

## UTILIZATION OF DIGITAL MARKETING AS A MODERN TEBE AND PLASTIC EXCHANGE BRANDING STRATEGY IN PENEHEL VILLAGE

Gloria Ayu Natalia Sihaloho<sup>1</sup>, Agus Putu Abiyasa<sup>2</sup>,  
Timoteus Rivaldo Purnama Berahi<sup>3</sup>, Ni Wayan Marchella Ernita Lestari<sup>4</sup>,  
Christian Timothy Ananda<sup>5</sup>, Vivy Mella Saputri<sup>6</sup>

Universitas Pendidikan Nasional

Jalan Bedugul No. 39, Sidakarya, Denpasar Selatan, Kota Denpasar, Bali 80224

<sup>1</sup> [gloriaayu39@gmail.com](mailto:gloriaayu39@gmail.com), <sup>2</sup> [berahirayval@gmail.com](mailto:berahirayval@gmail.com), <sup>3</sup> [anandachristian21@gmail.com](mailto:anandachristian21@gmail.com)

### Abstract

Garbage is still a problem in society. One of them is in Penebel Village itself. This can be seen from the low interest of the people of Penebel Village to separate organic and non-organic waste independently. Even though various efforts have been made by the Village to overcome the waste problem. Starting from providing education to the community to going directly to the field. There are several methods of processing waste carried out by Penebel Village, including processing organic waste by making modern tebe. Meanwhile, the processing of inorganic waste itself is carried out through a waste crematorium and also plastic exchange. Seeing the problem regarding waste that is still so large, one of the small groups, namely group 1, which is active in the village of Penebel, made a work program, namely branding. This work program was born as a form of solution from the Penebel Village Community Service Program students to influence public awareness about efforts to tackle the dangers of waste. For this reason, the branding carried out is modern Tebe branding and plastic exchange. From this community service activity, digital products have been produced in the form of branding videos about modern tebe and plastic exchange. In addition, this digital marketing activity has also been published on YouTube KKN Penebel Village

**Keywords:** Garbage, Modern Tebe, Plastic Exchange

### INTRODUCTION

Penebel Village is one of the villages located in Penebel District, Tabanan Regency, Bali Province. Penebel Village is the capital city of Penebel District, Tabanan Regency. Where, in Penebel Village, there are nine (9) Service Villages which include Penebel Kaja Hamlet, Penebel Kelod Hamlet, Kupang Hamlet, Ubung Hamlet, Dukuh Hamlet, Sunantaya Kaja Hamlet, Sunantaya Kelod Hamlet, Gunung Hamlet, and Kerandan Hamlet. In addition, in Penebel Village there are also six (6) Traditional Villages which include, among others, Pakraman Penebel Village, Pakraman Hamlet Village, Pakraman Ubung Village, Pakraman Sunantaya Village, Pakraman Kerandan Village, and Pakraman Gunung Village.

Reporting from <https://penebel204479320.wordpress.com/gambaran-umum/> the geographical location and topography of Penebel village are flat to choppy, which is suitable

as an agricultural area. This is because there are sufficient water sources, which are traversed by two rivers, namely the Yeh Empas river in the east and the Yeh Ho river in the west. So the land in Penebel Village is very suitable for planting rice and secondary crops. The area of Penebel Village is 456 hectares, with a dry/flat land area of 156 hectares and a wetland of 300 hectares. Most of the residents of Penebel Village live as farmers and farm laborers (Agrarian) and laborers (Service Sector).

Referring to Bali Governor Regulation No. 47 of 2019 concerning Source-Based Waste Management where it can be seen that waste is still a critical problem today, human awareness is still minimal about waste making them not understand the dangers of waste. Where waste is residual waste from a product or item that is no longer used, but can still be recycled into valuable goods. For organic waste itself, it can be said as environmentally friendly waste that can still be processed into something useful if managed properly. Unlike the case with inorganic waste that is no longer used and is difficult to decompose and if it is buried in the ground it will certainly cause soil pollution. We can see how hazardous waste is to the environment, both land and sea. For example, throwing garbage in the sea can cause seawater pollution which causes all kinds of animals in it to be destroyed, and vice versa throwing garbage on land can also cause disasters such as floods. In addition, garbage will certainly disturb the residents in the vicinity. In addition to the unpleasant smell, garbage is often infested with flies. And it can also bring disease outbreaks. The big consequences regarding the dangers of this waste need to be watched out collectively to keep the environment clean of waste.

Seeing this problem, Penebel Village as one of the villages in Tabanan Regency made an effort to overcome waste by forming an organization to manage waste so as not to damage the environment. The organization is called KSM Berlian dan Asri which is located in Penebel Village, Tabanan with activities carried out such as transporting (collecting) household, agency, and trade waste. Doing sorting organic waste and non-organic waste later on the non-organic waste that has been sorted will be burned in the waste crematorium. Meanwhile, organic waste will be processed into fertilizer which is used for soil and plant fertility.

Based on the description of the problem above, we as group one (1) are interested in doing a work program in the form of digital marketing which is applied by making branding videos regarding the manufacture of Modern Tebe and Plastic Exchange. The title that we will raise is "Utilizing Digital Marketing as a Branding Strategy for Modern Tebe and Plastic Exchange in Penebel Village".

## **IMPLEMENTATION METHOD**

To overcome problems related to plastic waste, the work program carried out will later work in synergy with all small KKN groups. Starting from providing education to the community and children about the importance of sorting waste, which is supported by the community by collecting waste, both to people's homes to institutions and also business actors in the villages of Penebel Kaja and Penebel Kelod. In addition, there will also be the manufacture of Modern Tebe and a Plastic Exchange activity.

Based on the problems and solutions above to find out, understand, and find the truth behind the data, the methods used are:

1. Environmental Observation (Location Scoping)

In this first stage, we conducted environmental observations by conducting an assessment

of the location of Penebel Village to find inspiration and also the right location for branding pictures and videos.

## 2. Resource Search

In this stage of livelihood and resource selection, communication or coordination is carried out with the village.

## 3. Mediation With Resource Person

This mediation to the resource persons is carried out to request permission from the relevant resource person regarding the procurement of interviews to be carried out. In addition, it will also explain the activities to be carried out and the provision of material and briefing before the interview process.

## 4. Video Concept Creation

The making of this video concept is carried out after all the required information is complete, whether it is information through observations or location assessments as well as through the results of mediation with resource persons. This is intended with the intention that the video documentation that is made does not deviate from the predetermined initial shadow.

## 5. Modern Tebe Making + Video Capture

In this stage, the Modern Tebe will be made, accompanied by a video about the process of making the Modern Tebe.

## 6. Video Capture

At this stage, videos were taken in several areas around the Penebel Village area.

## 7. Interview

At this stage of the interview, a briefing will be conducted in advance to facilitate the process and under the narrative flow that has been determined previously.

## 8. Plastic Exchange Activities + Video Shoot

This activity will also be accompanied by video taking and also photo documentation with the children present.

## 9. Video Editing Process

Video editing is done after all processes have been completed, the video editing process is the last process of making video documentation which in the process of editing the video is compiled and processed into complete video documentation and is ready to be displayed.

## 10. Publication Process

In this final stage, the final result in the form of a branding video will later be published on various social media owned by the Real Work Lecture group.

## RESULTS AND DISCUSSION

The results of community service obtained are in the form of branding videos about Tebe Modern and also Plastic Exchange which can be used as a means of promoting on social media. As for later this branding, the video can also be used as a reminder of how important it is to protect nature by reducing the use of plastic waste and managing and sorting waste properly and correctly.

In addition, during a pandemic like today, almost everyone has used a cellphone and all information is very easy to obtain via the internet. Therefore, by sharing information through social media, it is easy for people in Penebel Village to access information that is not yet known by the public regarding waste management by making Modern Tebe and Plastic Exchange which can be watched on YouTube channel of Penebel Village Community Service Program. The results of community service carried out by UNDIKNAS Denpasar KKN students in Penebel Village, Tabanan are:

- a. For Penebel Village Community:
  - Video branding can be accessed via YouTube which makes it easier for the public to see what efforts have been made by UNDIKNAS KKN students regarding waste management in Penebel Village
  - The community can find out what information the village wants to provide to the community just by watching the branding video
  - Indirectly, UNDIKNAS KKN students provide education to the public through branding videos
  - With education through digital platforms, it is easier for people of all ages to understand what is being accessed because in the current era people are more interested in viewing information through digital platforms.
- b. For Students :
  - With the information branding work program, it is hoped that it can be used as an example by other students on how there are many ways to process the waste that is around us
  - Indirectly, by watching branding videos, students also get an education about the waste management
  - With education through digital platforms, it is easier for students to understand what is being accessed because in the current era students are more interested in viewing information through digital platforms.



Figure 1. The Process of Making Modern Tebe

Documentation Source of Universitas Pendidikan Nasional Group 24 KKN



Figure 2. Waste exchange in plastic exchange activities

Documentation Source of Universitas Pendidikan Nasional Group 24 KKN



Figure 3. Providing education on plastic exchange activities  
Documentation source for Universitas Pendidikan Nasional Group 24 KKN



Figure 4. Education and distribution of garbage bags to the community  
Documentation source for Universitas Pendidikan Nasional Group 24 KKN

## CONCLUSION

The Real Work Lecture (KKN) is a form of community service whose main goal is to make a real contribution to helping solve problems that occur in the community. The knowledge gained in college is applied to the community through community service activities using analysis from various points of view. As has been reviewed in this report, how the community service activities carried out by the 24 KKN Penebel Village groups still find various problems, especially those related to WASTE. Through the making of video branding that has been carried out, at least it has produced several important points;

1. In this Community Service activity, digital products have been produced in the form of branding videos about modern tebe and plastic exchanges which of course can have a big influence on the buying community and the general public regarding the importance of waste management and also how to raise awareness of the dangers of waste.

## REFERENCES

- Balipuspa news.com. 2019. Tidak Hanya Jatiluwih, Penebel Juga Miliki Beragam Potensi Wisata. <https://www.balipuspanews.com/tidak-hanya-jatiluwih-penebel-juga-miliki-beragam-potensi-wisata.html>. accessed February 2022
- Dahruji, D., Wilianarti, P. F., & Totok Hendarto, T. (2016). Studi Pengolahan Limbah Usaha Mandiri Rumah Tangga dan Dampak Bagi Kesehatan di Wilayah Kenjeran, Surabaya. *Aksiologi: Jurnal Pengabdian Kepada Masyarakat*, 1(1), 36. <https://doi.org/10.30651/aks.v1i1.304>
- FajarBali.Com. 2021. <https://www.fajarbali.co.id/component/tags/tag/ksm-berlian>. accessed February 1, 2022
- Informasi Desa Penebel.2021. <https://isabel.id/pertanian/>. accessed February 1, 2022
- Izzaty, R. E., Astuti, B., & Cholimah, N. (2020). PENDAMPINGAN DAN PENINGKATAN KECAKAPAN GURU DALAM INOVASI PEMBELAJARAN DARING DI TENGAH PANDEMI COVID-19. *Angewandte Chemie International Edition*, 6(11), 951–952., 6, 5–24.
- Izzaty, R. E., Astuti, B., & Cholimah, N. (2021). PEMANFAATAN SAMPAH ANORGANIK AGAR BERNILAI EKONOMIS UNTUK PERBAIKAN RESAPAN AIR HUJAN

- PADA TANAH RAWA DI KECAMATAN AMUNTAI SELATAN KABUPATEN HULU SUNGAI UTARA. *Angewandte Chemie International Edition*, 6(11), 951–952., 7, 5–24.
- Jaya, U. B., Syech, J., & Serang, N. A. (2019). *PEMANFAATAN SAMPAH BERNILAI EKONOMIS, PENYULUHAN PEMANFAATAN SAMPAH MENJADI KOMPOS DENGAN METODE TAKAKURA DI DESA BALE KAMBANG KECAMATAN MANCAK KABUPATEN SERANG Ade Millatus Sa'adiyah*. 1(1), 6–12.
- JDIH Pemerintah Provinsi Bali. 2019. <https://jdih.baliprov.go.id/produk-hukum/peraturan/abstrak/24822>. accessed February 1, 2022
- kadek Lyana Prilandewi, I. W. sukadana (2021) 'PEMANFAATAN DIGITAL MARKETING SEBAGAI MEDIA PEMASARAN Resona : Jurnal Ilmiah Pengabdian Masyarakat Sumber : Lyana', 5(2), pp. 171–180.
- Maya, S., Haryono, S., & Kholisya, U. (2018). Pemberdayaan Masyarakat Melalui Pengelolaan Sampah Menjadi Nilai Ekonomis dan Pembentukan Bank Sampah di Kelurahan Tanjung Barat. *Proceeding of Community Development*, 1(2), 157. <https://doi.org/10.30874/comdev.2017.21>
- Nasution, S. R., Rahmalina, D., Sulaksono, B., & Doaly, C. O. (2019). IbM: PEMANFAATAN LIMBAH PLASTIK SEBAGAI KERAJINAN TANGAN DI KELURAHAN SRENGSENG SAWAH JAGAKARSA JAKARTA SELATAN. *Jurnal Ilmiah Teknik Industri*, 6(2), 117–123. <https://doi.org/10.24912/jitiuntar.v6i2.4119>