Short Communication

SEHATI e-issn 3025-7824

Socio-Economic and Humanistic Aspects for Township and Industry
Vol. 3, No. 3 (2025) pp 695-702
https://doi.org/10.59535/sehati.v3i3.554

# Implementation of the *"Ayo Ke Sinjai"* Application as a Communication Media for the Sinjai Regency Tourism and Culture Office

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**This article contributes to:**

Abstract. This study examines the implementation of the "Ayo Ke Sinjai" application as a communication medium for the Sinjai Regency Tourism and Culture Office. Using a descriptive qualitative approach, data were collected through observation, interviews, and documentation. Findings show that the application has not functioned effectively as an official communication channel. Public adoption is low, and residents prefer social media to obtain tourism updates. This gap is largely attributable to ineffective socialization: promotional efforts concentrated on stakeholders during the launch and initial dissemination, without sustained engagement or broad targeting of community groups who are the primary users and evaluators of the information system. From a management perspective, capacity-building is required to ensure routine, effective application administration. Training for staff must be supported by a dedicated budget to cover maintenance, updates, and troubleshooting. Without these resources, the application risks remaining dormant and failing to deliver its intended public service. To address these shortcomings, the Tourism and Culture Office should commit to reactivating "Ayo Ke Sinjai" as a central hub that integrates tourism activities and simplifies access to information. Priority actions include strengthening management resources, instituting regular content and feature updates, and embedding user feedback mechanisms so the public can provide suggestions and report issues directly within the app. Complementary outreach should leverage both online and offline channels, partnering with communities, schools, MSMEs, and local creators to drive adoption. With sustained commitment, adequate funding, and participatory engagement, "Ayo Ke Sinjai" can evolve into an effective two-way communication platform for Sinjai's tourism ecosystem.

Keywords: Implementation, Application, Communication Media.

**Article info**

**Submitted:** 2025-5-12

**Revised:** 2025-5-28

**Accepted:** 2025-7-9

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## 1. Introduction

The influence of the development of communication technology is always associated with hardware, its influence on communication theory, especially related to the new media that has emerged, is quite significant [1]. The understanding of communication technology has received much attention from communication experts, one of whom is Taboas et al. [2] who sees that communication technology is hardware in an organizational structure that contains social values, which allows each individual to collect, process and exchange information with other individuals, in conditioning its users to demassify in controlling messages, adapting to technical standards for the use of communication technology and increasing interaction with other individuals without recognizing distance barriers, it cannot be denied that the development of communication technology has been very rapid in the last decade. This can happen because the world community has now entered a stage into the information society [3]. In the information society, the need for information becomes an absolute necessity where information becomes a commodity that has economic value and strategic meaning [4].

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The development of communication and computer technology has also influenced the governance of government in Indonesia [5]. The current government is starting to utilize computer technology in line with the times. The use of computer technology is expected to create better governance and provide information services. Today, Sinjai Regency has experienced very rapid progress, both in terms of the economy, tourism, population growth and so on [6]. The thing that has experienced a significant impact is the tourism sector, this is marked by the 2002 Indonesian Tourism Village (ADWI) award for the Cleanliness, Health, Safety and Environment Sustainability (CHSE) category obtained by Barania Village which previously went through a very long assessment process so that it could become one of 50 Tourism Villages in Indonesia that underwent a visit or direct assessment from the Indonesian Ministry of Natural Resources and Environment [7].

The tourism potential is very diverse ranging from marine tourism, historical sites, and other natural beauty, including the Tongke Tongke Mangrove Forest, Batu Pake Gojeng, Sembilan Island. Several cultural tourism attractions in Sinjai offer the charm and exoticism of the Karampuang Traditional Community, Even Mappogau Sihanua as a form of gratitude of the Karampuang community has become an annual agenda in the South Sulawesi calendar activities. In addition, there is historical value in the Batu Pake Gojeng Archaeological Park and Balangnipa Fort which has its own appeal especially for tourists interested in history and past culture, of course, in supporting this tourism potential it is necessary to be supported by the availability of an information system that makes it easier for tourists to plan and travel. For this reason, Sinjai Regency requires good promotion so that its existence can be known by local and international communities [8].

The Sinjai Regency Government through the Tourism and Culture Office is innovating tourism promotion in this case through the Development and Marketing Sector by creating the “Ayo Ke Sinjai” application referring to Regional Regulation number 19 of 2019 concerning the 2018-2033 tourism development master plan article 8 paragraph (3) f which states developing a tourism information and marketing system based on Tourism, trade and investment. Which is an elaboration of Law Number 10 of 2009 concerning tourism article 23 paragraph 1 letter a which states that the government and regional governments are obliged to provide tourism information, legal protection, and security and safety to tourists. The “Ayo Ke Sinjai” application is an android-based application that provides information services regarding tourism in Sinjai Regency. This application is a digital platform that connects tourism stakeholders, integrates all tourism activities and makes it easy for all tourists to explore the charm of Sinjai Regency through an easy-to-use application, anytime and anywhere. The “Ayo Ke Sinjai” application can be downloaded via the Google Play Store. First launched on November 17, 2020. With the “Ayo Ke Sinjai” application, it will help and make it easier for tourists to explore Sinjai Regency.

However, so far the Sinjai Regency Tourism and Culture Office has not been able to disseminate information and communication regarding tourism in Sinjai Regency through conventional media to the wider public. The penetration of digital media has changed the pattern of information distribution between tourists and the government [9]. The development of information technology in the tourism industry has revolutionized tourism marketing methods, allowing the government to optimize the use of information technology to eliminate bureaucratic organizational barriers and reduce the use of conventional media and work processes that allow the government, the private sector, and the community to work in an integrated manner to promote tourism potential to the general public. However, the delivery of information and communication through digital

communication media has not been running well, as indicated by the researcher's initial observations that found a small number of “Ayo Ke Sinjai” application users and an application system that is not maintained so that it is not optimal in providing information and promoting tourism in Sinjai Regency [10].

In fact, the use of official government agency applications, in addition to providing public access to information, also serves as a form of e-government implementation and transparency in conveying ongoing and future activities by the agency. Understanding the above, it is important to examine the use of the “Ayo Ke Sinjai” Application communication media from the Sinjai Regency Tourism and Culture Office in promoting tourism potential and tourism agendas in Sinjai Regency through scientific studies. The purpose of this research is to identify the reasons why the “Ayo Ke Sinjai” application has not been functioning properly as a communication medium for the Sinjai Regency Tourism and Culture Office and to demonstrate the importance of utilizing this digital communication medium. Based on the explanation above, the author has determined the research title "Implementation of the “Ayo Ke Sinjai” Application as a Communication Medium for the Sinjai Regency Tourism and Culture Office."

## 2. Method

The type of research used in this study is descriptive qualitative research. Qualitative methods aim to understand phenomena experienced by research subjects, such as behavior, perceptions, motivations, actions, and so on. Qualitative method because there are several considerations in it, firstly the problem solving process will be easy if it has multiple real meanings. These two methods are very substantial in terms of the nature and relationship between the researcher and the respondents. These three methods are more sensitive and more adaptable to the patterns encountered [11]. According to Lim [12], qualitative methods are research methods used to describe and analyze phenomena, events, beliefs, attitudes, and social activities individually or in groups. Qualitative methods are a collection of methods used to analyze and understand more deeply the meaning of several individuals or groups considered as humanitarian or social problems [13]. Descriptive methods with a qualitative approach are also methods for analyzing data obtained from interviews and observations in the form of words, descriptions of situations, and documentation that occurs in the field as evidence so that problems can be explained in detail and clearly by researchers. The presentation must be done objectively to avoid subjectivity in making interpretations by researchers.

This research was conducted at the Sinjai Regency Tourism and Culture Office. The informants were individuals deemed capable of providing information and possessing a deep understanding of the situation and object of study [14].

## 3. Result and Discussion

### 3.1 Overview of Research Object

“Ayo Ke Sinjai” application is an application created by the Sinjai Regency Tourism and Culture Office referring to Regional Regulation number 19 of 2019 concerning the 2018–2033 tourism development master plan, namely article 8 paragraph (3) f which states developing a tourism information and marketing system based on Tourism, trade and investment, “Ayo Ke Sinjai” application was first launched on Monday, 11/17/2020. “Ayo Ke Sinjai” application was created to introduce and promote tourism in Sinjai Regency and is managed by the Promotion Section, Development and Marketing Division with the aim of increasing the number of tourist visits in Sinjai Regency. This application is a digital platform that connects tourism stakeholders, integrates all tourism activities

and makes it easy for all tourists to explore the charm of Sinjai Regency, through an easy-to-use application, anytime and anywhere. This application is Android-based by using a global policy strategy (GPS).

"Ayo Ke Sinjai" application is a digital-based application as a tourist guide while in Sinjai Regency which displays a list of tourist attractions, historical and cultural objects, hotels, restaurants, supermarkets and souvenir shops, transportation centers, travel agents, vehicle rentals, ATMs, banks, places of worship, health services, calendar of events and important telephone numbers. In the play store itself, the "Ayo Ke Sinjai" application has been downloaded more than 500 times since it was first released on the play store on October 12, 2020. The public's enthusiasm for welcoming the "Ayo Ke Sinjai" application is proven by the positive comments on the application description page in the play store. The "Ayo Ke Sinjai" application rating is 3.9 out of 5.

### 3.2 Tourist Attractions in Sinjai Regency

Sinjai Regency offers a rich mosaic of tourist attractions, each with distinctive appeal. Along the eastern coast are Marannu Beach in Marana Hamlet, Panaikang Village, East Sinjai District; Mallenreng Beach in Bangko Hamlet, Pasimarannu Village, East Sinjai District; the Takkalala Mangrove Forest in Jahung-Jahung Hamlet, Sanjai Village, East Sinjai District; Karampuang Beach in Talise Hamlet, Patongko Village, East Sinjai District; and Ujung Kupang Beach in Bisokeng Hamlet, Sanjai Village, East Sinjai District. Also in the east are the Tongke-Tongke Mangrove Forest in Tongke-Tongke Village and Vandiam Hill in Dumme Hamlet, Sanjai Village, both in East Sinjai District. Off the mainland, Larea-Rea Island in the Pulau Sembilan District adds to the regency's maritime charms.

Beyond the coast, natural and cultural landmarks are widely dispersed. Pake Gojeng Stone Park lies on Ahmad Dahlan Street, Biringere Village, North Sinjai District, while Balangnipa Fort in Balangnipa Village, North Sinjai District preserves local history. The Abdul Latief Grand Forest Park (Tahura) is situated in Ma'ra Hamlet, Batu Belerang Village. Several waterfalls enhance the landscape: Barania Waterfall in (Matiro/Mattiro) Halia Hamlet, Barania Village, West Sinjai District; Laliako Waterfall in Tonrong Hamlet, Terasa Village, West Sinjai District; Pincuni Waterfall in Kindang-Kindang, Tasililu Village, West Sinjai District; and Bijje Waterfall in Bulukamase Village, South Sinjai District—found in both Bulukamase and Topangka Hamlets. Cultural tourism features include the Karampuang Traditional Village in Tompobulu Village, Bulupoddo District, and Pattiro-Tiroang Park in Balantieng Hamlet, Bonto Tengnga Village, Sinjai Borong District. Galung Village in Pusanti Hamlet, Barania Village, West Sinjai District, and another reference to Karampuang Beach in Talise Hamlet, Pattongko Village, Tellulimpoe District, further illustrate the breadth of Sinjai's tourism potential.

### 3.3 Implementation of the "Ayo Ke Sinjai" Application as a Communication Media for the Sinjai Regency Tourism and Culture Office

The implementation of the "Ayo Ke Sinjai" application as a communication medium for the tourism and culture department can be measured using implementation indicators according to Edward III, the implementation of applications from all internal process activities and mechanisms within the organization. The role of the Regional Government is very necessary in the development of the tourism sector, considering that tourism in regional development generally emphasizes economic and ecological aspects. Many regional tourist attractions have competent tourism charms but lack publicity so that they are not known to tourists. Therefore, the role of the regional government in building personal branding as a form of communication to tourists is very necessary. Media used to build personal branding as a medium for tourism promotion starts from

Instagram, Facebook, YouTube, websites and regional promotional applications such as the "Ayo Ke Sinjai" application. The implementation of the "Ayo Ke Sinjai" application in promoting tourism in Sinjai Regency is carried out through the achievement of communication, resources, disposition, and bureaucratic structure. The author can describe in the research discussion as follows:

### 3.3.1 Communication

Based on the results of an interview with Tamzil Binawan, A.P., M.SI as Head of the Sinjai Regency Tourism and Culture Office on July 5, 2023, he explained that

> *"The reason for creating this application is because we see that we are now entering the digital era and everything is digital. This application provides easy services for tourists who want to visit Sinjai Regency, and also provides shortcuts to make it easier for people who want to know about tourist destinations in Sinjai Regency rather than having to open a browser."*

Based on the interview results above, it can be concluded that the "Ayo Ke Sinjai" application was created to provide convenience to tourists who want to visit Sinjai Regency through application features including Lodging, Restaurant Menus, Supermarkets, Eateries, Public Transportation, Travel Agencies, ATMs, Hospitals/Clinics, Vehicle Rentals, Tourist Attractions, Agendas, and Important Telephone Numbers, the existence of these shortcuts makes it very easy for users, without the need to open a browser considering that we have now entered the digital era.

### 3.3.2 Resources

Resources are a crucial factor for effective policy implementation. Without resources, policies remain mere documents. In this study, the author focuses solely on the problem under study, using a process approach to examine how. An interview with Dewi Angriani, S.sos., M.Si., Head of the Development and Marketing Division of the Sinjai Regency Tourism and Culture Office on July 5, 2023, explained that:

> *"Those involved in the creation of the "Ayo Ke Sinjai" application are the Development and Marketing Department assisted by a third party, with special criteria for application managers who are able to continuously update, both from photos, videos qualitatively for example updating the latest information about tourism in Sinjai Regency, currently the availability of facilities and infrastructure used to support the implementation of the application in the form of a PC / laptop, and Alhamdulillah these facilities and infrastructure are currently complete and very supportive, but the obstacles we are currently experiencing are that the application is undergoing maintenance and is constrained by funding budgeting".*

Based on the research results above, it can be concluded that the "Ayo Ke Sinjai" application was created by the Development and Marketing Section of the Tourism and Culture Office. To support the implementation of the "Ayo Ke Sinjai" application, resources and financial support are needed so that the application can run well. From the results of research related to resources, it shows that the resources owned by the Department of Tourism and Culture, in this case the application manager, are already capable of managing the application, thanks to the availability of adequate supporting facilities and human resources and development of the manager's capacity through various training.

### 3.3.3 Disposition

If the implementer has a good disposition, they will be able to effectively implement the policy as intended by the policymaker. When the implementer has a different character or perspective than the policymaker, the policy implementation process will also be ineffective. Based on the results of an interview with Tamzil Binawan, A.P., M.SI as Head of the Sinjai Regency Tourism and Culture Office on July 5, 2023, he explained that:

> *"Our commitment for the future is to have an increase in human resources and smart village collaboration with all tourist villages into one application so that it is easier to access tourist attractions in Sinjai Regency, we will also collaborate with the Ministry of Communication and Information and the National Data Center (PDN) to obtain a high-quality Software Development Kit (SDK), so that our website data can be registered and no longer uses a server, for funding, we will propose funds from the APBN so that the application can run again, considering that the current budget for development is very limited, when there are complaints regarding the application, they can be entered in the comments column on social media for evaluation material to move forward better".*

Based on the interview results above, it can be concluded that the commitment and work plan of the Department of Tourism and Culture are very well planned and arranged very systematically by involving the Ministry of Communication and Information and the National Data Center (PDN) to obtain a high Software Development Kit (SDK), so that all data related to the tourism information system can be integrated into the "Ayo Ke Sinjai" application, as well as planning the maintenance budget that will be proposed from the APBN so that the "Ayo Ke Sinjai" application can return to normal.

### 3.3.4 Bureaucratic structure

Those tasked with implementing policies have significant influence over their implementation. Based on an interview with Tamzil Binawan, A.P., M.SI, Head of the Sinjai Regency Tourism and Culture Office on July 5, 2023, he explained that

> *"We will coordinate with the Ministry of Communication and Information Technology and the national data center to obtain a Software Development Kit (SDK) in the future, considering that a smart city will be built as a data center and used as a public service mall in Sinjai Regency."*

Based on the interview results above, it can be concluded that to obtain the Software Development Kit (SDK), the Department of Tourism and Culture coordinated with the Ministry of Communication and Information and the national data center considering the future plan to build a smart city as a data center and used as a public service mall in Sinjai Regency, of course this is an extraordinary achievement if the data center related to tourism can be connected to the "Ayo Ke Sinjai" application, making it easier for tourists to visit Sinjai Regency. From the various interview results above, the researcher can explain the research results related to the implementation of the Ayo Kesinjai Application as a Communication Media for the Sinjai Regency Tourism Office as follows:

"since the beginning of the creation of the "Ayo Ke Sinjai" Application created by the Department of Tourism and Culture, in this case the development and marketing section, conducted socialization at the time of launching through the introduction of features in the application in the form of short videos, and disseminated by online media, but has not been able to reach the wider community in disseminating information about the "Ayo Ke Sinjai" application, this is reinforced by the author's findings in the field, that

the community only knows "Ayo Ke Sinjai" as a tagline inviting people to visit Sinjai Regency, not as the "Ayo Ke Sinjai" application, this is caused by the uneven dissemination of information about the "Ayo Ke Sinjai" application which only involves related OPDs during the launching process, so that the wider community does not know the "Ayo Ke Sinjai" application, considering that those who will use the application later are the community itself, so input from the community is very important to further develop the "Ayo Ke Sinjai" application".

Apart from the socialization aspect, which is no less important, it is the application manager that must be considered, considering that the application's operation depends on the application manager itself, so in the future, human resource development for managers must be carried out immediately to integrate data related to tourism information in Sinjai Regency, and routinely carry out system maintenance so that the application does not experience maintenance. Furthermore, the Department of Tourism and Culture must monitor and evaluate the application's operation, involving the public as users, and considering all suggestions and input from application users so that all user and manager interests can be accommodated, as well as coordinating with OPDs and related parties to immediately find a solution so that the application can run again [15].

## 4. Conclusion

Based on the results of research and discussions related to the Implementation of the "Ayo Ke Sinjai" Application as a Communication Media for the Sinjai Regency Tourism and Culture Office, reviewed using three indicators: communication, resources, disposition, and bureaucratic structure. It can be concluded that the "Ayo Ke Sinjai" application has not been implemented as a communication media for the Sinjai Regency Tourism and Culture Office. This is indicated by the lack of users of the "Ayo Ke Sinjai" application, people tend to still use social media when they want to know tourism updates rather than using the "Ayo Ke Sinjai" application, this happens because the socialization of the "Ayo Ke Sinjai" application has not been carried out effectively, in its socialization the Department of Tourism and Culture tends to only involve relevant stakeholders when the process of launching and disseminating application information does not target all parties in society, even though community involvement is very much needed considering that later those who will use and evaluate the running of the information system are the community itself.

## 5. Acknowledgments

The authors would like to express their sincere gratitude to Muhammadiyah Sinjai University, Indonesia, for their valuable support and contribution to this research.

## 6. Declaration

**Author contributions and responsibilities -** The authors made major contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

**Funding** - This research did not receive external funding.

**Availability of data and materials -** All data is available from the author.

**Competing interests -** The authors declare no competing interests.

**Did you use generative AI to write this manuscript? -** I do not use AI assistance in my manuscript.

**Declaration of generative AI and AI-assisted technologies in the writing process -** During the preparation of this work the author did not use AI to write, edit, or other things related to the manuscript.

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