

ASSISTANCE IN E-FLYER CREATION TO SUPPORT PROMOTIONAL ACTIVITIES AT SECRET GARDEN VILLAGE BALI

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Abstract

Secret Garden Village is a tourist destination that offers unique and diverse experiences with the concept of Edu-Vacation. In the increasingly competitive environment today, Secret Garden Village has yet to garner more attention on social media, particularly on Instagram. Upon reviewing previous content, Secret Garden's social media accounts have featured content that is overly luxurious or exclusive. This condition can pose a problem as it may create the perception that Secret Garden Village Bali is only intended for foreign tourists or financially capable segments of the market, thereby making local tourists less interested or feeling that the destination is not suitable for their budget or preferences. In an effort to increase revenue and business sustainability, it is important to attract more local tourists. Thus, creative e-flyer assistance is provided, tailored to the tastes and needs of the target market, as one of the promotional activities to introduce the tourist destination to the younger generation and local tourists and to increase public interest in the activities and facilities offered by Secret Garden Village.

Keywords: Assistance, E-flyer, Promotion, Secret Garden Village Bali

INTRODUCTION

Secret Garden Village is a tourist destination that offers a unique and diverse experience with the concept of Edu-Vacation, which is a vacation concept in a pleasant and attractive learning environment. This concept was chosen because Secret Garden Village has various facilities with buildings designed with a blend of traditional structures and modern geometric forms. The facilities available at Secret Garden Village Bali are diverse, such as Oemah Herborist, Black Eye Coffee & Roastery, The Luwus Balinese – Asian Resto, Rice View BBQ, The Secret Chamber Wedding Chapel & Events, and Bali Tembung Balinese Heritage Cuisine.

Intense business competition raises concerns among economic actors, including those at Secret Garden Village. The ability to continually maintain customer loyalty and brand quality is crucial to enhancing customer satisfaction (Woen & Santoso, 2021). In the increasingly competitive environment, Secret Garden Village currently struggles to gain more attention on social media, especially on Instagram. Numerous studies have been conducted on tourism

promotion, one of which is a study conducted by (Akasse & Ramansyah, 2022) about the role of social media in tourism promotion. Tourists who want to visit a tourist destination always turn to social media platforms like Instagram to learn about experiences, reviews, and feedback from the places they intend to visit (Hadi, 2023).

Based on the previous contents, Secret Garden's social media accounts seem to feature content that is too luxurious or exclusive. This condition can be problematic as it may create the perception that Secret Garden Village Bali is only intended for foreign tourists or financially capable market segments. This is evident from the number of likes on promotional content posts on the Instagram account @secretgardenvillage, which only reaches 50 - 500 likes. This situation may make local tourists less interested or feel that the destination is not suitable for their budget or preferences. In an effort to increase revenue and business sustainability, it is important to attract more younger generations and local tourists.

The continuous advancement of technology impacts changes in people's lifestyles. Currently, almost every aspect of life interacts with technological advancements, including promotional activities through social media platforms like Instagram (Hanif, Rifai, Setiaji, & Gunata, 2022). Social media allows economic actors to analyze consumer profiles and promote advertisements to them according to precise targeting (Fidhyallah, Yohan, Fawaiq, Lutfia, & Rina, 2022). In the digital era like today, promotion becomes the key in introducing a place to the general public. (WIGATI, 2018) Promotion is the effort or activity of a company to influence both "actual consumers" and "potential consumers" to purchase the products offered now or in the future. According to (Sa'diya) The way to create promotion as an effective tool to increase brand awareness is to ensure that promotions are executed for the right reasons and purposes. Promotions should also be used as a communication tool to convey accurate information to potential visitors.

Promoting tourist destinations plays a crucial role in increasing tourist visits by promoting and providing innovative products and services that help develop sustainable and innovative products, facilities, and offerings that visitors will enjoy (Sendianto). This promotion strategy is very important in the highly complex business competition in the tourism industry, especially in tourist destinations like Secret Garden Village (Woen & Santoso, 2021). Many studies indicate that promotion has a positive and significant influence on consumer satisfaction and loyalty (Woen & Santoso, 2021). Through the right and effective strategy, target consumers can be increased. Promotion is also defined as communication that builds and maintains relationships by providing information and persuading the public to view a tourist destination favorably and want to visit it. Promoting tourist destinations through Instagram in this digital era can optimize the use of technology in tourism resources. Changes in tourist behavior reflected in stages such as trip planning, travel decisions, and experiences during tourism require tourist destination managers to create effective platforms to access as many visitors as possible. To compete in the tourism industry, Secret Garden Village needs to develop an effective promotion strategy to attract visitors. Therefore, an effective promotion strategy is needed to increase public awareness of the destination. The posts and number of likes on Secret Garden Village's Instagram can be seen in Figure 1.

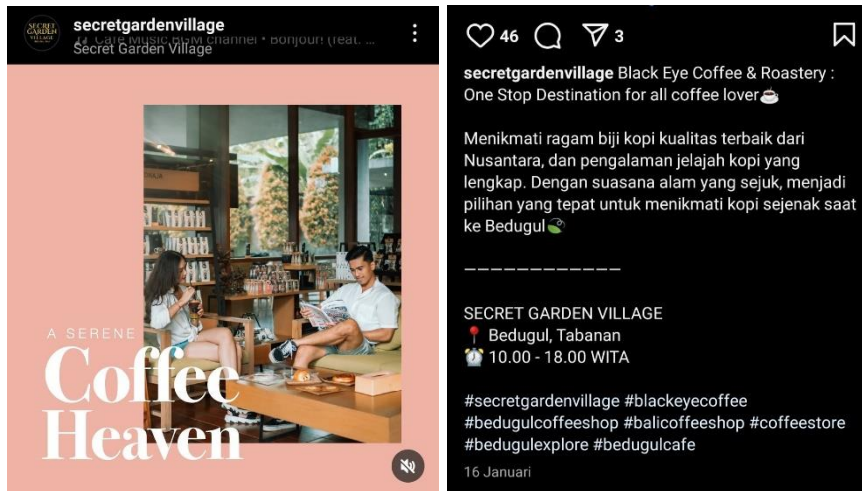


Figure 1. Instagram Posts and Number of Likes on @secretgardenvillage

Younger generations and local tourists tend to be more responsive to content that is engaging and relevant to them. Additionally, they often use social media to seek information and find new experiences. Based on this, a creative approach that aligns with their tastes and needs is required in creating e-flyers. In its implementation, this research aims to increase the number of visitors by using e-flyers as a promotional tool that captures the audience's attention. The use of e-flyers can enhance consumer awareness and increase visits and product purchases at Secret Garden Village (Lestyowati, 2021). The e-flyer created is part of an infographic, which visualizes data, ideas, information, and knowledge, and can display more than just text, making it stronger and creating an attractive visual impact (Lestyowati, 2021).

The concept of an e-flyer is relevant in the context of promoting Secret Garden Village because e-flyers are instruments that deliver information to potential visitors quickly, visually, and attractively. The presence of e-flyers enables Secret Garden Village to efficiently capture the attention of the target market through the use of engaging images, designs, and visually appealing messages. Moreover, the advantages of e-flyers in distribution flexibility and the ability to reach a wider audience online make them a highly potential tool in increasing brand awareness and attracting potential visitors to visit Secret Garden Village. The design of e-flyers is crafted utilizing Instagram social media and the latest technology to reach a broader audience. The continuously increasing number of Instagram users presents a significant opportunity for economic actors to engage in promotional activities (Hadi, 2023). The content of the e-flyer can focus on unique experiences, engaging activities, green tourism, environmental awareness education, considering the quality of local and young visitors, using attractive language and style while still maintaining the essence and quality of Secret Garden Village Bali as an exclusive and classy tourist destination. The message conveyed to potential visitors should be clear, concise, and easy to understand (Akasse & Ramansyah, 2022).

Based on these considerations, a collaborative activity for creating e-flyers for Secret Garden Village has been organized, focusing on strengthening promotional strategies and increasing brand awareness among foreign tourists, locals, and the younger generation. The collaboration between the Secret Garden Village team and students from the National Education University in the e-flyer creation process aims to promote the facilities at Secret

Garden Village by creating promotional materials that meet the required standards of quality and aesthetics. This approach not only aims to create visually appealing e-flyers but also aims to engage followers on the @secretgardenvillage Instagram account to influence the opinions and interests of potential visitors, resulting in an increased number of likes. It is hoped that through this collaboration, Secret Garden Village can utilize e-flyers as an effective promotional tool to increase visits and strengthen its brand image in the tourism industry in Bali.

IMPLEMENTATION METHOD

This research employs a descriptive qualitative method obtained through interviews. Qualitative research involves a comprehensive understanding of phenomena experienced by research subjects, such as behavior, cognition, motivation, and others, within a specific context, through description in linguistic form (Uyun & Dwiridotjahjono, 2022).

Interview is one of the techniques used in gathering research data, characterized as an event or process of interaction between the interviewer and the interviewee through direct communication. This method employs techniques such as interviews, observation, and data analysis to obtain individual perspectives and understand the context of the issue. Data analysis is carried out interactively and progresses through several stages until completion (Lestyowati, 2021). In the implementation of this community service, direct interviews were conducted with the Secret Garden team on Saturday, March 16, 2024. The implementation of the method in accompanying the creation of e-flyers to support promotional activities in Secret Garden Village Bali follows the stages outlined below. The metode can be seen in Figure 2.



Figure 2. Implementation Method

The first stage involves identifying promotional needs, which aim to increase public awareness of Secret Garden Village Bali as a tourist destination. Creating e-flyers will assist in reaching potential audiences and introducing the facilities, activities, and attractions offered, thereby increasing the number of visitors to Secret Garden Village Bali.

The second stage involves researching the target audience, which in this activity includes the younger generation and local tourists. The younger generation is typically interested in unique experiences, adventure, outdoor activities, and social-friendly or sharing activities on social media. Meanwhile, local tourists seek experiences that enrich local culture, traditional cuisine, and activities that support the local economy. Using language and communication styles that align with the preferences and lifestyles of the target audience is essential. The younger demographic may be more responsive to casual language, humor, and familiar expressions, while local tourists may appreciate formal yet friendly language.

The third stage involves developing design concepts and composing e-flyers, which includes creating a design that reflects the brand identity of Secret Garden Village Bali by utilizing elements of natural beauty and facilities in Secret Garden Village Bali. Additionally,

using bright color palettes that reflect the tropical ambiance of Bali, attractive colors can enhance visual appeal in the e-flyer. Employing contemporary and modern visual styles to capture the attention of the younger generation, showcasing clean design, dynamic layouts, and appealing typography can create a fresh and innovative impression. Furthermore, using language that is easy to understand and engaging for the target audience is crucial. This is done to tailor the e-flyer content with the promotional message intended to be informative, engaging, and relevant to the target audience. Additionally, designing e-flyers that are easy to remember and contain key points that will influence changes in awareness and behavior of visitors receiving information about the tourist destination (Handayani, Listya, & Kurniasih, 2020).

The fourth stage involves selecting the platform and design tools. The platform used to distribute the e-flyer is Instagram, while the design tool utilized is the graphic design application Canva. Canva offers a variety of intuitive and user-friendly features and tools, making it suitable for both beginners and design professionals. Canva provides various templates that can be easily customized by users. Additionally, Canva can be accessed through both its website and smartphone application, allowing users to utilize it from anywhere (Adharani, Latifah, Meilina, & Rosanti, 2020). This stage can be seen in figure 3.

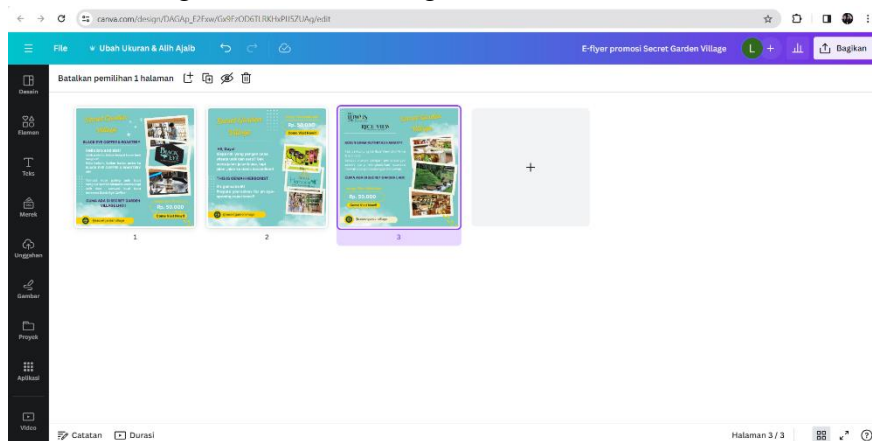


Figure 3. The Progress of Secret Garden Village's E-flyer Promotion Design

The fifth stage involves distribution and promotion. This stage is carried out after the e-flyer is completed and then distributed through social media, namely Instagram. Distribution is done using captions that invite interaction to increase audience engagement, collaborating with other relevant Instagram accounts, such as travel bloggers or local influencers, who can help expand the reach of the promotion, and utilizing Instagram advertising features to promote the e-flyer to a wider target audience.

Instrument and Data Collection Procedure

This community service activity aims to understand preferences and needs and establish interview guidelines with structured questions regarding design preferences, types of engaging content, and objectives to be achieved with the e-flyer by conducting literature surveys and interviews. This activity can be seen in Figure 4.



Figure 4. Interview Activity with Secret Garden Village Bali Marketing Team

Data Analysis

The collected data are analyzed and interpreted to understand information related to respondents' preferences and expectations regarding the creation of e-flyers in Secret Garden Village Bali. Based on the results of data analysis, we develop an e-flyer concept that reflects the preferences and needs of the respondents. Consider design elements, messages, and information that are most effective to refine promotional strategies and increase brand awareness.

RESULTS AND DISCUSSION

Analysis and interpretation of in-depth interviews with respondents reveal several findings regarding e-flyer preferences. Respondents consistently emphasize the importance of visually appealing design and aesthetics to attract attention to the e-flyer, the significance of clear and concise messaging that can directly communicate Secret Garden Village Bali's services, relevant and informative content when describing an e-flyer that is engaging, informative, and market-oriented for easy understanding and recollection by users.

Through this activity, digital technology in the form of e-flyers has been implemented for use in promotional activities at Secret Garden Village Bali. These e-flyers can facilitate information dissemination and reduce paper usage, thus being environmentally friendly. With a deep understanding of what is needed by the target audience, effective e-flyers can elucidate the unique and compelling experiences offered by Secret Garden Village Bali, as well as provide sufficient information to spark interest and desire to visit the location.

In this study, through collaboration with the marketing team of Secret Garden Village Bali and students from the National Education University, we have created engaging and informative e-flyers tailored to the needs and preferences of our target audience, meeting the standards of quality and aesthetics required to convey our message. The information presented effectively can capture the attention and interest of potential visitors. The results of the e-flyers can be seen in Figures 5, and 6.



Figure 5. The result of e-flyer for the promotion of Secret Garden Village Bali



Figure 6. The result of e-flyer for the promotion of Secret Garden Village Bali

Based on the results of the e-flyer created for Instagram social media, an attractive and informative e-flyer has been developed tailored to the needs and preferences of the target audience, meeting the required standards of quality and aesthetics. This satisfies the younger generation's preference for quick and direct access to information through social media. Additionally, this e-flyer successfully caters to the needs and preferences of local tourists by providing relevant information about facilities, special offers, and experiences at Secret Garden Village Bali. Using friendly and casual language, our aim is to appeal to the hearts of local tourists by emphasizing the uniqueness and authenticity of the experiences offered at this location. Furthermore, self-development is one of the achievements of this activity. Through these service activities, it is hoped that potential in the fields of technology, information, and communication can be developed and utilized.

CONCLUSION

Secret Garden Village Bali requires an effective promotional strategy to attract the younger generation and local visitors. In a competitive market, Secret Garden Village needs to reach more people through social media, especially Instagram, utilizing e-flyers to reach a wider audience and aim to promote facilities while creating promotional materials that meet the required standards of quality and aesthetics. The use of e-flyers can also enhance destination visibility, attract more visitors to Secret Garden Village Bali, and increase brand awareness. These e-flyers successfully cater to the needs and preferences of local tourists by providing relevant information about facilities, special offers, and experiences at Secret Garden Village Bali. Through these service activities, it is hoped that the potential of information technology can be utilized to strengthen the competitiveness of Secret Garden Village Bali. Additionally, the outcomes of this activity can be leveraged to enhance skills and experiences in the development of information technology and communication.

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