



## Improving Human Resources and Supporting Local SMEs through the Digitalization of the Keranggan Ecotourism Village Business in South Tangerang

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### ABSTRACT

The community empowerment program at Keranggan Ecotourism Village identified several challenges, including low productivity, limited information access, and insufficient promotional facilities, resulting in a lack of awareness about the village's offerings. In response, a team comprising faculty and students from ESQ Business School conducted a tridharma activity focused on digital marketing, particularly for Keranggan Snack, a local home industry product aiming for expanded sales. This initiative aimed to leverage social media platforms to enhance product outreach and facilitate the promotion of Keranggan Ecotourism products to local SMEs, optimizing social media for broader audience reach. Additionally, the team facilitated the promotion of Keranggan Ecotourism products at various external events, aligning with Indonesia Emas 2045's vision. The primary objectives were to increase awareness and branding, assist local SMEs in boosting sales, and provide promotional platforms for Keranggan Ecotourism. This multifaceted approach aimed to address fundamental issues and propel Keranggan Ecotourism towards sustainable growth. Through education on digital marketing and active promotion, the program sought to overcome obstacles and elevate the visibility and economic viability of Keranggan Ecotourism Village beyond its immediate surroundings. By providing a platform for wider recognition and engagement, the initiative aimed to contribute to the village's economic development and environmental conservation efforts.

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## INTRODUCTION

The tourism sector is categorized as one of the world's largest industries. About 8% of general goods and services exports typically originate from the tourism sector. Considering these opportunities, Indonesia boasts numerous tourist attractions scattered across the country. From its natural riches such as tropical rainforests, mountains, beaches, to fertile agricultural lands, the country's abundant natural resources serve as the primary basis for developing ecotourism villages in various regions of Indonesia. Local Economic Development: Ecotourism villages can boost the local economy by creating

job opportunities for local residents. This can alleviate pressure on natural resources and assist rural communities in sustainable living. Ecotourism villages can also benefit local communities by increasing their income, promoting local culture and traditions, and strengthening their ownership of natural resources (Maulidizen, Sofian, Adila, et al., 2022).

Ecotourism is a tourism sector with the potential to support the national economy. It can also be utilized by Regional Governments to increase their own local revenue. Besides absorbing labor, this sector can serve as a good source of foreign exchange earnings and drive investment development. Key aspects of ecotourism include environmental sustainability, economic benefits, and community integration. According to Permendagri (2009) No. 33 of 2009 concerning Guidelines for the Development of Ecotourism in Regions, this regulation has motivated Regional Governments to develop ecotourism as part of tourism activities in Indonesia. This regulation explains that ecotourism is a potential resource for natural resources, the environment, as well as the unique nature and culture that constitute a leading sector in regions that have not been optimally developed (Maulidizen, Sofian, Karimah, et al., 2022).

Optimal development of ecotourism in an area requires planning, utilization, control, institutional strengthening, and community empowerment, considering economic, social, ecological principles, and involving stakeholders in managing ecotourism potential. Fahriansyah and Yoswaty (2012) illustrate that ecotourism is an effort that emphasizes various tourism products based on natural resources, ecotourism management to minimize environmental impacts, environmental education, contributions to conservation efforts, and improving welfare for local communities. Thus, there are three aspects that must be fulfilled in the development of ecotourism in a tourist destination, namely: education, local community welfare, and environmental conservation (Maulidizen, Winanto, Indrajaya, et al., 2022).

Villages have the potential to be community-based tourism destinations based on their cultural local wisdom and can also trigger sustainable economic growth. This is aligned with the concept of building from the periphery or from villages to improve the welfare of Indonesian society by exploring local potential and empowering local communities as prioritized programs for implementing sustainable development concepts in the tourism sector (Sustainable Tourism Development). Tourist villages serve as direct platforms for community awareness of tourism potential and the creation of the Seven Charms in the surrounding areas of tourist destinations and as good partnership elements for Regional Governments (District/City) in efforts to realize and develop tourism in the region (Maulidizen, Winanto, Safaah, et al., 2022).

Keranggan Ecotourism Village is geographically crossed by the Cisadane River, not far from the center of BSD city, with its natural and serene surroundings, and partly the livelihoods of the population are engaged in various home industries such as various chips. This Ecotourism Village is the only community-based tourism in South Tangerang City managed by Pokdarwis and has been integrated including: having natural tourism along the Cisadane River, the establishment of home industries for various chips and roasted beans as Keranggan's typical souvenirs, the availability of homestays owned by local residents, having tourist attractions such as river tourism, Jungle Trek, Camping Ground, agro education tourism, and social entrepreneur camp, as well as arts and cultural attractions, and Saung Cisadane restaurant serving traditional Sundanese cuisine as culinary tourism.

Integrated management supported by several universities in Keranggan Tourism Village has the potential to drive regional economies, preserve the environment, and improve the welfare of communities around the developed areas as Keranggan Ecotourism. The village is built on 20 hectares of land divided into several zones, including culinary, gaming, educational tourism, and recreational sports zones. This village was established only 4 years ago by POKDARWIS (Tourism Awareness Group), focusing on three indicators: economic impact, which targets 200 family cards, developing SMEs, and tourism.

## **METHOD**

### **1. Preparation Stage**

During the first stage, which lasts for 2 months, the following activities are carried out:

- a. Determination of the community empowerment activity objectives.
- b. Field surveys.
- c. Interviews with local communities.
- d. Analysis of existing issues and determination of appropriate work programs.

## **2. Venue Visit**

The implementation of Community Empowerment activities began with the first visit to Keranggan Ecotourism Village on March 6, 2023, by the student team to observe the issues present in the village. Through the initial visit, a discussion forum was held with Keranggan's officials, including Mr. Abdul Basyith, Secretary of the Tourism Awareness Group (Pokdarwis). Subsequent visits were conducted every two weeks to discuss progress with Keranggan Ecotourism and the community regarding the development of Keranggan's social media presence, which serves as a significant economic driver and brand awareness platform for a broader market.

## **3. Partnership Offer**

After offline meetings with Abdul Basyith, Secretary of POKDARWIS, and the PKM team from ESQ Business School, both parties agreed to collaborate in implementing Tridharma activities to facilitate sales promotion outside of Keranggan Ecotourism and the implementation of Digital Marketing in Keranggan Ecotourism Village. This partnership offer was accepted by both parties, as evidenced by the response from the partner with the signing of a response letter requesting collaboration by the community empowerment program coordinator, Abdul Haris Muchtar.

## **4. Collaboration Availability with PKM Partners**

The willingness to collaborate with Keranggan Ecotourism Village and the PKM team from University of Ary Ginanjar was confirmed through a letter of cooperation with the PKM partner. This collaboration agreement was known by the Head of the Business Management Study Program, as the Coordinator of the Community Empowerment Program, Mr. Abdul Haris Muchtar. This collaboration agreement was signed on March 16, 2023, under Letter No: 01/PEMMAS/EBS/X/2023.

## **5. Team Coordination with the Chairman of Pokdarwis Keranggan Ecotourism Village**

The team coordinated with the Chairman of Pokdarwis Keranggan Ecotourism Village, Mr. Baysith, to designate Keranggan Ecotourism Village as the community empowerment program collaboration conducted by University of Ary Ginanjar's team. The student team coordinated that the Community Empowerment activities would be conducted for a period of 3 months as a pilot project for Golden Villages towards Indonesia Golden 2045. The Golden Village movement symbolizes a robust, independent, dignified, prosperous village civilization that impacts the nation-building strategy of Building Indonesia from the Village. With this agreement, if the community empowerment activities yield positive results, they will become sustainable activities after the initial 3-month period.

## **6. Implementation Stage**

During the implementation stage, which lasts for 3 months, the following activities are carried out:

- a. Meetings with SME actors and involved communities.
- b. Implementation of work programs.
- c. Assistance to SME actors and involved communities.
- d. Evaluation of program implementation.

## **7. Reporting Stage**

- a. Analysis of work program results.
- b. Preparation of final reports and publication.
- c. Seminar on program results.
- d. Report revision.
- e. Submission of revised activity reports

## RESULT AND DISCUSSION

### Implementation of Digital Marketing

During the rebranding process for Keranggan Ecotourism Village, several steps were taken, including product photography, creating social media templates, and producing footage files;

#### 1. Digital Marketing Process

The stages involved in digital marketing are as follows:

- a. Introduction and brainstorming with Mr. Baysith, Secretary of POKDARWIS, followed by concept development and briefing.
- b. Implementing the concept into visuals by creating outlines for the needed social media footage and templates.
- c. Photographing the snack products available in Keranggan Ecotourism Village.
- d. Creating social media templates and producing footage files.
- e. Implementing the social media templates with Keranggan Ecotourism Village.

#### 2. Product Photography

This stage involves providing guidance for capturing product photos to be used in content for publication on both social media and the UMKM's website. The guidance includes instructions on the angles of the photos, as well as the lighting angles to be used in capturing the images/photos. It not only provides technical instructions for capturing product photos but also explains the effects or impacts resulting from the device or camera used in taking the product photos.

#### 3. Social Media Templates

Social Media Templates serve as the face or identity of a social media account, whether it's for Instagram feeds or other social media platforms. Therefore, in this activity, Social Media Templates are one of the features focused on being arranged to be attractive and also empowering for the community to use the templates and upload feeds independently. In this feature, users can see the information presented by the Keranggan.snacks Instagram account. Below is the social media template created by our group.

#### 4. Footage Files for Photo Materials

This stage serves as a storage medium for photo and video footage materials for the needs of Keranggan Ecotourism's social media. This allows UMKM community members to choose and market their products within the necessary product files.

### Facilitating Promotion of Keranggan Ecotourism Products

Facilitating the promotion of Keranggan Ecotourism products is conducted to develop local ecotourism product promotion facilities. The goal of developing these facilities is to increase awareness, branding, popularity, and support for ecotourism products in order to promote sustainable tourism and environmental preservation, strengthen cooperation, and build relationships between University of Ary Ginanjar students and the community and Pokdarwis management. On December 12, 2023, the facilitation of promoting Keranggan Ecotourism products was held in conjunction with the 11th anniversary celebration of University of Ary Ginanjarat Level 18, Menara 165.

Facilitating the Promotion of Keranggan Ecotourism Products began with placing products from Keranggan Ecotourism in the provided booths. The products displayed at the 11th anniversary celebration of University of Ary Ginanjar provided an introduction and awareness to the wider community about the products available at Keranggan Ecotourism. The guests attending the 11th anniversary celebration of University of Ary Ginanjargreatly contributed to introducing Keranggan Ecotourism products to a broader audience.

### Implementation of Participant Mentoring Program

The Participant Mentoring Program was structured into six distinct sessions to provide comprehensive guidance and support to the participants. Each mentoring session focused on different

aspects of personal and professional development, aimed at empowering the participants to achieve their goals and maximize their potential;

1. First Mentoring Program

The initial mentoring program served as an orientation session, introducing the participants to the objectives and structure of the mentoring program. Topics covered included goal setting, self-assessment, and establishing rapport between mentors and mentees.

**Table 1** First Mentoring Program

<b>Program Mentoring</b>	Interview and observation	Documentation
<b>Time Implementation</b>	Saturday, 11 March 2023	
<b>Achievement Results</b>	Engage in direct communication with the Pokdarwis chairman and secretary to understand the challenges encountered by the Keranggan ecotourism village, which include insufficient digital marketing efforts and a lack of community cohesion in supporting the development of the ecotourism village.	

2. Second Mentoring Program

**Table 2** Second Mentoring Program

<b>Program Mentoring</b>	Program presentation and visit from the Head of Study Program	Documentation
<b>Time Implementation</b>	Friday - Saturday, 31 March - 1 April 2023	 
<b>Achievement Results</b>	Provide exposure related to digital marketing that will be carried out, namely product photos and social media content creation. Also the visit of the Head of Business Management Department by Mr. Abdul Haris Muchtar, S.Ag., MM	

3. Third Mentoring Program

**Table 3** Third Mentoring Program

<b>Program Mentoring</b>	Product Photo Workshop Activity	Documentation
<b>Time Implementation</b>	Monday, 17 April 2023	
<b>Achievement Results</b>	Photos of Keranggan snack products and presented concept ideas for Kampung Keranggan's Instagram feeds.	

4. Fourth Mentoring Program

**Table 4** Fourth Mentoring Program

<b>Program Mentoring</b>	Printing of snack stickers	Documentation
<b>Time Implementation</b>	Thursday, 18 May 2023	
<b>Achievement Results</b>	After completing the sticker design for 17 snack products, we printed them to be labeled on the snacks.	

5. Fifth Mentoring Program

**Table 5** Fifth Mentoring Program

<b>Program Mentoring</b>	Video Reels Creation	Documentation
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<b>Time Implementation</b>	Saturday, 2 June 2023	
<b>Achievement Results</b>	Created 8 video reels for keranggansnacks Instagram.	

6. Sixth Mentoring Program

**Table 6** Sixth Mentoring Program

<b>Program Mentoring</b>	Training ESQ	Documentation
<b>Time Implementation</b>	Saturday, 10 June 2023	
<b>Achievement Results</b>	Organized ESQ training for 30 Keranggan residents and received positive feedback from the participants.	

The outcomes of the MSME Participant Assistance Process in Keranggan Ecotourism Village are assessed through the analysis of follower numbers. Here are the outcomes derived from the Instagram activities conducted under the Keranggansnack account:



**Figure 6** Before - After Followers Instagram

The marketing efforts undertaken have led to a notable increase in the number of followers on the Keranggansnacks Instagram account. This indicates that the promotional endeavors have effectively drawn attention to Keranggansnack's Instagram page, thereby expanding its audience reach. The outcomes attained are within the timeframe constraints and capacity limitations. Observing the changes in follower count, there is evident quantitative growth. Consequently, it can be inferred that

the training and guidance provided in utilizing social media as a digital marketing platform have proven to be effective. Time / Rundown of MSME Training and Development Program

**Table 7** Schedule and Materials Design and Data Collection, Dec 2022 -Jan, 2023

Date	Events	Time	Description
11/03/2023	Interview and discussion of solutions to problems	11:00 – 15:00	Meet – ke 1
13/03/2023	Proposal design	14:00 – 16:00	Meet – ke 2
27/02/2023	Discussion and presentation of concepts	14:00 - 16.00	Meet – ke 3

**Table 8** Schedule and Mentoring Materials (March- June, 2023)

Date	Events	Time	Description
1/04/2023	Concept exposure	11:00-15:00	Mentoring 1
17/04/2023	Product Photo	09:00-13:00	Mentoring 2
18/05/2023	Sticker making	10:00-11:00	Mentoring 3
2/06/2023	Video Reels Creation	13:00-17:00	Mentoring 4
10/06/2023	Training ESQ	08:30-15:30	Mentoring 5

## CONCLUSION

From the discussions regarding the community empowerment program at Keranggan Ecotourism Village, several issues were identified, including low productivity among the community, limited access to information, constraints in conventional promotional facilities, and a lack of digital marketing, resulting in limited awareness of Keranggan Ecotourism Village among the wider population.

In response to these fundamental issues, our team, consisting of PKM faculty and students from ESQ Business School, conducted one of the tridharma activities by providing further introduction to digital marketing for Keranggan Snack, one of the home industry products of Keranggan Ecotourism Village aiming for advanced sales. This initiative aimed to leverage social media platforms to enhance product outreach to a broader audience through the internet. Additionally, we facilitated the promotion of Keranggan Ecotourism products to assist local SMEs in marketing and introducing their products more extensively, optimizing the use of social media to reach a wider audience. Aligned with the aforementioned issues, our PKM team from the Management study program at University of Ary Ginanjar didn't just provide education on digital marketing but, as a dedication to the journey towards Indonesia Emas 2045, we provided promotional facilities for Keranggan Ecotourism products at various events outside Keranggan Ecotourism Village.

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