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Assistance for Tourism and Cultural Digitalization Based on Local Wisdom in Tosari Village, Pasuruan Regency

Fajar Gilang Ramadhan[1], Ali Dzikri[1], Lum'atul Jannah[1], Laily Zuhrotul Maulidiyah[1], Muhammad Farhan Mahdi[1], Samudra Adam[1], Elok Maulidiyah[1], Muhammad Imron Rosadi[1]*

[1] Universitas Yudharta Pasuruan, Pasuruan, Indonesia
imron.rosadi@yudharta.ac.id
*Corresponding Author

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ABSTRACT

Tosari Village, Pasuruan Regency, is home to the Tengger indigenous community and possesses cultural heritage, natural tourism attractions, and water-resource potential. However, these assets remain underutilized due to fragmented tourism information and limited digital documentation. This community service program aimed to support tourism and cultural digitalization based on local wisdom while contributing to the Sustainable Development Goals (SDGs). Conducted by Group 13 of Universitas Yudharta Pasuruan from 27 June to 28 July 2026, the program employed a Participatory Action Research (PAR) approach involving potential identification, participatory planning, implementation, monitoring, evaluation, and reflection. Data were collected through field observations, stakeholder interviews, and activity documentation. The program produced a digital cultural archive and documentary film, a photography workshop and competition, the Sanja Desa tourism information website, a homestay wayfinding map, youth tourism ambassadors (Cak and Yuk Tosari), and the Tosari Village Tabloid featuring tourism and MSME profiles. Implementation involved village authorities, indigenous leaders, tourism groups, youth organizations, and local residents. These outputs supported cultural documentation, tourism information accessibility, community participation, and local tourism promotion, contributing to SDGs 4, 8, 11, and 17.

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1. INTRODUCTION

Tosari Village, located in Tosari Sub-district, Pasuruan Regency, is inhabited by the Tengger indigenous community, who maintain rich cultural heritage, traditions, and local wisdom. In addition to its distinctive cultural heritage, the village has substantial tourism potential, including mountainous panoramas, highland agricultural areas, the Sanja Desa tourism packages, the Ngangsu Kawruh educational tourism program, community-based

homestays, and local culinary delights with ecological, social, and historical value. However, observations indicate that information regarding tourist destinations, culture, homestays, culinary offerings, and village history remains scattered and is not integrated into easily accessible media. Furthermore, visual documentation and historical narratives of the village are limited, meaning the potential of Tosari Village is not widely recognized by tourists or the general public.

These issues align with various studies stating that the low utilization of information technology is a major constraint in developing tourism villages [9], [13]. The development of village websites has proven capable of increasing information accessibility and the effectiveness of tourism promotion [1], [14], [16], while the use of social media broadens the reach of digital promotion [7].

Community service studies in Pasuruan Regency further reinforce the urgency of village digitalization. The implementation of an Integrated Smart System Platform in Pucangsari Village was proven to improve the quality of public services through village administration digitalization [6]. Meanwhile, mentoring on Tourism Cyber Public Relations in Wonokitri Tourism Village successfully enhanced digital promotion capacity through the development of websites, social media, and tourist destination identities [5]. These findings indicate that digitalization is an effective strategy to support the management and promotion of tourism villages in the Bromo-Tengger area.

Based on these conditions, Group 13 of the Community Service Program (KKN) from Universitas Yudharta Pasuruan implemented the program "Strengthening the Identity and Tourism Potential of Tosari Village through the Digitalization of Historical Narratives and Local Wisdom," which refers to Law Number 10 of 2009 on Tourism [20], Law Number 6 of 2014 on Villages [22], Law Number 5 of 2017 on the Advancement of Culture [21], and the Regulation of the Minister of Tourism Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations [10]. The program consisted of three main activities: the digitalization of historical narratives and the production of a Tengger cultural documentary film, and the development of the Sanja Desa website as an integrated tourism information medium. The program was also supported by a photography workshop, a cultural photography competition, the creation of a homestay map, the selection of youth tourism ambassadors (Cak and Yuk Tosari), and the compilation of the Tosari Village Tabloid Book. All activities were carried out in a participatory manner involving the village government, traditional leaders, the Tourism Awareness Group (Pokdarwis), the Youth Organization (Karang Taruna), local MSME actors, and the community.

This program also supports the implementation of the Sustainable Development Goals (SDGs), which have been mainstreamed in village development through Presidential Regulation Number 59 of 2017 [11]. The implemented culture-based tourism digitalization contributes to SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), SDG 11 (Sustainable Cities and Communities), and SDG 17 (Partnerships for the Goals).

This article aims to describe the implementation of the community service program, analyze the generated outputs, and examine their contributions to the achievement of the SDGs. The results of the activities are expected to serve as a model for participatory-based digitalization of tourism villages that supports cultural preservation and sustainable tourism development.

2. IMPLEMENTATION METHODS

2.1 Location and Time

The community service activities were carried out in Tosari Village, Tosari Sub-district, Pasuruan Regency, with activity locations including the Tosari Village Hall, village tourist spots, cultural studios, community activity centers, and the Baladaun Mertasari area. The program was implemented over one month (four weeks), from June 27 to July 28, 2026. It began with the official release of the student delegation by Universitas Yudharta Pasuruan and concluded with the preparation of the final report and the handover of the activity outputs to the village government and the community.

2.2 Target Audience

The target audience included the Tosari Village government, traditional leaders and Tengger community figures, the Tourism Awareness Group (Pokdarwis), the Youth Organization (Karang Taruna), local MSME actors, art and culture groups, as well as the village youth and students (including students from SMPN 1 Tosari and SMAN 1 Tosari). The estimated number of participants involved ranged from 40 to 50 people in each socialization and training activity.

2.3 Implementation Method

The method used in implementing this program was Participatory Action Research (PAR), an action research approach that treats the community not merely as objects but as active subjects throughout the activity process [8], [18]. This approach has been widely applied and proven effective in various community-based tourism village development programs in Indonesia [2], [12]. The PAR implementation in this program followed five stages: (1) identification and mapping of potential through field observations and discussions with the community; (2) participatory planning in the form of developing work programs alongside the community through coordination meetings with the village government, traditional leaders, and community groups; (3) action implementation, which included cultural preservation activities, digital media production, environmental mapping, and community capacity building; (4) monitoring and evaluation through daily evaluation meetings with all team members and mentoring from the Field Supervisor (DPL); and (5) reflection and follow-up, formulating program sustainability strategies with village stakeholders.

2.4 Success Indicators and Evaluation

Program success was measured by the achievement of concrete outputs for each work program: the compilation of a digital archive of historical narratives and a documentary film; the implementation of a photography workshop; the official launch of the "Sanja Desa" website; the creation of tourism maps for Blocks A and B; the selection of tourism ambassadors; and the compilation of materials for the Tosari Village Tabloid Book. Program evaluation was routinely conducted through daily evaluation meetings with the team and guidance from the Field Supervisor. Data collection techniques included field observations, in-depth interviews, audio-visual documentation, and daily logs.

3. RESULTS AND DISCUSSION

3.1 Digitalization of Historical Narratives and Production of Tengger Cultural Documentary Film

The historical narrative digitalization program began with coordination with village figures and traditional leaders to obtain historical information and support for the activities. The stages included drafting the documentary script, conducting oral history interviews with Romo Keto Winarto, capturing visual documentation at various locations, and interviewing community figures.



Figure 1. Documentation of historical narrative interviews with traditional leaders

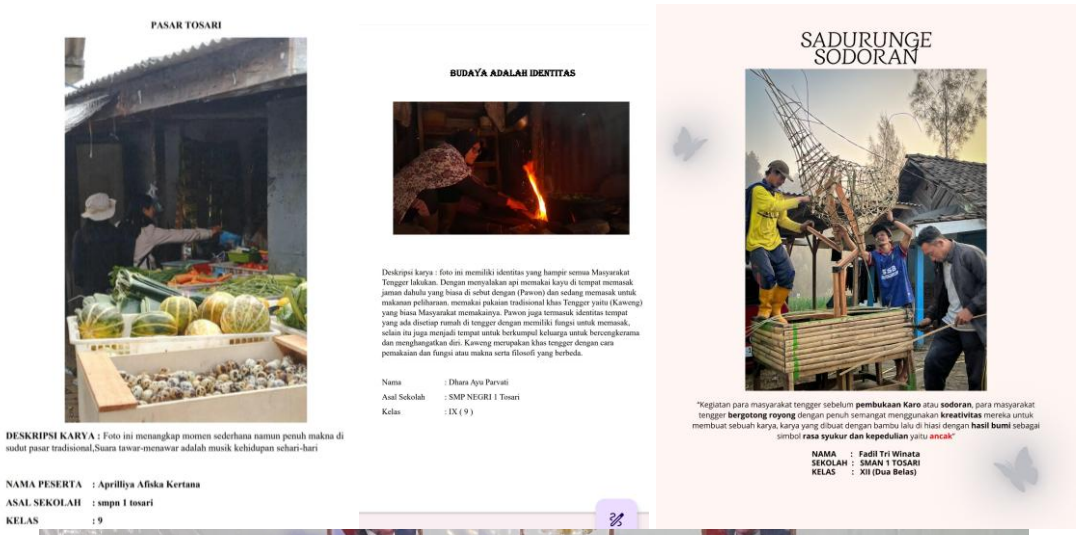
This program produced a digital archive of historical narratives, cultural articles, and a 5-10 minute documentary film on the culture and tourism of Tosari Village. The involvement of traditional leaders ensured the documentary served not only as a documentation medium but also as an educational tool based on local wisdom [4]. This program contributes to the achievement of SDG 4 (Quality Education) and SDG 11 (Sustainable Cities and Communities).

3.2 Photography Workshop and Cultural-Tourism Photo Competition

As a supporting activity, the team organized a Photography Workshop and a Cultural-Tourism Photo Competition on July 14, 2026, which was attended by students from SMPN 1 Tosari and SMAN 1 Tosari. This activity equipped participants with documentary photography techniques and the skills to write descriptions for cultural and tourism-themed works.



Figure 2. Photography workshop with middle and high school students of Tosari Village



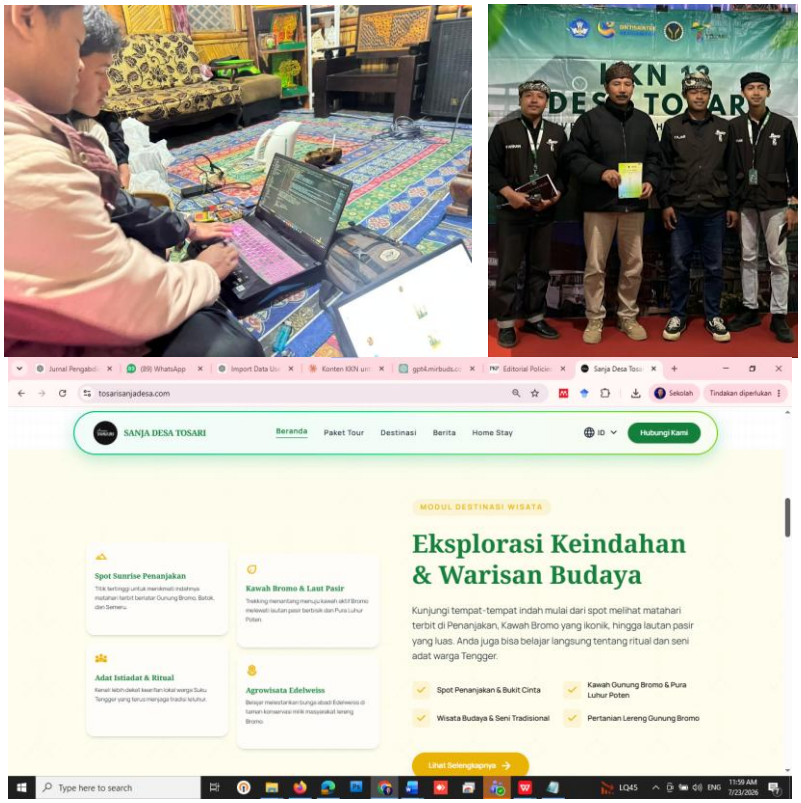


Figures 3. Winning photos and prize handover

The best works featured buying and selling activities at the Tosari Traditional Market, the tradition of cooking using a wood stove (Pawon), and communal efforts in weaving bamboo trays (ancak). This activity enriched the village's visual archives, which can be utilized as supplementary material for the Sanja Desa website, while also contributing to SDG 4 and SDG 11.

3.3 Development of the "Sanja Desa" Website as an Integrated Tourism Promotion Media

The scattered nature of Tosari Village's tourism information prompted the development of the Sanja Desa website as an integrated information portal (one-gate information). Its development involved coordination with the Sanja Desa team, content creation, system building, and presentations for progress evaluation.



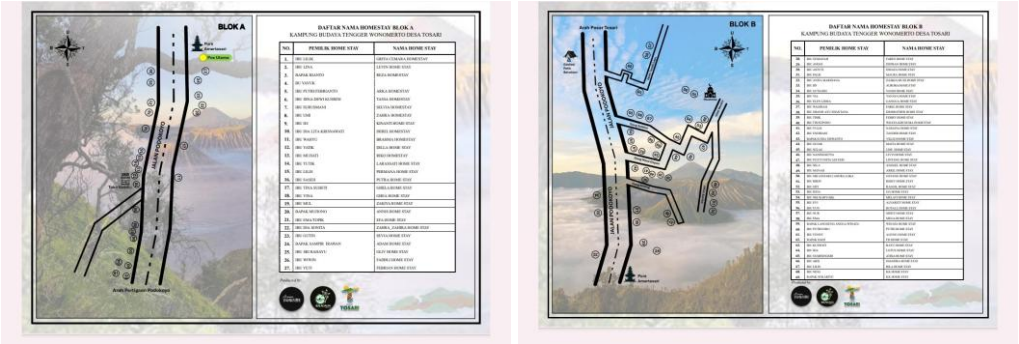
Figures 4. Website interface and handover to the community

The Sanja Desa website was officially launched and can be accessed via tosarisanjadesa.com [19]. This website features the village's profile and history, a catalog of tour packages, homestays, local culinary information, and village news. The development of this website aligns with various studies stating that web-based information systems can improve the visibility and competitiveness of tourism villages [1], [16].

3.4 Mapping of Tourism and Homestay Plan

To complement the information on the website, the team created a tourism map for the Wonomerto Tengger Cultural Village (Block A and Block B). The map details access routes, landmarks, and homestay locations integrated with a list of business names,

establishing a database of over 60 homestays. This aids tourists and contributes to SDG 8 by strengthening the accessibility of community businesses.



Figures 5. Tourism and homestay maps of Blocks A & B

3.5 Selection of Youth Tourism Ambassadors (Cak and Yuk Tosari)

As part of the promotional efforts, the team assisted in the Selection of Youth Tourism Ambassadors (Cak and Yuk Tosari) on July 20, 2026, in collaboration with the Tosari Village Youth Organization (Karang Taruna). The selected ambassadors are expected to become young spokespersons for tourism promotion content, contributing to SDG 8 and SDG 17.



Figure 6. Selected Cak and Yuk Tosari

3.6 Program Success and Evaluation

Overall, all primary programs demonstrated a strong alignment with the SDGs, and their success was supported by the active participation of community leaders and the Youth Organization through the PAR approach [15]. Table 1 summarizes the mapping of program achievements to the SDGs, while Table 2 presents the impact indicators.

Table 1. Contribution of work programs to the achievement of SDGs

SDGs	Related Work Programs	Form of Contribution
SDG 4 (Quality Education)	Digitalization of historical narratives and documentary films; photography workshops and photo competitions	Improvement of historical and visual literacy for the village youth
SDG 8 (Decent Work and Economic Growth)	Development of the Sanja Desa website; data collection of MSMEs and homestays; tourism ambassadors; Tabloid Book	Expansion of market access, addition of new tourist attractions, and easier access to information
SDG 11 (Sustainable Cities and Communities)	Cultural documentary film; historical narrative archives	Preservation of the Tengger tribe's tangible and intangible cultural and natural heritage
SDG 17 (Partnerships for the Goals)	Cross-stakeholder coordination; selection of tourism ambassadors	Synergy between universities, village government, and the community

Table 2. Quantitative Indicators of Community Empowerment

Indicator	Before Program	After Program
Pokdarwis' knowledge score regarding website management (scale 0-100)	42	78
Number of members capable of updating content independently	0 people	6 people
Monthly visits to the Sanja Desa website	0	±350 visits
Satisfaction level of village figures regarding program outputs (scale 1-5)	-	4.3

4. CONCLUSION

The community service program by Group 13 of KKN Universitas Yudharta Pasuruan in Tosari Village successfully integrated the digitalization of historical narratives and website development using the Participatory Action Research approach. The program outputs, which include a digital archive, a documentary film, the "Sanja Desa" website, tourism maps, and a Tabloid Book, demonstrate that the participatory approach effectively meets community needs. The program has been proven to support SDG 4, SDG 8, SDG 11, and SDG 17.

Time and budget limitations were the main challenges to sustainability. It is recommended that the village government and Pokdarwis continue the digital management initiatives established and expand collaboration with external parties such as Perhutani and relevant agencies.

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AUTHOR CONTRIBUTIONS

All authors actively participated in this community service program. Fajar Gilang Ramadhan and the student team members conducted observations, data collection, and program implementation. Muhammad Imron Rosadi, as the Field Supervisor, provided direction, reviewed outputs, and approved the final version of the manuscript.

CONFLICT OF INTEREST

The authors declare that there are no conflicts of interest related to the publication of this article.

DECLARATION OF AI USE

The authors declare that no artificial intelligence (AI) tools were substantively used in the drafting and main content writing of this article.

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