

E-BOOK OF EXTENDED ABSTRACT

THE 14TH INTERNATIONAL INVENTION, INNOVATION & DESIGN COMPETITION 2025



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ARCA (ARSIP CAKRAWALA) EXPLORING HERITAGE AND WEAVING EDUCATION THROUGH LEARNING PLATFORM BASED ON HISTORICAL AND CULTURAL TOURISM

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ABSTRACT

ARCA is an innovative educational tourism program introduced in this paper, designed to address the theoretical limitations prevalent in Indonesia's formal education system by fostering experiential learning. Recognizing the growing interest in practical, interactive education, ARCA uniquely combines visits to historical sites and local Micro, Small, and Medium Enterprises (MSMEs), offering participants hands-on activities to enhance practical skills and cultural awareness. Through a comprehensive methodology encompassing competitor analysis, phased product development, and a strategic marketing plan, ARCA differentiates itself by integrating history, entrepreneurship, and local culture, further enriched by interactive technologies like Augmented Reality (AR) and gamification. The project's core purpose is to provide an engaging, applicable, and sustainable learning model that not only benefits participants but also supports local economies and contributes to the overall development of Indonesia's educational tourism sector. This approach aims to cultivate a better-prepared workforce and foster a deeper appreciation for local traditions and entrepreneurial spirit.

Keyword: Experiential Learning, Educational Travel, Sustainability

1. INTRODUCTION

In the era of globalization and digitalization, the educational paradigm is experiencing a shift from theoretical learning to an experience-based approach (experiential learning). However, Indonesia's formal education system is still dominated by a theoretical approach, limiting students' opportunities to gain practical experience that is relevant to the real world. This approach allows participants to learn directly in an interactive and engaging environment.

Moreover, the educational tourism sector in Indonesia has great potential for further development. Many students are interested in visiting educational locations such as historical sites and MSMEs where they can directly engage in the product-making process. By combining elements of tourism and education, this program provides a more holistic and enjoyable learning experience.

Following the implementation of experiential learning, interest increased by 7.8%, with the remaining 92.2% influenced by other motivational factors (Huang, 2020). These findings indicate that experiential learning provides a direct contribution to increasing interest in learning, although there are still external factors that play a role in the learning process. The ARCA concept is presented as an innovative solution that combines elements of tourism and education in one program. This program not only provides a fun and applicable learning experience for participants but also contributes to increasing industry insight, preparing a more ready workforce, and supporting the development of the educational tourism sector

in Indonesia. Thus, this innovation is expected to enrich the learning experience for participants and encourage the growth of a more inclusive and sustainable educational tourism ecosystem.

ARCA offers engaging and applicable learning experiences by combining educational travel with direct interaction at historical sites and with MSMEs. This program is designed to enhance learning interest through fun and immersive methods that extend beyond traditional classroom theory. Participants are invited to explore real-world contexts, facilitating easier understanding and knowledge retention. Through hands-on activities, such as observing production processes, creating local crafts, and engaging in historical reenactments, learners gain practical insights into entrepreneurship, culture, and heritage. This exposure nurtures creativity and entrepreneurial thinking while fostering appreciation and preservation of local traditions and historical values. ARCA also promotes the development of soft skills, including communication, collaboration, and problem-solving, through group interactions and on-site experiences. It encourages networking with local business owners, cultural site managers, and fellow participants, supporting future personal and professional growth. Furthermore, ARCA supports the sustainability of educational tourism by promoting local economies and environmentally conscious practices. The program cultivates awareness of the value of supporting MSMEs and utilizing local resources, thereby offering a comprehensive and responsible model of experiential learning that benefits participants, communities, and the broader tourism sector.

With these objectives, ARCA is expected not only to be an interesting educational program but also to have a positive impact on participants, MSMEs, and the tourism sector. This program can be a more effective and enjoyable experience-based learning model for the younger generation.

2. METHODOLOGY

Before implementing its educational travel model, ARCA recognized the importance of understanding market trends and effectively integrating historical sites and local businesses. ARCA designs programs that blend history, entrepreneurship, and culture, supported by strategic marketing and careful cost analysis. Ultimately, ARCA aims to offer an engaging, applicable, and responsible experiential learning model benefiting participants, communities, and tourism.

2.1 Competitor Analysis

- a) Evaluate competitor platforms (e.g., Big Bus Tours, Coursera, Ruangguru, and field trips).
- b) Identify gaps in their theoretical-practical learning integration.
- c) Differentiate ARCA through its unique blend of history, entrepreneurship, culture, interactive tech, and sustainable tourism.

2.2 Product Development Stages

- a) Conduct market research (surveys/interviews) to confirm interest in blended learning.
- b) Design program concept combining historical sites (Prambanan) with local production centers (batik, chocolate).
- c) Develop prototypes like "Creative Education Village" with interactive activities and an application.
- d) Perform field testing with participants, guides, and partners for validation and iterative improvements.

2.3 Product Marketing Plan

- a) Establish digital presence (website, application, social media: Instagram, TikTok, YouTube).
- b) Form offline partnerships with schools, communities, and bookstores.
- c) Implement diverse marketing activities: content, testimonials, influencers, promotions, and paid advertisements.
- d) Develop a pricing strategy balancing high sales with quality and sustainability through group rates.

2.4 Environmental Impact

- a) Assess positive educational impact on students' practical learning and cultural/entrepreneurial knowledge.
- b) Analyze economic benefits for local MSMEs and sustainable tourism.
- c) Evaluate environmental contributions through eco-friendly practices (recycling, natural destinations).
- d) Position ARCA as a catalyst for positive change in experiences, local economies, culture, and sustainability.

3. FINDINGS

ARCA represents a significant innovation in education, providing a unique and comprehensive educational tourism program. The concept combines interactive learning with direct exploration of historical places and MSMEs (Micro, Small and Medium Enterprises) which have their uniqueness. Through a learning-by-adventure approach, ARCA provides experiences that not only broaden participants' horizons but also improve their practical skills. The main function of this product is to provide an educational experience based on exploration and direct interaction, bridging participants with MSMEs and local communities for an in-depth understanding of business and cultural practices, as well as to raise awareness of historical heritage and local economic potential.

ARCA's excellence lies in its unique combination of history and entrepreneurship. Participants are not only invited to visit historical sites but also have the opportunity to witness firsthand the production process of MSMEs that have unique products and even try making the products themselves. Direct interaction with practitioners, such as entrepreneurs and historical site managers, allows participants to gain in-depth insight into aspects of culture, history, and business innovation. The experiential learning approach applied makes learning not passive, but active and based on direct experience, so that it is more interesting and easier to remember. A flexible and varied program, with various travel options according to participants' interests, as well as support for sustainable tourism, makes ARCA an attractive and responsible choice. The strategic development of ARCA is anchored by a comprehensive methodology encompassing thorough market analysis, iterative product refinement based on user feedback,

and a targeted marketing strategy leveraging digital platforms and collaborations with educational institutions. Ultimately, ARCA aims to serve as a novel model for educational passion for lifelong learning while simultaneously contributing to the sustainable development of local tourism and economies, fostering a more inclusive and sustainable educational ecosystem.

4. CONCLUSION

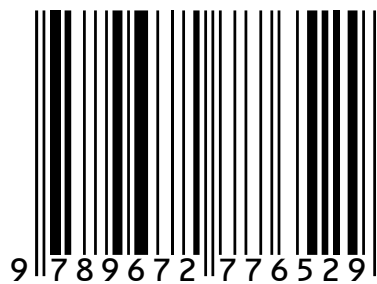
ARCA emerged as an educational innovation that combines elements of tourism and education through an experiential learning approach. This program is not only designed to increase students' interest in learning through practical experience at MSMEs and historical sites, but also to encourage creativity, entrepreneurship, and awareness of cultural and environmental preservation. Through competitor analysis, ARCA shows superiority in its unique integration of history, entrepreneurship and local culture, supported by the use of technology such as AR and interactive applications. Comprehensive product development stages, from market research to field testing, ensure that ARCA is ready to provide a holistic and impactful learning experience. ARCA's marketing strategy, which utilizes digital platforms and collaboration with educational institutions, is designed to reach the target market effectively. The program is expected to have a significant positive impact on education, the local economy and the environment, making it a sustainable and inclusive experiential learning model.

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