



Utilization of Technology for Marketing and Promotion of Pamboborang Village Agrotourism

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Abstract

Background: *Agrotourism has significant potential to boost the rural economy in Indonesia, but is hampered by a lack of digital marketing. This community service project targeted Pamboborang Village, East Banggae District, Majene Regency, to raise public awareness of technology in promoting agrotourism.*

Purpose of the Study: *This activity aims to socialize the benefits of social media (Instagram, YouTube, TikTok) and websites to expand the reach and visibility of Pamboborang Village agrotourism.*

Methods: *The approach includes presentations, practical demonstrations, case studies, interactive discussions, and digital content creation workshops. Pre- and post-activity questionnaires are used to evaluate effectiveness.*

Results: *Participants reported increased understanding of digital marketing and readiness to apply skills in promoting agrotourism, demonstrating the success of outreach in building community capacity.*

Introduction

Tourism is a strategic sector driving global economic growth, including in Indonesia, where it has become a major contributor to the country's foreign exchange (OECD, 2020). In Indonesia, tourism plays a role not only in increasing national income but also in creating jobs and driving regional development (Ministry of Tourism and Creative Economy, 2020). One rapidly growing form of tourism is agrotourism, a community-based tourism activity that utilizes agricultural potential as its main attraction. Agrotourism has significant positive impacts, such as increasing community income, creating business opportunities, and strengthening the local economy (Pangestuti et al., 2018; Susilowati, 2019).

The Indonesian government prioritized the tourism sector in the 2025-2029 National

Medium-Term Development Plan (RPJMN), with a focus on inclusive and sustainable economic development (Bappenas, 2020). According to the Financial Note and Draft State Budget for Fiscal Year 2021, tourism development is aimed at supporting economic equality, community empowerment, and strengthening tourism destinations based on local resources, including through the use of technology and digital marketing (Ministry of Finance of the Republic of Indonesia, 2020). This approach involves various aspects, such as human resource development, improving destination quality, and utilizing information and communication technology (ICT) to expand promotional reach (UNWTO, 2021).

In Pamboborang Village, Banggae District, Majene Regency, West Sulawesi Province, agrotourism has significant potential for development, but is hampered by a lack of marketing and promotional strategies, particularly through digital media such as social media and websites (Sari & Setiawan, 2021). Yet, the use of ICT in Indonesia is showing rapid growth. According to a report by We Are Social (2022), there were 212.9 million internet users in Indonesia as of January 2023, with an internet penetration rate of 76.6% of the total population (277.7 million). This figure has increased significantly from 73.7% in 2022 and 50% in 2018 (We Are Social, 2022; APJII, 2022). Furthermore, the use of mobile devices, such as Android smartphones, has become widespread among the Pamboborang Village community, from children to adults, creating significant opportunities to leverage platforms such as YouTube, Instagram, TikTok, and other marketing applications (Kominfo, 2021).

Notwithstanding its significant agrotourism potential, progress in Pamboborang Village is being obstructed by traditional and reactive marketing techniques. Promotion continues to depend significantly on word-of-mouth and physical information boards in the village, which has a markedly restricted reach. The absence of a systematic approach to digital media results in information regarding agrotourism attractions being inaccessible to prospective tourists beyond the confines of Majene Regency. This condition is seen in the traits of present visitors, the majority of whom are local tourists from the vicinity. The prevalence of local visitors indicates that the marketing efforts have not effectively extended beyond regional and national market categories. The inadequate digital literacy of agrotourism managers constitutes a substantial barrier to the adoption of digital platforms that might greatly enhance the exposure of destinations. The prevalence of smartphone usage among inhabitants is extensive; nevertheless, it remains confined to personal communication and has not been effectively harnessed for creative content generation or digital destination management.

The use of digital technology, particularly social media, has proven effective in increasing the visibility and attractiveness of tourist destinations (Buhalis & Law, 2008; Xiang & Gretzel, 2010). Social media enables cost-effective promotion, broad reach, and direct interaction with potential tourists (Kaplan & Haenlein, 2010). However, in Pamboborang Village, low digital literacy and a lack of training in the use of technology for marketing are major challenges (Setiawan & Nugroho, 2020). Therefore, this community service activity aims to improve the community's understanding and skills in utilizing digital technology to market and promote Pamboborang Village agrotourism, thereby supporting

local economic growth and increasing tourist visits.

Method

A. Intended Audience and Participants

This community service initiative employs a focused participative strategy to guarantee the sustainability of technology adoption. The intended audience for this activity is specifically agents of change in Pamboborang Village who directly impact destination management.

Target Audience: Participants comprise residents engaged in the agrotourism ecosystem, including village officials as policymakers, representatives from each hamlet, and members of the Karang Taruna youth organization, who represent the youth with heightened interest and potential in digital literacy.

Participants Count: This socialization event was attended by 11 selected individuals. The choice of a restricted yet representative cohort of participants was to facilitate in-depth interactive conversations (focus group discussions) and enhance the effectiveness and personalization of technical instruction throughout the workshop.

B. Stages of Program Implementation

The implementation process was methodically divided into three primary phases: preparation, execution, and assessment. This aligned with the regional development program management cycle to facilitate the measurement of outputs.

1. **Preparatory Phase** At this juncture, the team performed a preliminary assessment of the agrotourism potential and digital literacy challenges in Pamboborang Village. Included activities:
 - Collaboration with the Village Head and the Village Consultative Body (BPD) over the timetable and venue at the Pamboborang Village Office.
 - Development of presentation materials, digital marketing modules, and assessment tools in the form of surveys.
2. **Phase of Implementation** The execution occurred on June 16, 2023, encompassing the subsequent set of activities:
 - Knowledge Transfer:** Presentation of destination visibility techniques using social media platforms (Instagram, TikTok, YouTube) and websites.
 - Motivational Insights from Case Studies:** Viewing videos showcasing exemplary practices from successful tourism villages, such as Nglanggeran Village, can foster inspiration and establish a long-term vision.
 - Practical Workshop:** Demonstration and experiential practice in content development, hashtag optimization, and autonomous business account management.
3. **Evaluation** This phase seeks to assess the efficacy of the administered intervention. The assessment is performed utilizing:
 - Questionnaires:** Assessing comprehension and perception with a Likert scale and open-ended inquiries to collect recommendations for agrotourism advancement.
 - Readiness Analysis:** Evaluating participants' preparedness to implement newly acquired

abilities post-activity.

Through this questionnaire method, data was obtained that can be used to measure the level of participants' understanding regarding the use of digital technology in agrotourism promotion, evaluate the effectiveness of social media and websites as promotional tools, and collect input and recommendations from participants for the development of future socialization programs.

Results

The community service event at Pamboborang Village occurred on June 16, 2023, at the Pamboborang Village Office, East Banggae District, Majene Regency. This program included 11 participants comprising village leaders, representatives from each hamlet, and members of the Karang Taruna youth organization. The outcomes of this activity were categorized into two primary stages to differentiate between information transfer and the mastery of technical skills:

1. Utilization of Digital Technology for Socialization as a Marketing and Promotion Strategy in Agrotourism

The socialization phase aimed to enhance digital literacy and raise public understanding regarding the possibilities of technology in regional development. The presentation of material and the viewing of inspirational videos on exemplary agrotourism operations in Indonesia yielded the following results:

Enhanced Strategic Awareness: Participants acquired knowledge of digital marketing concepts via social media platforms, including YouTube, Instagram, and TikTok, alongside the significance of website management for market expansion. This is essential given that Pamboborang Village was previously hindered by an absence of digital marketing methods.

The internalization of theory and case studies: The case study of the successful Nglanggeran Tourism Village in Yogyakarta illustrated to participants how information technology may substantially enhance tourist visitation.

Cognitive Understanding Assessment: A questionnaire indicated a heightened comprehension among participants regarding the strategic significance of digital technology in enhancing the visibility of agrotourism locations. Participants started to identify opportunities for utilizing direct engagement on social media to foster confidence among prospective tourists.

2. Practical Workshop on Content Creation and Digital Media Administration

In contrast to the socialization session, the practical workshop aimed to furnish the community with hands-on expertise in creating digital assets for village agrotourism. **Creative Content Production:** This session provided participants with systematic instructions for producing captivating visual content, including photographs and brief movies optimized for social media algorithms. The primary emphasis is on shooting techniques and the

application of pertinent hashtags (#) to enhance content visibility on digital platforms.

Independent Platform maintenance: Participants receive training in the successful and consistent maintenance of social media accounts, including an introduction to fundamental website management and digital marketing apps that facilitate the reservation process and enhance visitor contact.

Skill Outcomes: The result of this session is the participants' preparedness to autonomously utilize technical abilities. These abilities establish the groundwork for sustainable marketing initiatives designed to improve the operational efficiency of Pamboborang Village's agrotourism in the future.

Overall, the activity proceeded smoothly as planned, with a high level of participation from participants. Based on the results of the questionnaire distributed at the end of the activity, there was an increased understanding of the role of digital technology in agrotourism promotion, and a readiness to apply the skills acquired, such as creating social media content. Documentation of the activity, including the presentation session and questionnaire distribution, is recorded in Figures 4.1 and 4.2, which are available in the activity report.



Figure 1. Presentation of Material



Figure 2. Distribution of Questionnaire Sheets

Discussion

This community service activity generated several significant outcomes for the Pamboborang Village community and the community service team, in line with the goal of increasing agrotourism marketing capacity through digital technology. First, the activity successfully raised community awareness of the potential of social media (such as YouTube, Instagram, and TikTok) and websites as effective and cost-effective promotional tools. This increased understanding is crucial, given that low digital literacy among rural communities often hinders technology adoption. Questionnaire results indicated that the majority of participants now recognize the opportunity to expand the reach of the agrotourism market through digital platforms, which aligns with the findings of Gretzel et al. (2015) on the role of technology in increasing the visibility of tourist destinations.

Second, this activity encourages the improvement of the community's practical skills in managing digital content. Through practical workshops, participants are trained to create engaging visual content, such as photos and short videos, and to utilize hashtags to increase reach. These skills are crucial for building a positive image of Pamboborang Village as a competitive agrotourism destination. For example, the creative content produced during the workshops can form the foundation for sustainable marketing campaigns, as has been successfully implemented by other tourism villages in Indonesia (Susilowati, 2019) .

Third, this activity facilitates the development of networks between agritourism operators and local communities through digital platforms. Social media allows direct interaction with potential tourists, such as through positive reviews or shared experiences, which can increase visitor trust and interest. Furthermore, the use of digital marketing applications, such as online booking platforms, can simplify the reservation and payment process, thereby improving agritourism operational efficiency.

For the community service team, this activity provided valuable insights into the challenges and needs of rural communities in adopting digital technology for marketing. Questionnaire data revealed that key obstacles included a lack of access to advanced training and limited internet infrastructure in some rural areas (Setiawan & Nugroho, 2020). These findings align with previous research highlighting the digital divide in rural Indonesia (Kominfo, 2021). Furthermore, this activity generated qualitative and quantitative data that can be used for further analysis, including evaluating the effectiveness of social media in increasing tourist visits and the potential development of research methodologies in the field of agrotourism (Creswell, J. W., & Creswell, J. D. (2018).

These outcomes also open up opportunities for further research, such as developing digital marketing models specific to rural agrotourism or collaborating with stakeholders to strengthen ICT infrastructure (UNWTO, 2021). Scientific publications from this activity could enrich the literature on the role of technology in community-based tourism development and provide practical guidance for other villages seeking to develop agrotourism (Pangestuti et al., 2018). Overall, this activity demonstrates that a community-based approach combined with technology training can be a catalyst for local economic

empowerment through agrotourism.

Conclusion

Through outreach activities, the Pamboborang Village community gained a better understanding of the use of technology in agrotourism marketing and promotion. They became more aware and educated about the importance of technology in developing the village's agrotourism potential. The use of technology, such as social media, websites, and mobile applications, has had a significant positive impact in expanding promotional reach, increasing destination visibility, and simplifying the reservation process and interaction with visitors.

Based on the evaluation results, the sustainability of the outreach program is a crucial aspect that requires attention. Providing ongoing education and training related to technology utilization is key to maintaining and strengthening the development of Pamboborang Village's agrotourism. Therefore, synergy between the government, businesses, and the community is essential to ensure the continued optimal use of technology to support the village's agrotourism sector.

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Conflict of Interest Statement

The authors declare that there is no conflict of interest in this work. This work was carried out independently without any influence from any party, either financial or non-financial.

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