

Capacity Building for Kampung Wisata Tenun Khatulistiwa's Entrepreneurs through Digital Marketing, CHSE and Destination Exploration Training in the New Normal Era

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ABSTRACT

Kampung Wisata Tenun Khatulistiwa which was inaugurated by the Mayor of Pontianak in 2018 is one of the leading tours of Pontianak City. Currently, Kampung Wisata Tenun Khatulistiwa, which has become an icon of Pontianak City, has a gallery of attractions and weaving products called the Weaving Production House. The existence of this gallery brings through domestic and foreign communities to see the activities and works of weaving directly and freely. The implementation of Cleanliness, Health, Safety and Environmental Sustainability (CHSE) in an exhibition activity is an adaptation of changes in behavior or habits (new normal) that must be carried out by exhibition organizers to meet the needs of tourists such as clean, healthy, safe and environmentally friendly tourism products and services during the COVID-19 pandemic. The new normal condition, which is currently in the era of the industrial revolution 4.0, has also triggered more rapid development in the digital sector or digital economy. MSME actors must be able to communicate and utilize various technologies to reach the market. Digital marketing, CHSE and exploration training were community service activities that aim to increase the capacity of Kampung Wisata Tenun Khatulistiwa entrepreneurs in the new normal era. Evaluation of community service activities can be seen from the modification of one area of the village by the local community into an instagrammable spot and a number of photos of visitors that were captured while trying the attraction of weaving with traditional product tools.

Keywords: CHSE, Digital Marketing, Destination Exploration, Training, New Normal

INTRODUCTION

The new normal life is a human/society life that is always faced with the threat of COVID-19 (Muhyiddin, 2020). The wheels of the economy that must continue to run, causing the implementation of new normal habits/life is the wisest choice so that people can be productive, but security against the dangers of COVID-19 is the main concern. The new normal form that restricts movement and implements strict health protocols, encourages the acceleration of digital transformation. The economic recovery began to lead to online activities such as e-commerce. The United Nations Conference on Trade And Development (UNCTAD) stated that the new normal led to an increase in the contribution/portion of e-commerce in global retail trade from 14% in 2019 to 17% in 2020 (UNCTAD, 2021).

UNCTAD also recommended several items to developing country which are associated with readiness of digital economic participation such as rapid digization for small business, better ability to capture and utilize data, more attention to digital entrepreneurship and a stronger regulatory framework in creating and capturing the value of the digital economy. In line with the recommendations from UNCTAD, the Indonesian government has issued a policy to handle the pandemic for community and MSMEs through State-Owned Enterprises and e-commerce colaboration program called MSMEs Go-Online and MSMEs training from MSMEs activator.

Based on a study conducted by the Ministry of National Development Planning about policies to mitigate the impact of COVID-19 on MSMEs, a number of policy recommendations were obtained, including: adopting information technology in business processes, upgrading the capacity and mindset of human resource as a form of policy for strengthening MSMEs and

comprehensive MSMEs assistance programs as a form of ecosystem policy for MSMEs transformation (Bappenas, 2020).

Reflecting on the policy recommendations, comprehensive strengthening and mentoring of MSMEs in the form of providing digital marketing training and exhibition organizing training that meets the Cleanliness, Health, Safety and Environmental Sustainability (CHSE) rules, are business recovery need for Indonesian MSMEs especially Kampung Wisata Tenun Khatulistiwa's MSMEs.

Digital marketing can be defined as a number of strategies and methods that involve electronic devices or internet to connect to customers who spend their time online (Desai, 2019). Customer's choice in online shopping is strongly influenced by the relationship they have with the seller and the influence of online influencers (Sharma & Thakur, 2020). The advantages of digital marketing are cost efficiency, interactivity, strengthening the impact of marketing because the internet can increase market reach and is easy to use by MSMEs, unlimited consumer, online information is continuously available, approaches to consumers are carried out actively, discussions occur with consumers or discussion between consumers, diverse content, easier to be measured (Erick Karunia et al., 2021), adaptable and can be personalized (Todor, 2016).

In addition to online digital marketing, the availability of gallery as a place for offline shopping will complement online shopping. The function of the gallery, which was originally a place for shopping, can be transformed into a place for sharing experiences (JiHyo Moon et al, 2021). Kampung Wisata Tenun Khatulistiwa which was just inaugurated by the Deputy Mayor of Pontianak in March 2021, can be a place to share experiences of making weaving that cannot be obtained online. Potential tourist visits from local, national and international communities need to be synergized with government policies in organizing exhibitions that must comply with the rules of Cleanliness, Health, Safety and Environmental Sustainability (CHSE). The CHSE rules contain guidelines for entrepreneurs and managers, tour guides and employees to adapt to new habits. These guidelines include protocols for welcoming and serving visitors, preparing facilities for tourists, and actions that need to be taken by managers/workers/tour guides if there are cases of COVID-19 during the tour (Ariyan & Irwanti, 2021).

As one of the new destination, Kampung Wisata Tenun Khatulistiwa should improve all of their tourism aspects to embody the nine tourism charms. Embodying the nine tourism charms takes synergy from various parties so that the Kampung Wisata Tenun Khatulistiwa can become a new icon, a destination that has charm and has different character from other destinations in Pontianak and West Kalimantan in general.

Kampung Wisata Tenun Khatulistiwa area was determined on Pontianak Mayor's Decree (807/DKUMP/TAHUN 2018, November 16th, 2018). This area is located in RW 15, Batu Layang Village which includes Gang Sambas Jaya, Gang Sambas Mandiri and Gang Beringin 3 which has been delineated as an area tourism (approximately 14.38 hectares).

Until 2021, the weaving houses in that area have become 19 houses. In addition, in the same year, the Deputy Mayor of Pontianak has also inaugurated the Weaving Production House which is intended as a gallery of various handicraft products such as woven beaded crafts, decorative crafts and souvenirs from coconut shells, decorative crafts from plastic waste, knitting bag crafts from wool threads and cords, calligraphy decoration crafts and various traditional culinary crafts. Traditional dance is also expanded as one of the art attraction.

As a destination that puts forward a different character (craft production can be seen directly), Kampung Wisata Tenun Khatulistiwa seeks to introduce and increase the production of weaving crafts to both visitors who come and the general public. To increase the market share of the weaving craft, it is necessary to change/transform the way of promotion and marketing. The change/transformation in question is digital transformation. The transformation that occurs in response to changes in digital technology and increased digital competition that results in digital behavior from customers (Verhoef et al, 2021).

So far, Kampung Wisata Tenun Khatulistiwa has not optimally utilized information technology in promoting and marketing weaving craft products. Kampung Wisata Tenun Khatulistiwa can be said as a new destination, it also needs to increase the tourism charm and maximize the exploration of destinations so as to provide an attraction for visitors. Currently,

Kampung Wisata Tenun Khatulistiwa has begun to update by improving facilities and infrastructure. However, there are several supporting facilities that are not yet available such as the unavailability of tourist maps, hand washing facilities which are mandatory requirements for tourist destinations in the new normal era. At the location, there are still minimal instagrammable spots, whereas these facilities are a target for visitors who come as evidence and mementos when visiting tourist destinations. Based on the problems faced by partners, it is necessary to carry out comprehensive MSME assistance activities to meet the marketing expansion target such as increasing the capacity of business actors through digital marketing training, training on the application of CHSE and tourism exploration in Kampung Wisata Tenun Khatulistiwa area. This mentoring activity is one form of public service that must be provided by corporations and the government as an obligation to help achieve community welfare (Winarno & Retnowati, 2019).

METHOD

Based on Indonesia Republic Education and Culture Minister's Regulation (3, 2020) concerning National Standards for College Degree, community service is an activity of the academic community that utilizes science and technology to advance the welfare of the community and educate the nation's life. Therefore, lecturers who are part of the academic community are obliged to transform, develop, and disseminate knowledge, technology through community service activities, one of which is the implementation of service-oriented community service in the form of Digital Marketing Training Services, CHSE Implementation Training and Exploration Tourism in Kampung Wisata Tenun Khatulistiwa.

Kampung Wisata Tenun Khatulistiwa society had previously received digital marketing training from Pertamina, but the digital marketing social media application used at that time was Instagram. Instagram itself focuses on sharing visuals or images. The best view of instagram is mobile phone (Rizaldi dan Hidayat, 2020).

The digital transformation that occurs globally, such as changes in shopping patterns that lead to e-commerce, will not be fully adopted by Indonesia because of the unsupported ecosystem. This causes the blended marketing method, in the form of online and offline, is still the best marketing option in Indonesia.

AB Polnep community service team assessed that digital marketing training using Facebook could be a training for online marketing methods. This is due to the wide reach and large community of Facebook as Instagram's parent company. Meanwhile, to support standardized offline marketing methods, the team provided training on the application of CHSE at Kampung Wisata Tenun Khatulistiwa and exploration of tourist spots or attractions that can provide visiting tourists with experiences. Kampung Wisata Tenun Khatulistiwa society's competence and knowledge improvement is the main goal that AB Polnep community service team wants to achieve.

The implementation of digital marketing training activities, CHSE and destination exploration in the new normal era began with a survey of Kampung Wisata Tenun Khatulistiwa location. During the training, the team continued to pay attention to the health protocols which are set by the government such as the use of masks, social distancing, limited participants, and lunch box that can be taken home directly.

The training activity was attended by 30 participants who came from the local community and were dominated by young people. The series of training activities were carried out on July 31st, 2021 at 09.30 AM – 11.30 AM. The training activity was opened by the local chief and followed by digital marketing training using Facebook Ads. At the end of the session, the team distributed the CHSE pocket book and the result of tourist destination exploration that could be used as guidelines for area value adding.

RESULT

The method of training implementation was offline demonstration of Facebook Ads materials.



Figure 1. Digital Marketing Training with Facebook Ads

Practical written module was also provided to participants so that they could be used as references/guidelines during the implementation of the training. In addition, AB Polnep community service team was also provided a guidebook for the implementation of CHSE and the results of exploration of tourist spots or attractions that could provide selling points.



Figure 2. Weaving Attractions and Modification of Areas into Instagrammable Spots

DISCUSSION

Community service in Kampung Wisata Tenun Khatulistiwa comprised 3 agendas, namely :

1. The digital marketing training with Facebook Ads began by explaining the stages of changing a user into a customer (customer journey). These stages started from awareness of a product, consideration of purchasing and conversion/execution.

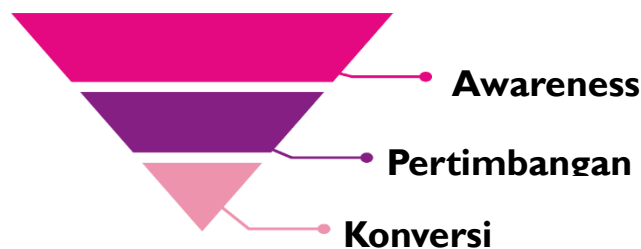


Figure 3. Customer Journey

Then the material continued with the introduction of content creation applications that were recommended by Facebook Mobile Studio and explanation of the difference between organic marketing (without paid) and paid marketing (ads). During the training session, the presenter also demonstrated the steps of instant paid digital marketing in detail.

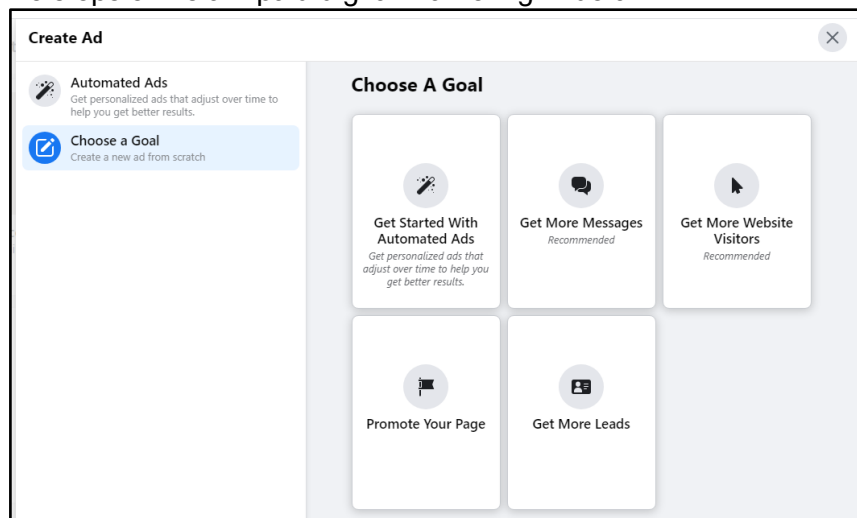


Figure 4. Facebook Page – Instant Paid Digital Marketing

In instant paid digital marketing, Facebook has prepared a number of automations or systematic steps of marketing and the use of common language structures and terms. This aims to make it easier for novice users or users who have limited understanding in the field of marketing, to keep advertising.

Users who are interested in exploring further the marketing features that Facebook has, Facebook provides a separate page or link called Ads Facebook Business Manager. On this page, users will be faced with various marketing options that are categorized into 3 types of objectives, namely attracting attention (awareness), inviting customer reactions (consideration) and executing purchases (conversion).

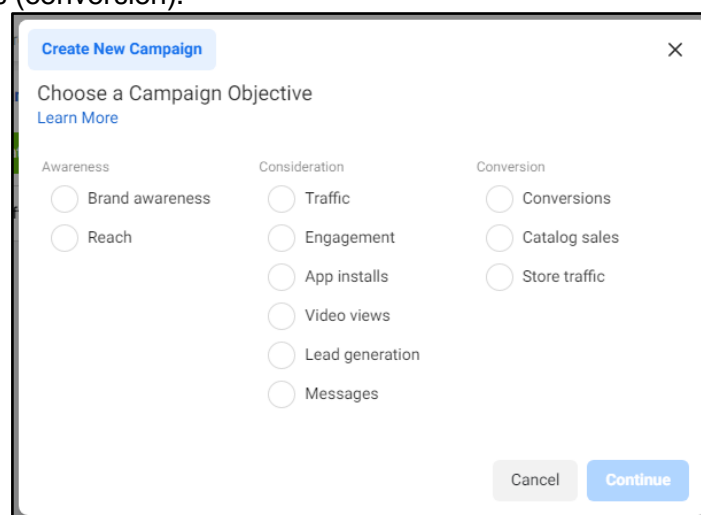


Figure 5. Facebook Page – Detailed Paid Digital Marketing

2. A short speech about CHSE was followed by the distribution of pocket books. The oration included organizing and implementing activities, management of activity venues, arrangements for supporting activities such as technicians, journalists, and provision of food and drink.
3. Education on tourist destination exploration that was held by AB Polnep community service, was about tourist spots and attractions that can provide selling points. As a follow-up to this education, the modification of village site into an instagrammable spot and an invitation to every visitor who comes to be involved in the attraction of weaving using traditional production tools.

CONCLUSIONS AND RECOMMENDATIONS

Digital marketing training with Facebook Ads, application of CHSE and exploration of tourist destinations can provide benefits to Khatulistiwa Weaving Tourism Village society especially in marketing products online and offline.

The suggestion regarding the implementation of similar advanced training is digital marketing training can be carried out in training center that has equipment facilities such as computers/laptops, so that detailed versions of paid digital marketing learning materials can be tried/practiced not only for some but for all participants.

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