

Digital Technology-Based Marketing For Neglasari Tourist Village Bogor Regency

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Abstract.

Tourist villages are currently becoming an alternative form of tourism by promoting the concept of interaction between nature, culture, and local wisdom. Bogor, as one of the regencies in West Java province, has various interesting tourist destinations to visit, both by local and international tourists. The location of Bogor Regency, surrounded by mountains such as Gunung Gede Pangrango, Gunung Halimun, and Gunung Salak, has various natural tourism potentials. One of the tourist villages in Bogor Regency that offers nature tourism is the Neglasari tourist village. The Neglasari tourist village is traversed by the Cisasa River. The flow of the Cisasa River is utilized by the managers of the Neglasari Tourist Village to offer water tourism packages such as body rafting and river tubing. This river tourism business has been operating since 2021. The Neglasari tourist village is not yet very popular and is not frequently visited by tourists. The average visitation rate is only 4-5 groups of visitors or 20- 50 people each month. This is due to the lack of massive promotion and marketing. To increase tourist awareness, digital marketing needs to be carried out with a good concept and done sustainably by utilizing digital marketing platforms such as websites and social media. The community service team from the Faculty of Economics and Business, Pakuan University, conducted training and mentoring programs related to digital marketing for Neglasari Tourism Village. The results of this community service activity include the Neglasari Tourism Village website, social media promotion flyers, content marketing guide modules, and promotional videos for Neglasari Tourism Village.

Keywords: Tourist village, Social Media, Digital Marketing and Promotion.

I. INTRODUCTION

Situational Analysis

West Java Province ranks as the third most frequented tourist destination in Indonesia. The province of West Java comprises 26 regencies and cities that possess tourism potential comparable to that of other provinces. Bogor encompasses tourist attractions including natural, cultural, and artificial tourism. Due to its diverse tourism offerings, Bogor has emerged as a compelling tourist destination in West Java province, appealing to both domestic and foreign visitors. Natural attractions, including waterfalls and rivers, are located in many areas of Bogor. Tourist villages are becoming more popular as an attractive alternative for tourists by promoting the integration of nature, culture, and local people. The tourist villages in the Bogor Regency are currently seeing substantial growth. In 2020, there were 35 tourist villages; in 2021, the number increased to 40; in 2022, it increased to 41; and in 2023, it reached 65 tourist villages. Neglasari is a tourist village located in Bogor Regency. The Giwangkara River Tubing Tourist Destination is located in the village of Neglasari Kp. Semper, RT.05/RW06, Dramaga District, Bogor Regency, West Java. The name "Giwangkara" is derived from the meaning of the Sun, symbolizing the source of life. Neglasari settlement is situated in the Dramaga area, in very near proximity to the IPB campus. Access from the main IPB campus requires 10 to 20 minutes. Neglasari Village is accessible by motorcycle or car; however, several sections of the road are exceedingly narrow, permitting just a single vehicle at a time.

The river tubing features depths that range from 1.5 meters to 7 meters. The river tubing formed from lava pieces from Mount Salak since the 1990s. The initiative was launched by four local villagers in early November 2021, acknowledging the natural potential for a local economic business, and started operating on

December 12, 2021. The tourist village of Neglasari provides a diverse array of activities. Among those favorite activities are river tubing and body rafting on the Cisasa River. Moreover, visitors may participate in agricultural educational tourism, bathing buffaloes, harvesting crystal guavas, collecting eggplants, feeding sheep and fish, learning tofu-making skills, and cultivating cassava. However, agro-tourism services will be dependent upon current agricultural conditions. Crystal guava and eggplant harvesting tours are possible only at the beginning of their respective harvest seasons. Water tourism can proceed if there is no extended drought that leads to a reduction in river water levels and flow. Neglasari Tourism Village has emerged as the ideal destination for tourism in the Bogor region. This tourism village got second place in the "Pioneering" category within Bogor Regency. The admittance ticket is quite affordable, priced at Rp 5,000.00. To participate in the river tubing water attraction, an additional fee of Rp 30,000.00 is required, which includes the renting of the tube, life jacket, and specialized helmet for the activity. Despite its inception in 2021, the Neglasari tourism village remains somewhat obscure with visitors to Bogor.



Fig 1. River tubing activity in the Neglasari tourist village



Fig 2. Topography of Neglasari village

The level of tourist visits in the Neglasari tourist village is still very low, with an average of only 4 tourist groups coming each month. Based on the discussion with the manager, the issue that has arisen is the limited human resources to manage the marketing of the Neglasari village tourism.



Fig 3. Discussion between the FEB Unpak Community Service team and the managers of the Tourism Village

The managers of the Neglasari tourist village do not yet have a sustainable marketing concept, especially through digital marketing. On social media platforms like Instagram, the Neglasari tourism village account is not managed regularly. This can be seen from the number of followers, which is only 90 people, the number of posts, which is 19 posts, and the last post was made 59 weeks ago. Social media platforms like Instagram should be utilized for information publication, interaction, and business promotion. According to Chole & Dharmik (2018), digital marketing is a platform used by entrepreneurs, micro-investors, product-based companies, and other units to promote the products or services offered. The advancement of information technology today makes internet access increasingly widespread and affordable. According to Chaffey & Chadwick (2016), the use of the internet and other digital media, as well as technology to support modern marketing, has given rise to a series of labels and jargon created by academics and professionals.

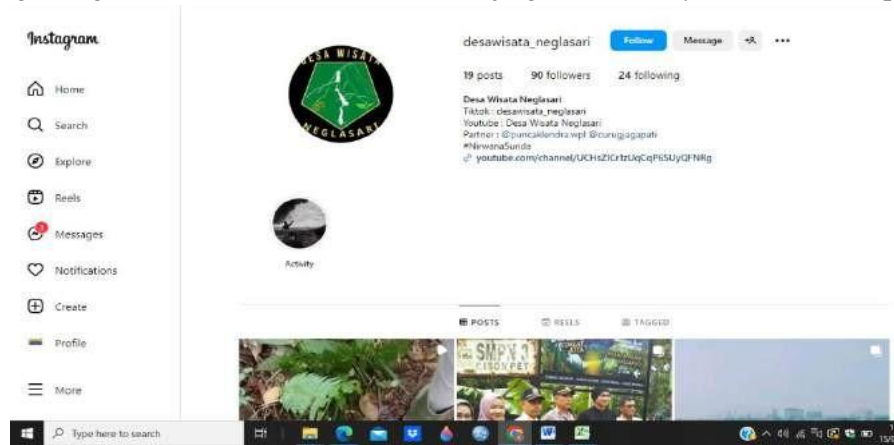


Fig 4. Instagram Social Media of Neglasari Tourism Village

The main factor causing social media to be poorly managed is the availability of dedicated human resources and knowledge in managing social media as a marketing platform. Dewing (2012) uses the definition of social media as a reference to internet-based services and mobile services that allow users to participate in online exchanges, contribute to users creating social media content, or join online communities, including blogs (Tumblr), wikis, social bookmarking (Digg), social networking sites (Facebook, Twitter, and LinkedIn), and media sharing sites (YouTube and Instagram). The way social networks work through certain social media sites allows users to create profiles, share information, interact, and communicate with other users on the same site. (Kaplan & Haenlein, 2010).

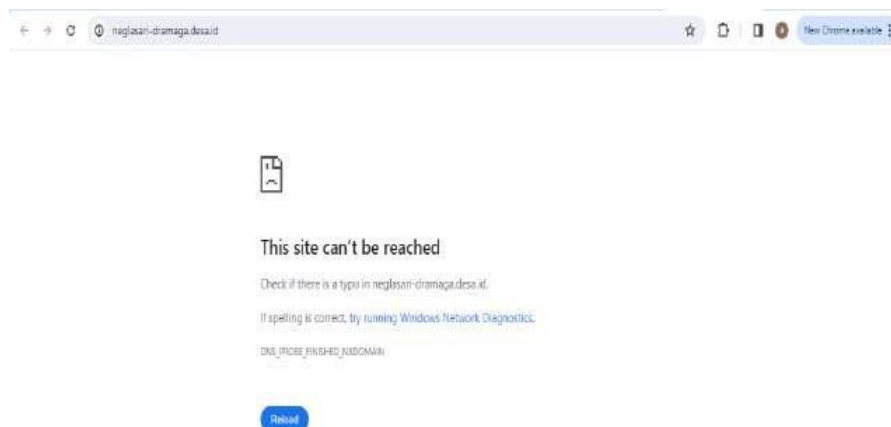


Fig 5. Neglasari Tourism Village Website

Besides social media, the Neglasari tourist village also does not yet have a website or a business landing page. Mastering digital marketing is currently a necessity for businesses. Various platforms are available to facilitate marketing for businesspeople. One of the digital platforms that is still relied upon today is a business website. A business website will serve as a platform for information, interaction, and promotion that can encourage business transactions. The tourist village of Neglasari has very attractive natural potential. The lack of promotion and digital marketing has caused information about the village's tourist potential to not be widely disseminated. A relatively easily accessible location should be able to attract tourists to visit.

Issues with Tourism Village Partners

Referring to the situational analysis description, the partner's issues include the following:

- The minimum monthly tourist visitation to the Neglasari tourism village
- Lacks a well-organized digital marketing platform
- The human resources managing the tourist village have not yet implemented digital marketing in a consistent and sustainable strategy.

II. SOLUTIONS AND OBJECTIVES

Based on the situational analysis about problems encountered by the partners, the proposed solutions and output objectives for the service activities are as follows :

Table 1. Solution and Objectives

No.	Solutions	Activities	Objectives
1.	Improving the knowledge and understanding of tourism village managers regarding digital marketing	Teaching of theoretical material enhanced by situations related to: <ul style="list-style-type: none"> - Definition and significance of digital marketing - Digital marketing platform 	<ul style="list-style-type: none"> - The manager acquires knowledge and understanding of villages tourism marketing. - Training Module - Training Certificate
2.	Creating a digital marketing platform for the Neglasari tourist village	Provision of assistance in creating a tourism village promotion platform: <ul style="list-style-type: none"> - Data entry and editing - Presenting data graphically/visually 	<ul style="list-style-type: none"> - Landing page of Neglasari tourism village - Template content plan for a tourist village

III. RESULTS AND DISCUSSION

The initial community service activity in Neglasari Tourism Village is training related to digital marketing and location surveys for content creation for the marketing media of Neglasari Tourism Village. This activity was conducted at the basecamp of the Neglasari Tourism Village management on May 18, 2024.



Fig 6. Basecamp Manager of Giwangkara River Tubing, Neglasari Village Documentation and Promotion Content Activities

Documentation and Promotion Content Acquisition Documentation and content capture efforts in the Neglasari tourist village are conducted to gather photo and videographic materials for use on social media platforms and the website. This activity involves students from the Faculty of Economics and Business at Unpak alongside the documentation team for community service programs. Up to six students from the management, accounting, and digital business programs at FEB Unpak participated as talents. The documentation process is adjusted according to the services typically provided when consumers are about to enjoy river tubing and body rafting tourism. The activities documented include:

- Visitor reception at the Giwangkara River Tubing basecamp location
- Preparation to the changing house for the river tubing activity
- The use of safety equipment, helmets, and life jackets

- Guidance from the mentor and warm-up
- The journey to the starting point of the river tubing activity
- River tubing activity
- Body rafting activity
- Water play activities in the river
- Visit to the sheep farm



Fig 7. Documentation Activities of River Tubing and Body Rafting in Neglasari Village Website Creation and Content Design

The next activity carried out in the community service program is the process of website creation and content design. At this stage, it involves students who are members of the community service program from the Digital Business Study Program. The activities carried out include :

- brainstorming about the website layout
- Copywriting for the website
- Design concept for social media content
- Task distribution



Fig 8. Brainstorming Website Creation and Content Design Creation of Social Media Marketing Training Module

The development of internet and smartphone technology has currently influenced various business activities. The marketing process that was once conducted using traditional concepts such as promotions through print media, electronic media, and sales personnel, is now made easier with digital media such as websites, social media, and e-commerce. Marketing through digital media provides the advantage of a wide reach at a more efficient cost. Business actors today need to have the ability to utilize existing digital media. The increasingly tight business competition, without the accompanying ability of business managers in digital marketing, can cause business actors to fall behind their competitors. The FEB Unpak community service team for the Neglasari Tourism Village created a guide on Copywriting and Content Plan for managing social media. This guide is expected to help the managers of the Neglasari Tourism Village in producing creative promotional materials that are appealing to consumers.



Fig 9. Cover Modul *Copywriting* dan *Content Plan*

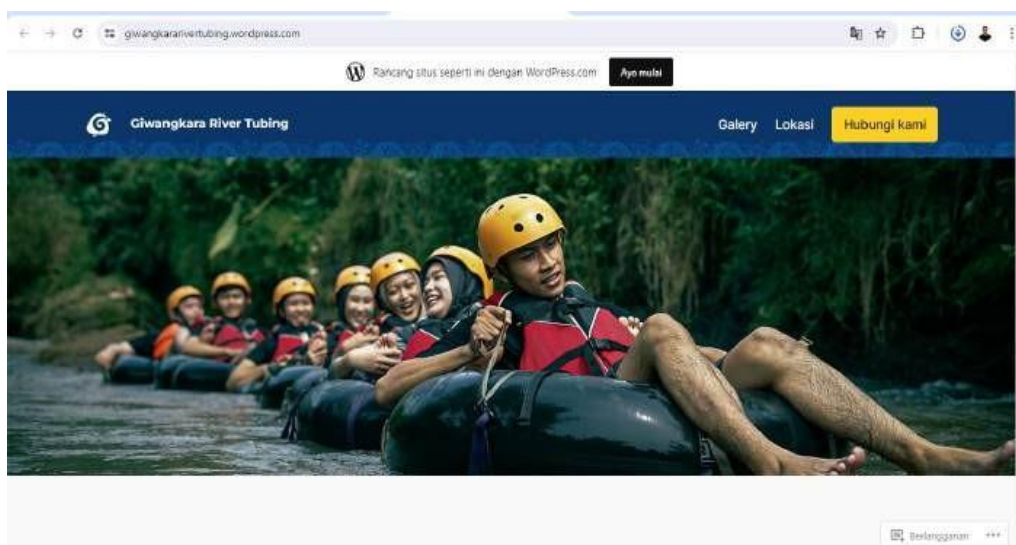
Landing Page and Content Plan for Tourism Village

In digital marketing, the media that is currently widely used and relevant for disseminating information and reaching target consumers are through websites and social media. Websites serve as official media commonly used to explain business profiles in more detail, information related to services and products offered, address details, and contact persons from business managers. Social media platforms like Instagram, TikTok, and YouTube have become dynamic mediums for interacting with followers and target audiences. Continuous and consistent management of social media can attract a wider range of consumers.

Here is the Giwangkara River Tubing website, Neglasari Tourism Village, created by the service team:
Website address :

<https://giwangkararivertubing.wordpress.com/>

The appearance of the Giwangkara River Tubing website, Neglasari Tourism Village:



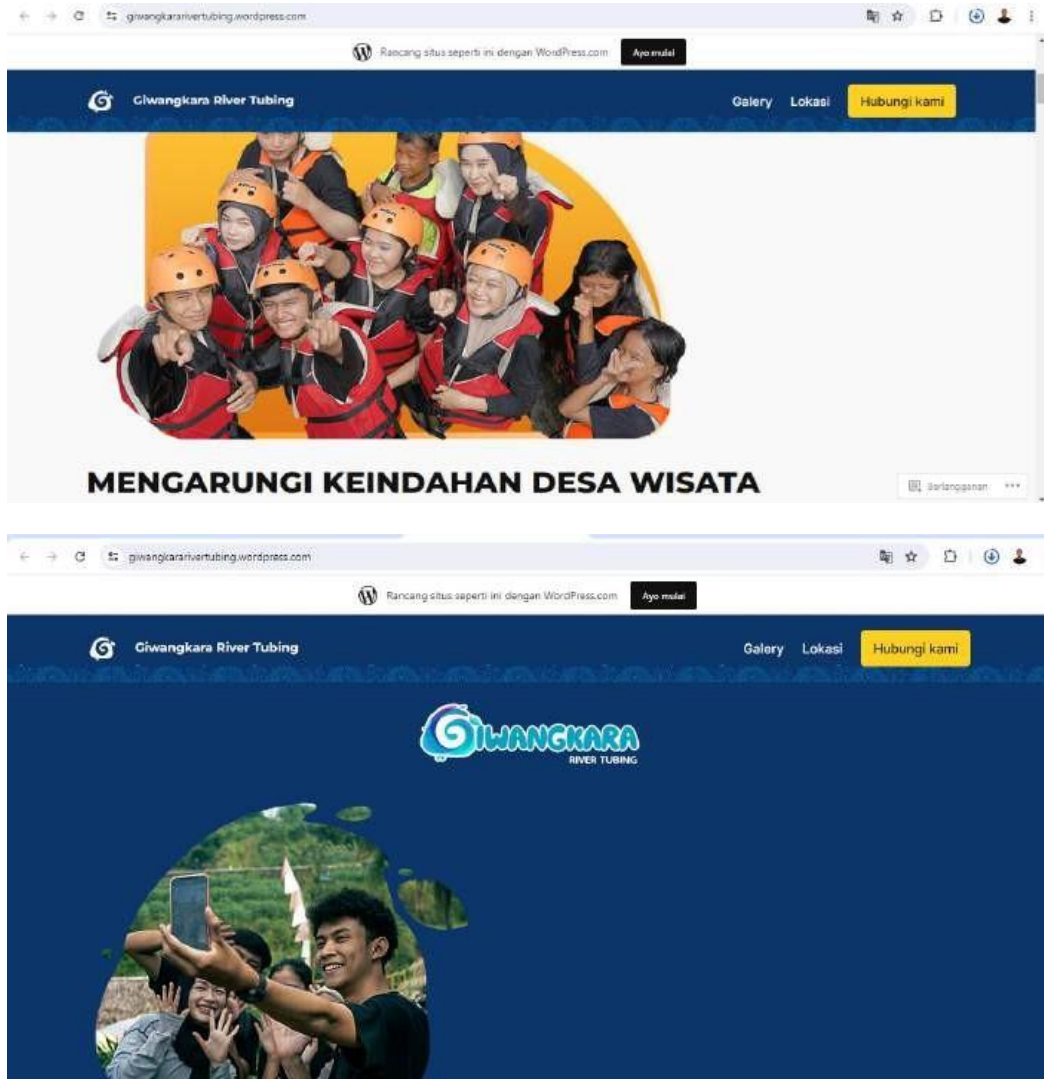


Fig 10. Website Appearance of Giwangkara River Tubing Neglasari Tourism Village Digital marketing through social media requires creative skills in creating promotional

Content with attractive designs. Here are some examples of content created by the service team for the Instagram social media of Giwangkara River Tubing, Neglasari Tourism Village.



Fig 11. Design Content for Social Media Giwangkara River Tubing Neglasari Tourism Village

The promotional content that has been published consists of a digital flyer containing information about the prices of tour packages and the experiences that visitors will have in Neglasari Tourism Village. Furthermore, the managers of Neglasari Tourism Village need to regularly publish promotions for body

rafting and river tubing tours offered to visitors.

IV. CONCLUSION

The conclusion that can be drawn from the service activities that have been carried out includes :

- The pilot tourist villages in Bogor Regency have the potential to attract tourists, but marketing management issues pose a challenge. This issue is usually related to the availability of human resources and the lack of knowledge about digital marketing.
- Neglasari Tourism Village, which has a topography of rivers, rice fields, and plantations, has the potential for agribusiness edutourism and water tourism activities such as body rafting and river tubing. The packaging of a good tour package, starting from the availability of facilities and infrastructure, tourism service SOPs, and competent and committed human resources for managing tourist villages, is very much needed to support a sustainable tourist village business.

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