DIGITAL MARKETING STRATEGY NAVIGATION ASSISTANCE IN AN EFFORT TO STRENGTHEN CIGADUNG VILLAGE AS A SUSTAINABLE CREATIVE TOURISM DESTINATION

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Abstract

The evolution of tourism as a result of the COVID-19 epidemic is inextricably linked to technological advancements in the digital era. Tourist interest in alternative tourism is a potential for tourist villages to expand at present time, but with limited human resources, tourist villages have obstacles in being recognized by the larger community. This difficulty may be solved by leveraging digital marketing, with the awareness that academics play a vital role in collaborating with tourism villages in order to achieve the welfare of local citizens. This study was conducted using training and mentoring methods for the manager of the creative tourism village of Cigadung where the process was carried out for one year starting with preparation, training, implementation, and mentoring. The findings revealed that training without practice and mentoring has no effect on local residents' ability to develop their tourism village; thus, the mentoring carried out has a significant impact on assisting local residents' difficulties in advancing the creative tourism village of Cigadung, which has a lot of tourism potential. In this assistance, managers are provided an awareness and aid regarding push and pull marketing using social media, blogs, and websites. The implementation of this assistance is expected to be a reference for academics in providing community service, where implementation and practice are the main things and are significant enough to have an impact in advancing the welfare of tourist villages compared to just doing the theater without getting real responses from local residents of tourist villages.

Keywords: Sustainable Creative Tourism Destination; Navigating; Digital Marketing Strategies; Tourism Village.

Abstraks

Perkembangan pariwisata yang mengalami pergeseran perilaku wisatawan akibat dari pandemi COVID-19 berkaitan erat dengan perkembangan teknologi di era digital. Ketertarikan wisatawan dengan wisata alternatif menjadi potensi bagi desa wisata untuk dapat berkembang saat ini, namun dengan keterbatasan sumber daya manusia yang ada menyebabkan kesulitan desa wisata untuk dapat dikenal oleh masyarakat luas. Keterbatasan tersebut dapat ditanggulangi dengan

memanfaatkan era digital yaitu dengan pemasaran secara online, *memahami hal ini akademisi memiliki peran yang penting untuk dapat bersinergi dengan desa wisata untuk dapat mewujudkan kesejahteraan bagi warga lokal. Studi ini dilakukan dengan metode pelatihan dan pendampingan kepada pengelola kampung wisata kreatif cigadung dimana proses dilakukan selama satu tahun dimulai dengan persiapan, pelatihan, pelaksanaan, dan pendampingan. Hasil implementasi pengabdian ini menunjukan bahwa pelatihan tanpa diiringi praktek dan pendampingan tidak memberikan pengaruh yang efektif bagi warga lokal untuk dapat mengembangkan desa wisatanya, sehingga pendampingan yang dilakukan memberikan dampak yang cukup membantu kesulitan warga lokal dalam memajukan kampung wisata kreatif cigadung yang memiliki banyak potensi wisata. Pemasaran yang dilakukan secara digital menjadi acuan dalam pendampingan ini, dimana para pengelola diberikan pemahaman dan pendampingan mengenai* push and pull marketing *melalui media sosial, blog dan website. Implementasi pendampingan ini diharapkan dapat menjadi rujukan untuk para akademisi dalam memberikan pengabdian kepada masyarakat, dimana implementasi dan praktek menjadi hal utama dan cukup signifikan untuk memberikan dampak dalam memajukan kesejahteraan desa wisata dibandingkan dengan hanya melakukan pematerian tanpa mendapatkan tanggapan secara nyata dari warga lokal desa wisata.*

Kata Kunci *: Destinasi Wisata Kreatif Berkelanjutan; Navigasi; Strategi Pemasaran Digital; Kampung Wisata.*

INTRODUCTION

The current tourism trend has changed from mass tourism to alternative tourism. Mass tourism is characterized by large volumes of tourist activities (Vainikka, 2016) while alternative tourism emphasizes aspects of respect for natural, environmental and cultural sustainability (Triarchi and Karamanis, 2017). Through tourism activities can be a driver of cultural understanding between tourists and local communities that can strengthen community identity and different and unique experiences for tourists. Village tourism or Kampung wisata is currently one of the attractive options for domestic and foreign tourists (Muliani and Krisnawati, 2022). Tourists will tend to avoid crowded places and choose natural tourist attractions and tourist villages are considered to have these criteria. Moreover, Sandiaga Salahuddin Uno, Minister of Tourism and Creative Economy, encourages the development of the potential of tourist villages to increase the creative economy sector.

The development of tourism is in line with the development of technology and information that encourages changes in tourist behavior. The effects of this pandemic have shifted consumer habits in seeking information. Communication channels have also shifted

from traditional to digital. The increasing use of the internet is the basis of a marketing strategy that must be understood by tourism destination managers to reach a wider range of potential tourists. Through digital marketing, tourists can choose and get the information they need about tourism products and make it easier for them to book and pay for them (Pesonen and Pasanen, 2017). Digital marketing strategies are expected to restore tourist visits after the Covid 19 pandemic, therefore tourism managers must realize that digital marketing is a very important marketing model in attracting tourists, which is one of the impacts of the rapid development of information technology (Gorda et al., 2020). Therefore, tourism village managers should be able to focus more attention on marketing with this digital concept, from realizing brand awareness to forming sustainable digital marketing patterns.

The development of tourism activities must also consider the principles of sustainable tourism, namely the value of benefits for economic, environmental and social values (Johnston, 2015). Creative tourism attractions based on nature and culture are one type of tourism that can be developed to attract tourists to do tourism activities and at the same time preserve the values of local wisdom. Tourism development requires the support and involvement of all stakeholders in the tourism sector such as the government, academics, business community, media and the community itself (Nainggolan et al., 2020). The development of a village into a tourist destination is believed to provide more value to the village and the benefits can be directly felt by the local community. The process and conditioning to create a tourism-aware community is needed so that they can understand and actualize the important values contained in Sapta Pesona.

Bandung is a service city where tourism has potential that can be explored, synergized and developed (Soemaryani, 2016). Tourism development must pay attention to the position, potential and role of the community as an actor or subject of development that also determines long-term success. Realizing this situation, Tourism Marketing Management (MPP)-Faculty of Social Science Education (FPIPS) as part of Universitas Pendikan Indonesia (UPI) which has the obligation of the tridarma of higher education, namely in addition to carrying out education, research, must also carry out community service. The service carried out to the community in this case is by providing assistance regarding digital marketing strategy navigation to strengthen cigadung village as a sustainable creative tourism destination.

Community service is an activity of the academic community that utilizes science and technology to advance the welfare of society and educate the nation's life. MPP as a study

program with the science of tourism marketing management chose cigadung tourism village as the subject of community service because the KWKC manager has hopes to become a sustainable tourist destination that considers economic, social and environmental aspects. Cigadung tourism village hopes to provide opportunities for increased welfare for the community because currently the contribution of the local community is still minimal in tourism activities, and sustainable tourism destinations can also be a strategy to realize conservation for cultural and environmental values. In general, alternative tourist destinations strongly consider the preservation of the environment and culture that is maintained as a tourist attraction. Digital marketing strategy navigation requires careful planning and good execution and needs to be updated regularly in order to keep up with changing digital trends and adapt to market changes. But if done well, navigating digital marketing strategies can help to achieve marketing goals and increase marketing success in the digital era (Vieira et al., 2022). Push and Pull strategy digunakan dalam pengabdian ini sebagai landasan dalam melakukan digital marketing di KWKC, dimana push strategy meliputi kegiatan yang dilakukan dengan membawa produk kepada wisatawan sedangkan pull strategy ialah sebaliknya membawa wisatawan pada produk (Prabawa and Pertiwi, 2020). Strategi ini dioptimalisasi dengan cara menaruh media sosial, blog dan media sosial sebagai poin utama yang perlu diperhatikan oleh pokdarwis.

The management and development of digital promotional media certainly requires assistance that can provide direction and understanding and provide adequate skills (Gusriza and Mijiarto, 2023). According to preliminary studies conducted by the service implementation team, information can be obtained that currently the manager of *Kampung Wisata Kreatif Cigadung* requires training and assistance related to sustainable digital marketing strategies in an effort to strengthen Kampung Cigadung as a creative tourist destination. The implementation of this PKM activity will be focused on the Cigadung Creative Tourism Village area, Cibeunying Kaler District, Bandung City, especially to the Tourism Activist Group (Kompepar) or what is now better known as Pokdarwis (tourism awareness group) as the driving force for community-based tourism activities in the region.

Potential synergies in Cigadung Creative Village can be implemented in line with the concept of Community Based Tourism (CBT) as tourism activities that are fully owned, run, and managed by the community so as to contribute to improving community welfare through sustainable livelihoods (Irsyad et al., 2020; Multazam et al., 2022). In this case, the community in the tourism potential area is not only a spectator but can participate and

contribute so as to get the value of economic benefits. In addition to the economic value of community involvement, they can also help protect the environment and culture because the indigenous people certainly have a high sense of belonging that will provide the best results for their region.

METHOD

The implementation of this activity will use training and mentoring methods. This activity is believed to be useful for the KWKC Tourism Activist Group (Kompepar) as a driving force for tourism activities in improving digital marketing competencies because there have been many institutions that provide training but do not provide assistance in the implementation process. Lantowa et al., (2022) said that the implementation process in community service such as mentoring has several approaches depending on the focus of the problem to be solved or the objectives to be achieved. This method is necessary and appropriate in providing direct and continuous understanding in accordance with the specified time span. Before the mentoring is carried out, theoretical material will be given as an initial understanding, then direct practice is carried out, then mentoring is carried out to ensure that what is given can run well and an evaluation is also carried out to measure its effectiveness. The next stages of the method can be described as follows:
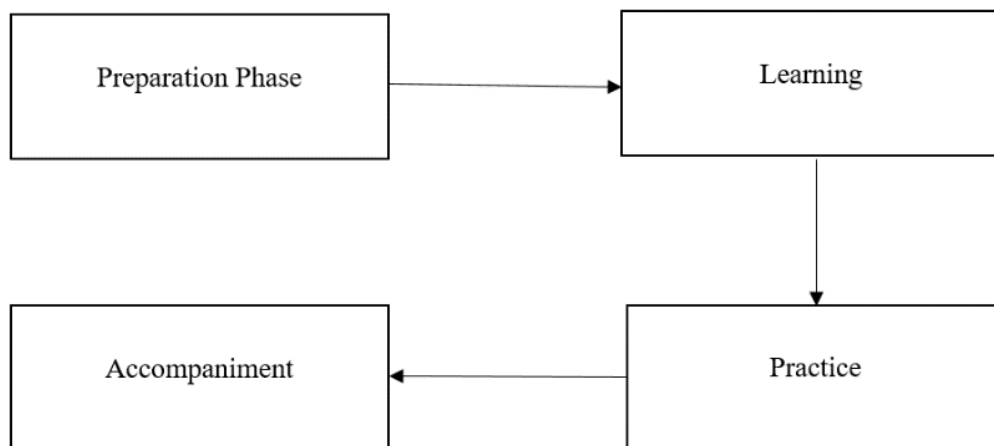

Figure 1. Flow of Community Service Method

Methods that are necessary and appropriate in providing direct and continuous understanding in accordance with the specified time span. Before the mentoring is carried out, theoretical material will first be given as an initial understanding, then direct practice will

be implemented and then mentoring will be provided to ensure that the training is running well and evaluation is also made to measure its effectiveness.

1. Preparation Phase, at this stage, the implementation team conducted a preliminary study to understand the needs and opportunities that can be implemented according to the reality in the field. The preparation stage includes a survey of existing conditions, constraints and obstacles in digital marketing and then a learning flow that will be implemented further according to needs.

2. Learning, during this learning stage the implementation team provided training on the basics of digital-based marketing management, including social media marketing activity and social media as a marketing tool. Although digital marketing practices will be more focused on creating and managing appropriate social media, both materials are believed to provide an understanding of the importance of digital marketing at this time. In addition, social media management practices will also be organized in accordance with the characteristics of Cigadung Tourism Village as a creative tourism destination. This training is expected to provide digital marketing skills for more kompepar members and the community so that they do not depend on someone to create content and manage digital marketing.

3. Practice, the previous training emphasized mostly on theory hence the next step is that participants will practice directly to create and evaluate the social media marketing that has been executed along the process and improve the appropriate content to strengthen KWKC's identity as a creative destination that has many local wisdom values. Sharing content that emphasizes the value of local wisdom is considered to provide knowledge for netizens and may increase tourist visits.

4. Accompaniment, the following mentoring stage is conducted by the service implementation team after providing learning and practice. This is important to be carried out because in essence the implementation of this service is not just providing theory and practice but also must ensure that was delivered to be understood and can be implemented properly. At the mentoring stage, it is an activity that provides direction and support for implementing digital marketing in order to find solutions to the difficulties and obstacles experienced. After the mentoring is complete, hopefully this program will be optimal and there will be independence from the participants.

RESULTS AND DISCUSSION

Cigadung was inaugurated as a Creative Tourism Village in November 2020 by the Mayor of Bandung. Kampung Cigadung is a creative tourism and cultural arts area with the concept of community-based tourism. Starting from the Cigadung Creative Belt, Cigadung Village develops and explores the potential of the region independently. The development of this potential was carried out by the community, community leaders, tourism activist groups in collaboration with territorial areas, namely Kelurahan and Kecamatan thus the Cigadung Creative Tourism Village (KWKC) was born. Currently there are around 69 tourism potentials and destinations consisting of fashion, crafts, culinary, accommodation, and cultural arts sectors. As a tourist area, Cigadung village has diverse tourism potential that can be packaged into tourist attractions such as educational tourism and ecotourism. Currently, the existence of Rosyid art gallery and Batik Komar has strengthened Cigadung as a creative village. In addition, the Cigadung village area is also located in a strategic area so that it is easy for potential tourists to access the destination and is in the upper area so that it has cool air. Cigadung Village is an area that has good tourism potential because it is supported by the existence of people who have high creativity so that in 2020 it was confirmed as a creative tourism village. The value of this creativity can be seen in the existence of Batik Komar, Batik Hasan which is already quite widely known as well as cultural arts found in saung kasep and in several other places such as the Rosid cultural art gallery and nature in the RCK (Ranca Kalong) area. As a creative village, their existence is enough to make Cigadung known as a creative village and certainly provides economic benefits for their respective managers, but to provide wider benefits, synergy is needed.

The Tourism Awareness Group (Pokdarwis) has made efforts to promote KWKC as a creative tourism destination but tourist visits at the moment are relatively rare. Based on interviews with the manager, it is expected that tourism activities can also provide more opportunities for the community to participate in tourism so that the implementation of the concept of Community Based Tourism (CBT) can be realized and provide maximum benefits for the local community. In the concept of CBT, the community is the manager and provider of tourism products (Suansri, 2013). Realizing this will require synergy from tourism stakeholders including academics (Nainggolan et al., 2020).

The Pokdarwis expect mentoring activities from academics, not just a one-time training, according to them, training that only delivers material without being accompanied by more practice and evaluation has previously been obtained and is considered less effective. However, based on information related to this experience, it can be assured that

directed and sustainable mentoring activities can provide solutions to existing problems. The following table shows the schedule of mentoring activities that will be carried out within one year along with the person in charge.

Tabel 1. Schedule of Activity Plan for Digital Marketing Strategy Navigation Assistance in Efforts to Strengthen Cigadung Village as a Sustainable Creative Tourism Destination

No	Activities	2022-2023											
		XII	I	II	III	IV	V	VI	VII	VIII	IX	X	XI
1	Preliminary Study	X											
3	Preliminary Data Collection	X											
4	Proposal Submission		X										
5	Literacy review of digital marketing strategies		X	X									
6	Training 1 Push digital marketing: website, blog and social media				X								
7	Training 2 Pull digital marketing: SEO, blog and social media					X							
8	Assistance Practice Push Digital Marketing					X							
9	Assistance Practice Pull Digital Marketing						X						
10	Evaluation of Push Digital Marketing Practice						X						

11	Evaluation of Pull Digital Marketing Practice		X					
11	Report Generation		X	X	X	X		
12	Journal Publication						X	X
13	PKM Outcome Completion					X	X	X

Source: Researcher's Personal Data (2023)

The digital marketing strategy navigation assistance activities in an effort to strengthen Kampung Cigadung as a sustainable creative tourism destination began to be implemented at the end of 2022 by first conducting research on digital marketing. The results showed that tourist villages currently really need a directed digital marketing pattern in order to reach a wider market and provide convenience to potential tourists. In addition, the results of the study recommend to explore implementative steps so that they can be implemented by pokdarwis in implementing effective digital marketing strategies. In addition to the results of the research, the urgency of this assistance was also obtained from the results of the preliminary study conducted by the team that there were difficulties from pokdarwis in managing digital marketing, which they realized the urgency of at this time. These difficulties include a lack of human resource competence in digital marketing management and confusion about where to start and what directions and steps should be taken in digital marketing.

Community service and mentoring programs can be implemented based on priorities. Based on the current condition of KWKC, the most important thing is to create a digital marketing program that starts from building public awareness of the existence of KWKC and developing targeted and targeted digital marketing steps. The manager of Cigadung Creative Tourism Village has started to do digital promotion to respond to current demands but there are shortcomings in planning and appropriate steps to optimize the benefits of digital marketing media. This is due to the lack of competence of human resources (HR) in digital marketing management. Along with the tourism ministry program to build alternative tourism in the form of tourist villages, there are currently many growing destinations of tourist villages, therefore KWKC must also have the right marketing strategy so that it can understand who potential tourists are and what they need. Digital marketing strategies in

tourist destinations can produce comprehensive and long-term planning to understand the tourist segment, target tourists and also the positioning of tourist destinations so that a destination can be sustainable (Vieira et al., 2022).

The service's activities included teaching participants about push methods for digital marketing. The aspects of Instagram, a popular social media platform among Indonesian internet users, are examined in order to have a better understanding of social media (Batubara et al., 2021). A business account is better suited for KWKC than a persona account or a creative account since it can use Instagram marketing tools to enhance brand recognition and conversion rates. Instastory, highlights, reels, insights, and feeds are features that are particularly helpful for promotional needs (Efrida and Diniati, 2020). Pokdarwis are not only aware of these features; they also put them into practice by switching account kinds, improving posts, and customizing reels.

In addition to the push strategy, which can be helpful in the long term, the pull method is also utilized for attracting visitors to KWKC. Although in fact this strategy is more expensive due of managers' need to pay for paid features like boost and SEO, it is thought to have a better overall impact (Väkelä, 2022). The usage of these elements can target specific types of tourists who fit the KWKC market segment, like those who genuinely need and seek alternative tourism as a travel option. Through clicking on the "promote posts" button, which is present on every post that the Instagram account has uploaded, it has become easy to use paid features in the digital era. This has happened since social media and websites have created a successful user interface that is clear to understand and use.

Wali Kota Bandung, Oded M. Danial saat meresmikan Kampung Wisata Cigadung, Selasa (24/11/20). (FOTO: Humas Pemkot for TIMES Indonesia)

Figure 2. KWKC articles on a website

Knowledge and training on websites and blogs are also required by KWKC in order to optimize digital marketing as a tool in strengthening Kampung Cigadung as a sustainable creative tourism destination. Articles listed on the website are still done by third parties, which means there has been not a SEO optimization that will put KWKC in the first page of search results when tourists use search engines, but the anticipation and recommendations given during the training are to re-share on other social media platforms to increase engagement on the uploaded content (Parihar et al., 2019).

CONCLUSION

This assistance is expected to synergize the existing potential into a widely known tourist destination through digital marketing strategies in order to ensure the existing tourist attractions are not only promoted individually but a synergized marketing strategy can be made by Pokdarwis that has been formed in the Cigadung Creative Tourism area. To increase community participation in the management of tourism destinations, knowledge and skills are needed that can support the needs of tourist destinations in meeting the needs and changes in tourist behavior, hence the assistance in navigating digital marketing strategies in an effort to strengthen Kampung Cigadung as a sustainable creative tourism destination is an effective thing to optimize the resources owned by Kampung Wisata Cigadung. The service activities carried out by Academics do not only include monotonous appeals and materials, but the process of implementation and assistance in the success of pull and push digital marketing programs such as through social media, websites and blogs.

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