



Empowering Mulyodadi Tourism Village through assistance in bilingual promotional media and photography skills development

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ABSTRACT

Mulyodadi is one of the villages that has been developing "agroedutourism". Despite this potential, the village faces limited public recognition. Therefore, this community service program (PKM) was implemented to assist in the development of promotional media and to conduct a photography workshop. The program aimed to strengthen the promotional capacity, readiness, and independence of the human resources in managing tourism promotion. The creation of promotional media comprises three steps. First, collecting data on the tourism potential and selecting documentation from the village promotional team. Second, designing bilingual booklets and videos. Third, conducting a final review and revision of those media. A workshop was also conducted to optimize smartphone usage for photography purposes. The approach used in this program was a service-learning approach, which focused on building capacity, enhancing independence, and simultaneously fostering a sense of community ownership of the program. Observable changes were identified in the partner's capability, including improved skills in photography and the availability of bilingual promotional media. These results indicate an improvement in the promotional readiness of the village and provide tangible support for continuous tourism promotion. Thus, the PKM empowers the human resources of the village by enhancing their ability to showcase their tourism potential.

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1. INTRODUCTION

A tourism village is a development program aimed at rural areas to maximize the local potentials, such as art, culture, cuisine, nature, and others, as alternative tourist destinations. The program not only supports the development and prosperity of the village involved but also improves the welfare of the villagers. As part of the tourism industry, tourism villages can offer authentic rural experiences with a unique appeal that varies from each tourism village. The authenticity of the village serves as its unique selling point, offering distinctive charms that set it apart from other tourism villages, which can be leveraged to create an effective promotional strategy.

Mulyodadi village, which is located in the southern region of Yogyakarta, Bambanglipuro District, Bantul Regency, is one of the villages that has been pioneering and developing the concept

of “agroedutourism”, which is the combination of agriculture, education, and tourism. The appeal of the village is in its family medicinal plant garden, in which the visitor can experience the planting or harvesting of the plants when the harvest season comes, see a demonstration of planter-making using single-use baby diaper waste, make *pucang* fertilizer (fertilizer made from egg shells), and make many products from home-grown plants, such as the *biduan* juice and sweet potato ice cream, and more. Along with the developed potentials of the village, Mulyodadi village has also established a tourism village management team consisting of 20 members. This shows a serious commitment and effort to making tourism village a key program for the village, and at the same time, it is important for them to understand their uniqueness and also their market to develop effective marketing strategies (Cahyono & Suryawirawan, 2021). From the above explanation, it is clear that in Mulyodadi, the local people have dominant control in the development and transformation of the village as a tourism village, which is known as Community-based Tourism (CBT).

CBT emphasizes the active participation and empowerment of the local communities in managing all tourism activities in their area. In this sense, the communities are involved in planning, maintaining, and developing sustainable tourism (Mtapuri & Giampiccoli, 2018; Setyowardhani et al., 2019). One of the benefits of the existence of a tourism village is the improvement of the village economy, in accordance with the Indonesian government program called Nawacita (Fitriana et al., 2021). Moreover, it can also increase the local community’s awareness of nature conservation (Setyowardhani et al., 2019). Thus, it is considered appropriate to be implemented in Indonesia because Indonesia is rich in natural resources and has a diverse culture (Fitriana et al., 2021; Rusyidi & Fedryansah, 2018; Sudana, 2013).

By looking at the potential of Mulyodadi, and considering the existing benefits, the development of the Mulyodadi Tourism Village is a necessity. However, one of the obstacles faced by the village is its lack of public recognition. This lack of public recognition has resulted in a low number of visits to Mulyodadi Tourism Village, as the village has not yet been able to independently produce visual content and does not yet have official promotional media. This kind of problem becomes a common obstacle that has to be faced by a village that wants to transform into a tourism village, take for example the problem faced by Putak Tourism Village in East Kalimantan (Martiyanti et al., 2025), along with other kinds of obstacles, such as “limited infrastructure, low public awareness about the importance of environmental conservation, and minimal training in tourism (Purnomo et al., 2024). In other words, significant efforts are needed to effectively promote and socialize the village. Therefore, this community service program is implemented to assist in the development of promotional media for Mulyodadi Tourism Village through training in photography skills and the making of visual promotional media in the form of bilingual booklets and videos to promote its tourism potential and make it more appealing and attractive to the public. This development of promotional media begins with photography training to improve the skills of the Mulyodadi tourism team in utilizing smartphones as photography tools for the making of the media, which are bilingual booklets and promotional videos.

2. METHODS

The Community Service Program (PKM) was carried out at Mulyodadi Village, Bambanglipuro, Bantul, Yogyakarta. The program involved a collaborative effort between 20 members of the Mulyodadi Tourism Village Promotion Team, 4 lecturers, and 5 students from the English Literature Study Program’s community service team of Universitas Negeri Yogyakarta. This collaboration was designed to produce tangible promotional outputs on top of improving the promotional skills of the partner.

During the implementation of this community service program, the community service team used a service-learning approach that applies theory to direct practice (Soro et al., 2024). This ensures

active participation in the learning activities and helps retain information as the participants can directly apply the knowledge and skills being taught. The program consisted of three stages, which were the preparation stage, the service stage, and the final evaluation stage, wherein the final outcome would be visual media production, as shown in Figure 1.

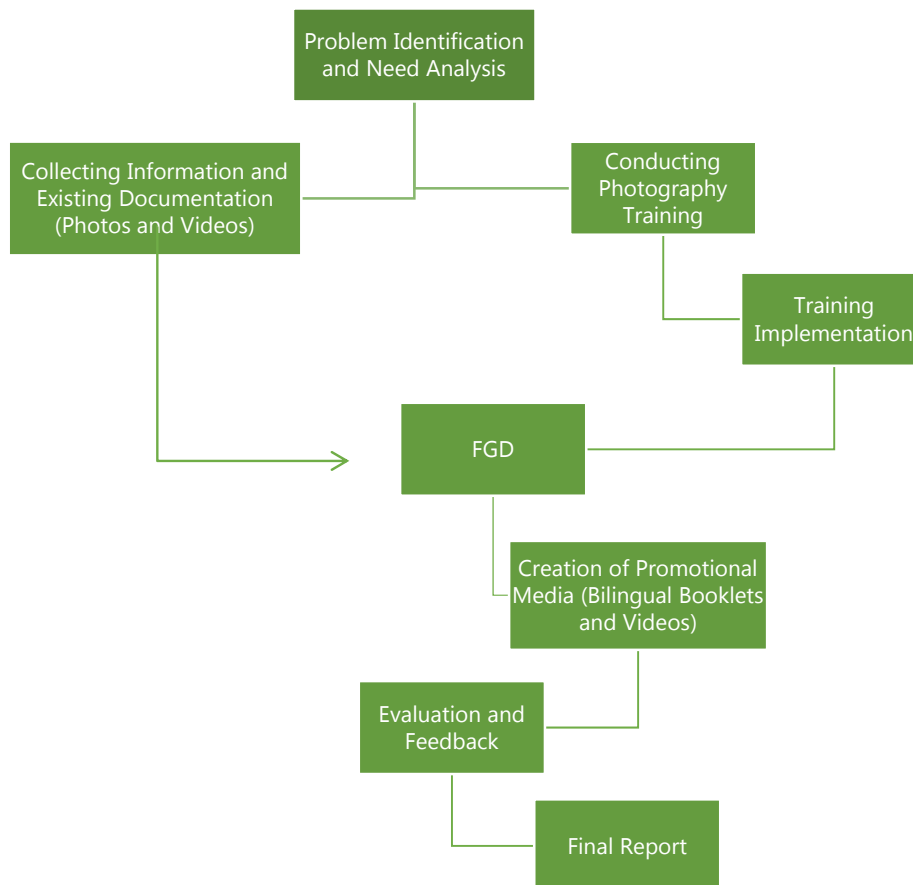


Figure 1. Implementation process of the Community Service Program

Preparation Stage

The preparation stage was carried out by observing the location, condition, and problems related to tourism in Mulyodadi Village, Bambanglipuro, Bantul, Yogyakarta, which is the partner of this community service. The team held a Focus Group Discussion (FGD) with the partner as a representative of the local community to gather data on the status quo of Mulyodadi Village's tourism to identify key issues related to the low public recognition and promotional needs of Mulyodadi Village. The FGD was conducted with the participation of the community service team and the Mulyodadi Tourism Village Promotion Team.

Following the preparation stage, the community service team drafted a proposal for the community service program. The results of the FGD were the basis of the proposal, and it was developed in collaboration with our partner to address their specific needs based on the findings from our discussions. This will result in concrete outputs for tourism promotion, namely photography skills, promotional videos, and booklets.

Service Stage

In the service stage, the community service team, in collaboration with the partner, collected data to identify the tourism potential in Mulyodadi Village, Bambanglipuro, Bantul, Yogyakarta. Subsequently, the team gathered documentation in the form of photographs and videos and prepared a draft of promotional texts for the promotional booklet. The team also paid attention to the layout and design of the booklet, ensuring it looked attractive, informative, and engaging. Before printing the booklet, another Focus Group Discussion (FGD) was held with the partner to finalize its design and obtain agreement. Meanwhile, for the second activity, the community service team collaborated with photography practitioners to conduct a training program, which was held in Mulyodadi's village hall. During this program, the participants learned several strategies to optimize their smartphones for promotional purposes. This activity is done to improve the knowledge and skills of participants by means of providing structured materials (Endrawati et al., 2023). These skills will help them in the long run to produce more promotional content as needed in the future.

Final Evaluation Stage

In the final evaluation stage, the community service team performs related evaluation and monitoring of the Community Service Program implementation. The evaluation is based on the increased knowledge and skills of photography, the quality and effectiveness of the promotional media, the engagement level of the Mulyodadi Tourism Village Promotion Team, and the impact of the community service program on the tourism of Mulyodadi Village.

Focus Group Discussion (FGD) and a questionnaire were employed for assessment. As in the preparation stage, the FGD was conducted with the participation of the community service team and the Mulyodadi Tourism Village Promotion Team. Meanwhile, the questionnaire was given to the members of the Mulyodadi Tourism Village Promotion Team after the completion of the training and mentoring on promotional media development, to get thorough, concrete, and honest inputs to assess the effectiveness of the program and to figure out weaknesses to address.



Figure 2. Stages of the Community Service Program implemented by the community service team of the english literature study program

The questionnaire developed by the PKM team of the English Literature Study Program, Universitas Negeri Yogyakarta, employed a five-point Likert scale to capture participants' opinions after taking part in the training and mentoring activities on promotional media development for Mulyodadi Tourism Village. The questionnaire covered several aspects, including training topics, material organization, delivery, attractiveness, communication, techniques, media/tools, time management, and perceived benefits, both in relation to the training and the mentoring activities. The results of this questionnaire were used

to assess the level of partner satisfaction with the implementation of the community service program titled "Empowering Mulyodadi Tourism Village through Assistance in Bilingual Promotional Media and Photography Skills Development". In addition, the questionnaire results served as evaluation material for the PKM team to improve future program implementation. This feedback is not only beneficial for the implementation of the current project, but also useful for future initiatives to learn or expand on. The stages that the Community Service Program's done can be seen clearly in Figure 2.

3. RESULTS AND DISCUSSION

Results

As mentioned in the method section, the PKM activities commenced with preparatory work before the field implementation. Initially, the PKM team members visited Mulyodadi Tourism Village to conduct an observational study, gaining a factual and objective understanding of the target partner. This assessment enabled the team to identify solutions to problems hindering the promotion of Mulyodadi Tourism Village, especially in regards to the limited promotional media and the insufficient skills of the village's promotion team in producing visual content.

After obtaining the target partner's profile, the PKM team and the partner collaborated to gather information on Mulyodadi Tourism Village's potential. This was achieved through an interview with the representative of the Mulyodadi Tourism Village Promotion Team, yielding valuable insights into the village's natural, cultural, agricultural, and economic potential profiles, as well as efforts to develop the tourism village identity. The collected data were then used as the main content foundation for the development of both the bilingual promotional media, for example, the one which was shown in Figure 3.



Figure 3. Mulyodadi tourism village's tourism potential

With the documentation and the information provided by the partner team, the PKM Team collected existing photographs and videos, to carefully select suitable content for promoting village tourism. Additionally, the team crafted a copy for the booklet based on the partner's profile in two languages: Indonesian and English. The draft copy also served as a script for recording voice-overs for the promotional video, and the link is featured as a barcode on the back of the booklet. This integration and the decision to make the booklet and the video bilingual is to reflect the goal of the promotion to reach not only local, but also international audiences.

After selecting the documentation and finalizing the copy, the PKM team proceeded to the layout design stage. This stage involved meticulously designing the layout of the copy text, pictures,

and tourism village information. The team worked diligently to ensure the booklet's appearance was attractive, informative, and engaging.

The assistance with promotional booklet creation for the promotion of the Mulyodadi Tourism Village was closed with a forum group discussion (FGD), as shown in Figure 4, with the partner team to reach an agreement on the finished look of the booklet. After the final approval from the partner that the media met their promotional needs, two promotional booklets (Indonesian and English versions) and promotional videos (Indonesian and English versions) were successfully produced as the main tangible outputs of the program, to be followed by the other two expected results.



Figure 4. FGD documentation

As shown in Figure 5, 6, and 7, the English Literature Study Program's PKM program organized photography training as its second activity. This training, featuring professional photographers, aimed to support the promotion efforts of Mulyodadi Tourism Village. To enhance these efforts, the PKM team recognized the importance of leveraging smartphones for photography and selected this topic for discussion with the Mulyodadi Tourism Village Promotion Team. This is to increase the participants' understanding and skills in optimizing the readily available features of their smartphones to support their promotional content creation.



Figure 5. Training participants listening to the lecture given by photography professionals



Figure 6. Participant practicing photographing mulyodadi tourism village's signature product

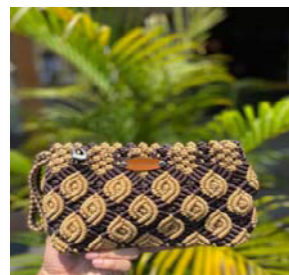


Figure 7. The resulting photo of the photography practice of the training participant

Building on the lecture, the training included a hands-on workshop where participants practiced their photography skills in groups. Immediately following the workshop, the participants' photographs were thoroughly discussed with the professional photographers, providing feedback and insights. Based on the observations and expert assessment, most participants were able to apply photography techniques such as lighting, focus, composition, angles, framing, and smartphone camera settings, which will help in producing promotional content.

As part of the program, the photographs taken by the participants were compiled by the PKM team and subsequently reviewed by professional photographers for assessment and feedback about said photographs. The review results indicated an improvement in participants' ability to produce more visually appealing photographs compared to the initial documentation collected before the training. Aside from inputs, the professionals also provide suggestions to the participants on how to take and produce better pictures for the continued promotion of Mulyodadi Tourism Village.

Additionally, as shown in Picture 6, a questionnaire was also used to gauge the satisfaction level of the participants. In brief, the questionnaire results indicate that 72 percent of participants rated the training implementation as very satisfactory (score 5), 25 percent rated it as satisfactory (score 4), and 3 percent rated it as moderately satisfactory (score 3). The questionnaire evaluated several aspects, including the suitability of the PKM program to the needs of the tourism village, communication between the PKM team and the tourism village team, the professionalism of the PKM team in program implementation, the availability of resources utilized in the collaboration, the activeness of communication throughout the program, the appropriateness of the tools and media used, the suitability of the implementation schedule and duration, the usefulness of the program for the tourism village, consistency between the program implementation and the prior agreement, and the sustainability of the collaboration for future activities.

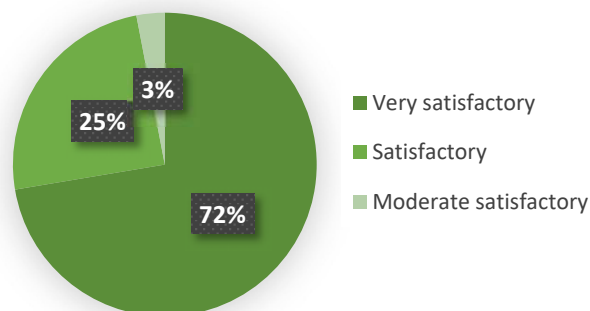


Figure 8. Evaluation result chart

Finally, the final stage of the program involves evaluation and monitoring. During this stage, the PKM team conducted discussions with the partner team to gauge their satisfaction levels and collect feedback. Specifically, the team met with Mrs. Village Head of Mulyodadi, the Mulyodadi Tourism Village Team facilitator, to gather her insights. The feedback obtained indicated a positive response from the partner, particularly regarding the usefulness of the bilingual promotional media and the photography training in increasing the team's promotional capacity. The partner also emphasized the importance of program sustainability through follow-up training on the development of both printed and digital promotional media, including videos and social media content, as well as the need for additional training aids to support future training activities.

The production of bilingual promotional booklets and videos enabled Mulyodadi Tourism Village to expand its promotional reach to both local and international audiences, improve the accessibility of information about the village and its tourism, and present a more professional image suitable for digital and global promotion. Moreover, both the promotional materials can be reused for other promotional purposes, such as exhibitions or advertisements. The overall outcomes of the Community Service Program can be seen in Table 1.

Table 1. The outputs of the implementation of the Community Service Program and their results

Program Activity	Output	Indicator of Achievement	Outcome
Data collection and content development	Bilingual promotional booklets.	Printed bilingual booklets approved by the partner through FGD.	Availability of official promotional media for Mulyodadi Tourism Village.
Promotional video production	Bilingual promotional video.	Bilingual promotional video accessible via QR code in the booklet.	Expanded promotional reach through digital media.
Smartphone photography training	Improved photography skills.	The village's promotion team members are able to apply practical photography skills.	Increased capability of the promotion team to independently produce visual promotional content using smartphones.
Mentoring and evaluation through FGD & questionnaire	Partner feedback and reflection.	Positive responses regarding the usefulness of training and promotional media.	Partner's satisfaction and readiness to promote the tourism village.

Discussion

Promotion is a series of activities done by a company to highlight the benefits and selling points of its product, encouraging customer engagement to drive sales (Michaud, 2012). Specifically in this context, tourism promotion is a marketing strategy aimed at introducing tourist destinations to prospective tourists. Tourism promotion refers to initiatives that generate interest and open new market opportunities by attracting new visitors to specific destinations. This type of promotion is closely linked to efforts to increase sales opportunities, starting from the production process. Additionally, tourism promotion generally uses the media as a means to reach target audiences. This includes advertisement, publicity, and social relations. Tourism promotion is done through diverse media outlets such as newspapers, radio stations, and television channels to reach a wide target audience (Hermanto, 2020).

In the context of this community service program, promotion is viewed as a practical solution to address the partner's limited public recognition, lack of official promotional media, and lack of skills in creating independent visual promotional content. This program focused on applying promotional practices that directly respond to the partner's needs, particularly through the development of appropriate and accessible promotional media, which are booklets, promotional videos, and photography skills.

For tourism villages located in remote locations, such as Mulyodadi Tourism Village in Bambanglipuro, Bantul, Yogyakarta, the limited publicity has often made tourists unfamiliar with the tourist attractions available in the area (Rao, 2019). This condition was also evident in Mulyodadi Tourism Village prior to the implementation of the community service program, where promotional efforts were limited by the lack of official promotional content and technical skills of the promotion team, despite promotional media playing a vital role in the promotional process because it can boost visitor numbers and drive demand for local products and services. Therefore, predetermined targets for profit or other objectives can be achieved (Hermanto, 2020). Moreover, to effectively promote these villages, collaboration between the government, facilitators, and the community is crucial in reaching a wider audience (Saleh, 2015). This collaboration was realized through the direct involvement of the community service team and the Mulyodadi Tourism Village Promotional Team in content creation and skill-building activities implemented during the community service program.

The concept of a tourism village is rooted in sustainable tourism development, which aims to promote and preserve the culture, traditions, and natural environment of rural areas. Tourism village

usually offers authentic and immersive experiences for tourists to engage with local communities. Being one, Mulyodadi Tourism Village, Bambanglipuro, Bantul, has multiple potentials that have not been promoted optimally. The development of a bilingual promotional booklet and video directly responded to this issue by providing official promotional media that could represent the village's identity and charms, and could help support the local economy by increasing the locals' income through various businesses, including food production, eateries, plant nurseries, and agricultural products. The promotional media developed through this program function as a means to communicate these potentials more effectively and support the sustainable development of the tourism village.

The Community Service Program by the English Literature Study Program of Universitas Negeri Yogyakarta successfully enlightened the Mulyodadi Tourism Village promotional team about the importance of promotional media, along with the enhancement of their skills in photography since it can boost their self-confidence in providing an innovative media to promote their village. This is in line with the opinion of [Purnomo et al. \(2024\)](#), who said there is a need to apply a community and education-based approach to ensure a successful program. Moreover, the use of technology will have a positive impact on the local community since it can help them to increase their product visibility and, at the same time, enable them to expand their market reach ([Anggraini et al., 2020](#); [Suwasono et al., 2025](#)). Also, by focusing on smartphone-based photography, the training adopted an appropriate technology approach that matched the participants' available resources. The practical knowledge also helped in empowering the community to be capable of producing their own promotional content.

The final evaluation of the program employed multiple evaluation instruments, including a structured questionnaire using a five-point Likert scale, Focus Group Discussions (FGD), and observation of program outputs such as promotional media and the participants' photographic works. The evaluation showed that the training and mentoring provided showed an improvement in the partner's skill capacity in utilizing daily technology, in this case smartphones, as a promotional tool. From observations and expert evaluations, the majority of participants were able to implement photography techniques, including lighting, focus, composition, angles, framing, and smartphone camera settings. This knowledge is beneficial in supporting the creation of promotional content. This also indicates the readiness of Mulyodadi's human resources to promote their tourism village. Additionally, the changes in participants' understanding and skills were identified through practice-based activities, expert feedback, and questionnaire responses. This combination, on top of FGD and output observation, provided sufficient evidence to assess changes in participants' understanding and skills.

Overall, the results demonstrate a positive change after the assistance, which is reflected in the availability of official promotional media and the increased capability of the promotion team to independently produce visual content for tourism promotion. These changes suggest a qualitative indicator of empowerment, as the partner is increasingly able to manage promotional activities independently, and demonstrate that the community service program effectively addressed the partner's initial problems while contributing to their long-term promotional capacity.

4. CONCLUSION AND RECOMMENDATIONS

The implementation of the community service program yielded beneficial outcomes for the target partner. The produced booklet serves as well-designed promotional media for Mulyodadi Village's tourism. Meanwhile, the photography training provided to the Mulyodadi Tourism Village Promotion Team broadened their perspective and knowledge, enabling them to innovatively promote the village's tourism agenda. This program resulted in concrete changes, including the availability of bilingual promotional media and improved photography skills among the promotion team members, which serve as qualitative indicators of increased promotional capacity. From a community empowerment perspective, this community service program contributed to strengthening local human resources by positioning

the community as active actors in developing and managing their own promotional strategies. The direct participation of the partner in the program also fostered a sense of ownership and responsibility toward the tourism development process. On the other hand, the improved promotional skills and the availability of promotional media support the continuous promotion of Mulyodadi Tourism Village without reliance on external assistance, aligning with sustainable tourism village development goals. Moreover, the collaborative efforts and established communication between the community service team and the target partner facilitated the success of the community service program. This is inseparable from the support given by Universitas Negeri Yogyakarta and the Mulyodadi Village Administration. It is hoped that the cooperation between Universitas Negeri Yogyakarta and Mulyodadi Village can continue to be fostered through various means in the future.

To keep the development of Mulyodadi Tourism Village on the right track, therefore, the Mulyodadi Tourism Village management team needs to frequently evaluate, develop, and upgrade its promotional strategies. Moreover, despite the positive outcomes, several challenges were identified. This includes limited participant availability, varied levels of digital literacy, and technical limitations related to supporting equipment. While the photography training successfully improved participants' ability to produce visual documentation using smartphones as an appropriate and accessible technology, the production of bilingual booklets and promotional videos was still a sustainability challenge. This is because the training on booklet design and promotional video production has not yet been provided, as these materials were still directly produced by the community service team. Thus, future programs should include training on booklet and promotional video production so that the partner can independently and sustainably utilize their own documentation, which is the result of the photography training, as promotional media. Future efforts should also include expanding collaboration, such as with the local government, NGOs, educational institutions, and the private sectors, as it is essential to support the marketing of Mulyodadi Tourism Village and to expand its promotion to a wider audience. This collaboration can further strengthen and sustain the village's tourism development. In addition, to ensure program sustainability, post-program monitoring should also be conducted to evaluate program outcomes and to support the generation of long-term economic benefits for the village.

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