

Community Development of Tourism Interest Group Malang Regency as an Effort to Optimize Tourism

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ABSTRACT

The Covid-19 pandemic has had a significant impact on the economy Indonesia, especially for the tourism sector. This sentence highlights the importance of tourism to the government. Based on the situation analysis, Malang Regency has an area marine tourism located in South Malang. One of them is the Bowele tourist area. Bowele which consists of a group of beaches (Bolu-bolu, Wedi Awu, and Lenggoksono) is a potential coastal tourism area in Malang Regency. Apart from its stunning natural beauty, the area also boasts significant economic potential in marine products, this tour is also a venue for large-scale surfing activities international. However, this area has not been optimally developed by tourism managers represented by the Boele Tourism Awareness Group (Pokdarwis), including resource management human resources, finance, marketing, and distribution. So, this community service activity highlighted critical deficiencies in business management as well as marketing management. Community service through the Community Partnership Program is designed to enact branding that encourages digital marketing activities including applications/ website and social media content as an effort to digitize and optimize tourist areas Bowele Beach. The proposed service activity stems from research conducted by the proposing team's lecturers in an earlier period. During this community service project, the team helps partners develop skills to implement applications/websites and publications through social media content through counseling and mentorship. In addition, assistance and training related to business management aspects. This community service plays a vital role in empowering tourism businesses to leverage social media for marketing and distributing their offerings. It's hoped this community service project will boost tourism and keep it going even during and after the pandemic.

Keywords: *Bowele Tourism Village, Community Development, Digital Branding*

A. INTRODUCTION

The Covid-19 pandemic has had a significant impact on the economy Indonesia, especially for the tourism sector. This sentence highlights the importance of tourism to the government. Based on

the situation analysis, Malang Regency has an area marine tourism located in South Malang. One of them is the Bowele tourist area. Bowele which consists of a group of beaches (Bolu-bolu, Wedi Awu, and Lenggoksono) is a potential coastal tourism area in Malang Regency. Apart from its stunning natural beauty, the area also boasts significant economic potential in marine products, this tour is also a venue for large-scale surfing activities international. However, this area has not been optimally developed by tourism managers represented by the Boele Tourism Awareness Group (Pokdarwis), including resource management human resources, finance, marketing, and distribution. So, this community service activity highlighted critical deficiencies in business management as well as marketing management. Community service through the Community Partnership Program is designed to enact branding that encourages digital marketing activities including applications/ website and social media content as an effort to digitize and optimize tourist areas Bowele Beach. The proposed service activity stems from research conducted by the proposing team's lecturers in an earlier period. During this community service project, the team helps partners develop skills to implement applications/websites and publications through social media content through counseling and mentorship. In addition, assistance and training related to business management aspects. This community service plays a vital role in empowering tourism businesses to leverage social media for marketing and distributing their offerings. It's hoped this community service project will boost tourism and keep it going even during and after the pandemic. The expected target of this service activity is to increase the understanding of service partners about business management and digital marketing so that it is hoped that it can increase tourist visits to 50 visits every week which has an impact on improving the welfare of service partners.

Geographically, Purwodadi Tourism Village consists of Wedi Awu Hamlet with Wedi Awu Beach, White Sand Beach and Dampar Beach. Lenggoksono Hamlet and Purwodadi Hamlet have Lenggoksono Beach cluster, and snorkeling at Kletakan Beach. Most people work as farmers and fishermen with human resources who graduated from elementary/junior high school. Currently in

Purwodadi Tourism Village there are 50 fishing boats, 21 inns of which 9 inns are still active during the pandemic. Tourism marketing began to be done through social media, namely through Facebook. Obstacles faced by service partners include limited human resources. Bowele beach tourist area not only offers natural beauty with a long coastline but a lot of tourist potential. Bowele Beach is also a beach that holds regular events for surfing sports on an international scale. In addition, there are also cultural tours in the form of traditional dances that only exist in Bowele. While the main commodities of the region include coffee, cloves, bananas, and coconuts which are distributed to the Malang Raya region and its surroundings (Disparbud, 2019). The biggest hurdles service partners encounter involves running their business management and marketing management. Some of the obstacles experienced by Puwordadi Tourism Village in tourism management, especially beaches, include the limited number of technologically literate Human Resources, so far it has been done only manually / traditionally. Meanwhile, from the aspect of marketing promotion, managers of tourist attractions still lack promotion of tourist areas. So far, promotion has only been carried out conventionally. In addition, this tourist spot does not yet have a clear tourist image to promote to potential tourists. Considering the pandemic's impact on tourism, developing a strong marketing plan is essential. The development of marketing is supported by technological developments such as internet networks that are increasingly accessible (Brown B, 2003). To boost tourism tourism in Malang Regency, particularly the Bowele Beach tourist area, one of which is through digital branding. This approach fosters connections with potential prospective customers, create good interactions with customers, and viralize business potential (Goddes, 2020). The digital branding strategies proposed in this study include the use of applications/websites and social media. The goal is to design and implement a successful digital branding strategy to keep tourism thriving post-pandemic. Building on previous research, a community service program will be implemented to help partners with digital branding. This includes creating apps/websites, social media content, and offering guidance on business management. This service is crucial for tourism businesses to leverage social media for marketing and

distribution. Ultimately, this program aims to support a productive tourism industry during and after the pandemic. The expected target of this service activity is to increase the understanding of service partners about business management and digital marketing so that it is hoped that it can increase tourist visits to 50 visits every week which has an impact on improving the welfare of service partners. The academic output produced through this activity is that students can apply the knowledge gained in lectures so that it can be implemented to partners in community service activities. Students gain practical experience by working with community service partners. This program also allows lecturers to use their research findings to benefit the community. By participating, partner organizations gain valuable knowledge in digital marketing strategies, empowering them to optimize tourism opportunities and ultimately achieve economic independence. Therefore, through Community Service activities, the Community Partnership Program Scheme (PKM) is very important to be carried out in accordance with tourism /tourism which is the focus of the government so that it can bring a positive impact to service partners.

B. IMPLEMENTATION AND METHODS

Based on the previously formulated situation analysis, to address the identified problems faced by partners, this community service program will be implemented. The methods used are lectures and discussions, as well as simulations in the form of training.

1. Method of Lectures and Discussions.

This community service activity began with giving lectures and counseling to the administrators who were partners in this activity. The material to be provided is related to the following: (a) Marketing potential of tourism services as a strengthening of business motivation; (b) Daily bookkeeping administration management of financial data; (c) Counseling on social media platforms such as Instagram and YouTube; (d) Counseling on the importance of social media in marketing tourism services using applications/websites. The

discussion method in this activity is carried out as an effort to better understand the problems faced by partners and it is hoped that solutions can be found solutions together.

2. Training Methods.

Demonstration and training activities are follow-up activities carried out by community service implementers related to lectures and discussions carried out previously. In this activity learning and training materials include the following: (a) Training in creating simple financial statements using the Microsoft Excel application; (b) Training to promote tourism services through social media platforms in the form of creating Instagram feeds, compiling captions and hashtags. In addition, it also creates promotional video content on the YouTube platform; (c) Training in marketing tourism services using applications / websites which are outputs resulting from the research of the proposed team in the previous year. These three training activities are very useful for Pokdarwis Bowele who a partner of this community service activity is if they want to increase the reach of tourism marketing. So that not only local visitors visit the Bowele area, but it does not rule out the possibility of attracting foreign tourists.

Partner Participation in Implementation

The Partner Participation Program is carried out consistently from the preparation stage to the evaluation stage. Even if described in more detail, partners also provide constructive suggestions and recommendations for further community service programs if they can be realized. The forms of partner participation include: (1) Interaction in the form of active partners in conveying their obstacles so far so that two-way communication will arise with the community service team. (2) Partners are involved in determining training objectives based on the background, conditions, limitations, and potential of prospective participants; (3) Partners participate in completing data and supporting materials for training materials; (4) Partners participate in evaluating community service activities; and (5) Partners actively participate in conveying suggestions and recommendations during the evaluation phase

Program Evaluation and Sustainability

Evaluation of the implementation of this activity is carried out to determine the mastery of training materials by participants, the implementation of activities and the impact of activities for partners. Program evaluation will be carried out through two sides, namely internal and external. On the internal side, the team will use a series of questionnaires that measure whether the target achievement of activities has been achieved. Then, on the external side, the service team will use a questionnaire containing partners' opinions on the goodness of the activity, the usefulness of the activity to the satisfaction of partners during this community service activity. In addition, the form of sustainability of this program after community service activities are completed is the possibility of service partners to become fostered partners of Bina Nusantara University. The sustainability plan of this program is that Pokdarwis Bowele can compile simple financial statements, create family economic independence, and develop productive economic businesses for residents. This partnership will be continued in the form of other programs such as HR development training, merchandise design training as Bowele's signature souvenir, MSME assistance around the service location, as well as training in supply chain and product distribution. So, it is hoped that the community service scheme in Purwodadi Village at Pokdarwis Bowele can be sustainably carried out by the community service team from Bina Nusantara University.

Member Roles and Duties

The proposed Community Partnership Program Scheme consists of the Chief Proposer with the Field of Visual Communication Design, Member 1 from the Field of Management Science and Member 2 from Communication Science. In addition, this community service activity also involved two DKV students who oversaw mentoring activities. The details of the service team's job description are described in the table below.

C. RESULTS AND DISCUSSION

Ways to address problems faced by partners, implemented in a systematic way, should target the most important issues first. The chosen solution must directly address the partner's most critical problems. The key to solving the partner's problem is to provide and improve the insight and skills of partners regarding Bowele tourism management from the managerial side, especially marketing and business management aspects. Service partners will be equipped with knowledge and skills to create basic financial statements and implement digital marketing strategies. In the end, In the end, the community can keep things going long-term and grow businesses, which will boost the local economy. The solution to the problem targets two main aspects. The first aspect is Financial Management, and the second aspect is Marketing Management. In terms of financial management, it includes cash management. While in terms of marketing includes market segmentation and target markets, and marketing mix/marketing mix.

Based on the analysis of the situation and problems faced by partners, the solutions to this community service program are:

1. Implementation of digital marketing training (aspects of marketing management).
2. Training on skills training related to how to make simple financial statements using applications.

D. CONCLUSION

The Covid-19 pandemic has had a significant impact on the economy Indonesia, especially for the tourism sector.

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