

OPTIMIZATION OF THE POTENTIAL OF PETIRTAN MELUNJUNG WATERFALL IN BELANGA VILLAGE THROUGH DIGITAL MARKETING

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Abstract:

Belanga Village, located in Kintamani District, Bangli Regency, Bali, is known for its stunning natural beauty, especially Mount Batur and Lake Batur. This village features characteristics such as quality orange and coffee farming, the serene Petirtan Melunjung waterfall, and close access to the Kintamani centre for tourists. In Belanga Village is the Petirtan Melunjung Waterfall, a captivating place with a tranquil atmosphere and deep Balinese spiritual and cultural essence. Despite facing challenges like inadequate infrastructure and suboptimal marketing, lecturers and KKN students from Warmadewa University are working to provide training and assistance to the local tourism awareness group (Pokdarwis) on digital marketing and content creation in the form of videos and photos. This training will likely increase tourist visits, both domestic and international, to the Petirtan Melunjung waterfall and optimize the village's tourism potential. This can also serve as a natural tourist attraction to enjoy the beauty of Belanga Village, Kintamani.

Keywords: Ecotourism, Social Media, Content, Belanga Village

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INTRODUCTION

Kintamani is one of the four districts in Bangli Regency, Bali, consisting of 48 villages or urban villages. One of the villages in Kintamani District is Belanga Village. Belanga Village comprises one hamlet, Belanga Hamlet, bordered by several villages. To the north, it is bordered by Belantih Village, to the south by Binyan Village, to the east by Gunungbau Village, and to the west by Batukaang Village.

Belanga Village is situated in Kintamani District, Bangli Regency, Bali. Kintamani is known for its stunning natural beauty, especially with the famous views of Mount Batur and Lake Batur. Belanga Village is in a cool area, offering a picturesque rural atmosphere with natural beauty. Some characteristics of Belanga Village include its breathtaking natural scenery, quality orange and coffee farming, the tranquil and cool Petirtan Melunjung waterfall, and its proximity to Kintamani centre, making it easily accessible for tourists wishing to explore the area. Belanga Village produces Kintamani tangerines, applying organic maintenance technology, making it healthier as it contains no toxic substances, thus safe for direct consumption in the garden. Additionally, this village boasts beautiful views. With its peaceful atmosphere and stunning scenery, Belanga Village is a worthy destination for those wanting to enjoy the natural beauty of Bali and experience authentic Balinese rural life.

One natural tourist destination in Belanga Village, Kintamani District, Bangli Regency, Bali, is the Petirtan Melunjung Waterfall. This place is known for its serene, cool atmosphere and captivating natural scenery. This tourist site has several main attractions that make it an appealing destination, including the spiritual experience. For tourists interested in Balinese culture and spirituality, the Petirtan Melunjung Waterfall offers a profound experience. Religious ceremonies occasionally held around this waterfall provide insight into how the local community conducts its spiritual life. Overall, the Petirtan Melunjung Waterfall is a destination that offers a blend of natural beauty and deep cultural experiences, suitable for tourists seeking tranquillity and a connection with nature and spirituality.

The Petirtan Melunjung Waterfall, like many other natural tourist destinations, faces several issues, including inadequate infrastructure and accessibility, lack of supporting facilities such as parking areas, public toilets, and resting places, insufficient management and maintenance, disturbances to sacred values and customs, and suboptimal marketing. Effective tourism promotion is key to increasing visitor numbers and developing the tourism industry (Rizkynanda et al., 2023). Often, promotion issues

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are overlooked by Pokdarwis and the local community, resulting in the Petirtan Melunjung waterfall needing to be more familiar to foreign and local tourists. Through community service, various activities can be conducted, such as training in quality tourism product development (Devicha, 2022), training in effective tourism management and marketing (Fitriana, 2020), infrastructure development and tourism support facilities, as well as the introduction and utilization of technology to strengthen tourism.

METHODS

The community service aims to optimize the tourism potential of the Petirtan Melunjung Waterfall in Belanga Village through digital marketing. By utilizing social media and creating content in the form of videos and photos, it is hoped to aid in promoting or introducing the Petirtan Melunjung Waterfall tourism in Belanga Village, Kintamani.

The method employed by the service team involves providing training and assistance in creating social media and content in the form of videos and photos (Pramono et al., 2019). With this assistance, the community can enhance its competence in managing ecotourism and better understand its benefits and potential for their region. Assistance in creating social media and content is expected to help the community and Pokdarwis in promoting the Petirtan Melunjung waterfall tourism.

According to Jamilah et al. (2023), marketing that relies solely on visitor-side promotion and does not effectively activate the role of social media will be very suboptimal, whereas social media currently plays a critical role in promoting tourist villages. According to Safira et al. (2023), creating engaging and interactive content by inviting tourists to share their travel moments and providing feedback is a focus that must be considered.

Based on an individual approach, it is known that the partners are individuals who lack an understanding of information technology, so the service team will assist in creating social media and content in the form of videos and photos to market the Petirtan Melunjung waterfall tourism and provide training to partners for internet usage. This assistance is expected to make the Petirtan Melunjung waterfall tourism better known to foreign and local tourists.

RESULT AND DISCUSSION

Digital marketing is an activity of marketing or promoting a brand or product using digital media or the internet to attract consumers or potential consumers quickly. This type of marketing involves using websites, mobile devices, social media, search engines, and similar channels to reach a wider consumer base. Digital marketing became popular with the emergence of the Internet in the 1990s (Kurniawati et al., 2023). Digital marketing involves several principles similar to conventional marketing and is often seen as a new way for companies to approach consumers and understand their behaviour. Companies often combine conventional and digital marketing techniques to achieve optimal results in their strategies.

Due to the rapid advancement of technology, online shopping activities have become a lifestyle among people in Indonesia. Consumers have shifted from previously having to go to the market to buy goods (offline) to now transitioning to digital (online). Online marketing utilizes various digital platforms, each with different operations and functions.

Search Engine Optimization (SEO) is a technique for improving a website's visibility in search results on Google, Bing, and other search engines. SEO involves optimizing content, website structure, and backlinks to ensure the website appears in search results. It also involves optimizing technical factors such as website speed, readability, and URL structure. By optimizing the website for search engines, your website's ranking will improve, and it will receive more visitors.

Search Engine Marketing (SEM) is a paid advertising campaign that offers businesses greater control over their online visibility. By creating ads relevant to specific keywords through platforms like Google Ads, businesses can precisely target their audience and adjust their advertising budgets based

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on performance. This level of control provides a sense of reassurance and confidence in the effectiveness of SEM.

Email marketing is one of the most effective digital marketing types for building customer relationships. Email marketing can be used to provide promotions and special offers, and announce new events or products to customers. The main advantage of email marketing is its ability to deliver messages directly to customers' inboxes. Through periodic email delivery containing quality and relevant content, Social Media Marketing (SMM) involves social media platforms such as Facebook, Instagram, Twitter, TikTok, and LinkedIn for promotion and interaction with audiences. SMM allows you to share engaging content and build relationships with potential customers. One of the main advantages of social media marketing is its ability to increase brand awareness and expand your reach organically. By utilizing targeting features, you can also reach relevant audiences based on demographics, interests, and behaviours.

The last type of digital marketing is WhatsApp Bulk Messaging. This strategy involves sending bulk messages to target audiences via WhatsApp, whether promotional messages, special offers, or other information. WhatsApp Bulk Messaging is a direct and personal way to reach potential customers, making it an effective digital marketing strategy.

The community service activities conducted to optimize the potential of the Petirtan Melunjung waterfall tourism in Belanga Village include training and assistance in creating social media and content in videos and photos (Nandang et al., 2022). This training will provide the knowledge and skills needed to market ecotourism effectively. Digital marketing, particularly social media and content creation, plays a significant role in promoting the Petirtan Melunjung waterfall tourism. Based on the problems faced in realizing the implementation of the community partnership service program, the solutions provided include training and assistance in creating social media to market the Petirtan Melunjung waterfall tourism and training and assistance in creating content in the form of videos and photos for promotion to increase both foreign and local tourists.

To make strategic marketing decisions, Belanga Village must understand the factors that can influence the waterfall tourism object in marketing strategies: environmental, business, consumer, and competitor (Stokes, 2011). Marketing strategies serve functions to (a) increase motivation for business development, (b) streamline team coordination, (c) clarify objectives, and (d) control marketing activities. Marketing strategies also need to consider the marketing mix that will be implemented, paying attention to four variables: (a) product, which refers to the goods or services offered to the market, including elements such as product variety, quality, design, features, brand name, packaging, and services; (b) price, which is the amount of currency that consumers must pay to obtain the offered goods or services; (c) place, which refers to the activities of the company that make products available to customers, including distribution channels that make products or services ready for consumption or use; (d) promotion, which includes activities that will convey products and services and have a call to action for consumers.

In this ever-evolving environment, digital marketing has also become one of the options for marketing tools. After understanding that the business is in a specific market and determining the marketing strategy that can be fulfilled, the tourist attractions in Belanga Village can start planning digital marketing strategies. Digital marketing strategies utilizing digital technology contribute significantly to the marketing mix.

CONCLUSION

The community assistance in Belanga Village to optimize the potential of the Petirtan Melunjung waterfall tourism demonstrates an effort to utilize local natural and cultural potential for sustainable tourism purposes. Through this assistance, the Belanga Village community is empowered and actively involved in managing and developing ecotourism. This may include training and assistance to enhance understanding of digital marketing. By directly involving the community, the optimization of the

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Petirtan Melunjung waterfall tourism is expected to have a positive impact on the local economy, environmental preservation, and strengthening and maintaining local cultural heritage. It is important to continuously evaluate and monitor the optimization of the Petirtan Melunjung waterfall tourism to assess its impact, address weaknesses, and ensure that the goals of optimizing the tourism potential are achieved effectively.

In conclusion, digital marketing is more effective and efficient than traditional marketing. Whether in terms of cost efficiency, content personalization, or strategy effectiveness, all can be achieved through online marketing. Each type of digital marketing, such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), social media marketing, or other methods, has its specifications, advantages, and different ways of working.

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