

INCREASING VISIBILITY AND LOCAL ECONOMY THROUGH DIGITAL MARKETING: A CASE STUDY OF THE PANGALENGAN VILLAGE TOURISM MARKET

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Abstract

This article details the implementation of a community service program at Pasar Wisata Desa Pangalengan, Bandung Regency, focusing on enhancing visibility through digital marketing. Despite its significant economic and tourism potential, the market faced substantial promotional challenges. The implemented solution involved the creation and management of Instagram and TikTok social media accounts, alongside the publication of creative and informative content. Methods employed included surveys, market research, material presentations, and interactive discussions. Initial results indicate a significant increase in reach and interaction on social media platforms, particularly through video content, contributing to enhanced appeal and local economic potential.

Keywords: Digital Marketing, BUMDes Pangalengan, Pangalengan Tourism Market, Social-Media, Local Economy

INTRODUCTION

The Pangalengan Village Tourism Market, which was established in 2022 with the support of PT. Armani Agro Sukses has great potential as a center of economic and tourism activities in Bandung Regency, West Java. This market offers a variety of superior local products, the beauty of the surrounding nature, and various interesting activities that have the potential to improve the welfare of the village community. However, this great potential has not been fully realized due to the main challenge, namely the lack of promotion and information that causes this market to not be widely known by tourists.

The low visibility challenge for the Pangalengan Tourism Market is not just a local problem, but a reflection of the common barriers often faced by local economic development initiatives, especially in resource-rich but underexposed rural areas. Many Village-Owned Enterprises (BUMDes) in Indonesia face similar obstacles, such as limited market and information access (Malaikosa et al., 2024) and a lack of public understanding of the functions and objectives of BUMDes (Todapa & Juemi, 2024). This problem is systemic for many developing local economies, hampering their potential to contribute to regional development and reducing urbanization triggered by a lack of employment in villages (Sabitha, 2022).

Therefore, the right intervention in terms of promotion can be a model that can be replicated to address similar issues in other regions.

In today's digital age, marketing through social media such as Instagram and TikTok has emerged as a very effective solution to overcome this problem of promotion. Social media offers ease of disseminating information, the ability to reach a wider audience, and allows for direct interaction with potential visitors. Digital marketing has become a strategic necessity for business people due to a shift in consumer behavior that increasingly relies on the internet to find information and make transactions. Based on data obtained from <https://datareportal.com> website, 57.8% of internet users search for information online, and 43.4% search for products and brands through the internet. These online platforms allow brands to interact directly with their audience (Kaplan & Haenlein, 2010).

The community service program with the topic "Digital Marketing for the Pangalengan Village Tourism Market" is expected to be a concrete step to overcome these challenges. The main goal of this program is to increase the visibility and attractiveness of the Pangalengan Village Tourism Market through digital marketing, in particular by creating and managing Instagram social media accounts dedicated to the promotion of the market. Its specific goals include increasing visibility, creating and managing Instagram accounts, as well as publishing creative and informative content to engage visitors. The expected benefits of this program are an increase in the number of visitors, an increase in economic activities and the welfare of the Pangalengan Village community, the promotion of local products, and the development of the Pangalengan Village Tourism Market so that it is known more widely and developed in the future.

IMPLEMENTATION METHOD

The implementation of this community service program applies a comprehensive approach that involves surveys, research, and in-depth analysis as the basis for the development of content concepts for various social media platforms. These concepts are then presented to stakeholders for input and approval, ensuring that each step is based on accurate and relevant data, and tailored to the needs of the target audience.

This program shows a responsive and pragmatic adaptation of methodologies. Initially, the person in charge of BUMDes suggested creating a *marketplace* for the Pangalengan Village Tourism Market. However, after conducting further surveys, the team concluded that the establishment of a *marketplace* was not appropriate for sellers and buyers for several reasons. Therefore, the team proposed a solution to change the program to focus on *branding* the Pangalengan Village Tourism Market through social media. This shift in focus, driven by initial survey data and SWOT analysis, demonstrates the flexibility and adaptability that are essential in community service programs. This approach emphasizes that successful interventions are not only about implementing predefined plans, but also about literacy learning and adaptation to local contexts and partner capacities. The implementation of the program is divided into three main stages:

A. Preparation Stage (July 3-13, 2024)

At this stage, the team conducted a SWOT (*Strengths, Weaknesses, Opportunities, Threats*) analysis for the Pangalengan Village Tourism Market. This analysis aims to understand the internal and external conditions of the market in order to design a targeted digital marketing strategy. In addition, market surveys and research are conducted through interviews with visitors and locals, as well as secondary data analysis. The results of this survey are the basis for creating relevant and engaging content. During the preparation stage, the team regularly coordinates and to ensure each step taken is in accordance with the program's objectives. Branding planning is also carried out, including the creation of a market logo and the preparation of video content and *feed concepts* for Instagram and TikTok, such as 1 market *video footage*, 4 video content, and 6 Instagram *feed* designs .

B. Implementation Stage (July 17, 2024)

The main activity at this stage is "Digital Marketing of BUMDes Bersatu Pangalengan: Pangalengan Tourism Market". The type of activity includes creating and managing Instagram and TikTok social media accounts to promote the Pangalengan Village Tourism Market through creative and informative content. The team presented the results of *the branding* planning to the person in charge of the Bersatu Pangalengan BUMDes. All content planning for *branding* was approved, and the Pangalengan Village Tourism Market social media account is scheduled to be released on July 19, 2024. The implementation process on the D-day of the presentation includes team introductions, material presentations, question and answer sessions, and closing.

C. Follow-up Stage (July 19, 2024)

After the presentation and approval, the team released Instagram and TikTok social media accounts along with various content in them. The crucial follow-up carried out is the handover of social media accounts to the Pangalengan Village Tourism Market which will manage the social media. This handover aims to ensure the sustainability of account management and improve *the branding* of the Pangalengan Village Tourism Market in the future.

Subject, Location, and Time

The main subject or target of this program is the Pangalengan Tourism Market managed by BUMDes Bersatu Pangalengan. This market is one of the largest and most complete markets in Pangalengan Village, which is identified as having great potential to increase its selling value. The location of the program is on Jl. Raya Pangalengan, Pangalengan, Pangalengan District, Bandung Regency, West Java 40378. The details of the implementation time of the program can be seen in Table 1.

Table 1. Timeline for the Implementation of Community Service Programs

Stages	Time
Preparation Stage Conceptualization and fixation of the program <ul style="list-style-type: none"> - Market survey - SWOT analysis Program preparation - Make <i>branding plans</i> for the Pangalengan Village Tourism Market (logo, video content and <i>feeds</i>) 	July 3-13, 2024
Execution Stage D-day of program implementation <ul style="list-style-type: none"> -Present Planning Results <i>branding</i> to the people in charge of BUMDes Bersatu Pangalengan 	July 17, 2024
Follow-up Stage <ul style="list-style-type: none"> - Releasing Instagram and TikTok social media accounts and their content 	July 19, 2024

The presentation of the timeline in the form of a table provides a clear and structured picture of the progress of the program. This shows systematic planning and makes it easy to understand the duration and important milestones in the project. This structure also supports methodological transparency, allowing for replication or comparison with similar community service initiatives in the future.

RESULTS AND DISCUSSION

Digital marketing activities carried out through Instagram and TikTok social media have a significant impact on the visibility and interaction of the Pangalengan Tourism Market. *Engagement* data collected in the first three days after *posting* content shows promising results.

Data Engagement Media Sosial

Here are the details of *engagement* data from each *post* and *reels* on Instagram, as well as content on TikTok in the first three days:

Table 2. Engagement data for feed and Reels uploads on Instagram.

Content Type	Reach (Account)	Views	Suka (Likes)	Profile Visits (Accounts)
First Post	322	N/A	13	5
Second Post	322	N/A	12	0
Third Post	348	N/A	13	15
Fourth Post	117	N/A	10	5
Fifth Post	125	N/A	12	5
Last Feeds Post	130	N/A	1	4
First Reels	980	1.650	30	N/A
Second Reels	1.177	2.024	30	N/A
Third Reels	317	537	16	N/A

Source: Student Community Service Program Implementation Report

Table 3. Engagement data for video content on TikTok.

Konten	Views	Suka (Likes)
First Content	235	13
Second Content	246	10
Third Content	728	8
Fourth Content	772	15
Fifth Content	933	13

Source: Student Community Service Program Implementation Report

The inclusion of *engagement data* in the form of this table provides concrete and measurable empirical evidence of the program's initial impact. This numerical data provides a solid basis for objective discussions about the effectiveness of different types of content and platforms, and supports the validation of claims regarding increased visibility. In the context of scientific reports, quantitative data is essential to demonstrate the success of interventions and allow other researchers to replicate or compare.

Discussion of Results and Implications

Performance analysis shows that Instagram has consistent reach on each *post*, but *Reels* provide much higher reach and engagement compared to regular *feed posts*. The second *reels* on Instagram showed the best performance with a reach of 1,177 accounts and 2,024 impressions, as well as 30 *likes*. On TikTok, each content has quite significant impressions, with the fifth content achieving the best performance with 933 impressions and 13 *likes*.

Overall, *Reels* on Instagram and videos on TikTok show higher engagement rates compared to regular *feed posts* on Instagram. These findings underscore an important trend in digital marketing: dynamic and short-form visual content is essential to achieving maximum audience reach and engagement in today's social media landscape. This is in line with the digital marketing literature that emphasizes the shift towards video formats. Therefore, investments in video content creation and optimization for platforms like TikTok and Instagram *Reels* are a priority for optimal promotional impact.

More than just increased visibility, engagement metrics, specifically profile visits on Instagram, show an early conversion from passive audience to actively interested parties. Profile visits (e.g., 15 for *the Third Post*, 5 for the *First Reels*) show that users are not only viewing the content in their *feed*, but are actively looking for more information about the Pangalengan Tourism Market. This is an important step towards potential physical visits or economic transactions. This shows that the digital marketing strategy implemented not only serves as a tool for information broadcasting, but also successfully builds an online presence that encourages deeper exploration and interaction from the audience. This condition indicates the potential for the formation of loyal digital communities, which in turn can generate sustainable economic benefits and is in line with the "Network Building" function of social media (Kaplan & Haenlein, 2010).

Follow-up Design as a Measure of Sustainability

To ensure the sustainability of this digital marketing program, several follow-up measures have been designed. This includes regular monitoring of social media account activity and evaluation of the effectiveness of posted content, including analysis of *engagement* and *feedback* from visitors. In addition, training and mentoring will be provided to BUMDes administrators on how to manage social media accounts, create engaging content, and strategies to increase *engagement*. Finally, a long-term content plan will be prepared that involves creating new content on a regular basis to maintain audience interest and *engagement* with the Pangalengan Village Tourism Market.

The inclusion of explicit follow-up designs, with a focus on capacity building (training, mentoring) and sustainable adaptation (monitoring, content development), demonstrates a commitment to long-term sustainability and local empowerment. It goes beyond one-off interventions and emphasizes the transfer of knowledge and skills to the community, which is a core principle of effective community service programs. This indicates that the true success of the program will be measured by the ability of BUMDes to independently manage and develop their digital presence, contributing to lasting economic benefits for the community.

CONCLUSION

Overall, the community service program that focuses on digital marketing for the Pangalengan Village Tourism Market has been well implemented and achieved its initial goal. The team started this initiative by conducting in-depth surveys, research, and analysis, then producing relevant content. The selection of Instagram and TikTok as the main promotional platforms proved to be appropriate, considering their suitability with the profile of the target audience of the Pangalengan Tourism Market. The presentation of the results of *branding planning* to the person in charge of the market also received a positive response, which encouraged the smooth launch of the official social media of the Pangalengan Tourism Market.

The success of this program demonstrates the catalytic role of targeted digital interventions in unlocking the economic potential of local community assets, especially when combined with an adaptive methodology and focus on local capacity building. Increased reach and interaction on social media, particularly through video content, is a strong early indicator that the problem of lack of promotion and information has begun to be resolved. This reinforces the argument that digital literacy and a strategic online presence are no longer options, but essential tools for rural economic development and reducing inequality, in line with concerns about urbanization and limited market access for BUMDes.

Although initial results have been overwhelmingly positive, the sustainability of the program's impact requires sustained efforts. Therefore, it is recommended that the social media management team from the Pangalengan Village Tourism Market regularly create content that is relevant to market trends, with a focus on quality, consistency of *posts*, and active engagement with the audience through comments and messages. This is important to build a closer relationship with followers and create a loyal community. In addition, the Pangalengan Village Tourism Market needs to continue to analyze the market to understand changes in consumer trends and preferences, identify new opportunities, and anticipate challenges that may arise.¹ The ability to formulate marketing strategies that are more effective and responsive

to market dynamics will be key. Collaborations with *local influencers* or *bloggers* can also expand the reach of the audience and attract more visitors. Recommendations for sustainable market analysis and collaboration with *influencers* underscore the dynamic nature of digital marketing and the need for sustainable strategic adaptation by BUMDes to maintain competitive advantage and sustainable growth. This shifts the discussion from the success of the initial program to the critical requirements for its long-term impact, emphasizing the need for BUMDes to become learning organizations in the digital realm.

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