STRENGTHENING THE POTENTIAL AND PROMOTION OF WRINGINANOM TOURISM VILLAGE THROUGH DIGITAL BRANDING

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ABSTRACT

This community service research aims to strengthen the potential and promotion of Wringinanom Tourism Village through a structured digital branding approach. The study adopts a participatory and design-based methodology that integrates community involvement with strategic digital communication planning. The research begins with a situational analysis to map the tourism potential, local resources, and existing promotional challenges within Wringinanom Tourism Village. Data were collected through field observation, in-depth interviews with local stakeholders, and documentation of cultural and tourism assets. The digital branding strategy was developed using a human-centered design framework consisting of several stages: exploration, brand identity formulation, digital content development, and digital platform optimization. During the exploration stage, key tourism narratives and unique local values were identified to form the foundation of the village brand. The next stage focused on developing a clear digital branding identity, including visual elements, storytelling concepts, and positioning strategies that reflect the cultural and ecological uniqueness of Wringinanom. Subsequently, digital promotional content was designed and disseminated through online platforms such as social media and websites to increase visibility and audience engagement. The results demonstrate that a systematic digital branding methodology can significantly improve the visibility and attractiveness of tourism villages. The study concludes that strengthening local narratives combined with consistent digital communication strategies can support sustainable tourism promotion and empower local communities in managing their tourism potential.

Keywords: Digital Branding, Tourism Village, Wringinanom

A. INTRODUCTION

Tourism plays a significant role in regional economic development, offering opportunities for local communities to grow and prosper. (Simorangkir et al., 2024) Indonesia is known for its vast tourism potential, with diverse landscapes, rich cultural heritage, and unique traditions spread across its many islands. As one of the country's most vibrant regions, East Java offers a variety of attractions, ranging from breathtaking natural wonders to historical and cultural sites. (Wisnu et al., 2023) The region is home to famous destinations such as Mount Bromo, Kawah Ijen, and the pristine beaches of Banyuwangi, which continue to attract both domestic and international tourists. Additionally, East Java's cultural richness, reflected in traditional performances like Reog Ponorogo and unique local cuisines, further enhances its appeal as a top tourist destination in Indonesia.

Bromo Tengger Semeru National Park is one of Indonesia's most iconic natural attractions, renowned for its breathtaking landscapes and rich biodiversity. (Satrya & Susanto, 2023) Located in East Java, the park spans approximately 800 square kilometers and is home to the majestic Mount Bromo, the towering Mount Semeru—the highest peak in Java—and the vast Tengger Sand Sea. This unique volcanic terrain, combined with the cultural heritage of the Tenggerese people, makes it a prime destination for both nature enthusiasts and cultural explorers. Visitors can witness the mesmerizing sunrise over Mount Bromo, hike through lush forests, or experience the Kasada Festival, a sacred Tenggerese ritual. As a protected area, the national park also serves as a vital habitat for diverse flora and fauna, emphasizing the importance of sustainable tourism and conservation efforts to preserve its natural beauty for future generations. (Wiratno et al., 2022)

Wringinanom (Dewi Anom) Tourism Village is in Malang Regency, East Java, and is the entrance to the Bromo Tengger Semeru tourist route via Malang which has several tourism potentials including education, culture and adventure. (Jadesta, 2024) Wringinanom Tourism Village is a potential agricultural, plantation, and livestock area. The area located at 850 meters above sea level makes the

atmosphere peaceful. Situated on a slope of 26% with a temperature of 14C-26C every day, the village area reaches 817.75 Ha. Biologically, the land in this village is fertile and provides benefits to the community in the agricultural or plantation sector, as well as animal husbandry. Apart from offering natural beauty and economic potential in the form of agricultural horticultural products, Wringinanom Village offers educational, cultural, and adventure tourism for tourists. (Hariyadi et al., 2024) As an educational tourist attraction, Wringinanom Village has orange picking agro, handycraft sandals, knitting crafts, and a dairy cattle industry. As a cultural tourism, there are cultural offerings of puppet masters, Karawitan, Pencak Dor Bromo. And from Adventure tourism, tourists can enjoy the excitement of river tubing, outbound, camping, final offroad, tracking Mount Bromo and Mount Semeru. (Susanto et al., 2023)
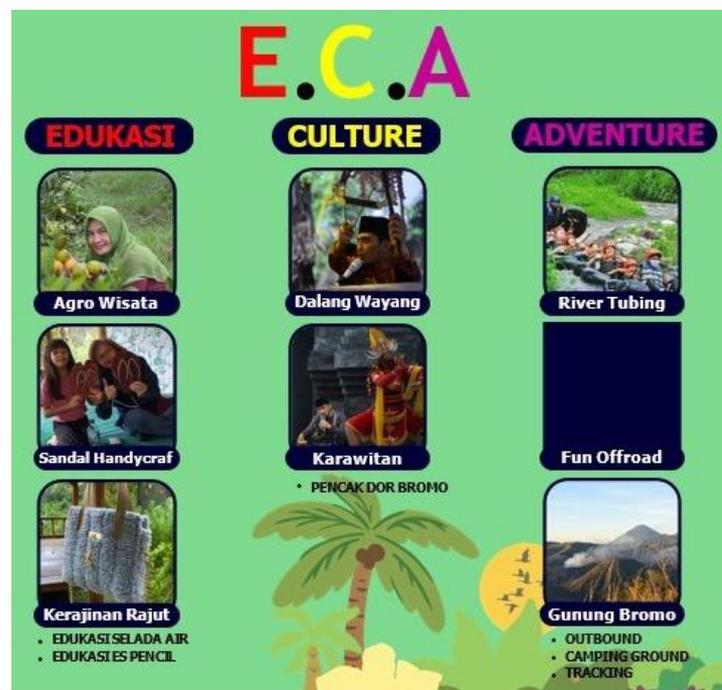

Figure 1. Tourism Potential in Wringinanom Tourism Village

With the continuous growth of the tourism industry, Wringinanom has great potential to strengthen its position as a leading travel destination. However, to maximize this potential, effective tourism management and promotion strategies are crucial. Leveraging digital branding, improving

infrastructure, and developing community-based tourism can significantly enhance the region's attractiveness. Moreover, the rise of sustainable tourism presents an opportunity for Wringinanom to promote eco-friendly travel experiences while preserving its natural and cultural heritage. By optimizing these strategies, East Java can further boost its tourism sector, benefiting local communities and contributing to Indonesia's overall tourism development.

Community Empowerment activity aims to analyze the current state of tourism in Wringinanom, identify challenges in its promotion, and develop digital branding strategies to enhance its appeal. By utilizing digital marketing techniques, such as social media campaigns, website optimization, and visual storytelling, this study seeks to establish a strong and consistent online presence for the village. Additionally, the research will explore how digital branding can empower local communities by providing them with the skills and tools needed to sustain promotional efforts independently. The findings are expected to contribute to the development of a strategic framework for digital branding in rural tourism, ensuring long-term benefits for both the village and its stakeholders.

B. IMPLEMENTATION AND METHODS

Based on the previously formulated situation analysis, the challenges faced by partners have been identified and require targeted solutions through a structured community empowerment program. This initiative aims to enhance the well-being of service partners by addressing key issues and providing practical solutions. The approach involves a combination of lectures, discussions, and hands-on simulations through specialized training sessions. By implementing these methods, the program seeks to equip participants with the necessary knowledge and skills to improve their economic and social conditions effectively.

Lecture and Discussion Method.

This community empowerment program begins with lectures and counseling sessions for the administrators who serve as partners in the program. The provided materials focus on key aspects, including:

a. The potential of digital marketing for promoting tourism products and services through website platforms, information systems, and social media.

b. Strategies for utilizing social media platforms such as Instagram, TikTok, and YouTube to enhance tourism promotion.

A discussion-based approach is also implemented to gain a deeper understanding of the challenges faced by partners. Through this interactive method, it is expected that effective solutions can be identified and developed collaboratively to improve tourism marketing strategies in Wringinanom Tourism Village.

Training Method.

The demonstration and training activities serve as a follow-up to the previous lectures and discussions conducted as part of the community empowerment program. These sessions aim to provide hands-on learning experiences, equipping participants with practical skills to enhance tourism marketing. The training covers several key aspects, including:

a. Managing information systems and digital platforms for branding and marketing.

b. Creating promotional content using simple and accessible applications.

c. Utilizing social media platforms for tourism promotion, such as designing engaging Instagram feeds, writing compelling captions with effective hashtags, and producing promotional video content for TikTok and YouTube.

These training activities are highly beneficial for tourism stakeholders in Wringinanom Tourism Village, as they enable them to expand their marketing reach. By leveraging digital tools, the village has the potential to attract not only local visitors but also international tourists, further strengthening its position as a promising tourist destination.

C. RESULTS AND DISCUSSION

Preparation Stage for Community Service Activities

In the preparation stage of the service activities, discussions were conducted with relevant stakeholders, including Mr. Galuh Prasetyo, the chairman of the Tourism Awareness Group in Wringinanom Tourism Village. The primary challenges faced by service partners revolve around marketing management, particularly in adapting to digital advancements. One of the main obstacles is the limited number of technologically literate human resources, as most tourism management tasks are still performed manually or traditionally. Additionally, from a promotional perspective, the efforts to market Wringinanom's tourist attractions remain insufficient, relying mainly on conventional methods. Furthermore, the village lacks a clear and distinctive tourism identity that can be effectively communicated to potential visitors, making it crucial to develop a strong branding strategy to enhance its appeal.

Preparing a Tourism Village Logo

In this Community Empowerment program, the service team proposed the Wringinanom Tourism Village Logo. A logo for a tourism village serves several important functions as follows: First logo as brand identity. The logo creates a unique identity for the village, distinguishing it from other destinations. It helps to establish a brand that can be recognized and remembered by potential visitors. Second is for Visual Representation. A logo visually represents the essence of the village, capturing its attractions, culture, and values. It communicates what the village is about at a glance.

Third, logo can Attracting Visitors. An appealing logo can attract tourists by piquing their interest. A well-designed logo can evoke emotions and create a sense of curiosity about the village. Fourth, consistency Across Marketing Materials. The logo is a key element that should be used consistently across all marketing materials, including websites, brochures, social media, and signage, helping to create a cohesive image. Fifth, Building Trust and Credibility. A professional and attractive logo can enhance the credibility of the tourism village, making it appear more trustworthy and appealing to potential visitors. The last one is Communication. A logo can communicate essential information, such as the type of tourism experience the village offers (e.g., adventure, relaxation, cultural experiences), in a visual format.

Below are three alternative Wringinanom Tourism Village Logos

Figure 2. Three alternative Wringinanom Tourism Village Logos

Creating a logo for a tourism village can be an exciting project. Here are some ideas to consider while designing tourism village logo:

1. *Nature Elements*

   In this tourism village logo incorporates elements that represent the natural beauty of the Wringinanom village, such as mountains, rivers, trees, or leaf.

2. *Cultural Symbols.*

   In this logo, use symbols or patterns that reflect the local culture or heritage, such as traditional local wildlife.

3. *Color Palette.*

In this logo, the designer chooses colors that evoke the feeling of the village, such as greens and yellow for nature or warm colors to signify a welcoming atmosphere.

4. *Font Style*

Select a font that complements the theme of the logo. In this logo using sans serif typeface could appeal to younger tourists.

5. *Iconography*

Consider including iconic features of the village, such as mountains that represent the tourist village itself.

6. *Simplistic Design*

Aim for a design that is simple, unique, and memorable, allowing it to be versatile for various uses (signage, merchandise, digital platforms).

Figure 3. Dewianom choose Logo

Wringinanom Tourism Village Merchandise Design

Merchandise design is the process of creating graphic designs or visual concepts for promotional products or souvenirs that are used to promote a particular brand, event, organization, or cause. The merchandise produced in this service activity is in the form of tumblers, t-shirts, keychains, and tote bags. The following are general steps in designing merchandise:

1. Determine the Goal: Start by determining the purpose for which this merchandise is created. The purpose of making Edelweiss Park merchandise is to promote the brand of Edelweiss Park tourism itself. Understanding the goal will help determine the right message and aesthetic.

2. Get to Know the Audience: In this service activity, the target audience is teenagers, where teenagers really like designs that tend to use typography and use bright colors.

3. Create a concept: The idea for designing merchandise based on purpose and audience is to create merchandise designs that can be used by teenagers. This design process begins with hand sketches or using graphic design software such as Adobe Illustrator and Adobe Photoshop.

4. Logo or Brand Identity: this merchandise is used to promote a business or organization so the logo is the main element applied in the merchandise. The logo must be clearly visible and easily identifiable, making it easier for the audience to recognize it.

5. Colors: Choose a color palette that suits your brand or event theme. These colors should work together visually and provide a consistent impression. This merchandise uses colors dominated by green, in harmony with Edelweiss Park which has a natural and natural feel.

6. Typography: Choose a typeface (font) that suits the design style. This merchandise design uses a script typeface, but legibility is still very easy to recognize. This script letter gives a friendly and warm impression.

7. Pay attention to product size and type: Each merchandise product has different sizes and specifications. In this merchandise design, the tumbler has dimensions of 25 cm high with a

diameter of 8 cm. The tote bag has dimensions of 30x25 cm. The keychain has a diameter of 8cm, and the t-shirt consists of various size variants ranging from S, M, to XL, with a logo application measuring 12x3 cm.

8. Test Designs: Before printing in large quantities, test merchandise designs by printing some samples or creating digital mockups to see how they will look in physical form.

Figure 4. Dewianom Merchandise Mockup

D. CONCLUSION

In conclusion, the research on "Strengthening the Potential and Promotion of Wringinanom Tourism Village Through Digital Branding" highlights the transformative power of digital marketing in enhancing local tourism. By leveraging innovative branding strategies, Wringinanom can significantly increase its visibility and appeal to both domestic and international tourists. The study

emphasizes the importance of harnessing social media, engaging storytelling, and community involvement to create a unique digital identity that reflects the village's cultural richness and natural beauty. Ultimately, this approach not only promotes tourism but also fosters sustainable economic development, empowering the local community, and preserving the heritage of Wringinanom for future generations. Through strategic digital branding, the village can emerge as a vibrant destination, attracting visitors while enhancing the overall quality of life for its residents.

Acknowledgments

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