

Optimization of Tenjolaya Tourism Village Marketing Strategy Through Digital Technology and Social Media Utilization

Nurvita Trianasari^{a)}, Deannes Isyнуwardhana^{b)}, Ruri Octari Dinata^{c)}, Aulia Ferina Sendhitasari^{d)}

Bachelor of Science in Management Business Telecommunication and Informatics, Telkom University,
Bandung, Indonesia

^{a)} Corresponding author: nurvitatrianasari@telkomuniversity.ac.id

^{b)}deannes@telkomuniversity.ac.id

^{c)}ruryoctari@telkomuniversity.ac.id

^{d)}auliaferinass@telkomuniversity.ac.id

ABSTRACT

Tenjolaya Village, situated in the Ciwidey Region, Rancabali, Bandung Regency, possesses significant potential as a tourism village due to its natural beauty and distinctive products such as orange kalua. However, the management and marketing of this tourism village still face challenges, including the ineffective utilization of digital technology and social media. This community service activity aims to enhance the village's marketing strategy through training and assistance in digital technology and social media utilization. Involving local communities, the training covered materials on digital content management, social media-based marketing, and activity outcome evaluation. The training results demonstrated a significant improvement in participants' understanding and capabilities, as evidenced by an increase in the average score from 83.18 before training to 93.64 after training ($p < 0.05$). This activity provides hope that Tenjolaya Village can gain more recognition and attract more visitors, thereby impacting the village's economic growth.

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INTRODUCTION

Tenjolaya Village is one of the villages located in the Ciwidey Region, Rancabali, Bandung Regency. This village has considerable potential, one of which is its beautiful natural tourism. This potential can certainly be of concern because it can help manage the village to become better and more prosperous for its community. As part of the Ministry of Tourism and Creative Economy network, Tenjolaya Village also has the potential to become a tourist destination favored by visitors. Therefore, to support the progress of Tenjolaya Village, marketing development needs to be carried out so that Tenjolaya Village becomes better known by the public. One strategy that needs to be implemented is tourism village marketing to introduce Tenjolaya Village to increase the number of visitors, which will impact the village's economic improvement. This village already has a website platform that can be accessed by everyone, but public knowledge about this village is still minimal, so more massive marketing escalation needs to be done.

However, the problem faced by Tenjolaya Village is in developing tourism villages and its goal to improve the village economy, so several appropriate marketing strategies need to be implemented to help the village increase its potential. (Kotler, P. and Keller, Kevin L. 2016)

These marketing problems indicate the need for community service in Tenjolaya Village, hoping that this village can alleviate the problems it faces. The community service carried out in this village is utilizing digital technology and social media in tourism village marketing strategies. The purpose of community service is to design a good marketing system for Tenjolaya Village so that this village can be more widely known in the community to support the improvement of the village economy by increasing the number of visitors who travel to Tenjolaya Village. Keegan, Warren J & Green, M. C. (2017).

The potential possessed by Tenjolaya Village, besides souvenirs in the form of special food, namely orange kalua which is not found elsewhere, this village is also famous for its natural tourism such as camping grounds, Cipanji waterfall, and tea garden tourism. Tenjolaya Village also has potential human resources of productive age who can help implement marketing strategies with the use of technology considering that the human resources owned by Tenjolaya Village are in a technology-literate condition.

Considering the potential possessed by Tenjolaya Village and the problems faced, the solutions that can be offered to overcome these problems are:

- Development of Tenjolaya Village marketing strategy
- Utilization of digital technology and social media for Tenjolaya Village
- Training and assistance regarding marketing systems that need to be carried out in developing the potential of Tenjolaya Village

These three solutions offered are important solutions to implement given the lack of information that can be accessed by the public even though there is an official Tenjolaya Village website, but the content presented still does not support the tourism marketing of Tenjolaya Village, so other initiatives need to be carried out through social media which is more widely used by the wider community. Nursatyo & Rosliani, D. (2018).

METHOD

The method used in this community service is training. In terms of tourism villages, training in digital technology and social media utilization can help village communities improve their ability to manage and develop the capabilities of Tenjolaya village community. (Angga,2022). The methods that will be used in training the utilization of digital technology and social media in implementing marketing to enhance the potential of Tenjolaya tourism village are as Figure 1.

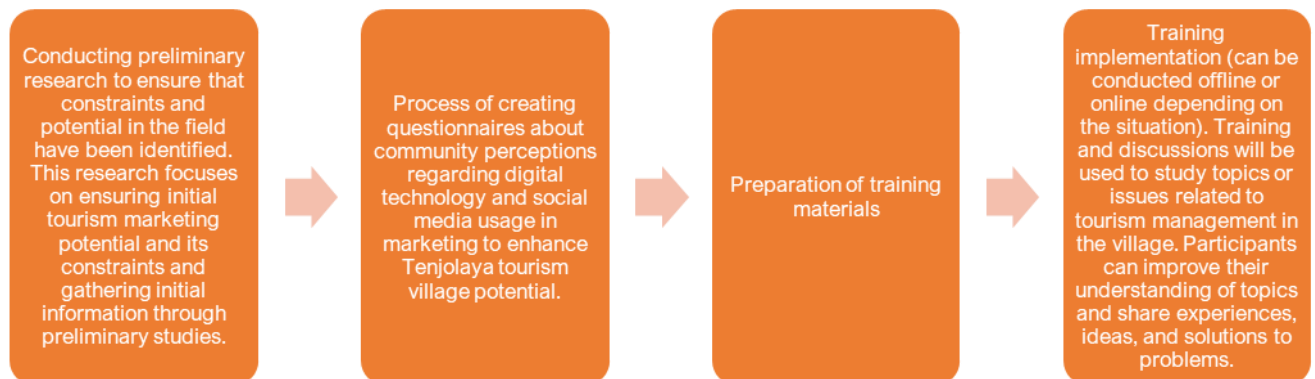


FIGURE 1. Community service activities

After activity preparation, during the activity, several data analysis-related activities will be conducted. These activities consist of several agendas, namely:



FIGURE 2. Activity stages

Data analysis consists of two stages: descriptive and hypothesis testing. Descriptive analysis is presented with mean, standard deviation, median and range, frequency distribution, and percentage. The next analysis is normality testing using the Shapiro-Wilk test since the data amount is less than 50. Hypothesis testing to compare paired research characteristics (pre- and post-test) is conducted using paired t-test if data is normally distributed and Wilcoxon test as an alternative if data is not normally distributed. The hypothesis acceptance criteria used is p-value, where $p \leq 0.05$ is statistically significant. Data obtained is recorded in special forms then processed through SPSS version 26.0 for windows. (Field, 2011).

Figure 1 shows a group photo of the Telkom University Community Service Team with Tenjolaya Tourism Village residents. Figure 2 shows documentation activities during the Tenjolaya Tourism Village Marketing Strategy with Digital Technology and Social Media Utilization in Ciwidey Region, Rancabali, Bandung Regency.



FIGURE 3. Documentation of Telkom University Community Service Team and Tenjolaya Tourism Village Residents



FIGURE 4. Documentation of Digital Technology and Social Media Utilization Training

The partners and participants in this community service are the Tenjolaya Village community who are the target, designed and arranged by Partners, Bandung Regency Tourism Office. Additionally, Bandung Regency Tourism Office will provide assistance in coordination and administration required during the community service implementation process. Partners will also participate in providing data and information needed for this activity's smooth operation. The target community, as one of the parties who will receive benefits from this activity, is also expected to actively participate in providing information and data needed in activity implementation, including being active and sincere in following the training that will be implemented to implement marketing to enhance Tenjolaya Tourism Village potential.

Furthermore, this training has sustainability potential after the first phase of training related to digital technology and social media utilization. After this training is completed, it is expected that a feasibility study of Tenjolaya Village will be conducted. This study will identify aspects of technical understanding of digital technology and social media, marketing, socio-economics, resource management, and financial management. The study results will be used as guidelines for local government apparatus. In assessing success and measuring training achievements in this community service, the community service team uses satisfaction questionnaires as a measurement tool for the conducted training.

RESULTS AND DISCUSSION

Based on the questionnaire distributed to 20 respondents, the data shows overwhelmingly positive responses across all evaluation criteria. The questionnaire used a 5-point Likert scale with the following scoring:

TABLE 1. Questionnaire Answers

POIN	RESPONSE OPTION	SCORE
a)	Strongly Disagree	1
b)	Disagree	2
c)	Neutral	3
d)	Agree	4
e)	Strongly Agree	5

Respondent feedback on the Questionnaire is represented by statements 1 (one) through 5 (five). The processing results of the statement items contained in the variables can be seen in **TABLE 2**.

TABLE 2. Respondent's Response

No	Statement	SD	D	N	A	SA	Total	Score
1	Training material meets partner/participant needs	0	0	0	5	15	20	95
		0.0%	0.0%	0.0%	25.0%	75.0%	100%	
2	Activity implementation time is relatively appropriate and sufficient	1	0	0	9	10	20	87
		5.0%	0.0%	0.0%	45.0%	50.0%	100%	
3	Material/activities presented are clear and easy to understand	0	0	0	5	15	20	95
		0.0%	0.0%	0.0%	25.0%	75.0%	100%	
4	Committee provided good service during the activity	0	0	0	2	18	20	98
		0.0%	0.0%	0.0%	10.0%	90.0%	100%	
5	Community accepts and hopes for similar activities to continue in the future	0	0	0	3	17	20	97
		0.0%	0.0%	0.0%	15.0%	85.0%	100%	
Total Score								472
Ideal Score								500
Total Score Percentage								94.40%

Total : **Total respondents, which is 20 people.**

Total Score : **(Measurement Value x Number of Respondents) + (Measurement Value x Number of subsequent Respondents).**

Example : Measurement value/alternative answer score, namely SD (1), D (2), N (3), A (4), SA (5), for statement number 1 in **TABLE 2** respondents who chose SD = 0, D = 0, N = 0, A = 5, SA = 15, the multiplication of these numbers gives a result of 95 by way of, $(1 \times 0) + (2 \times 0) + (3 \times 0) + (5 \times 4) + (15 \times 5) = 96$.

Total Score : **Sum of statement item scores.**

Ideal Score : **Number of statements x Maximum measurement value x Maximum number of respondents**

Example : $(5 \times 5 \times 20) = 500$

Total Score Percentage : **$(\text{Total Score} \div \text{Ideal Score}) \times 100\%$.**

Example : $(472 \div 500) \times 100\% = 94.4\%$.

Average Percentage : **$(\text{Total variable items} \div (\text{Total items per variable} \times \text{Highest value} \times \text{Number of Respondents})) \times 100\%$**

Example : The questionnaire variable has 5 statement items, the total score of these 5 items is 472, so $(472 \div (5 \times 5 \times 20)) \times 100\% = 94.4\%$.

The average percentage of questionnaire variables is 94.40%, when applied to the continuum line, it appears as Figure 5.

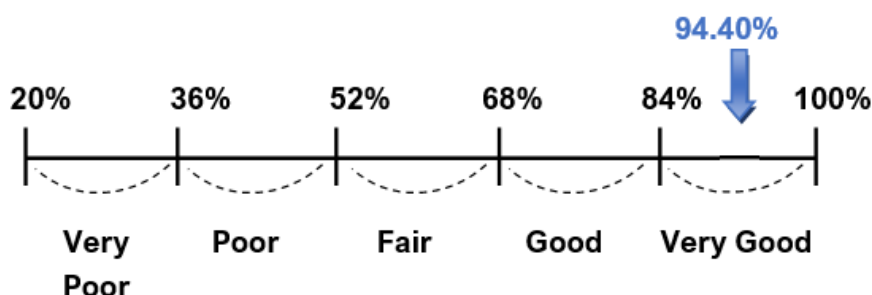


FIGURE 5. Respondent response

Based on the continuum line of average values, it can be concluded that the overall questionnaire value is at 94.4% in the Very Good category, meaning all indicators from this sub-variable were implemented very well.

On question 1 regarding 'Training material meets partner/participant needs', 5 respondents answered agree which is 25% while those who answered strongly agree were 15 or 75.0%.

On question 2 regarding 'Activity implementation time is relatively appropriate and sufficient', 1 respondent answered disagree which is 5%, those who answered agree were 9 or 45.0% while those who answered strongly agree were 10 or 50.0%.

On question 3 regarding 'Material/activities presented are clear and easy to understand', 5 respondents answered agree which is 25% while those who answered strongly agree were 15 or 75.0%.

On question 4 regarding 'Committee provided good service during the activity', 2 respondents answered agree which is 10% while those who answered strongly agree were 18 or 90.0%.

On question 5 regarding 'Community accepts and hopes for similar activities to continue in the future', 3 respondents answered agree which is 15% while those who answered strongly agree were 17 or 85.0%.

TABLE 3. Comparison of Digital and Social Media Utilization Scores Pre and Post

Variable		Group		P Value
		Pre N=22	Post N=22	
Digital and Social Media Utilization Score	Mean±Std	83.18±11.705	93.64±9.021	0.001*
	Median	90.00	100.00	
	Range	60.00-100.00	70.00-100.00	
	(min-max)			

Note: For numerical data, p-value was tested using paired T-test if data was normally distributed with Wilcoxon test as an alternative if data was not normally distributed. Significance value based on $p < 0.05$.

For Digital and Social Media Utilization Score Pre has an average of 83.18 ± 11.705 and for Digital and Social Media Utilization Score Post has an average of 93.64 ± 9.021 .

For this numerical data analysis, it was tested using the Wilcoxon test because the data was not normally distributed, namely Digital and Social Media Utilization Score. Statistical test results in the research group above obtained P value information on Digital and Social Media Utilization Score variable less than 0.05 (P

value<0.05) which means statistically significant or meaningful thus it can be explained that there is a statistically significant mean difference between Digital and Social Media Utilization Score variables in Pre and Post groups.

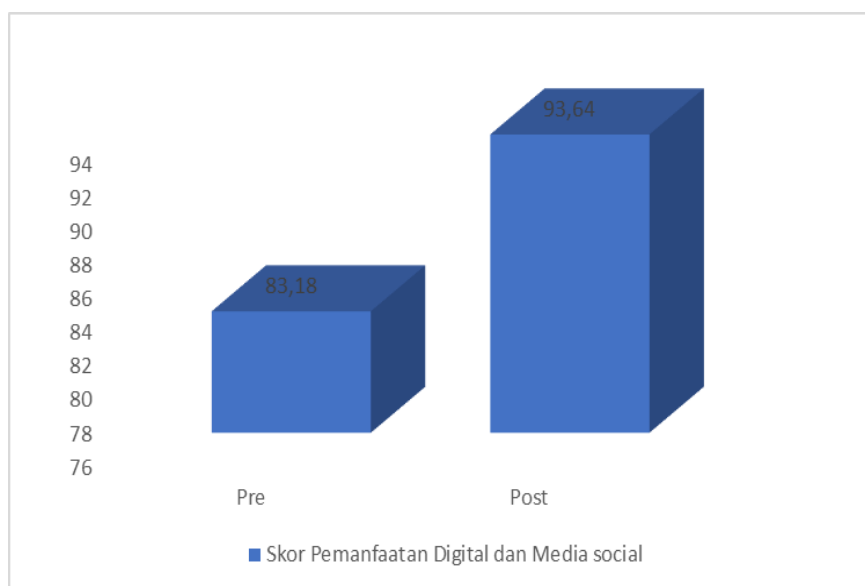


FIGURE 6. Digital and Social Media Utilization Score

CONCLUSION

The community service conducted in Tenjolaya Village successfully enhanced the community's ability to utilize digital technology and social media for tourism village marketing. This activity was effective in identifying village needs and potential, providing locally-based training, and delivering significant positive impact on the community's ability to manage and market their tourism potential. With the sustainability of such programs, Tenjolaya Village is expected to become a leading tourist destination capable of supporting sustainable economic growth for the local community.

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