

Digital Marketing for Village Tourism

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Abstract

The purpose of this service activity is to provide knowledge about the importance of digital marketing in the era of industry 4.0, as well as provide direct training on making videos as a medium for promotion. The object of the service activity is the entire Management of Omah Smart Farmers Tourism Object (OPP) Kandri Tourism Village and Tourism Awareness Group Managers (Pokdarwis) Semarang City. Service activities are carried out in three stages, namely the preparation stage, the implementation stage, and the evaluation monitoring stage. The results of the service activities consist of the preparation stage in the form of coordination with the Head of the Kandri Tourism Village to find out the problems that exist in the Kandri Tourism Village. The service activity was considered successful, as evidenced by the implementation stage of all participants who were targeted to attend and were very enthusiastic in asking questions during the training. Many participants asked for advice in determining the right material to promote, and various tricks to get interesting promotional media. At the monitoring stage, the service team communicates through social media to find out the development of service activities. And the evaluation stage is carried out by asking for feedback from service participants as the basis for improving further service activities. the service team communicates through social media to find out the development of service activities. And the evaluation stage is carried out by asking for feedback from service participants as the basis for improving further service activities. the service team communicates through social media to find out the development of service activities. And the evaluation stage is carried out by asking for feedback from service participants as the basis for improving further service activities.

Keywords: Digital Marketing, Tourism Village, Pokdarwis, Training

INTRODUCTION

In MPR Decree No. 11/93 concerning GBHN, which generally regulates the development of the tourism sector, namely: "Efforts to develop tourism objects and attractions as well as promotional and marketing activities, both at home and abroad, need to be improved in a planned and directed manner, integrated and effective, among others, by optimally utilizing regional and global tourism cooperation in order to improve relations between nations." The government has designed and implemented policies for the development and development of the tourism sector.

The tourism sector is a sector that is favored and relied on by the government, because it is expected to be able to stimulate economic growth, become a stimulus for the expansion of employment opportunities, empower the people's economy and expand business opportunities. In addition, the tourism sector is currently one of the leading sectors for the government of the Republic of Indonesia in obtaining foreign exchange (Taufan, Subowo, and Maesaroh 2014). The development of tourist areas can improve people's welfare by maintaining the nation's personality, religious values and preserving the function and quality of the environment (Prihanto, 2018).

Isnaningtyas, Fitriyah, and Marlina (2017) peTourism development has begun to penetrate into various aspects, such as ecotourism, sustainable tourism development, village tourism, which is an approach to tourism development so that it can be implemented in non-urban areas, as well as a forum to develop existing potential, especially in rural areas. The development of rural tourism and tourist villages is considered to open up opportunities for visits, minimize the wave of urbanization and create economic activity in the countryside so that it will be an effective instrument in encouraging the development of the social, cultural, and economic fields of rural communities, especially in the tourism sector through community empowerment which is

manifested in the form of community involvement in tourism village development (Irfipta, Sihaloho, and Sunito 2017).

Tourism village is tourism development through village and community empowerment. The existence of a tourist village makes tourism products more valuable for rural culture so that the development of a tourist village has cultural value without destroying it (Goddess 2013). Kandri tourism village developed an educational tour named Omah Pinter Petani(OPP). OPP is a non-governmental organization (NGO) in Kandri Village that oversees the field of agricultural education.

The function of OPP is as a learning tool for independent young farmer groups, as an agricultural education tourism destination for the general public, as well as an independent economic area for the Kandri tourist village. Omah Pinter Petanihas well-planned activities and work programs. Its activities are in the form of counseling and training on agriculture and plantations such as planting, care and harvesting procedures. Besides that, OPP also provides education about fisheries, how to do nursery, care to harvesting.



Figure 1. One of OPP's Educational Activities Packaged in Outbound

Omah Pinter Petani is one of the leading tourist destinations in the educational tourism sector in Kandri village, making it very potential to be further developed. From year to year the number of tourists who come to Kandri Tourism Village continues to increase. Based on data obtained, the number of tourist visits to Kandri Village reached 4,876 tourists in 2016 and continued to increase until 2019. However, the Covid-19 virus outbreak at the beginning of 2020 made sluggishness in all tourism sectors. Survey data conducted by the Central Statistics Agency in March 2021 showed that there was sluggishness in the tourism sector as indicated by the average length of stay (RLM) for star hotel guests in January 2021, which was recorded at 1.24 nights, recorded a slowdown of 0.08 points compared to RLM December 2020.

Omah Pinter Petani are increasingly feeling the impact of the COVID-19 pandemic, because the theme carried is educational tourism whose main target is students, both Playgroups / Kindergartens, Elementary Schools, Junior High Schools and High / Vocational High Schools. These students must study from home and must comply with social restrictions. This resulted in Omah Pinter Petani increasingly deserted from visitors. Besides that, another problem is the lack of promotional media and a mature marketing strategy to introduce this tourist attraction. Marketing is a very important activity in tourism development, because it can introduce tourist villages to the community so that many are interested(Komariah et al. 2019).

From the results of a survey that we conducted on 25 people, only 8 people were aware of the Omah Pinter Farmer's educational tourism site. These results illustrate the lack of information and promotions carried out by managers to promote OPP tourism objects. The purpose of this service activity is to provide digital marketing training using video and mass media as promotional media to increase tourist interest in visiting OPP tourism objects again. The hope is that in the long term, OPP will be more famous so that the increase in income will be realized.

METHOD

The main object of this service activity is the entire management of the Kandri Tourism Village OPP. However, at the request of the Semarang City Bappeda, the service participants increased from representatives of the Semarang City Tourism Awareness Group (Pokdarwis) managers. So the total service participants are 20 people. The service activity steps are carried out in three stages, namely (1) the preparation stage, which consists of coordinating with partners, determining problems, compiling an implementation schedule, preparing training materials, identifying the infrastructure needs needed at the time of service implementation; (2) the implementation stage, consisting of training activities by cooperating with resource persons who have the ability to make videos; (3) evaluation and monitoring stage,

RESULTS AND DISCUSSION

The right service activities are those that provide solutions to the problems faced by partners. Based on the results of surveys and interviews conducted with related parties, it is known that the main problem is the decrease in the number of visitors at the Omah Pintar Farmer (OPP) tourism object, Kandri Tourism Village, Semarang City. This is really concerning, considering that OPP's geographical location is close to other well-known tourist objects and is always crowded with visitors, namely the Kreo Cave Tourism Object which has a lot of historical value, and the artificial tourism object, the Jatibarang Reservoir.

From these problems the service team is interested in increasing tourist attraction through digital promotion. The extraordinary development of the internet world, with digital promotions, makes it very easy for OPP managers to introduce OPP Tourism Objects to the virtual world. Service activities are divided into three stages, namely the preparation stage, the implementation stage, and the monitoring and evaluation stage.

As an initial step in preparation for community service activities, on February 19, 2021, the service team conducted initial coordination with the Head of Kandri Tourism Village, Mr. Agus Muryanto, SH. In this coordination, it was studied about the problems faced by the Violent Tourism Village and it was found that one of them was the decrease in the number of tourists at the OPP Tourism Object. To strengthen the results of the coordination, the service team conducted a small survey to several people who live not far from the OPP location. Of the 25 respondents, almost 80% did not know the existence of OPP.

The next stage is to prepare the materials that will be taught during the training. The service team coordinated for the division of tasks, and it was determined the need to collaborate with resource persons who were experts in the field of making profile videos and Greenco Branding, one of the student MSMEs from UNNES who was accustomed to making promotional videos, was selected.



Figure 2. Training and Discussion Process

The service activity was carried out on Thursday, August 12, 2021, 09.00-12.00 at the OPP Hall of the Kandri Tourism Village. Even though we are currently in a Covid-19 pandemic, based on the request of partners and permission from related parties, the training is carried out offline by implementing health protocols. The activity began with remarks from representatives of the UNNES service team, and remarks from representatives of the OPP management. Followed by

the delivery of core material from one of the service teams, which was strengthened by the presentation of technical material by representatives from Greenco Branding.

The important material presented is the need for attractive promotional media and can take important sources as the basic material for making videos. These sources must not deceive video viewers, and can be in the form of natural resources, food, MSMEs, culture, or other interesting places.



Figure 3. Service Team and Service Participants

The service activity was considered successful as seen from the active participation of the service participants who were enthusiastic to ask questions related to making videos, and marketing them through online media. And from the results of the discussion, it is known that the weakness in making online digital marketing is the facilities and infrastructure owned. Tjiptono (2006) states that organizations need to utilize all resources to achieve goals such as human, natural, financial, technological, intellectual, time, and information. The service team provides solutions to be able to work together and collaborate with UNNES in fulfilling facilities and infrastructure in making digital marketing.

The last stage is monitoring through the whatsapp group to assess the progress of the training that has been taught as well as a medium of communication if experiencing problems. Evaluation is carried out to get feedback on the implementation of service activities, as well as improvement material for subsequent service activities.

CONCLUSION

The service activity went smoothly and successfully, seen from the number of participants who were willing to attend and the enthusiasm of the participants to ask questions and learn to make digital marketing even though it was for a limited time. From service activities, sources are obtained that can be used as basic materials to make videos, as well as interesting photos that can be promoted through online media. Suggestions that can be addressed to OPP managers and Pokdarwis Management after this service activity is the need for an IT team that is willing to manage the website and social media from OPP so that they can always present interesting news and photos that can increase visitor interest.

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