

The Potential of the GASSISIT Application to Improve Tourism Experiences in Siantar and Simalungun

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Abstract

A travel application is a digital tool designed to enhance the tourism experience by offering detailed information and easy access for travelers. With features like destination searches, sightseeing suggestions, hotel bookings, and activity planning, these applications help users organize their trips efficiently, saving time and improving the overall experience. Digital tourism apps are created to provide users with a wide range of travel-related information, including destinations and accommodations, and can be accessed on smartphones anytime with an internet connection.

Gasssisit is a digital travel platform developed specifically for Siantar and Simalungun in North Sumatra, aiming to address a major issue in the region's tourism sector: the absence of accessible, centralized information for tourists. Although the area offers numerous attractions, tourists often face difficulties in planning their visits due to limited and scattered information. Gasssisit provides a solution by offering a comprehensive platform for planning, which includes hotel reservations, sightseeing tips, local guides, and restaurant recommendations.

The development of Gasssisit was carried out using qualitative research methods and descriptive analysis, applying Business Model Canvas (BMC) tools and SWOT analysis. This process highlights the application's potential to fulfill tourists' needs and improve the region's tourism industry. The study confirms that Gasssisit is a practical and effective digital tool that enhances the travel experience for visitors to Siantar and Simalungun, while also promoting the region's tourism opportunities.

Keywords:

Travel app, tourism gap, digital tourism solutions, Siantar-Simalungun, qualitative methods, Business Model Canvas, SWOT analysis, trip planning, tourism enhancement.

INTRODUCTION

North Sumatra is a province in Indonesia located in the northern part of Sumatra Island. This province borders Aceh to the north, Riau and West Sumatra to the south, the Indian Ocean to the west, and the Strait of Malacca to the east. The capital of this province is Medan, which is also the largest city in North Sumatra. The area of this province reaches approximately 72,981 km². North Sumatra has several cities/districts, one of which is Simalungun Regency. Tourism in Simalungun, North Sumatra, has significant potential but also faces various challenges that hinder the development of this sector. Some major issues faced by tourism in Simalungun include suboptimal tourism promotion, resulting in many tourists, both domestic and international, being unaware of the tourism potential in Simalungun. Many tourist destinations are not widely recognized due to a lack of promotion through various social media platforms, websites, or large tourism events. Without strong branding, Simalungun struggles to compete with other regions that are more aggressive in promoting their tourism sector (report from the Simalungun Tourism Office, 2024). The Gasssisit application is designed to address the challenges faced by tourists in planning their trips in the Siantar Simalungun area. Amid the development of information technology, the need for easy access to tourism information is increasing. Many tourists, both domestic and international, seek ways to discover interesting destinations, suitable accommodations, and authentic cultural activities. However, often the available information is scattered across various sources and not integrated, resulting in difficulties in planning efficient trips. Gasssisit functions as a digital solution that consolidates all essential information into one platform. This application offers features such as destination search, sightseeing recommendations, accommodation booking, and activity scheduling. With a user-friendly interface, Gasssisit simplifies the trip planning process for tourists, saving time and maximizing experiences. Moreover, this application is committed to supporting local economic development by introducing local culture and traditions to tourists. By promoting cultural events and festivals, Gasssisit plays a role in preserving regional cultural heritage. Gasssisit is expected to be an effective tool to enhance the tourism appeal of Siantar Simalungun, provide useful information, and create unforgettable travel experiences for users.

Keywords: Digital tourism solution, North Sumatra , Tourism potential

RESEARCH METHOD

Sugiyono (2017) explains that interviews are a highly effective method in qualitative research, as they allow researchers to obtain in-depth and detailed data directly from sources. This method also provides flexibility for researchers to explore the understanding, views, and experiences of respondents in depth, especially in the context of evaluation and product development such as the GASSISIT application. The research method for the Gasssisit prototype has been conducted using a SWOT analysis approach to identify strengths and weaknesses as well as opportunities and threats faced. Additionally, the Business Model Canvas (BMC) is used to formulate an effective

business model to provide a comprehensive understanding of the internal and external conditions that influence the success of this prototype. Sharpley R (2009). In the context of sustainable tourism, the use of GASSISIT as an approach in research can be an effective way to identify, analyze, and plan the development of the tourism sector while considering sustainability aspects.

FINDINGS AND DISCUSSION

Logo and Definition of the GASSISIT Digital Application



GASSISIT is a combination of two words:

GASS. Gas means "invitation."

SISIT refers to Siantar Simalungun.

Blue Color: The blue color symbolizes water, due to the abundance of water tourism or bathing spots in Siantar Simalungun.

Green Color: The green color signifies that Siantar Simalungun is known for green tourism, one of which is the Sidamanik tea plantation.

Thus, the GASSISIT application aims to invite tourists to visit Siantar, Simalungun Regency, North Sumatra, to gain unforgettable travel experiences.



D. SWOT ANALYSIS OF THE GASSISIT PROTOTYPE:

1. Strengths

- Easy access for tourists quickly.
- Strong features for accessing and storing documents after booking.
- Easy booking process and booking a guide.
- Tourists can easily book according to their preferences for touring around Siantar Simalungun.
- The company can attract sellers that have the strength to attract or retain customers by offering them discounts.

2. Weaknesses

- Local guide (human resources).
- If local guides are very limited in the area, the chances for tourists to visit those destinations will be smaller.
- Support from local government.

- The local government of Simalungun Regency has not provided full support to develop these destinations.
- Network availability is also a critical point needed to use GASSISIT.

3. Opportunities

- Can employ local people around Siantar Simalungun to become local guides, or locals can create homestays for tourists.
- Development trends align with the updated features of the application.
- Providing additional features that other applications do not have.
- Other options for generating profit include selling local specialties of Siantar Simalungun.
- Selling icons that are characteristic of Siantar Simalungun, such as souvenirs or typical light snacks, online, and also selling tourism packages.

4. Threats

- Guides and tourist spots that are not well-known cause tourists to hesitate to visit.

Limited events.

- The local government of Simalungun Regency has not provided full support to develop these destinations.

E.ANALYSIS BUSINESS MODEL CANVAS (BMC)

Nomor alternatif BMC BMC final yang terpilih		Nama bisnis dan merek produk: GASSISIT (Gas Siantar Simalungun Tour) Deskripsi problem: Bagaimana cara kita mengatasi kekurangan guide serta mengenalkan wisata yang kurang famous dikalangan milenial dan gen z Deskripsi bisnis dan solusi yang ditawarkan: memberi bimbingan kepada masyarakat setempat bagaimana cara menjadi guide yang baik. Menyediakan informasi tentang objek wisata yang baru dan terkenal.		
KEY PARTNERSHIPS Model: Strategic alliances between non competitors Motivation: Optimization economy of scale Penjelasan singkat: Bekerja sama dengan masyarakat lokal dengan memberikan pembelajaran menjadi guide dan bekerja sama dengan masyarakat lokal agar wisatawan tidak ditipu dan dengan pengurus wisatawan/organisasi pariwisata di daerah tersebut.	KEY ACTIVITIES Model: Problem Solving Production Penjelasan singkat: Menyediakan fitur guide, photographer, serta memberikan informasi tentang tempat wisata baru atau yang terkenal KEY RESOURCES Phisycal: Laptop, alat komunikasi, gedung Human: Seluruh staff Guide Intellectual Property: SOP, Website, Server Financial: Investor	VALUE PROPOSITIONS Model: Newness Convenience/Usability Accessibility Getting The Job Done Risk reduction Penjelasan singkat: - Aplikasi mudah diakses - Memiliki harga terjangkau sesuai kebutuhan.	CUSTOMER RELATIONSHIPS Model: Automated Personal Assistance Penjelasan singkat: Agar kita bisa memberi informasi kepada konsumen jika ada fitur baru, diskon, atau tempat wisata baru. CHANNELS Awareness channel: Social Media, Website Evaluation channel: Website, Sosial Media., Messengers Purchasing channel: Website, aps Delivery channel: Tour guide, pengelola hotel, driver, pengelola restoran, pengelola objek wisata. After sales channel: Email, Google Form, push notification.	CUSTOMER SEGMENTS Model market: Mass Market Penjelasan singkat profil segmen yang ditarget: Untuk semua kalangan masyarakat baik anak-anak ataupun lansia yang menyukai wisata alam
C OST STRUCTURE Model: Fixed cost, variable cost, economies of sales Penjelasan singkat: Pengeluaran akan sesuai dengan keinginan dari tamunya sendiri akan bisa dipertimbangkan oleh tamu atau pengguna aplikasi sendiri serta menambah keuntungan bagi wisatawan dan masyarakat. Rincian fixed dan variable cost:		REVENUE STREAMS Streams model: Usage Fee & Brokerage Fee Penjelasan singkat: Mendapatkan pemasukan usage fee dari pemesanan konsumen dan mendapatkan brokerage fee dari pihak lokal yang diajak kerjasama berupa komisi tertentu Pricing models: Dynamic Pricing: Yield Management Karena tiket pesawat bergantung kepada Low dan High Season		

The GASSISIT prototype is a highly effective tool in the design and product development process. With its interactive features and strong collaboration capabilities, GASSISIT helps create better solutions that align with user needs. This prototype serves not only as a visual representation but also as a tool for testing and gathering valuable feedback.

F. CONCLUSION

he Gasssisit application is a digital innovation designed to enhance the travel experience in Siantar Simalungun. By providing comprehensive information about tourist destinations, accommodations, and cultural activities, this application helps tourists plan their trips efficiently. Through SWOT analysis and Business Model Canvas (BMC), it was found that Gasssisit has strengths in the diversity of natural resources and local culture, although it faces challenges such as limited infrastructure. By leveraging opportunities for tourism development and government support, Gasssisit can significantly contribute to local economic growth and cultural preservation. Therefore, this application is expected to be an effective tool in attracting more tourists, introducing tourism in the Siantar Simalungun area, and creating unforgettable travel experiences.

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