



Improvement of Tourism Branding in Jember Regency

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Abstract. Sidomulyo Village is a Village Tour in Silo District, Jember Regency which has many natural tourism objects. The main problems faced by partners are (1) as a village that has many tourism objects, Sidomulyo Village does not yet have a branding for the Village Tourism, (2) some tourism objects in Sidomulyo Village are less explored by tourists. Therefore, in this activity, partners will provide workshops related to improving the branding of Sidomulyo Village Tourism. Then the service team will hold a video branding to boost the popularity of tourism objects in Sidomulyo Village. The implementation of this community service program includes several stages, namely the planning, implementation, and evaluation stages. The results of this PKM activity, namely the service activity was successfully carried out by getting a good response from the people of Sidomulyo Village where residents said that the training that had been carried out was very beneficial for them. During the service process, the people who were present actively participated in providing responses according to the material presented by the PKM team. Starting from material related to village excellence, strengthening branding and training in making photos and videos.

Keywords: Village Tourism · Branding · Tourism Object

1 Introduction

The development of the tourism sector is now a concern of the Indonesian government [1]. Tourism is one sector that can increase state income, especially local residents. Under these conditions, the implementation of the development of the tourism sector by involving community components in every program or policy is important [2]. Considering that the Indonesian area consists of dominant rural areas and a large dense population [3]. Therefore, efforts are needed from each village government together with the local community to be the subject of developing village potential sources, especially in the field of tourism as a driver of the regional economy [4].

One alternative for developing the tourism sector within the scope of the village area can be done by creating a tourist village. Based on [5] in their research, the concept of a tourist village is a manifestation of sustainable rural development in the tourism sector which is managed independently by local residents [6] states that the development of tourist villages is based on the potential and characteristics of each village,

including: flora, fauna, traditional houses, natural scenery, traditional food, handicrafts, traditional cultural arts, and others. Utilization of village potential in tourism village development will indirectly create a community-based tourism area that will accelerate the development of tourism areas [7]. Tourism itself is a sector that adds income to an area [8].

Sidomulyo Village is a Village Tour in Silo District, Jember Regency which has natural attractions including Spring Tirta Gunitir, very clear and cool springs, Great Pine Forest. Sidomulyo Village is also a producer of Robusta Coffee and is also a center for Etawa Goat cultivation, one of which is the use of goat's milk for health. Meanwhile, in the arts and crafts sector, there are Jaranan Setyo Yakso, Coffee Picking Dance, Natural Root Crafts, Sidomulyo Snacks, Sidomulyo Coffee Batik and Sidomulyo Featured Products Gallery.

Sidomulyo Village Tourism is still relatively new where this Village Tour was initiated in 2017. After going through sufficient mapping and preparation, in July 2020, this tour was officially opened to the public by the Regional Secretary (SEKDA) of Jember. Although relatively new, based on a quote in *todatodays.com*, Sidomulyo Village tourism is already crowded with foreign tourists from Thailand who come to learn batik. Based on this, it is necessary to introduce or promote to the community within the village and outside the village to explore other tourist attractions in Sidomulyo Village so that it will attract tourists to come to Sidomulyo Village Tourism.

Referring to the background above and based on the results of the identification of the problem found two main problems faced by partners, namely (1) as a village that has many tourism objects, Sidomulyo Village does not yet have a branding for Village Tourism, (2) several tourism objects in the village. Sidomulyo is less explored by tourists. Therefore, in this activity, partners will provide workshops related to improving the branding of Sidomulyo Village Tourism. Then the service team will hold a video branding to boost the popularity of tourism objects in Sidomulyo Village. The expected impacts are: (1) increasing knowledge and understanding of branding, (2) increasing the number of tourists in Sidomulyo Village Tourism.

2 Methods

The implementation of this community service program includes several stages, namely the planning, implementation, and evaluation stages. The detailed steps that have been carried out are as follows. Preparation includes observation, program planning, licensing, and making service proposals. The debriefing is done by coordinating with students regarding the plans to be implemented.

Planning

Planning in this service program includes several activities, including:

1. Coordination with the Sidomulyo Village Head and Sidomulyo Village residents.
2. Planning activities in the program which includes branding workshops and holding a video branding competition for Sidomulyo Village tourism objects.
3. Planning activity budgets.
4. Implementation.

The stages of implementing this community service program include several stages, including:

1. Workshop on Improvement Branding of Sidomulyo Village Tourism

The PKM program implementing team carried out workshop activities related to improving branding which was attended by residents and village officials in the hope of increasing branding on Sidomulyo Village Tourism which have the impact of increasing the number of tourists who come to visit Sidomulyo Village.

Tourism Object Branding Video Competition in Sidomulyo Village. Through the video branding competition activity at Sidomulyo Village Tourism conducted by the PKM program implementing team, the target to be achieved is that tourism objects in Sidomulyo Village which previously received less attention from tourists in the future will increase and attract tourists to come to visit Sidomulyo Village Tourism.

Evaluation

Evaluation is used to determine the effectiveness of the results of the program.

3 Results and Discussions

Villages play an important role in driving the community's economy while providing alternative entertainment for the community. Therefore, the tourism potential in the village must continue to be developed, not only by the youth and the local village government, but also by universities. That's what the UNESA Communication Studies lecturer team tried to do through the community service program (PKM) which was held in Sidomulyo Village, Jember.

As is known, if this activity was carried out in Sidomulyo Village, Silo District, Jember Regency on Tuesday, May 24, 2022 by inviting partner groups and the village government, the activities were carried out using workshop methods and video branding.

The PKM team held training and provided tips on exploring the potential of tourism villages and how to develop them. Presented by Dr. Anam Miftakhul Huda, S.Kom.,MIKom., that Sidomulyo Village has advantages in the plantation sector. One of its mainstay commodities is Arabica coffee. Then also in the livestock sector including sheep which is positioning a strong (Fig. 1).

Because the potential of the village is quite abundant, in this PKM activity the PKM Team, namely Tsuroyya, SS, MA provides the community, especially the owners of UMKM and village activists with the ability to brand tourist villages. Both MSME stakeholders and the community must be loyal to their respective regions. This is a strength that can strengthen branding and positioning that distinguishes it from other regions (Fig. 2).

In addition, the activity was continued with photo and video learning sessions accompanied by Dr. Danang Tandyonomanu, M.Sc. This training material concerns how to create attractive and consistent promotional content to be displayed on social media. The most important thing is to create a clear concept and make visitors interested in visiting and buying products in Sidomulyo Village (Fig. 3).

Participants participated in the training enthusiastically. They actively ask questions and express their wishes for their village. The training was enlivened with a challenge



Fig. 1. Workshop on the advantages of Sidomulyo Village Tourism



Fig. 2. Workshop on strengthening branding UMKM.



Fig. 3. Submission of material for making branding

to make a branding about Café Sawah and the winner will get a special prize from the committee. This branding video competition is an initiative for rebranding as an effort to increase the number of tourists at Sidomulyo Village Tourism.

According to [9], Video Profile is a very effective medium used to promote regions, products, and promote certain companies. In making branding, it is necessary to produce videos that are impressive, creative, communicative, and able to create a good image to promote tourism objects in Sidomulyo Village, Silo District, Jember Regency. The concept of branded generally displays tourist attractions in Sidomulyo Village, displays



Fig. 4. Discussion with residents

interesting sights and photo spots at each Sidomulyo Village tourist attraction in the form of videos and of course by adding additional effects to make the video more interesting. The objects displayed are places and photo spots in Café Sawah that are less explored. So that with this activity, the tourist attraction can be in the spotlight of tourists so that it is expected to become a video that is able to attract local and foreign tourists to visit Sidomulyo Village Tourism.

Nowadays, outdoor recreation primarily involves digital leisure engagement. Inbound tourists especially younger generations participate frequently in digital chatting, listening to music, gaming, watching movies, and social networking [10]. These digital activities will potentially boost the engagement of Sidomulyo as one of the most famous tourism destinations in the eastern part of Java. Therefore, strong efforts are necessary to consistently upload and post contents in Sidomulyo's social media.

At the end of the activity, residents said that the training was very useful for them. Moreover, the tourism potential is not only for the surrounding community, but also the wider community. In order to be known to the public, of course it takes the ability to explore and promote through social media (Fig. 4).

Besides the training, an MoU was also held between the village and UNESA for the implementation of the tridharma of higher education there. In the future, it is hoped that there will be KKN children who can continuously develop the programs that have been implemented previously.

4 Conclusion

Sidomulyo Village, Jember Regency has an advantage in the plantation sector, one of which is Arabica coffee as its main commodity. Then also in the livestock sector, including sheep. This is positioning a strong The service activity was successfully carried out by getting a good response from the people of Sidomulyo Village where residents said that the training that had been carried out was very beneficial for them. During the service process, the people who were present actively participated in providing responses according to the material presented by the PKM team. Starting from material related to village excellence, strengthening branding and training in making photos and videos. This service activity will continue, this is proven by the existence of an MoU between

the village and UNESA for the implementation of the tridharma of higher education in Sidomulyo Village.

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