Optimizing Website, E-Ticketing, and Video Marketing for the Digitalization of Tirta Arum Swimming Pool's Marketing Strategy

Ari Muhardono[1],*, Wenti Ayu Sunarjo[2], Daru Anggara Murty[3], Wafa Khansa Fadhilah[4], Tarishma Winda Sari[5], Laili Istianah[6], Muhammad Arju Syafa[7], Syarifatun Ni'mah[8]

[1,2,3,4,5,6,7,8] Universitas Pekalongan

✉ arimuhardono@unikal.ac.id

ARTICLE INFO	ABSTRACT
	This community service activity was motivated by the low utilization of digital systems in the marketing and service strategies of Tirta Arum Swimming Pool, a business unit managed by the Village-Owned Enterprise (BUMDes) in Pekalongan Regency. Despite having an official website and e-ticketing system, observational data revealed that ticket bookings were still conducted entirely offline. This limited utilization was attributed to inadequate socialization, lack of digital promotional content strategies, and suboptimal use of social media and video marketing in reaching potential visitors. Therefore, this program was designed as a training activity focused on three main aspects: optimization of the website and e-ticketing system, development of social media-based digital marketing content strategies, and implementation of video marketing. The activity employed methods including material presentation, interactive discussions, and hands-on practice sessions with BUMDes Tirta Arum managers. Evaluation results indicated a significant improvement in participants' knowledge and skills, as demonstrated by a comparison of pretest and posttest scores across various assessed aspects, with an average increase of over 45%. This initiative made a tangible contribution to enhancing the digital capacity of rural tourism managers and serves as a model for strengthening collaboration between universities and communities in supporting local tourism's digital transformation.

A. INTRODUCTION

Tirta Arum Swimming Pool is one of the business units managed by the Village-Owned Enterprise (BUMDes) that has taken progressive steps in adopting digital technology to improve services and marketing strategies. One of the innovations implemented was the launch of an e-ticketing website at www.tirta-arum.com in 2024. This platform aims to provide convenience for prospective visitors by offering information about the swimming pool's profile and facilities, and by enabling them to purchase tickets online. The e-ticketing application also supports operational efficiency in ticket sales systems.

However, based on initial observations and interviews with Mr. Purwo Aji, the Manager of BUMDes Tirta Arum, it was revealed that the utilization of this technology remains suboptimal. According to the information obtained, the e-ticketing system is currently used only as a computerized tool for recording ticket sales, while actual transactions are still conducted offline at the ticket counter. To date, no visitors have actively used the online ticket booking system, despite the feature being available. One possible reason is the lack of promotion and socialization about the service, leading to limited public awareness and understanding of its benefits. Moreover, customer behavior—still favoring direct on-site purchases poses an additional challenge in increasing the system's usage.

In addition to issues related to the application, fluctuations in ticket sales also remain a concern. The number of visitors tends to rise only on weekends and public holidays, while weekdays see significantly fewer visitors. This trend creates income imbalance, with the majority of revenue concentrated within specific time periods. In a follow-up interview with Mr. Purwo Aji, it was also noted that there has been no effective digital marketing strategy to attract visitors on regular weekdays, resulting in suboptimal efforts to increase daily visitor numbers.

To support its digital marketing efforts, Tirta Arum Swimming Pool maintains social media accounts on Instagram and Facebook. These platforms are used to disseminate information about facilities, promotions, and activities. However, observations indicate that interaction and engagement levels on these platforms remain low. The uploaded content has not effectively captured the audience's attention, as evidenced by the limited number of comments, likes, and shares. This suggests that although social media is being used as a marketing tool, the content strategy implemented is not yet effective in attracting and retaining audience interest.

This issue is further compounded by the low conversion rate from social media engagement into actual transactions. In other words, even though some users view or follow the Tirta Arum Swimming Pool's social media accounts, the number of visitors influenced by these promotions is still minimal. One contributing factor is the lack of engaging and interactive video marketing content. Currently, trends in digital marketing indicate that video content has higher appeal compared to text or static images (Muhardono & Satrio, 2021). Without a more interactive and appealing marketing strategy, social media may function merely as an information tool rather than as a promotional channel capable of driving increased visitor turnout.

Based on the identified problems, it can be concluded that Tirta Arum Swimming Pool already has a strong foundation in digital business transformation but still requires optimization in its implementation. The website and e-ticketing application should serve as the main tools for the ticketing system—not merely as manual sales recording tools Therefore, strategies to raise public awareness and promote adoption of the technology are essential, such as offering special promotions for users who book tickets online and applying search engine optimization (SEO) techniques to improve website discoverability (Terrance et al., 2018).

Furthermore, the existing social media platforms must be optimized with more engaging content strategies aligned with current trends. Video marketing presents a promising solution to increase engagement and attract more potential visitors. Video-based content not only enhances the promotional appeal but also provides a more immersive visual experience for prospective visitors, showcasing the facilities and atmosphere of Tirta Arum Swimming Pool (Puspitasari, 2023).

The urgency of this community service activity also refers to the findings of Kuncara et al. (2021) a website is considered one of the key components in digital marketing as it functions both as an information hub and as the main conversion channel. Meanwhile, Khairunnisa, (2022) highlights that e-tickets represent a popular form of digital ticketing that provides multiple benefits for both customers and service providers. However, challenges related to security and accessibility must be addressed to ensure that e-tickets are safe and accessible for everyone. Payments can be made online or directly at the venue, and e-tickets reduce concerns regarding ticket security. Furthermore Muhardono et al., (2024) emphasizes that video marketing is one of the most effective digital marketing strategies, utilizing visual content in the form of videos to convey messages, strengthen branding, and encourage consumer action more effectively.

Based on these issues, the urgency of this community service program lies in the pressing need to optimize the digital transformation that has already been initiated by BUMDes Tirta Arum. Without adequate support in the form of capacity-building initiatives, more innovative promotional strategies, and the strategic use of digital technology, the potential of the website, e-ticketing system, and social media will remain limited to information-sharing tools, failing to create significant impact on visitor numbers and business revenue. Moreover, this program is strongly supported by previous research findings that reveal a research gap between the availability of digital platforms and the managerial capacity to utilize them optimally in supporting village tourism marketing. Therefore, this digital marketing training and mentoring program is crucial—not only as a solution to the low utilization of existing technologies but also as a strategic step to foster the sustainability of village-based tourism enterprises through effective, measurable, and result-oriented digitalization.

B. METHOD

To implement this program, several stages and approaches were adopted as outlined in Table 1 below.

Table 1. Implementation Methods

No.	Problem Identification	Methodological Approach	Methodological Approach
1.	Identification of problems and analysis of partner needs, specifically the need for marketing digitalization innovations such as website and e-ticketing optimization, as well as social media marketing.	Focus Group Discussion	Conducting problem identification through field analysis and needs assessment to obtain a clear overview of the required solutions.
2.	The community service activity was conducted in the form of a training program.	The methods used included lectures, question-and-answer sessions, group discussions, and	The training program covered the following areas: **Website and E-Ticketing Optimization** 1. Understanding the importance of a website as a tool for personal

No.	Problem Identification	Methodological Approach	Methodological Approach
		hands-on practice.	branding of BUMDes Tirta Arum 2. Website administration training for local managers 3. Training on developing website marketing content that supports Search Engine Optimization (SEO) **Video Marketing Content Optimization** 1. Training on optimizing social media marketing 2. Training on creating video marketing content to increase views and audience engagement
3.	The evaluation phase was the final stage of this community service activity.	The Pretest and Posttest Questionnaire consists of 6 aspects and 12 questions (each indicator consists of 2 questions).	The evaluation focused on: 1. Assessing participants' abilities in managing the website and creating video marketing content 2. Evaluating the level of participant engagement and activeness during the training sessions

C. RESULTS AND DISCUSSION

1. Result

The community service activity titled Digital Technology Training on Website Optimization, E-Ticketing, and Video Marketing for the Digitalization of Tirta Arum Swimming Pool's Marketing was held on Saturday, May 17, 2025, from 08.00 to 16.00 WIB at the Village Hall of Sumurjomblangbogo, Bojong Subdistrict, Pekalongan Regency. The activity involved ten core participants consisting of managers from BUMDes Tirta Arum.

This training was conducted in response to the low utilization of the website and e-ticketing system by consumers, despite the system having been developed and launched in January 2025 by the Community Service Team of Universitas Pekalongan. The official website, www.tirta-arum.com, has been active, and the e-ticketing system has been operating optimally and is publicly accessible. However, based on evaluations from the management, as of the date of the training, no customers had made ticket purchases through the online system. All transactions were still carried out directly at the ticket counter, meaning the application functioned merely as a point-of-sale tool for manual transactions rather than as a digital distribution channel.

. The training comprised four main topics : (1) Swimming Pool Marketing Strategy, (2) Website Branding Strategy, (3) Marketing Content, and (4) Digital Content Creation Practice (Figure 1)

In the first session, Dr. Wenti Ayu Sunarjo, S.Kom., M.M., delivered material emphasizing the importance of understanding the characteristics of local tourists as the foundation for promotional strategies. Approaches based on family-oriented values, community engagement, and leveraging key moments such as holiday seasons and weekends were deemed effective in fostering visitor closeness and loyalty. (Sudirman, 2022).

In the second session, Ari Muhardono, S.Kom., M.Kom., emphasized that a website is not merely a visual interface but serves as a primary medium for building credibility and driving sales conversion. Several key points were highlighted, including the importance of using clear and integrated Call to Action (CTA) elements with the e-ticketing system, the application of local SEO optimization, and the inclusion of service features such as WhatsApp Chat for quick reservations. Massive promotion through various digital channels is expected to directly impact the increase in website traffic and the utilization of the e-ticketing system by consumers (Edi Irawan, 2023).

The third session was delivered by Daru Anggara Murty, S.Ds., M.M., who discussed marketing content as a strategy for sustainable promotion. He introduced the 3E concept Educate, Entertain, Engage as the core approach to creating effective digital content. Suggested content examples included visitor experience storytelling, swimming safety tips, and short promotional videos for ticket sales. Each piece of content was recommended to include a call-to-action (CTA) to direct viewers toward booking tickets online. (Satrio et al., 2023)

The practical session was concluded by two students from Universitas Pekalongan, Wafa and Tarishma, who are active content creators. In this session, participants were directly guided to practice creating applicable digital content for platforms such as Instagram and TikTok. The AIDA approach (Attention, Interest, Desire, Action) was used as the foundation for content development. Participants were also introduced to various social media features such as Reels, Stories, as well as the use of hashtags and collaborations with local accounts as effective strategies for content distribution.. (Muhardono et al., 2024)

The event continued with an interactive discussion session. Participants shared their reflections and proposed follow-up plans. Several participants even expressed their commitment to start implementing the techniques they had learned. One participant from the IT team mentioned that the training broadened their perspective on the importance of aligning technological systems with content strategy. A ticketing staff member also expressed enthusiasm about participating in the creation of promotional content.

Figure 1. Training Material Delivery

The event concluded with the presentation of the Copyright Registration Certificate for the Tirta Arum Swimming Pool E-Ticketing System by the Head of the Community Service Team, Ari Muhardono, S.Kom., M.Kom., to Mr. Purwo Aji as the Manager of BUMDes Tirta Arum. The closing ceremony was followed by a group photo session with the community service team and the management of BUMDes Tirta Arum. (Figure 2 and Figure 3).

Figure 2. Presentation of the Copyright Registration Certificate for the Tirta Arum E-Ticketing System by the Community Service Team Leader

Figure 3. Group Photo of the Universitas Pekalongan Community Service Team with
BUMDes Tirta Arum Management

2. Discussion

The implementation of this training activity revealed that the primary issue in the utilization of digital systems does not lie in technical aspects, but rather in the areas of socialization and digital promotion strategies. Although the website and e-ticketing system were already operational, they had not succeeded in attracting users due to a lack of adequate consumer education and marketing efforts. The training results demonstrated that through an educational approach and hands-on practice, BUMDes managers were able to optimize the use of the website and e-ticketing application more effectively, including integrating the website with various social media platforms and vice versa by ensuring that the website link is displayed across all social media profiles (Figure 4 and Figure 5).

Moreover, the training results showed that participants were able to independently manage digital content and promotional activities. This increase in competence serves as a crucial asset in supporting the sustainability of the digital systems that have been developed.
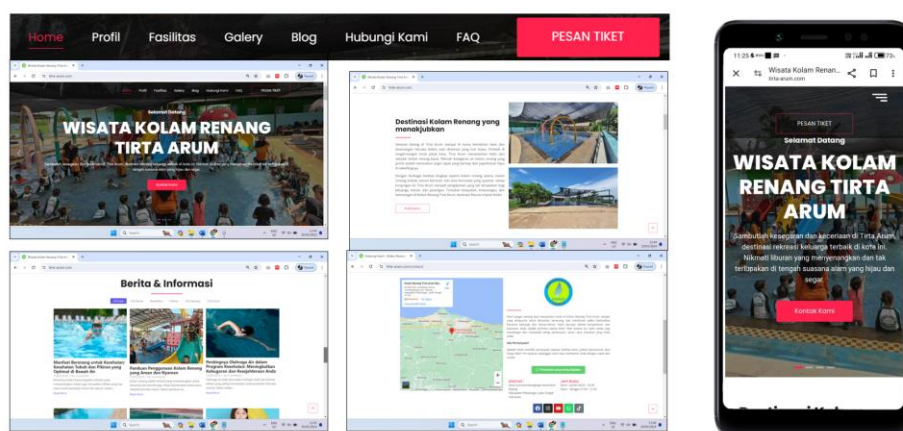

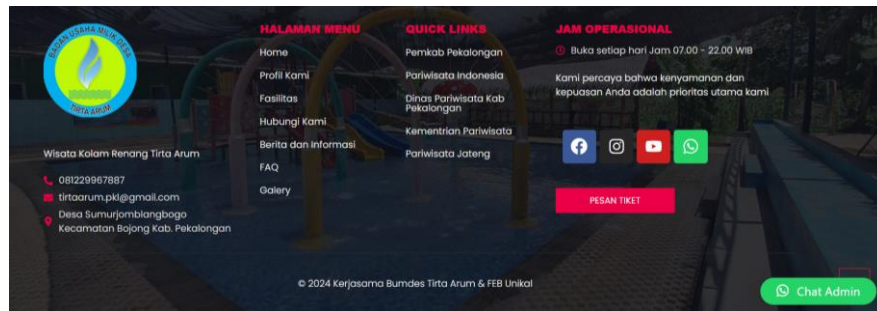Figure 4. Integration of Website with E-Ticketing Application

Figure 5. Integrasi Website dengan Platform Socialmedia

The production of engaging and interactive marketing videos on Instagram has proven effective in increasing views, engagement, and interactions with prospective swimming pool customers compared to previous content. These marketing videos also included informative copywriting and call-to-action (CTA) prompts that encouraged online ticket reservations, which in turn enhanced the swimming pool's image and competitiveness in the digital era (Figure 6).
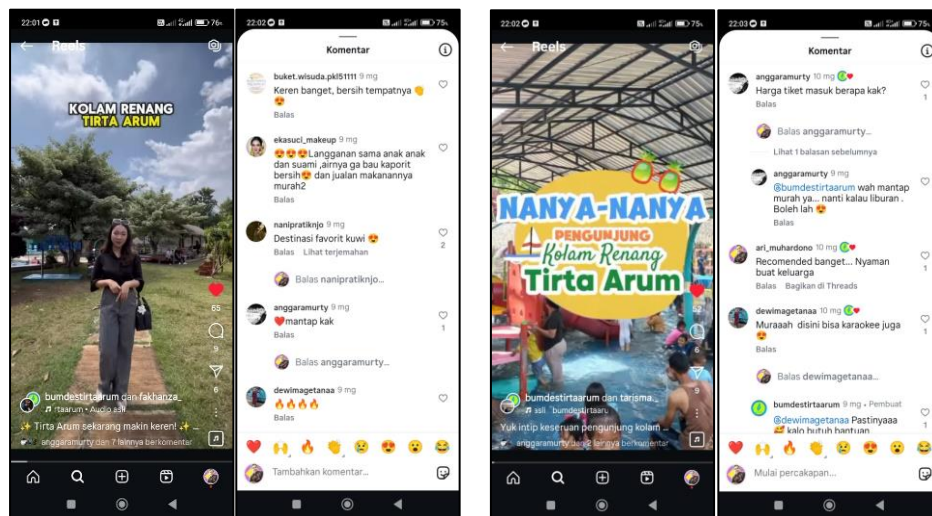

Figure 6. Hasil Konten Video Marketing Kolam Renang

The implementation of Search Engine Optimization (SEO) also had a significant impact on the discoverability of the swimming pool's website on Google search engines. By using common keywords such as "tirta arum" and "swimming pool in Pekalongan," the website successfully appeared on the first page of Google search results (Figure 7), thereby contributing to an increase in website traffic (Figure 8).
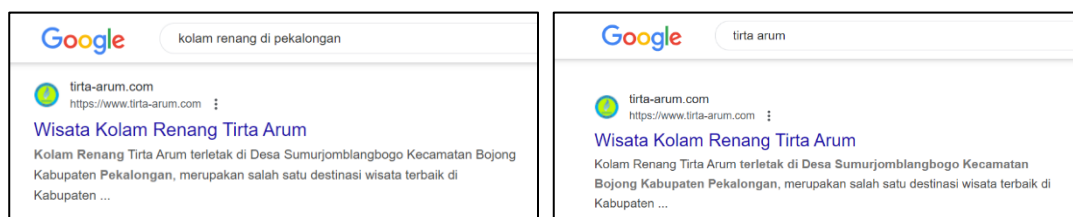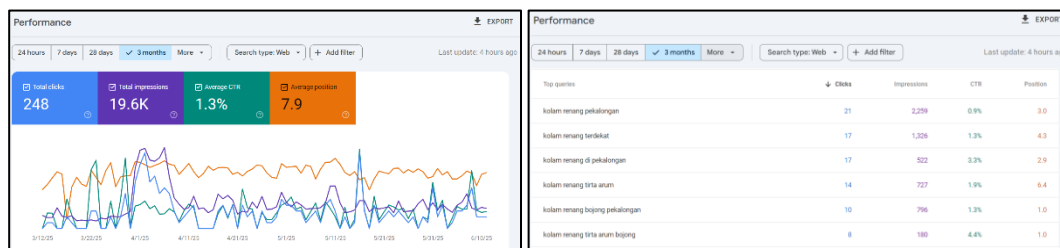

Figure 7. Hasil Pencarian Google

Figure 8. Traffic Website Google Console

In the context of community service, this activity also exemplifies an effective collaboration model between higher education institutions and village community organizations. The transfer of knowledge from academics and students to local practitioners not only strengthens human resource capacity but also accelerates sustainable technology adoption. Thus, this training serves not only as a solution to the underutilization of e-ticketing systems, but also as an initial model for village digital transformation based on contextual content strategies and digital marketing. (Sunarjo et al., 2024).

3. Evaluation of activities

To measure the effectiveness of the digital marketing training, the implementation team conducted an evaluation using a pretest and posttest method. This evaluation aimed to assess the participants' understanding of the training material both before and after the training sessions.

A pretest was administered prior to the training to capture participants' baseline knowledge regarding topics such as website branding, the use of e-ticketing systems, and the utilization of social media for content marketing. The posttest was then conducted after all training sessions had been completed to evaluate the improvement in participants' knowledge, understanding, and skills in applying the material presented.

The evaluation results indicated an increase in scores across almost all assessed aspects. The following table presents a comparison of participants' pretest and posttest scores based on the evaluated criteria
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Table 2. Pretest and Posttest Score Results

No	Assessment Aspect	Pretest Score	Posttest Score	Increase (%)
1	Understanding the function and purpose of website branding	65	85	30,77%
2	Knowledge of e-ticketing features and usage	60	83	38,33%
3	Ability to develop social media-based promotional content	55	82	49,09%
4	Understanding the concept of CTA and its application on websites	58	80	37,93%
5	Basic understanding of SEO	52	78	50,00%
6	Use of Instagram and TikTok for promotional purposes	50	84	68,00%

Based on the data presented in Table 2, the training had a significant impact on improving participants' understanding and skills. The increase in pretest and posttest scores ranged from 30.77% to 68%, with an average increase of over 45%. The highest percentage increase was observed in the aspect of *"Utilizing Instagram and TikTok features for promotion,"* which reached 68%, indicating that the practical session on digital content creation was the most impactful part of the learning process.

A substantial improvement was also recorded in the aspects of *"Basic understanding of SEO"* (50%) and *"Ability to develop promotional content"* (49.09%), demonstrating the effectiveness of the educational and applicative approach in enhancing participants' technical comprehension of digital marketing strategies. Thus, this training has proven effective in bridging the gap between the availability of technology and the managerial capacity to optimize its use..

D. CONCLUSION

The Digital Technology Training: Website Optimization, E-Ticketing, and Video Marketing for the Digitalization of Tirta Arum Swimming Pool Marketing has made a tangible contribution in enhancing the capacity and understanding of BUMDes Tirta Arum managers regarding digital marketing strategies.

This training was designed to address the issue of underutilization of the existing website and e-ticketing system, which had not been fully leveraged by consumers. Through materials covering website branding, SEO implementation, e-ticketing utilization, and social media-based content marketing strategies, participants acquired both conceptual knowledge and practical skills that could be directly applied.

The results of the pretest and posttest evaluations show an increase in participants' knowledge and skills across various aspects, with an average score improvement of over 45%. The most significant improvements were observed in digital promotional content creation, social media feature utilization, and basic understanding of local SEO.

This initiative also serves as a model of effective synergy between higher education institutions and village organizations in promoting contextual, measurable, and sustainable digital transformation in the local tourism sector.

Kegiatan ini sekaligus menjadi model sinergi yang baik antara perguruan tinggi dan lembaga desa dalam mendorong transformasi digital sektor pariwisata lokal secara kontekstual, terukur, dan berkelanjutan.

E. ACKNOWLEDGEMENTS

F. AUTHOR CONTRIBUTIONS

All members of the community service team actively contributed throughout the entire program, starting from the preliminary observation, identification of partner problems,

proposal writing, research results (AM, WAS, DAM), activity implementation (AM, WAS, DAM, WKF, TWS), as well as administrative and documentation tasks (LI, MAS, SN).

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