

OPTIMIZING THE ROLE OF COMMUNITY SELF-HELP GROUP
UNITILIZING NEW MEDIA AS A PROMOTIONAL TOOLS FOR THE
POTENTIAL OF THE VILLAGE IN JALANCAGAK, SUBANG REGENCY

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ABSTRACT

The potential of a village, including its natural resources and human resources, can be harnessed and developed into a tourist village in various sectors such as economics, education, social, and environment. The development of village potential involves the collaboration between the community and the government, with Jalancagak District in Subang Regency being one of the locations that has diverse village potential, such as tea plantations, waterfalls, amusement parks, and hot springs. To optimize the village potential, the involvement of Community Self-Help Groups (KSM) is crucial. KSM is a solidarity movement organization that focuses on socioeconomic development through community empowerment. In order to enhance the performance and capacity of KSM, mentoring from partners is necessary, particularly in promoting the village potential using new media to overcome partner-related issues. The purpose of this Community Service (PKM) activity is to stimulate partners in determining strategies for utilizing new media, conducting promotions in forums, using hashtag strategies, implementing SEO, involving influencers, and leveraging special moments. The methods used include analyzing the potential issues in the village, providing guidance on new media and its utilization, mentoring the creation of effective village promotional content, and creating promotional content on various new media platforms such as Instagram, YouTube, and TikTok with direct involvement of KSM. The conclusion of this activity indicates that the stimulation, materials, and direct mentoring provided are engaging and eagerly anticipated, providing KSM members with a platform to explore and promote the village potential using new media.

Keywords: The potential of village, Community Self-Help Groups, New Media

A. Introduction

Village potential refers to all natural resources and human resources available in a village, which can be utilized for the sustainability and

development of the village. When we hear the term "village potential," it often directs our thoughts to a village that can be developed into a tourist destination. However, it is not limited to that; other sectors such as economy,

education, social, environment, and others are also part of the development. (Village Masterplan, 2022)

In general, the purpose of developing village potential is to encourage the independence of the local community through empowering activities, such as providing training, introducing innovative tools, promoting product processing methods, and more. All these efforts aim to enhance the well-being of the village residents. One of such areas is the Jalancagak District in Subang Regency.

The diverse potential of the village would be wasted if not promoted using the new media widely used around the world today. Therefore, the role of Community Self-Help Groups (Kelompok Swadaya Masyarakat or KSM) is crucial in assisting the community with their activities. As a group that plays an essential role in social change with new perspectives and paradigms, KSM requires continuous support and access to up-to-date information that supports their trans-formative initiatives. One of these new aspects is the utilization of new media as a means to promote the

potential of the village in the Jalancagak District, Subang Regency.

The ability to develop and promote the village potential through new media is highly important, not just during educational outreach but also during promotional activities for the village potential. Creating promotional content using new media, which has a massive user base, requires specific skills. High creativity and the ability to create content that attracts attention are essential demands for KSM members.

This situation directly and indirectly illustrates that creating promotional content using new media without proper training can result in unattractive content, which ultimately hinders the primary goal of promoting the village potential. Common priority issues that often arise include a lack of expertise in using new media strategies, improper media selection, failure to promote in relevant forums, lack of hashtag use, disregarding search engine optimization, not involving influencers, and insufficient utilization of special moments.

Based on previous research titled "The Use of Social Media by Awareness Tourist Society in Promoting New Tourist Potentials" published in Journal Medium Vol. 6 No. 2, promoting potential tourist destinations can easily be achieved by communities who are aware of the tourism potential in their area. The use of social media in promoting the potential of Kecamatan Bantan's tourist attractions was done through several stages: communicator, message, media, and communicant. Social media platforms such as Facebook, Instagram, and Whats App were utilized. These platforms are considered beneficial in promoting new tourist potentials in less-known areas. The ease of disseminating information about tourist destinations, travel information, and the use of various features on these three social media platforms can make information about the tourist village more attractive. (Nurjanah, 2015)

Referring to the situational analysis and previous research, Community Self-Help in Kecamatan Jalancagak, Subang Regency, is expected to enhance their promotional capabilities by utilizing new media to promote the village's

potential. Thus, the community service team has identified the following problems faced by the partners (Collaborator):

- a. Collaborators has lacks a strategy for using new media.
- b. Collaborator has has difficulties in selecting appropriate media for promotion.
- c. Collaborators has not actively promoting in relevant forums.
- d. Collaborators has not use hashtags effectively.
- e. Collaborators neglects search engine optimization (SEO) practices.
- f. Collaborators has not involve *influencers* in their promotion efforts.
- g. Collaborators has not fully utilize special moments for promotional activities.

Based on the identified issues, the community-service team has agreed to conduct a specific communication stimulation using a method where partners will be gathered and invited to discuss with the team, who have already conducted sharing sessions, in order to find offered solutions within a predetermined schedule.

B. Method of Implementation

The community-service activities were conducted in Kecamatan Jalan Cagak, Subang Regency, on Monday, February 6, 2023, and were attended by members of the Community Self-Help Group, consisting of youth from Anggta Karang Tarunda and members of the Women's Welfare Group (Ibu-ibu PKK) in Kecamatan Jalan Cagak, Subang Regency. The team employed four stages of the method. First was the planning stage, during which the team conducted direct field surveys to obtain the necessary permits for the community service activities and analyzed the existing village potential and the utilization of new media as a promotional tool on-site.

The next stage was guidance, in which the team provided knowledge transfer through the following topics:

1. Strategies for using new media,
2. How to determine suitable media for promotion,
3. Strategies for promoting in relevant forums,
4. Effective use of hashtags,
5. Paying attention to search engine optimization (SEO),

6. Involving *influencers* in the promotion,
7. Utilizing special moments for promotional activities.

The subsequent method used was mentoring, where the team conducted direct simulation of educational outreach, enabling the participants to implement the creation of engaging promotional content for optimizing the promotion of the potential of the tourist village using new media.

The final method employed was facilitation, with the activity focused on creating promotional content for the village potential on various new media platforms as a documentation tool for the community service activities.

C. Result and Discussion

The aim of this community-service activity was to analyze the issues related to optimizing the potential of the tourist village in Kecamatan Jalan Cagak, Subang Regency, through the use of social media as a promotional tool for the village's potential. Utilizing social media as a new media requires specific skills for its effective use. The

initial step taken was conducting a direct field survey by the team to explore the potential and utilization of new media. The team also approached the village authorities to understand the bureaucratic requirements for implementing these activities. The activity, spanning four weeks, culminated in a sharing session held on February 6, 2023, at the Kecamatan Jalan Cagak Village Hall. This session was attended by all members of the Community Self-Help Group, including the Youth Group, the PKK (Women's Welfare Group) members, and other residents of Kecamatan Jalan Cagak, Subang Regency. The village authorities facilitated the event by granting permission to use the Village Hall for the entire day.

The sharing session, a method of conveying information, experiences, and knowledge with the aim of collective learning, was chosen as a way to foster an egalitarian feeling between the Community Self-Help Group and the team. Based on the issues identified in the field, the team shared information on how to determine the most suitable new media for optimizing the promotion of the

tourist village potential. The team directed the participants to conduct surveys or analyze data to determine which media platforms would be most appropriate. The discussion began with an opening by the Head of the Communication Science Study Program, Dr. Rasman Sonjaya, M.Si, followed by dividing the participants into groups based on their interests and preferences. Our group was assigned to the multipurpose hall, and the session took place from 09:00 to 11:00. We started by discussing the current era of information and media revolution, highlighting the need to optimize the available potential through effective information management and the use of media.

This was followed by a presentation by Dr. Nur Ratih Devi Affandi, S.S., M.Si, moderated by Charisma Asri, S.Ikom, M.Ikom. The session was divided into presentation and discussion segments, concluding with a summary of key points. The presentation began by creating awareness among the villagers about the potential they possessed, such as their high geographic location at 700 meters above sea level, which resulted in a cool climate. Additionally,

the village boasted many well-known tourist destinations, including waterfalls, tea plantations, pineapple plantations, and hot springs. Such incredible potential is regrettable if not optimally promoted using new media. New media here refers to online media that offer flexibility, potential for interactivity, and the ability to function privately or publicly. The audience was introduced to the benefits of new media, including easier information search, meeting various needs, entertainment, efficient communication, educational opportunities, business promotion, and more.

Next, the discussion covered strategies for choosing the appropriate media because the right media selection would significantly impact the desired outcomes. The first consideration was identifying the target audience, determining who the intended "conversation partners" would be on the chosen new media platform. The second step was to determine the content and materials to be uploaded, and the final aspect was to observe which social media platforms were easily accessible to the target audience.

Furthermore, the discussion encouraged the participants to actively seek forums and capitalize on significant events or moments for promotion. The villagers were also introduced to the concept of Search Engine Optimization (SEO). SEO is a strategy used to increase the visibility and ranking of a website in search engine results. Its primary purpose is to increase organic (non-paid) web traffic by improving a website's ranking on search engine pages. SEO involves various tactics to optimize a website in line with search engine algorithms.

The last part of the presentation focused on conveying the six strategies of the Ministry of Tourism and Creative Economy (Kemenparekraf):

- a) Improvement of Tourism Infrastructure: Kemenparekraf focuses on developing tourism infrastructure, such as accessibility, roads, airports, ports, and other supporting facilities. The goal of this strategy is to improve connectivity and accessibility to potential tourist destinations throughout Indonesia.

- b) Development of Priority Tourist Destinations: Kemenparekraf identifies

and develops priority tourist destinations that have significant potential to attract both domestic and international tourists. This strategy involves developing and diversifying tourism products, environmental management, and empowering local communities.

c) **Enhancement of Marketing and Promotion:** Kemenparekraf actively promotes and markets tourist attractions to attract tourist interest. The strategy includes domestic and international marketing campaigns, participation in tourism exhibitions, collaboration with travel industry stakeholders, and the use of social media and digital platforms for promotion.

d) **Improvement of Human Resources:** Kemenparekraf focuses on enhancing the quality of human resources in the tourism and creative economy sector. The strategy involves training programs, certification, and education aimed at improving the competence and professionalism of the workforce in this sector.

e) **Empowerment of the Creative Economy:** Kemenparekraf supports the development of the creative economy by facilitating creative industry players. This strategy includes financial support, market development, facilitation of technology access, and promotion of Indonesian creative products and artworks.

f) **Strengthening Cooperation and Collaboration:** Kemenparekraf strives to strengthen cooperation and collaboration with various stakeholders, both at the national and international levels. The strategy involves partnerships with the private sector, local governments, international organizations, and local communities to holistically enhance tourism and the creative economy.

The event concluded with a question-and-answer session and interactive discussions between the speakers and the participants. The discussion was lively and challenging to end due to the participants' high enthusiasm. They expressed hope for follow-up activities to continue optimizing the use of new media as a promotional tool for the village's potential. The creation of

engaging content is expected to increase awareness among the community about the potential of Kecamatan Jalan Cagak. Increased interaction and participation through social media are anticipated to have a positive impact on tourist visits and investor interest.



Image 1: The Speaker Presenting on Optimizing Community Self-Help Groups (KSM) in Utilizing New Media as a Promotional Tool for the Potential of Jalancagak Village, Subang Regency.



Image 2: The Discussion Session on Optimizing Community Self-Help Groups (KSM) in Utilizing New Media as a Promotional Tool for the Potential of Jalancagak Village, Subang Regency.

D. Conclusion

The presence of new media is an innovative communication tool that should be utilized to its fullest potential for effective and targeted communication. The use of new media, likened to a double-edged sword, poses both challenges and opportunities. When used appropriately and for the greater good, it can yield fruitful results. This also applies to utilizing new media as a promotional tool for the potential of Jalancagak Village in Subang Regency. The diverse potential of the village, such as tea plantations, waterfalls, amusement parks, and hot springs, which are not fully promoted, can be communicated to a wider audience through the use of new media. By utilizing specific forums, employing hashtag strategies, implementing search engine optimization, involving influencers, and capitalizing on special moments, the village's potential can be effectively promoted.

RECOMENDATIONS

For the recommendations that the community engagement team can provide:

- Collaborator needs to continuously verify the information they provide to the wider community to avoid miscommunication and the spread of fake news.
- Collaborator should also safeguard information regarding personal data.
- Collaborator is encouraged to invite all residents of Subang to participate positively in using new media.
- Collaborator should continue to develop and improve their skills in optimizing new media.

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