

# Training and assistance for the creative team of Kucur Village to promote village potential through social media

Pelatihan dan asistensi untuk tim kreatif Desa Kucur untuk mempromosikan potensi desa melalui media sosial

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## ABSTRACT

The village of Kucur has a lot of potential that can be improved further as a source of local income. Such potentials include the water park of Lembah Gunung Sari, the coffee-based products from Koperasi Kopi RTM, and the currently popular hiking and camping spot called Bukit Jabal. However, so far, the marketing of these potentials has been done minimally and in an unorganized manner. Therefore, the community service team will provide a workshop for the creative team of Kucur village, with the three groups mentioned above being the partners, to better promote their potential. To do this, the community service team simplified the basic principles in copywriting, namely the principles of Feature-Advantage-Benefit, Problem-Agitation-Solution (PAS), and audience identification in branding, conducted workshops to introduce the simplified principles and explore their own potentials, created an Instagram account, and provided mentoring through WhatsApp groups. These activities took place between May and November in Kucur village. Based on the efforts made, the community service team found that the creative team now knows that they need to start exploring the advantages and benefits of their respective products and their target market before they can promote them to the public.

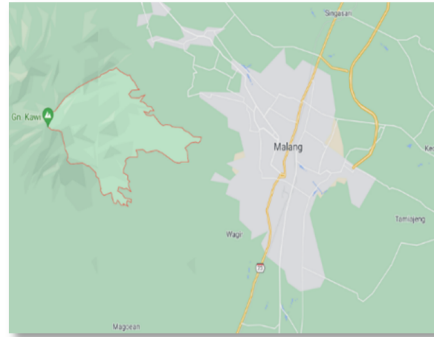
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## 1. INTRODUCTION

Kucur is a village in Malang district which is actually not too far from the city of Malang but recently it is still an underdeveloped village. Kucur Village is included in the Dau District area and is located on the slopes of Mount Kawi. Kucur village is located west of Malang city, approximately 11 KM

from the downtown of Malang. Kucur Village can be reached from Universitas Ma Chung by traveling along the slopes of Mount Kawi for 15 minutes by motor vehicle.



**Figure 1.** The position of the Kucur village to the Malang city

Due to various factors, in the mid-2000s, the village of Kucur was still a poor village, where the development of facilities and infrastructure was still very lacking, and the population had not been able to benefit from their main activity, namely agriculture. However, over time and the increasing efforts made by village officials and residents, Kucur village is increasingly able to take advantage of its potential and become a village that, in some cases, even becomes a reference in the Malang district. This can be seen in the various facilities and infrastructure in this village as well as the increasing number of parties who have progressed in running their businesses. According to the village chief of Kucur, Mr. Abdul Karim, waste management, clean water, and efforts to support agriculture have now greatly improved.

The authorities of Kucur have started to realize and work on several potentials. As shown in the "2019-2025 Medium Term Development Plan", several potentials have been mapped in Kucur village (Kucur Village Medium Term Development, 2019). The potential is generally divided into natural potential and human resource potential. In terms of natural potential, the RPJM states that there are a number of potentials, ranging from agricultural land that has not been fully utilized, land that is very good for livestock, to agricultural products in the form of oranges, beans, corn, sweet potatoes, and so on. There are also various businesses such as furniture and even recently in the form of a coffee processing business. Human resources in Kucur village are also diverse, although most are farmers/ planters. However, among these human resources, very few are currently able to actively promote the various potentials of this village.

There are several potential villages that are very likely to be promoted further to further improve the economy of Kucur village. There are at least two areas of village potential that can still be improved: natural and agricultural potential. In terms of natural potential, at least two tourist attractions are starting to be favored by residents of Kucur village and its surroundings, namely Gunung Sari Valley and Jabal Hill. Gunung Sari Valley is a tourist spot that is the cultivation of a valley that was previously unorganized and only used its water source for bathing livestock. Currently, Lembah Gunung Sari has several swimming pools for children and campgrounds ready to accommodate those who want to enjoy the beauty of nature. Meanwhile, Bukit Jabal requires cultivation without the need to make changes to the landscape, Bukit Jabal is a climbing place that offers stunning views that cannot be obtained from other places in the Greater Malang area. Kucur villagers work on this natural potential by managing permits, making directions, and adequate safety. This makes climbing to Bukit Jabal can be done even by novice climbers. Meanwhile, for agricultural potential, Kucur village currently has a large area of citrus plantations and a

coffee processing business that has grown rapidly in recent years. So far, promotion for these potencies has been done sporadically and conventional methods.

Taking into account the magnitude of this potential, the Universitas Ma Chung community service team felt the need to help accelerate its promotion. Efforts to promote in a more organized and unconventional manner can be used to increase this potential. As discussed above, social media, especially Instagram and WhatsApp, are media that are currently very effective for promotion. With the use of social media, Kucur village can promote its various potentials both to villagers who do not know it in depth or to residents outside Kucur who do not know this potential at all. And this social media is considered more suitable for potential villages which usually do not have special funds to carry out promotions by hiring professionals in the field of advertising.

In today's era, almost anyone can create information that is disseminated more easily and effectively on the internet. In the mid-2000s, when Web 2.0 began to appear, internet users could not only take advantage of they get in cyberspace. They can also create information that can then be read and used by others. Now, Web 2.0 is starting to roll into Web 3.0 which allows for the integration of the use and creation of internet content through various social media platforms, using various devices, involving Artificial Intelligence, and an increasingly wider reach (Rudman & Bruwer, 2016) . This allows anyone to create content in a variety of easy ways with a wider reach.

The benefits of social media can be found in terms of promotion. Currently, anyone can create content that aims to promote something so easily. Content creation on the internet is no longer the domain of information technology experts. As long as they have sufficient devices and social media accounts, anyone can create promotional content. This has been used by many business actors, including home businesses, who want to introduce their products to the general public. The use of social media for this promotion is clearly easy and has a lot of potential. This can be seen in the use of social media as a means of promotion as researched by Purbohastuti (2017) . In that small study, Purbohastuti (2017) could shows that students who use social media to promote their products are successful in getting the audience to know and buy their products. This shows that there is no need for an information technology expert to be able to use the internet to promote. This promotion is also not limited to commercial promotions. Promotions or efforts to provide the spotlight with social media can also be done on things that are social in nature. This is evidenced by Ekadinata et al. (2017) who use social media, especially the WhatsApp application for posbindu cadres. By utilizing images and text, Ekadinata et al. (2017) succeeded in providing education about type 2 diabetes mellitus. In addition to gaining knowledge, information users also get satisfaction with the information they can enjoy both in writing and visually (Ekadinata et al., 2017) . This shows how unlimited the potential of social media in terms of promotion is.

One of the most prominent and widely studied uses of social media as a means of promotion is in the world of tourism. This is particularly relevant in relation to Instagram and TikTok. Instagram in this case stands out because there is a continuity between the nature of this platform which is very focused on the visual aspect and the nature of tourism which is closely related to sights, experiences, and documenting memories. Therefore, it is not surprising that Instagram is very close to tourism (Oktaviani & Fatchiya, 2019; Fauziah et al., 2018; Adhanisa & Fatchiya, 2017). Tourism-related promotions seem to have find his home most convenient on the Instagram platform. Therefore, it is very difficult nowadays to find a tourist attraction that does not have a special Instagram account. Or, at least, almost every tourist spot in the world has been aired or has a special hashtag on Instagram. Studies conducted on the use of Instagram in promoting tourist attractions also appear to provide results that provide insight into public interest and the uniqueness of social media in promoting.

According to some existing research, social media is very good at certain aspects of promotion. One of the principles in *copywriting* that is usually used as a guide for making promotions is AIDA, or Attention, Interest, Desire, and Action. What seems most prominent is the increase in public interest in the tourist attractions being promoted. According to [Adhanisa & Fatchiya \(2017\)](#), the use of social media is very good in terms of increasing interest and attention to community-based tourist attractions. Loading photos containing people's experiences at a tourist place makes people pay attention to a tourist spot and even makes people interested. The same thing, although not entirely the same, also appears in what was found by [Oktaviani & Fatchiya \(2019\)](#) who found that the effectiveness of using social media lies in interests and desires. Thanks to the use of social media, the general public became interested in knowing more about Umbul Ponggok Tourism in Klaten Regency and even wanted to visit it. Here, it appears that the promotions that can be done for free have a significant impact on existing tourist attractions, although no one has yet been able to confirm that these promotions can actually make people take action to directly visit these places. However, for an effort that does not cost money, it means a lot.

Seeing the various advantages offered by social media, the community service team from Universitas Ma Chung is eager to adopt it in an effort to promote the potential of Kucur village. This is considered important because the village of Kucur, which is a service partner of Universitas Ma Chung, is a village that is rich in potential but is still not optimal in utilizing its potential.

Therefore, the main purpose of community service activities carried out by this team is to overcome the problem of the lack of promotion of village potential with media that has potential at this time. In other words, this program aims to make the potential managers of Kucur village know and be able to use social media for promotional purposes. It is hoped that with this knowledge and use of social media, the potential managers of this village can introduce their potential to the wider community. Thus, the potential that is currently owned and developed in Kucur village is getting closer to its potential users. In the end, this is expected to improve the economic condition of the village in general. For this first program, the service team hopes to be able to target at least three groups of village potential managers. According to the initial study, the service team hopes to be involved in providing training and assistance for the managers of the Gunung Sari Valley, RTM Coffee Cooperative, and Bukit Jabal. Of the three partners, it was found that they still have not adequately marketed their potential and products on social media. This is mainly constrained by the lack of human resources and skills needed to carry out the promotion. However, the service team remains hopeful that other groups will also be interested in participating in this training and mentoring program.

## **2. METHODS**

In general, this program is implemented in Kucur Village, Dau District, Malang Regency. Two locations that are specific for the implementation of the Community Service Program are the Kucur Village Hall and Gunung Sari Valley. Partners for the implementation of service for this program Kucur Village as a whole, but those directly involved are potential managers of Kucur village, for example Lembah Gunung Sari, Bukit Jabal, RTM Coffee Cooperative, and several others. In the initial survey, the service team found that most of the potential managers of this village had been actively running their management businesses. However, new promotions are carried out in a traditional manner and are not regularly organized.

To be able to achieve this, the service team compiles and runs training and mentoring which is expected to make this program more organized and can be evaluated if there are parts that are felt to be

ineffective. There are two methods used in solving problems faced by partners. The first method, which was applied in the first stage, consisted of observing the needs and compiling materials according to the needs. In the next stage, the method used is a combination of training and mentoring. The two stages of this activity are expected to make the implementation of community service more targeted and facilitate the achievement of program goals.

In the first stage, the service team uses the method of identifying needs and compiling appropriate materials for those needs: (1) Identification of the conditions and needs of the beneficiaries. At this stage, the research team approached several village potential managers in the hope of knowing more about the conditions and needs of village potential; (2) Preparation of training and mentoring materials. The team looked for materials that matched the needs and potential of Kukur village which would be promoted through social media. The preparation of this material is in line with [Haryani \(2020\)](#), especially regarding the role of intellectuals in assisting the creative industry and tourism at the village level.

In the second stage, the following methods and steps were taken by the service team: (1) Creation of social media accounts for the pilot project. The team created an Instagram account that will be used to display the results of training and village potential development as a pilot project and a pilot for other village potential management groups. This was done based on the findings of [Fitriani \(2017\)](#) and [Nugraha et al. \(2021\)](#); (2) Implementation of a series of training. The community service team carried out training to deliver material related to skills in creating social media content for creative teams who would promote village potential. The materials for this training are materials that have been prepared in the second stage. This training was made taking into account experience ([Sjafirah et al., 2018](#)); (3) Implementation of creative team mentoring. After a series of trainings, the community service team provides assistance for potential village managers who have the resources to promote through social media. Mentoring is done through WhatsApp groups. This kind of assistance is an ideal form to increase the active role of the community in managing village potential, for example tourism potential as proposed by [Sari \(2019\)](#) and [Yuardani et al. \(2021\)](#).

All stages of this program are planned to be held in 2021, from April to September. In line with the initial goal of this program, the community service team hopes that at the end of the program the creative team in Kukur village can promote the potential of the village independently by using the selected social media.

### **3. RESULTS AND DISCUSSION**

#### **Results**

In accordance with the plan that has been made, the community service team runs the five stages of implementing this program starting in March. In short, it can be said that some of the planned stages have gone well. However, some stages do not give the expected results. There are breakdown of the results of each event held.

#### **Identify the conditions and needs of the beneficiaries**

This first step is carried out by approaching both formally and informally. This activity was carried out in several stages and gave the required results, namely the identification of various potentials in the Kukur village and the identification of the types of promotional activities needed for this event.

The first meeting was held on March 4, 2021 at 15.00 WIB at the Kukur Village Hall. This event coincided with the inauguration of the Community Service program managed by the Universitas Ma Chung Research and Community Service Institute. This meeting was attended by the Head of Kukur

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Village, Universitas Ma Chung community service teams, and representatives of Kucur villagers who are involved in community service activities programs with Universitas Ma Chung, including village potential managers who are the targets of the community service program. Community organized by the service team.

At this first meeting, the potential village managers who attended included the manager of the Gunung Sari Valley, the manager of Bukit Jabal, members of the youth community who process coffee until it is ready to be marketed, and several young people who are entrepreneurs in the trading world.

This first meeting confirmed that Kucur is indeed rich with village potential that has been running well. The coffee plantation business and its processing into ready-to-use products (not just raw coffee beans) have been running since the previous year. In addition, tourism management has also been carried out quite seriously and has begun to bring results for the manager and the village. This can be seen in the Valley of Gunung Sari and Bukit Jabal. In addition, some residents who are entrepreneurs in the world of online trading seem to have been able to take advantage of a number of natural resources in the village to become commodities.

The second and third meetings to explore further the potential of Kucur village were carried out in a more focused manner on 27 March 2021 and 25 April 2021. However, at these two meetings, the service team only met directly with representatives from the managers of the Gunung Sari Valley natural attractions and baths. At this meeting, the community service team also met with several students majoring in Communication Studies from the University of Muhammadiyah Malang who also wanted to help manage the promotion of the Gunung Sari Valley with the community service team.

At this meeting, the Gunung Sari Valley team and managers found that this tourist spot has several attractions that need to be highlighted. The first thing that appears here is that Lembah Gunung Sari has a swimming pool with natural water sources without using chlorine, so it feels fresher and more natural. In addition, Gunung Sari Valley also has a campground that is very suitable for activities during the day and evening. Due to a number of security considerations, night camps are still not recommended in the Gunung Sari Valley. In addition, there are also light *hiking trails* that can be used for the hiking needs of families or beginners. Lastly, Gunung Sari Valley also has a parking lot and a spacious area that is very suitable to be a place for gymnastics.



**Figure 2.** Inauguration and first meeting

**Figure 3.** The second meeting in the Valley of Gunung Sari

Based on these two meetings, the community service team decided that Lembah Gunung Sari could be the right partner to promote its potential. As planned, training and mentoring are carried out for all potential village managers. However, to better monitor the results, the service team decided to use the Gunung Sari Valley as a pilot project so that all participants could see the results.



### **Preparation of training and mentoring materials**

Based on decisions about the potential of the village to be the focus and observations made on the need for promotion, the team prepared copywriting materials for caption writing and tourist attraction branding which were controlled by members of the service team from the English Literature Study Program and Visual Community Design. The training materials prepared are copywriting and branding training modules which are generally divided into the following three things:

The first to be used is the Feature-Advantage-Benefit (FAB) principle. This concept in Indonesian consists of features, advantages, and benefits (Ruang Guru, 2020) . The purpose of this concept is that every product that you want to promote must have features or aspects that make it up, advantages that distinguish it from other products, and the benefits that it can provide for users. In copywriting, a promotional content creator must be able to highlight the advantages and benefits of the product he is promoting for potential users, and not focus too much on its features.

The second material used is the concept of Problem-Agitation-Solution (PAS). This concept is a technique that is recommended to be used in promoting products with the aim of making the promotional audience move to do something. Here, a copywriter can "market a product by taking advantage of the problems faced by consumers" (Ruang Guru, 2020) . The point here is, a promoter can highlight a problem that may be faced by the general public. Then, the problem is highlighted until it looks severe, so that the audience feels agitated or feels the magnitude of the problem at hand. Finally, the promoter offers a solution to this difficult problem, and the solution is the benefits that can be offered by the product that is being marketed. With this technique, promotion is not only in the form of introducing a product but also showing how the product can solve audience problems.

The third material is principles in branding that highlight the importance of knowing your audience. One of the most important things when doing promotions is knowing who the audience you want to target is. By knowing the audience, a promoter can determine what kind of language he wants to use and what kind of image he wants to create in the minds of the audience. With this audience identification principle, promotion of village potential can be more focused and can create the needed branding.

These three materials were then modified so that they would not become too technical for the practical needs of potential managers of Kucur village. The result are: (1) the Feature-Advantage-Benefit (FAB) principle is simplified to just two things, namely features and benefits. The training participants will be invited to identify various aspects of the product they want to market as well as the benefits they can provide to the audience. To make it shorter and easier to remember, the team used the terms "what" and "why." What refers to the various aspects of the product that you want to promote. While why refers to the reasons why someone should use the product. In other words, it refers to the benefits that this product can provide that people should use; (2) The Problem-Agitation-Solution (PAS) principle is simplified into "problem," "impact," and "solution." Participants will be invited to look for problems that exist among their audience, imagine what the impact of the problem will be if left untreated, and finally participants are invited to offer products that they promote as solutions to existing problems.

The concepts resulting from this simplification are deemed to be suitable for village potential managers who explicitly state that they want to be able to directly carry out promotions without having to go through a training process that is too time-consuming. After the first stage was completed, the service team then proceeded to the second stage using training and mentoring methods.

### **Creating social media accounts for the pilot project**

With the help of several students from Muhammadiyah University who are also working with the Universitas Ma Chung community service team, a social media account was created as a pilot project.

As decided, Gunung Sari Valley was chosen as a potential village that could be used as a pilot project for this. The Instagram account was chosen for this business because the Gunung Sari Valley is a tourist spot, which according to studies is the most suitable to be promoted with Instagram. In addition, the service team also collaborated with other teams from Universitas Ma Chung in terms of logo creation. So, created an Instagram account @lembahgunungsari.

### **Implementation of a series of training**

With participants who have been determined since the first meeting and materials that have been prepared in accordance with the conditions and needs of village potential managers, the training will be held on June 12, 2021 and June 19, 2021. These two meetings were held to highlight two different needs. The first training is aimed at delivering the basic materials that have been prepared (as presented above). Meanwhile, the second training was aimed at applying these principles in creating promotional content using Instagram and TikTok. These two trainings were carried out together with the community service team from Universitas Ma Chung which focused on visual branding.

The first training (12 June 2021) was attended by up to 25 participants who came from various hamlets in Kucur village and represented various village potentials. The communities represented include the Gunung Sari Valley, Bukit Jabal, commercial entrepreneurs, PKK drivers, school teachers, the Mandiri Tani Republik community that makes processed coffee products, citrus planters, and so on. In this first meeting, participants tend to be less active when discussing. However, the three arrived at their turn to explore the features, advantages, and benefits that their respective products could offer, all participants seemed enthusiastic and tried hard to highlight the advantages and benefits of the products they were promoting. This has also been reported in a media article written by a member of the service team (Yulianto, 2021) . The service team saw that this first training provided the desired result, namely the participants' understanding of the basics of promotion.

The second training (19 June 2021) was attended by fewer participants. However, the participants who attended the second meeting seemed no less enthusiastic because they had prepared the material that they would process into content on Instagram and TikTok. From this second meeting, the service team found that there were some participants who did not attend the first training so they needed to get material suddenly. However, at the end of this second training, the participants are ready to start creating content that can be applied to their respective social media. Gunung Sari Valley in particular received closer monitoring because it was intended as a pilot project.

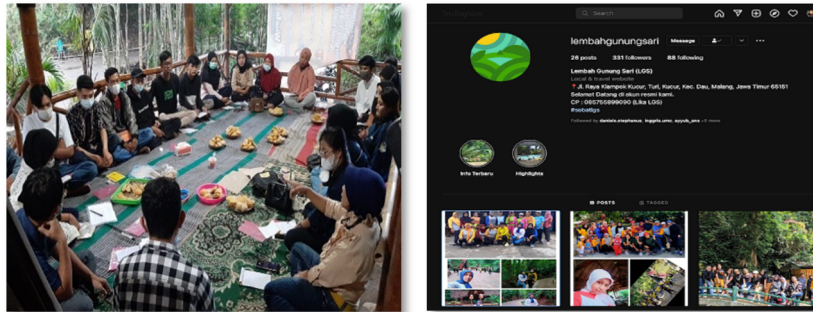
### **Implementation of creative team mentoring.**

After the training series has been completed and the participants have received the materials they need to prepare for the promotion, the mentoring process begins. Mentoring begins on June 24, 2022. This assistance is carried out online using WhatsApp group media and occasionally meets informally. WhatsApp groups did not seem very successful in stimulating the mentoring participants to create content according to the provisions they had received. Therefore, face-to-face meetings are still deemed necessary.

Unfortunately, not long after, Indonesia experienced the second wave of the COVID-19 pandemic (Delta wave) and hampered assistance efforts. The community service team must stop all face-to-face activities, including visiting participants in Kucur village. Meanwhile, mentoring through WhatsApp groups and WhatsApp communication also couldn't really make the participants as enthusiastic as they were when they attended the training held in the Gunung Sari Valley. Mentoring that can be quite successful can only be done to the manager of the Gunung Sari Valley who is indeed a group that



communicates closely with the community service team. However, as seen on the social media accounts, it seems that the copywriting principles that have been provided as provisions have not been maximally implemented by the social media account managers. The results obtained are that promotions for the potential of Kucur village have begun, such as on Instagram, which contains the promotions.



**Figure 4.** Promotional strategy introduction training  
**Figure 5.** Gunung Sari Valley Instagram account

## Discussion

After carrying out the two stages of community service consisting of: (1) Identification of needs; and (2) Preparation of social media accounts, providing training, and mentoring, there were several important findings. The first finding is that efforts to promote village potential are not easy efforts and can simply be carried out even though briefings have been given. This is closely related to the fact that the current village potential managers are actually people who do have special expertise in certain technical fields. The attention and energy of these managers tend to be focused on the things they handle. Therefore, when they are faced with a condition where they have to promote the potential they manage, these managers do not have enough energy to carry it out. This can be seen during mentoring, where most of the mentoring participants are busy with activities that they have to handle on their own.

The second finding is that the pandemic is a big challenge if you have to carry out the mentoring process because of the community culture that tends to be collectivistic and requires personal relationships. It seems that learning by discussion and face-to-face talk is the most needed way. This can be seen in the enthusiasm of the participants when they met at the beginning of the activity implementation process and during the training series that were held. When meeting face-to-face, the participants seemed enthusiastic about exploring the advantages and benefits of the products they were promoting. However, when the second wave of the pandemic occurred and all mentoring had to be carried out online, the participants seemed passive, even asking questions about certain things. Coupled with the high level of activity in managing daily potential, the conditions of assistance are not optimal.

The third finding is positive, namely that apart from the problems faced in this mentoring process, the participants turned out to have an awareness that promoting is not only about getting people to see the advertised product. Promoting requires effort to further identify a product and how the product can provide benefits to others (Fitriani, 2017; Nugraha, 2021). This seems to have been realized by the participants after the first training. In addition, participants also began to realize the importance of knowing the target audience and what kind of image they want in the minds of the target audience. In addition, from the meetings with the participants, it has been seen that although they are busy and cannot seriously carry out promotions as they have been trained, the participants increasingly feel the importance of promotions in order to increase public awareness about their products and the benefits that their products can provide to the audience (Cahyaningsih et al., 2021).

However, if it is related to the purpose of this community service program in general, then this community service program is somewhat successful. As stated at the beginning of this paper, the main purpose of this Community Service Program is to equip village potential managers in using social media to promote in a more organized and planned manner. As discussed in the results section, village potential managers have followed and understood the concept of the importance of social media, especially Instagram (Adhanisa & Fatchiya, 2017; Qurrata et al., 2021; Sjafirah et al., 2018). This indicates that the first objective of the program has been achieved. Meanwhile, the results in the form of regular social management, especially the Gunung Sari Valley tourist spot, also show that the potential managers of Kucur Village have been able to use social media in their efforts to highlight the potential of their village. Gunung Sari Valley was chosen to be the pilot project because human resources are the best prepared to carry out promotions. The other two groups were actively involved in the training, but did not participate in the social media management project directly due to the limited service team and the absence of special human resources who could manage social media at this time. In the end, if this sustainability is maintained, then the use of social media can also improve the lives of the Kucur villagers. The service team hopes to continue mentoring with two other partners in the future.

#### **4. CONCLUSION AND RECOMMENDATIONS**

Based on the implementation of the community service program in the form of training and mentoring of the creative team to promote the potential of this village, there are several things that can be concluded so that they can be used for the implementation of similar programs or programs to continue this effort. In order for a program of this kind to provide maximum results, efforts should be made to produce initial materials that can serve as examples for the trainees. Ideally, the sample is taken from one of the potentials in the location. In the program, the abdimas team used a pilot project, namely Lembah Gunung Sari. This pilot project has the potential to encourage other groups if monitored more seriously. Unfortunately, the pandemic has made it difficult for the community service team to provide assistance. In addition, the limitations of the service team and human resources in the other two partner groups mean that mentoring can only be done for Gunung Sari Valley managers. The next step that will be taken by the service team is to support the other two partners to start a social media management project with training and a successful pilot project. In addition, the service team will also try to continue this mentoring program so that the other two partners can also start promoting on social media.

There are three suggestions that can be given for the next service team. The first suggestion is to prepare promotional raw materials. With the material supplied by the team, future potential managers can get enough examples. In other words, these materials can help accelerate efforts to assist the promotion team. The second suggestion that the service team can give is to create a social media content creation template. During a pandemic, training and mentoring participants cannot focus their attention on creating promotional content. To bridge the gap, it seems that the community service team can prepare templates for content that can stimulate village potential managers in looking for ideas. Unfortunately, at the time of implementation, the service team did not prepare this template and focused more on preparing materials and adapting these materials for participants. Therefore, in the next opportunity the community service team should prepare this template to help find promotional ideas. The third suggestion for the next service team is to involve the Gunung Sari Valley manager in providing assistance to two other partners or other village potential managers. By involving a management team that has successfully carried out its promotion, the service team will receive resource assistance as well as knowledge transfer among the residents of the joint partner villages.

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**Training and assistance for the creative team of Kucur Village to promote village potential through social media**

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