Workshop AI Veo 3 Technology for Speleotourism Marketing Strategy at Buni Ayu Cave, Sukabumi

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ABSTRACT

Sustainable tourism has become a primary focus of the Ministry of Tourism and Creative Economy (Kemenparekraf/Baparekraf) to promote regional economic growth through the optimization of local potential while maintaining environmental, social, and cultural sustainability. One of the areas with high potential for sustainable tourism is Buniayu Village, Sukabumi Regency, widely recognized for its natural attraction, Buniayu Cave. The sbusiness is managed by CV. Buniayu Triartha under Buniayu Adventure & Training (BAT), which focuses on speleo-tourism integrating recreation, education, and environmental conservation. The community and management face challenges such as limited knowledge in tourism management, lack of digital marketing training, and underutilization of modern technology for destination promotion. The community service program aims to implement Artificial Intelligence (AI) technology in digital marketing strategies to enhance the visibility and attractiveness of Extreme Sport Tourism at Buniayu Cave. The initiative combines two AI-based platforms: Veo3, used to automatically produce high-quality cinematic promotional videos, and CapCut Pro AI, applied to generate creative, trend-based social media content. Through structured training sessions, of social responsibility project in workshops, and mentoring, the program enables the tourism managers to independently produce adaptive and market-oriented digital content while strengthening the destination's branding and competitiveness. By applying AI-based digital entrepreneurship strategies, this program seeks to improve the competitiveness and sustainability of Buniayu Cave tourism through optimized, engaging, and informative promotional content.

INTRODUCTION

Tourism has become one of the key pillars of Indonesia's creative economy and rural revitalization strategy (R. D. Mangruwa, 2024). In recent years, the Ministry of Tourism and Creative Economy (Kemenparekraf, 2020) has shifted its policy orientation from merely increasing tourist arrivals toward strengthening the concept of sustainable tourism—an approach that balances economic growth, cultural preservation, and environmental responsibility (Kemenparekraf, 2020). Within this framework, local tourism destinations are encouraged to develop community-based tourism (CBT) models that empower residents while maintaining ecological integrity (Alhadi et al., 2023; Giampiccoli & Saayman, 2018).

One of the most prominent examples of such community-driven destinations is Buniayu Village in Sukabumi Regency, known for its natural cave ecosystem—Buniayu Cave—and its potential for adventure-based tourism. The site is managed by CV. Buniayu Triartha, through its professional unit Buniayu Adventure & Training (BAT), which has been operating since 1992 under the philosophy of "Caving softly for the next caving." This principle emphasizes the integration of adventure, education, and conservation, aligning with the global concept of sustainable speleotourism (Cigna, 2016).

Despite its strong potential, the digital marketing practices and tourism promotion strategies at BAT remain underdeveloped. The management has relied on traditional content dissemination via Instagram and TikTok, yet the adoption of Artificial Intelligence (AI) to create dynamic and trend-driven promotional content is still limited (Novianda, Ariyanto, et al., 2025). The use of AI technologies—such as Veo3, which automates cinematic video production, and CapCut Pro AI, which enables intelligent editing aligned with audience preferences—offers significant opportunities to enhance engagement and storytelling quality. However, the limited technical proficiency of local tourism actors constrains the effectiveness of such innovations, leading to suboptimal audience reach and engagement performance (Novianda, Sari, et al., 2025; Tussyadiah, 2020).

To contextualize these challenges, the social responsibility was using the research framework that adopts a PEST analytical model (Political, Economic, Social, and Technological) as illustrated in Figure 1. This model explains how macro-environmental factors influence the evolution of a community-based tourism market, which progresses through three behavioral stages—awareness, consideration, and conversion—among potential rural tourists.
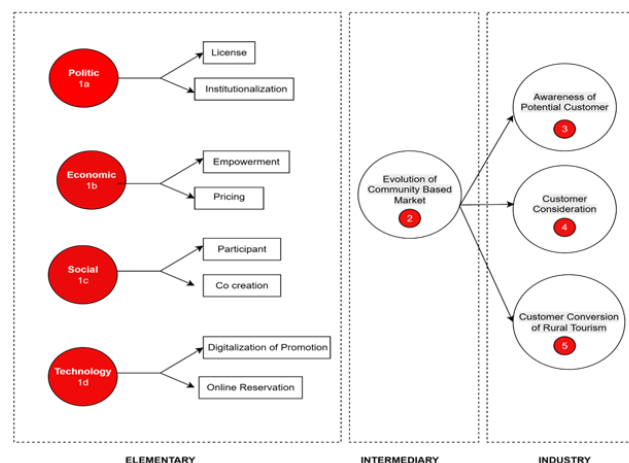

FIGURE 1. The Strategic Marketing AI framework, adapted from R. Mangruwa & Amani (2025)

Based on Figure 1 above, the political factor (1a) represents the role of government regulations and national policies supporting sustainable and community-based tourism. The economic factor (1b) involves the contribution of rural tourism to local income and the potential for micro-investment in adventure tourism. The social factor (1c) reflects the shift in consumer behavior toward more experiential and responsible forms of tourism. Finally, the technological factor (1d) emphasizes the necessity of integrating digital transformation and AI applications into destination management and promotion (Arisara, 2025).

Through the interaction of these four dimensions, a community-based market evolution (2) occurs, wherein the collaboration between technology, community engagement, and policy support creates opportunities for destination growth. This process shapes the awareness (3) of potential tourists, influences their consideration (4) through digital exposure and storytelling, and ultimately drives conversion (5) into real tourist visits (R. Mangruwa & Amani, 2025).

However, the process of attracting tourists to rural destinations, particularly those located in 3T regions (Tertinggal, Terdepan, dan Terluar – underdeveloped, frontier, and outermost areas), remains challenging. The remoteness of these destinations leads to limited accessibility, lower digital visibility, and reduced appeal among younger generations who tend to prefer urban leisure experiences. Despite these constraints, Buniayu Cave stands out for its unique combination of natural adventure, geological significance, and educational tourism value. With the strategic implementation of AI-driven digital marketing and content innovation, Buniayu has the potential to position itself as a competitive, sustainable, and community-empowered tourism destination within Indonesia's rural landscape (R. Mangruwa et al., 2022).

In this context, the Community Service Program carried out by the Telkom University team aims to bridge the gap between local tourism potential and modern technological capabilities. By providing AI-based tools, capacity-building workshops, and participatory digital strategies, this program seeks not only to improve Buni Ayu Cave promotional effectiveness but also to establish a replicable model of digital transformation for sustainable rural tourism in Indonesia (Pradana et al., 2024).

METHODS

The implementation of this community service program consisted of a structured series of training activities designed to strengthen participants' ability to utilize Artificial Intelligence (AI) tools for digital marketing. The program began with a presentation session introducing the concept of AI-driven content creation, including the functions of AI Veo3 for their relevance to destination branding and tourism promotion in the speleotourism industry. This was followed by guided practical exercises in which participants, under facilitator supervision, created sample promotional videos using AI-based workflows to experience the process of generating cinematic visuals, short-form content, and trend-adaptive marketing materials. Finally, an interactive discussion and question–answer session was conducted to address challenges encountered during practice, clarify technical aspects, and reflect on the applicability of AI tools for ongoing promotional needs. This feedback-oriented closure ensured that the training outcomes aligned to improve the digital marketing capabilities of the Buniayu tourism community.

RESULTS AND DISCUSSION

This community service activity begins on Saturday, 1 November 2025, at 09.00 WIB, Buniayu

Adventure and Training, Sukabumi Regency, West Java. The activity went smoothly and was attended by around 30 people to obtain the training. The activity begins by explaining the activities to be carried out. Before giving the training, the team gave the rundown and code of conduct:

Planning of Presentation

Timeline for presentation at Buni Ayu Cave, Sukabumi (see Table 1).

TABLE 1. Training Activities

No	Day/Date	Time	Activities
1	Saturday, 1st November 2025	09.00- 09.25 WIB	Introduction
2	Saturday, 1st November 2025	09.25-09.28 WIB	Presentation AI Veo 3
3	Saturday, 1st November 2025	09.28-10.00 WIB	Training Prompt AI
4	Saturday, 1st November 2025	10.00-10.30 WIB	Training AI Ethics
5	Saturday, 1st November 2025	10.30 - 11.30 WIB	Practical session
6	Saturday, 1st November 2025	11.30-12.00	QnA session

Organizing the AI content marketing through Veo3

Community service represents one of the core pillars of higher education in Indonesia, emphasizing the university's social responsibility in disseminating knowledge, technology, and innovation to society. As part of this mission, Telkom University conducted a structured abdimas activity at Buni Ayu Cave, Sukabumi, combining elements of technology learning and personal development in a natural and inspiring environment.

The focus of the program was to introduce participants to AI Veo 3, an advanced artificial intelligence platform capable of analysing visual data and automating video-based processes. In addition, the program integrated sessions on the technique of create a content based on AI. The combination of technical and interpersonal training reflects Telkom University's commitment to producing knowledge that is competent, adaptive, and socially engaged with the technology enhancement. The session introduced the fundamental principles of AI technology and demonstrated how Veo 3 operates in video analytics and pattern recognition. Participants are exploring the potential applications in areas such as digital marketing, sports analysis, and content automation using AI.
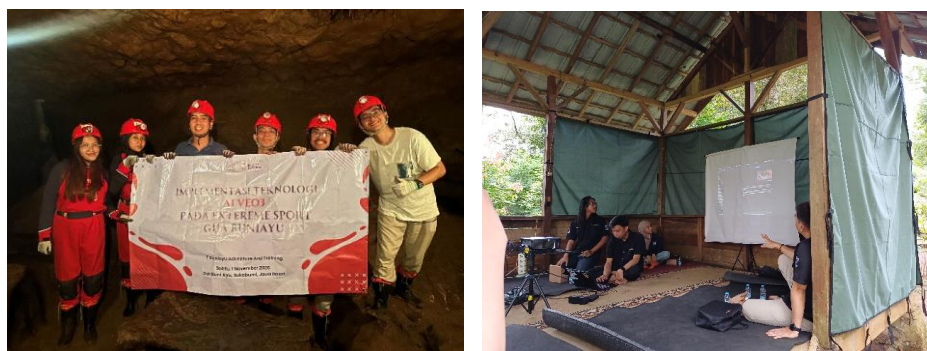

FIGURE 2. Content Preparation and Implementation

Training the prompt in AI

The community service activity conducted by Telkom University at Buni Ayu Cave, Sukabumi, focused on applying AI Veo 3 technology as an innovative tool for content marketing development in the

digital era. Through this program, participants were introduced to the technical and strategic aspects of using AI-driven video intelligence to create, analyse, and optimize marketing content effectively based on prompt AI. Veo 3 enables users to automatically capture and edit visual data, enhancing storytelling and audience engagement through data-based personalization based on a prompt given. The workshop guided participants in understanding how AI algorithms identify key visual patterns, segment audiences, and recommend content strategies aligned with consumer behaviour. The learning process combined technical training with creative communication, where students practiced producing promotional videos that reflected the local cultural and environmental uniqueness of Buni Ayu Cave as a tourism destination. By integrating prompt and applied sessions, the program strengthened participants' confidence in presenting digital content and promoting destinations through persuasive narratives supported by AI insights. The workshop initiative successfully demonstrated how AI Veo 3 can transform content marketing techniques by merging technology, creativity, and strategic communication to empower participants and local communities in advancing digital tourism promotion on a prompt AI basis.

FIGURE 3. Presentation

Training Ethics in Using AI Marketing

The community service conducted by Telkom University at Buni Ayu Cave, Sukabumi, explored not only the technical applications of AI Veo 3 in digital marketing but also the ethical dimensions of its use in promoting tourism and local culture. As artificial intelligence becomes increasingly integrated into marketing strategies, ethical considerations such as data privacy, content authenticity, transparency, and cultural sensitivity become central to responsible implementation (Hari et al., 2025). In this program, participants discussed how Veo 3's video analytics capabilities could optimize marketing content while respecting individual privacy and intellectual property rights (Hidayah et al., 2025). The use of AI-generated visuals and automated editing tools requires users to ensure that content remains truthful, non-deceptive, and aligned with ethical communication standards. Participants were also encouraged to consider the cultural integrity of Buni Ayu Cave's natural and historical heritage when producing AI-assisted promotional materials, avoiding exaggeration or misrepresentation that could lead to cultural commodification. The abdimas emphasized that ethical AI marketing involves balancing innovation with accountability—using technology to enhance storytelling without manipulating perceptions or exploiting data. Through reflective discussion and practical application, the activity reinforced the principle that ethical AI use in marketing must prioritize human values, authenticity, and social responsibility, ensuring that tools like Veo 3 serve as enablers of sustainable digital communication rather than instruments of manipulation.

FIGURE 4. Documentation of the Presentation

Participants Satisfaction

Participant satisfaction was assessed through a short post-training survey completed by all 30 attendees. Overall, respondents reported notable improvements in several key skill areas, particularly: (1) the ability to operate AI Veo3 for producing cinematic promotional videos; (2) competence in crafting effective prompts to optimize AI-driven content creation; and (3) a stronger understanding of ethical considerations in AI-supported digital marketing. Survey results indicate that most participants experienced increased confidence in developing adaptive and professional digital content, with 87% stating that the hands-on practice session was the most valuable component for strengthening their technical skills. Furthermore, 82% of participants agreed that the training materials were highly relevant to the promotional needs of Buni Ayu Cave, and 85% reported that facilitator guidance significantly helped them master AI workflows within a short time. Open-ended responses also revealed strong appreciation for the interactive and practical learning environment, which was considered especially beneficial for tourism managers who previously had limited exposure to digital technologies. Overall, the findings suggest that the training successfully met participant expectations and delivered a measurable impact on the digital competency of the Buni Ayu tourism community.

CONCLUSION AND SUGGESTIONS

The community service program implemented at Buni Ayu Cave, Sukabumi, successfully demonstrated the potential of AI-based digital marketing tools—specifically Veo3 and CapCut Pro AI—in strengthening tourism promotion and enhancing the visibility of rural adventure destinations. The structured training, consisting of material presentation, hands-on practice, and interactive discussion, enabled participants to develop practical skills in producing cinematic promotional videos and trend-adaptive short-form content aligned with contemporary digital audience preferences.

The results indicate that participants were able to understand and apply AI-driven workflows, showing increased confidence in using technology to support destination branding. This outcome highlights the importance of technology-oriented capacity building for rural tourism actors, especially in regions that require stronger digital competitiveness. The program also contributed to raising awareness about ethical considerations in AI-assisted marketing, emphasizing authenticity, cultural sensitivity, and responsible communication when promoting natural attractions such as Buni Ayu Cave.

Overall, the Abdimas initiative has created a foundational model for community-based digital transformation in rural tourism, demonstrating how AI can bridge the gap between local potential and modern promotional practices. The program is expected to support long-term sustainability by empowering local communities to produce creative, engaging, and informative content that enhances the attractiveness of Buniayu's speleotourism ecosystem.

Future programs are encouraged to include more advanced AI content development workshops so participants can refine their technical skills and explore complex creative features. Collaboration among local government, tourism managers, and universities should also be strengthened to establish a continuous digital marketing ecosystem that supports Buniayu's long-term tourism growth. Additionally, follow-up studies and periodic monitoring are recommended to assess the sustained impact of AI-based promotional strategies on visitor engagement, community empowerment, and the overall competitiveness of the destination.

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