



# Local Wisdom Value: Promoting and Branding Tourism Village

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**Abstract.** The development of technology and information encourages changes in consumer behavior, including in the tourism sector. Tourists need complete information regarding the tourist destinations they are interested in before undertaking tourism activities. Especially with the Covid-19 pandemic has accelerated digitalization in all aspects. The skills of delivering information through marketing channels are currently needed by tourist destination managers to simplify and expand their marketing reach. The people of the Banceuy Traditional Village still maintain noble values and carry out various traditional ceremonial traditions as a form of reciprocal relationship between humans and their natural environment. They have a sense that nature is part of humans, and humans as part of nature, cannot claim to be rulers. This can provide lessons to always respect the natural environment that provides human needs. Tourist destination managers are currently in desperate need of information delivery skills through marketing channels in order to simplify and expand their marketing reach. Since managing and developing promotional media requires adequate skills, the Banceuy Traditional Village requires digital marketing training and assistance, particularly on how to create content that is consistent with the Banceuy Traditional Village's characteristics as an existing cultural tourism destination and developing ecotourism-based products. This study was carried out by performing direct community service to provide them with knowledge and training in the promotion and development of digital marketing. As a result of this training strategy, traditional village managers in Banceuy will be able to manage content on their social media accounts related to cultural and ecotourism tourism destinations, allowing them to create brands that tourists will recognize. This study is beneficial for destination management teams improve their ability to advertise and build the image of the traditional village of Banceuy using digital marketing.

**Keywords:** Digital marketing · Local Wisdom · Promoting and Branding · Village Tourism

## 1 Introduction

The use of social media in the digital era is on the rise, it's more important than ever to develop and manage appropriate social media content skills so that it can serve as a channel of communication between businesses and their stakeholders. All trends and

updates in the digital world are covered. Because it uses the internet network, digital media has the advantage of being able to transmit large amounts of data with unlimited storage capacity. There are a variety of advantages that users gain from using social media, which encourages its rapid growth [1].

[2] explained that social media has had a significant impact on the world of marketing, where customers previously paid close attention to content presented in traditional media such as advertisements. Customers will voluntarily access as desired those who create interesting content on social media, which means customers can consume content whenever and wherever they want. At this time, most media marketing is done through content marketing rather than traditional methods. According to the [3] digital marketing is an endeavor to advertise a product or service through the use of online media facilities and channels such as social media, tracking equipment, and cell phones. Digital marketing, often known as e-marketing, is a type of online marketing that involves the use of multiple media like as websites, social media, blogs, and other online platforms.

Promotion is a key component of digital marketing operations; the initial impression made by consumers/tourists should be the primary priority, so accuracy of promotions is critical [4]. Promotion is a unified aspect of marketing factors that tries to disseminate information, persuade, and remind consumers (tourists) about a product or service. This demonstrates the importance of having the ability to develop material that is given through promotions.

The content in promotional efforts must be designed as beautifully as possible, and it must be delivered in a way that potential customers or tourists can understand [5]. Tourism destination managers must master certain elements when conducting marketing or promotional activities in order for target tourists to understand, be interested in, and be impressed, including 1) digital advertising, 2) search marketing, 3) digital content marketing, 4) social media marketing, 5) community management, and 6) copywriting [3]. The entire tourism sector, particularly tourist communities that have not kept up with the changing times to the digital era, must optimize their digital marketing [6].

According to preliminary studies conducted by the service implementation team, the managers of the Banceuy Traditional Village currently require training and assistance in digital marketing, particularly in how to create content that is consistent with the Banceuy Traditional Village's characteristics as a cultural tourism destination developing ecotourism-based products.

The manager of the Banceuy Traditional Village has promoted and developed digital marketing in order to cater to the requirements of tourists at this time; however, only a small number of people are competent in the management of digital marketing. Weaknesses that can be seen from the creation of good content on social media include the fact that the information contained in each piece of content is not yet interesting. This is the case despite the fact that social media is the most accessible media for all people, particularly the millennial generation, to get information. It is said that digital marketing media is very capable of being reached whenever and wherever.

The MPP Study Program will assist in increasing the required skills that are more focused on increasing hard skills, which are related to skills in conducting digital tourism promotion activities, in the course of this community service activity. To ensure that messages and information regarding the tourist village are conveyed to the target visitor

in a way that is both effective and efficient, the tourist village as a destination needs to have a marketing strategy that has been carefully and thoroughly formulated. Due to the obvious pandemic, the Banceuy Traditional Village is currently visited by a large number of tourists who attend less rigorous educational institutions. This is the primary reason for this trend. This demonstrates that there has not been sufficient promotion that can reach a greater number of people to make them more aware of the existence of the Banceuy Traditional Village. The MPP Study Program is built around the idea of digital marketing as its primary focus, taking into account the fact that the internet is expanding at a rapid rate and plays a significant part in marketing communications in the digital era.

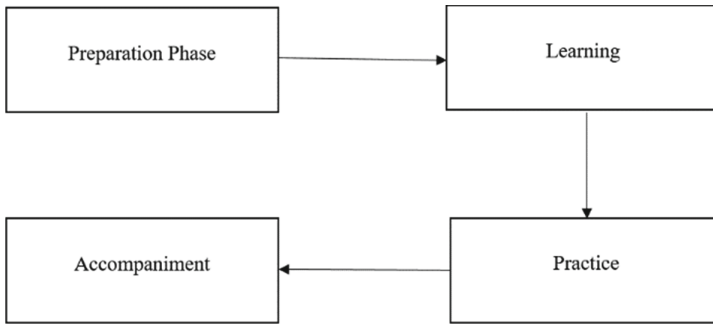
This community service activity is expected to have several benefits, including; provide the knowledge and skills needed at this time for the destination manager, especially for *Kompepar* and the local community to increase participation in developing the Banceuy Traditional Village as a sustainable cultural tourism destination; help restore tourist visits which had decreased during the covid 19 pandemic by providing an understanding of marketing content through digital marketing. Digital marketing using the internet not only benefits marketers to simplify and expand their marketing reach; and strengthen the identity of the Banceuy Traditional Village as a cultural destination that has local wisdom values through the creation of appropriate content that can provide educational value for many people.

## 2 Methodology of Research

The implementation of this activity uses training and mentoring methods from February to May 2022. This activity is believed to be useful for the people of the Banceuy Traditional Village, especially for the Tourism Driving Group (*Kompepar*) in improving digital marketing competencies because so far many institutions have provided training but have not provided assistance in the implementation process. Therefore, this method is necessary and appropriate in providing direct and continuous understanding in accordance with the specified time span. Before mentoring is carried out, there will be provision of theoretical material as an initial understanding, then direct practice will be carried out and then mentoring will be carried out to ensure that what is given can run well and an evaluation is also carried out to measure its effectiveness. Further stages of the method can be described in Fig. 1 as follows:

Figure 1 Flowchart of Research Methods carried out within 3 months, the training and mentoring process can be explained as follows:

1. The preparation stage. At this stage the implementation team conducts a preliminary study to understand the needs and opportunities that can be implemented according to the reality on the ground. The preparation stage includes a survey of current conditions, constraints and obstacles in digital marketing, then a learning flow is drawn up which will be carried out next according to needs.
2. Learning. At this stage, the implementation team provides training on the basics of digital-based marketing management, consisting of social media marketing activities and social media as a marketing tool. Although digital marketing practices will focus more on creating and managing appropriate content, it is believed that these two



**Fig. 1.** Research Method Flowchart

materials will provide an understanding of the importance of digital marketing at this time. At this stage, social media management practices will also be implemented in accordance with the characteristics of the Banceuy Traditional Village as a cultural destination. By holding this training, it is hoped that it will provide digital marketing skills for more kompepar members and the public so they didn't depend on someone to create content and manage digital marketing.

3. Practice. After training that emphasizes theory more, then participants will practice directly to create and evaluate social media marketing that has been carried out so far and improve appropriate content to strengthen the identity of the Banceuy Traditional Village as a cultural destination that has a lot of local wisdom values. Sharing content that emphasizes the value of local wisdom is believed to be able to provide knowledge for netizens and can increase tourist visits.
4. Mentoring. After the implementation of the learning and practice stages, the service implementation team will also provide assistance. This is important to do because in essence the implementation of this service is not only providing theory and practice but also ensuring that what is conveyed is understood and can be implemented properly. The mentoring stage is an activity that provides direction and support for implementing digital marketing so that the difficulties and obstacles experienced can be found together. After the mentoring is complete, it is hoped that this program can be optimal and independence from the participants will emerge.

### 3 Result of Research

This research was carried out with the aim of running a community service program. The community service program carried out by the Tourism Marketing Management Study Program, FPIPS, Universitas Pendidikan Indonesia has been implemented in the Banceuy traditional village. In 1999, Banceuy Village was designated as a traditional village site by the Subang Regency government based on the Decree of the Head of the Subang Level II Tourism Office Number 200/319/SK.Par/1999. Administratively, the area belongs to Sanca Village, Ciater District or is about 30 km from downtown Subang and 35 km from Bandung. The coordinates of the Banceuy Traditional Village are at 6°42'16"E - 107°42'2"L and are located in the highlands so that the climate of this region is cooler than other surrounding areas. This research was conducted over

a period of 4 months, from February to May 2022, the results of the research are the implementation of the research method as follows:

1. The preparation stage is carried out in February. Two people conducted a survey in the traditional village of Banceuy during this preliminary stage. This is done to learn about the conditions and situation in the village so that the limitations of doing the promotion in the tourist village may be understood. The survey was carried out in order to establish programs that are easy to execute and improve local people's abilities to administer their own villages. The research was based on a list of questions that had been produced to gain a better understanding of the village's situation. After performing a survey and preparing the program, the necessary equipment, such as cameras, notes, projectors, and check lists, as well as the necessary materials, such as promotion and branding, were produced.
2. Learning are conducted in March. The management and community of the Banceuy Traditional Village are taught by providing them with a basic understanding. This presentation takes place in a room or gathering place, especially the hall available in this tourist town, although only three face-to-face lectures are given in a month. The presentation was broadcast twice over the internet so that the speakers' presentations could be viewed via Zoom or the YouTube channel. Mr. Gitaswhara and Mr. Fahry Ahmad, both lecturers from the Tourism Marketing Management Study Program, gave the presentation. The resource person's content was thought to be capable of assisting in the development and branding of the Banceuy Traditional Village tourism village. The information is presented in the following order: 1) SEO and SEM basics, 2) Branding product, 3) Promoting Product, 4) Expanding product on E-commerce, 5) Sosial Media Activities.
3. Practice is done in april. Following the survey, a program plan was developed and discussed over the course of five meetings. Following the understanding of the learning materials by the local community and managers, praketk is carried out that is related to the aims of the existing materials. The public is invited to participate in this activity by creating engaging and high-quality content to share on their social media accounts. In this activity, the usage of hashtags and the selection of materials that correspond to the photographs or videos that will be submitted are critical. The uploads take the shape of terms, tourist attractions, tour packages, or a common commodity supplied to the general population.
4. Mentoring is carried out in May. Make sure they grasp the concept, put it into practice, and honestly judge the level of difficulty posed by the challenges; this will be determined by the manner in which they report the outcomes of their training during the month of April. When mentoring takes place, individuals will go over previously covered ground in order to further their practice.

## 4 Discussion

One of the first tourist villages to be developed in the Sanca village region, which is located in the Ciater District of the Subang Regency, is the Banceuy Traditional Village. There is potential for tourism resources to be developed in Kampung Banceuy, specifically in terms of the variety of tourist attractions, which include cultural tourism,

tourism that focuses on nature, tourism that emphasizes education, and culinary tourism. It is essential for a tourist site, and particularly a tourist town that already possesses a distinctive and appealing rural feature, to have effective promotion in order to connect with travelers, and this is especially important during the Covid-19 epidemic. Because not all of the managers and communities in the Banceuy Traditional Village are able to use social media, the tourism marketing management study program uses this as the basis for the community service that it provides. It is believed that the education and guidance offered through the program designed for the traditional village of Banceuy will be able to deliver benefits for the administration of tourist communities [6].

Content marketing is not just an ordinary post, but rather, it must be specifically designed to create interactions, relationships, and give a good impression to users. The material that has been chosen for training is the creation of marketing content through internet media. to acquire additional knowledge on something. The lack of posted content and knowledge on how to handle it on social media is the root cause of the difficulties that the traditional village of Banceuy faces when trying to interact with potential tourists via the internet. Management of social media platforms such as Facebook and Instagram can increase the interest of tourists in making visits, which means that tourists who come to the traditional village of Banceuy are not only from among students or students who want to learn but also from a wide variety of other circles [7].

[8] offers the following suggestions for different types of content that could be shared on social media:

1. Quotes, It includes the ability to create photos with quotations on them, such as words of wisdom or something else encouraging or inspirational.
2. Tag, that is, content in which tagging includes an offer to contact someone.
3. Tutorial, To put it another way, you have the option of publishing content in the form of a lesson (how to), which is connected to a specific good or service.
4. Blog,
5. Live, There is also the option of presenting content by streaming it immediately on social media accounts in the form of question and answer sessions with followers.

The content idea ended up becoming a reference for the administrators of the Banceuy Traditional Village's social media accounts when they were making uploads. An active social media presence can improve the amount of engagement and virtual visitors on tourist village accounts. Managers are able to publish high-quality content to Instagram accounts that are equivalent to photographs and videos, and these accounts can also include images that are proportionate and informational. Not only does the traditional hamlet of Banceuy have an account on Instagram, but it also has a social media account on Facebook. This account may be used to generate the most recent and intriguing stories about tourist villages, which can encourage travelers to visit those towns. The following is a description of the qualities that [9] identifies as being present in digital marketing content:

1. The content that is shared on social media must have an educational purpose, and the knowledge that is shared there must be beneficial in some way.
2. In order to be enjoyable, the content that is presented needs to have intriguing information, which may be accomplished by choosing the right color and design.

3. Convincing, the content that is published must be appealing and convincing in order to aid in the process of ingraining the product in the brains of consumers.
4. Storytelling, also known as content that includes intriguing stories; the information that is communicated includes information that is suited to the requirements of each individual consumer.
5. Sharing the content that has been posted must be able to be shared on other social media platforms or shared widely if it is to be considered shareable.
6. Simple to locate, which means that customers must have easy access to the content that has been posted. This is necessary for businesses to be able to develop SEO (search engine optimization) strategies, which ensure that items containing particular keywords are displayed as the most relevant results in search engines.

If we analyze the Banceuy Traditional Village's promotion efforts through social media using the qualities of digital marketing that were discussed earlier, we find that they have not been as successful as they could have been. In addition, the activities that are carried out on the Facebook page are quite good, which means that they can be used as examples of social media management as a means of promotion. Other tourist villages, such as Nglangeran, Patuk, and Gunung Kidul, have also created interesting websites that contain articles and information on tourist villages. These websites can be found on the internet [10]. According to the findings of research conducted by Wahyuni (2019), it appears that the tourist village of Important Sari, known as pokdarwis Majuu Raharjo, even has an organizational structure. This structure includes core management as well as several field coordinators, one of which is responsible for marketing or social media communication. This might be read to mean that the current administration of social media is an emergency situation that tourist communities need to take into consideration in order to be able to advertise their destinations and products.

The traditional village of Banceuy may make strides toward better promoting the tourism village they run if they participate in this training and mentoring program. The use of social media can also help strengthen the positive image of the traditional village tourism village of Banceuy, which offers a diverse range of rich local knowledge in the form of agrotourism, cultural tourism, and educational tourism. People who have taken part in this program for community service are really passionate about it, and they submit reports and progress that are fairly good on the results of the training and help that was provided by this digital marketing program.

## 5 Conclusions

The goal of the community service program for destination managers that is being run by the Tourism Marketing Management Study Program in regard to the assistance of promoting content and branding based on local wisdom is to provide knowledge and skills, particularly for kompepar and local communities. The support that is provided has the potential to restore decreased tourist visits that occurred during the Covid-19 pandemic and to strengthen the identity or brand of the Banceuy Traditional Village as a cultural attraction that has values that are rooted in local expertise. At the conclusion of this volunteer program, the community has reaped the benefits of the mentoring activities that have been carried out. More specifically, they have been able to maximize

their usage of digital marketing across the social media platforms utilized by the Banceuy Traditional Village.

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