COMMUNITY-BASED DEVELOPMENT OF A PROMOTIONAL VIDEO PROFILE FOR RURAL TOURISM: THE CASE OF BOJONGRANGKAS TOURISM VILLAGE

Ria PUSPITASARI[1*], Maysitha Fitri Az ZAHRA[2], Erlita Khrisinta DEWI[3], Nalal MUNA[4], Hazen Rafi DANISWARA[5]
[1-5] Department of Marketing Management in Electronics Industry, Politeknik APP Jakarta, Indonesia
Email corresponding author: rpuspitasari.office@gmail.com

ABSTRACT

Bojongrangkas Tourism Village in Bogor Regency has significant educational tourism potential, including beautiful natural scenery, river tubing activities, and various micro-enterprises such as bag manufacturing centers, local bakery production, and patin fish processing centers. Previously, the village faced limitations due to the absence of modern, integrated digital tools necessary for expanding promotional outreach and attracting strategic institutional partners.This community service program aimed to develop a high-definition promotional profile video to improve the destination's digital branding. Methodologically, the Participatory Action Research (PAR) framework was implemented through five structured stages problem identification, planning, production, evaluation, and transformation involving collaboration between village managers, micro-business owners, and local youth. The primary output is a 4-minute 30-second video divided into seven thematic segments covering local attractions, MSME workflows, and leadership insights. A quantitative post-production evaluation ($N = 30$) showed an overall average satisfaction score of 4.83 out of 5.00, confirming superior audiovisual quality and narrative relevance. The finalized video serves as a versatile asset for dissemination via multiplatform social media, on-site QR code integration, and formal funding proposals, effectively strengthening the village's long-term economic competitiveness and ecotourism sustainability.

Keywords: Bojongrangkas Village, Edutourism, Destination Branding, Participatory Action Research, Profile Video

1. INTRODUCTION

Community-based tourism has emerged as a strategic pillar for the optimization of local resources and the promotion of equitable economic distribution across diverse regions. The concept of tourist villages is presented as an alternative destination model that combines natural landscapes, local wisdom, and a community-based creative economy to provide authentic experiences for visitors (Mayestika & Sirine, 2023). The development of tourist villages creates job opportunities, strengthens the economic resilience of rural communities, and preserves socio-cultural and environmental heritage in a sustainable manner. The competitiveness of local tourism assets in the context of rapid digitalization relies on the implementation of adaptive digital promotion strategies and the engagement of local communities, which are essential for effective governance and long-term sustainability (Minanda et al., 2024).

Bojongrangkas Tourism Village, located in Kp. Sindangsari RW 07, Bojongrangkas Village, Ciampea District, Bogor Regency, is one destination in West Java that has educational tourism (edutourism) potential. The village has been transformed into an integrated educational tourism destination that combines outdoor recreation with home-based learning under the leadership of Mrs. Anita, as the management director.Various attractions are available for visitors, including patin fish (pangasius) processing centers, adventure-based river tubing, and creative MSME clusters, such as bag manufacturing centers and local bakery production. Bojongrangkas is recognized as a destination that offers both educational and recreational value to a diverse range of visitor groups due to its wide variety of attractions.

Bojongrangkas Tourism Village faces fundamental challenges related to digital visibility and marketing reach, despite its diverse and attractive tourism potential. Information regarding its natural landscapes, local MSME products, and edutourism attractions remains inadequately packaged into structured, modern promotional channels. The village struggles to expand its market reach beyond the local area due to a lack of cohesive branding assets, thus limiting opportunities for strategic business collaboration and external investment (Gantina et al., 2025). Therefore, the implementation of targeted digital promotional media is crucial, not only to systematically document village assets, but also to build a distinctive brand identity to encourage local economic growth and ensure long-term operational sustainability.

Promotional profile videos are an effective way to address this marketing communication gap. Suardi and Wiraseptya (2023) emphasize that promotional videos capture the authentic atmosphere of a tourist destination in a much more dynamic way and evoke a deeper emotional resonance than static text or photos through audiovisual synergy. Using a structured and concise narrative, the profile video combines all the village's potential into one comprehensive visual

presentation, highlighting the beautiful rural scenery, community interactions, local MSME production workflows, and river tubing activities. This audiovisual format plays a vital role in building a distinctive destination image, convincing potential visitors, and enhancing institutional credibility for potential partners and investors.

In addition, video content offers high flexibility to be disseminated through various social media platforms with heavy user traffic, such as YouTube, Instagram, and TikTok, which are the main channels for tourists to discover new tourist destinations (Tanditha et al., 2024). Based on this context, this Community Service program is dedicated to the development and production of a comprehensive promotional profile video for Bojongrangkas Tourism Village in Ciampea, Bogor. This initiative aims to modernize the village's digital promotional assets, increase the visibility of local tourist attractions and commodities, strengthen the community's economic competitiveness, and encourage multi-stakeholder collaboration towards sustainable ecotourism development.

This community service initiative uses a collaborative and multidisciplinary framework that integrates tourism village development, digital marketing, and visual communication design. Literature on destination branding and visual communication highlights the strategic value of converting local cultural and economic assets into compelling promotional appeals (Suardi & Wiraseptya, 2023). Empirical studies on collaborative marketing innovation and community-based empowerment demonstrate that leveraging social capital and enhancing digital marketing capabilities are critical for increasing destination visibility and supporting sustainable local business performance (Muna et al., 2024; Gantina et al., 2025). Research on the strategic role of visual communication design in the creative industry also provides a theoretical basis for developing profile video narratives and guiding their distribution through digital media (Zahra, 2022). Overall, these multidisciplinary perspectives provide a comprehensive foundation for the implementation of community service programs in Bojongrangkas Tourism Village.

2. METHOD

To operationalize this community service program, the implementation framework integrates the Participatory Action Research (PAR) methodology with a structured multimedia production workflow. PAR serves as the primary epistemological and operational framework, ensuring that the intervention is not a top-down imposition, but rather an empowering, collaborative process that centers on local agency, mutual inquiry, and shared decision-making (Kemmis et al., 2023; Stringer, 2022). By integrating participation at every stage, from initial problem diagnosis to final digital distribution, communities actively shape narratives that reflect their authentic identities, while acquiring sustainable digital literacy skills (Gantina et al., 2025). The detailed operationalization of this combined PAR and multimedia workflow is structured across five core phases, as outlined below:

Table 1. Operationalization of combined PAR and multimedia workflow

PAR Cycle	Focus & Main Activities	Community Role	Output
1. Problem Identification	- Focus Group Discussions (FGDs) and field inspections. - Tourism asset mapping and identifying digital marketing constraints.	Identify and explain barriers related to limited digital visibility and limited market reach.	Problem identification document and village potential map.
2. Decision-Making & Planning	- Collaborative asset mapping. - Development of narrative concepts, visual storyboards, and bilingual scripts.	Determine the narrative point of view, select the MSME sector to be highlighted, and coordinate the production schedule.	Creative planning documents and approved storyboards.
3. Action / Intervention	- On-site execution of promotional media production. - Cinematography shooting (landscape footage, MSME workflows, and river tubing).	Acting as primary subjects, field guides, and co-participants in audiovisual production.	Professional quality raw visual footage.
4. Evaluation & Reflection	- Collaborative screening of the initial draft of the video with village managers and MSME actors.	Provide critical input and verify the accuracy of the content to reflect the true identity of the village.	The main digital profile video has been validated and is ready for distribution.

PAR Cycle	Focus & Main Activities	Community Role	Output
	- Post-production review and revisions (color grading, sound mixing, and subtitles).		
5. Transformation / Final Results	- Transfer of digital media management skills. - Releasing the profile video across YouTube, Instagram, and TikTok platforms.	Manage digital promotional assets independently and build sustainable strategic partnerships.	Professional digital promotional assets, enhanced digital literacy, and strengthened tourism economy.

The results of this iterative PAR framework not only produce technical achievements, but also encourage sustainable socio-economic progress within the community. Through collaborative and active development of visual resources, local stakeholders transform from mere passive participants into independent and capable digital managers in utilizing modern platforms for destination branding (Gantina et al., 2025). Overall, the continuous integration of participatory research with professional digital production guarantees that the Bojongrangkas Tourism Village attains sustained institutional resilience, a higher level of market competitiveness, and further progress in ecotourism (Muna et al., 2024).

3. RESULTS AND DISCUSSION

The Community Service initiative executed in Bojongrangkas Tourism Village produced the main output in the form of a comprehensive profile video package with a duration of 4 minutes and 30 seconds. Rendered in high definition (4K/Full HD) in a 16:9 widescreen format, the video is designed through various digital communication platforms. The results of this work systematically display various superior tourist attractions, local cultural heritage, operating MSME units, and regional governance in Kp. Sindangsari RW 07, Bojongrangkas Village, Ciampea District, Bogor Regency. The compositional framework and visual tempo of the 4-minute 30-second profile video are divided into seven thematic segments:

Table 2. Visual Tempo and Thematic Segment Structure of the Profile Video

Video Segment	Duration Allocation	Audiovisual Content Focus	Featured Potential Assets
Segment 1: Opening	00:00 – 00:34	Introduction to village landscape, panoramic shots of Kp. Sindangsari, and opening view of rural landscape, edutourism entrance gateway, local community atmosphere	Rural landscape scenery, edutourism entrance gateway, local community atmosphere
Segment 2: Bag Manufacturing Industry	00:34 – 01:06	Highlights the craftsmanship, material cutting, sewing, and appearance of the finished bag.	Home-based bag industry center, skilled local labor, market-ready craft products.
Segment 3: Local Bakery Production	01:06 – 01:35	Dough preparation, hygienic baking processes, and variety of freshly baked local bread	Home-based bakery, authentic local culinary flavors, community-based food business.
Segment 4: River Tubing	01:35 – 02:06	Dynamic river navigation footage, safety gear overview (*life jackets* and helmets), and riverbed scenery	*River tubing* adventure attraction, local guides, nature-based water recreation
Segment 5: Patinesia Bosarmi	02:06 – 02:39	The process of making fried fish balls from patin fish	"Patinesia Bosarmi" patin fish (pangasius) processing centers, an innovative local fish processing product
Segment 6: Management Information	02:39 – 03:53	In-depth interview with Ms. Anita (Head of Management) regarding the village vision, mission, and edutourism values	Village tourism leadership, organizational governance structure, philosophy of community-based ecotourism.

Video Segment	Duration Allocation	Audiovisual Content Focus	Featured Potential Assets
Segment 7: Closing	03:53 – 04:30	Recap of all village assets (nature, MSMEs, adventures), and a warm call to visit.	A comprehensive overview that includes a summary of the destination, community identity, and an invitation to visit.

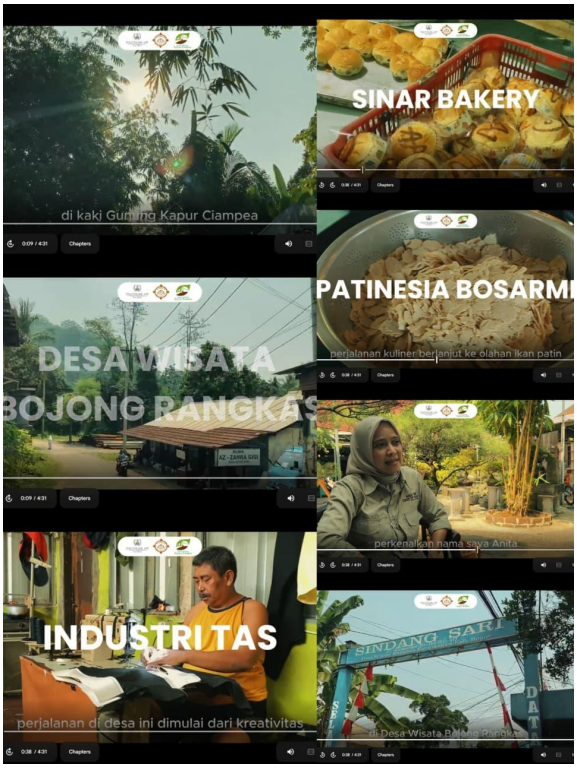

Figure 1 Selected Storyboard Frames from the Seven-Segment Promotional Video



Figure 2 In-Depth Management Interview

The resulting 4-minute 30-second profile video successfully answered the need for a cohesive visual representation for Bojongrangkas Tourism Village. From a destination branding perspective, creating a compelling rural identity requires a balance between the visual appeal of the landscape, distinctive local products, and the authentic perspectives of community leaders. Organizing the video into seven consecutive portions establishes a cohesive narrative flow, seamlessly transitioning from outdoor expeditions to innovative home-based businesses (bags, bakery products, and patin fish (pangasius) processing centers) and finally concludes with institutional legitimacy through Ms. Anita's leadership profile.

The large allocation of time for the management section (02:39 – 03:53) provides a fresh perspective that is beneficial for the advancement of community-based tourism. Emphasizing local leadership enhances the human-interest aspect and fosters government transparency for potential visitors and institutional collaborators. Moreover, the composition of the closing section which is purely an emotional reflection and invitation—without including complicated contact information produces an elegant and theatrical ending, which is able to stir the audience's feelings. The engaged involvement of village management, craftsmen, and MSME workers during production fostered a robust feeling of communal ownership. This collaborative effort raises community awareness that daily activities in the manufacturing and food processing sectors are key edutourism resources that can strengthen village economic competitiveness in a sustainable manner.

The completion of these seven digital video assets creates several significant strategic opportunities for Bojongrangkas Tourism Village:

1. Micro-Content Repurposing for Social Media: Because each segment has a distinct theme (specific sections for bag crafts, bakeries, river tubing, and patin fish (pangasius) processing centers), the primary footage can easily be transformed into short-form vertical videos (Instagram Reels, TikTok, YouTube Shorts) to target specific consumer segments.

2. Interactive QR Code Integration: These profile videos can be linked to QR codes printed on physical promotional materials (brochures, promotional banners, entrance tickets, and signage at the village gate), so that visitors on-site can get an instant digital overview of all tourist attractions.
3. Institutional Pitching Deck & Funding Proposals: This high-resolution main video serves as a credible audiovisual portfolio when submitting partnership proposals to government ministries (such as the Ministry of Industry or the Ministry of Tourism and Creative Economy), corporate CSR programs, or agrotourism investors.

Stakeholder Evaluation and Audiovisual Quality Assessment

To evaluate the technical quality and communication effectiveness of the final results, structured evaluation questionnaires were distributed to N = 30 key village stakeholders. The respondents represented diverse local groups, comprising tourism board administrators, participating MSME owners and workers (bag manufacturing, bakery, and patin fish processing), river tubing guides, and community youth representatives. The evaluation utilized a 5-point Likert scale (ranging from 1 = "Strongly Disagree / Very Poor" to 5 = "Strongly Agree / Excellent") across six core audiovisual parameters:

Table 3. Results of Evaluation of Audiovisual Quality and Profile Video Content

No	Evaluation Aspect	Assessment Criteria	Mean Score (1–5 Scale)	Category
1	Visual Quality & Resolution	Image sharpness (4K/Full HD), natural color capture, and aerial cinematography stability	4.88	Excellent
2	Audio Clarity & Sound Engineering	Voiceover clarity, speech clarity of management interviews, and balance of background music.	4.75	Excellent
3	Color Grading & Aesthetics	Visual tone consistency, vibrant natural scenery, and attractive presentation of MSME products	4.80	Excellent
4	Editing Dynamics & Tempo	Smooth transitions between segments, rhythm of cuts, and appropriate overall duration	4.78	Excellent
5	Typography & Subtitles	Readability of on-screen titles, clear identification of MSME centers, and accurate subtitle integration	4.85	Excellent
6	Narrative & Content Relevance	The suitability of the 7 thematic segments with authentic educational tourism identity and local activities.	4.90	Excellent
Total Average		Overall Audiovisual Evaluation	4.83	Excellent

The quantitative survey results showed an overall average score of 4.83 out of 5.00, reflecting a very high level of stakeholder satisfaction. Stakeholders particularly appreciated the relevance of the narrative (4.90) and the quality of the visuals (4.88), noting that the high-definition cinematography successfully captured the authentic charm of the village while maintaining a professional promotional appeal. In addition, the use of clear typographic elements and subtitles (4.85) was assessed as crucial factors in ensuring cross-platform accessibility. This collective support confirms that the final video asset has met professional digital branding standards and is fully suitable for immediate broadcast through various promotional channels.

The evaluation findings are consistent with Tanditha et al. (2024), which confirms that structured visual media and dynamic digital branding generate more authentic audience engagement and emotional resonance than static promotional materials. In addition, the high rating in narrative relevance (4.90) supports the results of Murti et al. (2025), which shows that maintaining high-quality and contextually accurate digital information is crucial for preserving narrative authenticity and increasing audience trust. Despite the highly positive feedback, the production team encountered field-level challenges, such as synchronizing the filming schedule with the dynamic daily production rhythms of home-based bakeries and bag workshops. This challenge was mitigated through flexible shoot sequencing and direct coordination with local unit heads, ensuring that natural production workflows were documented without disrupting daily commercial activities.

4. CONCLUSION

This community service program successfully met the community's need for an integrated audiovisual promotional medium by developing a 4-minute 30-second promotional video profile for Bojongrangkas Tourism Village in Ciampea, Bogor. Guided by the Participatory Action Research (PAR) framework, this project actively involves village administrators, MSMEs, and community representatives through five structured stages, from initial asset mapping to post-production evaluation. The resulting media assets systematically integrate the village's educational tourism

attractions into seven distinct thematic segments, combining the rural landscape, micro-enterprise craftsmanship (bag manufacturing, bakery production, and patin fish processing), river tubing, and governance insights from village leadership.

Quantitative stakeholder evaluation (N = 30) confirmed exceptional satisfaction with an overall mean score of 4.83 out of 5.00, validating both the technical audiovisual quality and the narrative relevance of the final result. Beyond simply generating digital assets, this initiative fosters a sense of local ownership, raises public awareness of the educational value of everyday MSME activities, and provides village administrators with strategic promotional materials. This final video package offers strategic uses that can be immediately utilized for the creation of short-form social media content (Instagram Reels, TikTok, YouTube Shorts), interactive QR code integration at tourist sites, as well as institutional partnership proposals aimed at government agencies and corporate CSR programs. While the project established high-quality branding assets, long-term sustainability will depend on continued digital competence among local youth who act as digital media operators. Future initiatives should focus on ongoing social media analytics monitoring, algorithm-based distribution training, and expanding multi-stakeholder collaboration networks to ensure regional economic resilience and sustainable ecotourism growth in the long term.

5. REFERENCES

Gantina, D., Lintangkawuryan, Y., Setiawan, C., Baihaqi, A. M., & Hanafi, M. I. (2025). Peningkatan kapasitas promosi digital dan layanan wisatawan melalui kegiatan pengabdian masyarakat di Desa Wisata Cibuntu, Kabupaten Kuningan. Jurnal Pemberdayaan Pariwisata, 7(1), 41–48. https://doi.org/10.30647/jpp.v7i1.1904

Kemmis, S., McTaggart, R., & Nixon, R. (2023). The action research planner: Doing critical participatory action research. Springer Nature.

Mayestika, J. S., & Sirine, H. (2023). Pengembangan model pariwisata berkelanjutan berbasis kearifan lokal di Desa Wisata Nonongan, Kabupaten Toraja Utara. Perspektif, 12(3), 942–951. https://doi.org/10.31289/perspektif.v12i3.9489

Minanda, H., Ulya, B. N., & Hulfa, I. (2024). Analisis strategi pengembangan digital tourism sebagai promosi pariwisata di Desa Wisata Kembang Kuning Lombok Timur. Jurnal Ilmiah Hospitality, 13(1), 115–122. https://doi.org/10.47492/jih.v13i1.3379

Muna, N., Sukresna, I. M., & Praswati, A. N. (2024). Collaborative marketing innovation: How to energize social capital to enhance MSME's performance? Asian Management and Business Review, 4(2), 205–220. https://doi.org/10.20885/AMBR.vol4.iss2.art5

Murti, A. K., Muna, N., & Novalda, D. F. (2025). The effect of Instagram information quality on consumer purchase intentions for delivery services. Jurnal Ilmiah Manajemen Kesatuan, 13(3), 1705–1716. https://doi.org/10.37641/jimkes.v13i3.3238

Stringer, E. T. (2022). Action research (5th ed.). SAGE Publications.

Suardi, M., & Wiraseptya, T. (2023). Pengembangan video promosi Desa Wisata Teluk Buo untuk menarik minat wisatawan. Majalah Ilmiah UPI YPTK, 30(2), 32–37. https://doi.org/10.35134/jmi.v30i2.148

Tanditha, T. K., Sani, A., & Hafiar, H. (2024). Destination branding Desa Wisata Alamendah melalui media sosial Instagram. Jurnal Riset Public Relations, 4(1), 7–14. https://doi.org/10.29313/jrpr.v4i1.3679

Zahra, M. F. A. (2022). Peran profesi desain komunikasi visual pada dunia industri kreatif di era pasca pandemic. Jurnal Nawala Visual, 4(2), 87–93. https://doi.org/10.35886/nawalavisual.v4i2.483