

## Assistance and Management of E-Commerce and Digital Marketing in Pujon Kidul Tourism Village

### Author

Iqbal Ramadhani Fuadiputra (Orcid ID: 0000-0001-7180-9964)

Fauzik Lendriyono (Orcid ID: 0000-0002-3542-0801)

Titiek Ambarwati (Orcid ID: 0000-0001-7775-1548)

### Correspondence

Universitas Muhammadiyah Malang, Jawa Timur, Indonesia

[iqbalramadhanif@umm.ac.id](mailto:iqbalramadhanif@umm.ac.id)

### Abstract

In this service program, the devotees try to respond to issues related to the development carried out by the Pujon Kidul tourist village, especially in increasing merchandise sales and introducing several new tourist destinations in Pujon Kidul. Because of the information obtained, the trend is also increasingly erratic during a pandemic like today. This has encouraged the service team to provide some touch of technology, especially in marketing. Through the digital marketing and e-commerce development program, our community service team hopes that with this program, the community will experience an increase both in terms of income and visits to tourist attractions that are running now. This program hopes that it will also introduce potential outside of Café Sawah, owned by Pujon Kidul. This program is also appropriate because, during a pandemic like this, a decrease in the number of visitors has also been experienced in Pujon Kidul. With the introduction of other potential villages, it is hoped that the attractiveness and capacity accommodated will be in the Rice Field Café and different potentials.

The method used in this service process is to use digital marketing and e-commerce as a solution to increase visits and sales of products owned by BUMdes Pujon Kidul. Social media is one of the media used to increase interest and visits to the tourist village of Pujon Kidul. Measuring success can be calculated from direct visits to tourist attractions and visits to Pujon Kidul's social media. Based on the results of visits from both social media and tourist attractions, there has been an increase for followers at 11,800, and for holidays, there has been an increase to 6500 tourists visiting. The results of e-commerce and digital marketing training are expected to provide other income regularly for citizens who depend on their life from Pujon Kidul tourism.

**Keywords:** Tourism village, Digital Marketing, Social Media, E-commerce

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## Introduction

One of the tourist destinations in the province of East Java is in the Malang Regency area. Nature tourism is the flagship in this district. Besides that, there are great and comfortable artificial tours, one of which is Café Sawah. There are also several other destinations such as cultural villages, ATVs, and guest houses. This tourist village was initiated and held by the village government. Its management has been under the coordination of the Pujon Kidul Village Owned Enterprises (BUMDes) and the Tourism Awareness Group (POKDARWIS) since 2013, which was then called the Pujon Kidul Tourism Village.



Source: Google Images

Figure 1. Desa Wisata Pujon Kidul, Kecamatan Pujon, Kabupaten Malang

Along with the development of the tourist village, various awards have been won by this tourist village as on May 13, 2017, the Design of Pujon Kidul won an award at the National level from the Ministry of Village of PDPT RI (Ministry of Village, Development of Disadvantaged Regions and Transmigration of the Republic of Indonesia) as the Best Agro Tourism Village. Not far later in the same year, the Ministry of Tourism, which is currently called KEMENPAREKRAF, awarded an independent POKDARWIS (Tourism Awareness Group) to Pokdarwis Capung for Pujon Kidul village. These two awards raised the Pujon Kidul Tourism Village to be better known to foreign countries as a beautiful rural and natural tourist destination.

The BUMDes of Pujon Kidul Village noted that in 2019 before the pandemic, 2000 tourists were visiting the village every day,

while on weekends, it could reach 6000 people. At the time of the current pandemic, it decreased drastically every week. It was estimated that there were only 1000 tourists, but this is considered good because tourism in Pujon Kidul is still considered to take place. At a time like this, innovations emerged to develop Pujon Kidul Village, starting from constructing various new destinations such as guest houses, cultural villages, and ATVs which can now be enjoyed as an alternative destination to Café Sawah.

The number of tourism potentials is quite large and exciting but has not received more attention, which is the focus and attention of BUMDes at this time. This is due to the lack of marketing carried out by the village and BUMDes. The service team sees this as one of the village's potentials that must be developed by improving cooperation proposals with stakeholders and improving Pujon Kidul village content on social media. Some of the social media that are the focus of the service team are Instagram, YouTube, and several other platforms owned by Café Sawah Desa Wisata Pujon Kidul.

Based on the problems presented in the previous paragraph, one of the methods used is to use marketing communications as an active marketing activity to convey the value of a product or business entity that is carried out to specific target consumers through several ways, namely advertising, sales, direct marketing, public relations, and various other types, and ends the cycle by evaluating the effectiveness of the strategies undertaken Yarbrough (1996). Scultz (1993) also stated that marketing communication is developing and implementing various forms of persuasive communication programs to target consumers. One of the methods used by the service team is to use social media as a tool to communicate village-owned products and businesses.

## Method

The development used for Pujon Kidul village is based on CBT (Community Based Tourism). Community or local community empowerment is essential in developing and managing resources and tourism. The importance of community empowerment in this development is conveyed by Murphy

(1988), who views the development of cultural and tourism activities as a "community-based activity". Namely, the resources and uniqueness of the local community in the form of physical and non-physical elements (values, norms, customs, and traditions) attached to the community are the main driving elements of the main activities of the culture and practices of the community itself. On the other hand, in local communities that live and grow side by side with a tourism object, it is undeniable that it is part of an ecological system interrelated with cultural and tourism resources.

At this time, the mentoring method using community service program planning is a method of mentoring and fostering village businesses to partner with a bottom-up model (state of field problems-handling decisions). The following is a brief explanation of the input, process, and output tables in this service activity:

Tabel 1. Planned Inputs, Processes, and Outputs

No	Input	Processes	Outputs
1	Development of social media maintenance soft skills for Pujon Kidul.	a. Instagram and Youtube social media management b. Design training for Instagram layouts and narration for Instagram Village	a. Pujon Kidul tourist village can attract more visitors b. Making SOPs for Social Media management, especially Instagram.
2	Assistance related to how to sell through E-commerce	a. Assistance in packing before sending goods. b. Provide training using existing E-commerce	Market development that tourists can enjoy and outside the village can also buy village products.
3	Training and Assistance in making cooperation proposals.	Provide training on making cooperation proposals and proposal layouts for stake holders.	Increased tourist visits to Pujon Kidul Tourism Village, the number of which can also be identified earlier..

This community service activity at the

Pujon Kidul BUMDes is carried out by applying the following methods using surveys, planning, training, discussions, and evaluations as illustrated in the following figure:

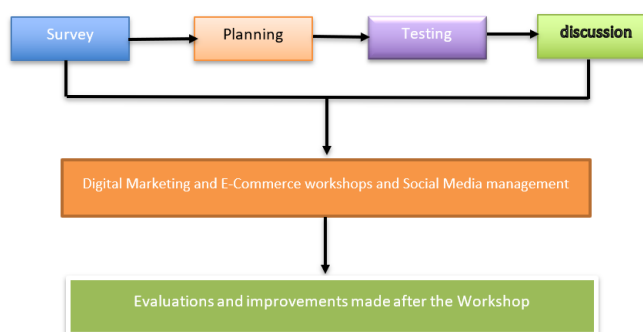


Figure 2. Methods of Community Service Activities

The survey activity was carried out with a service team visiting BUMDes Pujon Kidul and looking for data related to what BUMDes carried out actions and what businesses and tourist attractions were operating. Then the team carried out the planning process, analyzed the problems and obstacles that occurred, and disseminated information. Solution of the problem. At this service, the servant agrees with partners regarding the form of community service program activities that will be carried out. At the experimental stage, we tried to offer what would be given to the BUMDes after conducting the discussion process. Finally, one solution was found: a digital marketing workshop and social media management owned by Pujon Kidul BUMDes. The service program is in education, training, and management. It provides materials according to partners' needs through workshops conducted offline with a limited number and following the prokes. The speakers in the seminar are the service team themselves and several students who have expertise related to these fields. In this activity, partners are actively involved in determining schedules, preparing places and



supporting facilities, communicating and coordinating with servants. In discussion activities, partners actively express opinions and input, which ultimately become solutions to problems faced by partners.

Some of the benefits that BUMDes will receive later include getting new customers. Studies mention the benefits of using e-commerce in business (Hoffman and Novak, 2000). Using e-commerce allows the company to get new customers from domestic or foreign markets. With the existence of E-commerce, consumers can also increase to continue using their services, improve service quality, and serve consumers without time limits, as stated by (Daniel & Storey, 1997).

## Results and Discussion

This community service began with survey activities. Servants went to BUMDes Pujon Kidul. In this activity, the team conducts interviews and collects information about the business processes that are already running in BUMDes. Based on the explanation given by the partner that in the current Bumdes business process, the level of visits is not evenly distributed. It only focuses on one destination, namely the Pujon Kidul rice field café. In addition, due to the pandemic, visits to tourist areas have decreased significantly. Some new goals are also not well known by tourists. The service team proposed a solution to this. Partners agreed that the service team would carry out training in digital marketing and e-commerce workshops and social media management, which was carried out offline.

This service activity is scheduled by the BUMDes with the servants to be held on 29 June 2021 which coincides on

Saturday. This workshop was attended by various village officials in charge of managing social media. In this workshop, the assistants who provide training are the service team who usually do social media maintenance and media buzzers as well as admins from the @manajemenUMM Instagram account. Figure 2 shows that a digital marketing and social media management workshop is taking place in one of the tourist areas of Pujon Kidul.



Figure 3. The process of implementing a digital marketing and social media management workshop

In this activity, the main focus of the service team is to make Instagram more attractive and communicative to increase consumer visits to the Pujon Kidul profile on social media, especially on Instagram because Pujon Kidul Sawah Café still relies on Instagram as one of the media used to convey information to consumers. By using several design applications such as Canva, Adobe Photoshop, and Adobe Illustrator, it is hoped that the appearance of Café Sawa Pujon Kidul's social media will be better.

In addition to teaching this, the service team also conveyed how to manage a good business Instagram. The service team explained to the parties involved in managing the social media of Café Sawah Pujon Kidul and BUMDes that it was important to create interesting Instagram content or posts in terms of visuals and the quality of the information conveyed. Furthermore, the service team also explained that it was important to post information and photos at a well-scheduled time consistently. The presenter also added that it is better to post

photos at the same time of the day consistently than not regularly, both from time and day. This will affect the flow of traffic from Instagram. So that each product photo can convey the desired information, a caption or description must be written for each uploaded photo. The description should be informative and easy to understand. The description must use the appropriate language with the appropriate market segmentation.

The service team also said that currently, to increase the engagement of each Instagram post, it is not effective if you only use hashtags. Still, if you use too many hashtags, Instagram will consider it a robot post. So the service team provides information to the Pujon Kidul BUMDes manager that it is not only likes, followers, and hashtags that are the most important in managing business Instagram, but it is more important to improve the visual quality and information of each uploaded photo.

The training that was also given was using e-commerce media to sell products owned by Pujon Kidul village. One of them is using shopee to sell products from the village of Pujon Kidul. Products sold in e-commerce include vegetables, food, and souvenirs typical of Pujon Kidul. The purpose of making this e-commerce is to provide additional income for BUMDes apart from the tourism sector, which is the advantage of the village.

The service team said a little about photo styling products. After some of the explanations above, it is explained that it is very important to create a visually attractive business Instagram display so that consumers who see the Instagram feed become interested in finding out about the product or even interested in buying it, therefore the skill of making good photo appearances aesthetically is very important. The activity of arranging style, composition of lighting, and colors to make product photos more attractive in

photography activities can be called product photo styling. The service team hopes that in addition to improving management, the way to take pictures must also be improved so that they are more able to attract consumers.

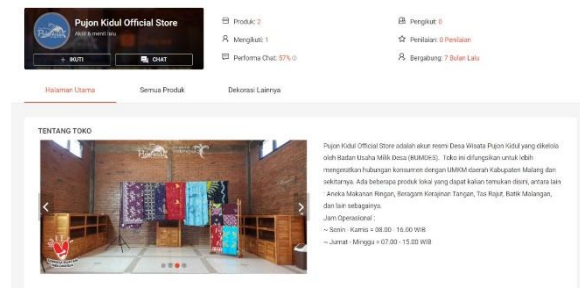


Figure 4. Shopee Account Interface Pujon Kidul

Before the end of the workshop activities, it was continued with discussion activities at the end of the session. Pujon Kidul's social media manager provides feedback on the material that has been submitted. They asked the presenters for some information that was still unclear. The discussion session was interactive and full of enthusiasm. This shows that social media managers are interested in the material presented by the service team.

The BUMDes manager finally carried out several photo processes related to several products and interesting tourist villages. The hope of this management team can contribute to increasing visits and sales of products owned by BUMDes Pujon Kidul. In addition, this is also expected to enrich the feeds and posts produced by the Pujon Kidul BUMDes social media management team.

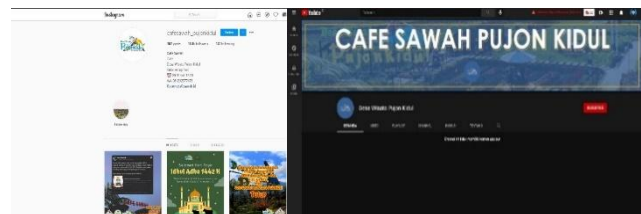


Figure 5. One of the Pujon Kidul Social Media Instagram and Youtube

After carrying out maintenance and several changes to the appearance of the number of followers from Instagram, it increased dramatically to 11,800 followers. And visits to

tourist areas have increased by 6500 visitors every week. This is considered effective because, in addition to showing information related to the Pujon Kidul Rice Field Café and the products to be sold there, it also raises the clean and beautiful atmosphere of Pujon Kidul Rice Café. Because during a pandemic like today, information on social media is very important because almost all visitors to Pujon Kidul Village pay attention to social media as a source of information regarding openings and closings and the ticket purchase process and health protocols used at tourist attractions.

Based on the training results that have been carried out, we conducted a survey to measure the impact of e-commerce training, digital marketing, and product photo training. This survey was conducted to follow up on the training process provided in the future. The following are the results of the study showed.

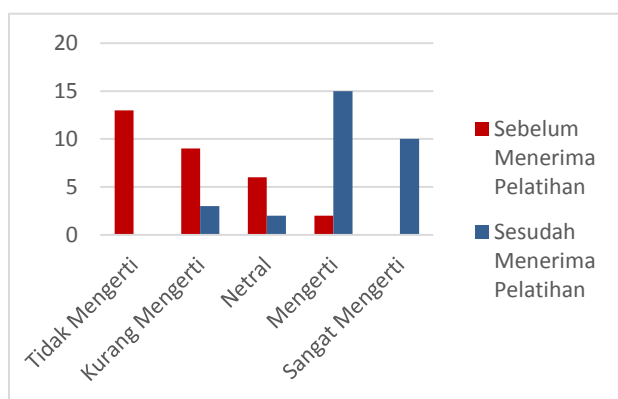


Figure 6. Percentage of Participants' Understanding of E-Commerce Training

Based on the results of the questionnaire distributed to the training participants, it can be seen that the participants experienced an increase in understanding of e-commerce. It can be seen that before the training, the participants who did not understand reached 13 participants, and after the training, the participants who understood reached 15 participants. From these figures, it can be

concluded that the trainees already understand e-commerce.

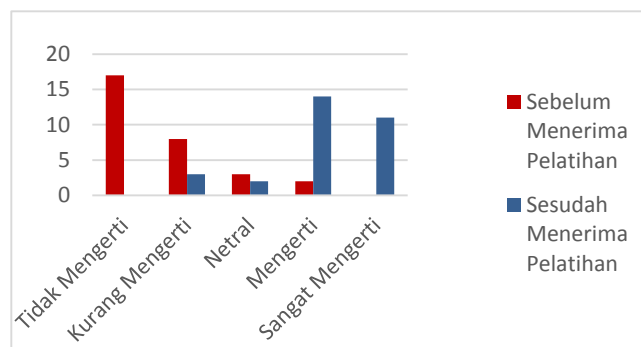


Figure 7. Percentage of Participant Understanding in Digital Marketing Training.

Based on the results of the questionnaire that was distributed to the training participants, it can be seen that the participants experienced an increase in understanding digital marketing. It can be seen that before the training, participants who understood only reached 2 participants, then after the training, participants who understood reached 14 participants. From these numbers, it can be concluded that the training participants already understand the concept of digital marketing.

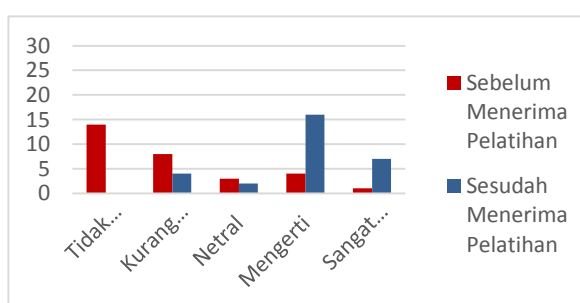


Figure 8. Percentage of Participants' Understanding of Product Photo

Training Based on the results of the questionnaire that was distributed to the training participants, it can be seen that the participants experienced an increase in their understanding of product photos. It can be

seen that before the training, 8 participants did not understand, then after the training, the participants who understood reached 16 participants. From these figures, it can be concluded that the trainees already understand the subject of product photos.

### **Conclusion**

The whole series of community service activities carried out by the team towards partners can be concluded that partners, especially BUMDes Pujon Kidul and Pujon Kidul Villages, gain skills in managing social media and digital media marketing, which hopefully can be used to support business activities being carried out. Desapujon Kidul has huge tourism potential, starting from the rice field Café destination, then there are several other destinations such as cultural villages and guest houses. Through good management, it is hoped that it will support partners in promoting and utilizing existing potential. The better feeds and interesting content make consumers more interested in visiting Pujon Kidul Tourism Village. This can be seen from the number of followers that continues to increase. Hopefully, this good thing will be continued with developing other content and developing an online sales system to support the digital marketing and social they already have.

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