

YOUTH EMPOWERMENT: DIGITAL MARKETING AND CREATIVE DIGITAL PROCESSES TO IMPROVE BRANDING OF MSMEs AND HOMESTAY IN NAGARI MANINJAU

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Abstract

This community service activity was carried out at Nagari Maninjau Tourism Village, West Sumatra. Nagari Maninjau Tourism Village has great potential in tourism. The objectives of this activity are: 1) Increasing youth knowledge in digital use, 2) Developing youth creativity in creating tourism content, especially MSMEs and homestays, 3) Having a positive impact on business actors to create a creative and innovative environment. The target of this activity is the youth of Nagari Maninjau who take part in training activities, especially the Maninjau Kreative group. The method of implementing this community service is carried out through 4 processes, namely: preparation, digital marketing training, creative digital process assistance, and assessment. Mentoring activities are carried out by direct visits and online via WhatsApp. Assessment is carried out to find out how the impact of activities that have been carried out by the community. The results of this activity are the increased knowledge of youth in digital marketing, then the implementation of homestay video content and culinary product design, to the formation of the Maninjau Kreatif group and Instagram Maninjau Kreatif Forum.

Keywords: *Digital Marketing, Digital Kreative, Tourism Village*

INTRODUCTION

Advances in technology and information have resulted in changes in various aspects, one of which is the use of digital in tourism. The necessity of digital transformation requires hospitality and tourism companies to quickly build and continuously improve the competitiveness of digital transformation and specific digital business capabilities (Busulwa, Pickering, and Pathiranage 2024). There are many digital media platforms that can be used in the tourism aspect such as Facebook, Instagram, Twitter, etc. Social media platforms have a strong role in promoting Indonesian tourist destinations (Kemenparekraf/Baparekraf RI 2021)

According to the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, "Tourism is a variety of tourist activities and supported by various facilities and services provided by the community, entrepreneurs, Government, and Local Government". The development of tourism potential in Indonesia can be done through activities in tourist villages. Tourism Village is an area with a certain area and has the potential for unique tourist attractions with its community that is able to create a combination of various tourist attractions and supporting facilities to attract tourist visits (Wirdayanti et al. 2021).

Indonesia has 6044 total tourist villages which are divided into 4 categories of tourist villages, namely 4705 pioneering, 992 developing, 314 advanced and 33 independent. One of the tourist villages in Indonesia is Nagari Maninjau which is located in Agam Regency, West Sumatra Province. The topography of this district consists of hills and valleys, with the position of Nagari Maninjau which is right on the edge of Lake Maninjau. This can be seen in Figure 1 below:

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Figure 1. Map of Nagari Maninjau

Source: Google Earth

The natural potential of Nagari Maninjau is the beautiful view of Lake Maninjau. Then, other potential can be seen in the culinary potential with a variety of processed rinuak which is a typical endemic fish originating from Lake Maninjau. Other potentials can be seen from the tradition of decorative rakik during Eid and the torch parade in welcoming the 1st of Muharram to the tourist attraction of Buya Hamka's house and also the Mosque which is one of the cultural heritage sites.

Nagari Maninjau has great potential in the tourism sector, but has not been maximized. This is known after conducting initial observations through online preliminary interviews via zoom and field visits by UNP tourism master students and tourism lecturers along with representatives from the Nagari Maninjau Pokdarwis and the Secretary of Nagari Maninjau in July 2024 which can be seen in Figure 2. Below:



Figure 2. Zoom meeting and survey activity

Source: Personal documentation of the service team

Based on these interviews, it is known that people do not understand how to do digital marketing, which results in the tourism potential in Nagari Maninjau not being exposed. They still feel confused about how to do digital marketing because they do not understand how to use social media. Then some business actors do marketing through WhatsApp, but are constrained in making designs such as photos and product designs, which results in customers canceling orders because they do not have a product description. Furthermore, based on data by BPS Kabupaten Agam 2024, there was a decrease in the number of visitors from the beginning of the year to the end of 2023. This is due to the lack of promotional activities and the lack of community participation in digitalization. In fact, local community participation is an important factor in tourism development (Lapuz 2023).

Youth have an important role in digital utilization. Today's young generation is no stranger to technological developments, starting with the existence of the internet, which makes it easy to access information wherever and whenever they are (APRYANTO 2022). Community empowerment is an effort to increase awareness of the capacity, access, and role of the community, both individually and in groups, in advancing the quality of life, independence and welfare through tourism activities (Wirdayanti et al. 2021). Therefore, youth empowerment as one of the community members is key in utilizing digital in tourism. Based on this background, we as Master

of Tourism students see the need to increase community knowledge by empowering youth through creative digital training and mentoring activities in Nagari Maninjau, West Sumatra. This activity is expected to provide benefits: 1) increase youth knowledge in digital use, 2) develop youth creativity in creating tourism content, especially MSMEs and homestays, 3) have a positive impact on business actors to create a creative and innovative environment.

LITERATURE REVIEW

Digital marketing training and mentoring for Tourism Villages has been conducted in several regions in Indonesia. Some studies on these training and mentoring activities can be seen in Table 1 below:

Table 1. Research results on digital marketing training and mentoring

No.	Name and Year of Research	Research Title	Research Results
1	(Fatmawati and Sulisty 2022)	Increasing the Competitiveness of Tourism Objects Based on Community through Digital Marketing Strategy	A digital-based marketing approach can be used by object managers travel as one of breakthrough marketing strategy.
2	(Yaldi and Mareta 2022)	Content Utilization Digital in Efforts to Increase Tourism Promotion in the Era of 5.0 Society	Through digital content, people can find tourist attractions they want to visit by searching on various digital media or what is often called social media.
3	(Ariyani 2022)	Digital Development Village Marketing Boyolayar-Kedung Ombo Tourism during the COVID-19 pandemic	<ol style="list-style-type: none"> 1. Improved Boyolayar Tourism Village managers' understanding of the importance of digital-based marketing and promotion; 2. The establishment of attractive and informative social media accounts on Facebook and Instagram for Boyolayar Tourism Village, 3. Establishment of Boyolayar tourism village website.
4	(Sukmawati et al. 2024)	Digitalization And E-Commerce of Micro, Small And Medium Enterprises Aceh Souvenirs In Muara Batu District, North Aceh Regency	The method of implementing this community service is carried out with the stages of preparation, training and mentoring as well as monitoring and evaluation of activities. To realize a generation with character, it is necessary to take several steps, namely: Active involvement of MSME craftsmen. Local MSME craftsmen must be more motivated to increase sales of their products with digital patterns, especially in this era of increasingly sophisticated technology, if this is not utilized properly, the MSME product market will be left behind by other products. The perspective and way of thinking of craftsmen must be changed, from

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			conventional sales patterns to modern patterns.
5	(Hakim et al. 2023)	Socialization Of The House Of Screen Printing Machines As A Supporting Tool For Making Souvenirs At The Mangrove Beach Of Kampung Nipah	The results of the training showed that participants were successfulacquired new skills and improved product quality, although there are still challenges in the availability of raw materials. Future plans include product development and exploration of new marketing opportunities for the products increase income digital platforms.

METHOD

This service activity was carried out by a team of servants consisting of FPP UNP S2 Tourism students and field supervisors in Nagari Maninjau in June-September 2024 with the proposed theme, namely: digital marketing and creative digital processes to improve MSME branding and homestay in Nagari Maninjau. The target of this activity, namely: youth in Nagari Maninjau who take part in training and mentoring activities who are members of the "Maninjau Kreatif and Digital Design UMKM" group. The stages of this activity can be seen in Figure 3 below:

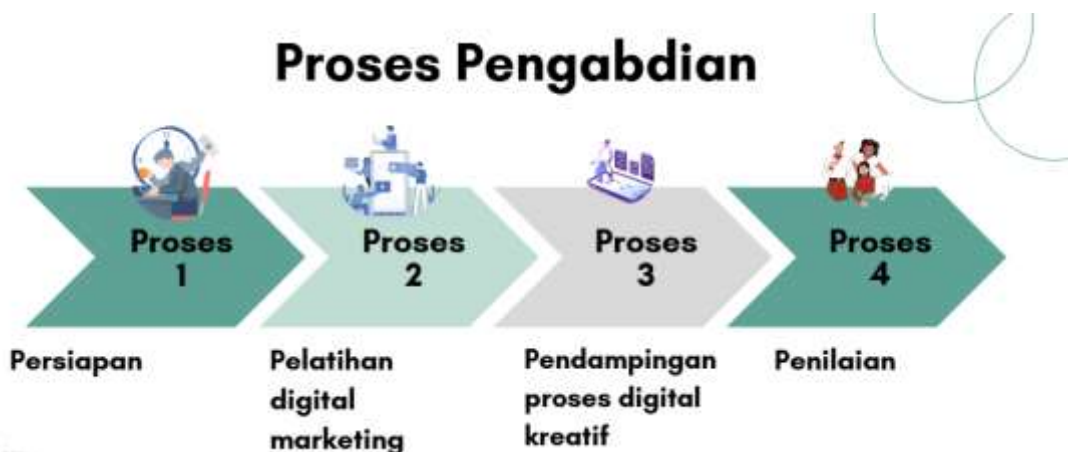


Figure 3. Design of the service process flow

This activity consists of 4 process stages, namely: preparation, digital marketing training, creative digital process assistance and assessment. The trainers/facilitators of this activity can be seen in the following table:

Tabel 2. List of resource person/facilitator names

No	Name of resource person/ facilitator	Material
1.	Andre Saprilla S.Kom	Digital Marketing Strategy
2.	Adril Kudri Z S.Sn	Creative digital process assistance through homestay video content creation and Maninjau management group formation creative in Nagari Maninjau
3.	Rosy Witrin S.ST	Assistance in making brochure designs and stickers of MSME products in Nagari Maninjau.

Data were obtained from a series of digital marketing training and mentoring activities based on interviews and observations. Data analysis was carried out using descriptive methods to describe the training and mentoring activities carried out.

RESULTS AND DISCUSSION

Contents Results and Discussion

Youth empowerment service activities through creative digital training and mentoring activities in Nagari Maninjau are carried out with the theme of digital marketing and creative digital processes to improve the branding of MSMEs and homestays in Nagari Maninjau. The form of activities carried out is digital marketing training and creative digital process assistance in June-September 2024. The target of this activity is young people who take part in training activities as many as 13 people. This activity consists of several stages of the process, namely:

Stage of Preparation

At this stage, the service team contacted the partner of this activity, namely the Wali Nagari Maninjau while informing the service activities that would be carried out by UNP tourism master students. The service team identified problems through an online and offline survey process to the Maninjau Wali Nagari partners and several representatives from Pokdarwis Nagari Maninjau. Online coordination was carried out by zoom on July 17, 2024 and a direct visit on July 20, 2024 which can be seen in Figure 1. From the results of the discussion, it was agreed that Nagari Maninjau needed digital marketing training and creative digital process assistance, as well as the formation of a group that would engage in digital activities for the development of the Nagari Maninjau Tourism Village. The government and community gave a positive response to the service plan to be carried out and it was agreed that field activities would be carried out in August 2024.

Digital marketing training

The training was conducted on August 10, 2024. This activity was carried out in Jorong Gasang Nagari Maninjau, starting with giving a speech by the Wali Nagari who was represented by Mr. Asrul as the Secretary of Nagari Maninjau, followed by remarks by the field supervisors Mr. Hermansyah M.Pd and Dr. Yuliana. The training was carried out by providing material on digital marketing strategies with discussions about the introduction to digital marketing, determining the target market and value of the business, dealing with competitors, as well as strategies and examples of marketing through digital. The resource person for this activity is Mr. Andre Saprilla S.Kom as well as UNP Tourism Masters students who can be seen in Figure 4 below:



Figure 4. Documentation of digital marketing training
Source: dokumentasi pribadi tim pengabdian

All participants were active in the discussion and shared their experiences while running businesses such as homestay and culinary, but have not done maximum marketing activities. In digital marketing, businesses do not know how to create interesting content. In line with this, the activity continued with content creation training on the following day. With the provision of digital

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marketing strategy material, it is hoped that youth can understand how important digital marketing is and can do it through the right strategy. Youth as the generation that uses the most media is expected to be able to build branding of Nagari Maninjau Tourism Village through digital marketing and have creative ideas in creating business content

Creative digital process assistance

The first assistance was carried out on August 11, 2024 by involving youth and business actors. The creative digital process carried out is making homestay business video content and making brochures / stickers for culinary businesses. Video content creation was carried out by Mr. Adril Kudri as a facilitator and UNP Master of Tourism students with youth in Nagari Maninjau. Content creation was carried out at Mutiara homestay and Wisma Family Nagari Maninjau. All participants created video content with a free style, so that several videos were obtained from several points of view. After that, the youth formed a group called the Creative Maninjau Forum in making videos and were advised to make videos from several homestays within a period of 2 weeks. Mentoring activities are not only carried out in person, but online through the WhatsUpp group. After that, all videos obtained were analyzed and assessed. The process of video content creation assistance can be seen in Figure 5 below:



Figure 5. Documentation of the homestay video content creation process

Source: personal documentation of the service team

In addition to content creation, training was conducted on the design of brochures / stickers for culinary businesses. The facilitator for making brochure/sticker product designs was Mrs. Rosy Witrin as the facilitator and UNP Master of Tourism students. The making of brochure/sticker designs was carried out at the Beach Guest House, on the shores of Lake Maninjau. Business actors were directly assisted in making product designs. Some information that needs to be known in making the design is the full name of the business, business logo (if any), business description, contact, product advantages, eye-catching images, color selection and target market. Then, assist business actors using one of the product design applications such as Canva to set the desired design size and print quality. The process of assisting in making product designs can be seen in Figure below:





Figure 6. Documentation of assistance in the process of making product designs
Source: personal documentation of the service team

Assessment

The follow-up meeting was held on August 24-25, 2024 at the Maninjau Nagari Office Hall by the youth and the service team. The activities carried out were discussions in a relaxed atmosphere, then showing photos and videos of homestay content in turn while evaluating and inputting progress for the team going forward. After all the videos and photos were displayed, there was a proposal from the Maninjau Kreatif group to change the name of the group to "Maninjau Kreative". Furthermore, social media accounts were created through Instagram. The account was symbolically given to the Creative Maninjau group which is expected to drive digital marketing activities, which can be seen in Figure 7 below:



Figure 7. Maninjau Creative Instagram account
Source: personal documentation of the service team

The Maninjau Kreatif group is tasked with facilitating business actors to maximize digital marketing. The assessment process can be seen in Figure 8 below:



Figure 8. Documentation of video content assessment and group formation Creative Maninjau

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To maintain the sustainability of the group, a meeting was held on 15 September 2024 to form the organizational structure of the group consisting of young people, namely Mr. Rudi as group leader, Radesha as secretary, and Ekhal as treasurer, then there are several field coordinators. On this occasion, the group was given direction to draft a work program and procedures for managing the group to keep it running well. The activities carried out can be seen in Figure 9 below:



Figure 9. Documentation of Maninjau Kreatif group briefing
Source: personal documentation of the service team

This group has high enthusiasm, as seen from the group's participation in the videography competition of the Nagari Sungai Batang Art and Culture Performance.

CLOSING

Conclusion

Youth empowerment through creative digital training and mentoring activities in Nagari Maninjau, West Sumatra has been successfully carried out by the community service team with the theme of digital marketing and creative digital processes to improve the branding of MSMEs and homestays in Nagari Maninjau. The community service process that has been carried out shows that active community involvement in every stage of the activity is very important to achieve the desired goals. This activity has increased community knowledge and developed creativity in digital use, especially for youth in the Creative Maninjau group. Then it has a positive impact on business actors to create a creative and innovative environment. The active synergy between the service team and the youth provided valuable lessons about the importance of collaboration and adaptability in achieving community development goals.

Suggestions and Acknowledgments

We would like to thank all those who have contributed to the implementation of this service, namely: The service partner (Wali Nagari Maninjau), the community and youth of Nagari Maninjau (especially the Maninjau Kreatif group), field supervisors in the Field Study course and students and master students of Tourism FPP UNP (in-country team), especially to the community who have actively participated and provided support. Our suggestions for future activities are to involve more young people in digital content creation, so as to improve their skills and strengthen the community. Then increase collaboration between educational institutions and other local organizations.

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