The village is envisioned as a community-driven tourist destination, rooted in the cultural heritage and wisdom of its inhabitants, with the potential to serve as an engine for sustainable economic growth. Presently, the government is formulating a priority program aimed at instilling the principles of sustainable development within the tourism sector, with a specific emphasis on rural areas. These tourist villages are designed to serve as direct platforms for fostering community awareness about the tourism potential inherent in their surroundings, while also embodying the principles of Sapta Pesona within the local environment at tourist destinations. Moreover, they represent crucial partners for local governments, collaborating to realize and enhance tourism opportunities within their respective regions. Geographically, the Keranggan Ecotourism Village benefits from its proximity to the Cisadane river, located not far from the bustling city center of BSD. Blessed with natural beauty and conditions, alongside the livelihoods of numerous residents engaged in micro, small, and medium enterprises (MSMEs), particularly in producing a variety of chips, the village has become a hub of economic activity. This has led to the emergence of a multitude of MSME actors within sectors such as recreation, food, and homestay accommodations. Collaborative management initiatives, in tandem with several universities, have the potential to drive regional economic growth, while simultaneously preserving the environment and fostering prosperity among the local populace. Spanning across 20 hectares of land, the village is thoughtfully divided into various zones, each catering to different aspects of tourism, including culinary experiences, recreational activities, educational tours, and sports recreation facilities.

**Keywords:** Keranggan Ecotourism Village, Human Resource Development, Business Development, Advancing Ecotourism


This is an open-access article distributed under the Creative Commons 4.0 Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. ©2023 by author.

* Corresponding author: lia.s.julaeha@esqbs.ac.id

**INTRODUCTION**

The village holds significant potential as a community-based tourist destination, leveraging local cultural wisdom and serving as a catalyst for sustainable economic growth (Maulidizen, Sofian, Adila, et al., 2022). Aligned with the government's initiative to promote sustainable tourism development, the village embodies the concept of grassroots prosperity by harnessing local resources and empowering...
the community. As a direct platform for raising awareness about tourism potential and fostering partnerships with local governments, the tourist village plays a pivotal role in realizing and enhancing tourism initiatives in the region (Maulidizen, Sofian, Karimah, et al., 2022).

Geographically intersected by the scenic Cisadane river and situated near the city center of BSD, the Keranggan Ecotourism Village boasts natural beauty and supports the livelihoods of residents engaged in micro, small, and medium enterprises (MSMEs), particularly in the production of various chips (Maulidizen, Winanto, Indrajaya, et al., 2022). Managed by Pokdarwis, the village integrates multiple attractions and amenities, including natural tourism along the river, home industry MSMEs, homestays, and diverse recreational activities such as river tours, jungle trekking, and agro-education tours. With integrated management and collaboration with universities, the village has the potential to drive regional economic growth, preserve the environment, and uplift the surrounding community (Maulidizen, Winanto, Safaah, et al., 2022).

Spanning 20 hectares, the village is divided into distinct zones catering to culinary experiences, recreational activities, educational tourism, and sports. Despite being established only four years ago, Keranggan Ecotourism Village has already made strides in promoting economic prosperity for 200 families, fostering MSME development, and advancing tourism initiatives in the region.

METHOD

1. Input

During group discussions and interviews held within the community of Keranggan Ecotourism Village, several challenges were identified within the tourism sector, industry, and human resources. Some of the fundamental issues include:

- Lack of optimal collaboration between the community and Keranggan Village, with only partial participation in cooperative efforts.
- Absence of digital marketing strategies to promote businesses and disseminate information about Keranggan Ecotourism Village.

The primary objective of this research is to enhance literacy in spirituality, creativity, and intellectuality (SKI) among the residents of Keranggan Ecotourism Village, thereby fostering the development of the village’s creative economy. Specifically, the research aims to:

- Lack of optimal collaboration between the community and Keranggan Village, with only partial participation in cooperative efforts.
- Facilitate the promotion of Keranggan Ecotourism Village as a tourist destination to a broader audience through digital marketing initiatives.
- Introduce the home industry food products of the community in Keranggan Ecotourism Village to a wider audience through digital marketing channels.

2. Output

The Community Development Programme offers advantages for Keranggan Ecotourism Village in several ways: (a) It promotes literacy in spirituality, creativity, and intellectuality (SKI) among the villagers, thereby enhancing the village’s creative economy. (b) It facilitates the acquisition of digital marketing skills within the community. Similarly, researchers benefit from the programme by (a) completing community empowerment courses, and (b) gaining additional knowledge beyond the university setting (Maulidizen, Sofian, Alawiyah, et al., 2022). Additionally, ESQ Humanity stands to gain insights into the specific challenges facing the creative economy in Keranggan Ecotourism Village and can ensure the optimal implementation of the programme.

RESULT AND DISCUSSION

The program’s implementation began with the team coordinating with Mr. Alwani, the Chairperson of Pokdarwis in Keranggan Ecotourism Village. Mr. Alwani agreed to collaborate with the ESQ Business School team to conduct the Community Empowerment program. The student team coordinated the
activities to be completed within three months as a pilot project for the Golden Village initiative towards Indonesia Emas 2045. It was agreed that if the community empowerment activities yield positive results, they would continue as a sustainable initiative after the initial three-month period:

**Figure 1:** A photograph taken during the discussion and coordination session with the Head of Pokdarwis Keranggan.

**Implementation of Digital Marketing**

In the rebranding process for Keranggan Ecotourism Village, several tasks have been undertaken, including product photography, creation of snack sticker labels, development of video reels, and management of Instagram feeds;

1. Digital Marketing Process
   
   The digital marketing process involves several stages:
   
   a. **Initial Meeting and Concept Brainstorming.**
      
      The team acquainted themselves with Mr. Alwani, the Chairman of POKDARWIS, followed by brainstorming sessions to conceptualize ideas and briefing on the rebranding project.
   
   b. **Visual Concept Implementation**
      
      The agreed-upon concept was translated into visuals, including the design of new Instagram feeds, reels, and stickers.
   
   c. **Product Photography**
      
      Photoshoots were conducted to capture images of snack products available at Keranggan Ecotourism Village.
   
   d. **Sticker Printing and Social Media Content Creation:**
      
      Stickers were printed, and content for Instagram feeds and reels was developed based on the visuals created earlier.
   
   e. **Social Media Posting**
      
      The finalized content was posted on various social media platforms.

2. Instagram Feed
   
   The Instagram feed serves as the identity of the Keranggan.snacks Instagram account, providing customers with information about the village’s products and offerings. The team focused on organizing the Instagram feed to make it visually appealing.
Figure 2. Instagram Feed

3. Instagram Reels
   Instagram Reels were utilized for marketing activities to attract customers to the Instagram account. The team ensured that the reels were engaging and captivating to viewers.

![Instagram Feed Image]

Figure 3. Instagram Reels

4. Product Photos
   Direction was provided for taking product photos, emphasizing angles and lighting techniques to enhance the visual appeal of the images. Examples of product photos were shared before editing.

![Product Photos Image]

Figure 4. Product Photo Result

5. Sticker Update
   Stickers were created for 17 snack products available at Keranggan, serving as essential branding tools to promote the village's products.

![Sticker snack Image]

Figure 5. Sticker snack

6. ESQ Training
   ESQ training was conducted in Keranggan Ecotourism Village to foster community unity and strengthen cooperation. Facilitated by Coach Tiko, the training included sessions on ESQ introduction, understanding the three intelligences (IQ, EQ, SQ), and self-discovery exercises. Participants expressed appreciation for the training, finding it motivational and beneficial for personal development (Winanto et al., 2022).

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

<table>
<thead>
<tr>
<th>Program Mentoring</th>
<th>Time Implementation</th>
<th>Achievement Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interview and observation</td>
<td>Saturday, 11 March 2023</td>
<td>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.</td>
</tr>
</tbody>
</table>

2. Second Mentoring Program

Table 2 Second Mentoring Program

<table>
<thead>
<tr>
<th>Program Mentoring</th>
<th>Time Implementation</th>
<th>Achievement Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program presentation and visit from the Head of Study Program</td>
<td>Friday - Saturday, 31 March - 1 April 2023</td>
<td>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</td>
</tr>
</tbody>
</table>

3. Third Mentoring Program

Table 3 Third Mentoring Program

<table>
<thead>
<tr>
<th>Program Mentoring</th>
<th>Time Implementation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Photo Workshop Activity</td>
<td>Monday, 17 April 2023</td>
</tr>
</tbody>
</table>
4. Fourth Mentoring Program

**Table 4 Fourth Mentoring Program**

<table>
<thead>
<tr>
<th>Program Mentoring</th>
<th>Achievement Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printing of snack stickers</td>
<td>Photos of Keranggan snack products and presented concept ideas for Kampung Keranggan's Instagram feeds.</td>
</tr>
<tr>
<td>Time Implementation</td>
<td>Achievement Results</td>
</tr>
<tr>
<td>Thursday, 18 May 2023</td>
<td>After completing the sticker design for 17 snack products, we printed them to be labeled on the snacks.</td>
</tr>
</tbody>
</table>

5. Fifth Mentoring Program

**Table 5 Fifth Mentoring Program**

<table>
<thead>
<tr>
<th>Program Mentoring</th>
<th>Achievement Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Reels Creation</td>
<td></td>
</tr>
<tr>
<td>Time Implementation</td>
<td>Saturday, 2 June 2023</td>
</tr>
</tbody>
</table>
Achievement Results  
Created 8 video reels for keranggansnacks Instagram.

6. Sixth Mentoring Program

Table 6 Sixth Mentoring Program

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

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:

![Before - After Followers Instagram](image)

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

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

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

**CONCLUSION**

From discussions concerning the community empowerment program at Keranggan Ecotourism Village, several issues surfaced, notably the lack of community productivity leading to economic stagnation, and insufficient digital marketing resulting in limited awareness about the village. To address these challenges, our team, comprising lecturers and students from University of Ary Ginanjar, engaged in a comprehensive initiative aimed at enhancing digital marketing for Keranggan Snack, a local product from the village, to boost sales and visibility. Additionally, we conducted Basic ESQ Training to instill a sense of productivity and unity among community members, aligning with the vision of establishing Keranggan as a Golden Village for Golden Indonesia 2045.

Our problem-solving approach involved more than just educating on digital marketing. As part of our commitment to advancing Indonesia’s aspirations for 2045, we provided ESQ Basic training to enhance the community’s character and foster intellectual, emotional, and spiritual intelligence. The training focused on elevating these intelligences, emphasizing spirituality’s role in productivity beyond material and emotional aspects, and promoting introspective spiritual journeys aligned with ESQ principles.

The outcomes of our efforts are as follows; (1) Pokdarwis expressed satisfaction, evident in the significant increase of approximately 497 followers on social media during the assistance period of three months; (2) The marketing process and product promotion were streamlined, offering greater ease and efficiency; and (3) Positive feedback was received regarding human resource development through the ESQ Training program, indicating its effectiveness in enhancing community members’ skills and mindset.

**REFERENCES**


