in tangible or intangible form to be obtained, felt or enjoyed. Tourism products can be enjoyed if the entire series of trips can provide a good experience for those traveling/tourists (Muljadi, 2009). In line with Mulyadi's idea, Suwantoro (2004) also stated that Tourism products are all services enjoyed by tourists from the time they leave their home, when they arrive at the tourist destination area, until they return to their original place. According to Yoeti (2013) tourism products also known as product line because its usage done in conjuction with other components. Muljadi (2009) added that there are three dimensions of tourism product, those are tourist attractions, facilities, amenities, and accessibilities. Based on that opinion then tourism products can be described as all facilities, whether tangible or not, that tourists can enjoy and with the aim of increasing positive experiences when traveling starting from the first moment they leave their home until they return to their place of origin, which are supported by attractions, amenities and accessibility.

The term of tourist attraction is also become the main topic of discussion in this research. Previously, tourist attraction was another term for tourist attraction. Definition of tourist attraction according to Undang-Undang No 10 Tahun 2009 Tentang Kepariwisataan is everything that has uniqueness and value, whether in the form of natural beauty, culture and man-made products that make it a target for tourist visits. Thus, what is meant by tourist attraction is anything that has value and can be enjoyed so that it becomes a reason for tourists to visit. Tourist attraction is an important element in tourism, because tourist attraction can be a factor that influences tourists' interest in visiting (Salim et al., 2022), tourist revisit interest (Rahmi & Ferdian, 2023); (Batubara & Putri, 2022). Sihotang & Sukaatmadja (2021) also stated the same thing in his research which showed that tourist attractions have a significant positive influence on interest in returning to visit. Apart from that, tourist attractions can also influence tourist satisfaction (Fakari et al., 2023).

The main components of tourist destinations are taken into consideration in this research because in preparing the tourism product catalogue the content developed is based on these main components. This main component is known as 3A, which consists of attractions, amenities and accessibility. The 3A concept is an important component in developing a tourist destination. Holloway et al. (2009) states that the success of a tourist destination in attracting tourists depends on the quality of the three important benefits offered, namely attractions, amenities (facilities) and accessibility (ease of traveling to the destination). The more tourist attractions offered, the easier it is to market the destination. Amenities or facilities are important needs that must be met, for example accommodation, restaurants, information centers, infrastructure, and so on so that the existing facilities will be one of the motivating factors to visit, whether for tourists who like limited or complete facilities depending on the type of tourist itself. Lastly, tourist destinations must be accessible if they want to facilitate tourist visits. In this case, the scope of access is the availability of access to get to tourist destinations. This does not mean that tourists always like access that is relatively easy to reach, but there are tourists who are more interested in tours with challenging access. The 3A concept has been discussed a lot, in its development Buhalis (2000) has introduced the 6A concept, which adds three other components, namely available packages (packages that have been previously arranged by intermediaries), activities (things tourists can do at the destination), and ancillary services (additional services). In this research, we only use 3A component as limitation because it is considered as the main components.

RESEARCH METHODOLOGY

The research was conducted at Banyuwangi natural tourist attraction and Tourism Department laboratory. The research approach used is descriptive qualitative using 4D (Four-D) Research and Development (R&D) model method. This model was developed by Thiagarajan et al. (1974). Initially for research in the field of education, but today it is still widely used and widespread in other fields including tourism. As the name suggests, there are 4 stages that must be passed sequentially and systematically in this model, namely *Define*, *Design*, *Develop*, dan *Disseminate* (Waruwu, 2024). The

4D method was chosen because it has the advantage of simple model stages so it does not take a relatively long time (Maydiantoro, 2021). Besides, this model also involves experts as validators and to provide feedback (Waruwu, 2024).

The object being observed is the natural tourist attraction in Banyuwangi. Overall data on natural tourist attractions in Banyuwangi is the population in this study. Sampling of tourist attractions will be carried out using probability sampling techniques, specifically cluster/area sampling taking into account the vast area of Banyuwangi and the large number of existing tourist attractions. In other words, area sampling is used to determine the research sample if the object to be studied is very large, by determining the sample taken based on the predetermined area (Sugiyono, 2017). In this research, the division of clusters/areas for sample determination follows Banyuwangi Regional Government's regulations as stated in Banyuwangi Regency Regional Regulation No. 8 of 2012. There are 3 (three) divisions of Tourism Development Areas or Wilayah Pengembangan Pariwisata (WPP) known as diamond triangles which are determined based on geographical conditions and distribution of locations of tourist objects/tourist attractions. The three divisions are WPP I with the main tourist attraction Ijen Crater, WPP II with the main tourist attraction Plengkung Beach, and WPP III with the main tourist attraction Sukamade Beac

Data analysis is carried out after the data collection process completed. Data collection methods were carried out by means of field observation, interviews, documentation, and distributing questionnaires. The results of this research are in the form of information regarding the potential of natural tourist attractions in Banyuwangi in the form of a catalogue of natural tourist attraction tourist products. There are 3 stages in this research which are explained as follows.

LITERATURE REVIEW

The literature review stage is reviewing various references that have been carried out previously/previous research regarding the inventory of potential tourist attractions in relation to the implementation of Smart Tourism Destinations/STDs. Apart from that, a literature review was also carried out to look for previous research related to product design using R&D methods, especially the application of 4D models.

Survey and Data Collection

The survey stage was carried out to identify potential tourist attractions to be used as research objects. Next, data collection was carried out to list the potential of each natural tourist attraction with categories based on the 3A components (attractions, accessories, amenities). Apart from surveys at tourist locations, at this stage interviews were also conducted with the Destination Department of Culture and Tourism (Disbudpar). Based on the results of the interview, it is known that Banyuwangi does not have any catalogue of existing tourism products, whether for natural, cultural or artificial tourism types. Currently the information provided is presented in an A3 sized brochure containing 18 tours along with a photo of the tourist attraction and information around the city center. There are 75 natural tourist attractions reported to Disbudpar, of which 13 tourist attractions are closed, so currently there are 62 existing tourist attractions that can be used as research object population.

Product Development

At the product development stage, steps are taken according to the 4D model, namely define, design, develop and disseminate, so that a tourism product catalogue book is produced which is expected to be used by stakeholders (tourists, tourists and local governments) to ease the tourist who want to visit Banyuwangi.

4. RESULTS

The sampling technique used in this research is area sampling (cluster sampling) which is included in the type of probability sampling. The area division used is based on the WPP, which is divided into 3 parts, namely WPP I, II and III. In each WPP, there is one mainstay DTW so there are 3 mainstay tourist attractions called the diamond triangle, namely Ijen Crater in WPP I, Plengkung Beach in WPP II, and Sukamade in WPP III.

Based on the division of these three areas, Tourist attractions were selected to represent each WPP by selecting and taking into account the recommendations of the Disbudpar and Tourism Department for the Tourist attractions that had the highest level of visits during 2023, namely:

Ijen Crater, Tabuhan Island, Jopuro Baths, Cacalan Beach are included in WPP I

Plengkung Beach, Bomo Beach, De Djawatan are included in WPP II
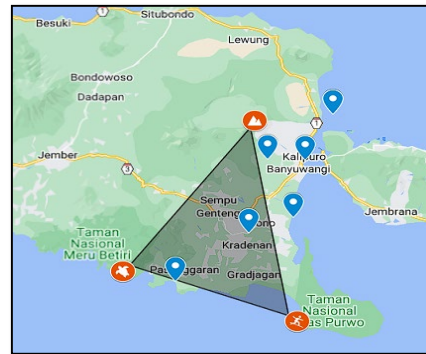
Sukamade and Pulau Merah are included in WPP III

Figure 1. Diamond Triangle of Banyuwangi
Source: authors

Product development in this research is a catalogue of Banyuwangi natural tourism products, carried out using a 4D model. The results obtained at each 4D stage are described as follows.

Define

The results of the define stage are first, the results of literature studies from various journal and book sources. Second, the determination of the tourist attractions used as the research object. Based on the sampling technique used, nine tourist attractions were selected. Those are Ijen Crater, Tabuhan Island, Pemandian Jopuro, Bomo Beach, Cacalan Beach, De Djawatan, Plengkung Beach (G Land), Pulau Merah also known as Red Island, and Sukamade. Third, tourists' needs for information that supports tourism activities is viewed from the 3A components which include attractions, amenities and accessibility. This component is an important aspect of tourism development (Manangiuli et al., 2019). Looking from the business process, this 3A component is something that can be offered to tourists because the classification of tourist demand is actually a sensation related to the need for attractions, accessibility and amenities (Eddyono, 2021). In several causal studies, the 3A components have an influence on tourist satisfaction and also tourists' visiting decisions (Ismail & Rohman, 2019); (Octaviani & Kesuma, 2024); (Setiawan et al., 2023). Fourth, the concept of presenting information is created by considering the 3A elements and other factors such as contact information.

Design

The results of the design stage are an inventory of information about the nine tourism atraction selected as research objects, which include:

Attractions (Tourist Attractions): Topography, Air Temperature, Attraction Conditions, Socio-Economic Aspects

Amenities (Facilities): Tourist Facilities, Nearest Public Facilities

Accessibilities: Geography, Infrastructure, Transportation

Furthermore, the media plan for delivering information is in the form of a catalogue with an initial design as shown in Figures 2 to Figure 8 below.
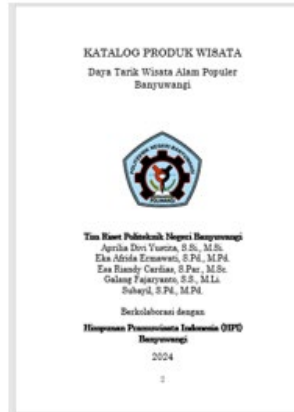
Figure 2 Front Cover
Source: authors

Figure 3 Cover Page
Source: authors

Figure 4 Table of Contens
Source: authors

Figure 5 Contents Creation
Source: authors

Figure 6 Attraction
Source: authors

Figure 7 Accesibility
Source: authors

Figure 8 Amenity and Contac
Source: authors

Develop

At this stage, expert validation and limited field test are carried out. The validators involved are material experts and media experts. The selection of the two validators is adjusted to the appropriate expertise for the product being developed. The material validator comes from the Banyuwangi Branch of the Indonesian Tourist Guide Association (HPI), because the validator has competence in guiding and understanding tourists' needs in terms of good information when planning tours as well as in the field. Second, the media validator was chosen from a graphic designer in a printing services business. He is selected because the validator has competence in creating designs and understands important aspects that influence the delivery of information in a media in terms of design proportionality. The purpose of validation by experts is to ensure that the catalog developed meets the feasibility of being able to carry out field test.

Table 1 Material Expert Assessment Recapitulation

No	Components	Qualification Assesment
1	Content/Material Aspect	67%
2	Cover Aspect	50%
Average Score		**62.5%**

Source: authors

Based on the assessment above, the total average assessment is 62.5%, which means that the assessment of both aspects, both content and appearance, still needs improvement. This can be seen from the assessment of each aspect which does not reach 100% score and it is means the catalogue has not suitable for field test yet. The recommendation given by the material expert is to make improvements before field test. Several points of recommendation from material experts and their follow-up actions are shown in table 2.

Table 2 Material Expert Feedback and Revision Needed

No	Expert Feedback	Revisison Needed
1	The material/content of the catalogue does not pay attention to tourists' needs. In terms of 3A, it is already fulfiled, but there should be recommendations regarding the best time to visit, more specific direction to the	Added recommendations for tourists and specific direction from Banyuwangi city center as a direction axis . **Rekomendasi** Wisatawan yang tertarik berkunjung ke Pulau Merah bisa membuat rencana perjalanan sekaligus dengan berkunjung ke De Djawatan. Waktu terbaik untuk berkunjung ke wisata ini adalah siang hari di atas jam 13.00 WIB karena pada jam tersebut banyak atraksi wisata yang dapat dinikmati seperti menjelajahi bukit Pulau Merah, Surfing, dan menyaksikan matahari terbenam.

		torurist attraction from the city center. **3. Aksesibilitas Wisata** Pulau merah memiliki jarak yang cukup dekat dengan area sentral. Jarak lokasi dari ibukota kecamatan 7.7 km dan dari ibukota kabupaten 70 km. Sedangkan jarak lokasi dengan pusat moda transportasi yaitu jarak dari bandara 62,4 km, jarak dari pelabuhan 80 km, dan jarak dari terminal 67,1 km. Lokasi wisata ini bisa dijangkau dengan menggunakan moda transportasi seperti kendaraan pribadi, bus pariwisata, dan ojek. Moda transportasi seperti bus umum dapat menuju area ini namun tidak termasuk dalam area pemberhentian, sehingga harus melanjutkan dengan ojek. Jalan menuju lokasi adalah	**Aksesibilitas Wisata** Pulau Merah memiliki jarak yang cukup jauh dari pusat kota yaitu 70 km ke arah selatan Banyuwangi. Selain itu jarak lokasi dengan pusat moda transportasi yaitu jarak dari bandara Blimbingsari 62,4 km, jarak dari pelabuhan Ketapang 80 km, dan jarak dari terminal Jajag 34 km. Lokasi wisata ini bisa dijangkau dengan menggunakan moda transportasi seperti kendaraan pribadi, bus pariwisata, dan ojek. Moda transportasi seperti bus umum dapat menuju area ini namun tidak termasuk dalam area pemberhentian, sehingga harus melanjutkan dengan ojek. Jalan menuju lokasi adalah jalan kecamatan dengan kondisi jalan yang sudah baik.
2	The catalog material/content is not concise and dense in content. The catalog narrative still extends to many aspects that are not very important for tourists. Therefore, the content seems not get to the point. **1. Atraksi Wisata** **Kawah Ijen** Kawah Ijen dan Gunung Merapi merupakan dua gunung api kembar (Taverne 1926) dalam Badan Geologi 2014, sedangkan Neuman Van Padang (1951 hal. 157) menulis bahwa Kawah Ijen dibentuk oleh gunungapi kembar dengan Gunung Merapi yang telah padam, yang terdapat di tepi timur dari pinggir kaldera besar Ijen. Kawah Ijen berbentuk elips karena perpindahan pipa kepundan. Dinding kawah yang terendah terletak di sebelah barat dan merupakan hulu Kali Banyupait dan saat ini, kawah tersebut berukuran 1160 m x 1160 m pada ketinggian antara 2386 dan 2148 m di atas muka laut. Pemandangan air danau yang berwarna kehijauan akibat *suspense* gas belerang yang khas berpadu dengan dinding kawah serta asap putih dari proses sublimasi belerang menjadikan objek kawah ini memiliki pemandangan yang unik dan hanya dapat ditemukan di TWA Kawah Ijen. Objek menarik lain di area kawah adalah pemandangan matahari terbit dan terbenam, terutama 6	Reducing information that is too scientific and not really needed by tourists. Focus more on narrating the 3A components that are most needed by tourists when carrying out tourism activities, and always provide information regarding recommendations for tourists for each tourist atraction. **Atraksi Wisata** Daya tarik yang paling memikat dari kawah ijen adalah pemandangan kawah dengan warna air kawah yang kehijauan. Wisatawan bisa melakukan aktivitas mendaki gunung ijen agar bisa menikmati pemandangan itu, tentu harus dengan mempertimbangkan kondisi fisik juga. *Pemandangan Tampak Atas Kawah Ijen* Kegiatan mendaki dimulai pada malam hari pukul 01.00 dini hari dengan memakan waktu selama 2 jam untuk jarak pendakian sepanjang 3,8 km. Disepanjang jalur pendakian tersedia 4 pos pemberhentian untuk beristirahat. Medan pendakian menuju puncak ijen tergolong mudah dan cukup ramah untuk pendaki pemula. Beberapa meter pertama jalur masih landai, kemudian setelah beberapa ratus meter lintasan mulai menanjak dengan
3	The use of language should be made more interesting so that it can make tourists enjoy the explanations given. **2. Atraksi Wisata** Dari segi kondisi lingkungan, Pulau Merah termasuk dalam kategori baik karena keadaan masih asri dan udara yang bersih. Bentang alam dalam kondisi baik dengan pemandangan pepohonan pandan laut di sepanjang pantai. Keadaan kebersihan/sanitasi juga cukup baik. Tiket masuk ke lokasi wisata ini sebesar Rp 10.000 per orang. Jam operasional yang dapat dimanfaatkan oleh wisatawan berkunjung ke Djawatan dimulai 08.00 WIB sampai 18.00 WIB. Beberapa atraksi wisata yang dapat ditawarkan pada DTW ini yaitu pertama menikmati panorama pantai yang indah dengan pemandangan bukit khas pulau	Change the arrangement of sentences in the catalogue. Make the sentence less formal and gives a persuasive impression. **Atraksi Wisata** Hal yang paling menarik dari wisata ini tentu adalah pemandangannya yang indah dengan kenampakan bukitnya, sehingga hal ini bisa menjadi alasan mengapa wisatawan harus berkunjung ke Pulau Merah. Tiket masuk ke lokasi wisata ini sebesar Rp 10.000 per orang baik untuk wisatawan domestik maupun wisatawan mancanegara. Wisatawan bisa berkunjung ke wisata ini pada jam operasional buka yaitu jam 08.00 WIB sampai 18.00 WIB. Beberapa atraksi wisata pada wisata ini yaitu pertama menikmati panorama pantai yang indah dengan pemandangan bukit khas pulau merah. Selain itu juga dapat bersantai di sepanjang bibir pantai yang dilengkapi fasilitas sewa payung pantai.
4	The presentation of the catalogue is less attractive because only pictures of objects are provided and the use of	Create a layout on each catalog page using the Ijen Crater image as a watermark so that it gives a more attractive impression. Next, eliminate the element of using numbering in

	bullets/numbering should be omitted to give less formal impression.	explanations and focus more on narrative paragraphs.
	PULAU MERAH 1. **Deskripsi DTW** **Gambaran Umum DTW** Pulau Merah adalah DTW yang masuk dalam Wilayah Pengembangan Pariwisata (WPP) III. DTW ini dahulunya dikembangkan oleh masyarakat sekitar pasca tsunami yang terjadi disekitar pantai pancer. Asal mula Pantai ini dinamakan pulau merah karena terdapat bukit di area Pantai dengan tanah di pulau tersebut yang berwarna kemerahan. Kekhasan pantai pulau merah terletak pada adanya bukit yang memiliki warna merahnya yang mencolok. Bukit tersebut dapat dikunjungi wisatawan pada beberapa kesempatan ketika air laut surut, bukit ini memiliki tanah berwarna merah yang ditutupi oleh vegetasi hijau sehingga tidak terlalu tampak warna aslinya. Selain itu pulau merah juga memiliki pemandangan matahari terbenam yang sangat indah dan biasa dimanfaatkan untuk swafoto dan video. Tampak Depan Pintu Masuk Pantai Pulau Merah 50	**PULAU MERAH** · ✦ · **Gambaran Umum** Pulau Merah adalah wisata yang masuk dalam Wilayah Pengembangan Pariwisata (WPP) III Banyuwangi. Wisata ini dahulunya dikembangkan oleh masyarakat sekitar pasca tsunami yang terjadi disekitar pantai pancer. Asal mula pantai ini dinamakan Pulau Merah karena terdapat bukit di area pantai dengan tanah di pulau tersebut yang berwarna kemerahan. Kekhasan pantai pulau merah terletak pada adanya bukit yang memiliki warna merahnya yang mencolok. Menariknya, bukit tersebut dapat dikunjungi wisatawan pada beberapa kesempatan ketika air laut surut yaitu pada siang hari, bukit ini memiliki tanah berwarna merah yang ditutupi oleh vegetasi hijau sehingga tidak terlalu tampak warna aslinya. Selain itu Pulau Merah juga memiliki pemandangan matahari terbenam yang sangat indah dan biasa dimanfaatkan untuk swafoto dan video. Tampak Depan Pintu Masuk Pantai Pulau Merah Pulau Merah dikelola oleh PT Palawi (anak Perusahaan dari Perhutani) yang berkolaborasi dengan Kelompok Masyarakat (POKMAS) atau Kelompok Sadar Wisata (POKDARWIS) sebagai pelaksana lapangan. *Prodi Destinasi Pariwisata*	79

Source: authors

After revisions were carried out, the results of the evaluation for product suitability by material experts received a 100% score and it means that it is already suitable for field test both in terms of material and appearance.

Table 3 Recapitulation of Media Expert Assessments

No	Components	Qualification Assessment
1	Book Size Aspects	100%
2	Cover Design Aspect	43%
3	Book Content Design Aspect	100%
Average Score		**75%**

Source: authors

Based on the assessment above, the total average assessment is 75%, which means that the assessment of the three aspects, including size, cover design and content design, still needs to be improved. This can be seen from the assessment, especially in the cover design aspect, which has a small assessment, namely 43%. The recommendation given by media experts is to make improvements before field test. Several points of recommendation from media experts and their follow-up actions are shown in table 4.

Table 4 Media Expert Feedback Ahli Media and Revision Needed

No	Expert Feedback	Revision Needed
1	The arrangement of layout elements on the front cover does not give the impression of a good rhythm.	Rearranging the content arrangement on the cover
2	The center point is inaccurate, because the image illustration provided does not refer to the contents of the catalogue.	Change the image content in the catalogue so that the center points to the visualization of the object that corresponds to the selected tourist attraction. In this case the chosen one is the Ijen Crater.

3	Unproporsional Font size with the book size.	Change the size of the letters to match the size of the book so that it is more proportional and attractive. Changing the font type on the cover.
4	The overall cover design does not display good contrast.	Change the composition of color use in the cover design, both in images and fonts.
5	The overall content layout is less attractive because there are no elements that enhance aesthetics. It is best to provide interesting visual visualizations.	Adding *watermark* in the catalogue content.

Initial Display	Display after Revision

Source: authors

After improvements were made, the results of the evaluation for product suitability by media experts were rated 100% and it means the product is ready for field test in terms of size, cover design and content design.

Apart from validating material experts and media experts, at this stage, a limited field test was also carried out using a questionnaire distributed to 11 tourists with the criteria of having an interest in

visiting tourist attraction. The purpose of this limited test is to see tourists' perceptions of the initial catalogue developed. The results of tourist responses are shown as follows.

Table 5 Recapitulation of Limited Field Test Results

No	Components	Assesment	
		Total Score	**Persentage**
Display Aspects		**183**	**69.32%**
1	Color Selection	35	79.55%
2	Relevant Pictures	40	90.91%
3	Font Size Usage	38	86.36%
4	Book Size Selection	37	84.09%
5	Catalogue Design	33	75.00%
6	Catalogue Presentation	32	72.73%
Language Aspect		**104**	**78.79%**
7	Easy to Understand	37	84.09%
8	Based on EYD	35	79.55%
9	Communicativ	34	77.27%
Material Aspect		**148**	**84.09%**
10	Clear and easy to understand	36	81.82%
11	Complete	36	81.82%
12	Covering all primary tourism components	39	88.64%
13	Increasing enthusiasm	37	84.09%
Benefit Aspect		**78**	**88.64%**
14	Being Information Media	39	88.64%
15	Helping in Traveling Proses	39	88.64%
Total		**547**	**%**

Source: authors

 Based on the results of table 5, the smallest percentage assessment is in the appearance aspect, which received a score of 69.32% and followed by the language aspect which received a score of 78.79%.

Disseminate

This stage is the final stage of the 4D model. At this stage, the catalogue has been revised according to the assessment of material experts and media experts. Improvements are also made by considering limited test results. Furthermore, the catalogue which had gone through the refinement stage was distributed to a larger number of tourists, namely 30 tourists and then asked to provide responses via a questionnaire. The criteria for tourists who becoms the respondents are tourists who have an interest in visiting one of the 9 selected tourist attractions.

Table 7 Recapitulation of Dissemination Results

No	Components	Assesment	
		Jumlah Skor	**Persentase**
Display Aspect		**608**	**84.44**
1	Color Selection	102	85.00%
2	Relevant Pictures	105	87.50%
3	Font Size Usage	95	79.17%
4	Book Size Selection	103	85.83%
5	Catalogue Design	102	85.00%
6	Catalogue Presentation	101	84.17%
Language Aspect		**302**	**83.89**%
7	Easy to Understand	101	84.17%

8	Based on EYD	101	84.17%
9	Comunikative	100	83.33%
Material Aspect		**406**	**84.58**%
10	Clear and easy to understand	103	85.83%
11	Complete	98	81.67%
12	Covering all primary tourism components	103	85.83%
13	Increasing enthusiasm	102	85.00%
Benefit Aspect		**213**	**88.75**%
14	Being Information Media	109	88.33%
15	Helping in Traveling Proses	104	85.00%
Total		**1529**	**84.94%**

Source: authors

After improvements were made to the catalogue, it can be seen that there has been a change in the feasibility assessment by experts as well as a change in the assessment of tourists' responses during dissemination compared to during limited field test. Assessment by material experts provided an increase of 37.5% and media experts by 25%. Ratings by tourists during limited field test compared to during overall dissemination did not increase significantly, while the total value increase in assessment was only 2.06%. However, a significant increase occurred in the display aspect by 15.12% while the language aspect was 5.1%.

5. DISCUSSION

This research is limited to aspect of 3A which is used as a reference in preparing the catalogue. During its development, there has been a concept of component 6A which is an expansion of the three previous components. This could be material for further research but of course while still considering the needs of tourists. Apart from that, the types of tourists atraction that are appointed are only limited to natural tourism types, whereas in Indonesia, especially Banyuwangi, has a variety of other tourism potentials such as cultural tourism and artificial tourism. The limitation of this research is that it only uses 9 selected tourist atraction Similar research can also be carried out by focusing on creating a catalogue of natural tourist attractions in a particular tourist village area in Banyuwangi.

6. CONCLUSION

The conclusion of the results of this research is that at the define stage it was determined that there were 9 tourist attractions spread across 3 WPP to be used as research objects. Based on the highest number of visits in the previous period. Analysis of tourist needs is based on 3A aspects. At the design stage, an initial design for the tourism product catalogue has been produced and media selection has been determined through a catalogue book. At the development stage, validation was carried out with material experts and media experts, apart from that, limited test was also carried out. The limited test results have the lowest value in the appearance aspect, followed by the language aspect. At the disseminate stage, a catalogue test was carried out by distributing it to 30 tourists. An increase in the percentage of assessments in the appearance aspect was 15.12%, while the language aspect was 5.1%. On average, the overall assessment for all aspects increased by 2.06%.

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