

Digitalization Training In The Promotion Of Keciput Tourism Village, Bangka Belitung Province

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ABSTRACT

The use of social media in the Keciput tourist village to promote the tourist village has been carried out with an Instagram account. However, social media contents are less exciting and informative, so it is necessary to develop the content. Implementing community service in the Keciput tourist village focuses on training activities for making Instagram social media by filling in exciting and informative content. On the other hand, this service activity also holds training related to tourism digitization. The outcome of this community service is the existence of a unique Instagram for tourism content with interesting, informative content in the Keciput tourist village. The conclusion obtained from this community service is that there is community enthusiasm from the Keciput tourism village to carry out innovative promotions. It is hoped that digital media and promotional strategies prepared by the village can bring in tourists visiting the Keciput tourist village.

Keywords : Digitalization, Social Media, Tourism

INTRODUCTION

Promotion is a part of the marketing mix that has a significant role. Through promotional activities, companies can encourage consumers to buy the products offered. Promotion is the most crucial part of marketing, where producers or companies can communicate their products to prospective buyers (Cahyono, 2016). The development of the advertising world in recent years has increased significantly, especially after the advent of the internet, which changed the way of interaction in marketing communications from conventional to digital marketing, primarily through social media (Wardani, 2019).

Indonesia's high number of social media users is currently a new media for marketing their products or services. Social media has changed advertising methods that used to be done conventionally, such as television, radio, newspapers, or magazines. The advantages of advertising using social media are that besides being able to save costs and be more time

efficient in marketing, producers can also provide feedback to consumers compared to conventional methods, which are only one way (Cahyono, 2016).

According to Soemanegara (Soemanegara, 2006), through social media, marketing communications can run properly and avoid company losses due to ineffective and efficient promotional activities. So that with social media it can become a forum for interaction between consumers and producers, as well as attracting many consumers to view and visit links that contain information about products and others (Wardani, 2019).

Based on this phenomenon, it is an excellent opportunity for the community. Social media can be used to communicate and promote the potential of tourist areas (Hamzah, 2013). Social media resulted in the emergence of tourism promotions carried out by the community itself, individually and in groups, in the form of communities, or so-called virtual communities (Messiaen, 2017). These people want to achieve specific goals by looking for new opportunities and establishing social and economic relationships with others (Wang, Yu, & Fesenmaier, 2002).

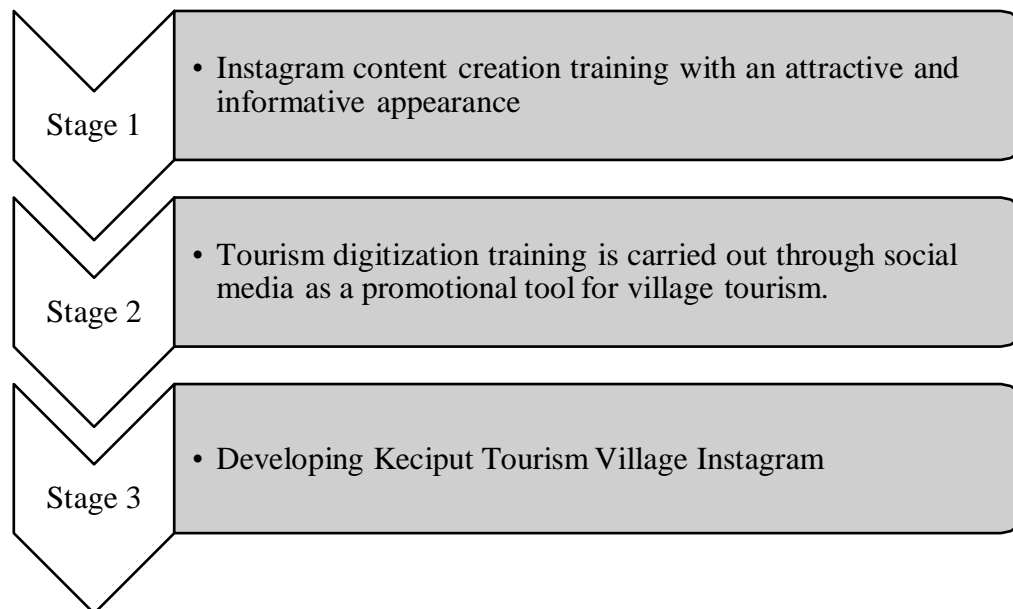
Community service focuses on tourism-aware community activities by utilizing social media to promote tourism potential in Keciput Village, Sijuk District, and Belitung Regency. It is because Keciput village is one of the leading tourist villages in Belitung Province but still needs to make the most of social media such as Instagram (AZIZAH & PRAMONO, 2018; Sofia, 2015). Supporting the development of the Keciput Tourism Village's tourism sector requires extensive publication facilities so that the domestic and foreign communities can widely recognize the potential of new tourist attractions (Wijaya & Rosikha, 2020).

Keciput tourism village makes efforts to promote tourism and has utilized social media as a means of promotion. This effort can be seen in creating Instagram social media, namely @desawisatakeciput, as the official social media for the Keciput Tourism Village, which contains general news and information within the scope of Keciput Village Tourism (Ibrahim, Zukhri, & Rendy, 2019). However, using this Instagram account is still not optimal because the delivery of messages is only one way and still needs to be mixed with information on village activities. The heterogeneity of information in the Instagram account is the logarithm of the system, which needs to be focused on the tourism sector (Hanifah, 2019). Therefore, developing a more effective way of delivering tourism promotion messages through social media is

necessary, with more informative and exciting content (Azizah, Pramono, & Fauzan, 2020; Septria Nevita, 2017).

METHOD

This service was carried out on March 6, 2023, which was carried out offline in the meeting room of the Keciput village office. The forms of activities include:



Instagram content creation training with an attractive and informative appearance (Messiaen, 2017). This training utilizes the Canva application to simplify editing content to make it more interesting. This training aims to provide an overview to the community and Pokdarwis of Keciput Tourism Village regarding how to fill social media with exciting and informative content (Prabawani, Purnaweni, Kismartini, & Hapsari, 2022). Representatives of the delegation of the Indonesian Young Spirit ecotourism division carried out this activity.

The second stage is tourism digitization training which is carried out through social media as a tool for village tourism promotion. This training aims to equip the community and Pokdarwis of the Keciput Tourism Village regarding the importance of digitizing tourism (Ibrahim et al., 2019; Sofia, 2015; Wijaya & Rosikha, 2020). Furthermore, in the third stage, developing the Keciput tourism Instagram. This activity is in the form of rearranging the contents of the existing content on Instagram and creating a new Instagram account specifically

for sharing tourism information to support the promotion (Hanifah, 2019; Messiaen, 2017; Wardani, 2019; Wiratama & Pasaribu, 2022). The content arrangement also includes various tour packages and attractions the Keciput Tourism village offers.

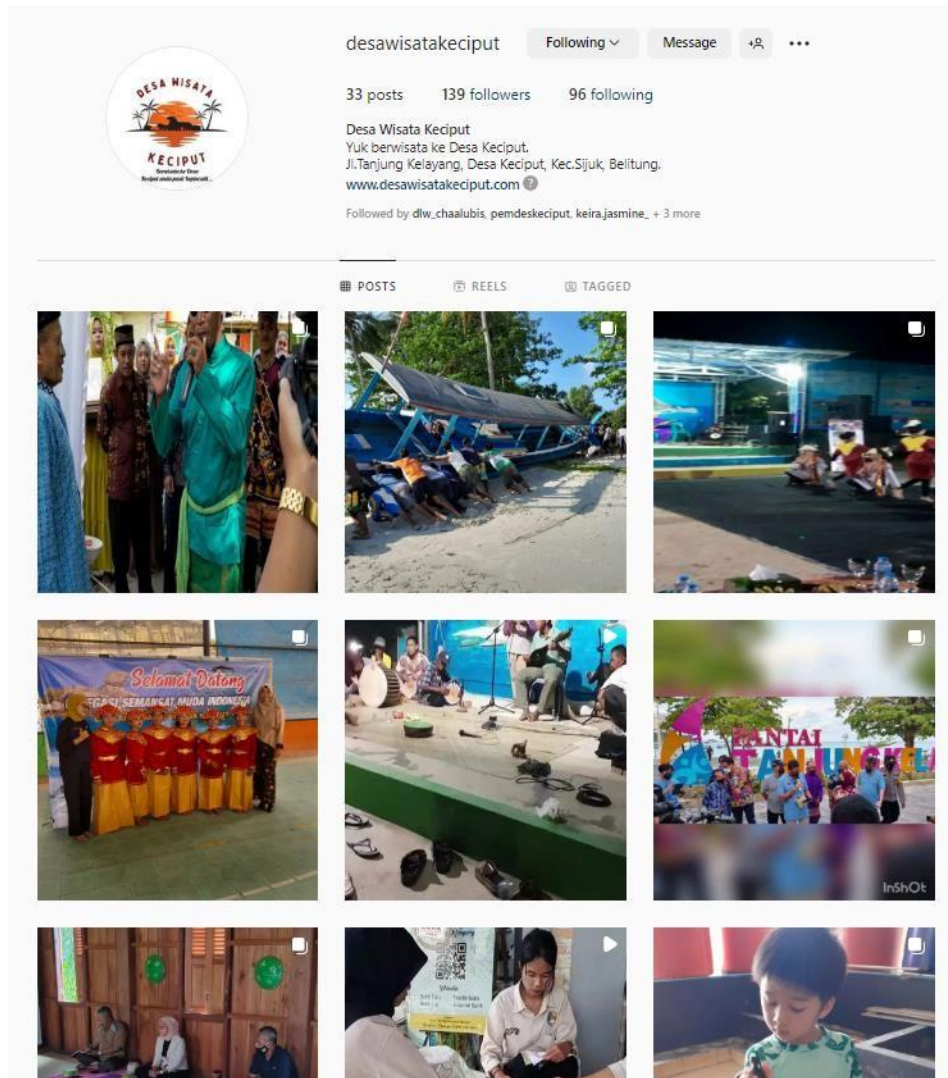


Figure 1. Keciput tourism village Instagram account

RESULT AND DISCUSSION

The activity began with a meeting with the Semangat Muda Indonesia Foundation and managing the tourism awareness group "PokDarWis" in the Keciput tourism village. The discussion results showed that the Keciput tourism village still needed help in digital marketing, namely creating content and organizing exciting and informative Instagram. It continued with

training on creating attractive social media as tourism promotion in the Keciput tourism village, which was carried out directly.



Figure 2. Training on Creating Informative and Interesting Social Media

The functions of social media in the utilization of tourism promotion include:

1. As a source of information for the public regarding tourist areas to be visited.
2. As a medium of communication or interactive tourism business actors with tourists.
3. Shaping perceptions and emotions. Social media can influence the perceptions and emotions of tourists to travel and make tourists feel that their trips are colorful.
4. Branding. Social media can increase brand awareness of tourist destinations, namely introducing tourist destinations so that people who are passionate or active in cyberspace can easily find them. Branding on tourist destinations will encourage social media users to become followers and obtain the latest information regarding tourist destinations. In addition, branding can also introduce tourist destinations to a broader community.
5. As a marketing medium for tourism business actors through online marketing.
6. As a means for disseminating information by word of mouth online.

The second activity is the implementation of digitalization training. *Digitalization* is a terminology used to describe a media transition process, namely the transition from print or video media to digital form (Azizah, Endratno, & Harjono, 2022; Totok & Siti Nur, 2021). Digitalization of tourism is one form of the 4.0 revolution, characterized by incorporating technology and communication into the industrial sector (Azizah & Rahmadanti, 2020). Tourism digitalization is the digitization of all processes and value chains and tourism, hospitality, and catering industry chains that enable these tourism organizations to maximize their potential effectively and efficiently. The reason why there is a need for the digitalization of tourism is the absorption of the benefits of technology as an increase in the income of tourist destinations. Digitalization of tourism is very useful for tourists desperate to travel to make it easier in terms of online ticket booking and payment systems.



Figure 3. Tourism Digitalization Training

The purpose of this training is to optimize the marketing of the Keciput Tourism Village through a digital platform using Instagram. This training brings out the creativity of the Keciput tourism village community to create informative tourism content on digital platforms. The community service program in the Keciput tourism village has an outcome, namely the existence of an Instagram for the Keciput tourism village specifically for sharing exciting and informative tourism information to the public, especially prospective tourists who will visit the Keciput tourism village (Hapsari, Inayanti, Azizah, & Dhanti, 2021). The new Instagram account from the Keciput tourism village is @explorekeciput.



Figure 4. Tourism Digitalization Materials

CONCLUSION

The conclusion from this community service is that the Keciput tourism village has interesting and informative social media to the community so that it can be known more widely and is interested in visiting the Keciput tourism village. The people of the Keciput tourism village are very enthusiastic about this service program because it motivates them to keep going and promote tourism there. The hope is that by vigorously promoting through digital marketing platforms, many tourists will return to visit the Keciput tourist village from local, national, and international tourists.

SUGGESTIONS

The following services should be able to provide digitization training involving Micro, Small, and Medium Enterprises (MSMEs) to increase the capacity of MSME actors in managing their businesses. Village MSME products are also village-owned potentials that can support rural tourism widely.

ACKNOWLEDGEMENT

This community service is a collaboration between the Keciput village government and the Semangat Muda Indonesia Foundation, which supports the smooth running of this program. This activity also involved village youth who were active and enthusiastic about developing a tourism village.

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