

## INCREASING HUMAN CAPACITY IN OPTIMIZING THE MARKETING OF TOURISM PRODUCTS IN THE EDELWEISS FARMERS GROUP, WONOKITRI VILLAGE, PASURUAN

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### ABSTRACT

Tourism is an important aspect as part of the government's main focus. Based on the situation analysis, Pasuruan Regency has the Bromo Tengger Semeru National Park Area (TNBTS) which is the top seven national tourist destinations. Wonokitri Village, Tosari District, Pasuruan Regency is part of the TNBTS Area which is a potential agricultural and plantation area. Apart from offering natural beauty and economic potential in the form of horticultural products from potatoes, cabbage, carrots and onions, Wonokitri Village is also very rich in traditional culture. Wonokitri Village is the only village that has not been touched by foreign investors. However, unfortunately this area has not been developed optimally by the Village Government, including human resource management, finance, tourism product diversification and marketing. So, the main issues raised in this community service activity are related to aspects of production management and business management. Community service with the Binus Bangun Desa scheme aims to increase HR capacity in Destination Management and Optimizing Digital-based Marketing of Tourism Products in the Taman Edelweiss Farmer Group, Wonokitri Village, Tosari District, Pasuruan Regency. The activities that will be carried out in this community service program will apply digital branding including websites and social media content as an effort to digitize and optimize the Edelweiss Park tourist area. This service activity is based on the research of the proposing team lecturers in the previous period. In this community service activity, the service team provides counseling and assistance to partners to be able to implement applications/websites and publications via social media content. This community service is very important to help tourism industry in marketing and distributing services through social media channels. It is hoped that carrying out these community service activities can help tourism be relatively productive.

**Keywords:** Digital marketing, Edelweiss Park, Tourism.

### 1. INTRODUCTION

The tourism industry is an important sector that is able to contribute to the country's economy. In the midst of the pandemic, the tourism sector felt a tremendous impact due to the Covid-19 pandemic that occurred [1]. During the Covid-19 pandemic, tourism income in the Bromo Tengger Semeru National Park (TNBTS) area plummeted due to the closure of the Mount Bromo and Semeru areas for a year by TNBTS. Non-tax state revenues or PNBPN in the Bromo Tengger Semeru National Park area have fallen. In 2020, PNBPN fell to 6.4 billion rupiah, whereas previously the total PNBPN reached 22.8 billion rupiah. The bad impact was also felt by 2,800 local residents who depend on tourism in the TNBTS area for their economy. They opened various kinds of businesses, ranging from jeep rentals, accommodation, motorbike taxis, some were also street vendors and porters [2].

Bromo Tengger Semeru National Park (TNBTS) which is located in East Java Province is known as an amazing tourist destination. TNBTS is one of the National Tourism Strategic Areas (KSPN) which is located in four regions, namely Lumajang, Malang, Probolinggo and Pasuruan Regencies with an area of more than 50 hectares and has amazing natural beauty [3]. Not only local tourists, many foreign tourists also make TNBTS a tourist destination. TNBTS provides various interesting spots to visit, including Whispering Sands, Savana, and Bromo Crater which are Instagrammable photo spots. TNBTS is famous for the presence of the Tengger tribe community where tourists can see cultural attractions taking place, one of which is the Kasodo Festival.

There are many alternative access routes to the TNBTS area. Visitors can take the Surabaya–Pasuruan–Wonokitri–Mount Bromo route. This journey takes 2-3 hours. Apart from that, visitors can arrive at Mount Bromo via the Malang–Tumpang–Gubuk Klakah–Jemplang–Mount Bromo route with a travel distance of 53 km. You can also take the Malang–Purwodadi–Nongkojajar–Tosari–Wonokitri–Penanjakan route with a travel distance of 83 km [4].

One of the climbing routes to Mount Bromo is the climb which is part of the Wonokitri Village area, Tosari District, Pasuruan Regency, East Java. Wonokitri Village is one of the villages in the Tengger Tribe region, precisely in the highlands of the Bromo-Tengger-Semeru mountains. Geographically, Wonokitri Tourism Village is located at an altitude of 2,219 meters above sea level and is rich in abundant natural resources. Most of the people make their living as horticultural farmers, namely potatoes, cabbage and carrots with Human Resources who are elementary/middle school graduates [5]. Wonokitri Village is one of the traditional villages, apart from Ngadas Village (Malang Regency) and Ngadisari Village (Probolinggo Regency) which also still maintains the customs and local wisdom of the Tengger Tribe. The government supports community development and established Wonokitri Village as a Tourism Village where the tourism sector is a priority for the government [6].

The Wonokitri Edelweiss tourist village is the only tourist village that presents Edelweiss flowers as the main attraction, where the Edelweiss flower is one of the plants that is protected by law, and has received official permission to cultivate it. Apart from conservation reasons, the cultivation of Edelweiss flowers is also closely related to the culture of the people of Wonokitri Village because this flower is a sacred flower which is used for several traditional ceremonies of the Tengger Tribe community. The two reasons above (conservation and culture) are behind the formation of the Edelweiss Tourism Village which has apparently attracted public interest. This year, Edelweiss Wonokitri Tourism Village is one of the eight best tourist villages in East Java and won ADWI 2023 [7].

However, behind the advantages of the Edelweiss Wonokitri Tourism Village, there are still problems that need to be resolved. The main problems faced by service partners are related to aspects of production management and marketing management. Several obstacles experienced by the Edelweiss Tourism Village related to production include the lack of diversification of tourism products, and not having typical Edelweiss Village souvenirs. Meanwhile, from the aspect of marketing promotion, including the limited number of human resources who are literate in digital marketing technology, so far this has only been done manually/traditionally. Apart from that, tourist attraction managers are still not doing enough to promote tourist areas. So far, promotions have only been carried out conventionally. Lastly, tourist attractions do not yet have a clear tourist identity that they want to communicate to potential tourists. Regarding efforts to increase tourism potential during this pandemic, a good marketing strategy is needed [8]. Marketing developments are supported by technological developments such as internet networks that are increasingly easy to access [9]. As an effort to stimulate tourism in Wonokitri Village, especially Edelweiss Tourism Village, one way is through digital branding. Digital branding is important because it is able to build close ties with potential customers, create good interactions with customers, and create business potential [10]. The digital branding strategy proposed in this research includes the use of applications/websites and social media [11]. It is hoped that the design and implementation of digital branding for the Edelweiss Tourism area will have a good impact so as to encourage tourism to remain productive in this post-pandemic period.

This community service with the Community Partnership Empowerment scheme aims to implement digital branding including applications/websites and social media content as an effort to digitize and optimize the Edelweiss Tourism area. This service activity is based on the research results of the proposing team lecturers in the previous period. In this community service activity, the service team provides counseling and assistance to partners to be able to implement applications/websites and publications via social media content. Apart from that, assistance is also provided related to business management. This community service is very important to help tourism industry players in marketing and distributing services through social media channels. It is hoped that carrying out these community service activities can help tourism be relatively productive.

The academic output produced through this activity is that students can apply the knowledge gained in lectures so that it can be implemented with partners in community service activities. Apart from that, students also get direct experience when they are involved in community service partners. In this activity, lecturers are also able to contribute to society through the results of research conducted previously. Meanwhile, the expected outcome of partner empowerment is that through this activity, partners will gain insight and be able to implement digital marketing strategies in an effort to optimize tourism. So the hope is that through this activity partners will be economically independent.

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Solutions offered to systematically solve problems faced by partners must be in accordance with problem priorities. The solutions offered must be properly related to the partner's priority problems. The solution to partner problems is increasing human resource capacity, namely increasing partner insight and skills regarding managing Edelweiss Tourism from a managerial perspective, especially aspects of marketing and production management. Service partners will be given insight and skills training regarding how to diversify tourism products/services and digital marketing training. In the end, it is hoped that the community will be able to maintain sustainability and increase business growth so that it can stimulate the economy of the surrounding community. The problem solution targets two main aspects. The first aspect is Production Management and the second aspect is Marketing Management. In terms of production management, it includes diversification of tourism products/services, for example by creating tour packages and creating distinctive product designs that function as souvenirs. Meanwhile, in terms of marketing management, it includes market segmentation and market targets, and marketing mix.

## **2. METHODS**

Based on the situation analysis that has been previously formulated, the problems faced by partners have been identified and need to be completed through a service program. This community is expected to improve the welfare of service partners. The methods used are lectures and discussions, as well as simulations in the form of training.

### **Lecture and Discussion Method**

This community service activity begins with giving lectures and counseling to administrators who are partners in this activity. The material that will be provided is related to the following matters:

- a. Potential for marketing tourism services and other tourism products as strengthening business motivation.
- b. The importance of diversifying tourism products/services in developing local tourism
- c. Counseling regarding social media platforms such as Instagram and YouTube.
- d. Counseling regarding the importance of social media in marketing tourism services/products 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 for these problems together.

### **Training Method**

Demonstration and training activities are follow-up activities carried out by implementing community service related to lecture and discussion activities done before. In this activity the learning and training materials include as follows:

- a. Training to promote tourism services through social media platforms in the form of designing Instagram feeds, compiling captions, and hashtags. Apart from that, he also creates promotional video content on the YouTube platform.
- b. Training in making product designs for souvenirs typical of the Edelweiss tourist village, for example souvenir production.
- c. Tourism services marketing training uses applications/websites which are outputs resulting from research by the proposing team in the previous year.

These three training activities are very useful for the actors of the Edelweiss Tourism Farmer Group who are partners in this community service activity if they want to increase the reach of tourism marketing. So that it is not only local visitors who visit the Wonokitri area, but it does not rule out the possibility of attracting foreign tourists.

### 3. RESULTS AND DISCUSSION

#### Preparation Stage for Community Service Activities

At the preparation stage for service activities, the proposer held discussions with related parties, namely Mr. Ikhsan as Head of Wonokitri Village and Mr. Teguh as head of the Edelweiss farmer group. From these discussion activities, problems experienced by service partners were discovered. The main problems faced by service partners are related to aspects of production management and marketing management. Several obstacles experienced by the Edelweiss Tourism Village related to production include the lack of diversification of tourism products, and not having typical Edelweiss Village souvenirs. Meanwhile, from the aspect of marketing promotion, including the limited human resources who are literate in digital marketing technology, so far this has only been done manually/traditionally. Apart from that, tourist attraction managers are still not doing enough to promote tourist areas. So far, promotions have only been carried out conventionally. Lastly, tourist attractions do not yet have a clear tourist identity that they want to communicate to potential tourists. Regarding efforts to increase tourism potential during this pandemic, a good marketing strategy is needed [8]. Marketing developments are supported by technological developments such as internet networks that are increasingly easy to access [9]. As an effort to stimulate tourism in Wonokitri Village, especially Edelweiss Tourism Village, one way is through digital branding. Digital branding is important because it is able to build close ties with potential customers, create good interactions with customers, and create business potential [10]. The digital branding strategy proposed in this research includes the use of applications/websites and social media [11]. It is hoped that the design and implementation of digital branding for the Edelweiss Tourism area will have a good impact so as to encourage tourism to remain productive in this post-pandemic period.

#### Social Media Content Creation

In this Community Service program, the service team proposes two models of social media content that can be uploaded via the service partner's Instagram platform



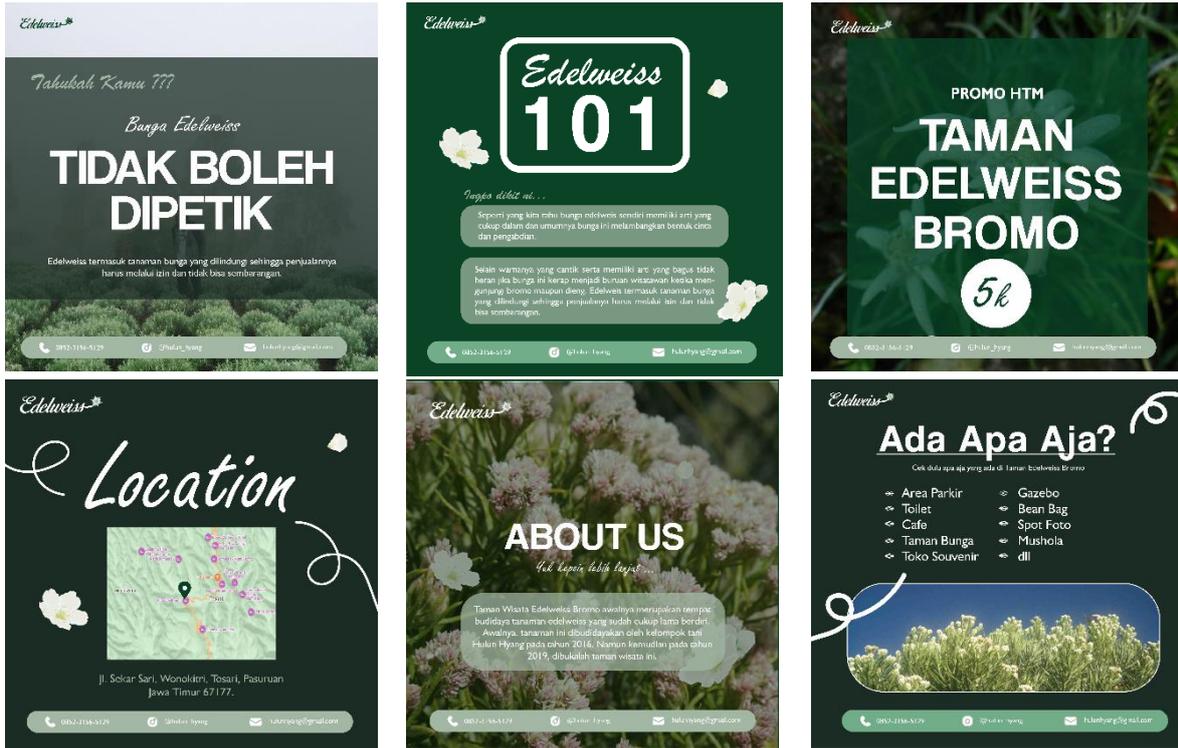


Figure 1. Sosial Media Content - Alternative 1



Figure 2. Sosial Media Content - Alternative 2

## Video Content Production



Figure 3. From left to right – Video-take process with Mr. Ikhsan as Village Head, Mr. Puja as Tourism activist, and Mr. Teguh as Head of Edelweiss Park.

## 4. CONCLUSION

Digital branding can be an effective way to promote tourism villages and attract visitors. Digital branding can help to create a unique identity for the tourism village and differentiate it from other destinations. This can be achieved through the use of logos, slogans, and other branding elements that are consistent across all digital channels. Overall, digital branding can be an effective way to promote tourism villages and attract visitors. By using digital marketing, digital branding, and other strategies, tourism villages can create a unique identity, promote their services and attractions, and create a positive image that encourages visitors to recommend them to others.

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