

Social Media Application Implementation in Tourism Village Development

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Article History:

Received : 12 September 2023

Revised : 20 Oktober 2023

Accepted : 16 November 2023

Keywords: *Tourist Village
Groups, Social Media,
Cangkuang.*

Abstract: *Activities in this tourist village aim to contribute to the growth of the tourist village in addition to being a university service programme. Students can also collaborate and interact directly with all stakeholders, from village officials to Pokdarwis, and use the facilities provided to them to apply their knowledge. As a partner in this project, several organisations, including Cangkuang Tourism Village in Distrik Leles, Kabupaten Garut, have a one-month duration. The program's implementation resulted in the growth of social media, beginning with the creation of accounts, content, and the promotion of tourist communities. The activity concludes that Cangkuang Tourism Village has tourism potential that can be promoted and spread through the use of information technology, one of which is social media. The involvement of many parties in promoting this tourism village must be expanded.*

INTRODUCTION

Cangkuang Tourist Village, known by the name of Congkuang Temple Tourism Village, is in the district of Leles and surrounded by hills showing a beautiful panorama in Cangkuang, Leles Prefecture, Garut West Java district. This village is famous for its natural tourism potential, indigenous culture and Java history, which is still thick and continues to preserve its sustainability. And has a variety of photo spot facilities, gardens and dining rooms. Some of the tourist attractions available in Cangkuang are offered in the form of tour packages coordinated by the village tourist. Its preservation of customs, culture, art and beauty makes it a special attraction for visitors, as they can travel with it while studying a variety of cultures. In the assessment of the tourist village carried out with the Ministry of Youth, Olaharaga, Culture and Tourism, there is an evaluation of the problems that need to be corrected by the village of Cangkuang, which is the lack of branding and promotion as a cultural tourism village.

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The potential of a village rich in cultural diversity is not well known to the community, and the social media accounts that the village already has are not managed and well exploited. Based on the problems in the village of Cangkuang, the escort team can help and contribute to solving the problem by creating several new social media accounts such as Instagram, Tiktok, and YouTube that thus sparked the promotion. The social media account also contains content about tourist attractions and UMKM products in Cangkuang Village. In addition, the promotion was also done by creating a pamphlet showing the potential of the village to attract tourists. Therefore, through this dedication program, it is possible to optimize the promotion of tourist villages and UMKM Village Cangkuang through social media.

Based on the results of observations and interviews with the Cangkuang Village, it is possible to know the various issues faced, namely:

- 1) The tourist village has not been managed seriously by the local community.
- 2) The quality of human resources is relatively not high.
- 3) Facilities are inadequate and unmanaged to the maximum.
- 4) The role of social media is not too supportive for the promotion of tourist villages.

The priority needs related to the objectives of this activity, especially in relation to the priority issues to be solved are as follows:

- 1) The villages and local communities are expected to compactly organize and provide innovation to the attractions that are already available,
- 2) The creation of content on social media needs to be done on a regular basis so that social media can be accessed and by the outside community,
- 3) To make it easier, more comfortable, and safer for the tourists who visit each destination, maintenance or repair of the facilities should be done on a regular basis so that they can be and create a pleasant atmosphere,
- 4) Advertising programmes and promotional packages need to be continuously and effectively enhanced through various media so that potential tourists are interested in coming and visiting again,
- 5) Overall, the active participation of every element of the community needs to be enhanced to expand existing tourism and economic growth programmes. The activities of this tourist village require the involvement of all of my stakeholders directly.

According to Saepudin (2023), tourism is the activity of jointly visiting places with the hope of entertaining, provoking pleasure, expanding knowledge, acquiring education and

various other purposes. According to Suryanto et al. (2023), village tourism is a type of tourism that is built and developed by a community in an area or location that has nuances and has tourist products that are typical of the countryside. The characteristic or uniqueness of the tourist village can be the nature of the forest, beautiful parks or the sea, goods or special objects, culture or customs, or traditional art. (Sugandi, 2023). A relatively new facility that is often used today is social media. These media also have a very important role in the implementation of the promotion of the tourist village, whether goods or services are offered. (Kushendar, 2023). This is an information technology-based medium that is interactive and communicative between the tourist village management and various parties, especially the prospective tourists. (Rosadi, 2022). The process of digitizing advertising and branding with social media benefits vitally because it creates efficiency from the early stages of the idea, from management to the completion of transactions in the tourism enterprise.

RESEARCH METHOD

Based on the main issues raised related to tourist attractions in the village The cangkuang, then the dissolution proposed is as follows:

- 1) Making massive promotions through social media ownership
- 2) Helps promote UMKM products
- 3) Planning a tour package
- 4) Create a video profile of Cangkuang Dance Tourist Village

A number of methods of devotion are presented Kurhayadi et al. (2022) In order to realize such a formulated solution, then this program uses methods with the following stages.

The approach to supporting the implementation of the program is done in the following way:

- 1) Creation of social media accounts
- 2) Simulation of tourist attraction visits
- 3) Creation of content introduction to excellence tourism products
- 4) Creation of social media accounts



Picture 1: at the tourist attraction.

Relationships and Roles of Partners In the implementation of the program in the Cangkuang Tourism Village, the dedication team, together with the village partner consisting of BUMDes, plays a role in supporting the business activities and the economy of the village community through the facilities of productive economic activities in the villages. Then pokdarwis, as a partner who plays a role in the introduction of tourist attractions, accompanies, advises and improves the well-being of the people through tourism activities, both human resources and natural resources. Furthermore, to raise public awareness in the field of tourism so as to awaken the citizens of the community who are aware of the existence of tourism with the concept of charm. Following Karang Taruna, a partner who played an important role helped in the observation and evaluation of tourist villages and helped to introduce and teach how to play gamelan.

RESULT AND DISCUSSION

The results of dedication to the community in the village of Cangkuang are interesting video or photo content that can interest many people according to the field of science team members have studied during the training. In addition, it can also increase the interest of visitors in traveling because it contains information related to tourism available in Cangkuang Village.

The dedicated team consists of the fields of digital financial accounting, content creator, digital marketing, and data science. The field of accounting and digital finance is tasked

with identifying financial reports and providing advice related to the preparation of financial reports in accordance with UMKM (Sutaguna & Yusuf, 2022) and Cangkuang Tourism Village. The content creators field create video content and photo tourism village. 5. There is funding from the parties and related services.

- 1) Reels Instagram and Tiktok are one of the products of the content creator form the creation of a short video that is uploaded through the Instagram and Ciktok account of Cangkuang Village Tourism. This tourist village has several tourist attractions so the appearance in the form of Instagram Reels and tiktok is adapted to the number of attractions in the village.
- 2) Promotion of video profile tourist village. This video profile is one of the products of content creator. This video was created with the aim of promoting the potential of Cangkuang Dance Tourism Village so that it can be recognized by the wider public so as to have a positive impact on the development and progress of the village.
- 3) Development of pamphlet design and captioning is one of the products of digital marketing. Based on observations, the social media account that has been created by Cangkuang Village Tourism has not yet created an interesting post design and does not have a description of the title information related to the village tourism in social media posts. Therefore, the development of social media is done by creating a design of the posting such as creating and captioning the description of each post on social media Instagram or Tiktok. It is expected that social media accounts can attract the attention of visitors to the account social media so that there is a desire to visit the village.

CONCLUSION

Cangkuang Tourist Village is a village located in Garut district and is located around the mountains and the Serayu River. There are several tourist attractions and UMKMs in this village, namely Inggil Banyon, Keramat wells, Kali Bacin baths, Serayu River stops, the Serayu Movement Dam, NEWA, Arum Craft Secar, and Wooden Pipes Uncle's Foot. The tourist attractions and the UMKM are a great potential that can be the attraction of visitors to visit Cangkuang Village. However, in the silus of his life this tourist village is still in the phase of discovery. Therefore, there is a need for development in various aspects, especially in the field of marketing to help promote the introduction of Cangkuang Dance Tourist Village. It is hoped that massive social media publications about tourist attractions and attractions in Cangkuang Village can help improve the development of tourist villages to become more advanced.

Some of the things that are recommendations of this activity, especially for the tourist attraction managers and the Government of Cangkuang Village are as follows:

- 1) The publication of tourist attractions on social media can be continued and celebrated mainly by teenagers and coral taruna. It is expected to help the development of the tourist village to become more known.
- 2) Tourist village managers can invite stakeholders broadly to be able to cooperate with local communities who are willing to contribute in developing creative and innovative tourist village.
3. The Village Government is expected to provide adequate facilities for the development of tourism village.

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