



Branding and Digital Marketing Strategy to Increase the Potential of Janti Park Tourism Object Klaten Regency

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ARTICLE INFO	ABSTRACT
Article history Received : 24-12-2024 Revised : 31-1-2025 Accepted : 10-2-2025 Keywords Branding; Digital Marketing; Janti Park	The tourism sector is one sector that can have a major economic impact on every village community. One of the villages that uses the tourism sector to revive its village economy is Janti Village with one of its leading tourist attractions, Janti Park. The main challenge for the Janti Park tourist attraction is the branding and digital marketing process which is less than optimal, resulting in less than optimal number of visitors. The community service team solved the partner's problem in three main stages: the branding stage, the training stage, and the mentoring stage. The branding stage produces logos, print designs, and merchandise. The training stage partners gain expertise in photography, videography, promotional content creation, application of SEO techniques, and optimization of paid advertising. The mentoring stage produces content for each social media increasing to 32 content, the number of content views on Instagram increases above 3000 views, and the number of content views on TikTok increases above 5000 views.

A. INTRODUCTION

Janti Village, Pulonharjo District is one of the tourist villages in Klaten Regency. Most of the Janti Klaten area is decorated with tourist destinations of restaurants and natural springs or umbul, this tourism sector is one of the major sources of income for Janti Village. Based on the results of observations and interviews with the head of Janti Village, Mr. Tri Prakoso said that there are 15 culinary tourism destinations spread across the Janti area, the concept of culinary tourism in each place has different characteristics, some use the concept of a restaurant with children's rides, some use the concept of a restaurant with a swimming pool, and some use the concept of a restaurant by utilizing the beautiful natural conditions of the surrounding area. So that visitors who come not only eat food but can also feel all the facilities available in the restaurant. Next, Mr. Tri Prakoso also said that there is a leading tourist attraction in Janti Village, namely natural spring tourism or umbul, there are 4 places of springs that are used as leading tourist attractions, namely umbul manten, umbul pelem, umbul nila, and Janti Park.

The focus of the development of tourism objects carried out by the proposing team is the Janti Park tourist attraction which is managed directly under Bumdes Jaya Janti with Mr.



Danang Joko Wijayanto serving as Director. The Janti Park tourist attraction opened in early 2020, coinciding 3 months before the implementation of restrictions on Indonesian community activities due to the COVID-19 pandemic. So the branding and promotion processes carried out were not optimal and seemed mediocre, the marketing of the Janti Park tourist area has so far only relied on billboards on the highway, photo content uploaded independently by visitors' social media, and word of mouth testimonials from visitors who have come (Astuti & Nurdin, 2022) (Anak Agung Istri Syawana Bargandini & Ni Nyoman Juwita Arsawati, 2022) (Saputri & Mawardi, 2022). If this is allowed to continue, it will have a big impact and end with the closure of the Janti Park tourist attraction, cutting off the village's source of income and cutting off the source of income for the surrounding community.

The proposing team agreed that the main goal and focus of this community service was to overcome the problems experienced by partners through several socialization activities, training, mentoring, and rebranding of the Janti Park tourist attraction (Abdul Aziz, 2024). The proposed team will involve 1 lecturer as chairman, 3 lecturers, and 2 students as members. The involvement of lecturers and students is a form of implementation of MBKM, IKU 2, and IKU 5. Student involvement will later be converted into credit recognition according to the related courses as many as 12 credits.

B. LITERATURE REVIEW

Several literatures that are closely related to the title of the service that the team proposed are explained as follows:

1.1. Branding

Branding is the process of building the identity of a product, service, company, or agency starting from the name, tagline, typography, color, logo, digital design, and print design to official digital media (Abdullah et al., 2024). A good and correct branding process will be an additional point for the product, service, company, or agency that does it. One of the characteristics of a product, service, company, or agency that does branding properly and correctly is when the audience hears a tagline, sees a combination of colors and typography of marketing content, the audience will immediately memorize the name of the product, service, company or agency that is doing the promotion (Aprilia & Abror Djuraid, 2023). Even some promotional content created by a product, service, company, or agency that does not mention its name and logo at all, the audience immediately consciously memorizes and understands that the content is promotional content from a particular product, service, company, or agency. If a product, service, company, or agency has reached that level, it can be said that the branding process or branding strategy that has been carried out is good and correct.

1.2. Digital Marketing

Digital marketing is the process of marketing a product, service, company, or agency using various digital media (Kartawaria & Normansah, 2023). Digital media itself can be in the form of social media such as Facebook, Instagram, TikTok, YouTube, or websites or television (Afiah & Anggriana, 2024). One of the challenges for a product, service, company, or agency that uses digital marketing as the main weapon for its marketing media is choosing the right digital marketing strategy. Several digital marketing strategies are commonly used, including search engine optimization (SEO), content marketing, copywriting, email marketing, social media marketing, pay-per-click (CPC) advertising, and influencer marketing (Lahtinen et al., 2023). Every product, service,



company, or agency does not necessarily get maximum results when using the same digital marketing strategy or digital marketing content (Abdul Aziz, 2020). Therefore, the right digital marketing strategy is one of the challenges for the digital marketer team to implement their strategy.

C. METHOD

The methods used in implementing community service proposed by the team can be described in several stages, including:

1.1. The first stage

The first stage is the observation stage and the problem analysis stage where the proposing team sits together with partners, the proposing team conveys the timeline of activities to be carried out in the next few months, and from the results of the discussion it was agreed that the main community service activities would discuss branding strategies and digital marketing, activities will be carried out sequentially according to the agreed timeline.

1.2. Second Stage

The second stage is rebranding, which is done by changing the shape of the logo, changing the old MMT design to the latest one, changing the old billboard design to the latest one, branding the official Janti Park social media profile and creating several forms of attractive merchandise.

1.3. Third Stage

The third stage, namely counseling, and training, is carried out by the proposing team to partners, starting with photography training, videography, digital content creation training, digital content optimization training, and paid advertising optimization training (Abdul Aziz et al., 2024). Counseling and training activities with partners are a form of digital marketing strategy that is implemented.

1.4. Fourth Stage

The fourth stage is the mentoring stage, where the team of lecturers and students carry out the mentoring process with the manager of the Janti Park tourist attraction according to the predetermined schedule. The mentoring process is important because the optimization stage cannot be done by uploading digital content only once or twice, optimization is done by uploading digital content at least once a week 2 contents for three consecutive months.

D. RESULT AND DISCUSSION

The following are the results of community service activities carried out by the STMIK Amikom Surakarta team at the Janti Park tourist attraction, Klaten Regency:

1.1. Observation and problem analysis stage

The observation stage was carried out by the research team on July 1, 2024, by submitting a permit application to the head of Janti village, Mr. Tri Prakoso. Mr. Tri Prakoso accepted it well and allowed the team to carry out activities in Janti village, Mr. Tri Prakoso explained the theme raised by the community service team following one of the Janti village business units, namely the Janti Park tourist attraction under the management of Bumdesa Jaya Janti which is currently managed by the director of Bumdesa Jaya Janti, Mr. Danang Joko Wijayanto. Furthermore, Mr. Tri Prakoso directed the community service team to meet

directly with the director of Bumdesa Jaya Janti, Mr. Danang Joko Wijayanto at the Bumdesa office to discuss what problems could be resolved by the community service team.



Figure 1. Observation and discussion with the director of Bumdesa Jaya Janti

The discussion was conducted by the community service team with the director of Bumdesa Jaya Janti, Mr. Danang Joko Wijayanto on Tuesday, July 2, 2024. Mr. Danang Joko Wijayanto said that Bumdesa Jaya Janti has three main business units, namely the fisheries unit, the tourism unit, and the trade unit. Each unit has a different business focus, the community service team discussed and agreed with Mr. Danang Joko Wijayanto to overcome the problems in the tourism unit, namely the Janti Park tourist attraction. Mr. Danang Joko Wijayanto said that the main problem in the Janti Park tourist attraction is the branding of the Janti Park tourist attraction which is mediocre, has no concept, and is less interesting to the audience in all promotional designs that have been made, the lack of partner insight into how to create good and interesting digital promotional content, the lack of partner insight into digital marketing strategies from the concept of optimizing content and optimizing paid advertising. Problems regarding branding, lack of partner insight into digital marketing, and appropriate digital marketing strategies are the main priorities of the community service team to be resolved. As a form of commitment and participation of Bumdesa Jaya Janti partners, the community service team was given direct permission by the director of Bumdesa Jaya Janti to rebrand the Janti Park tourist attraction, the community service team was given facilities in the form of free entrance tickets to the Janti Park tourist attraction, partners were willing to follow all training programs and marketing strategies proposed by the community service team.

1.2. Rebranding stage

The rebranding stage is a strategy proposed by the community service team based on the results of discussions with the management of the Janti Park tourist attraction, the branding strategy begins by recreating the logo, redesigning several print designs, and creating the latest merchandise products. The results of the logo rebranding are shown in Figure 2., the philosophy of the latest logo is explained in Table 1.



Figure 2. The latest Janti Park logo

Table 1. Logo Meaning

Logo Shape	Explanation
	The wavy square shape is inspired by the shape of water waves which are one of the featured objects in Janti Park, namely the current pool.
	The font used is Bebas Neue Bold with a public domain license or can be used freely. The Bebas Neue Bold font was chosen because it has a firm and consistent shape, this is in line with the vision and mission of Janti Park which continues to consistently provide the best service for visitors.
	Yellow and black were chosen as the main colors because they have a rich and balanced meaning. Janti Park tourist attraction is expected to allow visitors to feel happiness and enthusiasm for life (yellow) and can add strength and meaningful memories (black).



Figure 3. Latest printed design of the Janti Park tourist attraction MMT plan

Figure 3., is one of the printed designs branded by the Amikom Surakarta service team, yellow was chosen as the main background color because it is in harmony with the latest logo design.



Figure 4. Latest product design for merchandise mugs and tote bags

Figure 4., is the result of the design of the latest merchandise products, namely mugs and tote bags, the main theme carried on the latest merchandise products is a snow pool, this

theme is taken from one of the swimming pool rides that is a favorite for children to play in, namely a snow pool.

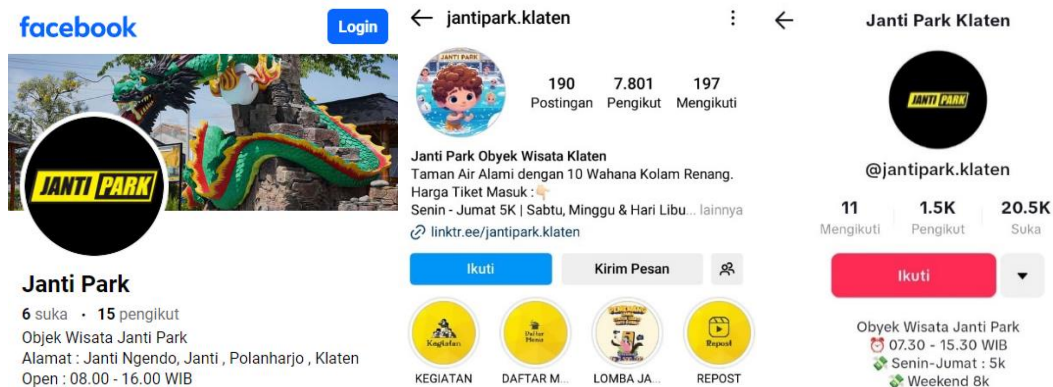


Figure 5. Results of branding social media profiles on Facebook, Instagram and TikTok

Figure 5., is the result of branding the official social media account of the Janti Park tourist attraction. On Facebook social media, the profile photo used is the latest Janti Park logo, and the cover photo uses a photo of one of the Janti Park tourist spots, in the description section, complete information is provided regarding the address and opening hours of Janti Park. On Instagram social media, the profile photo used is an illustration of one of the rides at Janti Park, in the description section, information is provided about the swimming pool rides offered, ticket prices, and tourist attraction opening hours, and in the highlight section, some supporting information is provided. On TikTok social media, the profile photo uses the latest Janti Park logo, in the description section, information is provided about opening hours and ticket prices.

1.3. Counseling and training stage

The training was conducted on August 29 and 30, 2024 at the Janti Park tourist attraction meeting hall. This activity was attended by the marketing team, content team, Bumdesa Jaya Janti employees, and Janti Park tourist attraction employees totaling 25 participants. In general, all activities ran smoothly without any obstacles and obstacles, all participants were able to absorb and practice the material well. The counseling and training activities were guided by the moderator, Mrs. Sri Widiyanti, M.Kom., then opened by the head of the community service team, Riyan Abdul Aziz, M.Kom., followed by remarks by the manager of the Bumdesa Jaya Janti tourism unit, Mr. Didik Setiawan, S.H. Furthermore, it was filled with the main activity, namely training, the first session was filled by Dr. Hadis Turmudi, M.H., with the theme of discussion on the branding of tourist villages, the second session was filled by Nina Dewi Lashwati, SE., M.Si., with the theme of digital marketing strategy for tourist attractions, the third session was filled by Ina Sholihah Widiati, M.Kom., with the theme of photography and videography techniques, the fourth session was filled by Indrawan Ady Saputro, M.Kom., with the theme of editing digital promotional content, both photos, and videos, the fifth session was filled by Riyan Abdul Aziz, Mkom, with the theme of implementing search engine optimization (SEO) techniques and digital advertising. Documentation of training activities is shown in Figure 6.



Figure 6. Counseling and training activities

The training and mentoring stage is a manifestation of the digital marketing strategy implemented by the community service team where the digital marketing strategy begins with re-branding Janti Park's social media. The second digital marketing strategy is to equip Janti Park managers with an understanding of digital marketing, photography skills, videography skills, and skills in creating digital promotional content. The third digital marketing strategy is to equip Janti Park managers with search engine optimization (SEO) techniques and paid advertising on every digital marketing content that will be uploaded.

1.4. Mentoring stage

The mentoring stage was carried out by the community service team eight times, twice in September, twice in October, twice in November, and twice in December. The mentoring stage is a monitoring process of the implementation of the digital marketing strategy carried out in the previous stage. Here the community service team provides content ideas, and suggestions for improvement, and analyzes the results of the application of search engine optimization (SEO) techniques and paid advertising on each digital marketing content that has been or will be uploaded to each social media, this is shown in Figure 8.

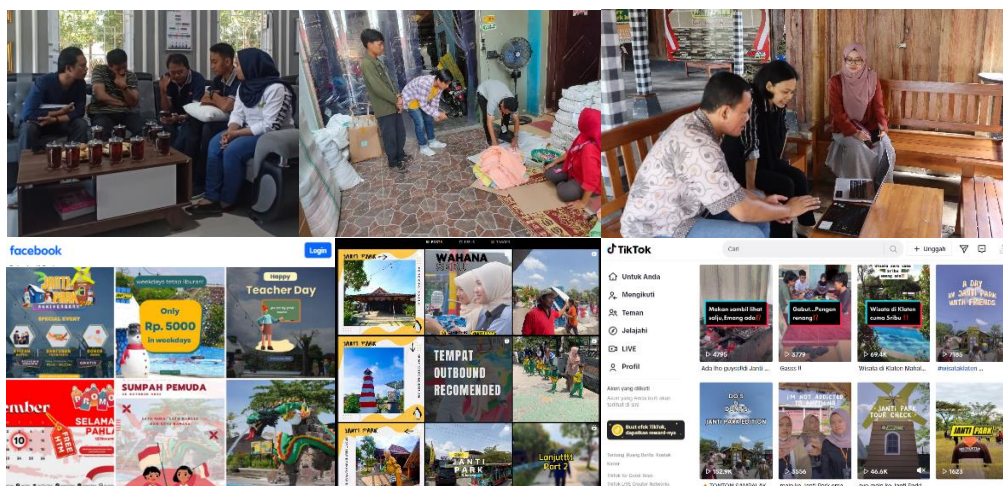


Figure 7. Partner mentoring stage

The results of the mentoring stage can be seen in Figure 8., where Facebook social media experienced an increase in the number of content by 32 combined content from photo content and video content, the results of the application of SEO techniques and paid advertising views of several content increased by more than 100 viewers for each content. Instagram social media experienced an increase in the number of content by 32 combined content from photo content and video content, the results of the application of SEO techniques and paid advertising on each content experienced an increase in the number of views above 3000 viewers. TikTok social media experienced an increase in the number of content by 32 video content, the results of the application of SEO techniques and paid advertising on each content experienced an increase in the number of views above 5000 viewers.



Figure 8. Results of the mentoring stage

E. CONCLUSION

The branding and digital marketing strategy for the Janti Park tourist attraction has been successfully implemented in three main stages. The first stage is the branding stage where the community service team succeeded in re-branding the Janti Park logo, branding several print designs, branding the official Janti Park social media accounts, and making tote bags and mug merchandise. The second stage is the counseling and training stage where at this stage the community service team has succeeded in providing photography, and videography training, creating digital promotional content, implementing SEO techniques, and paid advertising on each content. The third stage is the mentoring stage where at this stage the community service team together with partners succeeded in increasing the views of each content that had been created where the average view of content uploaded on Facebook social media was above 100, the view of content uploaded on Instagram social media was above 3000, the view of content uploaded on TikTok social media was above 5000.

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