

## Development of Community and Digital Marketing Based Bongo Religious Tourism Village

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### Abstract

Bongo religious tourism destinations consist of homestays, Dulanga beach, Bongo Tourist Park, Walima Emas mosque, and the Central Museum of Indonesian Wood Fossils. This tourist destination also provides a variety of souvenirs and culinary specialties of Bongo, which SMEs of Bongo Village market. These various tourism potentials are unfortunately still not widely known by tourists. The team's initial discussion with the management of the Bongo Village Tourism Awareness Group (POKDAWRIS) showed that there is a potential for tourism villages that need to be developed but is still constrained by the lack of community involvement and the knowledge and skills of human resources in marketing digital-based tourist destinations. Therefore, the solutions that we apply to deal with these problems are 1) increasing community participation, 2) making by rearranging the infrastructure of the Bongo Religious Tourism Village with the concept of a Halal Tourism Village, 3) implementing a strategy for developing local tourism wisdom in Bongo Village based on CBT and Digital Marketing, 4) increasing tourist attraction through Digital Marketing, 5) creating and managing digital marketing media, and 6) implementing program sustainability strategies. The implementation of the activities carried out included 1) dissemination of the development of the Bongo religious tourism village, 2) workshops on the development of potential religious tourism villages based on Community and Digital Marketing, 3) English training for Bongo Village tour guides, 4) the creation of website pages and applications for marketing Bongo religious tourism village, 5) training on the use of applications and websites for Tourism Awareness Groups, and 6) training on institutional and organizational management of POKDARWIS.

**Keywords:** Tourism; Religion; CBT; Digital Marketing.

### INTRODUCTION

Bongo is a religious tourism village that won second place at the Indonesian Tourism Village Award (ADWI) for developing tourism villages in 2021. Bongo Village is known as a Religious Tourism Village, which has tourism potential and attractions such as nature tourism. This Religious Tourism Village provides various natural activities such as mountains, agriculture, and marine life. The village also has another tourism potential such as artificial resources and cultural activities, such as martial arts dances (Longgo Tulaibala), bridal dances (Saronde and Tidi), dhikr (Dikili), and traditional celebrations of the birth of Prophet Muhammad SAW (Walima). Various MSMEs in traditional culinary and various local souvenirs are also available in the village. In addition, there are homestays located around Dulanga beach, the Bongo tourist park, the Walima Emas mosque, and the Central Museum of Indonesian Wood Fossils.

Unfortunately, these various potentials are still not widely known by tourists. It is evidenced by the lack of local and foreign visitors due to inexperienced human resources in marketing these tourist objects. Digitization triggers the decline of the Bongo Religious Tourism Village in the marketing aspect. Nowadays, people spend more time on social media. Therefore, technological developments require every field of business to innovate in marketing products to satisfy consumers and observe consumer behavior in online media (Sumerta et al., 2019). Today's society tends to easily use technology-based products or those marketed through technology

(Sumerta et al., 2019). For this reason, the application of digital marketing to introduce the potential of the Bongo tourism village must continue to be developed. Digitalization in the marketing transformation of community-based tourism villages in Bongo is essential in increasing tourist visits.

Based on the team's initial discussion with the management of the Bongo Village Tourism Awareness Group (POKDAWRIS), several tourism potentials need to be developed. However, it is still constrained by the lack of community involvement and the knowledge and skills of human resources in marketing digital-based tourist destinations. Therefore, the target of this program is the community involved as actors who have a role in the development of Community Based Tourism (CBT) and Digital Marketing Based Tourism. In this context, the role of the community is seen through the participation of the Tourism Awareness Group (POKDARWIS) in developing the Bongo religious tourism village to improve the economy of the village community.

This tourist village requires community-based management in Community Based Tourism (CBT). In this case, the community acts as a tourism provider, and tourists grow and develop tourist objects expected to encourage domestic and foreign tourists to visit the village (Andri. S., 2013).

According to Fandeli et al. (2013), developing community-based tourism provides the most significant opportunity for rural communities to participate in tourism development. Community-Based Tourism is a tourism development carried out entirely by the community. The idea of the activity and its management is fully elaborated by the community so that the local community can enjoy the benefits. Thus, in CBT, the role of local communities as stakeholders is the most crucial element in developing tourist villages. This role needs to be supported by the use of digital media in promoting local products to tourists to help improve the community's economy. Digital media is essential for developing Religious Tourism Villages to be better known by domestic and foreign tourists. Therefore, using digital media in marketing that can reach internet users promises a broader market. Regarding the use of social media marketing, one study proves that social media has a positive and significant influence on consumer confidence in the product or brand being marketed (Zulfikar et al., 2017).

The potential for developing Bongo religious tourism through CBT and Digital Marketing is vital through implementing the Community Partnership Program from the Directorate General of Higher Education, Research, and Technology. The team hopes that this activity can provide added value to program partners, including (1) skills in managing CBT-based and Digital Marketing-Based Religious Tourism Villages, (2) Bongo Religious Tourism Village is jointly owned by the local community so that it can help improve their economy through joint management, (3) well-organized and attractive tourist destination infrastructure, (4) availability of applications, websites, and social media to market the Bongo Religious Tourism Village equipped with a variety of local products that will attract tourists, (5) sustainable collaboration between teams and partners through the PKM program.

Based on the description, the obstacles faced by partners need to be addressed comprehensively. Therefore, the Community Service team from Universitas Negeri Gorontalo collaborated with Universitas Muhammadiyah Gorontalo to carry out Community Service activities. This program aims to realize a Community-and Digital Marketing-based Bongo Religious Tourism Village. The program focuses more on empowering POKDARWIS to realize the development of the Bongo religious tourism village through workshops, training, structuring tourist destination infrastructure, creating and managing websites and applications, and assisting the management of Community-based and Digital Marketing-based Bongo Religious Tourism Village.

## **METHOD**

Community service in Bongo Village is carried out for 4 (four) months by the PKM team from June to September 2022. The program targets are the Tourism Awareness Group and the MSME

Group for the Bongo Village community. The implementation of the program is carried out in 4 stages:

1) Preparation

Preparation includes surveying the location, obtaining permits for implementing PKM, coordinating with the authorities of Batudaa Pantai Subdistrict and Bongo Village, determining the location and participants of workshops and training, preparing a work plan for the implementing team, scheduling activities, preparing training materials, compiling modules and questionnaires, purchasing tools and materials, and conducting initial discussions regarding website design and applications for the Bongo Religious Tourism Village.

2) Implementation

This stage consists of dissemination, workshop, and training, described as follows.

a. Dissemination

This stage is to disseminate the Community-based and Digital Marketing-based Bongo Religious Tourism Village Development program. Prior to the dissemination, the PKM was initiated by the opening delivered by the Bongo Village Head.

b. Workshop

The speakers at this workshop consisted of lecturers from the implementation team and speakers who were competent in marketing.

c. Training

This stage consists of training on the use of Applications and Websites for Tourism Awareness Groups, English language training for Bongo Village tour guides, and institutional management training for Bongo Village Tourism Awareness Groups.

3) Mentoring

This stage is carried out after all programs are completed through assistance in digital marketing through websites and applications and assistance in managing the institutional management of the Tourism Awareness Group for the development of the Bongo Religious Tourism Village.

4) Evaluation

The evaluation stage is carried out through seminars to describe all programs to participants, interviews with program partners, testimonies by partners and tourists, and distributing questionnaires to partners about increasing community knowledge and skills and the level of community participation in the development of the Bongo religious tourism village.

## **RESULTS**

1. Dissemination of the PKM Program

The dissemination was carried out to explain the Community-based and Digital Marketing-based Bongo Religious Tourism Village Development program to the village government, Pokdarwis, MSMEs, and the Bongo Village community. Prior to the dissemination, the PKM was initiated by the opening delivered by the Bongo Village Head. This program is focused on the Community Partnership Program (PKM) presentation carried out at the beginning of the program on 25 June 2022. The activity was officially opened by the Bongo Village Head and attended by the Tourism Awareness Group, the MSME Group, and the Bongo Village community. This dissemination targets the community as a whole, POKDARWIS, village officials, youth organizations, and several other community groups. The aim is to inform the public about the aims and objectives of implementing the PKM program and increase public insight regarding the importance of community participation in Bongo Village in the development of the Bongo Religious Tourism Village.

2. Workshop on Development of Community-Based and Digital Marketing-Based Bongo Religious Tourism Village

The workshops carried out by the PKM team included a workshop on the Development of Community-based and Digital Marketing-based Bongo Religious Tourism Villages by speakers from higher education institutions. The workshop was held for three days, from 30 July to 1

August 2022, at Dulanga Beach, Bongo Village. This workshop aims to increase public awareness regarding the importance of community participation and digital marketing in developing the Bongo religious tourism village. The speaker at the Community Participation-based Tourism Village Development workshop was Desrika Talib, SE., MM.Par., a lecturer from the Tourism Study Program. In addition, Nikmasari Pakaya delivered Digital Marketing-based Tourism Village Development, S.Kom., M.T. Meanwhile, the tourism village marketing strategy was delivered by Yulia Puspitasari Gobel, S.E., M.Sc., a lecturer from the Accounting Study Program at IAIN Sultan Amai Gorontalo, and the management of the tourist village was delivered by Jafar Lantowa, S.Pd., M.A. The workshop went smoothly, and the community's understanding of the importance of developing a tourist village through Community Based Tourism increased.

### 3. Training

#### 1) Training on the Use of the Bongo Religious Tourism Village Application and Website

One of the training is using Applications and Websites for Tourism Awareness Groups. Prior to this training, the PKM team had designed the application and website of the Bongo Religious Tourism Village.

At the training stage, all menus were displayed to participants. They were trained to operate websites and applications, input data on tourist destinations and MSME products into websites and applications, and develop strategies to market tourist destinations and MSME products to the public through websites and applications. This training was held from 20 to 22 August 2022 in the Bongo Village Office Hall, Batudaa Pantai Subdistrict, Gorontalo Regency. The participants are members of the Tourism Awareness Group and MSMEs.

#### 2) English Language Training for Tour Guides

This community service program through English language training for tour guides has been carried out from August to September 2021 for 12 meetings in the Bongo Village office hall and the Language Laboratory of the Bongo Village Tourism Vocational School. This activity was carried out to improve Bongo Village tour guides' understanding and English skills in communicating with tourists. The training focuses on speaking skills, including language expression, vocabulary, pronunciation, grammar, and fluency. This activity involved a PKM team consisting of lecturers from Universitas Negeri Gorontalo and Universitas Muhammadiyah Gorontalo and Universitas Negeri Gorontalo Students as tutors and Bongo Village tour guides as participants.

#### 3) Institutional Management Training for Tourism Awareness Groups (Pokdarwis)

Coaching for Tourism Awareness Groups (Pokdarwis) is divided into two models: direct and indirect coaching. Direct coaching was carried out through direct interaction between the coach and the Tourism Awareness Group (Pokdarwis), such as talks, discussions, education, training/workshops, competitions, and jamborees. Meanwhile, the coaches carried indirect coaching through the use of mass media (print and electronic) and other publications.

Coaching by the PKM team to the management of Pokdarwis institutions was carried out through direct and indirect coaching. Direct coaching was carried out through Pokdarwis institutional management training for program sustainability in the development of the Bongo religious tourism village. This training involved the PKM team leader, the Pokdarwis Chair as speakers, and the Bongo Village Pokdarwis management as participants. Meanwhile, indirect coaching was carried out through mass media, websites, and the Bongo Village application to increase the number of tourists through intense marketing by Pokdarwis management, especially the marketing and I.T. divisions.

Institutional development in optimizing village potential in tourism-aware groups has a strategic role in developing tourism planning. Tourism planning must be based on conditions and carrying capacity to create mutually beneficial long-term interactions, achieve tourism development goals, improve local communities' welfare, and sustain

future environmental carrying capacity. The role of Pokdarwis will help increase community participation in developing the Bongo religious tourism village.

### **DISCUSSION**

This training program aims to improve PKM participants' skills in using the Bongo Religious Tourism Village application and website to market the Bongo religious tourism destination. In addition, to improve tour guides' knowledge and English skills in communicating with foreign tourists, the PKM team carried out English language training for 12 meetings. The training is devoted to tour guides who will be in charge of receiving foreign tourists visiting Bongo Village. The tour guide's English language ability is one indicator of realizing Bongo Village as an International Tourism Village.

To follow up the program, the PKM team held management training for the Tourism Awareness Group to revive the Pokdarwis work program for developing Community-based and Digital Marketing-based Bongo Religious Tourism Villages. The PKM team leader and Pokdarwis chairman delivered the training to Pokdarwis members. In the process, there was a discussion regarding the management of the institution's management, such as improving the structure, work program, and the realization of the Pokdarwis work program, especially related to the marketing of the Bongo tourist destination through Digital Marketing.

The various programs are intended to foster empathy and sympathy from the village government and the community regarding the importance of developing community-based and digital marketing-based tourism villages. Public awareness to increase their knowledge and skills in managing tourism through the use of websites and applications as marketing tools is essential to realizing Bongo village as an international tourism village, as expected by the regional government, village government, and Pokdarwis. Therefore, training on websites and applications, English language training for tour guides, and Pokdarwis institutional management training were conducted to develop community-based and digital marketing-based Bongo religious tourism villages.

### **CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of the PKM, it can be concluded that the program has a positive impact on the target community. The various benefits obtained are 1) the management of the village has increased the public's insight to participate in the development of the Bongo religious tourism village; 2) public understanding of the digital marketing-based marketing has increased; 3) English speaking skills of tour guides has increased, 4) Pokdarwis knowledge and skills in managing institutions has increased with the division of tasks to utilize websites and applications in marketing tourist destinations and MSME products. Implementing the activities was highly appreciated by the participants, as shown by the community's enthusiasm at the training and mentoring stage.

This program also produces several recommendations: 1) The program needs to be followed up by the Bongo Village government by facilitating the Tourism Awareness group to work independently in managing Pokdarwis for the development of the Bongo Religious Tourism Village; 2) the sustainability of this program needs to be supported by relevant stakeholders; 3) This activity is expected to help improve the quality of work of all parties, especially Pokdarwis, Youth Organizations, MSMEs, and the Bongo Village community.

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APPENDIX


 <p>The Walima Tradition: Serving Bongo Kolombengi Cakes</p>	 <p>Tourism Village SMEs: Bongo Special Bubohu Cooking Oil as Souvenirs</p>	 <p>Tourism village SMEs: Bongo souvenirs</p>
 <p>The Walima Tradition of Bongo Village</p>	 <p>Walima Emas Mosque</p>	 <p>Bongo Travel Lodge</p>
 <p>Dulanga Bongo Beach</p>	 <p>Dulanga Bongo Beach</p>	 <p>Bongo Village Beach Panorama</p>
 <p>Bongo Religious Tourism Park</p>	 <p>Bongo Tourism Village Homestay</p>	 <p>Bongo Religious Tourism Park</p>

Figure 1. Bongo Religious Tourism Village Profile Documentation





**Figure 2.** PKM Program Dissemination



**Figure 3.** First Workshop





Figure 4. Second Workshop



Figure 5. Third Workshop



Figure 6. Bubohu Bongo Religious Tourism Village Application Design



Figure 7. Bongo Religious Tourism Village Website Display



Figure 8. First Meeting of Application and Website Usage Training



Figure 9. Second Meeting of Application and Website Usage Training



Figure 10. Third Meeting of Application and Website Usage Training







Figure 11. English Language Training for Bongo Village Tour Guide

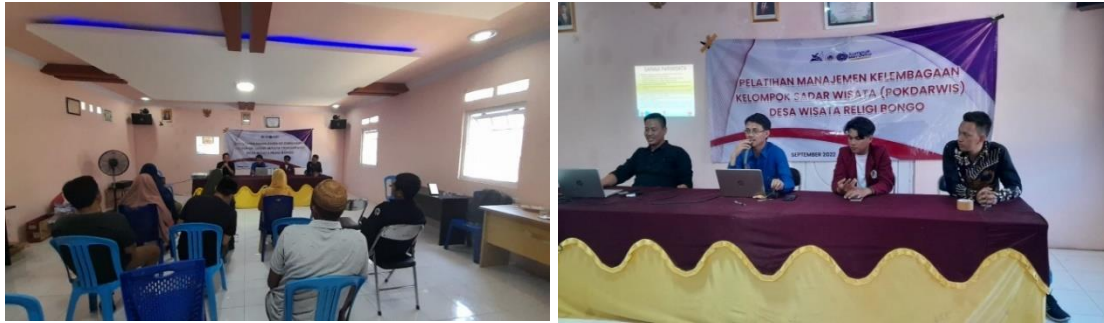


Figure 12. Bongo Village Pokdarwis Institutional Management Training



Figure 13. Dulanga Beach in Bongo Religious Tourism Village



Figure 14. Bubohu Religious Park in Bongo Religious Tourism Village



Figure 15. Walimah Emas Mosque in Bongo Religious Tourism Village