

Role and Challenges of Information Technology Increasing Business Competitiveness of Siger Tower Reviewed Aspects of Business Economics on E-Business and E-Commerce

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ABSTRACT

Objektives: Siger Tower Monument, a place where travelers travel, is on the limestone of Bakauheni Village. Related to that, Siger Tower Manager needs to build electronic commerce facility for international marketing of Lampung commodity. **Methods / Statistical Analysis:** After studying the details of existing commodity snippets only handicraft, selfie booth, rest area with Sumatera zero km point that can be facilitated it also requires preparation and arrangement of electronic business with priority on coffee commodities and derivatives in all stake holders. Test samples in the form of questioners to determine the preparedness of technology stakeholders, controlling the approach used compare the results obtained. **Findings:** UPTD Siger Tower needs preparation to welcome the opening of JTTS in the midst of land constraints where the tower positions belong to PT ASDP while the tower building belongs to the Lampung Provincial Government. This finding locks the development of management so that there is no form of cooperation that mentions the rights and obligations of the parties. It can be said that the minimum allocation of APBD for the care and development of Tower Siger. Its existence has a crucial position for the image of Lampung because: 1) Located at the point of 0 km Sumatra, near the Port of Bakauheni; 2) Siger Tower Tower landmark of Lampung; 3) Illustration Tower Siger used the community of Lampung as a symbol of Lampung. Phillip Kotler's marketing mix consists of four things that need to be considered to support marketing to answer consumer demand: product, price, place, and promotion, to consider the development of Siger Tower as a tourist destination and icon of Lampung. Local products come from the region's main commodities, coffee (mostly highland robusta) sold in the form of seeds, powder in various brands because of the variety of producers. The arrangement of the electronic business cultivates collaborative development opportunities to build the image of the Siger Tower for coffee connoisseurs, partly from outside Lampung Province. **Application / Improvements:** Portal providers of tourism support services with marketing information Tower of Siger related to various products to potential development opportunities for major coffee commodities. For the traveler in his rest area, presented the sale of seeds, coffee powder.

Keywords: *E-Business, E-Commerce, Tower Siger, and Coffee.*

1. Introduction

The phenomenon of identity politics should be observed in a positive sense. Indonesia is identified with the flag of Merah Putih and the state symbol of Garuda Pancasila. Lampung is identified with the banner of Sang Bumi Ruwa Jurai and the symbol of the region, the provincial symbol of Siger (<http://ulinulin.com/posts/siger-simbol-propinsi-lampung-which-have-many-makna>). This thing is very well known in Lampung. Because it is known and included in the characteristic of culture then become a special

symbol of this area. Now Siger is not only used as a crown in the traditional event of Lampung tribe, but also has become an icon of decoration and emblem of Lampung Province.

Examples of Lampung siger in large size in the district of South Lampung, precisely near the port of Bakauheni in the form of a giant tower named Tower Siger. He was crowned the southernmost point of zero in Sumatra, inaugurated by Lampung Governor Sjachroedin Z.P. on April 30, 2008. Location Siger Tower is on the hill with a height of 110 meters above sea level. Built since 2005

with cost Rp15 billion. In addition to being a tourist icon, Siger Tower can be a religious icon, art and culture, and education.

Siger Tower is expected to boost local revenue (PAD) up to 15%. The figure is based on the estimated number of vehicles 3,500 units per day and 15 million people per year that pass through Bakauheni Port. Assuming 15% just drop by to Siger Tower, every year it will generate revenue of Rp12, 5 billion. No wonder, this place became a tourist destination in the South Lampung region. Here the problems encountered appear. That revenue is never achieved! The Siger Tower has not yet become the icon of religion, art and culture, and education as expected.

The formulation of the problem or purpose of research, how to make the Tower of Siger as a religious icon, art and culture, and education in one package? How is the collaborative development to build the image for the Siger Tower for coffee consumers coming from outside Lampung Province and the traveler who stopped at the tower?

It needs revitalization and development of local wisdom of Siger Tower and its surroundings are Bakauheni Village, Bakauheni Sub District, Lampung Selatan Regency, Lampung Province. This effort requires the participation of stakeholders on an international scale. Therefore it is necessary to do international marketing of Lampung commodities such as animal fat (animal husbandry) & vegetable oil, coffee, tea, spices, processed fruits & vegetables, wood pulp, rubber (agriculture) and its derivation of handicrafts (handicraft counters) , tourism (selfie booth, rest area). The following table illustrates the commodity's relevance to the icon variations that are expected to be embedded into the Siger Tower.

Bakauheni Village Government through village asset management manager should revitalize traditional village based on education and local wisdom. This is supported by the teacher's competence and conception of Piil Pesenggiri according to Lampung Indigenous Peoples, and sakai sambaiyan, the life philosophy of Lampung society.

Literature Review

a) The Past Literature Backing the Study

Competitiveness can be defined: For the company, competitiveness is the ability to provide products and services as or more effectively and efficiently than the relevant competitors. In the traded sector, this means sustained success in international markets without protection or subsidies.

UPTD Menara Siger as "company" trying to provide products and services more effectively and efficiently than competitors such as the National Monument and Monument Djogja Kembali. In the trade sector, UPTD Menara Siger seeks sustained success in the international market for coffee.

b) Current Literature Backing the Study Hypotheses

According to RAYMOND A. NOE from The Ohio State University, and colleagues, increase the power of competition for sweet success in the following ways: 1) Responsibilities and roles established by the Human Resources Department [1], 2) Competing through Globalization → Is it better to criticize or adapt to a country culture?, 3) Competing through Technology → Connectiveness enhances HR practices.

From the human resources environment, it is necessary to adapt the business model to survive. The strategic management is: 1) Competing Through Globalization → Linkage between HRM and the Strategic Management Process, 2) Competing Through Technology → The risks of technological innovation.

2. Research Method

Menara Siger Digital Awareness using Travel Websites for Propagation. Menara Siger have the advantage as the icon of Lampung. It is one of the modern icon that able to be aknowledge by many people. The Zero Point of Sumatra is spot on. It almost became the sole purpose to come to Menara Siger. Because of this, public awareness, especially in the digital world, must be enticed. The propagation of information can be done using available technologies. The usage of social media and digital map can provide Menara Siger the traction it needs.

Based on website that promote places to travel, there are several options to propagate Menara Siger, some of it is: Facebook Bussines Page, Google Place, Foursquare, Agoda,, TripAdvisor, Traveloka.

A formulir is created to aggregate data for registration to those websites. Data collected contain information about:

Owner Name 13456
Place Name 123456
Address 123456
Landmark *3
City 3
Province 3
Country 3
Zipcode 2345
Phone 123456
email 123456
Ownership status* 2356
Social Media Account for places 123456
Twitter
Facebook
Instagram
Website
Dll
Open Hour 12
Closing Hour 12
Place Category *3456
Price range 16
Additional Information *123456
Detailed Information *123456
Photos 123456

The number beside every piece of information means that the information goes to respected number for the website in the above list. This technique ease the data collecting for several website sans iterating the same data. By placing Menara Siger information on those websites, hopefully it will gain traction it need.

Result

Menara siger electronic business:

<https://pariwisatalampung.com/27-dest-map/135-menara-siger.html> ;
<https://www.facebook.com/menarasigerbakauheni/>; <https://foursquare.com/v/menara-siger/4bb567891344b7130c549c04/photos>;
https://search.wow.com/search?s_pt=wow-port-w&q=Siger+Tower;
<http://tekno.kompas.com/read/2013/01/04/16140>

<391/menara.siger.destinasi.wisata.lampung>;

Menara siger electronic commerce:

<https://azzuralhi.wordpress.com/2011/05/24/menara-siger-lampung/>;
https://id.wikipedia.org/wiki/Menara_Siger;
<https://www.facebook.com/pages/Menara-Siger-Lampung-Selatan-Lampung/304587909551412>;
<http://hana-torizawa.blogspot.co.id/2013/12/>;
<http://dolan-bareng.blogspot.co.id/2010/07/menara-siger-lampung.html>;

3. Discussion

a) Facebook Business Page

There are three addresses from the Facebook environment that discusses the Business Page:

- 1) <https://www.facebook.com/business/learn/set-up-facebook-page>
- 2) <https://www.facebook.com/business/overview>
- 3) <https://www.facebook.com/business/learn/facebook-page-basics>

Creating a Facebook business page is free and takes just a few minutes. Use your desktop and mobile devices to easily make online presence using your Facebook Page. More than 2 billion people visit Facebook every month and may be your current and potential customers included.

Select the Facebook business page category and name your Page. Use the About section to tell people about your business, including business hours, contact details, and other information. Give the visual appeal on your Facebook Page with profile photos and cover photos that best describe your business.

Marketing on Facebook. Increase awareness, drive demand, increase sales. The Facebook business tool helps you do everything. In the subsection text of the results it appears that if we use the keyword "Tower Siger electronic business" and Google search engine, then on the first page obtained results related to Facebook that is <https://www.facebook.com/menarasigerbakauheni/>.

If we search with the same facilitation for the keyword "Siger Tower Facebook" then on the first page obtained interesting data as follows.

Judul	Alamat URL	Jumlah
1) Menara Siger I Facebook	https://id-id.facebook.com/people/Menara-Siger/100010233005405	
	https://jv-id.facebook.com/menara.siger.1	2
2) Menara Siger Lampung - Facebook	https://m.facebook.com/pages/Menara-Siger.../346767468703284	1
3) MENARA Siger Bakauheni	https://id-id.facebook.com/MENARA-SIGER-Bakauheni-1443224...	
	https://www.facebook.com/MENARA-SIGER-Bakauheni-1443224...	
	https://m.facebook.com/MENARA-SIGER-Bakauheni-1443224362	
	https://pl-pl.facebook.com/MENARA-SIGER-Bakauheni-1443224362606682/	4
4) Kaos Lampung -- Menara Siger Lampung-- silahkan ...	https://id-id.facebook.com/KaosLampung.../566685120018676/	1
5) MENARA	https://www.facebook.com/	1
6) Menara Siger Lampung Selatan, Lampung - Taman ...	https://id-id.facebook.com/.../MenaraSiger.../304587909551412	1

Figure 1.

Seen that there is a certain address with a lot of quantity that is four URL. This indicates that the phrase "MENARA Siger Bakauheni" is preferred.

a) *Google Place- Tarik pelanggan baru dengan listingan Google gratis.*

Listingan Anda akan muncul saat orang-orang menelusuri bisnis Anda atau bisnis yang serupa di Google Penelusuran dan Google Maps.

Google Bisnisku memudahkan Anda dalam membuat dan mengupdate listingan—sehingga bisnis Anda tampil menonjol dan menarik pelanggan.

There is only one URL address in the Google environment if we do a search with Google and the keyword "Siger Tower Google Place"

is Tower Siger - South Lampung - Google

This is related to driving directions to Jemla Ferry with view amount is 1754. In this search results obtained results related Siger Tower -

Picture of Siger Tower, Kalianda -

TripAdvisor

b) *Foursquare*

Foursquare helps you find the perfect places to go with friends. Discover the best food, nightlife, and entertainment in your area.

For a search using Google and the keyword "Menara Siger Foursquare" is got two related addresses ie

Siger Tower - Monument / Landmarks in South Lampung - Foursquare

Photo of Menara Siger - Monument / Landmark in Lampung ... - Foursquare

c) *Agoda*

Over 1,000,000 vacation rentals and hotels worldwide. Special rates for members. Easy & Fast Bookin · English Language Support · 100% Real Reviews · Secure Payments Types: Resorts, B&B, Inns, Motels, Hostels, Apartments, Villas

To search using Google and the keyword "Siger Tower Agoda" obtained one related address ie <https://www.agoda.com/id-id/hotels-near-siger-tower/attractions/bandar-lampung-en.html?cid=-146>

d) *TripAdvisor*

TripAdvisor, Inc., is an American travel and restaurant website company providing hotel and restaurant reviews, accommodation bookings and other travel-related content. It also includes interactive travel forums. [Wikipedia](#)

For searches using Google and the keyword "Siger Tower TripAdvisor" is obtained on the first page of all the URL addresses associated with TripAdvisor. This indicates that the managers are really willing to lift the Siger Tower.

e) *Traveloka*

Traveloka adalah perusahaan yang menyediakan layanan pemesanan tiket pesawat dan hotel secara daring dengan fokus perjalanan domestik di Indonesia.

Similarly, for a search using Google and the keyword "Siger Traveloka Tower" is obtained on the first page of all URLs related to Traveloka. This shows the status of the managers as the serious TripAdvisor managers.

Dari pencarian Google pada hari Sabtu 2 Des 2017 jam 03.14 diketahui tentang definisi e-commerce. Beberapa di antara-nya diuraikan berikut. Dari URL <https://en.wikipedia.org/wiki/E-commerce> diketahui definisi sbb. E-commerce is a transaction of buying or selling online. Electronic commerce draws on technologies such as [mobile commerce](#), [electronic funds transfer](#), [supply chain management](#), [Internet marketing](#), [online transaction processing](#), [electronic data interchange](#) (EDI), [inventory management systems](#), and automated [data collection](#) systems.

Modern electronic commerce typically uses the [World Wide Web](#) for at least one part of the transaction's life cycle although it may also use other technologies such as [e-mail](#). Typical e-commerce transactions include the purchase of online books (such as [Amazon](#)) and music purchases ([music download](#) in the form of [digital distribution](#) such as [iTunes Store](#)), and to a less extent, customized/personalized online [liquor store inventory](#) services.^[1]

There are three areas of e-commerce: online retail, electric markets, and online auctions. E-commerce

is supported by [electronic business](#).^[2] Prioritas pengembangan yang mungkin adalah *electric markets*, memperluas pasar wisata dari dunia nyata ke dunia maya. Di sini pentingnya pendataan pengusaha dengan atribut social media, terlampir. Dari hasil konfirmasi dengan Kepala Desa Bakauheni, Syahroni (45) pada hari Jumat 1 Des 2017 didampingi Sekretaris Desa Riki, diperoleh komitmen pemerintah desa untuk keperluan tersebut.

After the description related to electronic business on Facebook, Google Place, Foursquare, Agoda, TripAdvisor, Traveloka, and description of electric market, we need to prepare online retail and online auctions. For online retail is a lot of online market place that can be customized like Lazada, Tokopedia, BukaLapak, dll.

4. Conclutions

A conclusion section is not required. Although a conclusion may review the main points of the paper, do not replicate the abstract as the conclusion. A conclusion might elaborate on the importance of the work or suggest applications and extensions.

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