

Creating An International Tourism Destination Image Through Brand Message And Promotion For Edu-Ecotourism In Jenggalu Kito

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ABSTRACT

Community Service Activities with the theme Building Brand Image Through Digital Marketing for edu ecotourism is the theme conveyed to the Jenggalu Kito village group. This activity is carried out by the management department of the Faculty of Economics and Business. The purpose of this activity is to provide information and understanding to the management of Jenggalu Kito Village so that they can build a Brand Image for EDU Ecotourism tourism. So far, the promotion carried out by the Jenggalu Kito manager is good. However, it still needs to be improved so that the wider community knows about the potential of EDU ecotourism tourism from Jenggalu Kito village. Therefore, it is expected with With this community service, Jenggalu Kito village managers can use the internet to introduce tourism products that they make to outside parties. Implementation of activities is carried out through seminars community service carried out at the Jenggalu Kito village tourist location which was attended by the management and local residents who are the supporting system for the Jenggalu Kito village tourist attraction. Participants hope for community service activities to the community, this can be implemented on an ongoing basis by Bengkulu University.

Keywords: *Edu-Ecotourism, Jenggalu, Promotions, Tourisms*

I. INTRODUCTION

The Ministry of Tourism and Creative Economy/The Tourism and Creative Economy Agency (Kemenparekraf/Baparekraf) is currently focusing on promoting sustainable tourism in Indonesia. Sustainable tourism is the development of a travel concept that can have a long-term impact. Both for the environment, social, culture, and economy for the present and the future for all local people and visiting tourists. In an effort to develop sustainable tourism, the Ministry of Tourism and Creative Economy has developed four focus pillars. Among them are sustainable management (tourism business), long-term sustainable economy (socio-economy), cultural sustainability (sustainable culture)

which must always be developed and maintained, as well as environmental aspects (environmental sustainability).

Jenggalu Kito Village is a Nature Conservation community that concentrates on mangrove conservation programs through mangrove nurseries and planting, as well as mangrove tourism and education. In addition to maintaining the sustainability of the mangrove rehabilitation and conservation program, this group has also begun to develop processed mangrove products into food, food and beverages. After the Covid-19 pandemic, there was a change in tourist behavior, where tourists began to switch from mass tourism to sustainability tourism. This change in behavior does not only occur in domestic tourists as well as foreign tourists. In an effort to attract foreign tourists to visit Jenggalu Kito Village, managers need to build the image of the destination by creating awareness for tourists.

Jenggalu Kito Village is a new tourist destination based on mangrove conservation located on Jalan Jenggalu, West Lingkar Subdistrict, Bengkulu City as seen in figure 1. Jenggalu Kito Village, commonly abbreviated as KJK, is a form of collaboration between youth, community, academics and environmental activists, so KJK later it will become a recreational tourism area as well as a mangrove conservation area. Apart from being a tourist spot, KJK is committed to forming a dense and dense mangrove conservation area to become a safety net for waves so as to prevent residents' homes from being damaged by seawater. In practice, KJK has a program by conducting campaigns about mangroves in terms of outing classes and the field. The forms of activities that have been carried out are as follows, such as Archipelago Tales, which invites young children to listen to mangrove-themed fairy tales from the pier of Jenggalu Kito Village, this activity is routinely carried out once a month in the afternoon.

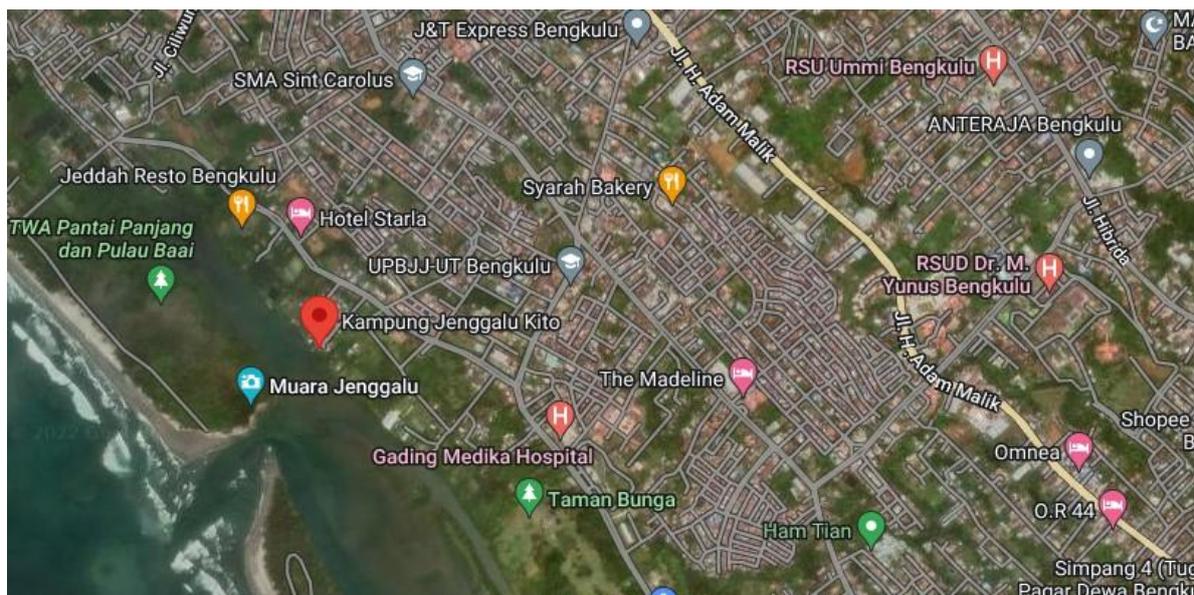


Figure 1. Location Kampung Jenggalu Kito

Besides, they also have an Outbound Activity program which is packaged with coastal conservation materials so that the program is conveyed, so it is packaged in the form of a game. Another program is the conservation and mitigation program where KJK has a program for seeding, planting, and monitoring mangrove seedlings. This is intended so that the planted seeds can grow well in accordance with conservation principles with a delta area of 6 ha which will be used as a conservation park for planting mangrove seedlings. This vast land potential is used by KJK to develop business units through mangrove cracker products, mangrove tea, mangrove juice, and mangrove coffee. This alluring potential is also supported by adequate road facilities with a very strategic location in the city center and close to crowded centers such as the Long Beach tour and the Bencoolen Mall shopping center. For this reason, in order to increase tourist visits to Kampung Jenggalu Kito, it is necessary to develop tourism because KJK has beautiful natural potential.

The target audience for this community service is the tourism manager of Kampung Jenggalu Kito. Partners will be given counseling about the importance of good packaging design and selling products digitally. After that, partners will be demonstrated how to package products and sell products digitally. As a follow-up, the service team will evaluate what has been given, and ensure that partners continuously apply the knowledge that has been given.

II. METODE

According to the implementation schedule provided above, the service method is carried out in stages. These stages are carried out to provide solutions to the target audience's problems in organizing guides who can properly guide tourists. The following stages are described:

Table. 1. Implementation schedule

Time	Agenda	PIC
13.00-13.15	Registration	
13.15-13.30	Opening Speech	
	- Head of Community Service Team	M. Yasser Iqbal Daulay, S.E.,M.B.A
	- Representative from Kampung Jenggalu Kito	Dr.Rina Suthia Hayu,S.E., M.M
	- Head of Department of Management, University of Bengkulu	
13.30-15.00	Resource person lectures or presentations on International Branding for Tourism training materials	1. Assoc. Prof. TS Dr. Muhammad Ashlyzan Bin Razik Director UMK Centre for External Education (UMKCEE), Malaysia 2. Prof. Dr. Mohd Nor Hakimin (Senior Director UMK Entrepreneurship Institute (UMKEI), Malaysia
15.00-16.30	Focus Group Discussion is a type of discussion in which resource people meet with tourism managers to gather ideas and find solutions to problems that arise in the field.	All of audience community service
16.30-16.45	Closing	MC

The implementation method is the basis or reference so that the process in the community service program runs in a systematic, structured and directed manner. After the process of field observation and problem identification is carried out, a problem solving design will be carried out. Furthermore, problem solving that has been designed and planned will be offered to partners as input. The method used in the implementation of community service is the presentation method regarding the introduction of international promotional message standards. The demonstration method will also be used to provide examples of good promotional designs adapted to the promotional media used by the Jenggalu Kito Village Manager. Finally, the activity is continued with mentoring and assessment.

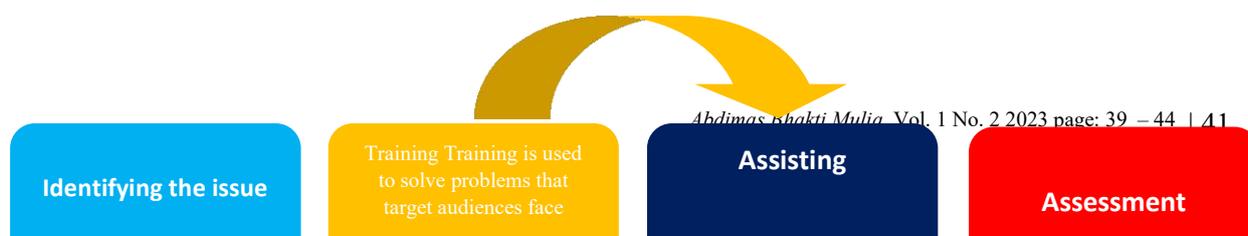


Figure 2. Detailed structure of Community Service work

III RESULT

After implementing this training program, results were found that led to several outcomes and results, information obtained from training participants who lost the evaluation process, responses given by participants, stated that the training provided new knowledge and information to the public, this is related to the method of marketing products via social media, even though it is Generally, citizens are familiar with social media, but with this training, it is now known that The uses of social media are far more than just as a communication and media tool entertainment. As this training aims to introduce social media marketing media, so A question and answer session and discussion session were held with the practice of using social media as a marketing tool in Jenggalu Kito village.

Brand image is one of the main aspects which is the driver of someone's buying interest, but the increasing development of the manufacturing industry and the increasing number of substitute products, creating competitive opportunities for complementary products, In an effort to enter the market, a good marketing strategy is needed to penetrate groups that are marketing targets. One form of method taught to the participants is by creating and strengthening a brand image through creative content that can attract interest buy, similar things are often the main topic in training related to strengthening brand image (Sanny et al., 2020). This method is certainly part of the material taught in this training of all the participants thought this was quite challenging, especially for creating content seems "esthetic", others have difficulty understanding the material and choosing to only use photos in marketing products. The importance of brand image is often an issue discussion to find innovations that can be a driving force in marketing something product (Cheung et al., 2019). It is important to know that a good brand image strengthening strategy can encourage repeat purchases, and sustainable purchases or what is known as subscription (Fahmi et al., 2020).

IV. CONCLUSIONS AND RECOMMENDATIONS

Even though it is felt that we have not yet fully achieved the targets and expected outcomes, However, this community service activity has made a positive contribution to efforts to increase knowledge and abilities in knowing and understanding about the importance of building a brand image through digital marketing by utilizing media social as a means of promotion to Jenggalu Kito village managers. This activity has gone well and can be concluded as follows:

1. The DMO Jenggalu Kito Village is enthusiastic implementation of activities and interest in studying entrepreneurship begins to arise via social media.
2. The DMO Kampung Jenggalu Kito is able to create and running an entrepreneurial marketing program via social media from extension given using social media related to entrepreneurship as well able to manage household cash more efficiently.
3. The partner party, namely Kampung Jenggalu Kito, hopes that this community service activity can be done implemented on an ongoing basis.

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