

# Digital Creative Team: Collaboration of Potential Actors in the Development of Bowele Marine Tourism Village

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## Abstract

Malang Regency, particularly its southern region, possesses significant coastal beauty. One prominent example is Purwodadi Village in Tirtoyudo District, recognized as the Bowele Tourism Village, encompassing Bolu-bolu, Wedi Awu, and Lenggoksono beaches. These coastal areas boast pristine natural landscapes, waves suitable for surfing, and rich marine biodiversity, making them premier tourist attractions. Despite its natural potential, the tourism village faces challenges in leveraging digital technology and human resources for tourism promotion. Implementing digital tourism management – such as digital marketing, social media management, and creative content production – remains suboptimal due to the local community's limited knowledge and expertise. A competent digital creative team is essential to foster sustainable tourism development and attract more visitors. This team, collaborating with potential actors, is expected to enhance branding and promotional efforts while producing engaging digital content to increase Bowele's appeal and accessibility. Through the collaboration of village authorities, tourism awareness groups (Pokdarwis), and other key stakeholders, forming a digital creative team is anticipated to optimize the development of Bowele Tourism Village, ultimately providing economic benefits to the local community.

**Keywords:** digital creative; tourism promotion; tourism village



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## Introduction

As a developing and archipelagic country, Indonesia possesses vast marine tourism potential, making it a key sector for increasing non-oil and gas foreign exchange earnings (Sudarta, 2024). According to data from World Atlas cited by Rizaty (2021), Indonesia has the second-longest coastline in the world, spanning 99,083 km. Marine tourism involves utilizing marine natural resources for the welfare of local communities (Masjhoer, 2020). The potential of marine tourism includes natural wealth such as beautiful beaches, clear waters, and biodiversity. Marine tourism destinations offer various activities that attract tourists, including snorkeling, diving, surfing, and sailing. The beauty of coral reefs, mangrove ecosystems, and tropical fish habitats makes Indonesia's marine areas a favorite destination for nature lovers and international divers.

Beyond providing a unique tourism appeal, marine tourism also contributes to regional economic growth by creating job opportunities and empowering coastal

communities. The management of marine tourism areas adopts the concept of ecotourism (Harahab, 2024; Marina, 2019) as a sustainable and environmentally responsible tourism development approach. The ecotourism concept prioritizes the wise use of natural resources, upholding conservation principles, and involving local communities in management and empowerment efforts (Bourne, 2016).

The southern part of Malang Regency geographically has significant marine tourism potential as it directly borders the Indian Ocean with an extensive coastline. One of the areas recognized for its marine potential, often referred to as a "marine paradise" in Malang, is Purwodadi Village in Tirtoyudo District, home to the Bowele Marine Tourism Village. Bowele is an acronym derived from three beaches: Bolu-Bolu, Wedi Awu, and Lenggoksono. According to Marina (2019), Bowele's tourism appeal is currently in the involvement phase of the tourist area life cycle, as local tourism managers have engaged community members in providing tourism services. Mukhlis, the chairman of Pokdarwis (Tourism Awareness Group), emphasized that the ecotourism concept ensures that tourists contribute to environmental conservation and encourages visitors to stay longer while minimizing negative tourism impacts on local communities.

Kelompok Pokdarwis, as a form of community participation, focuses on tourism management. However, in practice, community participation still lacks strong commitment (Maulana & Wardah, 2023). Tourism development generally aims to enhance the attractiveness of tourist destinations and increase visitor interest, necessitating effective tourism promotion (Purwanta et al., 2024; Sudarta, 2024). One major challenge is the limited digital promotion efforts carried out by Pokdarwis despite the existence of social media channels for the village. This limitation arises due to a lack of digital literacy among Pokdarwis members, particularly in utilizing technology for promotional purposes. The content published by Pokdarwis-managed accounts has yet to reach a broader audience, restricting access to information about Bowele's potential. Despite Bowele's attractiveness, drawing visitors from across Malang Raya and internationally, inadequate digital promotion remains a barrier. Studies show that leveraging digital platforms for tourism promotion enhances competitiveness, increases engagement, and provides effective access to tourism information (Akbar & Pramudita, 2023; Satria & Hascaryani, 2024). The primary reason behind Bowele's limited promotion is a lack of understanding of marketing strategies, reflected in the suboptimal tourism management and visitor numbers.

Given Bowele's background and potential as a marine tourism village, collaboration between Pokdarwis and key stakeholders proficient in communication technology is essential. Tourism managers must identify potential actors who can optimize the use of digital technology. Establishing a Digital Creative Team can facilitate collaboration among key actors focused on digital promotion management (Bourne, 2016; Noor et al., 2023). This team would then undergo capacity-building initiatives to enhance creative human resources, specifically through training workshops on digital content creation (Cahyani, 2022; Raharjana & Putra, 2020; Suhardi et al., 2024; Wicaksono et al., 2023). The objectives of this community

engagement initiative for the formation of the *Digital Creative Team* are as follows: 1) Establishing collaboration between Pokdarwis and key stakeholders to leverage communication technology as a digital-based tourism promotion medium; 2) Forming a Digital Creative Team and a sustainable promotion program, consisting of Pokdarwis members and relevant stakeholders; 3) Enhancing competencies through workshops on content production and the development of a tourism booklet.

## Literature Review

Community-based tourism (CBT) has emerged as a pivotal strategy for sustainable tourism development in Indonesia, particularly in integrating local communities into the tourism value chain. The unique demographic and cultural characteristics of the region play a crucial role in attracting international tourists, especially from countries like Japan, which can be significantly influenced by advancements in air transportation and connectivity Asthu & Putra (2021). The emphasis on community-centric approaches allows for a more organic development that benefits local economies, improves livelihoods, and enhances community involvement in tourism governance (Ginting et al., 2023). Studies indicate that this integration of community engagement is vital, as it ensures that locals serve as planners, managers, and beneficiaries of the tourism initiatives within their regions (Ginting et al., 2023).

The potential for tourism development within local communities is further underscored by projects such as the revitalization of village economies through tourism initiatives, highlighted in case studies across various Indonesian villages (Adhikerana et al., 2021). The Dusun Gojang Utara study exemplifies how targeted tourism efforts can lead to sustainable economic growth while aligning with the cultural and natural assets of the community. This case illustrates the broader trend of acknowledging local culture and resources as essential elements in fostering tourism (Adhikerana et al., 2021). Moreover, the effectiveness of branding and marketing strategies directly impacts the public perception of Indonesian tourism. Scheffer and Sumampouw argue that destination branding is crucial in enhancing the overall image of Indonesia as a tourism destination, which further aids in attracting tourists and ensuring their positive experiences (Scheffer & Sumampouw, 2017). This aspect is complemented by research indicating that e-communication strategies, including e-booklets and digital marketing, are increasingly utilized to influence tourist behaviors and perceptions about Indonesian tourist hotspots (Sari, 2023).

The role of actors involved in collaborative tourism management has been examined, showing the necessity of cohesive efforts among various stakeholders, including government bodies, NGOs, and the local populace (Rukmana & Syam, 2023). This multi-actor approach enhances the reach and effectiveness of tourism initiatives, ensuring that the benefits of tourism development are widely distributed among community members. For actualizing this potential, effective policy frameworks supported by legal regulations tailored towards implementing green economy principles within the tourism sector are essential (Maulana et al., 2022; Nugroho et al., 2023). This is particularly relevant as Indonesia increasingly focuses

on sustainable tourism practices that preserve natural resources and promote eco-friendly initiatives (Ikhwani et al., 2023).

In light of the COVID-19 pandemic's profound impact on tourism, the adaptation strategies demonstrated by community-based tourism models reveal resilience and capacity for recovery through localized tourism practices ("Analysis of the Development of Tourism Villages as Community-Based Tourism to Attract Foreign Tourists to Indonesia After the Covid-19 Pandemic", 2023). Localized strategies focusing on unique aspects of each community have shown promise in revitalizing tourism; for instance, utilizing local religious and cultural heritage as focal points for attracting visitors, as seen in destinations like the Sunan Ampel tourist area (Ariyono et al., 2023). The pivot towards promoting halal tourism in Indonesia also highlights the significance of catering to specific cultural and religious demographics, allowing tourism to be inclusive while fostering community income growth (Afriwanda et al., 2020).

In summary, the literature presents a compelling case for the development of community-based tourism in Indonesia, emphasizing the need for collaborative efforts among local stakeholders, effective branding strategies, and the adaptation of sustainable practices to enhance the overall viability and attractiveness of Indonesia's diverse tourism offerings (Durrety, 2024).

## Method

Implementing community service activities focuses on the Bowele Marine Tourism Village in Purwodadi Village, Tirtoyudo District, Malang Regency. The method used in this community service initiative is the formation of a Digital Creative Team through collaboration between community actors, particularly the Tourism Awareness Group (*Pokdarwis*), and other potential actors in Purwodadi Village. The stages of implementation include:

1. Socialization and observation at the Bowele Marine Tourism Village serve as an initial observation to gather information from the Bowele management regarding existing issues and the current conditions of the tourism site.
2. Proposal submission: This stage involves submitting a community service activity proposal to the Directorate of Research and Community Service (DRPM) at Universitas Brawijaya.
3. Focus Group Discussions (FGD) and coordination with partners, the FGD was conducted virtually and resulted in two key points: a) Identification of issues related to human resources and limitations in technology utilization; b) Mapping of potential stakeholders who could contribute to the Digital Creative Team for Bowele.
4. Workshop on digital promotional content creation, this training workshop involved the established Digital Creative Team, comprising the *Pokdarwis* Chairperson, Secretary, and members, surfing activity managers, representatives from the local homestay community, the *Doktor Mengabdi* team, and external stakeholders, including students from SMK Karya Bakti Malang.

5. Evaluation and mentoring: The Digital Creative Team agreed to create a WhatsApp group for ongoing mentorship to support commitment and continuous monitoring.
6. Documentation and report preparation: The final stage involved producing a video profile of Bowele Marine Tourism Village and a booklet highlighting the marine tourism potential in Purwodadi Village.

## Result and Discussion

### Result

The community service initiative began with an observation conducted by the *Doktor Mengabdi* team at Bowele Marine Tourism Village, during which they met with the tourism management representative, *Pokdarwis* Chairperson Mukhlis. Mr. Mukhlis elaborated on the existing collaborations among stakeholders, including the village government, district government, community members, academics, and private sector entities. Several academic initiatives have been carried out in Purwodadi Village, focusing on geography, geology, and tourism management. However, the pressing issue is revitalizing tourism after the COVID-19 pandemic, primarily since several tourism villages have successfully rebranded themselves through social media.

Mr. Mukhlis also highlighted several challenges in tourism promotion management. His promotional efforts have been self-taught and inconsistent due to the limited capacity of human resources skilled in operating cameras and the lack of adequate promotional equipment. These challenges were identified by Reza Safitri, Ph.D., and the *Doktor Mengabdi* team, who conducted internal discussions to formulate a community service initiative aimed at providing solutions for the development of Bowele Marine Tourism Village.

Under the leadership of Dr. Reza Safitri, the initiative sought to reactivate stakeholder collaboration, including *Pokdarwis*, community representatives, and potential actors, by establishing the Digital Creative Team. This effort was undertaken as part of the *Doktor Mengabdi* program to enhance the development of Bowele Marine Tourism. The initiative began with an online FGD between the *Doktor Mengabdi* team, led by Dr. Reza Safitri, and Bowele's management, represented by Mukhlis as the *Pokdarwis* Chairperson. The FGD resulted in identifying key challenges related to digital tourism promotion and mapping potential actors to be encouraged to contribute as part of the Digital Creative Team for Bowele.



Source: Authors, 2025

**Figure 1.** FGD of the *Doktor Mengabdi* Team with *Pokdarwis* Bowele

The *Doktor Mengabdi* team coordinated with *Pokdarwis* Bowele to conduct a digital content training workshop. This training was designed for the Bowele Digital Creative Team to provide an initial understanding and basic knowledge of digital tourism promotion. The workshop was held on October 5, 2024, from 19:00 to 20:30 WIB, at the guest house of one of the *Pokdarwis* members. Participants included the Bowele Digital Creative Team—students from SMK Karya Bakti Malang—representatives from *Pokdarwis*, the *Doktor Mengabdi* team, and CPDS representatives from Malang City.

The digital content training workshop was led by Muhammad Arif Fadlurrahman, S.D., a certified digital marketing professional (Figure 2). The session covered theoretical fundamentals and practical applications of creating digital video content for social media platforms such as TikTok and Instagram. The workshop emphasized utilizing available technology for video production since *Pokdarwis* manages Bowele's social media presence—including Instagram, TikTok, and YouTube for long-form videos. Participants were trained to optimize smartphone use by focusing on key aspects of video composition, including shot size, angle selection, camera movement, lighting, and stabilization. The session also underscored the importance of audio selection, as it significantly impacts video quality and audience engagement. The speaker highlighted that poor audio quality can render it ineffective regardless of how visually appealing a video may be.

The workshop included a 30-minute presentation, followed by a 60-minute interactive session for Q&A and hands-on video shooting using smartphones. The participants enthusiastically engaged in practical exercises and shared their experiences in video production.

Following the workshop, the *Doktor Mengabdi* team discussed with the *Pokdarwis* Chairperson. The Chairperson, Mukhlis, emphasized the need for ongoing monitoring and mentoring to ensure the sustainability of the training. A WhatsApp Group was established to facilitate coordination and mentorship for the Digital Creative Team, with direct oversight from the trainer and the *Doktor Mengabdi* team.



Source: Authors, 2025

**Figure 2.** Digital Content Training Workshop by the *Doktor Mengabdi* Team with the Bowele Digital Creative Team

As part of its commitment to developing the Bowele Marine Tourism Village, the *Doktor Mengabdi* team will produce a promotional video showcasing the village's attractions and visitor experiences in Purwodadi Village. Additionally, the team will compile a booklet containing comprehensive tourism information about Purwodadi Village. This initiative aims to supplement the existing tourism brochures at the *Pokdarwis* Bowele secretariat with a more detailed and informative guidebook.

The *Doktor Mengabdi* program, through the establishment of the Digital Creative Team, has positively impacted *Pokdarwis* and potential actors in utilizing digital technology for content production (Sari & Ramdhanty, 2025; Setiyaningsih et al., 2023). By optimizing existing technology, such as smartphones, for content creation, the Digital Creative Team has created opportunities to enhance engagement with social media users and contribute significantly to the promotion of *Desa Wisata Bahari Bowele*. The formation of the Digital Creative Team, which produces digital content to attract tourists, also indirectly boosts the economic cycle in the Bowele area and aligns with SDG Goal 8 – decent work and economic growth. Furthermore, activating opportunities for potential actors to join the Digital Creative Team serves as an implementation of SDG Goal 17, fostering partnerships to achieve the shared objective of developing a sustainable tourist village.

## Discussion

The initiative to develop the Bowele Marine Tourism Village through digital engagement and community capacity building aligns closely with theoretical underpinnings in tourism management, particularly regarding sustainable practices and stakeholder collaboration. Mihalič and Kuščer (2021) highlight that effective destination management considers both positive and negative impacts of tourism on local communities, ultimately influencing residents' quality of life and their perceptions of tourism activities. Bowele's current endeavor can be viewed through this lens as it aims not only to boost tourist numbers but to ensure that this growth is beneficial to the local community, reducing potential irritations associated with overtourism while enhancing overall quality of life.

Furthermore, the integration of digital marketing strategies into tourism management reflects trends discussed by Zhao (2023), who explores the application of advanced tools enabled by Industry 4.0. In Bowele's case, by training local stakeholders to utilize social media effectively, the initiative seeks to enhance destination branding and narrative construction. This use of technology not only facilitates a more compelling presentation of Bowele's unique offerings but also empowers community members to take an active role in shaping their tourism image, promoting a sense of ownership and responsibility.

The workshop and training sessions designed for the Bowele Digital Creative Team exemplify the experiential learning model advocated in tourism education. Xu et al. (2023) highlight that integrating practical experience into educational frameworks allows for enhanced skills development relevant to current market demands (Azaki, 2024). This initiative aims to cultivate skills that have substantial practical applications, thereby improving the employability of participants within the tourism sector. The collaborative format of training,

which involves multiple stakeholders, resonates with insights from (Cheng, 2018), who discusses service-learning initiatives that bridge academic frameworks and community needs, fostering mutual benefits for both parties involved.

Additionally, the emphasis on sustainability and community engagement in Bowele's tourism strategy reflects findings by Prasetyo et al. (2021) regarding the integration of Indigenous knowledge into effective tourism management. By leveraging local cultural practices and assets in tourism promotion and development, the initiative supports a culturally sustainable approach that ensures the community's heritage and identity are respected and showcased, offering tourists authentic experiences.

Finally, the establishment of partnerships, as indicated by the creation of a WhatsApp group for ongoing mentorship and support among the Digital Creative Team, supports the collaborative efforts discussed by (Frey & George, 2010). Effective partnerships are essential in ensuring the long-term sustainability of tourism initiatives, as they provide a framework within which stakeholders can exchange knowledge, resources, and support. This practice increases the resilience of tourism projects and fosters a united community front in promoting Bowele, potentially leading to enhanced economic benefits.

In conclusion, the ongoing project at Bowele Marine Tourism Village successfully exemplifies key theoretical concepts in sustainable tourism management, particularly regarding stakeholder engagement, digital innovation, and the importance of integrating local knowledge into developmental practices. Through these efforts, Bowele positions itself for sustainable tourism growth that honors both its natural and cultural heritage while responding effectively to current market demands.

## Conclusion

Establishing the Digital Creative Team represents *Pokdarwis*'s initiative to collaborate with potential actors to leverage digital technology. The significant positive impact of forming this team lies in its contribution to the development of *Desa Wisata Bahari Bowele* through digital promotion. To strengthen their capacity, the newly formed Bowele Digital Creative Team has been provided with workshops and training as an initial step to equip them with the knowledge and skills required for digital content production. Continuous monitoring and mentoring will be conducted through communication channels such as a WhatsApp group. Additionally, to enhance visitor motivation to adopt ecotourism practices, the *Doktor Mengabdi* team has produced a profile video of the tourist village and developed an informational booklet and tour package guide.

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