PKM Organizing Independent Campus-Based Lectures

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Abstrak

Banyak website saat ini membutuhkan strategi digital marketing untuk mempromosikan situs web perusahaan dan pribadi mereka di media online. Situs web jenis ini ditandai dengan pemahaman yang rendah dan kesadaran yang rendah. Studi ini bertujuan untuk menggunakan pemasaran digital untuk memberikan sponsorship dan penggantian biaya sarana dan prasarana kepada staf wisatawan. Program Pengabdian di masyarakat ini menggunakan metodologi seperti survei, cermah, dan diskusi. Untuk meningkatkan prasarana dan kualitas sarana, wisata dirancang untuk meningkatkan kunjungan wisatawan ke pengabdian dan penyelenggaraan mata kuliah ini. Ketika strategi pemasaran dan branding destinasi berkembang, tren data terbaru diperlukan, dan standar praktik di seluruh dunia mendukung data tren. Dengan menggunakan taktik berbicara di depan umum yang efektif, Anda dapat mempengaruhi warga lokal sekaligus menghindari kebutuhan uang asing untuk mendapatkan akses. Pada saat yang sama, ini akan menghasilkan akumulasi beban yang menguntungkan ekonomi.

Kata Kunci : Perkuliahan, Kampus Merdeka, Web, Wisata

Abstract

Many websites today need a digital marketing strategy to promote their company and personal websites in online media. This type of website is characterized by low understanding and low awareness. This study aims to use digital marketing to provide sponsorship and reimbursement for facilities and infrastructure costs to tourist staff. This community service program uses methodologies such as surveys, lectures and discussions. To improve infrastructure and the quality of facilities, tourism is designed to increase tourist visits to the service and implementation of this course. As destination marketing and branding strategies evolve, the latest trend data is needed, and practice standards around the world support trend data. By using effective public speaking tactics, you can influence local citizens while avoiding the need for foreign money to gain access. Concurrently, this will lead to the accrual of burdens that are advantageous to the economy.

Keyword : Lectures, Independent Campus, Web, Tourism

INTRODUCTION

Empowerment is very important so that Indonesian people can overcome poverty. Poverty alleviation can be achieved by various sectors. The first is the public sector through its superior programs, and the second is non-governmental organizations (NGOs), which strive to improve community welfare and reduce poverty (Indika & Marliza, 2019) (Permana et al., 2014). Various stakeholders try to achieve the goal of community empowerment. Due to their powerlessness (inability to communicate) and their inability to influence the market and the state, poor people have very limited freedom (Anugerah & Nuraini, 2021) (Elizabeth, 2007) (Ustama, 2010). Poverty covers many aspects, including the capabilities of individuals and groups of people in need and their needs. To enable poor and underdeveloped communities to improve their quality of life, we must eliminate the things that prevent them from doing so. In the

empowerment process, social workers who have the ability to meet the resource needs of poor communities are needed (Atmaja, 2018) (Kaswan, 2012) (Mardhiyah et al., 2021). Professionalism means that actors, such as government officials or non-governmental organizations, can attend, understand, accompany and take necessary actions to serve the interests of society. Empowering actors not only have the ability to influence the lives of others; they must also be responsible for the policies and actions they take (Maspaitella & Rahakbauwi, 2014) (Meuraksa & Saputra, 2020) (Suradi, 2019).

Efforts to fortify society so that they are able to face challenges are also known as community empowerment. Community empowerment also includes providing community members with the means to overcome the various challenges they encounter in life. To encourage the community, there are many programs, including the Tourism Village Program (Arcana et al., 2021) (Hermawan, 2016) (Pantiyasa & Semara, 2019). Development of tourist villages as an empowerment effort: It is hoped that by exploring local potential, the community can help reduce poverty and benefit from tourist arrivals through tourist villages (Aly et al., 2020) (Ardika, 2020) (Mahadewi & Sudana, 2017). Universities help Tourism Villages develop, provide social and economic benefits to local communities, and support government efforts to develop them. Tourist villages must be supported so that Pentahelix Tourism can operate. As a real manifestation of the third dharma of the Tri Dharma of Higher Education and the Independent Campus Learning (MBKM) program (Prasiasa, 2022) (Sopiansyah et al., 2022) (Widiyono et al., 2021).

To complete and maintain this PkM program, the community must receive special training in managing social media accounts as a digital marketing tool. Apart from that, they must also gain an understanding of the use of social media which is currently popular. This will enable them to monitor and supervise digital marketing developments independently, especially those relating to the use of social media to promote tourist villages (Harjianti & Subekti, 2019) (Sholeha, 2022) (Yatmaja, 2019).

Partner problems that emerge from the situation analysis outlined previously can be put into the following categories. 1) Partner switches to entrepreneurial business after leaving his main entrepreneurial activity in the tourism sector; 2) Partners face challenges in increasing and supporting cultural tourism; and 3) Partners still do not understand and recognize the importance of digital marketing in promoting natural and cultural tourism through online media. Consequently, the objectives of this effort are as follows: 1) assist the government in maintaining and developing the potential of tourist villages; 2) provide opportunities for service members to apply their knowledge and expertise through small and medium enterprise (PKM) activities through counseling; and 3) overseeing the development of the Siangan Gianyar Village model village for tourists with a focus on digital marketing.

METHOD

There are three ways used to carry out this community service. This course uses the first approach. This method is expected to increase participants' knowledge about tourist villages, cultural preservation, development, village management and administration, and digital tourism. In addition, a discussion approach is used. This method encourages participants to ask questions about digital-based Tourism Villages and Tourism, including how they can be applied in the field, obstacles and criticism. By doing this, the aim of this session is truly results-oriented because it actively involves tourism actors and solves problems that arise in this field. This service uses the survey method as the final method provided by the community to view tourist attractions.

RESULTS AND DISCUSSION

The community participated in activities in the village hall office hall after the event. After providing a brief explanation of the history of the Village, the Service Team signed a Memorandum of Understanding (MoU) between the Service Team, Student Team and Community which had been created, and this MoU functions as a memento but also involves contributions from the Community by helping students who undertake KKN (Community Engagement Program) (Figure 1).

The community expressed its readiness to receive new tourists. The community also said that running the Village would improve tourist facilities to attract more visitors. The Community Service Team talks about what the community is doing to help digital-based tourism and provides a brief explanation about it. Web preparation for digital tourism was carried out by the service team and students to make this service activity easier (Figure 2). After the digital tourism website is ready, the Community Service Team will explain to the community how to use the website as a digital tool.

Digital travel web exposure, based on world best practices and the latest data trends, helps develop digital marketing goals and branding strategies. The digital travel web collaborates with leading technology companies, content specialists and experienced storytellers to achieve real results. In addition, the digital travel web provides websites and applications integrated in marketing systems that help connect travel products with local and international markets in real-time. As its market presence expands, the digital travel web continues to gain access to an extensive global partner network that includes specialty distribution channels, hospitality, tour operators, media and OTAs. The digital tourism website is a startup model in the tourism sector that focuses on developing tourist villages. This company follows business trends over

the last two decades, namely the "digital sociopreneur" concept, where technology enables the growth of story marketing and stories become the basis of the sociopreneur business model. Shows the process of presenting material (Figure 3).

This service activity combines various activities into independent campus-based courses. Efforts are to spread educational resources and improve the standards of infrastructure and facilities. Tourism is an important component in raising the standards of global infrastructure and facilities. If the area has adequate infrastructure and facilities, it will be easier for tourists to carry out their favorite activities (Nieamah, 2014) (Pajriah, 2018) (I. R. Setiawan, 2016). Therefore, research that focuses on community service which aims to improve the quality of tourism facilities and infrastructure can help increase the attractiveness of a place for tourists. The construction of tourist attractions, roads, transportation and accommodation can improve the quality of facilities and infrastructure (R. Setiawan, 2019) (Yuni, 2011). Apart from that, this service can also function as a lesson for local governments on how to maintain and manage tourism infrastructure and facilities.

Figure 1. Documentation of Preparation and Implementation of Independent Campus-Based Lecture Service

Figure 2. Preparing the website for PKM by the service team

Figure 3. Implementation of Independent Campus Based Lecture Service Activities

Figure 3. Presentation of material by resource person

Increasing Tourist Visits: Several ways to increase tourist visits include improving the quality of tourism facilities and infrastructure. However, if there is no proper marketing strategy, this effort will fail. An internet-centric destination branding marketing strategy can help increase tourist visits (Raharjana & Putra, 2020) (Udiyana et al., 2018) (Wibowo & Kristina, 2018). Digital campaign development, social media campaigns, websites, and mobile applications can be used to conduct this research. This village can attract domestic and foreign tourists by creating effective marketing strategies (Ariana & Astina, 2019) (Surentu et al., 2020) (Abidin et al., 2022) (Kurniawan et al., 2021). Apart from that, this will benefit the local economy.

Previous studies have conducted digital marketing classes and creating tourist village websites. The aim of these classes is to improve understanding and skills in creating engaging content for social media and websites. These efforts cover a variety of objectives, including providing a website intended to promote village tourism packages and creating content intended to be promoted on social media by village managers. Additional studies also compare digital promotion methods to increase village community engagement. The results of this service effort show how important it is to encourage the idea of comprehensive and sustainable cultural tourism. Young people in the village who are more adept at using information technology will be the right resource for promoting the village as a tourist destination.

The results of this trial have a significant impact on society, including improvements to facilities and infrastructure as well as marketing benefits related to branding and promotion. Digital media is used to create village tourist attractions. This service has a very limited time slot. To improve the overall quality of village tourism, it would be better if this training was accompanied by workshops and regular support activities. Therefore, it is hoped that this service will be useful for other researchers who want to implement community service programs in areas with potential for development.

CONCLUSION

The result is PKM Implementing Independent Campus-Based Lectures. The village head gave a presentation about the history of the village. The community works together to improve tourism facilities and infrastructure to attract more visitors. In addition, the digital tourism website creates digital destination marketing and branding strategies that are based on the latest data trends and best practices around the world. This strategy will attract domestic and international tourists, which will have a positive impact on the village's economy.

THANK YOU NOTE

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