



The Development Of The Partungko Naginjang Tourist Village Website

Pengembangan Website Desa Wisata Partungko Naginjang

Ruth Deby Sarvalista¹, Herlina Jasa Putri Harahap²

Universitas Negeri Medan

Email : ruthdebyy@gmail.com

Article Info

Article history :

Received : 13-06-2026

Revised : 15-06-2026

Accepted : 17-06-2026

Published : 19-06-2026

Abstrak

Penelitian ini bertujuan untuk mengembangkan sebuah situs web Desa Wisata Partungko Naginjang yang dilengkapi dengan fitur multi bahasa, yaitu Bahasa Indonesia, Inggris, dan Jerman. Pada penelitian ini digunakan metode penelitian deskriptif kualitatif dengan model pengembangan oleh Richey und Klein yang terdiri dari tiga tahapan kerja yaitu perencanaan, pembuatan, dan evaluasi. Data pada penelitian ini diperoleh melalui observasi, wawancara, dan dokumentasi pada lokasi penelitian Desa Wisata Partungko Naginjang. Hasil penelitian ini adalah situs web multi bahasa yang menyediakan informasi tentang Profil dan Pariwisata di Desa wisata Partungko Naginjang. Situs web ini telah melalui tahap evaluasi berupa validasi yang dilakukan oleh para ahli pada aspek Informasi, Sistematika, Desain antar Muka dan Navigasi, dan Kemudahan Penggunaan. Validasi dilakukan oleh ahli Media dan konten/materi, dengan hasil validasi media sebesar 88,8 (Baik), hasil validasi bahasa Inggris sebesar 90 (Baik), dan hasil validasi bahasa Jerman sebesar 90 (Baik).

Kata Kunci: *Pengembangan situs web, Figma, Desa Wisata Partungko Naginjang*

Abstract

This study aims to develop a website for the Partungko Naginjang Tourism Village equipped with multilingual features, specifically in Indonesian, English, and German. This study employed a qualitative descriptive research method using the development model by Richey and Klein, which consists of three stages: planning, development, and evaluation. Data for this study were obtained through observation, interviews, and documentation at the research site, Partungko Naginjang Tourism Village. The result of this study is a multilingual website that provides information about the profile and tourism in Partungko Naginjang Tourism Village. This website has undergone an evaluation phase in the form of validation conducted by experts in the aspects of information, systematics, interface design and navigation, and ease of use. Validation was conducted by experts in media and content/materials, with a media validation score of 88.8 (Good), an English validation score of 90 (Good), and a German validation score of 90 (Good).

Keywords: Website development, Figma, Partungko Naginjang Tourism Village

INTRODUCTION

Indonesia is a country with abundant potential in the tourism sector, making it a priority area for development for the Indonesian government. A tourism village is a concept that combines tourism potential with local cultural wisdom. A tourism village is a combination of attractions, accommodations, and tourism facilities and infrastructure, integrated with the village's unique social, cultural, and traditional life as well as its economic activities, with the primary goals of empowering the local community, preserving local culture, and improving economic well-being. (Peraturan Menteri Kebudayaan dan Pariwisata, 2010).



Samosir Regency boasts a wealth of unique natural and cultural attractions, making it one of Indonesia's premier tourist destinations. Partungko Naginjang Tourism Village, located in Harian Subdistrict, Samosir Regency, Samosir, Sumatra. Partungko Naginjang Tourism Village is one of 53 pilot tourism villages designated in Samosir Regency (Decision of the Regent of Samosir, 2022). The Partungko Naginjang Tourism Village serves as the gateway to the "Pearl of Sumatra" region Lake Toba which has been designated as one of Indonesia's top-priority tourist destinations since 2019.

Although the Partungko Naginjang Tourism Village has quite a few tourist attractions, such as Dolok Togaraja, Togaraja Strawberry, Panonggor Cave, Situmorang Tourism Forest, the Sarcophagus of Ompu Guru Sojuangon, and Huta Lumban Balga, access to information about these attractions and the village remains very limited for both local and foreign prospective tourists. The lack of a website for the Partungko Naginjang Tourism Village one that provides information about the village and includes foreign-language features such as German and English as a source of information for prospective tourists is one of the main obstacles. According to data from the Village Owned Enterprise Agency, in 2024, the Partungko Naginjang Tourism Village recorded 65,724 foreign tourists and 312,925 domestic tourists; however, the highest number of visitors was concentrated at the Togaraja tourist site and the Tele Observation Tower. This is not only detrimental to tourists but is also feared to have a negative impact on the village's tourism economy.

The development of the Partungko Naginjang Tourism Village website, equipped with multilingual features (Indonesian, English, German), is an initiative aimed at improving access to information and promoting this tourism village. The inclusion of German the second most widely spoken language in Europe on the tourism village's website is intended to tap into existing potential markets. This study aims to develop a website for the Partungko Naginjang Tourism Village that includes multilingual features specifically, Indonesian, English, and German to improve access to relevant information, enhance promotion, and support the learning of German in the field of tourism.

RESEARCH METHOD

This study employs the Research and Development (R&D) model proposed by Richey and Klein, using a qualitative approach. Richey and Klein state that the focus of design and development research is analytical from start to finish, encompassing planning, production, and evaluation (Sa'adah & Wahyu, 2022). The data in this study consist of general information and documentation regarding the Partungko Naginjang Tourism Village. The data sources for this study were the Partungko Naginjang Tourism Office, observations, interviews with village officials, and documentation of tourist attractions in the Partungko Naginjang Tourism Village. This study was conducted at the Foreign Languages Department Laboratory, Faculty of Languages and Arts, Medan State University.

Based on the research procedures outlined in Richey and Klein's research model, this study was conducted in three stages: Planning, Design, and Evaluation. During the planning stage, data was collected directly in the Partungko Naginjang Tourism Village. During the design stage, the Partungko Naginjang Tourism Village website was developed using Figma. In the final stage, an evaluation was conducted, specifically the validation of the website and its English and German content by experts to assess the suitability and quality of the designed media and materials.



RESULTS AND DISCUSSION

This study was conducted using the research model proposed by Richey and Klein, which is divided into three main phases: planning, development, and evaluation. Richey and Klein's systematic yet relatively simple research and development model makes it highly relevant for developing a specific product; in this study, that product is the Partungko Naginjang tourism village website. During the planning phase of this study, observations, interviews, and documentation were conducted in the Partungko Naginjang Tourism Village. Observations were conducted in the village and at various tourist attractions, such as the Togaraja tourist area, the Huta Lumban Balga tourist area, the Tele tourist area, and the Situmorang Forest tourist area, with the aim of conducting on-site analysis. Interviews at this stage were conducted to collect general information needed to supplement the content of the Partungkon Naginjang tourist village website. Interviews were conducted with Mr. Sahat Sinaga, the head of the Partungko Naginjang tourism village, to gather information about the village's profile and history. Interviews were also conducted with the manager of BumDes (Village-Owned Enterprise), Mr. Bantu Habeahan, who oversees tourism in the Partungko Naginjang tourism village. Additional interviews were conducted with tourism managers in the Partungko Naginjang tourism village. At this stage, data in the form of information was collected, analyzed, and will be used to design the Partungko Naginjang Tourism Village website, which is expected to serve not only as a promotional tool but also as a platform for information and interaction among visitors, the village community, and village officials.

The second phase involved the production or design of the Partungko Naginjang Tourism Village website. During this phase, the website's structure and menu layout were developed, followed by the website design using the Figma application. The Partungko Naginjang Tourism Village website was designed to include several main menus as well as special features. The first menu on the Partungko Naginjang Tourism Village website is the "Village Profile" menu. This menu contains general information about the village's profile, a brief history of the village, the village's vision and mission, and is also supplemented with a map of the village area, the village's organizational structure, and a photo of the village head's office. The second menu is a tourist map that displays the distribution of tourist sites, places of worship, accommodations such as hotels and villas, and the village head's office. Each location is represented by an icon that, when tapped, reveals general information (a brief description of the location, admission fees, and social media links or contact information) and images of the respective tourist sites, hotel and villa accommodations, and the village head's office. The third menu is "Village Potential." This menu displays some general information about the village's natural resources, including potato, strawberry, and andaliman crops. The fourth menu is the Help menu. This menu features a map of the Partungko Naginjang Tourism Village, as well as links to the village's email, Facebook, Instagram, and YouTube accounts, presented as clickable icons that will direct visitors directly to the respective platforms. In addition to the main menu, this village website also has two special features: the Language Selection feature, located on the website's homepage as a dedicated icon, allows visitors to choose from three language options Indonesian, English, and German. Another special feature is the Help Center icon, accessible via the Help menu. This feature directs visitors directly to the complaint form with just a single click on the Help Center icon. Through the complaint form, visitors can report issues or provide feedback directly to village officials, enabling the village to continuously evaluate and make improvements.



The third phase, the evaluation phase, involved the validation of the website by three experts: a media expert and experts in Indonesian, English, and German. The media expert conducted the evaluation by assessing the following aspects: Information, Organization, User Interface and Navigation, and Usability. The validation conducted by the media and content experts yielded a media validation score of 88.8 (Good), an English validation score of 90 (Good), and a German validation score of 90 (Good). These results indicate that the website meets good standards and is suitable for its purpose.

As the final result of the design process, the Partungko Naginjang Tourism Village website has been successfully developed and is publicly accessible via the following link: <https://partungkonaginjang.com/elementor-164/>. This website serves as both an information platform and a digital promotional tool to expand the digital market reach and introduce Partungko Naginjang Tourism Village by improving access to information about the village and its tourist attractions through accurate data that is easily accessible to both local and international tourists, thanks to its English and German language features.

CONCLUSION

Based on the results of the research conducted, it was concluded that the development of the multilingual website (Indonesian, English, and German) for the Partungko Naginjang tourism village was designed using the three phases of the Richey and Klein development model: planning, design, and evaluation. The development of the website using these three main phases of the Richey and Klein model has resulted in an attractive, informative, and easily accessible website for the Partungko Naginjang tourist village, which can be reached via the link <https://partungkonaginjang.com/elementor-164/> or found directly on Google by searching for the keyword “Partungko Naginjang.” This website contains information about the Partungko Naginjang tourist village, organized into a main menu structure consisting of Village Profile, Tourist Map, Village Potential, and Help. The website also includes two additional features: a three-language option Indonesian, English, and German designed to enhance accessibility and expand promotional reach for potential international tourists. The second additional feature is the Complaint Center, which allows prospective visitors, current visitors, and even village residents to submit feedback and suggestions on various matters directly to village officials, enabling the village to continuously evaluate its operations. Furthermore, this website also serves as a learning resource for German language skills in the field of tourism.

REFERENCES

- Amelia, N. (2024). Die Entwicklung einer Webseite für Tourismus im Dorf Buluh Duri (Doctoral dissertation, UNIMED).
- Beta Hanan Yuliansa, ., D. (2023). Pengembangan Website Desa Sebagai Sarana Sistem Informasi Potensi Wisata Desa. *Journal of Community Service*.
- Fominiene, V. B. (2016). The Importance of Tourism Websites to Tourism Services and Assurance of Their Competitiveness. *Montenegrin Journal of Economics*.
- Harahap, H. J. (kein Datum). The Importance of German Language Skills in the Tourism . *BIO LAE-Journal*.
- Ismail, M. I., & Ilyas, N. (2023). *Metodologi Penelitian Kualitatif dan Kuantitatif*. Depok: PT RAHAGRAFINDO PERSADA.



- Lalu Anugerah Wisa Anggardika, M. A. (2024). Perancangan UI/UX Pada Aplikasai wisata Lombok Menggunakan Metode User Centered Design. *Jurnal Teknologi Informasi, Komputer dan Aplikasi*.
- M. Agus Muhyidin, M. A. (2020). Perancangan UI/UX Aplikasi My CIC Layanan Informasi Akademik Mahasiswa Menggunakan Aplikasi Figma. *Jurnal Digit*.
- Malau, A. R., Naibaho, K. E., Tambunan, T. S., & Sihombing, S. (2024). Peran Tourism Website Pada Perilaku wisatawan Dalam Menentukan Destinasi Wisata (Studi ekonomi Kreatif di Sumatera Utara). *Jurnal Ekonomi Pembangunan*.
- Mare, S. S., & Aruan, L. (2025). Pembuatan Situs Web Pariwisata Berbahasa Jerman Tentang Hutan Ginjang. *Jurnal Intelek dan Cendekiawan Nusantara*.
- Putra, P. M. (2023). Pengembangan Website Bilingual Desa Sidetapa Sebagai Media Promosi Pariwisata Desa Baliaga. *INSERT: Information System and Emerging Technology Journal*.
- Rahmasari, E. A., & Haryadi, T. (2022). Kajian Interaction Design Website Museum Ranggawarsita Semarang. *Jurnal Tanra Desain Komunikasi Visual*.
- Reny Rian Marlina, W. S. (2022). Rancang Bangun Website Desa Citengah Untuk Pengembangan Promosi . *Jurnal Pengabdian dan Pemberdayaan Masyarakat*.
- Seila Tazkiyah, A. A. (2022). Perancangan UI/UX Pada Website Laboratorium Energy Menggunakan Aplikasi Figma. *Jurnal Teknologi Terpadu*.
- Sri Rezeki, S. M. (2023). Die Erstellung Einer Deutschsprachigen Website Für Tourismus Auf Der Insel Belitung. *Studia: Journal des Deutschprogramms*.
- Supriyanta, K. N. (2015). Perancangan Website Desa Wisata Karangrejo Sebagai Media Informasi Dan Promosi . *Jurnal Bianglala Informatika*.
- Syafika Shalshabilla Syani, P. Y. (2025). Developing a Bilingual Website for Jodipan Kampung Warna Warni. *Transformational Language, Literature, and Technology Overview in Learning*.
- Waruwu, M. (2024). Metode Penelitian dan Pengembangan (R&D): Konsep, Jenis, Tahapan . *Jurnal Ilmiah Profesi Pendidikan*.