



Optimization of farmer groups and educational tourism of Bamboe Wanadesa

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ABSTRACT

The implementation of community service activities exemplifies the essence of the Tri Dharma of Higher Education. This initiative is based at Wisata Bamboe Wanadesa on Jl. Giri Rejo KM 15, Karang Joang Village, North Balikpapan District, Balikpapan City, leveraging its bamboo forest resources for tourism. However, a deficiency in human resources is apparent in managing social media, graphic design, branding, and promotion for this attraction. The absence of knowledge among residents and tourists about the bamboo varieties also persists. To address these gaps, we conducted community service through diverse approaches. Workshops were conducted to train content creators using CapCut and Canva applications, enhancing social media visibility. Google Site was employed to bolster tourism branding, serving as an information hub. Furthermore, information boards strategically placed within Bamboe Wanadesa Tourism, interconnected with Google Site, were introduced. The outcomes encompass collaborative Instagram content, the Bamboe Wanadesa website, and informative plant labels, significantly contributing to improved engagement and knowledge dissemination.

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1. INTRODUCTION

The use of internet technology in business today is crucial to reach a wider audience. Through the internet, businesses can introduce their products, provide information about services, build brand image, and establish relationships with customers or potential customers. They employ various methods to make people aware of their business and understand the value they offer. One of the tools used to talk about business is media. Social media is an essential tool for introducing businesses and the products or services they offer (Purwana et al., 2017).

Marketing for tourist destinations is often done through print advertisements, brochure promotions, or advertising campaigns on traditional media such as television and radio. However, with the advancement of technology and changing consumer behavior, social media has become a highly effective tool in promoting tourist destinations (Farida & Indah, 2021; Pasaribu, 2021).

Utilizing Google Sites for branding tourist destinations through a website is a crucial step in promoting and enhancing the online visibility of the tourist spot. Google Sites is an easy-to-use tool that

allows tourist destinations to quickly create and manage attractive websites. With this platform, tourist spots can provide clear information about their attractions, showcase engaging images and videos, and provide the latest updates to visitors. Additionally, integration with other Google services like Google Maps makes it easier for visitors to find locations and routes. This is an effective way to create a positive online experience, boost tourist interest, and establish a strong brand image for the tourist destination (Sudiatmika et al., 2022).

Branding tourism through social media, particularly on platforms like Instagram, has become increasingly popular. Instagram's strength in branding tourist destinations lies in its capacity to provide captivating visual experiences. With its photo and video sharing features, tourist destinations can promote the beauty of their natural landscapes, culture, and attractions through visually appealing content that immediately grabs the attention of potential visitors. Additionally, Instagram allows tourist destinations to interact directly with their followers through comments, direct messages, and hosting photo contests, enhancing visitor engagement and building a loyal community. Through its effective storytelling capabilities, Instagram also enables tourist destinations to promote special events, special offers, and share the narratives behind their destinations. All of this contributes to the attractiveness and visibility of tourist destinations in the digital era, making Instagram a powerful branding tool (Kurniawati et al., 2022; Kusuma et al., 2021).

Bamboe Village Ecotourism is one of the tourist attractions in the city of Balikpapan, located on Giri Rejo I Street, RT. 026, KM. 15 Karang Joang, North Balikpapan. It's known for its captivating Bamboe forest that attracts tourists. The tourist site at Giri Rejo I has significant potential, encompassing natural attractions. As an application of knowledge, the aim of community engagement is to optimize the development of the Bamboe Village Ecotourism through knowledge-based digital platforms.

However, during the development process, several challenges were identified based on initial data analysis (pre-survey) and direct interviews with the manager of Bamboe Village, Murdiyanto. These challenges include a lack of human resources with the ability to manage social media platforms, skilled personnel in branding and promotional strategies, and knowledge among local residents and tourists about the various types of Bamboe and trees present at the tourist location.

To address these challenges, community engagement activities propose a collaborative solution involving farmer groups to utilize technology and digital applications, with the goal of optimizing the management of Bamboe Village Ecotourism. Given the objectives of this research, the collected data will be presented descriptively, followed by explanations leading to conclusions.

One of our contributions focuses on branding the management of Bamboe Village Ecotourism. Branding can be defined as a set of tangible and intangible attributes designed to create awareness and identity, and to build the reputation of a product, service, person, place, or organization (Mavilinda, 2022; Nesterenko et al., 2023). Branding signifies a brand strategy to be promoted for acceptance by the public and to disseminate information about a product or service, as well as its benefits to users.

Content collaboration occurs when two or more individuals come together to produce content, which can take the form of a single piece, a large content project, or even a series of content (Molenaar, 2023). Collaborative content creation is necessary to support the need for expanding the target audience of digital content enthusiasts. Collaborations help enhance marketing interactions and profits derived from tourism branding through social media (Pulungan, 2013; Sulistyarningsih & Sumarno, 2018). This is because collaboration allows for active participation in satisfying the audience's curiosity alternately, without waiting for one party to have an active opportunity to interact.

Social media is a tool that enables users to build networks and contact groups to manage relationships and friendships (Al-Zyoud, 2018; Saudah et al., 2021; Walsh, 2022). Social media has become

a primary necessity for humans today, where information is widely spread without limits, enabling everyone to connect despite differences in location and time. Social media serves as a tool for the branding strategy carried out in community engagement activities in Bamboe Village Ecotourism. Apart from information dissemination, it also aims to broaden the audience reach to increase the number of visitors to the tourist destination.

2. METHODS

Community engagement activities through tourism branding were carried out for approximately four months, from February 2023 to May 2023. The community engagement took place directly at the tourist site and was accompanied by the Chairman of Bamboe Village Ecotourism. Members of the tourist site management also contributed to assisting in the conducted community engagement activities. The stages of community engagement are generally outlined.

Preparation Phase

The preparation activities were carried out by conducting a location survey and direct interviews with community leaders at the engagement site. Subsequently, the field activities were organized, and the necessary equipment and materials for the community engagement were prepared. Effective communication during the preparation phase is crucial to avoid any misunderstanding of the community engagement activities among the local community, tourist site management, and the participants.

Implementation Phase

The activities in the implementation phase involve bringing to life the planned activities from the preparation phase. The activities carried out include conducting a content creator workshop, tourism branding, and installing plant information boards. The sequence of these activities is executed simultaneously during the community engagement, with the roles within the engagement team assigned to perform their respective tasks as planned.

Evaluation Phase

The final stage of the community engagement activities involves compiling a report document and documenting evaluations from both the management team and the local community. Evaluation of each activity is provided by the community and tourist site management throughout each implementation until the conclusion of the engagement. The community engagement method is an activity that begins with a proposal for community engagement activities and extends to the report of the results of the community engagement activities at the community engagement site. The Figure 1 illustrates the sequence of the community engagement phases at Bamboe Village Ecotourism KM 15.

The tools and materials used in the implementation of community service to optimize farmer groups and Bamboe Village Ecotourism are as follows: (1) Digital camera for capturing images and videos; (2) Smartphone with a stable internet connection for editing and managing social media platforms; (3) Laptop for operating Google Site in website creation; (4) Lightweight steel Holo used as supporting posts for information label boards; (5) Iron plates and stickers as information media for Bamboe and tree types.

Activity Methods

The method of community engagement that involves partners actively learning and developing the necessary skills and knowledge is through the utilization of training and counseling techniques,

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including direct practical exercises, equipment and material management mentoring, and installation processes. The community engagement activities are conducted following these implementation steps: (1) Content Creator Workshop, include: (a) Collaborating with partners in content creation; (b) Capturing images and videos using a digital camera; (c) Performing editing using Canva and CapCut applications; (2) Ecotourism Branding, include: (a) Compiling content in formats suitable for Instagram and Google Site; (b) Crafting informative and engaging descriptions for each post; (c) Uploading the prepared content; (d) Conducting an evaluation of facility completeness and uploaded content; (3) Information Board, include: (a) Crafting plant label content containing information about Bamboe types, characteristics, and sample product outcomes; (b) Linking plant label information boards to Google Site, enabling visitors to access more detailed information online; (c) Conducting the installation of plant label information boards; (d) Placing plant label information boards in strategic locations easily accessible to visitors.

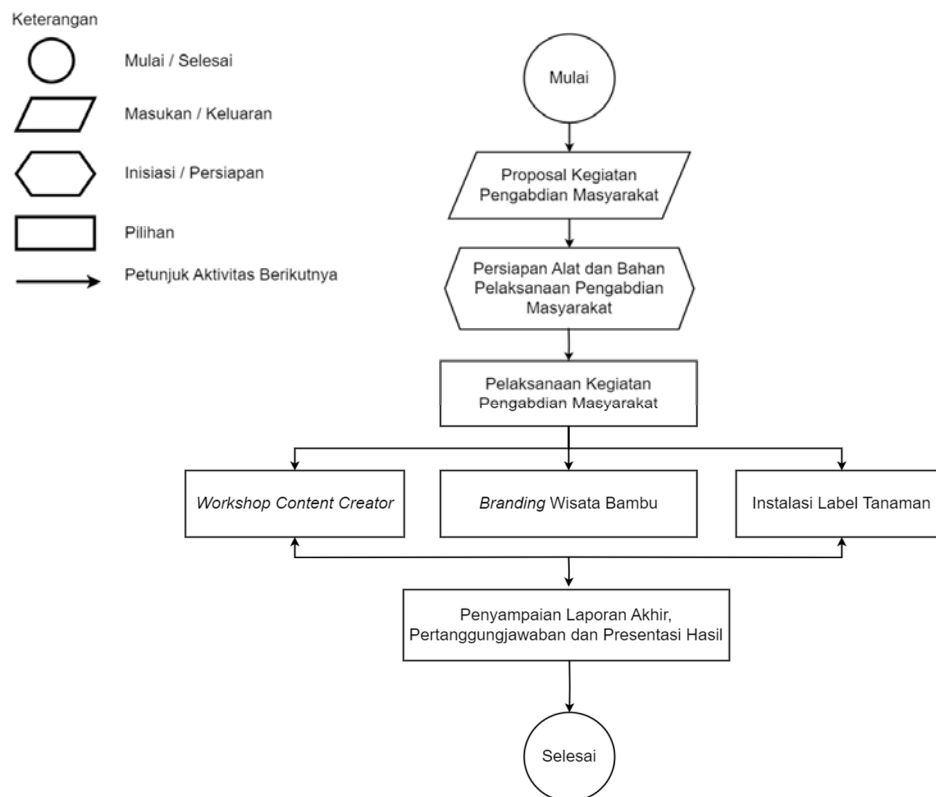


Figure 1. Flowchart of community service activity phases

3. RESULTS AND DISCUSSION

In general, the outcomes of the community engagement activities are also derived from residents' responses regarding the benefits of the engagement, collected through questionnaire inquiries. A scale of 1 signifies a benefit with a very low rating, while a rating of 5 indicates a highly beneficial assessment. The Table 1 illustrates the mapping of questionnaire results from two residents at the engagement site.

In particular, the results and community responses to the benefits felt before and after the three steps of community service.

Table 1. Responses of first residents regarding the benefits of community activities

Questions	Responses				
	1	2	3	4	5
Are the activity details explained before the community engagement begins?				✓	
Is the community engagement activity aligned with the needs of the tourist site?					✓
Does the outcome in the form of content and a website contribute to developing the tourism potential?				✓	
Does plant labeling help in developing the tourism potential?				✓	
Is the installation of tourism information banners easy for conveying Bamboe Village information?					✓
Does community engagement leave a positive impression?					✓

Table 2. Responses of second residents regarding the benefits of community activities

Questions	Responses				
	1	2	3	4	5
Are the activity details explained before the community engagement begins?				✓	
Is the community engagement activity aligned with the needs of the tourist site?				✓	
Does the outcome in the form of content and a website contribute to developing the tourism potential?					✓
Does plant labeling help in developing the tourism potential?					✓
Is the installation of tourism information banners easy for conveying Bamboe Village information?				✓	
Does community engagement leave a positive impression?					✓

Step 1: Content Creator Workshop

The activity was carried out by collaborating with the Bamboe Village Tourism Farmer Group. This allowed participants to learn and directly apply effective and engaging content creation techniques. The collaboration activities conducted resulted in several posts with a significant number of viewers, such as creating modules titled "Creating Instagram Feeds with Canva" and "Creating Creative Content Videos Using the CapCut Android Application." These modules will be utilized by the Bamboe Village Tourism Farmer Group for content creation.

Further, the training commenced with a collaboration involving the farmer group members in a workshop on Instagram feed and video creation. The activities were documented, including the "Ramadan Iftar Gathering 1444 H/2023," posted as a feed on the Instagram account @wisata_bambu. Additionally, collaborative content was produced in the form of reels with themes like "Route to Bamboe Wanadesa," "Ramadan Iftar Gathering 1444 H/2023," "Wes Anderson Trend," "Wishing Happy Eid Al-Fitr 1444 H/2023," and "Second Anniversary of Bamboe Village Tourism."

The success of this program is evident in the pre- and post-workshop participant questionnaire results. A rating of 1 indicates the lowest understanding of content creation, while a rating of 5 signifies a very good understanding. Table 3, Table 4, Table 5, and Table 6 are the questionnaire response results from 2 participants in the workshop.

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Table 3. Responses of first residents before workshop

Questions	Responses				
	1	2	3	4	5
Do you understand the purpose of the Canva and CapCut applications?	✓				
Are you familiar with the main tools used in content creation using Canva and CapCut?		✓			
Do you comprehend strategies for enhancing publicity in tourist areas?	✓				
Are you aware of how social media's role can benefit tourist areas?		✓			
Has the use of Canva and CapCut been highly beneficial in content creation?	✓				
Did this workshop training provide a solid understanding of content creation?	✓				

Table 4. Responses of second residents before workshop

Questions	Responses				
	1	2	3	4	5
Do you understand the purpose of the Canva and CapCut applications?		✓			
Are you familiar with the main tools used in content creation using Canva and CapCut?		✓			
Do you comprehend strategies for enhancing publicity in tourist areas?	✓				
Are you aware of how social media's role can benefit tourist areas?		✓			
Has the use of Canva and CapCut been highly beneficial in content creation?	✓				
Did this workshop training provide a solid understanding of content creation?	✓				

Table 5. Responses of first residents after workshop

Questions	Responses				
	1	2	3	4	5
Do you understand the purpose of the Canva and CapCut applications?				✓	
Are you familiar with the main tools used in content creation using Canva and CapCut?				✓	
Do you comprehend strategies for enhancing publicity in tourist areas?					✓
Are you aware of how social media's role can benefit tourist areas?					✓
Has the use of Canva and CapCut been highly beneficial in content creation?				✓	
Did this workshop training provide a solid understanding of content creation?					

Table 6. Responses of second residents after workshop

Questions	Responses				
	1	2	3	4	5
Do you understand the purpose of the Canva and CapCut applications?					✓
Are you familiar with the main tools used in content creation using Canva and CapCut?				✓	
Do you comprehend strategies for enhancing publicity in tourist areas?				✓	
Are you aware of how social media's role can benefit tourist areas?				✓	
Has the use of Canva and CapCut been highly beneficial in content creation?					✓
Did this workshop training provide a solid understanding of content creation?					✓

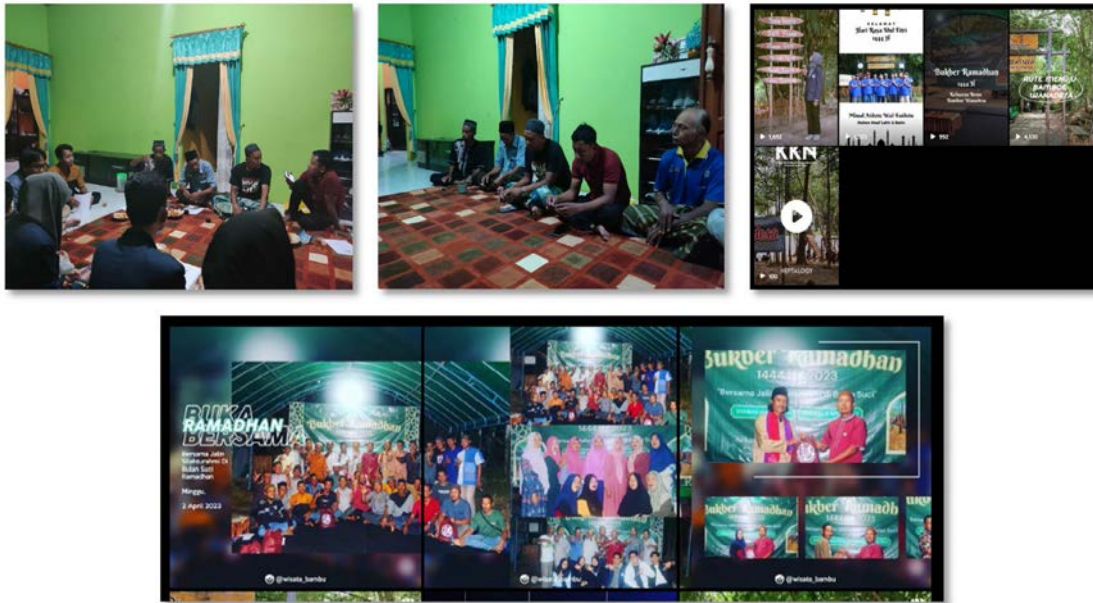


Figure 2. Content creator workshop
Figure 3. Bamboe Wanadesa reels
Figure 4. Iftar at Bamboe Wanadesa

Step 2: Ecotourism Branding

Maximizing the Instagram social media account through creative content by uploading the content generated from collaborative activities with the farmer group and developing Google Site as a platform for Bamboe Village Ecotourism information. The activities carried out include creating a list of features to be utilized on the Google Site and designing icons for Instagram account highlights (@wisata_bambu). Additionally, gathering Bamboe Village Ecotourism information such as organizational structure, history, vision and mission, contact details, social media links, activity documentation, address, and operating hours. Also, creating a linktree containing the Google Form Reservation, Location, Contact, and Google Site links. Furthermore, designing banners for use at Bamboe Village Ecotourism and deploying the Google Site for Bamboe Village Ecotourism.

The outcomes of the tourism branding activity were also gauged from Bamboe Village Ecotourism visitors regarding the ease of accessing information about the destination. A score of 1 represents very difficult information access, while a score of 5 signifies very easy information access. Table 7 and Table 8 illustrates the mapping of questionnaire results from two Bamboe Village Ecotourism visitors.

Table 7. First visitors responses regarding ease of access to tourism information

Questions	Response				
	1	2	3	4	5
Is accessing reservation information for Bamboe Village Ecotourism easy to find?					✓
Is accessing contact information easy to find?				✓	
Does having a profile website for Bamboe Village Ecotourism make it easier for you to obtain information?					✓
Is operational hours information easy for you to find?					✓

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Table 8. Second visitors responses regarding ease of access to tourism information

Questions	Response				
	1	2	3	4	5
Is accessing reservation information for Bamboe Village Ecotourism easy to find?					✓
Is accessing contact information easy to find?					✓
Does having a profile website for Bamboe Village Ecotourism make it easier for you to obtain information?					✓
Is operational hours information easy for you to find?					✓

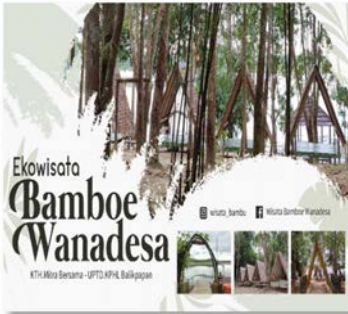
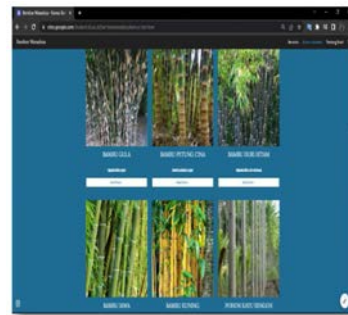
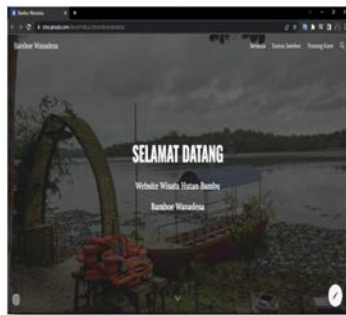


Figure 5. Linktree interface

Figure 6. Google site Bamboe Wanadesa interface

Figure 7. Bamboe Wanadesa Ecotourism branding banner

Step 3: Installation of Educational Tourism Information Boards

The installation of labels on each plant aims to provide education through information to visiting tourists. The information on each plant's label includes the plant's name in Indonesian and its Latin name, a brief description of the plant, characteristics, and examples of products. This information can be accessed through visitors' mobile devices by scanning the barcode on the label at the Bamboe Village Ecotourism location. A total of 33 information label boards were installed for Bamboe and tree plants growing at Bamboe Village Ecotourism. The activities undertaken are as follows: determining and gathering plant information for the label boards, designing the label information sticker, installing the label information boards, and placing them at designated locations.

The outcomes of the Educational Information Boards activity are derived from visitor responses regarding the benefits of the information boards. A score of 1 represents very poor benefit, while a score of 5 signifies excellent benefit. Table 9 and Table 10 illustrates the mapping of questionnaire results from two visitors at the tourist site.

Table 9. First visitor response regarding the benefits of information boards

Questions	Response				
	1	2	3	4	5
How effective are these information boards in conveying information clearly and easily understood?				✓	
Do they provide information about the plant's production forms?					✓
Did the community engagement leave a positive impression?			✓		
Did the information boards provide new knowledge for you?					✓
Was the installation of tourism information banners easy in conveying information about Bamboe Village Ecotourism?					✓

Table 10. Second visitor's responses regarding the benefits of information boards

Questions	Response				
	1	2	3	4	5
How effective are these information boards in conveying information clearly and easily understood?					✓
Do they provide information about the plant's production forms?					✓
Did the community engagement leave a positive impression?					✓
Did the information boards provide new knowledge for you?				✓	
Was the installation of tourism information banners easy in conveying information about Bamboe Village Ecotourism?					✓

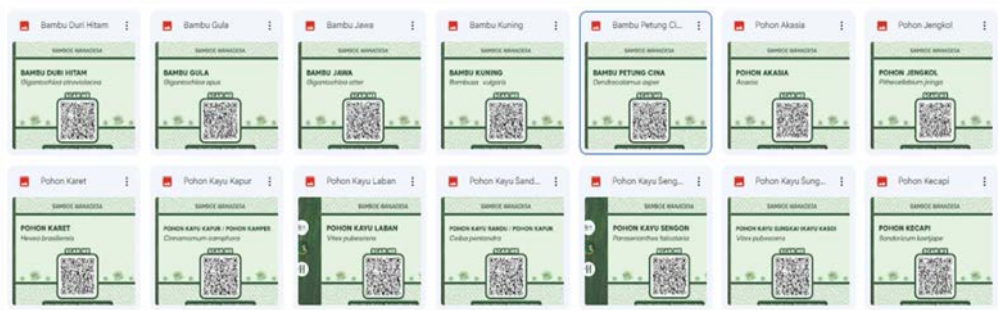


Figure 8. Label design

Figure 9. Information board installation

4. CONCLUSION AND RECOMMENDATIONS

In the effort to enhance the Bamboe Village Ecotourism and Farmer Group, collaboration in content creation, development of Instagram and Google Site platforms, as well as the creation of plant label information boards, has been successfully carried out and proven beneficial for both the local community and visitors/tourists. The community engagement program offers advantages for community members to actively manage social media and continue developing the website and social media as information platforms for tourism branding. The information provided on plant labels imparts knowledge and insights to the local community and tourists, yielding additional benefits. Challenges faced include limited resources and infrastructure, as well as human resources or local residents' involvement in supporting the sustainable efforts of the program. The employed strategy involves optimizing available technology and involving the farmer group in every activity. The potential sustainability of this program allows the Farmer Group to diversify content, establish partnerships with industry players, and engage the local community around the village. Through the implementation of this community engagement, it becomes possible to increase awareness and educate the general public about various types of Bamboe plants and trees at Bamboe Village Ecotourism.

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