

Instagram social media development strategy for promotional facilities and local wisdom potential in ecotourism-based coffee villages in Mekarbuana Village Karawang

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Abstract

Utilization and use of social media, especially Instagram as something common thing _ used many people for share things in nature positive . Sangabuana Karawang coffee village is one of the areas that save beauty nature , so therefore as aim tourism , whose potential no only for visitors local , however can also be developed for traveler foreign . Adapun aim study this is for reviewing the development strategy for Coffee - Based Villages Ecotourism in Mekarbuana Village , Karawang. As well as reviewing the strategy matrix SWOT analysis (Strength , Weakness, Opportunity and Threat). Then followed by local coffee village managers . 1) How how to copywriting 2) when perfect time _ in promotion on social media 3) how method make market. Method used that is approach characteristic persuasive educative with lectures , discussions . Expected results form understanding and skills startgi in use social media for promotion development of the Sangabuana coffee village .

Keywords : Social media, tourist village , SWOT analysis

PENDAHULUAN

Tourist is all something related _ with administration and operation tourism that includes object and power pull travel , business means travel , business service tourism , as well efforts other . Tourist is part from culture for related communities _ with use owned time , with _ aim for pleasant self alone nor anyone else. Tourism terms are also included in Law no. 10 of 2009, Article 1 paragraph 1, which states that tour is activity someone 's journey _ _ nor group of people with visit the place certain for aim recreation , development personal study uniqueness power pull visited tours _ in period time temporarily in a certain area . it _ push happening change and development in urban areas the . There are several aspects that arise in urban areas , one of them is problem growth resident . Especially something area or city the has city status big, for sure total its inhabitants will always increase and will raises problem in life urban

Karawang is known as one _ area that has land fertile in West Java with rice barns wide paddy fields reached 93,590 hectares or about 53% of wide counties scattered throughout _ _ district . Production paddy supported by the system sufficient irrigation . _

related with location Strategic district _ this development Karawang regency is very fast good development industry ,housing , trade and services nor the tourism .

Besides Potential Tours , available another potential in Mekarbuana Village like potency agriculture plantation and industry . one _ potential in Mekarbuana Village that is potency Agriculture , Potential current agriculture _ this we will develop in framework get up tour new is on a coffee farm , with the concept of the coffee village towards ecotourism . Development existing coffee products in Mekarbuana _ already managed with good by BUMDES Buana Mekar in Mekar Buana Village p this be one _ factor pusher for developing a coffee -based village ecotourism .

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General the existence of a coffee village yet known by the public in a manner wide especially in the area city of Karawang. Apparently government areas and parties related not optimal yet promotion for popularized the sangabuana coffee village in Karawang. Through promotion of coffee village using various way and media, with aim get up image or about pictures destination . The image or images built including media coverage . social media in a manner wide must beneficial for envy cost promotion existing tourism _ in the area . With use of social media such as Facebook , Instagram , even YouTube give influence for traveler for visit destination the . In the end places tourism in the area , such as the Sangabuana coffee village can be introduced to Public broad .

later today , social media is getting wide used as channel promotion ecotourism . social media in a manner simple interpreted as one of the online media platforms for support communication in a manner interactive . Social media terms cover various platforms such as blogs, micro-blogging (such as Twitter), social networks (such as Facebook), video sharing (such as YouTube) . social media especially Instagram bears meaningful way _ in raise number tourism . Where is development existing tours _ aligned with issues _ _ conservation environment and empowerment Public local . In research this that development tour this capable give mark more no only on the environment and the economy , but also on the social welfare of society in a manner general . Leave from condition the study this aim for (1). pale strength economy local people who are in the Sangabuana area and (2). Develop a strategy that can push development potency ecotourism based _ economy local in sangabuana coffee village .

METHOD

Data collection techniques used in study this namely primary and secondary data , where is this primary data obtained from results observation and interview relevant in-depth interviews with a development strategy in manage social media accounts in the coffee village in sangabuana . According to Suiyono (2010:310) says " Observation is base all knowledge knowledge " para researcher only could work based on data, that is fact about the realities

of the world through observation . In settings subject study this , author use purposive sampling technique, because can get accurate information _ from understanding sources _ discussion study so that writer could present credible data . While on the secondary data obtained from data sources other party with study library . Data analysis technique used is as following :

1. SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
External IE Matrix
2. EFAS Analysis (External Factor Analysis Summary)
3. IFAS Analysis (Summary Internal Factor Analysis)
4. SWOT Matrix (Strengths, Weaknesses, Opportunities, Threats)

RESULTS AND DISCUSSION

strategy Development

Based on the results of the survey conducted to BUMDES and the manager of the Sangabuana coffee village that is form understanding and skills target activity in use social media for support promotion potency wisdom local for develop coffee village ecotourism . Researcher use approach educative persuasive _ with method lectures , discussions and practice through a number of stages :

1. Assistance method

Researcher survey to _ location , first training with method discussion used _ for knowledge help motivation manager will importance use of social media in coffee village promotion Besides that method this is also used for Introducing the Techniques use of social media and basics writing When promoting on social media.

2. Instagram social media creation

Next in study this coffee village managers discussed and brainstormed for give ideas too idea creative with look diverse potency in village k

Matrix SWOT Analysis

Study this use SWOT analysis for analyze the data that has been obtained from results researcher . Deep analysis study this covers analysis about internal and external factors that have influence in compiler .

Indicator internal potential in the sangabuana coffee village could clear form strengths and weaknesses as following :

Internal Potential Indicator

| Strategy Factor | Weight | Rating | Score |
|-----------------------|--------|--------|-------|
| Strength (S) | | | |
| Competitive price | 0.10 | 2 | 0.2 |
| Market opportunities | 0.10 | 3 | 0.3 |
| Support village head | 0.20 | 4 | 0.8 |
| Culture MSME work | 0.10 | 3 | 0.3 |
| Amount | | | 1,6 |

| | | | |
|-----------------------------------|----------|---|------------|
| Weakness (W) | | | |
| Limited number of human resources | 0.10 | 2 | 0.2 |
| Facing location | 0.10 | 3 | 0.3 |
| available capital | 0.10 | 2 | 0.2 |
| promotions carried out | 0.20 | 2 | 0.4 |
| Amount | | | 1,1 |
| Total | 1 | | 3,8 |

Source: Data analysis, 2022

Potential indicators in the Sangabuanan Kopi Village External can be explained through the following table:

External Potential Indicator

| No | Strategy Factor | Weight | Rating | Score |
|----|---|----------|--------|------------|
| | Opportunity (O) | | | |
| 1 | Policy government Kab . Karawang | 0.10 | 3 | 0.3 |
| 2 | Progress rapidly in the field technology | 0.20 | 3 | 0.6 |
| 3 | Influence competition to tour kind | 0.10 | 2 | 0.2 |
| 4 | Grow fast and needy population _ the place tour | 0.10 | 2 | 0.2 |
| | Amount | | | 1,3 |
| | | | | |
| | Threat (T) | | | |
| 1 | demands consumer to products and services | 0.10 | 3 | 0.3 |
| 2 | Physical and health | 0.10 | 2 | 0.2 |
| 3 | Influence Covid -19 conditions for MSMEs | 0.20 | 2 | 0.4 |
| 4 | The amount competition kind of popping up | 0.10 | 2 | 0.2 |
| | Amount | | | 1,1 |
| | Total | 1 | | 2,4 |

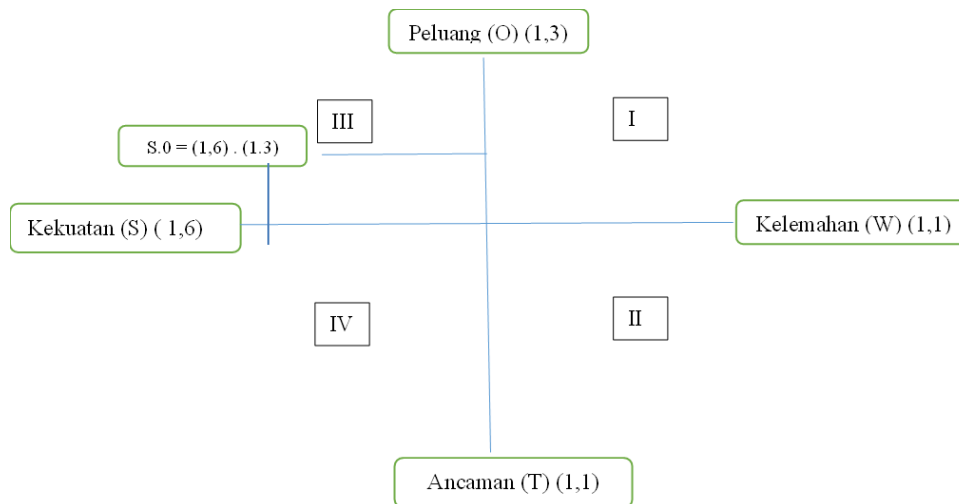
Source: Data analysis, 2022

Based on the results of the analysis then:

1. IFAS obtained a score of 3.8 (Total Strength score of 1.6 plus a total Weakness score of 1.1)
2. EFAS obtained a value of 2.4 (total opportunity score of 1.3 plus a total threat score

of 1.1

SWOT Analysis Matrix Image



The results of the analysis place a point in square II of the SWOT analysis matrix. The position in square II explains that the Sangabuana coffee village has strength and returns big so it can take advantage of the opportunities that exist. This condition supports an aggressive growth policy (growth oriented strategy) so that it does not rule out the possibility of the Sangabuana Coffee Village to expand market opportunities and the existing MSME work culture.

SWOT Analysis Matrix

The SWOT matrix clearly describes how the external opportunities and threats faced by the Sangabuana coffee village are adjusted to the strengths and weaknesses they have. The following is the SWOT matrix for the Sangabuana coffee village:

| Internal | Strength (S) | Weakness (W) |
|----------|---|---|
| external | <ol style="list-style-type: none"> 1. Competitive price 2. Market opportunities 3. Head of village support 4. MSME work culture | <ol style="list-style-type: none"> 1. The number of human resources is limited 2. Facing location 3. Capital availability 4. promotions are carried out |

| | | |
|--|---|---|
| <p>Chance (O)</p> <ol style="list-style-type: none"> 1. District Government Policy. Karawang 2. Rapid progress in the field of technology 3. The influence of competition on similar tourism 4. Rapid population growth and the need for tourist attractions | <p>Strategy (SO)</p> <p>Creating strategies that use strengths to take advantage of opportunities</p> | <p>Strategy (WO)</p> <p>Creating strategies that minimize weaknesses to take advantage of opportunities</p> |
| <p>Threat (T)</p> <ol style="list-style-type: none"> 1. Consumer demands for products and services 2. Physical and health 3. The influence of Covid-19 conditions on MSMEs 4. The number of similar competitions that have sprung up | <p>Strategy (ST)</p> <p>Create strategies that use strengths to overcome threats</p> | <p>Strategy (WT)</p> <p>Creating strategies that minimize weaknesses and avoid threats</p> |

SWOT Matrix Analysis for Strategy (SO)

To see the strengths used and take advantage of the opportunities that the Sangabuana coffee village has that can form a marketing strategy. to improve the work culture of MSMEs in the village, support from the local village head, and increase market opportunities for sangabuana coffee village ecotourism.

SWOT Matrix Analysis for Strategy (WO)

From the weaknesses and opportunities that the Sangabuana Coffee Village has, a strategy can be developed to minimize the existing weaknesses, so that the Sangabuana Coffee Village can take advantage of opportunities and determine marketing strategies. And can do promotions to the people of Karawang regency through social media. Can improve the soft skills of Sangabuana Coffee Village managers in promotions on social media or improve service quality.

SWOT Matrix Analysis for Strategy (ST)

Judging from the strengths and threats in the Sangabuana Karawang coffee village, it uses force to overcome threats that can come at any time. By improving the quality of good service to consumers so that they can have good relations with consumers and work partners.

SWOT Matrix Analysis for Strategy (WT)

On the weaknesses and threats that exist in the Sangabuana coffee village and minimize internal weaknesses to avoid external threats. By utilizing social media as an

innovative and interesting promotional medium, to the local community or outside Karawang Regency. Improving technology to support services, and increasing the creativity of Sangabuana coffee village managers in utilizing social media for promotion.

CONCLUSION

Result of study this could takes place and is practiced by BUMDES. With have skill or deep skills take photos and also create social media content . Hope the manager of the Sangabuanan coffee village in promoting the Sangabuana coffee village Karawang , promoting the opportunities that the Sangabuana coffee village has which can form initial marketing , to improve the work culture of MSMEs in the village . Avail the support of the local village head, and increase opportunities for visits local and tourist international in the sangabuana coffee village .

Manager of Sangabuana Coffee Village needed enhancement soft skills in promotions on social media or Upgrade quality service . By improving the quality of good service to consumers so that the bus has good relations with consumers and work partners. By utilizing social media as an innovative and attractive promotional medium, to the local community or outside Karawang Regency. Improving technology to support services, and increasing the creativity of Sangabuana coffee village managers in utilizing social media for

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