



## Improving the Marketing Performance of Village-Owned Enterprises and Tourism Villages by Strengthening Social Media Marketing Skills and Service Quality

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### ABSTRACT

*This community service program aims to empower the Village-Owned Enterprise and Tenjolaya Tourism Village by strengthening social media marketing skills and improving service quality. Tenjolaya Village has significant natural and cultural tourism potential. However, tourism destination management faces various challenges, particularly in digital marketing and service quality, resulting in under-utilization of this potential. This activity actively involves the community in training, mentoring, and developing marketing strategies and tourism services. The methods used in this community service program are participatory, including intensive training on social media marketing, service quality improvement workshops, ongoing mentoring, and the formation of social media and tourism service management teams. The training focuses on utilizing social media platforms such as Instagram, Facebook, and TikTok for tourism promotion. At the same time, the workshop aims to improve the community's skills in providing excellent service to tourists. Intensive mentoring is provided to ensure effective and sustainable strategy implementation. The expected results of this activity are an increase in the number of tourist visits through effective digital promotion, increased tourist satisfaction through quality services, and community empowerment in independently managing tourism potential. This community service activity aims to improve the performance of the Village-Owned Enterprise and tourist villages and empower the community to become independent in managing its tourism potential. This program is expected to significantly impact the economic development and well-being of the Tenjolaya Village community through a systematic and sustainable approach.*

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## **A. INTRODUCTION**

The partner for this Community Service program is Tenjolaya Tourism Village. This village has the potential to become a tourist destination, highlighting the natural beauty and culture of the local community as added value to attract visitors. This community service program will be implemented in Tenjolaya Tourism Village, Pasirjambu, Bandung Regency, West Java. Tenjolaya Village is surrounded by stunning natural scenery, with several natural attractions serving as its main draw. In addition to its natural beauty, Tenjolaya Village boasts a rich cultural heritage that can be a major tourist attraction.

Tenjolaya Village is one of the villages with promising natural and cultural tourism potential. Situated in an area surrounded by beautiful natural scenery, the village boasts various attractions such as waterfalls, plantations, and cultural sites that attract tourists. However, despite its significant potential, managing the Village-Owned Enterprise (BUMDes) and the tourism village in Tenjolaya still faces various challenges, particularly in marketing and service quality. This has resulted in its tourism potential not being fully exploited.

The target community for this activity is the managers of the Tenjolaya Village-Owned Enterprises (BUMDes) and tourist village, consisting of young people, homemakers, and community leaders directly involved in village business management (Teguh, 2024). The profile of this target community indicates that most of them have diverse educational backgrounds, with limited skills in digital marketing and service management (Sulaiman et al., 2021). Furthermore, restricted access to ongoing training and mentoring is also a barrier to improving marketing performance and service quality.

One of the main problems faced by the Tenjolaya Village-Owned Enterprises (BUMDes) and tourist villages is a lack of understanding and skills in utilizing social media for marketing. In today's digital era, social media is a highly effective tool for reaching a broader market. However, BUMDes and tourist village managers can still not optimally utilize platforms like Instagram, Facebook, and TikTok (Dua, 2024; Wu et al., 2023). As a result, promotions remain conventional and less appealing to potential tourists.

The potential for empowering the target community through mentoring activities to strengthen social media marketing skills and service quality in the Village-Owned Enterprises (BUMDes) and Tenjolaya tourist village is enormous, given the local community's enthusiasm and desire to develop existing tourism potential, despite limited knowledge and skills in digital marketing and service management (Alamshah et al., 2024; Alshammari & Alkhwalidi, 2025; Purnomo et al., 2022). With appropriate training, the community can master social media-based marketing strategies, such as using Instagram, Facebook, and TikTok, to reach a broader market and attract tourists. Furthermore, improving service quality will foster a satisfying tourism experience, enhancing the tourism village's reputation and encouraging repeat visits. This empowerment can also open new economic opportunities for the community, such as homestay businesses, local culinary delights, and the sale of handicrafts, which will ultimately sustainably increase community income and well-being (Santoso, Mustoffa, et al., 2024; Santoso & Cendriono, 2024). Thus, these activities improve the performance of the Village-Owned Enterprises (BUMDes) and tourist village and empower the community to become key actors in village economic development.

Mentoring activities to strengthen social media marketing skills and service quality for the Village-Owned Enterprises (BUMDes) and Tenjolaya tourist village are crucial.



This activity is expected to create a more effective and efficient marketing and service system, thereby increasing tourist visits and community income. Furthermore, this activity will likely sustainably empower communities, enabling them to manage their tourism potential independently. Several recent studies have shown that training and mentoring in digital marketing and service quality can significantly impact village business performance. For example, Prasetya et al., (2021) and Santoso et al., (2020) research showed that social media marketing training can increase tourist visits by 30% within six months. Meanwhile, research by Kuska et al., (2024) found that improving service quality can increase tourist satisfaction and encourage them to recommend the destination to others.

## **B. METHODS**

This community service initiative was designed with systematic methods and stages to ensure the program objectives are achieved effectively and sustainably. The approach applied is participatory, engaging the community actively in planning, implementation, and evaluation. In this way, the community is positioned as the beneficiary and key actor in the empowerment process (Santoso, Ristianawati, et al., 2024). The methods employed include a participatory approach, interactive training and workshops, and intensive mentoring provided by lecturers, students, and practitioners specializing in digital marketing and service management.

The implementation stages begin with preparation, which involves conducting field observations, interviews, and discussions with BUMDes managers and the Tenjolaya tourism village to identify core needs and challenges. Based on these findings, a detailed activity plan is developed, consisting of objectives, targets, methods, and a timeline, followed by coordination with local government and relevant stakeholders for support. The next stage is socialization, aimed at informing the community about the program's objectives, benefits, and mechanisms, while also identifying participants and prioritizing BUMDes managers, youth, and groups directly involved in managing the tourism village.

During the implementation stage, participants are trained in digital marketing, content creation, and data analysis, supported by workshops that strengthen skills in delivering excellent services through hands-on simulations. This process is reinforced with intensive mentoring to ensure participants can apply the acquired knowledge, such as managing social media accounts and improving service quality. Evaluation is conducted before, during, and after the training to measure learning effectiveness and skill improvement. The final stages include reporting, dissemination of results, and follow-up, which involve establishing a social media and tourism service management team to sustain the program. With these systematic methods and stages, the initiative is expected to significantly contribute to the development of BUMDes and the Tenjolaya tourism village, ensuring long-term impact through a participatory and sustainable empowerment process.

## **C. RESULTS AND DISCUSSION**

The results of the Community Service Program (PKM) indicate that the training and mentoring conducted in several sessions have significantly enhanced the community's capacity, particularly the BUMDes managers and the Tenjolaya tourism village. The materials delivered covered basic and advanced aspects of digital marketing, content creation, and data analysis, enabling participants to gain theoretical understanding and



practical skills. The workshops, designed interactively with hands-on simulations, successfully improved participants' abilities to deliver excellent service. Moreover, the intensive mentoring the team provided helped participants directly apply the knowledge acquired, such as managing social media accounts and enhancing service quality for visitors.

The multi-stage evaluation process revealed positive developments. The initial evaluation provided an overview of the participants' basic understanding and skills before training. In contrast, the second evaluation, conducted during the activities, ensured that the material was effectively delivered and easily comprehended. The final review demonstrated a significant improvement in knowledge, technical skills, and participants' confidence in applying digital marketing strategies and tourism service management. In addition, periodic monitoring after the training showed the community's actual implementation of digital marketing strategies while also serving as a platform for the team to provide continuous feedback and recommendations.

The success of this program was further reflected in establishing a social media and tourism service management team to ensure program sustainability. This team actively expanded networks with various stakeholders, including travel agents and local media, to strengthen the promotion of Tenjolaya tourism village. Furthermore, together with the community, the team developed a long-term development plan focusing on integrated marketing strategies and improvements to tourism facilities. Therefore, this PKM activity provided short-term benefits by enhancing individual capacities and creating a strong foundation for the sustainable development of the Tenjolaya tourism village.

### **1.1. Observations, Interviews, And Discussions Activities**

The community service team conducted field observations, interviews, and discussions with BUMDes managers and the Tenjolaya tourism village to identify key issues and needs. The team developed an activity plan with objectives, targets, methods, and an implementation schedule based on the identification results. The team coordinated with the village government, community leaders, and relevant stakeholders to gain support and approval. The team met with the community to explain the program's objectives, benefits, and implementation mechanisms. The team identified participants for training and workshops, prioritizing BUMDes managers, youth, and community groups directly involved in tourism village management.



*Figure 1 Observations Activities*

### **1.2. Training and Mentoring Activities**



The team conducts training and workshop activities on improving the quality of services for tourist villages and their supporting sectors, prioritizing BUMDes managers, youth, and community groups directly involved in managing tourist villages.



*Figure 2 Mentoring*

#### **D. CONCLUSION**

The implementation of this Community Service Program (PKM) has demonstrated that a systematic and participatory approach is highly effective in enhancing the capacities of the Tenjolaya tourism village community and BUMDes managers. Through structured training, interactive workshops, and intensive mentoring, participants were able to strengthen their competencies in digital marketing, content creation, data analysis, and service excellence. The program not only improved individual skills but also empowered the community to actively implement and sustain these practices in managing tourism services.

The evaluation results confirmed significant improvements in participants' knowledge, technical abilities, and confidence, while ongoing monitoring ensured that strategies were properly applied in real practice. Furthermore, the establishment of a dedicated social media and tourism service management team provided a foundation for program sustainability, enabling the community to build stronger networks with external stakeholders and expand promotional efforts.

Overall, this PKM initiative has contributed not only to short-term outcomes but also to the long-term development of the Tenjolaya tourism village. By positioning the community as active agents of empowerment, the program has created a sustainable model of capacity building that can serve as a reference for similar initiatives in other rural tourism contexts.

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## **F. AUTHOR CONTRIBUTIONS**

List the contributions of all team members to the community engagement activities and the article writing process. Only authors with contributions should be listed, with their names provided. Activity implementation: AS, Article preparation: RTH, Impact analysis: AS, RTH. Results presentation: RTH, YS, Article revision: AS.

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