



DIGITAL MARKETING AS A PROMOTIONAL MEDIUM IN IMPROVING THE CREATIVE ECONOMY OF MSMEs

Hartatik¹,

¹Sebelas Maret University, Indonesia
Email: hartatik119@staff.uns.ac.id¹

Abstract

Program this service activity is aimed at introducing the district and its village potential including history, culture, and natural potential such as mountains, regional arts, culinary. The natural resources in the village can support the potential to be raised and developed into tourism. No matter how big the tourism potential is, if it is not supported by qualified promotional and marketing tools, it will not develop rapidly. The amount of operational costs is sometimes not proportional to income due to the small number of tourists who visit. In the tourism village until now due to the lack of utilizing information technology to disseminate the tourism potential of the village. Therefore, in this community partnership program, assistance and implementation of training on the use of information technology as a promotional medium is carried out in improving the creative economy.

Keywords: social media, Digital transformation, Communication

INTRODUCTION

The development of smart villages a.k.a smart villages as a condition that shows a push from below, namely from the community to be more able to explore their potential and increase their capacity. This desire is then encouraged by the village government as a way to provide guidance and empowerment in order to improve the welfare and quality of life of the community. Thus, the use of information technology is used as a tool or tools in an effort to realize desires and not as goals or objectives 1. The new tourist destination 'Watu Gambir' in Karang Village, Karangpandan District, Karanganyar Regency, will support the Karanganyar program to become the Nusantara Life Center in 2030. Where to introduce Karanganyar Regency with history, culture, and natural potential such as Mount Lawu 2. Some of the natural tourism potentials of 'Watu Gambir' that can be promoted include: swimming pools & river tubing, lakes, flower gardens and outbound. The magnitude of the potential possessed by Karang Village is realized in a smart village concept which will be a bridge between the village government and the village community which aims to disseminate natural tourism potential to the general public and explore other potentials that attract tourists such as culinary

METHODS AND PROCEDURES

The implementation method used in this community partnership program is based on three problems, namely the field of production, the field of management, the field of marketing.

Partners in this service are the community and the government of Karang Village, Karangpandan District, Karanganyar Regency with a target when socialization there are 30 participants present. The method of implementing the Go-Wisata application based on mobile technology with the concept of a smart village in Karang Village consists of 5 stages, namely the problem solution study stage, the data collection stage, the application development stage, the launching stage and socialization of application implementation and the evaluation stage.

1. Stage of problem solution study

This stage aims to examine in more detail the problems and solutions that will be implemented with partners. Then make priorities which ones are urgent to implement first, which ones should be implemented later.

2. Data Collection Stage

This stage aims to obtain tourism village data that will be used as basic implementation of technology assistance in partners.

3. Implementation of mentoring stage

The stage of mapping implementation includes mapping the use of technology as a promotional medium.

4. Evaluation

This evaluation stage will be monitored by filling out questionnaires periodically to determine implementation.

RESULTS

Based on the results of the survey that has been carried out, it shows how great the natural potential is so that we deserve to choose to be a partner in the community partnership program. Below in Figure 1 is a photo spot that needs support to be promoted. The following are the results of surveys from partner villages related to the results and potential of existing nature.



Figure 1 Speech from Dosen Guide using google meet

The amount of tourism potential is still not optimal, this can be seen from the results of surveys and interviews that out of 50 respondents who were given questions stated that they did not know about the tourism villages in the partners. Figure 2 shows several hsil surveys and interviews with respondents. We also see data collection from social media, namely from Instagram, there is still a lack of selfies and likes. According to the results of the analysis of the pnegabdian team, this shows that there has been no optimal promotion and marketing from the manager and the local village community. Tourism that is partnered is indeed classified as a new tour that was opened still in the situation of the COVID-19 pandemic was inaugurated by the Head of the Tourism, Youth and Sports Office (Disparpora). According to our analysis, it is still necessary to support the use of technology to promote tourism villages from the elements that make up smart villages that have different characters, roles and functions, namely the government, society, and rural environment.

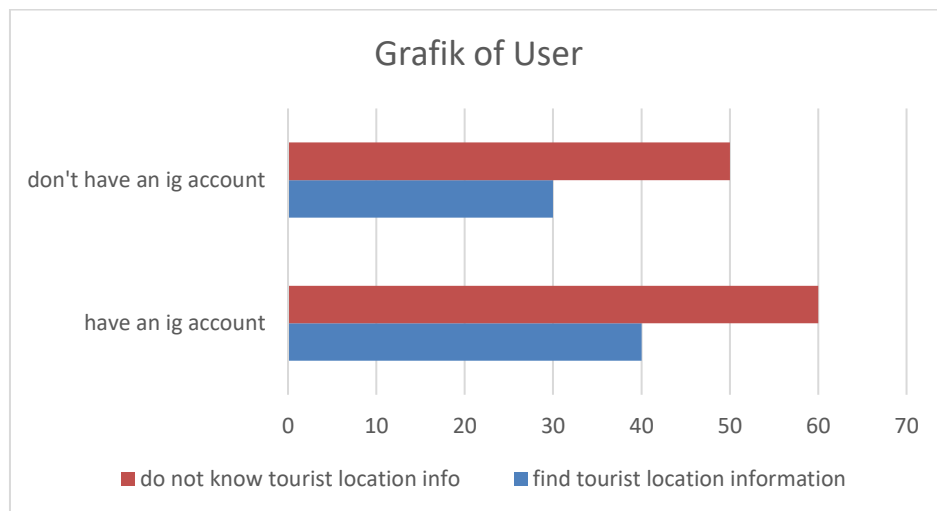


Figure 2 Service activities with MSME managers



Figure 3. Activities

Figure 3 is the implementation of discussion forum activities in the context of technical planning to increase the promotion of tourism villages through digital media such as Instagram, YouTube and Facebook.

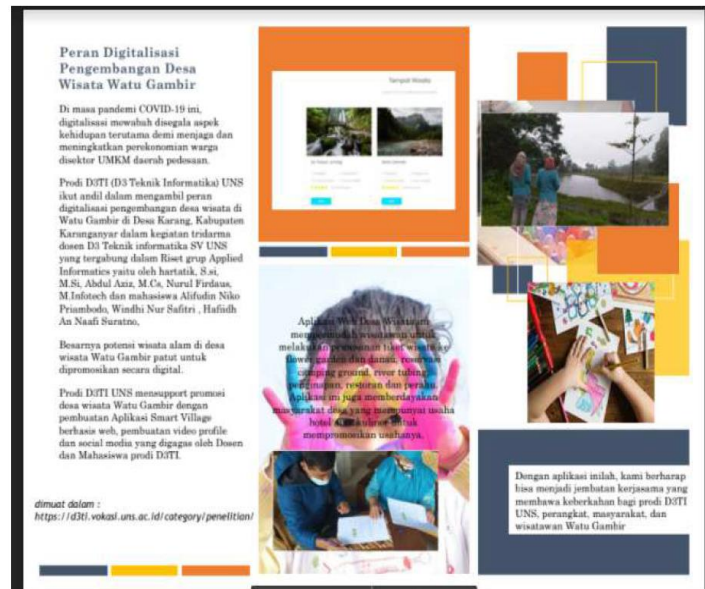


Figure 4. Design Results for Promotion

The implementation of service activities is carried out by combining the methods of material exposure, discussion and practice. The combination of this method is expected to be the existence of social media accounts which are expected to be a medium of information and communication for potential tourists and foster motivation to visit. It helps in accelerating the process of understanding, changing attitudes and adopting technology of participants who have different knowledge backgrounds. One of the results of the implementation of service is the design for publication and promotion of tourism villages as an effort to increase MSMEs in partner villages.

CONCLUSION

Service has been carried out well as an effort to increase the promotion of tourism villages in service partners by utilizing mastery of technology for destination managers and MSMEs. Furthermore, the development of this service the following year is the use of website technology as an effort to digitize tourist villages.

ACKNOWLEDGMENTS

Thanks for Sebelas Maret University and all Support from All community who have helped and participated in this activity very well.

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