
Website and Social Media Promotion at The Cigadung Creative Tourism Village

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ABSTRACT

KEYWORDS

pocket book, digital marketing, Experiential Learning Project (ELP) project.

This study examines the implementation of digital promotion strategies in the Cigadung Creative Tourism Village, which faces challenges in optimizing its online visibility despite having strong creative tourism potential. In the context of increasing global tourism competition and digital transformation, effective use of websites and social media has become essential for community-based tourism development. Therefore, this research aims to analyze and strengthen digital promotion through integrated strategies to improve destination visibility and visitor engagement. This study employs a descriptive qualitative approach. Data were collected through observation, interviews, and documentation involving tourism village managers and stakeholders. The research also includes practical implementation such as developing an official website, creating social media content (Instagram and TikTok), and preparing a digital promotion pocketbook, supported by training and mentoring activities. The findings show that digital promotion strategies significantly improved destination visibility, evidenced by increased website traffic, social media engagement, and tourist visits. The website recorded 190 visitors, far exceeding the initial target, while tourist visits increased by 600% within one month. Additionally, local managers demonstrated improved digital marketing skills. In conclusion, integrated digital promotion strategies effectively enhance tourism village performance and provide a sustainable foundation for community-based tourism development.

INTRODUCTION

Tourist based community is one of the approach strategic in develop potential local at a time increase welfare public (Azwar et al., 2023; Mtapuri et al., 2022; Suyatna et al., 2024). Scheyvens, in *Community-Based Tourism: A Catalyst for Achieving the United Nations Sustainable Development Goals One and Eight* (Jackson, 2025), explains that tourist based community (CBT) has develop become transformative and innovative approach in sector modern tourism. The CBT concept includes various form interpretation and implementation, but in essence emphasize involvement active public in the planning, management, and implementation processes distribution benefit tourism, as also emphasized by Jackson. More far, various studies show that CBT strengthening is necessary done through development capacity society, inclusive governance, and mechanism taking decisions that place interest local as determinant direction development destination for maximize positive results (Ngo et al., 2024).

Community-based tourism has become an increasingly important development approach because it places local communities at the center of destination planning, management, and benefit distribution (Giampiccoli & Saayman, 2018; López-Guzmán et al., 2019). In recent

years, this model has gained stronger relevance as the tourism sector recovers globally and destinations compete not only through physical attractions but also through digital visibility (Gretzel et al., 2020; Sigala, 2020). UN Tourism reported that international tourism recovered to pre-pandemic levels in 2024 with an estimated 1.4 billion international tourist arrivals, while its broader digital transformation agenda stresses that tourism competitiveness now depends heavily on innovation, digital access, and the ability of destinations to communicate value effectively online (UN Tourism, 2024; Buhalis & Amaranggana, 2018). These conditions make digital promotion no longer complementary, but strategic, especially for small and community-based destinations seeking wider recognition and sustainable growth (Hays et al., 2018; Filieri et al., 2021).

The urgency of digital promotion is even more visible in Indonesia, where internet and social media penetration continue to expand rapidly (Kemp, 2025; Nasrullah, 2020). DataReportal recorded that Indonesia had about 143 million active social media user identities in January 2025, equal to 50.2% of the national population, while internet use continued to grow across the country (Kemp, 2025; APJII, 2023). This digital environment creates a major opportunity for tourism villages to build destination awareness, distribute information efficiently, and interact directly with prospective visitors (Widjaja et al., 2021; Yulianto & Sari, 2022). For tourism destinations, especially those managed at the community level, websites and social media are now critical tools for storytelling, market reach, visitor trust, and conversion from online interest into actual visits (Munar & Jacobsen, 2018; Leung et al., 2019; Tussyadiah, 2020).

Within this broader context, Cigadung Creative Tourism Village represents a specific and relevant case because it has distinctive creative assets yet still faces constraints in digital promotion. The uploaded manuscript explains that Cigadung was formally designated as a creative tourism village by Bandung Mayor Decree No. 556/Kep.953-DISBUDPAR/2020 and possesses several attraction points such as Batik Komar, Rosid Studio, and Saung Kasep, which reflect the village's strengths in batik, visual arts, and local craft production. However, the same manuscript also shows that these assets were not yet supported by an optimal digital marketing infrastructure, as the destination had limited website management, inconsistent social media content, and no structured digital promotion guide for managers.

This condition is significant because previous studies consistently show that digital platforms influence tourism visibility, trust, and behavioral intention. Jackson (2025) emphasizes that community-based tourism can serve as a catalyst for inclusive and sustainable development when communities are empowered to manage tourism strategically. Alzaydi et al. (2023) found that social media marketing activities contribute positively to destination attractiveness and pro-tourism behavior. In addition, recent work on digitalization and tourism branding shows that digital tools strengthen destination competitiveness by improving visibility, engagement, and brand communication, while studies on rural tourism also identify digital empowerment as a driver of sustainability and local participation.

Relevant empirical studies also indicate that digital transformation in tourism villages depends not only on access to technology, but on managerial readiness and strategic implementation. Mutmainah et al. (2025) highlight that the commitment of tourism village managers and stakeholders is a key determinant of digital transformation. Other Indonesian studies on tourism village promotion similarly show that social media training, digital content

development, and community involvement can increase destination exposure, yet many villages still struggle with continuity, content planning, and operational management. This suggests that the challenge is not merely creating digital accounts, but building an integrated promotional ecosystem that combines a credible website, consistent social media communication, and practical guidance for local actors.

Based on those studies, the research gap lies in the limited attention given to how a community-based tourism destination can operationalize digital promotion through an integrated package of interventions rather than through isolated activities. Much of the literature discusses digital marketing, branding, or community-based tourism conceptually, while fewer studies document how a tourism village develops an official website, manages platform-specific social media content, trains local managers, and prepares a practical promotional pocket book within one coordinated strategy. The uploaded manuscript shows that Cigadung's case is focused precisely on this implementation dimension, making it useful for filling the gap between conceptual digital tourism discourse and applied destination-level practice.

The urgency of this research is therefore high because without digital strengthening, destinations with strong cultural and creative assets may remain invisible in an increasingly platform-driven tourism market. In Cigadung, this issue is especially important because the village already has tangible attractions and community-based potential, but the manuscript notes that low content consistency, weak promotion management, and the absence of structured digital guidelines hinder broader exposure and visitor access to information. If left unaddressed, these gaps may reduce competitiveness, limit tourism-derived community benefits, and slow the sustainability of the creative tourism village itself.

The novelty of this research lies in its integrated approach to destination promotion in a community-based setting. Rather than examining digital marketing only as a communication concept, this study positions digital promotion as a practical institutional strengthening strategy that includes website development, Instagram and TikTok content planning, weekly supervision and mentoring, and the preparation of a pocket book containing promotion guidelines and influencer data. This combination offers a more applicable model for creative tourism villages because it links digital visibility with managerial capacity building and long-term promotional sustainability.

Accordingly, the purpose of this research is to examine and strengthen digital promotion in the Cigadung Creative Tourism Village so that its attractions can be communicated more effectively to wider audiences. The study seeks to develop an effective website and social media strategy aligned with the destination's creative identity, improve the quality of destination information, and enhance the managerial competence of local tourism actors in planning and producing promotional content. In this sense, the research does not only aim to describe a problem, but to provide an implementation-oriented response to the village's promotional needs.

The expected contribution of this research is both theoretical and practical. Theoretically, it enriches the literature on community-based tourism by showing how digital transformation can be translated into local promotional practice at the tourism village level. Practically, it offers a replicable reference for managers, local governments, and community tourism actors who wish to improve destination branding, information accessibility, visitor engagement, and

tourism visits through low-to-medium scale digital interventions. Therefore, the objective of the study is to analyze the implementation and effectiveness of website and social media promotion in Cigadung Creative Tourism Village, while its benefit lies in providing evidence-based guidance for strengthening community-managed destination marketing in a more professional, adaptive, and sustainable way.

METHOD

This study employs a descriptive method with a qualitative approach. This approach is chosen because it is capable of providing a comprehensive understanding of the implementation of digital promotion strategies through websites and social media in the Cigadung Creative Tourism Village. Through a qualitative approach, the researcher is able to explore real conditions in the field based on empirical data obtained directly from stakeholders and destination managers.

The data collection techniques used in this study include observation, interviews, and documentation. Observation was conducted to directly examine the existing conditions related to digital promotion management, including the use of websites and social media as marketing tools. Interviews were carried out with the managers of the Cigadung Creative Tourism Village and related stakeholders to obtain in-depth information regarding challenges, needs, and strategies applied in developing digital promotion. Meanwhile, documentation was used to support the data in the form of archives, activity reports, and statistical data such as website traffic and social media engagement.

In addition, this study also involves a process of strategy implementation, including the development of an official website, the creation of social media content (Instagram and TikTok), and the preparation of a pocket book as a digital promotion guideline. These activities were conducted systematically through a supervision, coaching, and mentoring mechanism on a weekly basis to ensure the effectiveness and sustainability of the implementation.

The data analysis technique used is descriptive qualitative analysis, which involves organizing, interpreting, and analyzing the collected data to generate conclusions aligned with the research objectives. The evaluation process was also conducted by comparing the implementation results with Key Performance Indicators (KPIs), such as website visitor numbers, social media engagement rates, and the increase in tourist visits.

Through this method, the study is expected to provide a clear understanding of the effectiveness of digital promotion strategies and their contribution to enhancing the visibility and attractiveness of the Cigadung Creative Tourism Village.

RESULTS AND DISCUSSION

Key Findings

Findings main detailing achievement specific from objective projects that have been determined, based on Implementation of Website and Social Media Promotion in Tourism Villages Creative Cigadung.

1. Key Results

- a. Has been successfully developed and launched official website as center integrated digital information for Tourism Village Creative (KWK) Cigadung.



Figure 1

Source: www.visitcigadung.com

- b. Effective and appropriate strategies, marketing plans and social media content (Instagram, TikTok) have been prepared with character destinations , as well as the beginning activity promotion routinely .

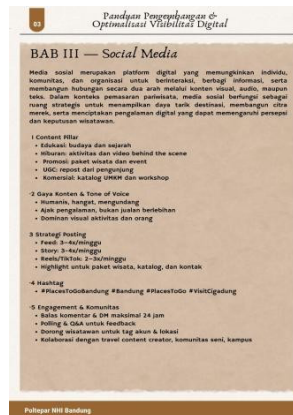


Figure 2 Social Media Content Strategy

Source: Processed Writer

- c. A Pocket Book has been created pocket) contains digital promotion plan guide and influencer database for manager.



Figure 3 Pocketbook

Source : Processed Writer

- d. training program (training, coaching and mentoring) has been implemented for increase understanding and skills perpetrator tour in digital marketing.



Figure 4 Training & Mentoring

Source : Processed Writer

Results This in a way direct answer two problems the main thing that has been identified , namely low understanding perpetrator tour towards digital marketing strategies as well Not yet availability material educational and guidance practical For management promotion destination.

2. Insight and Learning

- a. Identification practice best in manufacturing visual content, starting from technique taking images, angle selection, to simple editing that is proven increase engagement. Authentic and prominent content tenant activities become type the most effective content.
- b. Learning about ability technical perpetrator tour in managing social media, including level understanding they regarding the upload process, writing captions, using hashtags, and interactions with audience. Findings This show the need guide practical and training continued so that management content can done in a way independent.

3. Problems and Challenges

- a. Challenge main issues faced is guard consistency in meet the target of three posts per week on social media. This influenced by availability content, capabilities management time, and need coordination for ensure posted material relevant, interesting and appropriate with the communication strategy that has been set.
- b. A number of obstacle appear during the training process, such as limitations time training. Conditions This influence effectiveness delivery materials, especially those that require use digital devices. In addition, participants with level diverse digital literacy also becomes challenge alone in equalize understanding and speed Study.

Analysis Findings

Analysis findings interpret the above results with compare it against Key Performance Indicator (KPI) targets and objectives project.

1. Outcome Assessment

In a way overall, results project can categorized effective in reach objective term short that is increase digital visibility and introducing official digital identity of Kampung Wisata Creative Cigadung. Website launched and TikTok content published has add exposure in a way significant. Pocketbook compiled functioning as guidelines operational strengthening digital capacity of managers.

2. Data Interpretation

Social media platform engagement and improvement amount website visits show that audience give response positive to visual and narrative content local. The website also becomes point enter main connecting public with local MSMEs. This is indicates that digitalization destination potential increase interest visits and expanding network promotion.

3. Performance Identification

Project performance assessed Good in matter completion of deliverables and achievement of initial digital visibility targets. However, the performance term long depends on ability manager for maintain frequency publication and following digital trends that continue changed.

4. Evaluation Impact

Impact project includes, increasing image professional destination, availability integrated digital channels, increasing trust public through the official website, early formation ecosystem digital content based community. Impact This in harmony with need term long destination For expand promotion.

5. Lessons Learned

Important lessons that can be learned taken is destination need system management clear content, importance advanced storytelling training,

the need integration feature transactions on the website for support sustainability economy, the need for collaboration of MSMEs in activity promotion.

Performance Evaluation

1. Achievement Indicator

a. Measurement results

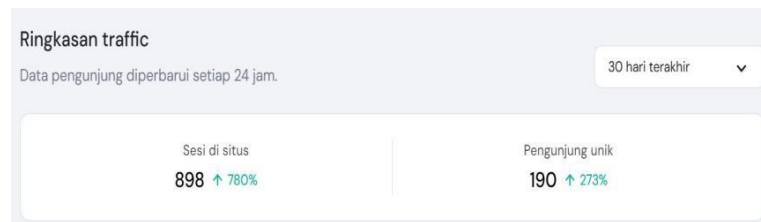


Figure 5 Website Traffic

Source : Visit Cigadung Website Data

Evaluation performance show that achievements website visits exceeded indicator performance that has been set . If the KPI target is in the range of 10–20 visitors , the results implementation precisely recorded 190 visitors unique , far above expectations . This is indicates that the initial strategy implemented capable interesting attention audience and increase destination digital visibility in a way significant .



Figure 6 TikTok Engagement Rate

Source : www.phlanx.com



Figure 7 TikTok Engagement Rate

Source : www.Socialcat.com

Evaluation performance on social media show that engagement levels on TikTok and Instagram platforms have fulfil indicator performance targets. With a KPI target of 2% increase in engagement per month, the results implementation succeed reached 2%, so that can concluded that the content strategy is implemented capable maintain engagement growth according to targeted standards.

Table 1 Visit Data October 2025 Visit Data

No.	Date	Origin
1	27 October	Indramayu

Table 2 November 2025 Visit Data

No.	Date	Origin
1	8- Nov	Exxon Car
2	13- Nov	Lukman from Jakarta
3	19- Nov	Student UIN Sunan Mountain Teak
4	21- Nov	Yunisa from STIEPAR
5	24- Nov	Feby UIN Sunan Gunung Teak
6	25- Nov	Miranti from Javanese Vista Tour
7	26- Nov	Azza UPI

Based on visit data Latest, implementation of website and social media promotion shows impact positive to improvement visit traveler to the Tourism Village Creative Cigadung. In October 2025 only recorded 1 visit, while in November 2025 the number visit increase to 7 visits, showing increase by 600% in One month. Increase This reflect that successful digital exposure expand range information as well as increase interest public to destination.

In addition, the results interview with manager show that part big visitors in November contacted party manager through the contact listed on the website. This confirm that the website is working effective as point access main for candidate tourists, good in look for information and do coordination visit.

Diversity origin visitors, start from companies, students, to tour agents also show that digital strategy is capable reach segment larger audience broad and relevant. Findings This strengthen that greater use of websites and social media structured give contribution direct to improvement visibility and visits to KWK Cigadung.

b. Performance assessment

Based on results digital strategy implementation, performance project show very positive achievement good in aspects digital visibility as well as improvement visit tourists. On the website indicator, the target KPI is visits is in the range of 10–20 visitors during period implementation; however results obtained reached 190 visitors unique, or 900%–1,800% above target. Findings This show that the promotion and publication strategy beginning through the website is able increase exposure destination in a way significant. Impact This is also reflected in the visit data. field, where the number of traveler increase from 1 visit in October 2025 to 7 visits in November 2025, or experience increase by 600% in One month. Interview results with manager confirm that part big visitors contact through contact official information listed on the website, confirms website function as door enter main information and coordination visit.

In the social media aspect, KPIs are set in the form of increase in engagement by 2% per month, and results implementation show the achievement is in accordance with the target, namely 2%, indicating that content strategy, consistency uploads, as well as the selection of visual formats has been walk effective in maintain growth organic. Diversity origin visitors start from companies, students, to more tour agents carry on show that digital strategy is capable reach larger audience broad and relevant. In overall, assessment performance show that the main KPI No only achieved, but in terms of the website it was successful exceed the

target significant, so that strengthen conclusion that the digital strategy implemented effective in increase visibility, interaction, and visits tour to the Tourism Village Creative Cigadung.

2. Evaluation Success

Project objectives for build digital foundation of destination has achieved with good. Success This seen from the website functions as center information, increasing capacity manager in produce content, as well as increase exposure reflected public through increased engagement and website visits. In addition, the composition of guidelines operational in pocketbook form also strengthen sustainability management digital promotion. Although thus , some aspect Still need developed in the future, such as integration system ordering, provision budget special For promotions, as well as training advanced related storytelling techniques so that digital strategies can walk more optimal.

CONCLUSION

Summary of Results and Impact of Website and Social Media Promotion Projects in Tourism Villages Creative Cigadung has succeed answer two problems main identified since beginning, namely low capacity digital marketing and not yet existence means promotion structured. Through development of official websites, development of social media content strategies, as well as digital promotional pocketbook compilation, project This in a way direct fulfil objective for increase destination digital visibility as well as competence manager local.

Findings project show existence improvement website visits, social media engagement, and increase ability manager in understand content strategy, copywriting, and utilizing digital platforms. Although there is a number of constraint related consistency production and limitations technology, projects This give impact significant positive and become foundation strong for sustainability KWK Cigadung promotion. For guard sustainability results project, KWK Cigadung manager recommended for implementing the Content Program Sustainable involving MSMEs and communities local as regular contributor. In addition, it is necessary website and social media performance monitoring is carried out every three month, covering traffic, engagement, and conversion metrics, to ensure adaptation strategy to latest digital trends and needs audience. Improvement for the Next Project (Technical and Implementation Aspects): Strengthening Storytelling Aspects: Training in the future need more focuses on digital storytelling techniques for produce content that is not only informative but also emotional and authentic, so that capable create more bonds strong with candidate Travelers. Booking System Integration: The next website development project recommended For integrate online booking or e-commerce features (for example for package tour or MSME products) in general directly , change the website from just an information platform become a transaction platform. Planned Ads Budget : For achieve a higher target reach broad and focused , it is recommended that managers allocate budget specific For Advertisement Paid Ads on social media, supported by training technical about management advertisement . Recommendations for MSMEs and Destinations Tourism (Aspects) Utilization of Project Results): Utilization Maximum Pocket Book: Manager must make Pocket Book (guide promotion) as reference operational standard daily in create and publish content . Collaboration and Linkage: All MSMEs under under the auspices of KWK Cigadung pushed For include a link to the official website destination in material promotion independent them

to create interconnected digital ecosystem connected . Diversification Content : Manager destination recommended For documenting and promoting No only product physical , but also the experience offered , such as batik workshops, classes weaving or crafts , or session culinary traditional , through interesting video content .

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