

## Optimizing Digital Promotion based on Design: a Study of the Implementation of Teaching in Making Digital Promotion

**Lugman Al Hakim\*, Siti Supeni**

Universitas Slamet Riyadi  
Jl. Sumpah Pemuda No. 18 Surakarta

E-mail: [lugmanalhakim@unisri.ac.id](mailto:lugmanalhakim@unisri.ac.id)

### Abstrak

The existence of tourism village depends on the villagers to create innovation and to preserve local heritage. The potency of nature, culture, and arts exists in Plesungan village in the form of Sendang Plesungan Waterpark, Lemah Putih Hermitage, Meteor Putih Keris Hermitage, Waste Management Tool, candle, grocery store, and furniture micro industry, and sedekah Bumi agenda. There are less media (social media, i.e. facebook and instagram) to promote those potencies causes that there are only Plesungan Villagers and its district who visit. The research aims at describing the implementation of teaching in making digital promotion (Brochure/Leaflet, X-Banner, MMT, Tourism Map, and Website). The subject of the research is Karang Taruna Member of Plesungan and Plesungan village apparatus. The methods of collecting the data are observation, a questionnaire, and documentation. The method in analyzing the data is through interactive analysis that covers data display, data reduction, and conclusion drawing (verification). The research findings show that most of the participants are able to write the content of Brochure/Leaflet, X-Banner, MMT, tourism map, and website. The conclusion of the program is that the importance of digital promotion is to preserve the village's potency because one of the keys of preserving the potency is the number of visitors.

**Kata Kunci:** Digital Promotion, Tourism Village, Plesungan

### INTRODUCTION

The empowerment of society to realize and support the existence of tourism village plays important roles as the heart of a village. A person is asset to exist the sustainable implementation of tourism village (Hardati, 2019). People play crucial roles for their involvement to sustain and to develop tourism village (Sesotyaningtyas & Manaf, 2014). Villagers has essential role to promote tourism village in achieving tourism and culture sustainably (Astawa, Triyuni, & Santosa, 2018). Society has four criteria to develop

the village: features, perception, participation, and hopes (Indiarti & Munir, 2016).

Besides, there are some ideas to develop tourism village (community based tourism). The implementation of english training is beneficial to develop tourism village (Ramadhan & Asmaruddin, 2017). The opportunity given by a teacher is a good way to empower learners to be active in community service (society) (Wade, 1995). Being adaptive by using technological tools to promote tourism village is useful to foster tourism village (Utami, Taufik, & Bhakti, 2019).

Thus, the present article is attempting to show the implementation of training in making Brochure/Leaflet, X-Banner, MMT, Tourism Map and inserting the content to those media and a website to promote potency of tourism village (Plesungan village).

#### METHOD

The type of research is a descriptive study that studies the implementation of community service at Plesungan village. The time of the research is on 9<sup>th</sup> and 22<sup>nd</sup> August 2020. The subject of the research is Karang Taruna Member of Plesungan and Plesungan village apparatus. The methods of collecting the data are observation, a questionnaire, and documentation. The method in analyzing the data is through interactive analysis that covers data display, data reduction, and conclusion drawing (verification).

#### RESULT AND DISCUSSION

##### Designing Tourism Map, X-Banner, and MMT.

The training was held on Saturday 9<sup>th</sup> August 2020 at Computer Laboratory of Teacher Training and Education Faculty, Slamet Riyadi University. There were three participants (apparatus of Plesungan village). The trainers were Mr. TJB (a professional content creator/ a lecturer of educational technology of Information of UNISRI), student S, and Student J. The agenda of the training is to design X-banner, MMT, and Tourism

Map. In designing X-banner and MMT, the students' trainers used canva, kinemaster, and corel draw. Besides, in designing tourism map (by Mr. TJB), he used website of Plesungan village.



Figure 1. Plesungan Tourism Map (a Result of Training Making the Map)

The training was begun with a delivery presentation from Mr. TJB about digital tourism map, the characteristics, the advantages and disadvantages, and how to design the map in a standar form. An integrated website and internet made the training ran smoothly and the participants understood the concept of digital tourism map. They then practiced making the map by switching on the computer and opening Plesungan website because the program of map was integrated inside. They practiced under the guidance of him and he could design the map simply.

A 45 minutes making English tourism map ended and continued with making a design of X-banner and MMT. The two students' trainers told the

participants about the definition of X-banner and MMT, the characteristics, the strengths and weaknesses of making and using it, and how to design them through canva and kinemaster. In short, the media promoted the potency of the village; therefore they should use promotive picture and word in its design.

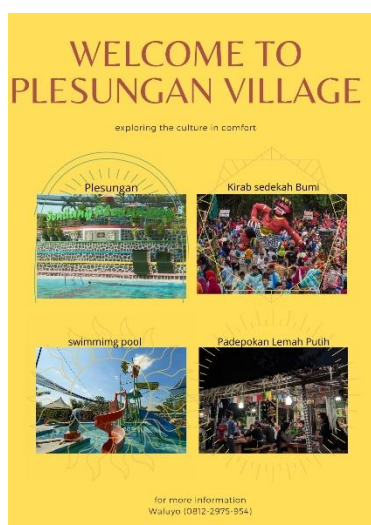


Figure 2. Electronic X-banner and MMT about Plesungan Village as a Result of the Training

Next, the trainers asked the participants to use a computer on his desk and practiced to use canva and kinemaster in designing X-banner and MMT. They began by downloading software of canva and kinemaster, signed in, and followed the instruction of the trainers in making the design. They sometimes asked a question about how to

insert a picture inside the design and how to insert a word or a sentence about the picture. They got guidance from the trainers actively.

The X-banner in figure 2 indicated the potency of Plesungan village, however it displayed only some tourism destinations (Sendang Plesungan Waterpark, Sedekah Bumi Festival, and Lemah Putih Hermitage) because of limitation of place of X-banner design and the overall destination were written in a brochure completed with a description. Besides, MMT (right picture) has the same pictures display to remember and inform visitors about the agenda of tourism in the village.

#### Writing the Content of Brochure/ Leaflet and Website

The training was held on Saturday 22<sup>nd</sup> August 2020 at Computer Laboratory of Teacher Training and Education Faculty, Slamet Riyadi University. There were three participants (apparatus of Plesungan village). This training was 2<sup>nd</sup> session after training in making Xbanner, tourism map, and MMT. the trainers of the session were Mr. TJB (website trainer), student DVA, student AF, and student AN. The participants were still motivated to follow this session because they were interested in design and they would like to design by their own creativity.

The training was begun with a presentation from three students in turn (student DFA, student AF and student

AN) about the concept of a brochure, how to make, how to design and to write the content, and the benefits of making the brochure. All participants actively gave an attention and sometimes they asked a question about how to write the content in English for the medium if they could not have ability to write in English. The students' trainer answered that they could write in Bahasa Indonesia first and then use google translate, however the result should be consulted before posting on those media.

After the presentation finished, the trainers asked them to open their gadget and practiced designing the brochure and writing the content. All members of students assisted the participants persistently. They were started by opening canva and some using kinemaster. They began by designing the format of the brochure (standard for tourism brochure) with the guidance of student AN. They then continued the training by writing the content in English (for those who have good competence at English) and they might have another option to use Indonesian language and then to translate through google translate with the guidance from the students' presenter (student DVA and student AF as the trainers of the content).

Every student guided a participant; therefore they could do and finish making design of the brochure and writing the content inside. Each participant then

conveyed the result of their work and expressed their difficulty in doing the assignment. All participant showed their works well and conveyed their difficulty properly. They stated that their problems were usually about how to make the content for the brochure in English and how to design it attractively. The trainers said that they could use their routine activities in actively interacting in the tourism object in Plesungan village as the content of their writing and translate it in English. In design, they could download on google about an example of brochure design and practice to imitate.



Figure 3. English Brochure about Plesungan (a Result of Training Making a Brochure)

The brochure on figure 3 showed tourism places in Plesungan village and completed with its description. There are a variety of tourism destination that visitors can visit. They are Meteor Putih Keris Gallery, Lemah Putih Hermitage, Sendang Plesungan Waterpark, Gedong Putih Hermitage, and Lilin Cindelaras Micro Industry. The description of the brochure comes from the result of direct interview and observation during community service program at Plesungan village; therefore we guarantee the validity of the content.

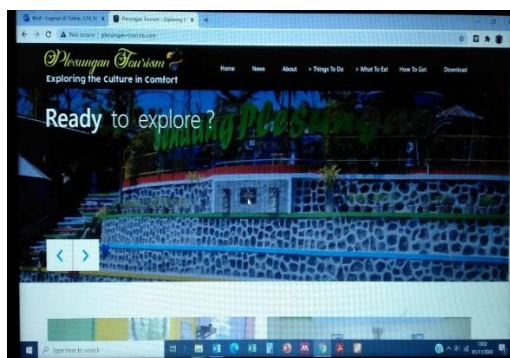


Figure 4. Website of Plesungan village

Then, the session was gone on about managing a website of Plesungan village. This session was handled by Mr TJB for inserting the information into a website and student DVA for writing the content that covers the information in English (download a brochure, past, present, and further agenda of tourism in the village). Mr TJB conveyed the materials about the importance of website for tourism village, how to manage the web-

site, and advantages and disadvantages using website as digital promotion media. The presentation was continued by student DVA about how to write the content of website in English, that include a picture, contact, and soon.

The website in figure 4 presents various buttons that includes home, news, about, things to do, how to get, and download. In home and news buttons, these provide many information about program of students in community service at Plesungan village. In things to do button, it announces about tourism destination at Plesungan village (Sendang Plesungan Waterpark, Lemah Putih Hermitage, Meteor Putih Keris Hermitage, Waste Management Tool, candle, grocery store, and furniture micro industry, and sedekah Bumi agenda). Meanwhile, what to eat button provides information about food and beverages at the village. Finally, download button gives some files to be downloaded about a brochure, a tourism map, X-banner, and MMT of the village.

## CONCLUSION

Training in making Brochure/Leaflet, X-Banner, MMT, Tourism Map and inserting the content to those media and a website is beneficial to give knowledge and experience of villagers about media of promotion based on design; therefore

they can use their experience in the design in promoting the potency of Plesungan village. The increasing of the numbers of visitors is the hope; therefore the empowerment of and train society about media of promotion is very useful.

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