



Improving Skills in Creating Promotional Content at Agro Eduwisata Organik (AEWO) Mulyaharja Village Bogor City

Roni Jayawinangun^{1*}, Dini Valdiani², Dipo Krishyudi Ono³, Ari Afriansyah⁴, Olivia Devita Permatasari⁵, Khori Aulia Ria Anggraeni⁶

^{1,2,3,5,6} Faculty of social sciences and cultural sciences, Pakuan University Jl. Pakuan, Ciheuleut, Bogor, Indonesia

⁴ Sahid University, Jakarta, Indonesia

*Corresponding author email: roni.jayawinangun@unpak.ac.id

Abstract

Agro Eduwisata Organik (AEWO) Mulyaharja is one of the natural and educational tourism in Bogor City and is one of the leading ecotourism in Bogor City which is managed by the Tourism Movement Group (Kompepar). As one of the leading destinations, AEWO Mulyaharja still has many challenges, namely limited skills and promotional media. This community service activity consists of five stages, namely situation analysis, socialization, training, mentoring and evaluation. The training method uses lectures and practices with materials related to social media, social media features, design, video content and video editing. The results of this activity are increased knowledge and skills of Kompepar AEWO Mulyaharja partners regarding the creation of promotional content in the form of images and videos on social media, the use and steps using the Canva and Capcut applications, increasing the number of followers, posts and Engagement rate (ER) on Instagram, adding official accounts on other social media, namely YouTube, X and TikTok

Keywords: Content creator, Edutourism, Kompepar, Promotion, Social media.

1. Introduction

Tourism as part of regional development activities can provide direct and indirect benefits to the community. Bogor City is one of the areas that has the potential for creative tourism development both in terms of natural conditions, arts & culture, gastronomy, design and language. (Aryani, 2022). There are not many natural tourist attractions in Bogor City, one type of potential tourism in Bogor City is Organic Agro Edutourism. Analysis of the situation of Organic Agro Edutourism partners can be used as a strategy to optimize the regional identity of Bogor City (Sadikin, 2024). One of the Organic Agro Edutourism destinations in Bogor City is the Mulyaharja thematic village. Mulyaharja is one of the potential Organic Agro Edutourism in Bogor City which is the leading Organic Agro Edutourism of Bogor City (Pemerintah Kota Bogor, 2022). Agro Eduwisata Organik Mulyaharja Village as a natural tourist destination with an area of 21 hectares and the road surrounding the Agro Area is approximately two kilometers. This tourist location is approximately 15 km from the center of Bogor City, or approximately 2 km south of Bogor Nirwana Residence. Mulyaharja Organic Agro Edutourism is also an indicator of environmental sustainability and has social and cultural functions in it, can be maintained and preserved and has added value. The lake is not only a place and space for water, but has another function as a tourist attraction that has added economic, social, and environmental value and can also support government programs in the context of national economic recovery. In this pandemic condition, it is also hoped that it can directly improve the welfare of the community, especially those in the Mulyaharja Organic Agro Edutourism environment, and of course this will encourage the development of tourism in Bogor City.

With the issuance of Decree of Mulyaharja Organic Agro Eduwisata Village No. 556/63/XII/2020 concerning the Establishment of the Mulyaharja Organic Agro Eduwisata Tourism Movement Group (Kompepar) of Mulyaharja Organic Agro Eduwisata Village, the management of tourist attractions is not only the responsibility of the village government, but also the community. Partner problems Based on an initial interview with Mr. Hoerudin as a member of the Mulyaharja Organic Agro Eduwisata Kompepar, it was discovered that there were still limited promotional media relying on Instagram. This limitation makes promotion less effective, even though social media can be a

promotional medium (Lautania et al., 2024) and social media strategies can increase business participation (Gever, 2024; Saputra, 2021). On the other hand, the limited skills and competencies of Kompepar members in creating promotional content have meant that until now there has been no official promotional media from Kompepar Agro Eduwisata Organik Mulyaharja. In addition, the lack of information media about tourist attractions in the area is also a complaint from tourists who come. When viewed based on the literature regarding the Mulyaharja Agro Eduwisata Organik Mulyaharja tourist attraction, the Management of Mulyaharja Agro Eduwisata Organik Tourism has not been optimal because the promotion arena has not provided information media regarding assets and tour packages, monotonous tour packages so that they have not been able to contribute to the socio-economic development of the community. (Suyanto, 2019; Istanti et al., 2021). The purpose of implementing this activity is to support partners in creating content on social media as an effective advertising tool and source of information. (“Bogor Gali Potensi Wisata lewat Kompepar,” 2012; Reis, 2022). One of the modern technologies that can be used to implement this case is with video content (Reis et al., 2022). The video content offered is aerial and drone videos that refer to the concept where all objects can be explored as if they were in the real world, going in all directions, glancing in all directions, turning and turning can explore their environment. The purpose of establishing Kompepar is to increase the role of government, business, and society in organizing tourism services. With the existence of Kompepar, tourism promotion is expected to be more informed to the wider community. Kompepar is an informal organization that grows from the bottom up in accordance with various elements of society. Kompepar was founded through community initiatives to help develop regional tourism potential (Jayalakshmi, 2019). For the Mulyaharja Organic Agro Eduwisata area development program, Bima Arya asked that it be monitored together. He also ordered the sub-districts and related regional apparatuses to collaborate with the Tourism Movement Group (Kompepar) or residents around the development area to prepare an appropriate development concept. (An, Choi, & Lee, 2021).

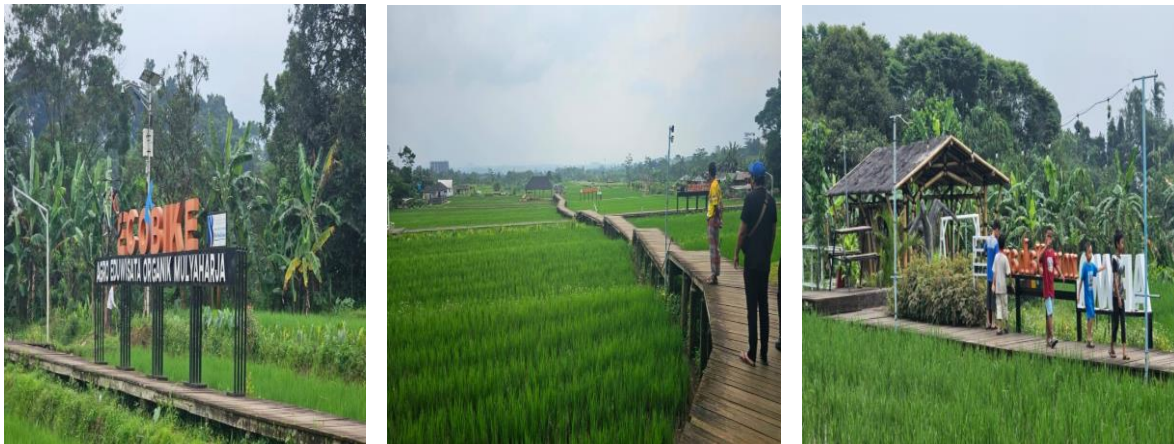


Figure 1: Conditions of Organic Agro Edutourism Mulyaharja

The purpose of this activity is to provide reinforcement to the community, especially the Mulyaharja Organic Agro Eduwisata Kompepar, both in terms of knowledge, attitude, and skills in creating digital content to promote Mulyaharja tourist attractions, Bogor City.

2. Methods

2.1. Stages of community service activities

The method used in community service activities at the Organic Agro Edutourism of Mulyaharja Village consists of five stages, namely: situation analysis, socialization, training, mentoring and evaluation (Figure 2).



Figure 2: Stages of Community Service Activities

2.1.1. Partner situation analysis

Organic Agro Edutourism can be used as a strategy to optimize the regional identity of Bogor City (Prabandari, Avenzora, & Sunarminto, 2019). Based on an explanation from a representative of the tourism manager, Kang Awe, the number of visitors per month still does not meet the target of 3,000 people. Data shows that during 2024 from January to September, the highest number is 1,217 visitors in August and at least 968 in March (Figure 3). In addition, there are still limited skills and promotional media used that are only on Instagram (IG) making information about tourist village activities limited.

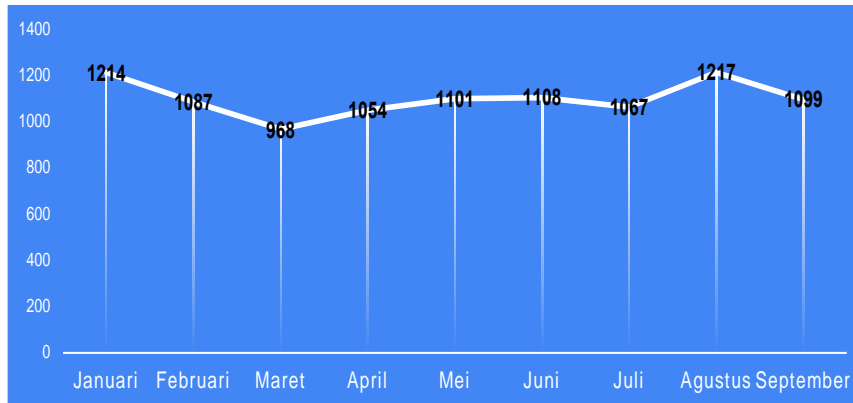


Figure 3: Number of Visitors to Mulyaharja Organic Agro Educational Tourism in 2024

Based on the analysis of social media performance using the toolzu.com application, it is known that the number of IG followers is 6,185, the number of posts is 238, the *engagement rate* (ER) is 0.14% and 2.9 posts per month, which means that even though the number of followers is large, interest in posts is still low (less than 1%) and the average number of posts is only 3 times per month. This proves the concern of Kang Awe as a tour manager.



Figure 4: Instagram Interface @visitmulyaharja

2.1.2. Socialization Stage

The socialization was carried out by visiting the Mulyaharja Organic Agro Edutourism directly which was carried out 2 (two) times, namely on May 15, 2024 and also on August 2, 2024 by meeting representatives of tourism managers, namely Kang Awe and Kang Naya. Socialization is intended to provide a detailed explanation related to the implementation of service activities to partners and participants.

2.1.3. Training Activities

The training uses lecture methods with social media type materials, social media features, social media content management, video production and video editing. In addition to providing materials, the practice method was also used by the team by using the Canva application for image content and CapCut for video content.

2.1.4. Mentoring Activities

The mentoring process is carried out by communicating using WhatsApp and also visits. This mentoring process is carried out to ensure that the results of the training activities run according to the plan.

2.1.5. Evaluation Stage

At the evaluation stage, the team provided a questionnaire related to the implementation of service activities and also gave assignments to participants to routinely upload on existing social media, and the team made observations related to social media uploads to provide input on the performance of social media that had been made.

3. Results and Discussion

The results of this training activity were measured from two aspects, namely the knowledge and skills of the participants. The results of the implementation were measured to 12 participants who were the knowledge and skills measured were the perception of the impact of the training using four scales, namely: 1 = No improvement / Equal; 2 = Increased slightly; 3 = Increasing and 4 = Greatly Increasing. The measured measurement content is related to social media, social media features, design, video content and video editing. Of the 12 participants measured, it is known that the largest percentage of participants' education is elementary school with a percentage of 50%, followed by high school graduates as many as 42% and the rest junior high school at 8% (Figure 5).

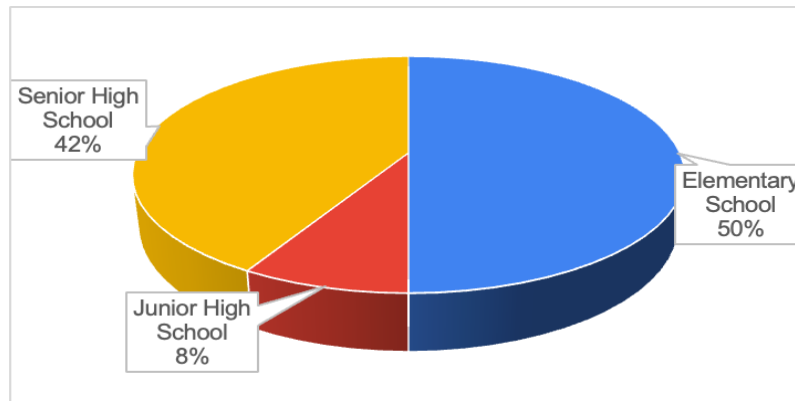


Figure 5: Characteristics of participants based on education

In terms of knowledge after the training, it is known that 91% of participants have increased their knowledge. Meanwhile, M. Hoerudin was the participant with the most increased knowledge, especially related to social media features, video content and video editing, followed by M. Nur Reza and Indra Yudiana. The lowest were the juju and Yanhi participants who answered that there was no additional knowledge. More clearly can be seen in Figure 6.

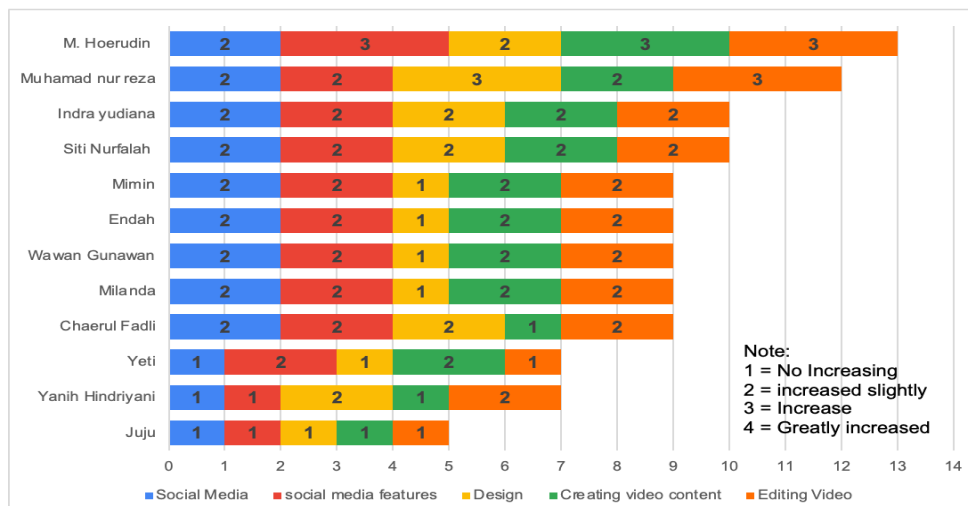


Figure 6: Participants based on the impact of knowledge-related training

In terms of skills after the training, it is known that M. Nur Reza is the participant with the most improved skills, especially related to content design, video content creation and video editing, followed by Indra Yudianta M. Hoerudin. More clearly can be seen in Figure 7.

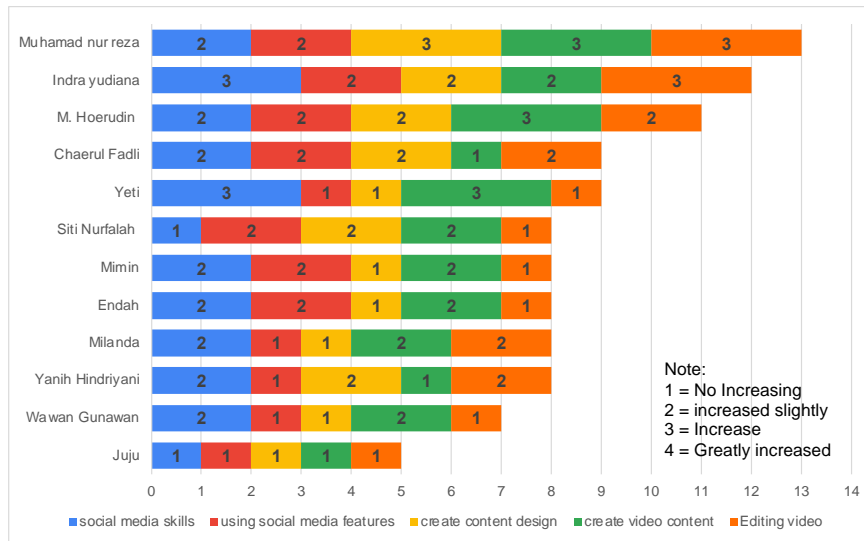


Figure 7: Participants based on the impact of skills-related training

If viewed based on social media performance, the impact of this service is an increase in the number of followers and posts as well as the Engagement rate (ER) on Instagram (Table 1), in addition to the addition of official accounts on other social media, namely YouTube, X and TikTok. This shows that training has an impact on content productivity and also the awareness of social media managers to interact with their followers. So that the Engagement rate increases (Yudha Amriel & Ariescy, 2022).

AEWO Mulyaharja's official social media links include:

1. Instagram (<https://www.instagram.com/visitmulyaharja/?hl=en>)
2. YouTube (<https://www.youtube.com/@visitmulyaharja>)
3. X (<https://x.com/BogorMulyaharja?t=Wu0XCOypTUUWGObEtKQ5Jw&s=09>)
4. TikTok (https://www.tiktok.com/@visit_mulyaharja?t=8psJpROOSSm&_r=1)

Table 1: Impact of Training related to Social Media performance

No	Social Media	Measurement	Before	After	Improvement
1	Instagram	Number of Followers	6.208	6.499	291
		Engagement rate	0.14%	1.41%	1%
		Number of Posts	241	256	15
2	YouTube	Number of subscriber	NA	18	18
		Number of Posts	NA	5	5
3	X	Number of Followers	NA	2	2
		Number of Posts	NA	13	13
4	TikTok	Number of Followers	NA	226	226
		Number of Posts	NA	33	33

4. Conclusion

The conclusion of this activity is that the PkM team carried out activities using lectures, practices and mentoring methods to increase the knowledge and skills of AEWOMulyaharja's comparative partners related to the creation of promotional content on social media, the use and steps using the canva and capcut applications, increasing the number of followers and posts and Engagement rate on Instagram, the addition of official accounts on other social media, namely YouTube, X and TikTok. This activity also helps participants to create content in the form of images and videos as a promotion of Agro Edutourism Organic Mulyaharja which is shown by the results of the questionnaire that there is an increase in knowledge and skills related to social media, social media features, design, video content and video editing. The suggestion of this activity is intensive assistance to remain productive in creating content for promotion, both the promotion of tourist attractions and related to the condition of tourist attractions such as access and attraction activities that will be carried out so that they can provide information and can increase interest in visiting tourists.

Acknowledgments

The team would like to thank the Ministry of Research, Technology and Higher Education (Kemendikbudristek) for providing funding for the community partnership empowerment scheme grant for the 2024 Fiscal Year, LLDIKTI IV and Pakuan University who supported this activity, in addition to that the team would also like to thank the Members of Kompepar AEWOMulyaharja who were actively involved in this service activity

References

- An, S., Choi, Y., & Lee, C.-K. (2021). Virtual travel experience and destination marketing: Effects of sense and information quality on flow and visit intention. *Journal of Destination Marketing & Management*, 19, 100492. <https://doi.org/10.1016/j.jdmm.2020.100492>
- Aryani, N., & Yuniarsa, S. (2022). Eco-Tourism: Concepts and Application by Smart Rural Areas: Case Study in Trenggalek, East Java. *JOURNAL OF ECONOMICS, FINANCE AND MANAGEMENT STUDIES*, 1-10.
- Bogor Gali Potensi Wisata lewat Kompepar. (2012, March 29). Retrieved March 26, 2024, from Republika Online website: <https://republika.co.id/berita/nasional/jabodetabek-nasional/12/03/29/m1mmy9-bogor-gali-potensi-wisata-lewat-kompepar>
- Gever, V. C., Abdullah, N. N., Onakpa, M. S., Onah, O. G., Onyia, C. C., Iwundu, I. E., & Gever, E. R. (2024). Developing and testing a social media-based intervention for improving business skills and income levels of young smallholder farmers. *Aslib Journal of Information Management*, 76(4), 694-711.
- Istanti, L. N. (2021, November). Rural Tourism Perspectives on Digital Innovation: Small Enterprises in Indonesia. In *BISTIC Business Innovation Sustainability and Technology International Conference (BISTIC 2021)* (pp. 70-75). Atlantis Press.
- Jayalakshmi, P. (2019). Performance of Development Programmes in India-Issues and Challenges.
- Lautania, M. F., Darwanis, D., Ariani, N. E., Linda, L., Afrianandra, C., & Fitri, M. (2024). Training in Marketing Strategies through Digital Marketing for Scaling Up Businesses of Silver Craft SMEs in Banda Aceh City. *Asian Journal of Community Services*, 3(1), 41-48.
- Pemerintah Kota Bogor. (2022). Peraturan Daerah Kota Bogor Nomor 5 Tahun 2022 Tentang Perubahan Atas Peraturan Daerah Nomor 14 Tahun 2019 Tentang Rencana Pembangunan Jangka Menengah Daerah Tahun 2019-2024. Pemkot Bogor. Retrieved from <https://jdih-pelayanan.kotabogor.go.id/assets/file/peraturan/20230215090127.pdf>
- Prabandari, D., Avenzora, R., & Sunarminto, T. (2019). Local Wisdom for Ecotourism Development In Bogor. *Media Konservasi*, 23(3), 274-280. <https://doi.org/10.29244/medkon.23.3.274-280>
- Reis, L., Silveira, C., Carvalho, L. C., Aleixo, C., Marques, A., Leite Filho, G. A., & dos Santos Junior, I. M. (2022). Financial Literacy for Families: Perspectives in Portugal and Brazil as a Driver to Promote the Smart Economy in the Post-COVID Era. In *Digitalization as a Driver for Smart Economy in the Post-COVID-19 Era* (pp. 1-24). IGI Global.
- Sadikin, P. N. (2024). Opportunity of Integrated Sustainable Tourism. *GARUDA (Global Research on Tourism Development and Advancement)*, 5(2), 55-72.

- Saputra, R. S. (2021). Education on the use of Social Media as a Marketing Medium for Small Micro and Medium Enterprises (SME) in Cipamokolan Village during the COVID-19 Pandemic. *International Journal of Research in Community Services*, 2(4), 131–135. <https://doi.org/10.46336/ijrcs.v2i4.225>
- Suyanto, E., Lestari, S., Wardiyono, F., Wuryaningsih, T., & Widyastuti, T. R. (2019). Community participation model in formulating cross-potential mangrove ecotourism policies supporting kampung laut sustainable tourism village. *IOSR J. Environ. Sci. Toxicol. Food Technol*, 13, 1-9.
- Yudha Amriel, E. E., & Ariescy, R. R. (2022). Analisa Engagement Rate Di Instagram: Fenomena Like Dan Komentar. *MEDIA MANAJEMEN JASA*, 9(2). <https://doi.org/10.52447/mmj.v9i2.5555>