




Assistance for the Sitiwinangun Pottery Village Tourism through Digital Marketing Activities with Local Wisdom

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ABSTRACT

Sitiwinangun Village has high potential as a center for pottery tourism villages in Cirebon Regency. However, there are obstacles to the success of digital promotion, namely the ineffectiveness of the promotion. This community service activity aimed to create digital promotional media (brochures, catalogs, e-catalogs, and video content) that will be uploaded on Tiktok social media. The partners of this activity were the staff and pottery craftsmen of the Sitiwinangun tourist village. This activity consisted of the stages of observation, problem identification, implementation of marketing activities, and evaluation. This activity has been successfully implemented, and brochures, catalogs, e-catalogs, and promotional video content for the Sitiwinangun Pottery Village tourist village have been produced. The media that has been created has also been actively promoted on Tiktok social media. Evaluation of the total number of video content viewers on social media for 3 weeks with the results of 4000-5000 viewers. The results of this activity are expected to contribute positively, especially in terms of increasing the number of visitors to tourist attractions and the number of pottery buyers in Sitiwinangun Village.

Desa Sitiwinangun memiliki potensi yang tinggi sebagai sentra desa wisata gerabah di Kabupaten Cirebon. Namun, terdapat kendala yang dihadapi yaitu masih belum efektifnya promosi digital yang dilakukan. Tujuan dari kegiatan pengabdian ini adalah membuat media promosi digital (brosur, katalog, e-katalog, dan video konten) yang akan diunggah di media sosial Tiktok. Mitra kegiatan ini adalah pengelola dan pengrajin gerabah desa wisata sitiwinangun. Kegiatan ini terdiri dari tahap observasi, identifikasi masalah, pelaksanaan kegiatan promosi, dan evaluasi. Kegiatan ini telah berhasil dilaksanakan dan menghasilkan media brosur, katalog, e-katalog, dan video konten promosi untuk desa wisata kampung gerabah sitiwinangun. Media yang telah dibuat tersebut juga telah dipromosikan secara aktif di media sosial Tiktok. Evaluasi pada total penonton video konten di media sosial selama 3 minggu dengan hasil kunjungan yang mencapai 4000-5000 penonton. Hasil kegiatan ini diharapkan dapat memberikan kontribusi positif khususnya terkait peningkatan jumlah pengunjung tempat wisata dan jumlah pembeli gerabah di Desa Sitiwinangun.



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A. INTRODUCTION

Indonesia possesses remarkable tourism potential. The country boasts numerous popular tourist attractions that span from east to west. Tourism village is one of Indonesia's prospective tourism destinations. Tourism village is a form of regional optimization that positively impacts economic, social and cultural aspects. Village tourism is the government's effort to improve and enhance the community's welfare (Fatmawati et al., 2016; Marlina, 2015). This location is a tourist attraction that integrates with the customs, culture, and local wisdom of the community to attract tourists who want to visit and explore the site (Gautama et al., 2020). Tourism village can offer unique features across regions because each region has different potential, whether it be natural tourism, culture, or local village products that can attract tourists (Sudibya, 2018).

Using digital technology through social media is considered an effective and efficient tool for promoting village tourism destinations (Prasetyo et al., 2023). Social media provides advantages, including disseminating information with a broader and more diverse reach, but the costs are generally relatively low. The popularity of social media is also rapidly increasing in Indonesia, especially among teenagers, adults, and older people (Kurnianti, 2018; Prasetyo et al., 2023).

The Cirebon Regency Regional Government (Pemda) classified 32 villages in Cirebon Regency as tourism villages in 2024, including Sitiwinangun village, also referred to as the pottery tourism village. Sitiwinangun village is one of the centers of pottery artisans in Cirebon Regency and has high potential as a village tourism. The pottery produced by artisans in Sitiwinangun Village is renowned for its unique designs, such as jars, jugs, and teapots adorned with various attractive motifs. The pottery produced is helpful as a tool for household needs and serves as a symbol of cultural heritage and local wisdom that must be preserved and passed down from generation to generation. Sitiwinangun village has also transformed into a pottery village tourism that people from various regions can visit. However, the management of the Sitiwinangun village tourism still faces several obstacles and challenges, one of which is related to the marketing and promotion of the tourist site.

The initial observations conducted by the team concluded that the digital promotion activities of the Sitiwinangun village tourism still need to be improved. This community service activity aims to assist in digital promotion by creating brochures, catalogs, e-catalogs, and promotional video content uploaded on the TikTok social media platform. This program intends to increase the number of visitors and pottery purchases from Sitiwinangun Village. In addition, with the presence of digital promotion, it is hoped that the visitors who come will not only be from the local community in Cirebon Regency but also attract visitors from other regions in Indonesia.

B. LITERATURE REVIEW

1. Tourism Village

Tourism village is a tourism asset based on rural potential, with all its uniqueness and attractions, that can be developed as a tourism product to attract tourists to the village location. A village tourism represents the development of a community through the integration of attractions, accommodations, and supporting facilities within its social structure (Zebua, 2016). Tourism villages also may comprise multiple contiguous villages, thereby facilitating an integrated approach to village-based tourism. This indicates that Tourism villages prioritize the emotions and sensory experiences associated with travel to



such locations, rather than being confined to a specific administrative region (Kastenholz et al., 2020).

As stated by the Coordinating Ministry for Maritime and Investment Affairs of Indonesia, a tourism village, also known as Kampung, Nagari, Gampong, or other names, is a region that possesses the potential and uniqueness of a typical tourist attraction (Kementerian Koordinator Bidang Kemaritiman dan Investasi Republik Indonesia, 2021). This includes the opportunity to experience the distinctiveness of the lifestyle and traditions of rural communities with all of their potential. On the basis of the following criteria, tourism villages can be identified: (a) Possesses the potential for tourist attractions, including natural, cultural, and artificial/creative tourist attractions; (b) Possesses a community; (c) Possesses the potential for local human resources that can be involved in tourism village development activities; (d) Possesses a management institution; (e) Possesses opportunities and support for the availability of basic facilities and infrastructure to support tourism activities; and (f) Possesses the potential and opportunities for developing a tourist market

Village tourism that are still in existence today are typically those that are supported by their residents and are well-managed. This means that the establishment of a tourist village is not simply the desire of certain community leaders. It also requires comprehensive and professional management (Purnomo et al., 2020). Furthermore, if it is observed, the support of promotional media technology is very significant for attracting tourists, especially if the promotion process is backed by creative management (Azis et al., 2024).

2. Digital Marketing

Digital marketing refers to the process of promoting a brand or product through digital media or the internet. The swift evolution of the digital landscape necessitates advertising strategies that, while indirect, exert a substantial influence on society, encompassing both marketing and sales dimensions. Digital marketing can facilitate this achievement. Companies utilize digital marketing through various methods, including social media marketing (Damian & Jones, 2009). Social media marketing is a digital marketing strategy employed by companies to disseminate information through social media platforms with the aim of enhancing brand visibility.

Social media have profoundly influenced businesses, primarily by facilitating innovative marketing strategies (Georgescu & Popescu, 2015). Tourism, as a dynamic component of the global economy, is certainly integral to all these aspects. The integration of social media with tourism marketing is likely to yield significant outcomes for the business. The influence of social media on tourism is evident in the methods individuals employ to conduct research prior to embarking on a journey. Currently, individuals are motivated to disseminate their travel experiences. Consequently, social media has significantly altered the decision-making processes of individuals. Individuals establish their confidence in a tourism agency by evaluating the feedback provided by others. Social media has become a prevalent digital marketing strategy. The primary advantage of social media lies in its capacity to engage a broader and more diverse audience at a comparatively low expense.

Social media serves as a tool to enhance the effectiveness and efficiency of the tourism industry in promoting and developing new tourism destinations. The rise of social media in recent years has enabled tourism villages to leverage platforms like Facebook, Instagram, Twitter, and YouTube for the promotion and marketing of local tourism. Social media is anticipated to assist tourism villages in enhancing brand awareness. Tourism villages can utilize social media to disseminate information regarding current tourist activities, notable locations, traditional cuisine, and forthcoming events. Furthermore, social media facilitates interaction with visitors, enabling the collection of feedback regarding their experiences



during visits. This may assist tourism villages in enhancing service quality and increasing visitor attraction in the future. Social media serves as a marketing tool for tourist villages, enhancing visitor numbers, elevating brand awareness, and reinforcing the positive perception of these villages among both the community and tourists (Herawati et al., 2018; Oka et al., 2024).

C. METHODS

The partner in this community service activity is the Sitiwinangun Pottery Village tourism village manager in Sitiwinangun Village, Jamblang District, Cirebon Regency. This activity was carried out in several stages: observation, problem identification, activity implementation, and evaluation (Figure 1). All stages of the activities were carried out from November to December 2024.

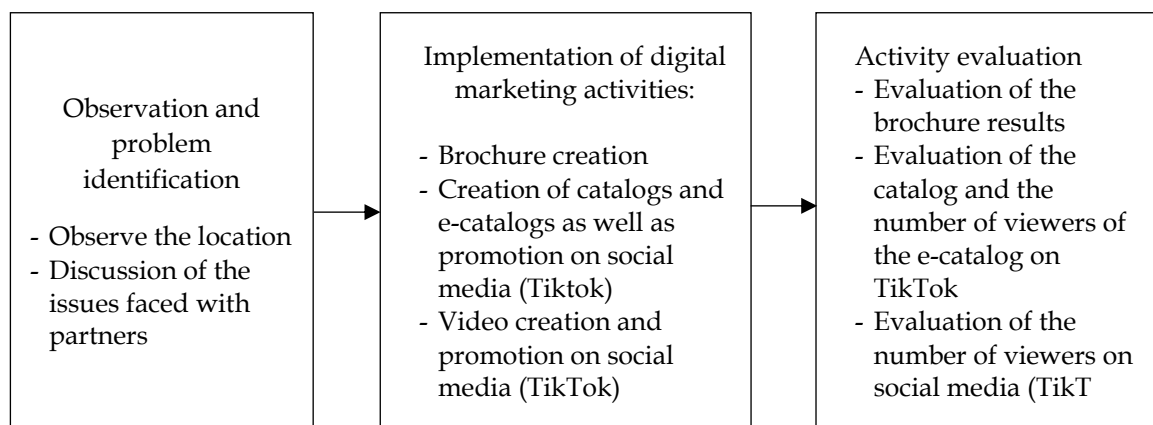


Figure 1 Stages of community service activities

Initial observations were conducted by visiting and observing the Sitiwinangun Pottery Village tourist site in Sitiwinangun Village. The activity continued with a discussion regarding the challenges and problems faced by the partners. Based on the discussion results, it was concluded that there was a need to create brochures and catalogs that could provide information regarding tour packages, types of pottery, and the prices offered at the tourist location. In addition, there was a need for promotional activities on social media to introduce the Sitiwinangun Pottery Village to the public, reaching a wider audience from various regions in Indonesia.

The stages of activity implementation included creating and actively promoting brochures, catalogs, e-catalogs, and promotional video content. The team developed brochures, catalogs, e-catalogs, and promotional video content based on discussions with partners. The results of the brochures and catalogs were then printed and distributed to the community in the surrounding area. At the same time, the e-catalog and promotional videos were uploaded to the social media 'TikTok'.

The team and partners carry out the evaluation stage to assess the results of the brochures, catalogs, e-catalogs, and promotional videos that have been created. The brochures were analyzed to determine their differences from those before the assistance activities. The e-catalog and promotional video content were evaluated based on the increase in visitors over the three weeks of the promotional activities. The final output of this activity was the brochures, catalogs, e-catalogs, and promotional video of the Sitiwinangun Pottery Village.

These output is expected to increase the number of visitors and the sales of pottery produced by local artisans at the tourist site.

D. RESULTS AND DISCUSSION

This community service activity has resulted in the renewal of the promotional brochure for the Pottery Village tourism package in Sitiwinangun Village. The difference in the design of the tourism package brochures before and after the community service activities is presented in Figure 2. The brochure produced after the service activity was deemed clearer, more structured, and more attractive than before this activity. The information on the new brochure's travel packages is also considered more detailed and informative, making it more likely to enhance visitors' understanding and interest. Brochures are an effective promotional medium that provides information to the public to increase interest in visiting tourist attractions. The updated brochure will provide more detailed information to potential visitors, making them more interested in visiting the Kampung Gerabak tourist site in Sitiwinangun Village.



Figure 2 Design of the tour package brochure in Sitiwinangun Poetry Village before (a) and after (b) the community service activity

This activity has also produced a catalog and e-catalog containing explanations of the types of pottery, brief descriptions, and the price of each piece. The catalog that has been created is presented in Figure 3. This catalog provides detailed information about pottery to the public so that they can more interested in purchasing the pottery produced by artisans at tourist locations. The catalog and e-catalog results also received positive responses from the artisans. The artisans find it easier to explain the types and prices of pottery to potential buyers. The e-catalog has also been uploaded on TikTok as a digital promotion of the pottery products. The e-catalog uploaded has reached around 5000 viewers within a 2-week promotion period. The increase in viewership is expected to be a positive opportunity to boost visitors and the economy in the Sitiwinangun tourist village. The development of digitalization in tourist villages can provide many benefits, including making it easier for tourists to access information, improving marketing organization, and minimizing costs. Furthermore, digitalizing tourist villages can indirectly increase the community's income through economic growth (Abidin et al., 2022; Mumtaz & Karmilah, 2022).



Figure 3 Display of the catalog and e-catalog of pottery products from Sitiwinangun Village

In addition, the team also carried out promotional activities in the form of promotional video content on TikTok. The team created engaging promotional video content to be uploaded on that platform. The results of the promotional video uploaded by the team successfully reached 4,000 viewers over 3 weeks of promotional activities. This promotional activity aims to disseminate information to the public. Significant results are also felt with the arrival of several visitors to the tourist attractions. Social media, particularly TikTok, is increasingly being used by the public to promote various businesses, one of which is the promotion of tourist attractions. This social media can reach people from multiple regions, making them aware of the existing tourist attractions and then interested in visiting those places (Haenlein et al., 2020).

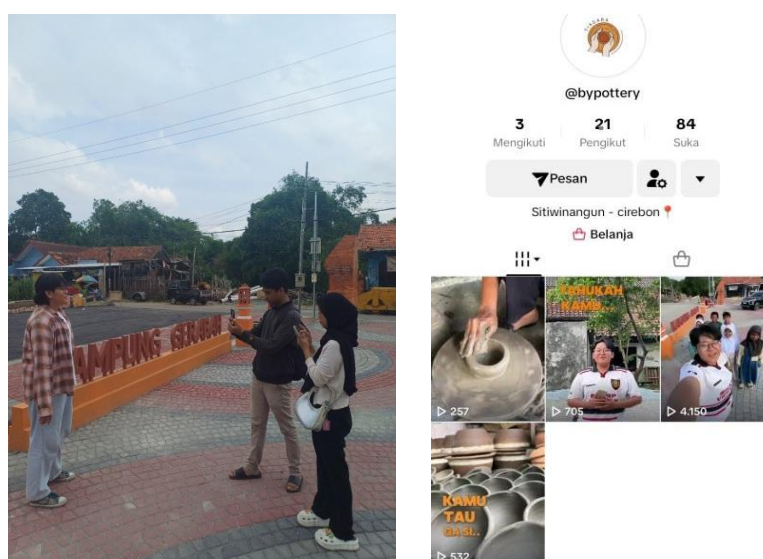


Figure 4 Documentation of Tiktok content production for the Sitiwinangun pottery village.



E. CONCLUSION

The community service activities have been successfully carried out, and positive responses have been received from the managers and pottery artisans in Sitiwinangun Village. This community service activity has produced brochures, catalogs, e-catalogs, and promotional videos for the Sitiwinangun pottery village tourism. The media created has also been promoted and uploaded on TikTok, resulting in 4,000 to 5,000 viewers. The output produced is expected to contribute positively, particularly in increasing the number of visitors and pottery buyers in Sitiwinangun Village.

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Gratitude is conveyed to the management partners and pottery artisans in Sitiwinangun Village for their cooperation and positive response so that the team can assist in making digital promotions for the Sitiwinangun Pottery Village. Gratitude is also conveyed to all community service team members so that this activity can run well and smoothly.

G. AUTHOR CONTRIBUTIONS

All authors, Yayan Wardiyanto, Wulan Kartika Dewi, and Muhammad Nana Trisolvena, contributed significantly to every aspect of the community activities and the article writing process, including data preparation, analysis, and writing. Additionally, all authors participated in revising the article. The authors ensured the program's success and the article's publication.

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