

UTILIZATION OF SOCIAL MEDIA AS A PROMOTIONAL AND INFORMATIONAL TOOL FOR ACTIVITIES IN WANAGIRI VILLAGE, PANDEGLANG

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ABSTRACT

This initiative is designed to enhance the understanding and skills of Wanagiri village officials in effectively utilizing social media, particularly Instagram, as a strategic tool for promoting and disseminating information about local activities. The need for this program stems from the limited awareness and capability in leveraging social media platforms to highlight community events, local potential such as culinary tourism, and village-produced goods. By fostering technological literacy and communication proficiency among the village officials, the program aims to support sustainable development while encouraging greater community involvement. The training will adopt a comprehensive approach, combining theoretical sessions with hands-on practice, alongside evaluations through pre-tests and post-tests. Key areas of focus include the fundamental principles of Instagram account management, the creation of engaging content, effective audience interaction, and performance analytics. Upon completion, participants will apply their newly acquired skills by establishing and managing an official Instagram account for the village, aimed at enhancing their digital presence. The anticipated outcome is that Wanagiri village will be more adept at using Instagram to effectively promote village initiatives, highlight local events, products, and engage with the community. Onwards, will strengthen the village's outreach capabilities and contribute to the overall development and visibility of local resources.

Keywords: social media utilization, instagram for promotion, community engagement, village development, digital literacy

INTRODUCTION

Wanagiri Village, located in Saketi sub-district, Pandeglang Regency, consists of four community units (RW) and twelve neighborhood units (RT) with a total population of 1,052 people, according to the Central Bureau of Statistics for Pandeglang Regency. In 2017, Pandeglang's Human Development Index (HDI) was recorded at 63.82, making it the second lowest in Banten province after Lebak Regency. The low quality of education and limited access to educational resources are key factors contributing to this low HDI in Pandeglang. Wanagiri Village is considered a self-sufficient rural area, characterized by its isolation from the external world, with local livelihoods heavily reliant on natural resources. Residents primarily meet their own needs, village administration is underdeveloped, local institutions are not fully functional, and education and healthcare standards remain low. Additionally, access to the village is challenging, and traditional customs are still strictly adhered to by the community. The village borders four other villages within the same sub-district: Parigi to the north, Girijaya to the south, Kadudampit to the east, and Talagasari to the west.

The village is led by a Head of Village (Kades), supported by a Village Secretary (Sekdes) and several administrative officers (Kaur), with a total of 15 employees working in the village office. Only one of these employees holds the status of a civil servant (PNS), while the remaining 14 are volunteers. The educational levels of the staff are relatively low, with four employees having completed only elementary or middle school, eight having completed high school, and two having graduated from higher education institutions. The office is equipped with only one computer for administrative purposes.

In alignment with Indonesia's 2020-2024 National Medium-Term Development Plan (RPJMN), which emphasizes reducing inequality, promoting balanced development, and strengthening infrastructure to support economic activities, there is a clear mandate to enhance human resources and integrate science and technology. The plan also calls for the digital transformation of public services through the use of information and communication technologies (ICT) (Chen et al., 2021). Additionally, the Indonesian Village Law No. 6 of 2014 obligates village leaders to disseminate information effectively to their communities, underlining the importance of communication and outreach. Social media, particularly platforms like Instagram, offer an interactive and accessible means of communication, enabling villages to promote activities, showcase local potential, and engage with stakeholders in a timely and efficient manner (Aldamen, 2023; Parsons & Lepkowska-White, 2020). -hile often associated with economic promotion, the

same principles can be applied to the dissemination of information for community-building and governance purposes (Hariyati & Sovianti, 2019).

Discussions and interviews with village officials in Wanagiri have highlighted several key challenges in utilizing social media for communication and promotion. These include: a) A lack of understanding among village officials on how to effectively use social media as a promotional and informational tool. b) Limited skills in creating engaging and relevant promotional content for dissemination via social platforms. c) The absence of an effective communication platform for promoting local activities and potential, such as tourism and local products.

In response to these challenges, a set of targeted solutions has been developed to address the identified gaps and enhance the digital capacity of the village. The solutions are outlined as follows:

1. **Social Media Training and Education:** Conducting training sessions for village officials to improve their understanding of social media, specifically Instagram, and how to use it effectively for promotion. The goal is for officials to gain basic knowledge on utilizing social media features to publish and promote village-related activities (Papageorgiou et al., 2020).
2. **Development of Promotional and Informational Content:** Assisting village officials in creating attractive and relevant promotional content, including visual media such as photos and videos, to highlight local potential. This will enable the village to independently map and promote its own resources (Hecan, 2023; Widjaja, 2022).
3. **Building a Communication Platform:** Training village officials to use social media analytics to monitor performance and optimize the village’s Instagram account, fostering active participation from the community and partners in promoting village initiatives (Rashmeet & Kush, 2021).
4. **Evaluation and Success Measurement:** Establishing metrics to evaluate the effectiveness of social media use in promoting and disseminating information about village activities. Regular assessments will be conducted to monitor progress, identify areas for improvement, and ensure the continued success of the initiative (Alizadehfanaeloo, 2023; Kotler & Keller, 2022).

These solutions aim to empower Wanagiri Village to harness the potential of digital platforms for community engagement and promotion, ultimately contributing to the village’s sustainable development and enhanced visibility in the region.

METHOD

Solution Implementation Steps

The steps for implementing the proposed solutions to address the challenges faced by Wanagiri village officials follow a structured approach, as shown in Figure 3. These steps are categorized into three main stages: preparation, execution, and completion. Details of these stages are outlined in Table 1.

Table 1: Solution Implementation Steps

No.	Stage Name	Outcome	Documents
Preparation			
1	Oral survey on digital literacy	Understanding the level of digital literacy among village officials for curriculum development	Discussion/interview summary documents, training schedule, list of participants
2	Develop training structure and materials	Training materials and practical modules	PDF files of training structure and materials, training videos tailored to the needs of the village
Execution			
3	Training and socialization	Independence in creating digital content	Pre-test documents
4	Feedback on pre-publication works	Improved quality of digital works for professionalism and appeal	-
5	Publication of works	Digital works published internationally via social media	List of works

6	Post-training questionnaire	-	Post-test documents
Completion			
7	Report creation and publication	-	Final activity report, Published article

Partner Participation

The involvement of the Wanagiri village officials in this community service program is outlined below:

- Preparation Stage

1. Granting permission for field study in the village.
2. Serving as information sources in the survey to assess digital literacy levels.
3. Providing a list of participants for the training.

- Execution Stage

1. Providing the training location and necessary personal equipment.
2. Participating in practical sessions focused on digital content development.

- Completion Stage

1. Monitoring the continuity of the program and providing feedback for improvements.

Program Evaluation and Sustainability

Evaluation of the program will be conducted by comparing the results from pre- and post-training questionnaires, as well as self-assessments by participants. The categories of evaluation include:

- Reaction to the Training

1. Satisfaction with the training topic.
2. Satisfaction with the facilitators.
3. Satisfaction with the training accommodations and facilities.
4. Motivation to apply the acquired knowledge.

- Learning Assessment

1. Understanding of key concepts.
2. Skills acquired during the training.

Reactions will be measured using a Likert scale questionnaire, where 1 represents “Strongly Disagree” and 5 represents “Strongly Agree.” (Sekaran & Bougie, 2016; Sugiyono, 2016). The detailed questions are outlined in Table 2.

Table 2: Reaction Questionnaire Questions

No.	Question
1	The training topic is appropriate for public dissemination/promotion.
2	The facilitator was competent in delivering the material.
3	The facilitator provided motivation to encourage learning.
4	The facilities for the training were adequate.
5	After this training, I am motivated to develop digital content.

The learning assessment will use multiple-choice questions to measure conceptual understanding, with 10 questions that will be developed after the preparation stage. Competency measurement aims to determine whether the targeted skills from the training were achieved. Six questions with "achieved/not achieved" answers will be used. Details are in Table 3.

Table 3: Competency Questionnaire Questions

No.	Question
1	Apply scene transition effects in a video.
2	Perform video transcoding for social media upload standards.
3	Compose titles and descriptions with time codes.

4	Configure features such as cards and end screens.
5	Publish videos on social media.
6	Share and embed videos on a website.

Roles and Responsibilities of Team Members

The roles and tasks of each member of the community service team are detailed in Table 4.

Table 4: Team Roles and Responsibilities

No.	Team Member	Expertise Field	Roles and Responsibilities
1	Chairperson	Information Systems	Drafting proposals
			Developing social media training modules for Instagram
			Social media training instructor
			Preparing final report
2	Member 1	Computer Systems	Drafting proposals
			Developing training modules for Canva
			Canva training instructor
3	Member 2	Communication Studies	Preparing final report
			Drafting proposals
			Developing training modules for CapCut
			Creating promotional content, news, and activity information
			CapCut training instructor
Preparing final report			

RESULTS AND DISCUSSION

The community service activity, conducted on Wednesday, January 17, 2024, aimed at training village officials on effective use of social media, particularly Instagram, while also teaching them how to create engaging and relevant promotional content. Additionally, participants were trained in producing visual content (photos and videos) to promote local potential.

The results of the training are as follows:

- **Instagram Application:**
Participants successfully registered for Instagram accounts and uploaded news content and videos.
- **Canva Application:**
Participants successfully registered for Canva accounts and performed video editing using the application.
- **CapCut Application:**
Participants successfully registered for CapCut accounts and combined images and videos to create creative content.

Achieved Outcomes

At the end of the training session, a questionnaire was distributed to 18 participants to gather feedback and improve future training programs. The questionnaire consisted of several questions, as outlined in **Table 5** below

Table 5: Questionnaire Outcomes

No.	Statement	SA	A	D	SD
1	The materials of the community service program (PkM) align with the needs of the participants/partners.				
2	The PkM activities met the expectations of the participants/partners.				
3	The materials presented were clear and easy to understand.				
4	The time provided was appropriate for delivering the materials and conducting the PkM activities.				
5	The participants/partners are interested in attending PkM activities as long as they meet their needs.				
6	Every complaint, question, or problem was handled well by the facilitators or PkM team members involved.				
7	Participants/partners received direct benefits from the PkM activities.				
8	The PkM activities succeeded in improving the welfare/intelligence of the participants/partners.				
9	Overall, participants/partners were satisfied with the PkM activities.				

Below are the results of the questionnaire presented in graphical form.

1. Materials Align with the Needs of Participants/Partners

Figure 1 shows that 61% of participants agreed and 39% strongly agreed that the materials aligned with their needs. No participants selected "disagree" or "strongly disagree."

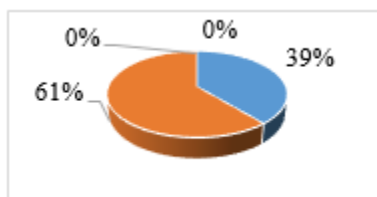


Figure 1: Materials Align with the Needs of Participants/Partners

2. The PkM Activities Met the Expectations of Participants/Partners

Figure 2 shows that 67% of participants agreed and 33% strongly agreed that the activities met their expectations. No participants selected "disagree" or "strongly disagree."

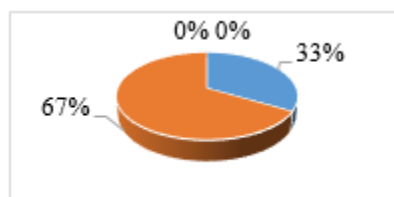


Figure 2: The PkM Activities Met the Expectations of Participants/Partners

3. The Materials Presented Were Clear and Easy to Understand

Figure 3 shows that 72% of participants agreed and 28% strongly agreed that the materials were clear and easy to understand. No participants selected "disagree" or "strongly disagree."

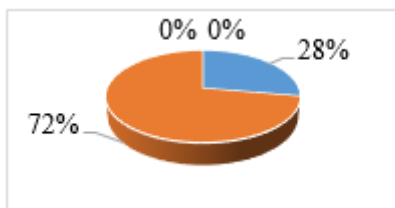


Figure 3: The Materials Presented Were Clear and Easy to Understand

4. The Time Provided Was Appropriate for Delivering Materials and Conducting PkM Activities

Figure 3 shows that 72% of participants agreed and 28% strongly agreed that the time allocated was sufficient. No participants selected "disagree" or "strongly disagree."

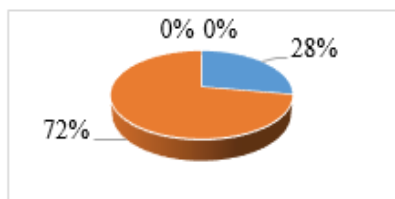


Figure 4: Time Provided Was Appropriate for PkM Activities

5. Participants/Partners Are Interested in Attending PkM Activities If They Meet Their Needs

Figure 4 shows that 61% of participants agreed and 39% strongly agreed they would attend PkM activities that meet their needs. No participants selected "disagree" or "strongly disagree."

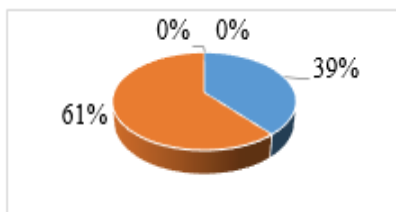


Figure 5: Participants Interested in Attending Future PkM Activities

6. Complaints/Questions Were Handled Well by the Facilitators or PkM Team

Figure 5 shows that 61% of participants agreed and 39% strongly agreed that their concerns were well addressed by the facilitators. No participants selected "disagree" or "strongly disagree."

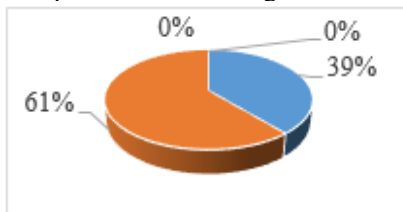


Figure 6: Complaints/Questions Handled Well by the Facilitators

7. Participants Received Direct Benefits from the PkM Activities

Figure 6 shows that 61% of participants agreed and 39% strongly agreed that they received direct benefits from the PkM activities. No participants selected "disagree" or "strongly disagree."

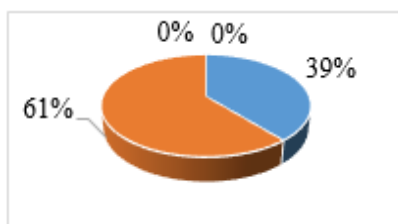


Figure 7: Participants Received Direct Benefits from PkM

8. PkM Activities Improved the Welfare/Intelligence of Participants/Partners
Figure 7 shows that 61% of participants agreed and 39% strongly agreed that the PkM activities improved their welfare/intelligence. No participants selected "disagree" or "strongly disagree."

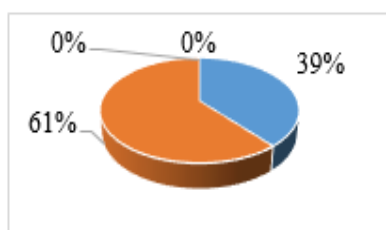


Figure 8: PkM Activities Improved Welfare/Intelligence

9. Overall Satisfaction with PkM Activities
Figure 12 shows that 61% of participants agreed and 39% strongly agreed that they were satisfied with the PkM activities overall. No participants selected "disagree" or "strongly disagree."

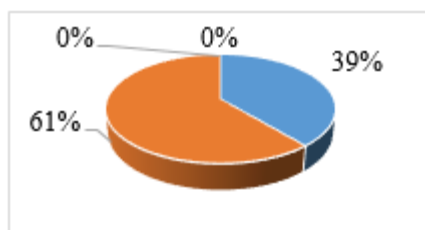


Figure 9: Overall Satisfaction with PkM Activities

CONCLUSION

After the completion of this community service activity, we can conclude the following:

1. The training was deemed appropriate for the needs of the participants, as indicated by the questionnaire results. A total of 61% of participants agreed, and 39% strongly agreed with the relevance of the materials provided. None of the participants selected "disagree" or "strongly disagree."
2. The training attended by village officials effectively imparted useful knowledge and skills, particularly in the utilization of applications such as Canva, Capcut, and Instagram. These tools can serve as platforms for promoting and disseminating information about the activities conducted in Wanagiri Pandeglang village.

Recommendations: The village administration is encouraged to schedule further training sessions to enhance the understanding and skills of village officials in using additional applications and tools. This continued education will support their ability to effectively promote village activities.

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