

Cultural Conservation Digital Promotion Training for Persada Vocational High School Students in Pamalayan Village, Bayongbong District, Garut Regency

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Abstract

The Kabuyutan Ciburuy site is a cultural heritage that is still unknown, let alone widely known. A few residents, especially students, haven't learned or gone to that place. Thus it is necessary to introduce and promote efforts, to maintain the existence of cultural heritage because when it is forgotten, the historical evidence will slowly disappear. The purpose of holding this community service is to improve and introduce digital promotional media that can be used as a medium in promoting Cultural Heritage in Pamalayan Village, Bayongbong District, Garut Regency. The method used in this service is to provide assistance and training. The training is carried out for seven days by providing material and direct practice related to photography, videography, writing blogs, and managing social media. Some things that can motivate residents, especially students, in promoting cultural heritage include: (1). Creating websites and social media accounts for promotional sites; (2). Provide an understanding of the potential of the Ciburuy Kabuyutan Site; (3). Forming a culture-based community to maintain consistency in efforts to promote cultural heritage. The result of this activity is the awakened understanding of the audience about the digital world, especially in the digital promotion process, marked by an increase in the percentage of post-test results, from 41% to 85%. Several partners have also been able to independently create written works that have been published on the website and also social media from the Ciburuy site that has been made. As well as the establishment of a culture-based community called the Sadaya Community.

Keywords: Promotion of Historical Sites, Local Wisdom, Cultural Heritage.

INTRODUCTION

The Kabuyutan Ciburuy site is one of 73 Sundanese cultural heritages with an educational background in Indonesia (Alim, 2021). This site is located in Pamalayan Village, Bayongbong District, Garut Regency, and is a historical heritage from the time of King Siliwangi and then continued by his son Prabu Kiansantang, at that time this place was used as a place of education, which is equivalent to a school today. This historical heritage is in the form of a settlement consisting of 3 distinctive buildings, namely Bumi Patamon, Leuit, and also Bumi Padaleuman, as well as several other areas such as Saung Lisung, Forest of Prohibition, Batu Pangsolatan, and Pangalihan. This Ciburuy site is included as a cultural heritage. Based on Article 1 Number 6 of Republic of Indonesia Law No. 11 of 2010 concerning Cultural Conservation, which contains a description of cultural heritage that has a geographical spatial unit and there are two or more cultural heritage sites that are close together or have unique/distinctive characteristics in their spatial layout. (Prihantoro, 2019).

From the results of observations that have been made, the location of the Kabuyutan Ciburuy Site is currently unknown. In fact, not all residents themselves know and understand this historical heritage. This is indicated by the results of a survey conducted on students and the general public, where only 8 out of 20 respondents knew the existence of the Ciburuy site, and all respondents did not know its history.

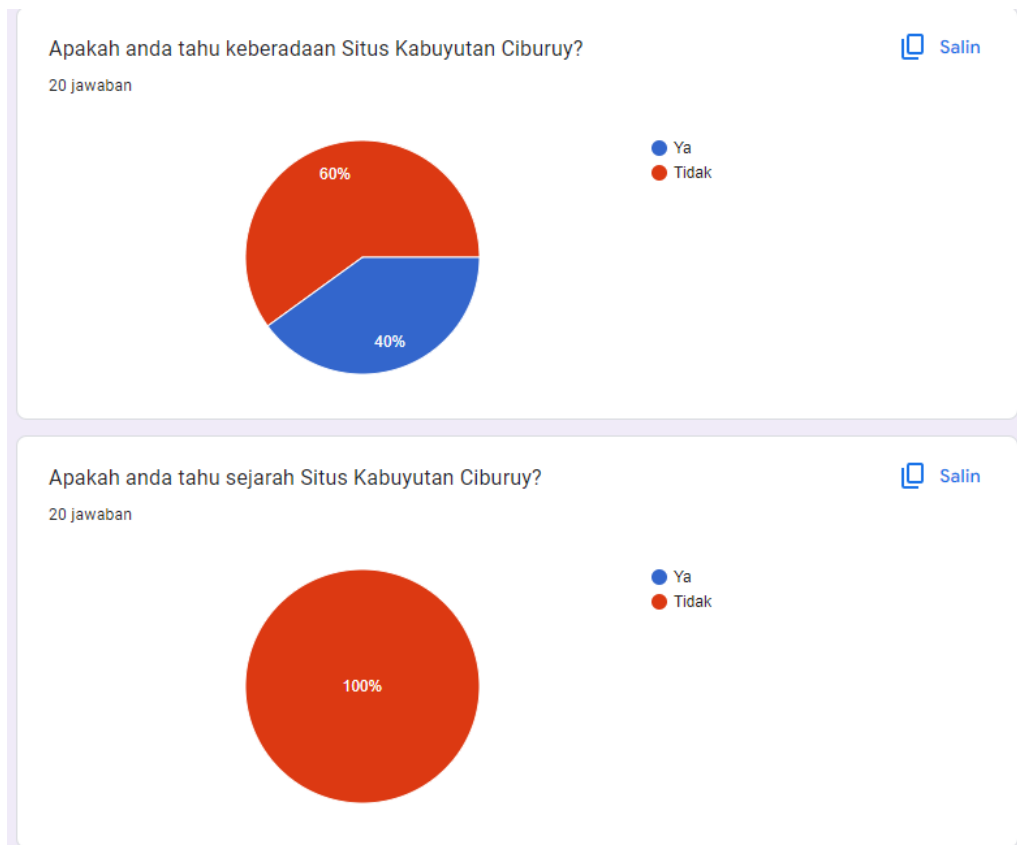


Figure 1. Questionnaire results
(Source: author documentation 2023)

Students are still not motivated enough to learn about the place, so the potential for this cultural heritage to be forgotten is very high. They will understand that history is only a relic of the past that does not need to be studied and preserved. Not only limited to shadows or stories but can be seen directly (Jayusman, 2018). After the desire to study and protect heritage is lost, gradually, they will perceive history only as a story, not as an event, so history will begin to be forgotten and lost.

The results of the pretest showed that only 2 out of 11 students who attended school in the site area had entered the historical heritage area, while the other students visited it for the first time during the training. The test results also illustrated that the 11 representative students were still not familiar with the Cibury site itself, even though their homes were not that far away, and access was very easy. In addition to their lack of understanding of historical evidence, they also still need knowledge of promotional media, especially in the digital world, so that they can also help disseminate information specifically about the cultural heritage of the Ciburuy Site.

In today's digital era, creative and innovative thinking is needed to keep abreast of the times (Puspawati & Ristanto, 2018). Besides the need for creativity, the digital world provides many benefits, such as the ease of obtaining information, mass or audience, as well as a place for social interaction. One of the other benefits of the digital world is that we can use it for media or promotional sites, which are often known as Digital Promotion. Through digital media such as social media, the web, the internet, and others, something can interact widely from various circles. (Izagi & Prayoga, 2022)

Digital promotion is a promotion process involving interactive media and internet media in connecting informants or information sources with the audience of the information (Rianingtyas & Wardani, 2018). With this promotion technique, we can disseminate information in a fairly fast process, and it is easily accessible to the audience (Abidin et al., 2022). In this digital world, social media and websites can become digital places for promotion by sharing content in the form of writing, photos, videos, and other multimedia content. (Warmayana I, 2018).

The Cibury site itself still doesn't have a website or official account that can be used to disseminate information because, with a lot of understanding and things that need to be explained in more detail, it causes a lot of news that is a little different from what is in the site area, so digital media is needed to be used as a place for clarification or a place for exposing facts from reporting on myths that are slightly different from the facts. Websites are also very necessary to be known in the digital world for individuals, businesses, companies, and education, including culture (Sunardi et al., 2022).

Based on the description above, promotion is certainly needed to get a broad reach for this Kabuyutan Ciburuy Site so that this historical heritage can be widely known by other communities, thus offering a solution from servants by holding community service to assist and training representatives from residents to be able to produce content to fill digital promotional media, besides that representatives, are also trained to be able to manage websites and official social media from the Kabuyutan Ciburuy Site which will be created later. (Yuliati, 2018). With this solution, it is hoped that this historical heritage will continue to exist and be known by future generations.

METHOD

This community service activity is carried out using mentoring and training methods, namely: training in the form of presenting training material, practice, and implementation of the knowledge learned (Sutarna et al., 2019). Evaluation is carried out at the end of the activity by filling out a questionnaire for indicators of goal attainment if there is an increase in value where participants can fill out a survey of at least 80% of the total questions.

The participants in this activity were 11 representative students from SMK Persada Bayongbong, who were selected through a purposive sampling technique by determining specific characteristics according to the objectives of the activity so that they were able to answer the problems in the background earlier (Jayusman et al., 2019).

ACTIVITY FLOW CHART

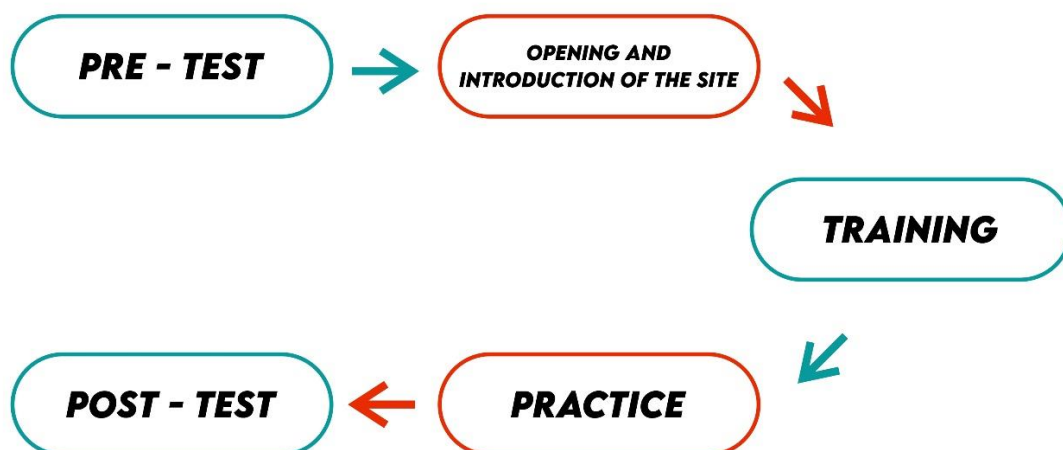


Figure 2. Activity Flowchart
(Source: author documentation 2023)

This PKM was carried out at the Kabuyutan Ciburuy Site, Pamalayan Village, Bayongbong District, Garut Regency, for 15 days from 28 March – 13 April 2023, consisting of 7 days of training activities on Photography, Videography, and Blog Writing, and the other eight days were used for observation before training and evaluation after completion. The schedule of activities will be summarized in the following table:

Table 1. Schedule of Activities

No	Schedule	March			April												
		28	29	30	1	2	3	4	5	6	7	8	9	10	11	12	13
1	Participant Pretest (Identification)	■	■														
2	Discussion	■	■	■	■	■											
3	Opening and Introduction of the Site						■										
4	Photography training						■										
5	Videography training							■	■								
6	Write training									■	■						
7	Social Media Management training										■	■	■				
8	Bukber and Community inauguration												■				
9	Participant Postest (Evaluation)													■	■	■	■

The flow of an implementation of the Cibury Site cultural heritage digital promotion training activities can be seen in the following figure:



Figure 3. The flow of an implementation (Source: author documentation 2023)

The following is a description of the flow of an implementation of cultural heritage digital promotion training activities in Pamalayan Village, Bayongbong District, Garut Regency.

Partner Survey

The survey was conducted to observe any problems that occur at the target object, namely the Kabuyutan Ciburuy Site. Then determine, the participants by selecting them using a purposive sampling technique. This survey was conducted on March 28, 2023.

Pretest

After conducting a survey and determining participants, the next step is to conduct a pretest using the questionnaire method, where participants who are representatives of partners will fill out a questionnaire about the issues to be raised. This pretest will be held on March 29, 2023.

Coordination with the Site

After the pretest is carried out, the servant coordinates with the site to determine the time and place for the activity.

Implementation of Activities

The training activities were carried out for seven days from 3-9 April 2023, by providing material and hands-on practice on photography, videography, and blogging.

Evaluation

At this stage, the servant evaluates the activities that have been carried out for the past 7 days by giving a questionnaire which can be called a post-test. Apart from doing the post-test, the servant also observed participants managing websites and social media from the Ciburuy site. This evaluation takes place from 10-13 April 2023.

RESULT AND DISCUSSION

PKM was held for 7 days from 3-9 April 2023, by a team of volunteers consisting of students from the Faculty of Communication and Information, University of Garut, Garut Regency Discipline Literacy Activists, and one of the Karang Taruna in Bayongbong District. The implementation is divided into 7 Sessions with 3 main materials, namely photography, videography, and Blog Writing, with activity descriptions as follows:

Photography Training

In this photography training, participants were given material on basic and intermediate photography techniques. In the basic material of photography, maybe all the participants understood it, but in the intermediate material of photography, almost all the participants did not understand it (Halim & Anggraini, 2021). The material presented relates to the Exposure Triangle, Photo Composition, and Introduction to the Types of Cameras and how to operate them. This training was carried out in Sessions 1, 2, 3, and 4.

Videography Training

At the videography training stage, the material presented was not far from the previous training, namely the basics of videography, which would later be applied to assignments. The material relates to terms in videography, camera settings, shooting techniques, and composition in videography (Susanti et al., 2021). Videography training is carried out in Sessions 2,3, and 4.

Blog Writing Training

In addition to photo and video training, this activity was also complemented by online article writing training to later fill out the website of the Ciburuy Kabuyutan Cultural Heritage Site. The material presented was regarding interview techniques to gather information for writing material and then understand how to write on blogger.com and arrange writing to be posted on the website. (Juanita et al., 2021). This training lasts from Sessions 3, 4, and 5.

Session 1

Session 1 was held on Monday, April 3, 2023, in the Ciburuy Kabuyutan Site area, with the opening of the PKM, which was attended by Garut University FKOMINFO Students, Garut Regency Discipline Literacy Activists, Kabuyutan Ciburuy Site Kuncen, Activity Participants, and Service Team. There were two materials presented at session 1, namely: (1) Introduction to the Kabuyutan Ciburuy Site; (2) Basic Materials of Photography and Operation of Mirrorless Cameras. as well as evaluating by holding an interactive test using the Kahoot. It web to find out how far the material is acceptable as well as ice-breaking.



Figure 4. Opening the Training Program
(Source: author documentation 2023)

Session 2

Session 2 was held on Tuesday, April 4 2023 in the Ciburuy Kabuyutan Site area, providing material related to videography, types of cameras, photography, and videography techniques. At the end of the activity, a re-evaluation is carried out by giving group games that will explore the site area where several posts have been determined, and at each post, participants will be asked questions related to the material that has been presented.



Figure 5. Explaining the material
(Source: author documentation 2023)



Figure 6. Daily Evaluation
(Source: author documentation 2023)

Session 3

Session 3 was held on Wednesday, April 5 2023 in the Ciburuy Kabuyutan Site area, where in session three, participants began by practicing videography with material previously presented. After that, the participants were trained to write blogs to fill out the website from

the Ciburuy Site. Participants were also given the task of taking photos and videos, the results of which would be uploaded on the social media site Ciburuy.



Figure 7. Practicing Photography and videography
(Source: author documentation 2023)

Session 4

Session 4 was held on Thursday, April 6 2023 in the Ciburuy Kabuyutan Site area, with activities taking videos and conducting interview sessions with the site Duncan to dig up information as writing material on the website.



Figure 8. Interviewing the caretaker
(Source: author documentation 2023)

Session 5

Session 5 will be held on Friday, 7 April 2023, in the Ciburuy Site area with the agenda of forming a committee and developing a concept for the number at the end of the meeting, which will be attended by guests from students, university students, and other public groups as well as the formation of a Culture-Based Community.



Figure 9. Creating the crew and preparing for the closing event
(Source: author documentation 2023)

Session 6

Session 6 will be held on Friday, 8 April 2023, in the Ciburuy Site area with the agenda of collecting assignments that have previously been ordered to be prepared to be broadcast to guests who will attend the final session. Besides that, the participants who have become the committee also prepared the needs for the last session.

Session 7

Session 7 was the last session which was held on April 9, 2023, at the Kabuyutan Ciburuy Site, with closing activities starting with an introduction to the environment of the Ciburuy Site, then forming a cultural care community, as well as breaking fast together, which was attended by representatives of Persada Bayongbong Vocational School students, Students of SMKN 9 Garut, Al-Istiqomah Vocational School, and Assalam Vocational School as well as representatives from Garut University Students, Pamalayan Village, Garut Regency Dispusip Literacy Activists, and Ciburuy Site Kuncen.



Figure 10. Guiding the visitor participation
(Source: author documentation 2023)



Figures 11 and 12. Bukber and closing
(Source: author documentation 2023)

The implementation of training is also influenced by several factors, both supporting factors and inhibiting factors. One of the supporting factors that helped run the event smoothly was the good reception from the various parties involved, as well as the enthusiasm of the participants, which provided additional motivation to complete this training. In addition to these supporting factors, there are several inhibiting factors, one of which is the lack of a team of speakers so that it takes longer than one practice material because the large number of participants is not comparable to the team of speakers, so some material is not delivered due to lack of time.

In the implementation of this training, of course, there was a change in the participants' knowledge and understanding of some of the material presented, namely the Kabuyutan Ciburuy Site, Technology and Social Media, Photography, Videography, and Blogging or Websites. As shown in the table below, from the 11 participants who knew the material on average, 41% before the training, then their understanding of the material increased to 85%. This means that there is an increase in participants' understanding of the material presented to support the digital promotion process of the Kabuyutan Ciburuy Site cultural heritage, thus, it can be concluded that the results of measuring the effectiveness of the training have been quite successful and achieved the goal. (Praseptiawan et al., 2021) .

Table 2. Capacity Change Indicator (Participant Response)

No	Training materials	Capacity Change Indicator (Participant Response)	
		Know	Do not know

		Pre-tset	Post-test	Pre-tset	Post-test
1	Situs Ciburuy	68%	84%	32%	16%
2	Teknologi dan Media Sosial	67%	92%	33%	7%
3	Fotografi	39%	89%	62%	11%
4	Videografi	18%	80%	82%	20%
5	Blogging	11%	78%	89%	22%
Average		41%	85%	60%	15%

Some of the results obtained in this Community Service activity are as follows:

- Increasing participants' understanding of the Digital World, especially in the field of Multimedia and Websites.
- Increased understanding of participants about the Ciburuy site, having never previously known anything about the Ciburuy site.
- Participants can produce content to fill social media and websites.
- Creating the Sitsu Kabuyutan Ciburuy Website with the address [www. situsciburuy.com](http://www.situsciburuy.com) along with images from the website page of the Ciburuy Site:



Figure 13. Interface of www.situsciburuy.com

(Source: author documentation 2023)

- Create an Instagram social media account with the username [@situsciburuy.id](https://www.instagram.com/situsciburuy.id) following the appearance of the Ciburuy Site Instagram account:

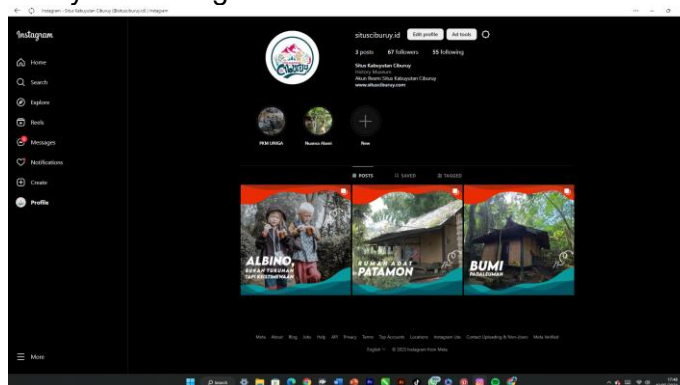


Figure 14. Interface Instagram account of [@situsciburuy.id](https://www.instagram.com/situsciburuy.id)

(Source: author documentation 2023)

- Participants can write for the Ciburuy Site website.
- A culture-based community is formed with the name Sadaya Community, which is expected to maintain friendships to continue to foster enthusiasm for preserving culture, not only the Ciburuy site but all Indonesian culture.



Figure 15. Community strengthening
(Source: author documentation 2023)

- The Ciburuy site can be recognized and reached by a wider audience, as seen from Instagram insights and also the website, which has reached hundreds of people, even though it has only been published for some time.

In this dedication, the author uses the Diffusion of Innovation Theory, which, according to Zikri Fachrul Nurhadi, in his book entitled Contemporary Communication Theory, explains that the mass media have different influences at different points in time. Starting from creating knowledge to influencing the process of adoption or rejection. (Nurhadi, 2017). In the Innovation Diffusion Theory, something new will make people want to know more about it and make someone willing to disseminate more about that new thing. (Ratu et al., 2018). In line with the activities that have been carried out, the audience of this digital promotion training adopts innovation, marked by re-dissemination or reposting of content from the website and social media of the Ciburuy Site. This is influenced by the effect of the innovations made, where the website and social media of the Ciburuy Site are new things for the people of the historical area, therefore the Kabuyutan Ciburuy Site is reached by more people, especially through digital media.

CONCLUSION

After the activity was carried out, it can be concluded that the participants had experienced an increase in understanding of the material presented about the digital promotion process for the Kabuyutan Ciburuy Cultural Heritage Site, marked by an increase in the percentage of post-test results from 41% to 85%. Some students have also been able to write papers that have been published on websites and social media from the Ciburuy site. In addition, the implementation of this training also resulted in a culture-based community, which was named Sadaya, with the hope of being able to maintain consistency in promoting culture in Indonesia. In this way, the purpose of holding this activity has been achieved, where the cultural heritage of the Ciburuy Site has been successfully promoted in digital media, and participants have been able to produce works to be uploaded in digital media.

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