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Website as a Promotional Tool for Heritage-Based Tourism: A Case Study of the Leang-Leang Archaeological Park, Maros, South Sulawesi

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Abstract

Leang-Leang Archaeological Park, located in Maros Regency, South Sulawesi, is a significant cultural heritage site known for its prehistoric cave paintings, yet its promotional and informational outreach remains limited. This study aims to develop a website as a digital platform for information dissemination and tourism promotion, enabling tourists to access comprehensive and user-friendly content. The research adopts a qualitative approach using a Research and Development (R&D) framework. Data were obtained through in-depth interviews, field observations, and document analysis to ensure the website design aligns with user needs and site characteristics. The findings demonstrate that the developed website enhances visitor experience by offering well-structured information, including historical background, site location, available facilities, and interactive mapping features. In addition, interactive elements embedded in the website encourage visitor engagement and learning. Overall, the study indicates that digital platforms can play a vital role in strengthening promotional efforts and increasing public awareness regarding the conservation of archaeological heritage. This research contributes to the advancement of digital-based heritage tourism promotion and provides a practical reference for the management of other archaeological sites in adopting technology for preservation and outreach.

Keywords: *Leang-Leang Archaeological Park; historical-based tourism; tourism website; cultural preservation; digital promotion; technology for tourism; archaeological sites*

Abstrak

Taman Arkeologi Leang-Leang yang terletak di Kabupaten Maros, Sulawesi Selatan, merupakan salah satu situs warisan budaya penting yang dikenal dengan lukisan gua prasejarah. Namun demikian, upaya promosi dan penyediaan informasi mengenai situs ini masih belum optimal. Penelitian ini bertujuan untuk mengembangkan sebuah website sebagai media digital yang berfungsi sebagai sarana informasi dan promosi pariwisata berbasis sejarah, sehingga memudahkan wisatawan dalam memperoleh informasi yang komprehensif dan mudah diakses. Penelitian ini menggunakan pendekatan kualitatif dengan metode pengembangan Research and Development (R&D). Pengumpulan data dilakukan melalui wawancara, observasi lapangan, dan studi dokumentasi untuk memastikan rancangan website sesuai dengan kebutuhan pengguna dan karakteristik destinasi. Hasil penelitian menunjukkan bahwa website yang dikembangkan mampu meningkatkan pengalaman pengunjung melalui penyediaan informasi yang terstruktur, meliputi sejarah situs, lokasi, fasilitas pendukung, serta peta interaktif. Selain itu, fitur interaktif yang disediakan turut mendorong keterlibatan dan pemahaman pengunjung. Temuan penelitian ini menegaskan bahwa pemanfaatan media digital memiliki peran strategis dalam meningkatkan promosi serta kesadaran publik terhadap pentingnya pelestarian situs arkeologi. Penelitian ini diharapkan dapat menjadi rujukan bagi pengelola situs arkeologi lainnya dalam memanfaatkan teknologi digital untuk mendukung upaya pelestarian dan promosi pariwisata budaya.

Kata kunci: *Taman Arkeologi Leang-Leang; pariwisata berbasis sejarah; website untuk pariwisata; pelestarian budaya; promosi digital; teknologi untuk pariwisata; situs arkeologi*

1. INTRODUCTION

Tourism plays a highly significant role in the global economy and has become one of the fastest-growing sectors over the past few decades. In the Indonesian context, tourism holds substantial potential as a source of national revenue, particularly through the growth of domestic and international tourist arrivals. One increasingly popular form of tourism is historical and cultural tourism, in which archaeological sites serve as key attractions. The Leang-Leang Archaeological Park in Maros Regency, South Sulawesi, is one such archaeological tourism destination with remarkable potential, featuring prehistoric cave paintings estimated to be more than 40,000 years old. This site represents tangible evidence of the long history of human civilization in Indonesia. However, despite its high historical and cultural value, the management and promotion of the Leang-Leang Archaeological Park continue to face various challenges that limit its further development.

One of the main challenges in managing the Leang-Leang Archaeological Park is the lack of effective information media capable of communicating its historical and cultural values to a wider audience, particularly tourists. At present, access to information about the site remains limited and has not been optimized to attract visitors, both domestic and international. Many tourists who may be interested in the site are often unfamiliar with important details regarding the history, meaning, and uniqueness of the cave paintings found there. Therefore, one potential solution to enhance promotion and educational outreach is the development of a website that functions as both an information and promotional medium. Such a website would not only facilitate access to information about the park's history and uniqueness but also serve as an interactive platform enabling park managers to communicate directly with visitors. In this context, the use of digital technology, particularly websites, offers an effective approach to increasing the visibility and appeal of the Leang-Leang Archaeological Park to a broader audience.

This study focuses on the design of a website as an information and promotional medium for the Leang-Leang Archaeological Park, with the aim of enhancing visitors' knowledge of the site's historical and cultural significance while supporting improved park management. The main research problem addressed in this study is how to design a website that effectively delivers accurate and engaging information to tourists while simultaneously improving the visitor experience. The research seeks to identify key website design elements that can increase visitor engagement, including relevant features such as interactive maps, photo galleries, and accessible historical information. In addition, the study discusses strategies to strengthen connectivity between park management and visitors by emphasizing the importance of interactivity in website design to support tourism promotion.

A general solution to the challenges of promotion and information accessibility at the Leang-Leang Archaeological Park is the development of digital media that can connect park managers with visitors. A website can serve as an effective tool in this regard, as it functions not only as an information platform but also as an interactive medium that allows visitors to provide feedback or communicate directly with park authorities. According to Buhalis (2003), the use of digital media in tourism, including websites, offers significant advantages in delivering information more quickly and to a global audience. A well-designed website can assist tourists in planning their visits, accessing up-to-date information, and understanding the importance of preserving historical sites such as the Leang-Leang Archaeological Park.

Previous studies suggest that effective tourism website design must be not only visually appealing but also user-friendly and capable of providing comprehensive and relevant information (Chung et al., 2015). Websites developed with strong usability principles tend to create positive user experiences and can influence tourists' decisions to visit a destination. Furthermore, tourism websites should emphasize educational content by presenting in-depth information on history, culture, and conservation, enabling visitors to better appreciate and understand the sites they visit. This educational function is particularly important for archaeological sites, where visitors are expected not only to enjoy the natural setting but also to gain insights into human history.

This research draws upon literature highlighting the role of websites as effective educational tools in tourism, especially for historical and cultural destinations. In the case of the Leang-Leang

Archaeological Park, an appropriately designed website can help raise public awareness of the importance of preserving this historical site. This perspective aligns with Weaver (2012), who argues that digital technology can enhance destination image and attractiveness while supporting environmental and cultural conservation. Nevertheless, despite the growing body of research on tourism websites, there remains a research gap concerning how optimal website design can enhance visitor engagement and contribute to the sustainability of archaeological sites.

The objective of this study is to design a website that serves not only as an information and promotional medium but also as a tool to improve visitors' understanding of the historical and cultural values of the Leang-Leang Archaeological Park. The proposed hypothesis is that a well-designed website can increase tourists' interest in visiting the site while simultaneously providing education on archaeological conservation. This research identifies essential design elements required to create an engaging and informative user experience. The scope of the study focuses on website development aimed at enhancing communication between park management and visitors and facilitating easier access to information about the Leang-Leang Archaeological Park.

Ultimately, this study is expected to contribute to the development of digital solutions that enhance the attractiveness and visibility of the Leang-Leang Archaeological Park while providing educational benefits and supporting heritage conservation. The website designed through this research is anticipated to serve as a model for other archaeological sites seeking to leverage digital technology to support their management and promotional efforts.

2. RESEARCH METHODOLOGY

This study aims to identify and formulate development strategies for community-based ecotourism at Rombeng Pine Forest, located in Bonto Lojong Village, Bantaeng Regency. To achieve this objective, a qualitative research approach with a descriptive design was employed. The qualitative approach was selected due to its capacity to explore social phenomena in depth, capture diverse perspectives from key informants, and examine community views regarding their roles in ecotourism management and environmental conservation. The descriptive method enables a detailed portrayal of existing conditions and facilitates a clearer understanding of the challenges and opportunities associated with ecotourism development in the Rombeng Pine Forest area. As an analytical framework, this study applies SWOT analysis to assess internal and external factors influencing ecotourism development (Rangkuti, 2016).

2.1. Research Approach and Design

This study aims to design a website that functions as an information and promotional medium for the Leang-Leang Archaeological Park in Maros Regency, South Sulawesi. The website is expected to enhance public awareness of the site's significance and to provide useful information for tourists interested in visiting the destination. To achieve these objectives, the study adopts a qualitative research approach using a Research and Development (R&D) design. This approach is selected because the primary focus of the research is the development of a practical product, namely a website, that can be directly implemented in the field. The R&D approach emphasizes systematic product development based on user needs and real-world conditions. In this context, the website is designed to support both tourism promotion and educational objectives related to archaeological heritage conservation.

2.2. Research Procedures

The research was conducted through a series of structured development stages that prioritize user needs, particularly those of tourists and site managers at the Leang-Leang Archaeological Park. The research process began with a needs analysis, followed by website design, development, and evaluation stages. The needs analysis stage focused on identifying information gaps and usability

issues faced by both visitors and park management. Based on the findings from this stage, the website was designed to provide relevant, accessible, and engaging content. The development stage involved implementing the designed features using appropriate web technologies, while the evaluation stage assessed the functionality, usability, and effectiveness of the website in delivering information and enhancing user experience.

2.3. Data Sources and Collection Techniques

To obtain comprehensive insights into user needs and information management practices, data were collected using several qualitative data collection techniques, including interviews, observations, and documentation analysis. Interviews were conducted with the management of the Leang-Leang Archaeological Park to gain an in-depth understanding of site management practices, particularly the challenges faced in delivering accurate and engaging information to visitors. These interviews aimed to identify the types of information that should be included on the website and the features required to ensure ease of access and user convenience. The results indicated that visitors require detailed information on the site's history, location, available activities, and the importance of heritage conservation. Field observations were carried out through direct visits to the archaeological park to examine the physical condition of the site and observe interactions between visitors and site managers. This process helped identify existing information delivery methods, limitations in on-site information access, and the availability of visitor facilities. Observations also provided insights into how visitors currently obtain information while on-site. Documentation analysis involved reviewing existing promotional materials, such as brochures, banners, and other printed media used to disseminate information about the park. This analysis helped identify strengths and weaknesses in current information presentation. In addition, historical and cultural documentation related to the archaeological site was collected and used as core content for the website development.

2.4. Data Analysis

After data collection, the information was analyzed qualitatively to support the website design and development process. The analysis focused on identifying user needs, information priorities, and functional requirements for the website. Findings from interviews, observations, and documentation were synthesized to determine essential content elements and interactive features. The website design emphasized **user experience (UX)** and high functionality, ensuring ease of navigation, accessibility, and responsiveness across multiple devices, including desktops and smartphones. Features such as interactive maps, photo galleries, search functions, and discussion forums were incorporated to enhance user engagement. Following development, the website underwent usability testing involving potential users. This evaluation assessed ease of use, effectiveness of information delivery, and overall user satisfaction. Feedback obtained from users was analyzed to identify areas for improvement, leading to refinements aimed at optimizing website performance and service quality. The methodology applied in this study adheres to the principles of Research and Development, which focus on creating and refining products that can be directly applied in real-world contexts (Sukmadinata, 2005). The resulting website is expected to contribute to tourism management and cultural heritage preservation while serving as a reference model for other archaeological sites seeking to utilize digital technology for promotion and visitor engagement.

3. FINDINGS AND DISCUSSION

This study aims to design and develop a website as an information and promotional medium for the Leang-Leang Archaeological Park in Maros Regency, South Sulawesi. The website is expected to provide more comprehensive and easily accessible information for tourists while increasing public awareness of the importance of this archaeological site. The results of this study are organized based on several research stages, including data collection through interviews, observations,

documentation, website design, and user-based evaluation during the testing phase. The following sections present the results obtained from each stage of the research process.

3.1 Results of User Needs Analysis

At the initial stage of the study, interviews were conducted with the management of the Leang-Leang Archaeological Park to identify challenges in providing information to visitors and tourists. The interviews revealed several key issues, including limited use of effective promotional media and insufficient access to information for visitors. The park management indicated that many visitors lack knowledge about the site's historical background, cultural significance, and overall importance. In addition, visitors were found to expect faster and easier access to information regarding the park's location, available attractions, and supporting facilities. These findings provided essential insights for the website design process. Based on the needs analysis, the website should include key information such as the history of the Leang-Leang Archaeological Park, location maps, detailed explanations of cave paintings, and descriptions of available facilities. Moreover, the website must incorporate interactive features that allow visitors to access information efficiently and enhance their overall experience. Therefore, the website design should prioritize comprehensive content delivery, accessibility, and visual appeal.

3.2 Results of Field Observation

Field observations were conducted to understand visitor interactions with the Leang-Leang Archaeological Park and to examine how information is currently conveyed on-site. The observations showed that visitors are particularly interested in learning about the history of the site and the prehistoric cave paintings. However, due to limited information media, visitors often lack in-depth understanding of these aspects. Visitors also expressed a need for practical information, such as directions to the site, accessibility, and optimal visiting times. The observations further revealed that supporting facilities around the park, including parking areas, restrooms, and rest spaces, require improvement to enhance visitor comfort. As a result, park management acknowledged that a website providing information on location, facilities, and historical and cultural context would significantly improve visitor experience. Consequently, the website should integrate not only educational content but also practical information, such as location maps and access details.

3.3 Documentation Results

The documentation data used in this study included existing promotional materials, such as brochures and other printed media produced by the park management. Analysis of these materials indicated that the information provided to visitors remains limited. The brochures primarily offer basic historical descriptions and lack detailed explanations of cave paintings and their broader historical context. This highlights an urgent need for more comprehensive and accessible promotional media. In addition, documentation related to the historical and cultural background of the Leang-Leang Archaeological Park was identified as essential website content. The collected data include information on prehistoric cave paintings, painting techniques, and the site's significance in human history. The findings suggest that existing promotional content must be expanded to include more detailed archaeological interpretations and cultural significance. The developed website is expected to function as a more informative and engaging platform for visitors seeking deeper knowledge of the site.

3.4 Website Design Results

Based on the user needs analysis and field observations, the next stage involved website design. The website was developed to address diverse visitor information needs while ensuring ease of access and clarity of presentation. Usability principles were applied to enable users to quickly locate information related to the park's history, location, and surrounding facilities. The website incorporates interactive features such as an accessible location map, photo galleries showcasing cave paintings and archaeological remains, and a discussion forum that allows visitors to provide feedback

or communicate directly with park management. The website was designed to be responsive, ensuring optimal performance across devices, including desktops and smartphones. Visually, the design aligns with the cultural and historical themes of the Leang-Leang Archaeological Park, facilitating intuitive navigation through content ranging from historical narratives to practical travel information.

3.5 Website Evaluation Results

Following the design and development stages, an evaluation was conducted to assess the extent to which the website meets the needs of visitors and park management. The evaluation involved potential users who tested the website. Results indicate that most users were satisfied with the website's visual design and functionality. Users reported that the website provides more complete and accessible information compared to existing promotional materials. Interactive features, particularly the location map and photo gallery, were highly appreciated for helping users better understand the site's layout and visualize the cave paintings. However, the evaluation also identified areas for improvement, including website loading speed and the need for more detailed information about tourism activities in the surrounding area. Users also expressed interest in features that facilitate visit planning, such as opening hours and ticket pricing. Based on this feedback, refinements were made to optimize the website's performance and usability. Overall, the findings indicate that the developed website effectively meets visitor needs for information and promotion. It enhances public awareness of the archaeological site and serves as an effective promotional medium, although further technical and content-related improvements remain necessary to optimize user experience.

3.6 Discussion

This study focuses on designing a website as an information and promotional medium for the Leang-Leang Archaeological Park in Maros Regency, South Sulawesi. With the advancement of information technology, websites have become highly effective tools for disseminating information about historical and cultural sites. This discussion critically examines the main findings of the study by relating them to existing literature and exploring the implications of website design in the context of heritage-based tourism.

3.6.1 User Needs Analysis

A key finding of this study is the identification of unmet visitor needs not adequately addressed by existing promotional media, such as brochures and printed materials. Interviews and observations revealed that visitors require faster and easier access to in-depth historical and cultural information. The study demonstrates that a website can address these challenges by providing structured and interactive content. This finding aligns with Buhalis (2003), who emphasizes the role of digital technologies in delivering real-time information to a broad audience. Usability considerations were central to the website design, as ease of access and clarity significantly influence user experience. The findings support Chung et al. (2015), who argue that well-designed websites enhance visitor engagement and positively influence tourism decision-making, particularly in educational and cultural tourism contexts.

3.6.2 Website Interactivity and Features

Interactivity was a core component of the website design. Features such as interactive maps, photo galleries, and discussion forums allow visitors to engage more deeply with the site. The interactive map assists visitors in identifying key locations within the park, while the photo gallery visually represents cave paintings and archaeological artifacts. Discussion forums provide opportunities for visitor interaction and communication with site managers. According to Weaver (2012), interactive features are essential for increasing visitor engagement, particularly at cultural and historical sites that require contextual understanding. These features transform the website from a promotional tool into an educational platform that enhances visitor awareness of archaeological preservation.

Nevertheless, evaluation results indicate the need for improved access speed and expanded information on nearby tourism activities to further strengthen user engagement.

3.6.3 Website Usability Evaluation

The evaluation results show that the website successfully fulfills most visitor requirements, particularly in terms of information accessibility and navigation. Users expressed satisfaction with the interactive map, which facilitates visit planning. However, technical issues such as loading speed and incomplete practical information such as opening hours and ticket prices—were identified as areas for improvement. These findings highlight the importance of responsive and fast-loading websites, especially given the prevalence of mobile device usage among tourists (Chung et al., 2015). Technical optimization, including image compression and streamlined interface elements, is crucial to improving overall user satisfaction.

3.6.4 Challenges in Information Management

One major challenge identified in this study is presenting complex historical information in an accessible and engaging manner. Archaeological narratives, including prehistoric cave paintings and artifacts, require careful interpretation to avoid overwhelming visitors with technical details. The study confirms that websites are effective tools for delivering such information, provided that content is structured clearly and supported by narrative storytelling approaches. This finding is consistent with Buhalis (2003), who stresses the importance of clear and organized information delivery in attracting tourist interest. Storytelling-based content enables visitors to grasp both factual and contextual dimensions of cultural heritage.

3.6.5 Implications of Website Design for Cultural Tourism

The website developed in this study demonstrates strong potential to enhance the visibility of the Leang-Leang Archaeological Park as a cultural tourism destination. In heritage tourism contexts, websites serve dual functions: promotional media and educational platforms that foster appreciation of cultural preservation. This study supports Weaver's (2012) assertion that digital technologies enhance destination image and attractiveness while promoting conservation awareness. By integrating educational content, the website contributes to public understanding of cultural heritage preservation and strengthens the sustainability of archaeological tourism.

3.6.6 Research Gaps and Future Research Directions

Despite its contributions, this study identifies several research gaps. One key area is the need for more dynamic content management, such as regularly updated articles or videos on recent archaeological discoveries. Future studies could explore the integration of emerging technologies, such as augmented reality (AR), to provide more immersive visitor experiences. Additionally, further research should examine strategies to enhance community involvement through digital platforms. Integrating local community perspectives into website content may offer richer narratives and promote collaborative heritage conservation efforts, ultimately strengthening the connection between visitors, local communities, and archaeological site management.

4. CONCLUSION

This study focuses on the design of a website as an information and promotional medium for the Leang-Leang Archaeological Park in Maros Regency, South Sulawesi. The main findings indicate that the developed website provides easier, more comprehensive, and more interactive access to information for tourists interested in visiting the archaeological site. The website effectively addresses the challenge of limited information availability while enhancing promotional efforts related to the importance of archaeological site preservation. Features such as interactive maps, photo galleries, and discussion forums were found to significantly improve visitor experience and engagement with the site. The implications of these findings highlight the importance of digital

technology development as a supportive tool for heritage- and culture-based tourism. The website functions not only as a promotional platform but also as an educational medium, which is essential for raising awareness and supporting the conservation of historical sites. This study contributes to the fields of tourism management and cultural heritage preservation by offering an effective and engaging model for the use of digital technology in historical tourism destinations. Future research may explore the application of emerging technologies, such as augmented reality, or greater integration of local communities in digital content management to further enrich visitor experiences. Additionally, subsequent studies could examine how the development of dynamic and regularly updated content may strengthen visitor interactivity and long-term engagement with archaeological sites.

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