IMPROVING DIGITAL BRANDING OF KRANGGAN TOURISM VILLAGE

Reza Anggriyashati Adara

Universitas Islam 45, Bekasi, Jawa Barat-Indonesia

reza.adara@gmail.com

Abstract

Digital branding can increase the chances of a tourist attraction becoming known to the public. This event was conducted to provide basic knowledge of digital branding to the stakeholders of tourism village in Kranggan, Bekasi. This research aimed to enhance the digital branding strategies of Kranggan Tourism Village in Bekasi by providing stakeholders with essential knowledge and practical examples. The event was attended by 20 participants. They consisted of civil servants, public citizens and various elements of public who were hoping to improve the quality of tourism village of Kranggan. This event consisted of two stages. The first stage was an introduction of the importance of digital branding toward a tourist attraction. The second stage was a presentation from a content creator about the examples of digital branding conducted by one of clothing brands. This event distributed a survey to monitor the participants' opinions regarding the event." could be "A survey was distributed to gather participants' feedback on the event. The results of the survey showed that most participants thought that the event was beneficial for improving their knowledge of digital branding. Nevertheless, the participants hoped that the examples related to the digital branding strategies could be more extensive. In addition, the participants expected that similar events could be conducted in the near future.

Keywords: *Digital Branding, Tourist Attraction, Tourism Village, Traditional*

Abstract

Digital branding dapat meningkatkan peluang sebuah objek wisata untuk dikenal oleh masyarakat luas. Kegiatan ini dilakukan untuk memberikan pengetahuan dasar mengenai digital branding kepada para pemangku kepentingan desa wisata di Kranggan, Bekasi. Penelitian ini bertujuan untuk meningkatkan strategi digital branding Desa Wisata Kranggan di Bekasi dengan memberikan pengetahuan penting dan contoh-contoh praktis kepada para pemangku kepentingan. Acara ini dihadiri oleh 20 peserta. Mereka terdiri dari pegawai negeri sipil, masyarakat umum dan berbagai elemen masyarakat yang ingin meningkatkan kualitas desa wisata Kranggan. Acara ini terdiri dari dua tahap. Tahap pertama adalah pengenalan mengenai pentingnya digital branding terhadap suatu objek wisata. Tahap kedua adalah presentasi dari seorang content creator mengenai contoh digital branding yang dilakukan oleh salah satu brand pakaian. Pada acara ini, disebarkan sebuah survei untuk mengetahui pendapat para peserta mengenai acara tersebut." bisa menjadi "Sebuah survei disebarkan untuk mengumpulkan umpan balik dari para peserta mengenai acara tersebut. Hasil survei menunjukkan bahwa sebagian besar peserta berpendapat bahwa acara ini bermanfaat untuk meningkatkan pengetahuan mereka tentang digital branding. Namun demikian, para peserta berharap agar contoh-contoh yang berkaitan dengan strategi digital branding dapat lebih banyak diberikan. Selain itu, para peserta berharap agar acara serupa dapat dilaksanakan dalam waktu dekat.

Kata Kunci: Branding Digital, Tempat Wisata, Desa Wisata, Tradisional

I. INTRODUCTION

Tourism is a sector with the ability to increase the potential of an area. Besides improving the living quality of local people (Lundberg, 2017), tourism can impact the net's income of a country especially developing countries (Costa, 2017; Mason, 2010; Rasool et al., 2021). In addition, tourism has emerged as a significant cornerstone in fostering sustainable development in developed and emerging economies alike, offering the provision of a diverse range of cultural, social, technological,

experiential, and natural offerings that cater to both leisure and business purposes (Naseem, 2021). It can be concluded that the improvement tourist sector can help both local people and nation in general.

In regards of this, the improvement of a tourist attraction needs to be taken care of seriously. It is because tourism development attracts tourists to a particular destination to develop and sustain a tourism industry (Baloch et al., 2023). Besides developing the physical aspects of a tourist attraction, it seems important to build a digital branding of a tourist attraction to attract more tourists. In this sense, digital branding can be defined as digital branding, commonly referred to as branding in the digital age, pertains to a brand communication approach that utilizes online platforms and digital marketing in order to enhance a brand's attributes, establish its visibility, and endorse the brand (Jerez-Jerez, 2022). In this regard, digital branding has its inception in direct marketing and is implemented via particular digital channels, such as the Internet, mobile apps, social networking sites, and notably, digital content platforms (Denga, E. M., Vajjhala, N. R., & Asortse, 2023). In light of this, (Confetto et al., 2023) assert that tourist destinations should establish their brand in the international market. Furthermore, it is imperative for professionals in the tourism industry to acknowledge the impact of globalization and technological advancements, such as the Internet, social media, and mobile technology, on the competition among major tourist destinations (Paper, 2016). Particularly, social media offers cost-effective communication channels with widespread demographic reach, surpassing the effectiveness of conventional communication methods, as travelers increasingly rely on social media platforms before, during, and after their trips (Choe et al., 2017). Studies have consistently highlighted the significant influence of interpersonal interactions, stemming from the exchange of opinions among travelers, on tourists' decision-making process and itinerary planning (Pop et al., 2022). Undeniably, the growing trend of tourists evolving into content creators and influencers plays a substantial role in shaping the perceptions of destinations and the behavior of tourist destinations (Iglesias-Sánchez et al., 2020; Oliveira & Panyik, 2014). Thus, creating a solid digital branding that can give a tourist attraction among other sites seems important.

Tourism villages, such as Kranggan, are rural regions with unique attributes that make them attractive to visitors. Developing a strong digital brand for these villages can significantly enhance their visibility and differentiation from other destinations (Kabu & Lau, 2022). The presence of a conventional village holds significance as it is intricately connected to the perception of the region (Adara et al., 2023). The perception plays a crucial role in the process of making decisions when selecting the tourist destination one wishes to explore (Marine-Roig, 2019). However, in the digital era, creating a solid brand known by the public includes strengthening its presence in the internet. Thus, developing the digital branding of a tourism village can strengthen its brand and differentiate a particular tourism village from other tourist attractions (Murdani et al., 2022).In the digital era, it is important for a tourist attraction to have a distinctive image that can set it apart from other places.

In regards of the present paper, each region has their own unique tourism village. For instance, Bali has three tourism villages; Trunyan Village, Tenganan Village, and Panglipuran Village. Situated on the island of Bali, these aforementioned three traditional settlements magnetize tourists from diverse regions globally owing to their distinctive cultural attributes. The subsequent depiction delineates a traditional settlement in Bali. Similar to Bali, Bekasi has its own tourism village called the Kranggan tourism village. Located in Jalan Jati Rangga Blok Lembur No.32, RT.002/RW.003, Jatirangga, Kecamatan. Jatisampurna, Kota Bekasi, Jawa Barat 17434, the traditional village of Kranggan showcases a variety of distinctive characteristics. Primarily, with regards to its architectural aspects, the village features traditional residences constructed entirely from jackfruit wood. The utilization of jackfruit wood can be attributed to its superior strength compared to other wood varieties. Additionally, the inhabitants of Kranggan opt for jackfruit wood due to adherence to ancestral customs. Furthermore, the cultural richness of Kranggan is evident through numerous traditions that captivate both local and international tourists. The *Babarit* ceremony is one of events which symbolizes gratitude for abundance and protection (Merdeka.com, 2022). These aforementioned aspects play a crucial role in promoting Kranggan traditional village as a tourist destination. Hence, it is plausible that the Kranggan traditional settlement harbors prospects for enhancement, thereby enabling it to attain comparable renown to renowned traditional settlements like Trunyan Village, Tenganan Village, and Panglipuran Village.

However, unlike those traditional villages, there is a lack of exposure toward Kranggan tourist village. The dearth of solid digital branding of Kranggan village can be attributed as one of the causes of less visibility of Kranggan village among the tourists. Ahmad Apandi, the head of subdistrict of

Jatirangga where Kranggan village is located as well as the main informant of this paper, said that the tourist attraction has some potentials like other tourism villages but the Kranggan Tourism village is less explored than other tourism villages. Therefore, the stakeholders of the Kranggan tourism village need to have adequate knowledge of digital branding to increase the visibility of the Kranggan tourism village. Several studies have been conducted to analyze the strategies to enhance the quality of digital branding of tourism villages (Adara et al., 2023; Area, n.d.; Hariyati et al., 2023; Marine-Roig, 2019; Merdeka.com, 2022; Murdani et al., 2022; Nurcandrani et al., 2020; Razak & Novianti, 2022; Roosinda et al., 2021; Studi & Program, 2023). The results of those studies suggest the importance of building digital branding to help the development of tourism villages. Against this background, the present paper would focus on the development of digital branding of a tourism village in Kranggan, Bekasi, West Java.

As a part of Bekasi community, the faculty of communication and English literature of Universitas Islam 45 Bekasi strives to provide the knowledge to surrounding people. Due to the need of strong digital branding of the Kranggan tourism village, the faculty of communication and English literature of Universitas Islam 45 Bekasi intends to enhance the digital branding of the Kranggan tourism village by conducting a program titled 'Digital Branding of the Kranggan tourism village.' In addition, this initiative will serve as a foundation for future training sessions designed to enhance the digital branding of tourism village advocates, particularly those from the Kranggan tourism village.

II. METHODOLOGY

The methodology outlines the design and implementation of a digital branding training program for stakeholders involved in promoting tourism in Kranggan Traditional Village. This particular endeavor encompasses digital branding training tailored for individuals involved in the tourism sector, particularly those engaged in promoting tourism in the Kranggan traditional village. The participants include staff members from the Jatirangga sub-district office, as well as the heads of RT and RW in the same sub-district. Additionally, representatives from tourism awareness groups (*pokdarwis*), creative communities, independent groups, and members of the Jatirangga youth organization are also involved in this initiative. The subsequent illustration depicts the structure of this program.
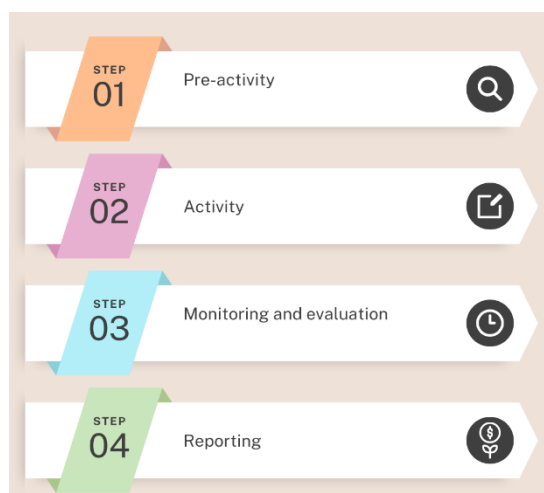

STEP 01	Pre-activity
STEP 02	Activity
STEP 03	Monitoring and evaluation
STEP 04	Reporting

FIGURE 1. THE PROGRAM'S STRUCTURE

1. Pre-activity

Prior to the commencement of the training program, the community service team conducted semi-structured interviews with key stakeholders, including Abah Olot, a prominent figure in Kranggan Traditional Village, and Ahmad Apandi, the Head of Jatirangga Village. These interviews aimed to identify the current challenges and needs related to digital branding and language proficiency among tourism advocates. The interviews revealed a strong desire to promote key attractions, such as the Alet Well, Binong Well, the Babarit tradition, and

traditional Kranggan attire (Cele), to international visitors. However, stakeholders identified a lack of English proficiency and weak digital branding as significant barriers.

2. Activity

Based on the needs of partners, the community service team created training titled 'Digital Branding for Tourism Village'. The training was given by an expert in digital branding strategies and a content creator for one of clothing brands. The training was held on the second floor of the Jatirangga Subdistrict office, Bekasi and lasted forty five minutes. This community service process is depicted in the following figure:
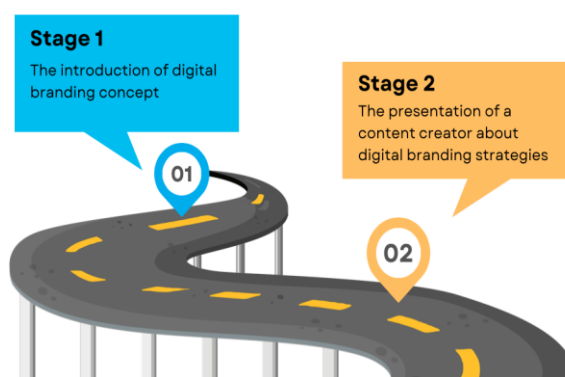

FIGURE 2. THE PROGRAM'S STAGES

3. Monitoring and evaluation

During the training, assessments were conducted to determine the extent to which the participants were able to engage effectively in the various activities. The assessments were performed by the facilitator during the final phase of the training program. Participants were encouraged to actively engage through a questions and answer session in the end of the event. In addition, two students of the faculty of communication and English literature of Universitas Islam 45 Bekasi assume the role of mentors, guiding participants in the application of digital branding. After the event, an assessment was administered through an online questionnaire utilizing a Likert scale encompassing responses such as 'strongly agree', 'agree', 'disagree', and 'strongly disagree'.

III. RESULTS AND DISCUSSIONS

1) First stage

The initial phase of this training program involves the introduction to the concept of digital branding for tourism village. A detailed exposition was delivered by the presenter regarding the importance of digital branding within the context of tourism, particularly for the community of tourism enthusiasts in the Kranggan tourism village.

FIGURE 3. THE EVENT'S LOCATION

2) Second stage

In the subsequent phase, a practitioner of digital branding from one of clothing brands presented her strategies to conduct digital branding. In addition, the participants were provided with an overview of strategies of digital branding and how they could be used for their conditions. In the end of this stage, the presenters conducted a question and answer session for the participants. After the question and answer session, the survey was performed to measure the satisfaction level of the participants and provide feedback for further events. Following table shows the results of the survey:

Tabel 1. The Survey's Results

No	Questions	Percentage	Descriptions
1.	Did the presenter present the material clearly and understandably?	80%	Very good
2.	Is the training provided in accordance with the needs to serve foreign tourists?	80%	Very good
3.	Is the material presented in an interesting way?	90%	Very good
4.	Is the time allocated by the presenter appropriate to the participants' needs?	90%	Very good
5.	Are participants interested in learning more about digital branding in the future?	90%	Very good

Despite some efforts to minimize the challenges during the event, there were numerous problems which hindered the event. Initially, a power outage occurred, resulting in a thirty-minute pause during the event. Subsequently, the venue designated for the event lacks sufficient space, restricting the participants from discussing their concerns with each other with ease. Nevertheless, the aforementioned impediments can be addressed through proactive measures initiated by the community service team, including reaching out to PLN (State Electricity Company) in Bekasi.

IV. CONCLUSION

This event aimed to offer an initial exposure to the digital branding tailored for individuals involved in the promotion of tourism in the Kranggan tourism village. The importance of digital branding underscores the necessity for traditional village advocates to acquire proficiency in English in order to showcase the cultural heritage of the Kranggan traditional village to international visitors. The workshop conducted on this occasion may serve as a foundational step towards organizing future training sessions. However, there are some notes that should be concerned by those who want to conduct similar events. First, it seems important to make sure the stable flow of electricity to the local PLN. Second, the event coordinator must prepare more gadgets to help the participants filling the online survey or prepare paper surveys in case of the lack of internet coverage.

REFERENCES

Adara, A., Priharrtini, S., Budiman, R., Puspahaty, N., & Ramadhan, M. F. (2023). *PELATIHAN ENGLISH FOR TOURISM UNTUK KAMPUNG ADAT KRANGGAN A . PENDAHULUAN Pariwisata merupakan bidang yang dapat meningkatkan potensi sebuah daerah . Penelitian Rasool et al . (2021) mengenai pariwisata di negara-negara berkembang menyimpulkan bahwa par. 4*(2), 107–117.

Area, T. V. (n.d.). *C O M M U N I T Y - B A S E D T O U R I S M V I L L A G E D E V E L O P M E N T S T R A T E G I E S : A C A S E O F B O R O B U D U R T O U R I S M V I L L A G E A R E A , I N D O N E S I A*. *29*(2).

Baloch, Q. B., Shah, S. N., Iqbal, N., Sheeraz, M., Asadullah, M., Mahar, S., & Khan, A. U. (2023). Impact of tourism development upon environmental sustainability: a suggested framework for sustainable ecotourism. *Environmental Science and Pollution Research*, *30*(3), 5917–5930. https://doi.org/10.1007/s11356-022-22496-w

Choe, Y., Kim, J. (Jamie), & Fesenmaier, D. R. (2017). Use of social media across the trip experience: An application of latent transition analysis. *Journal of Travel & Tourism Marketing*, *34*(4), 431–443. https://doi.org/10.1080/10548408.2016.1182459

Confetto, M. G., Conte, F., Palazzo, M., & Siano, A. (2023). Digital destination branding: A framework to define and assess European DMOs practices. *Journal of Destination Marketing & Management*, *30*, 100804. https://doi.org/10.1016/J.JDMM.2023.100804

Costa, J. (2017). How are companies and destinations "surfing the wave" of global tourism? *Worldwide Hospitality and Tourism Themes*, *9*(6), 588–591. https://doi.org/10.1108/WHATT-09-2017-0055

Denga, E. M., Vajjhala, N. R., & Asortse, S. (2023). *Digital Branding in the Digital Era. In R. Correia, D. Venciūtė, & B. Sousa (Eds.), The Role of Brands in an Era of Over-Information*. https://doi.org/10.4018/978-1-6684-8351-0.ch008

Hariyati, F., Rahmawati, Y., & Akbari, D. A. (2023). *Pelatihan Digital Branding Kampung Wisata Bagi Kompepar Kampung Pulo Geulis*. *3*(1).

Iglesias-Sánchez, P. P., Correia, M. B., Jambrino-Maldonado, C., & de las Heras-Pedrosa, C. (2020). Instagram as a co-creation space for tourist destination image-building: Algarve and costa del sol case studies. *Sustainability (Switzerland)*, *12*(7), 1–26. https://doi.org/10.3390/su12072793

Jerez-Jerez, M. J. (2022). Digital Transformation and Corporate Branding: Opportunities and Challenges for Identity and Reputation Management. In P. Foroudi, B. Nguyen, & T. C. Melewar (Eds.), *The Emerald Handbook of Multi-Stakeholder Communication* (pp. 129–143). Emerald Publishing Limited. https://doi.org/10.1108/978-1-80071-897-520221014

Kabu, M., & Lau, E. R. A. (2022). *Identification of Village Potential as a Basis for Development of Tourism Village in Tunua Village, North Mollo District South Central Timor Regency BT - Proceedings of the International Conference on Applied Science and Technology on Social Science 2021*. 109–115. https://doi.org/10.2991/assehr.k.220301.019

Lundberg, E. (2017). The importance of tourism impacts for different local resident groups: A case study of a Swedish seaside destination. *Journal of Destination Marketing and Management*, *6*(1), 46–55. https://doi.org/10.1016/j.jdmm.2016.02.002

Marine-Roig, E. (2019). Destination image analytics through traveller-generated content. *Sustainability (Switzerland)*, *11*(12). https://doi.org/10.3390/su11123392

Mason, P. (2010). Tourism Growth, Development and Impacts. In *Tourism impacts planning and management* (Issue May).

Merdeka.com. (2022). *Mengenal Kampung Kranggan Bekasi, Desa Adat yang Masih Eksis di Pinggiran Jakarta*. Merdeka.Com.

Murdani, A. D., Aji, H. K., & Winduro, W. (2022). Penguatan Branding Dan Promosi Desa Wisata Ngidam Muncar Melalui Eksistensi Website. *JMM (Jurnal Masyarakat Mandiri)*, *6*(4), 2794. https://doi.org/10.31764/jmm.v6i4.9119

Naseem, S. (2021). The role of tourism in economic growth: Empirical evidence from Saudi Arabia. *Economies*, *9*(3). https://doi.org/10.3390/economies9030117

Nurcandrani, P. S., Turistiati, A. T., Andhriany, S., & Nurulina, D. I. (2020). Blue Ocean Strategy (BOS) Public Relations of Kampung Wisata Baluwarti Surakarta in Developing Village Branding. *Majalah Ilmiah Bijak*, *17*(2), 154–169. https://doi.org/10.31334/bijak.v17i2.1007

Oliveira, E., & Panyik, E. (2014). Content, context and co-creation: Digital challenges in destination branding with references to Portugal as a tourist destination. *Journal of Vacation Marketing*, *21*(1), 53–74. https://doi.org/10.1177/1356766714544235

Paper, O. S. (2016). *Natalija Parlov Davor Perkov Željko Sičaja NEW TRENDS IN TOURISM DESTINATION BRANDING BY MEANS OF DIGITAL MARKETING*. https://doi.org/10.1515/aet-2016-0012

Pop, R.-A., Săplăcan, Z., Dabija, D.-C., & Alt, M.-A. (2022). The impact of social media influencers on travel decisions: the role of trust in consumer decision journey. *Current Issues in Tourism*, *25*(5), 823–843. https://doi.org/10.1080/13683500.2021.1895729

Rasool, H., Maqbool, S., & Tarique, Md. (2021). The relationship between tourism and economic growth among BRICS countries: a panel cointegration analysis. *Future Business Journal*, *7*(1), 1. https://doi.org/10.1186/s43093-020-00048-3

Razak, J., & Novianti, E. (2022). Konsep Branding Wisata Berbasis Pemasaran Digital di Desa Sirnajaya, Kabupaten Bogor. *Jurnal Khatulistiwa Informatika*, *9*(1), 1–13. https://doi.org/10.31294/par.v9i1.11803

Roosinda, F. W., P, D. B. A., & Ekantoro, J. (2021). *Digital branding kedung ayu sebagai destinasi wisata keluarga berbasis kearifan lokal Laporan Pengabdian Kepada Masyarakat*. *5*(2), 197–208.

Studi, P., & Program, D. (2023). *BRANDING WISATA BERBASIS PEMASARAN DIGITAL*. *5*(1).