

Analysis of Madosi Application Operations at The Department of Youth, Sports And Tourism, Sukoharjo District

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ABSTRACT

This article aims to determine the operation of the MADOSI application at DISPORAPAR Sukoharjo Regency. Results: In this article, 30 people filled out questionnaires. Of those 30 people, 21% believed that the MADOSI application was an application with a new innovation that was no less sophisticated than other media. 21% believed that the instructions provided were very clear in terms of language and layout. 19% also believe that applications provide appropriate tourism information. 20% believe that the application provides news that is appropriate to the conditions in the region.



KEYWORDS

Applications,
Madosi,
Operations



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1. Introduction

The development of information technology is currently triggering many changes where all people on the face of the earth can communicate easily, quickly and efficiently without meeting face to face. One type of information technology produced is smartphones. Where smartphones are a medium that is often used by the entire community. Apart from being easy to carry, people trust smartphones as a tool to communicate with other people easily and quickly.

Nowadays, many people use smartphones as a service to get news and information on various things, one of which is tourism. Tourism is an activity that almost all humans do, even now tourism has become a very enjoyable thing. In Indonesia itself, it is no longer strange to hear the word tourism, because Indonesia has many tourist attractions ready to be visited. Apart from being fun, there are lots of historical places to visit seeking knowledge, places of worship that are open to general tourists, very beautiful nature, and culinary delights that sell various menus typical of the area.

With so many tourist attractions in Indonesia, it would be a shame if city or regional governments do not compete to disseminate information about tourist destinations in the area. Of course, by disseminating information about these tourist attractions, it will make it easier for tourists to determine which tourist attractions they will visit. This will also have a positive impact

on regional government because it can increase the amount of regional income. Apart from that, the large number of tourists who come will also help the MSME economy in the region. Based on the description above, the author took the title "Analysis of the operationalization of the MADOSI application at the Sukoharjo Regency Youth, Sports and Tourism Service". The MADOSI application was created to make it easier for the public to obtain information about tourism in Central Java.

The rapid development of information technology has brought about significant changes, allowing people around the world to communicate easily, quickly, and efficiently without needing to meet face-to-face. One example of such technology is smartphones, which have become widely used across all societies. Smartphones are not only portable but are also trusted as a convenient tool for communication, enabling people to stay connected with others quickly and effortlessly.

In today's world, many people use smartphones to access news and information on various topics, including tourism. Tourism, which is an activity that almost everyone engages in, has become a highly enjoyable experience. In Indonesia, the concept of tourism is well-known, as the country is home to numerous tourist attractions waiting to be explored. These destinations offer not only fun experiences but also a wealth of historical sites for those seeking knowledge, places of worship that are open to all visitors, stunning natural landscapes, and a variety of local culinary delights.

The rapid development of information technology has led to significant changes, making it easier, faster, and more efficient for people all over the world to communicate without needing to meet in person. One of the major innovations in this field is the smartphone. Smartphones have become an essential tool for people everywhere because they are easy to carry and serve as a reliable means of communication, enabling people to stay in touch quickly and conveniently.

Today, smartphones are not only used for communication but also serve as a primary tool for accessing news and information on a wide range of topics, including tourism. Tourism, which is an activity that almost everyone enjoys, has become a popular and rewarding experience. In Indonesia, tourism is a well-established concept, as the country offers a wealth of tourist destinations that attract visitors. These include historical sites where people can learn about the past, places of worship that are open to the public, beautiful natural landscapes, and a diverse range of local foods that showcase the unique culinary traditions of different regions.

The rapid advancement of information technology has caused major transformations, making it possible for people worldwide to communicate in a way that is fast, easy, and efficient—without the need to meet face-to-face. One prominent product of this technology is the smartphone. Smartphones have become an indispensable tool in modern society due to their portability and reliability. They enable people to stay in touch and communicate with others in a seamless and immediate way, no matter the distance.

In today's world, smartphones are not only used for communication, but also to access a wide range of information, including topics like tourism. Tourism is an activity enjoyed by nearly everyone, and it has become a popular and enjoyable way to spend time. In Indonesia, the concept of tourism is well-known, as the country boasts a wide array of attractions waiting to be

discovered. These attractions offer much more than just fun—they also provide opportunities to learn about the country's rich history through its historical landmarks, explore religious sites that are open to the public, admire breathtaking natural landscapes, and enjoy the diverse culinary offerings that reflect the region's unique traditions and flavors.

The development of information technology has led to significant changes, enabling people around the world to communicate quickly, easily, and efficiently without the need for face-to-face interactions. One of the most prominent innovations resulting from this technological progress is the smartphone. Smartphones have become a widely used tool globally, not only because of their portability but also because they serve as an essential medium for communication. With smartphones, people can stay in touch with each other almost instantly, regardless of the physical distance between them.

In today's world, smartphones are not just used for communication but also to access a wide range of information, including news and updates on various topics, such as tourism. Tourism, as an activity, has become a popular and enjoyable experience for people worldwide. Nowadays, traveling and exploring new places is something that almost everyone participates in, and it has evolved into an exciting and rewarding activity.

Tourism in Indonesia is a good example of how information technology, especially smartphones, has helped people discover and learn about new destinations. Indonesia, a country known for its rich culture, history, and natural beauty, offers countless tourist attractions waiting to be explored. This has made the word "tourism" widely recognized in Indonesia, as the country is home to diverse sites, ranging from historical landmarks to stunning natural environments.

Indonesia's tourist destinations offer a variety of experiences. Many places of historical significance provide opportunities to learn about the nation's past. These include ancient temples, monuments, and museums that tell stories of Indonesia's rich history. Additionally, there are many religious sites, such as temples, mosques, and churches, which are open to tourists and offer visitors a chance to observe and appreciate different cultural and spiritual practices.

Beyond history and culture, Indonesia is also renowned for its natural beauty, with breathtaking landscapes including mountains, beaches, jungles, and lakes. Whether one enjoys trekking through lush forests or relaxing on a tropical beach, Indonesia has something for every type of traveler.

Moreover, the country is known for its local cuisine, which offers a wide variety of dishes unique to each region. From street food stalls to fine dining experiences, tourists can enjoy authentic Indonesian dishes that reflect the local culture and traditions.

In this context, smartphones play a crucial role. They allow tourists to access information about destinations, book accommodations, find transportation options, and even navigate through unfamiliar places using GPS. Smartphone apps also provide tourists with real-time updates on weather conditions, local events, and even restaurant reviews. Furthermore, tourists can share their travel experiences instantly through social media, making it easier for others to discover new places and recommendations.

In summary, the development of information technology has not only made communication more convenient but has also transformed how people travel and experience new destinations. Smartphones, as one of the most accessible tools, have played a key role in making tourism easier, more accessible, and more enjoyable for people worldwide. Through smartphones, tourism has become more interactive and personalized, allowing people to explore new places and cultures in ways that were previously unimaginable.

2. Method

The research was carried out at the Youth, Sports and Tourism Department of Sukoharjo Regency. Stages of Implementation Research activities from preparation to writing the research report as a whole are carried out in three months. Research began in May 2023 to July 2023. Data collected in this research is data regarding the operation of the MADOSI application at the Sukoharjo Regency Youth, Sports and Tourism Service. Data collection methods in this research used observation methods, in-depth interviews and documentation studies. In this research, this internship report uses descriptive research because it only identifies and describes the operation of the MADOSI application at the Sukoharjo Regency Youth, Sports, Tourism and Culture Service. The data source is primary data. According to Sugiyono (2018:456) Primary data is a data source that directly provides data to data collectors. Data is collected by the researcher himself directly from the first source or place where the research object is carried out. Researchers used the results of interviews obtained from informants regarding the research topic as primary data. Primary data was obtained directly when the author carried out an internship program at the Sukoharjo Regency Youth, Sports, Tourism and Culture Service (STEI INDONESIA, 2017) and secondary data. According to Sugiyono (2018:456) secondary data is a data source that does not directly provide data to collectors data, for example via other people or via documents. Secondary data was obtained from references in various media such as journals, websites, books related to operating an application (Jhon Gher, 2017).

Data analysis process: This research uses an adapted method, namely the System method Development Life Cycle (SDLC) for the stages in working on an internship report from start to finish. SDLC is the stages of work carried out by system analysts and programmers in building an information system. According to System Development Life Cycle (SDLC) experts, it is a gradual approach to analyzing and building a system design using cycles that are specific to user activities. Based on the explanation above, SDLC can be concluded as a cycle for building a system and providing it to users through the stages of planning, analysis, design and implementation by understanding and selecting the conditions and processes carried out by users to be able to support user needs.

1. System Requirements Analysis

This step is an analysis of system requirements. This system requirements are focused on hardware and software. To understand the nature of the program being created, hardware and software professionals must understand the information domain of the hardware and software.

2. System Design

It is a concept used to design a system so that the desired system can be created, in general web blog information system design as follows:

- a. First stage: Concept Design
- b. Namely planning methods for delivering messages and planning the basic concepts of promotional media which are translated into effective forms of visual and verbal communication
- c. Second stage: Data Collection
- d. Namely collecting the necessary data in the web blog system.
- e. Third stage: Hardware & Software Preparation, namely preparing the hardware as needed.
- f. Fourth stage: Creating a Webblog Namely creating a web blog from the registration stage to designing the layout according to system conditions.
- g. Fifth stage: Checking Namely carrying out tests on the system that has been created to determine the system's resilience.
- h. Sixth stage: Repair Namely making improvements to the system. g. Seventh stage: Completion

This is the final stage in the process of creating a weblog system.

2. System Design

System design is a proposed new system. The design plan is made in the web blog template section. Also organize content sorting and display to suit the Batik Toeli web blog information system. The design plan is made based on the SDLC method so that the system can be interconnected from start to finish.

3. System Implementation

This method is where ready-made software is given to the user so that the user can use it.

4. System Testing

The final stage is where the new system is tested for capability and effectiveness so that the deficiencies and weaknesses of the system are found which are then reassessed, these tests are in the form of validity tests, functionality tests, questionnaire tests.

3. Results and Discussion

1. What is the operating system used by the Madosi application

The results of this report were conducted in June among MADOSI application users with a total of 30 respondents. This research data was obtained from a questionnaire given in advance respondents who use the MADOSI application. From the data obtained, it can be identified through the questions given to respondents:

1. MADOSI is an application with new innovations. With the new innovations provided by the MADOSI feature, according to respondents who have used the MADOSI application, 21% believe that the MADOSI application is an application with new innovations that are no less sophisticated than other media.

2. MADOSI displays easy-to-use features

With the features used in the MADOSI application, according to respondents who have used the MADOSI application, 21% believe that the features provided are very easy to understand and use compared to other application features.

3. The MADOSI application provides instructions that are easy to understand

With instructions that are easy to understand in the MADOSI application, according to respondents who have used the MADOSI application, 19% believe that the instructions provided by the MADOSI application are very clear in terms of language and layout of the application.

4. MADOSI makes it easier for the public to obtain tourism information

With the tourism information provided by the MADOSI application according to respondents have ever used the MADOSI application for 19% believe that apps provide appropriate tourism information.

5. MADOSI provides valid information

With this valid information, according to respondents who have used the MADOSI application, 20% believe that the MADOSI application provides news that is appropriate to the conditions of the region.

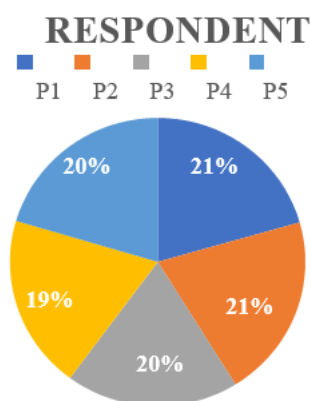


Figure 4. Prosentase Respondent

2. Obstacles experienced by DISPORAPAR during MADOSI operation

In using the application at the Youth, Sports and Tourism Department of Sukoharjo Regency, several obstacles are experienced which can be broadly grouped into three things:

a. The obstacle for ASN in the tourism sector is that when in the field they cannot explain and prove that this is an application for tourism search in the Sukoharjo district area. because influencers think this is collecting taxes from the government.

b. The obstacle is that the CEO who owns the hotel does not trust ASN in the Tourism Department and does not understand what MADOSI is

c. Barriers to ASN in the Tourism Sector It is difficult to request data on hotels, restaurants and tourism in the Sukoharjo area.

3. Solutions offered to overcome obstacles in overcoming the characteristics of MADOSI application users

Based on the obstacles that arise, solutions need to be found. Solutions that can be carried out by the Sukoharjo Regency Tourism Office can generally be carried out into several activities, namely

a. Holding a Statistical Meeting on Tourism Improvement in Sukoharjo district from year to year which was attended by the CEO, HOTEL HRD, and related resource persons.

b. Holding seminars held in restaurants attended by influencers, and the CEO has a tourism planting program for Sukoharjo district to increase visitor attraction.

4. Research Findings and Discussion of Results Study

Research Findings and Discussion can be presented as follows: Several efforts carried out by the Sukoharjo Regency Youth, Sports and Tourism Department. From the results and discussion above, it can be concluded that the opinions of respondents regarding the operating system of the MADOSI application can be identified through the statements given to respondents that MADOSI is an application that provides new innovations by sophistication that is no less than other media. Apart from that, in other statements, MADOSI displays features that are easy to use and clear in terms of language and layout of the application. Operations that make it easier for the public to use the MADOSI application can be identified through statements given to respondents that MADOSI is an application that provides information and tourism news that is appropriate to the conditions of the area.

Based on research proven in the explanation above, there needs to be outreach to all Sukoharjo residents regarding the MADOSI application so that more and more people are familiar with this application so that users increase and there needs to be the latest innovations related to the features created by the MADOSI application so that users don't feel bored and are interested in using it. long period of time. What does the Sukoharjo Regency Youth, Sports and Tourism Department do? is in accordance with the objectives of the Regulations Government in accordance with the Law.

5. Application Testing

This report was conducted in June among MADOSI application users with a total of 30 respondents. This research data was obtained from a questionnaire given to respondents who used the MADOSI application.

4. Conclusion

From the results and discussion above, it can be concluded that the respondents' opinions regarding the operating system of the MADOSI application can be identified through the statements given to respondents that MADOSI is an application that provides new innovations with sophistication that is no less than other media. Apart from that, in other statements, MADOSI displays features that are easy to use and clear in terms of language and layout of the application. We would like to express our thanks to the Sukoharjo Regency Government and the Ministry of Research and Technology/National Innovation Agency for providing research grants for implementing the 2023 Student Internship.

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