

The Implementation of Tourism Communication for Developing Tourismpreneurship and Destination Branding in Cijengkol Village, Subang

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Artikel submit	06-29-2024
Artikel review	08-06-2024
Artikel accepted	07-26-2024

Abstract

Cijengkol Village in Subang Regency has notable local tourism potential, highlighted by the Cijengkol Seven Springs, which is renowned for its pH water that resembles infused water. Additionally, river tubing is a well-liked activity that takes place along the upper section of the Ciasem River. This community service effort seeks to foster comprehension of tourism entrepreneurship and destination branding, which are crucial for tapping local capabilities and increasing area tourist attractions. The program aims to empower residents of Cijengkol Village by promoting environmental responsibility and fostering partnerships in the development of regional tourism. Proficient tourism communication abilities are considered essential for indirectly accessing business prospects. The program aims to tackle two primary obstacles: a limited understanding of the potential of tourism as a crucial industry, which impacts micro, small, and medium firms, and the insufficient utilization of contemporary digital media for tourism communication. The training occurred on May 3, 2024, at the Cijengkol village office. The strategy entails providing specialized training to community members, specifically, those engaged in village-owned enterprises (BUMDES) and micro, small, and medium enterprises (MSMEs) in Cijengkol Village. The result is the establishment of candidates for the Tourism Awareness Group (Pokdarwis) who possess a comprehensive understanding of a tourism vision and mission that is in line with SMART goals to manage sustainable tourism. As a result, the candidates possess joint concepts and strategies for managing tourism in Cijengkol Village, which will serve as a basis for future implementation.

Keywords: Tourism; Entrepreneur; Destination; Branding; Communication

Abstract

Desa Cijengkol, Kabupaten Subang memiliki potensi pariwisata local yang cukup banyak seperti Tujuh Mata Air Cijengkol dengan kandungan PH air yang menyerupai air Infus serta River Tubing yang menjadi daya tarik dengan bentangan sungai dari hulu sungai Ciasem. Kegiatan pengabdian masyarakat ini bertujuan untuk memberikan pemahaman mengenai konsep dasar tourismpreneur dan destination branding yang bermanfaat bagi pengembangan potensi lokal serta meningkatkan atraksi wisata daerah. Pemberdayaan masyarakat ini mengajak warga Desa Cijengkol untuk memiliki rasa tanggung jawab terhadap lingkungan secara keberlanjutan dengan sinergi membangun pariwisata daerah. Kemampuan komunikasi pariwisata yang efektif dapat memberikan wawasan baru kepada masyarakat yang nantinya bermuara pada peningkatan pendapatan ekonomi secara tidak langsung. Program ini mendeteksi dua permasalahan dalam mengembangkan potensi lokal masyarakat. Pertama adalah masih minimnya pemahaman dan kesadaran akan potensi wisata sebagai leading sector yang berdampak pada usaha mikro kecil

dan menengah, Kedua adalah keterampilan komunikasi pariwisata belum dimaksimalkan dengan baik secara modern melalui media digital. Metode yang digunakan dalam kegiatan pengabdian kepada masyarakat ini akan menekankan pada pelatihan khusus kepada masyarakat, secara khusus pengurus dan anggota dari Badan Usaha Milik Desa (BUMDES) Desa Cijengkol maupun Masyarakat yang berkecimpung dalam Usaha Mikro Kecil dan Menengah (UMKM). Hasilnya adalah terbentuknya kandidat Kelompok Sadar Wisata (Pokdarwis) yang memahami visi dan misi pariwisata selaras dengan konsep SMART goals yang bermanfaat untuk pengelolaan pariwisata berkelanjutan. Para kandidat telah dibekali konsep dan strategi pengelolaan pariwisata kolaboratif di Desa Cijengkol yang menjadi landasan implementasinya ke depan.

Kata kunci: Pariwisata; Pengusaha; Destinasi; Jenama; Komunikasi

INTRODUCTION

The tourism supply chain can be a significant umbrella that stimulates and influences other sectors, with tourism serving as a prominent sector (Nasution, 2021). By using natural and cultural assets to attract investment, this sector boosts regional economic development (Danial, Hakri Bokingo and Syahril, 2023). Certain places can boost economic growth, create jobs, and encourage sustainable tourism that benefits local communities by leveraging their particular qualities. Indonesia's primary development strategy has been to prioritize sustainable tourism, which has been increasingly dependent on the tourism sector in recent years, to reflect this potential. Rapid tourism growth has led to market-oriented policies. Bali was formerly the hub of global tourism development, with investments in luxury hotels, international airports, retail centers, gourmet services, and tour guides (Fadli et al., 2022). Information and communication technology and economic travel are helping the government boost domestic tourism across regions (Fadli et al., 2022). Many regions are also promoting their natural resources as alternative tourist attractions. Subang, like numerous Indonesian regions, is distinguished by its extensive natural resources and a variety of cultural and tourist attractions, such as hot springs, rivers, cascades, and mountainous region. Ida Erlinda, Head of Tourism Destinations at Subang Tourism and Sports Department, wants 20 million tourists by 2024 due to its popularity. Subang welcomed around 10 million tourists in 2023, exceeding the 7 million target (Vellayati, 2024). This impressive achievement shows the district's tourism policies and ability to attract travelers.

Subang is a tourist favorite due to its vast range of attractions, including rural ones. For the most part, tourists are only acquainted with the most well-known destinations, including Sari Ater, The Ranch, and Castello. Unfortunately, they are unaware of Serang panjang attractions like Cijalu Waterfall, Ciawitali, and Bandung Wells (Sumur Bandung).

This location could become a tourist destination due to its proximity to Jakarta and lack of traffic. Thus, one area of particular interest is Cijengkol, Serangpanjang district which boasts significant tourism potential with its notable attraction, the Seven Springs, colloquially known as Bandung Wells (Sumur Bandung). In contrast, two other destinations, Cijalu Waterfall and Ciawitali, are managed by private investors. Experts have revealed that Sumur Bandung has the pH content of the spring water is comparable to that of infused water (Huba, 2020). The historical origins of these springs remain uncertain, with some speculation about a possible connection to Raden Arya Wangsa Goparana, a prominent figure in the spread of Islam in the Subang area (Huba, 2020).

From a communication science perspective, the issues of high water quality, the belief in healing various wounds, and the historical myths associated with the Bandung Wells site can be leveraged or reframed to serve as tourist attractions. By effectively developing these aspects, thematic tourism can emerge, aligning community business activities with the promoted theme. The development of tourism in Cijengkol will focus on cultural tourism as its main product. This approach will highlight the culture, community, and natural environment of Cijengkol, making it a tourist attraction that embodies the beauty of Subang's culture.

Hence, it is imperative to enlighten the people regarding the inherent possibilities of their locality as a tourism hotspot. The implementation of efficient self-governance within the community can result in the establishment of long-lasting and environmentally friendly growth in the tourism sector. By engaging in collective endeavours to safeguard the environment and improve economic prospects, the community can finally attain heightened self-reliance and financial security. Community work in Cijengkol has been repeatedly carried out by students from different universities (Setiawati, 2021; Gadzali et al., 2023; Susilawati et al., 2024). For example, students from the Indonesian Education University (UPI) have delivered health education, students from Subang State Polytechnic (Poltek Subang) have instructed locals in digital-based MSME sales, and students from Subang University (UNSUB) have aided in organizing the Bandung Wells. Nevertheless, these endeavors fail to prioritise the tourism industry's management, commercial operations, and communication. The author observes that these operations are disjointed and lack a planned and comprehensive approach. Thus, the purpose of this community activity is to foster comprehension of tourism entrepreneurship and destination branding, both of which are vital for leveraging local capabilities and improving area tourist attractions. In order to achieve success, the author imparts knowledge to the community regarding the abilities of communicating in the field of tourism. This includes a specific emphasis on competence in destination branding and the ability to effectively communicate within tourism groups (Bungin, 2017).

GENERAL DESCRIPTION OF THE COMMUNITY, PROBLEMS AND TARGET SOLUTIONS

General description

Cijengkol is located in the southern area of Subang, spanning an area of 854.45 hectares. The village comprises four hamlets, accommodating a total of approximately 1,667 households. It is bordered by Talagasari to the west, Dayeuh Kolot to the east, Cikujang to the south, and Cintamekar to the north. The village is further divided into 26 RT and 13 RW.

The primary livelihood of Cijengkol residents is centered around agriculture, particularly the cultivation of black rice and sticky rice. As the capital subdistrict of Serangpanjang, Cijengkol boasts well-established educational, organizational, and religious facilities, including a PKK (Family Welfare Empowerment) building for the local community. Economic activities thrive with various small to medium enterprises, such as home industries producing cassava chips, banana sales, and Maranggi Satay. However, Cijengkol faces a significant unemployment challenge, affecting approximately 40% of its working-age population, largely due to reliance on temporary labor contracts.

Ironically, this community service targets Pokdarwis (local tourism awareness groups) and Bumdes (village-owned business enterprises), yet neither group is currently operational. Pokdarwis has not been established, and Bumdes has remained inactive for an extended period. To address these

issues, we communicated with the village head and agreed to invite RW (neighborhood unit leaders), community leaders, and PKK members."

Table 1. Participants

No	Name	Amount
1	PKK member	4
2	Head of RW	13
3	community leaders	3
Total Participant		20

Problem

Cijengkol encounters various obstacles that impede its potential for tourism and the advancement of its people. Initially, the formation of Pok darwis has not yet taken place. However, this group is crucial for the promotion of tourism awareness and the facilitation of related activities. The community will have challenges in promoting tourism awareness, enhancing local tourist attractions, and coordinating tourism-related activities. This impedes the village's capacity to attract and cater to guests efficiently. In addition, the management of village-owned enterprises (BUMDES) is ineffective, which restricts economic potential. BUMDES play a vital role in promoting local economic development by supporting enterprises owned by the community. The lack of effective administration or inaction of BUMDES hampers the potential for economic diversification, job creation, and sustainable development in the hamlet. The preservation of the Bandung Well, which has the potential to be a tourist attraction, is now inadequate. The Bandung Well is a prospective tourist destination renowned for its historical and cultural importance. Insufficient planning and upkeep might discourage visitors or reduce the quality of their experience, which can negatively impact the tourism potential. In addition, the transportation options to reach Sumur Bandung are restricted, which hinders the ease of access for visitors. The limited transport choices and poor infrastructure in Sumur Bandung can deter tourists from visiting the location. This hampers the village's capacity to leverage its tourism resources and allure visitors. Finally, communal groups function autonomously, without collaboration or coherent endeavors. Community groups that function autonomously without cooperation lack cohesive endeavors to tackle local concerns, foster community advancement initiatives, or harness communal assets for mutual advantage. This diminishes the village's overall ability to effectively engage and develop the community.

Target solution

Given the challenges outlined, it is imperative to conduct community service aimed at fostering coordinated efforts to improve tourism infrastructure, community engagement, and economic growth in Cijengkol. This initiative will involve educating the community in tourism communication skills, emphasizing expertise in destination branding and effective communication within tourism groups. The essential solution lies in ensuring that the community comprehends the destination branding model and establishes a clear vision and mission for Pokdarwis. Tourismpreneurship often intersects closely with Pokdarwis (tourism awareness groups), as both focus on leveraging local resources and community involvement to develop and promote tourism. Tourism entrepreneurs within Pokdarwis play a crucial role in creating and managing tourism initiatives, such as organizing tours, preserving cultural heritage, and enhancing visitor experiences. They collaborate with local stakeholders to identify and capitalize on unique attractions, thereby contributing to sustainable tourism development and economic growth in their communities.

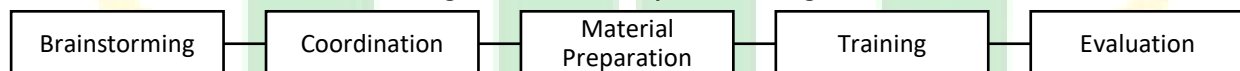
Table 2. Problem and solution

No	Problem	Solution	Indicators of goal
1	The lack of communication skills both in personal expertise and in product packaging	Understanding Tourism groups Communication and its relation to Tourismpreneurship	Smart Goal Concept
2	Lack of understanding and awareness of tourism as a leading sector for local communities	Understanding Brand Destination	Brand Name and Logo

METHOD

The community service in Cijengkol Village, Subang, West Java, consists of various stages. It begins with initial discussions and brainstorming sessions with relevant partners, followed by coordination for implementation, preparation of materials, direct outreach to the community, and evaluation. In our training workshops, we utilize the Collaborative Discovery Learning Method, with a specific emphasis on the Cijengkol Village destination brand and Tourismpreneurship. Collaborative discovery learning involves people who are fully engaged in a community of practice, working collectively to solve issues. The individuals actively pursue the requisite knowledge and collaboratively discover solutions (Borthick and Jones, 2000; van Joolingen, 2000; Balazinec, Radanovic and Bulic, 2024). Furthermore, this approach is crucial for stimulating students and enhancing participants' critical thinking abilities (Chusni et al., 2020; Widana and Handayani, 2022). In order to evaluate the efficacy of the training, we organize open and interactive discussion sessions to measure the participant's comprehension of the offered information.

Figure 2. Community Service Stages



RESULTS AND DISCUSSION

Based on the needs analysis presented in the introduction and general description, training is designed to enhance tourism communication skills. The public is invited to gain a deep understanding of Tourism Group Communication and its connection to Tourismpreneurship, as well as strategies for comprehending Destination Brands. Therefore, we divided the Material Presentation into two categories to help people better understand the material presented as serve in the following table:

Table 3 Material Presentation Distribution

No	Material Presentation	Speaker
1	Tourism groups Communication - Tourismpreneurship	Imaddudin
2	Brand Destination	Muhamad Husni Mubarak

The training took place on May 3, 2024, at the Cijengkol Village Office. This location was strategically chosen for its convenience in gathering participants and for its official ambiance. Additionally, the village office had a hall that facilitated to setup the technological equipment.

The village head warmly welcomed and opened this activity, emphasizing the training's importance in stimulating the economy of Cijengkol village. Currently, there is a crucial need for collaboration between the campus and the community to generate new ideas that ignite enthusiasm for village development.



Figure 3. Presentation by The Trainer

The first session of this training began with a question-and-answer format resembling a small group discussion. This approach aimed to foster familiarity among participants and facilitate their ability to articulate the issues they face, thereby building critical thinking skills (Darmayani, 2023; Johanna, Avinash and Bevoor, 2023). Then, the first speaker explained more about tourism. He continued that a tourism destination is a geographic entity that integrates diverse components of tourism products and services, supported by tourism industry players, local communities, and institutional developers. These elements work together to motivate visits and enhance the overall visitor experience. Additionally, it encompasses essential aspects such as access and transportation, ensuring a comprehensive and fulfilling experience for tourists (Żemła, 2016; Nekmahmud *et al.*, 2021).

Tourism products such as culinary delights can indeed serve as attractions (Park and Widyanta, 2022), even in the absence of spectacular natural resources. The concept of artificial tourism is gaining popularity, particularly because people are increasingly seeking out photo-worthy spots for selfies and unique experiences (Dinhopl and Gretzel, 2016; Isdarmanto, Riantiarno and Maftucha, 2019). This phenomenon is driven by the prevalence of social media on handheld devices (Germann Molz, 2012), where individuals seek to immortalize memorable moments and share them with others. This includes highlighting beautiful locations and lesser-known spots to signify their visit and inform others (Dinhopl and Gretzel, 2016).

Then, the first speaker suggested enhancing Bandung's wells through organizing their surroundings for improved aesthetics without necessitating high costs. This involves creatively repurposing items like used gallons for plant pots and leftover rattan for displays. Additionally, immediate establishment of a Pokdarwis was recommended to promote sustainable tourism. As a first step, the solution involves ensuring that attendees become Pokdarwis facilitators, equipping them with training to create a vision and mission based on SMART goals.

The subsequent material focuses on the destination branding discussed by the second speaker. This segment emphasizes the significance of logos and taglines as pivotal elements of Cijengkol village's identity. The concept of branding, as defined by Aaker in 1971 cited in (García, Gómez and Molina, 2012) refers to a distinctive name, symbol (like a logo or trademark), or package design used to identify and distinguish the goods or services of either an individual seller or a group of sellers from those offered by competitors. Based on all of this, participants need to know positioning, differentiation, segmentation, brand awareness. These concepts have evolved into

terms primarily associated with brand image, brand equity, brand associations, and similar constructs (Qu, Kim and Im, 2011; García, Gómez and Molina, 2012; Nabila and Rubiyanti, 2023). The second speaker gave a detailed description of the material and immediately invited the participants to practice creating logos and taglines. Despite their apparent simplicity, the speaker highlighted challenges inherent in their development. Furthermore, it was elucidated that the logo and tagline serve as representations of the cultural heritage of Cijengkol village, including its distinctive cuisine or local products.

Table 4 : Knowledge level

Materials	Indicators	Incapable	Limited Ability	Adequate	Capable	Highly capable
Vision and mission (SMART goal)	All participants comprehended the presentation concerning the vision and mission		2	2	14	2
	All participants are able to formulate vision and mission using SMART goals criteria		2	9	9	
Brand Name and Logo	All participants understand the presentation related to destination branding		8	6	6	
	All participants are able to create a logo design that is meaningful and philosophical		12	12	6	
	All participants can develop a tagline that is brief, clear, and logical	2	8	5	5	

The table indicates that the reception for the first material was highly positive, it showed from the Small Group Discussion session with comprehensive questions and answers held at the final of the event. Participants demonstrated a good understanding of developing tourism products and environmental preservation concepts, yet encountered challenges when implementing them. On the other hand, the second material primarily motivated participants to engage in designing a logo, as observed during the event where they earnestly searched and deliberated on creating a tagline. However, they eventually encountered difficulties in establishing a fitting identity for the logo and struggled to find simple, concise words that are both engaging and easily recognizable. Nevertheless, the participants received training on crafting effective vision and mission statements based on SMART criteria (Specific, Measurable, Achievable, Realistic, Time-Based).

CONCLUSIONS AND SUGGESTIONS

The tourist business offers substantial chances for future growth, driven by worldwide economic expansion and technical advancements that generate fresh prospects within the sector. Regions can take advantage of these opportunities by creating unique and attractive tourism offers. Nevertheless, to facilitate the successful management of tourism by communities, it is crucial to provide them with strategic and sustainable training and empowerment. The training outcomes demonstrate that participants are capable of formulating a vision and mission by utilising SMART goals. Nevertheless, they continue to have difficulties in creating brand names,

taglines, and logos. Efficient tourist management involves not just supervising attractions and services but also implementing equitable and sustainable pricing systems. Furthermore, it entails improving and safeguarding the cultural heritage of the community while guaranteeing top-notch services and experiences for visitors. Therefore, successful management in this industry necessitates a harmonious strategy that combines the delivery of excellent visitor experiences with the preservation of local cultural assets.

ACKNOWLEDGEMENT

We realized that continuous community service activities focused on tourism communication training need to be extended. We express gratitude to Mr. Yayan Solihin, the Head of Cijengkol Village, for his exceptional reception and cooperation. We hope to sustain this collaboration moving forward.

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