

Village Government Strategies in Branding Tourism Villages Through Digital-Based Social Mapping in South Tete Batu

Muhammad Ilham¹ Ikmal Maulana²

¹²Universitas Mataram Jl. Majapahit No.62, Gomong, Kecamatan Selaparang, Kota Mataram 83115,
Nusa Tenggara Barat, Indonesia
e-mail: lalumuhammadilham0@gmail.com*

Submitted: 29/01/2025; Fixed: 29/02/2025; Approved: 29/03/2025

Abstract

This study is motivated by the tourism industry's significant potential to boost national income and economic growth in the era of globalization, particularly through the development of tourism villages. The East Lombok Regency government has implemented the policy "Fair, Prosperous, and Safe East Lombok," designating 91 tourism villages, including Tete Batu Selatan Village in Sikur District, known for its natural and cultural attractions. To ensure sustainable tourism, a strong branding strategy is essential. This study aims to examine the village government's efforts in branding Tete Batu Selatan Tourism Village through Digital-Based Social Mapping. A descriptive qualitative method was used, with data collected through observation, interviews, and documentation, validated using source triangulation. The findings reveal that the village government has mapped local potentials, such as English Village, Agriculture Village, Cultural Village, Religious Village, Fruit Village, and Aren Village, and has promoted branding through (tetebatuselatan.com) and (jadesta.com), a platform managed by the Ministry of Tourism and Creative Economy.

Key Word: Social Mapping, Tourism, Village Government, Branding

This work is licensed under a [Creative Commons Attribution-Share Alike 4.0](https://creativecommons.org/licenses/by-sa/4.0/)



INTRODUCTION

Indonesia is an archipelago with cultural diversity that has its own uniqueness and attractiveness among each culture in each region. Indonesia has more than 1,300 ethnic groups and around 718 regional languages spread across the archipelago (BPS, 2020). To date, Indonesia has 12 intangible cultural heritages recognised by the United Nations Educational, Scientific and Cultural Organization (UNESCO), including batik, wayang, angklung and pencak silat (Ethnologue, 2023). In addition, there are more than 300 customary systems that are still practised, such as the Kasada Ceremony in Tengger, the Pasola Ritual in Sumba, and the Sasi Tradition in Maluku (Ministry of Education and Culture, 2023). Meanwhile, in addition to the six official religions, there are hundreds of local beliefs such as Kaharingan in Kalimantan, Marapu in Sumba, and Wetu Telu in Lombok (Indonesian Ministry of Religious Affairs, 2021). This makes Indonesia a sexy country in the eyes of world tourism and has strong potential to make its diversity and uniqueness a tourism object with high economic value.

Tourism in Indonesia is one of the most important economic sectors. Apart from being an economic engine, tourism is considered capable of reducing unemployment. In the national economy, tourism is a sector that is expected to increase revenue through foreign exchange earnings (Aliyansyah, 2019). Tourism Attraction Businesses in Indonesia in 2021 were recorded at 2,563 businesses, an increase of 0.43% from 2020 (BPS, 2021). Tourism is one of the potential sectors that can improve the economy, as well as provide employment for the community and the development of areas with potential for tourist attractions.

Data on tourist visits to Indonesia through all entrances in January 2023 amounted to 735,947 consisting of 620,905 foreign tourist visits through the main entrance and other entrances (non MPD) or 84.37% of the total visits, and 115,042 foreign tourist visits

through other border entrances (MPD) or 15.63% of the total visits (Kemenparekraf, 2023). According to the East Lombok Regency Tourism Office Government Agency Performance Accountability Report (LAKIP, 2022), the visit data for the last three years shows that the development of visits to East Lombok has increased significantly. The development of tourist visits from year to year is increasing, both domestic tourists and foreign tourists. In the 2020 period, it consisted of 12,923 or (10.15%), 2021 consisted of 28,732 or (22.57%) and 2022 consisted of 85,644 or (67.28%). This trend makes the government continue to strive for the development of potential new tourism sectors and one of them is Desa Wisata.

Village tourism in a rural context is an asset or tourism based on rural potential with all its uniqueness and attractiveness that can be empowered and developed as a tourism product to attract tourist visits to the village location. Tourism Village is a village administrative area that has the potential and uniqueness of a typical tourist attraction, namely experiencing the unique life and traditions of rural communities with all their potential (Aryani, et al., 2019: 1). One of them is in the South Tete Batu Tourism Village, Sikur District, East Lombok Regency. The East Lombok Regency Government (2021), determined 91 number of tourist villages from 239 villages in East Lombok, one of the selected villages is South Tete Batu Village. (lomboktimurkab.go.id, 2021).

South Tete Batu Village is synonymous with rice fields that stretch as far as the eye can see, this is because this area is a rice-growing area in East Lombok. The use of this area as rice fields is due to the fertile soil with abundant water. Rice planting activities and activities carried out in rice fields are a special attraction for tourists (Anwar, et al., 2020). There are other potentials that can be found in South Tete Batu, namely English Language Education, Kampung Agriculture, Kampung Religi Kampung Buah and kampung aren which have become the Village Master plan or Social Mapping.

However, behind the potential and Master plan, there are phenomena or problems that occur. This can be seen from the lack of information disseminated to the wider community or the branding of tourist villages that has not been maximised so that this village is still less known or known by the wider community. Village Branding is the planning and design of village development and other descent products in the fields of economy, tourism, culture and others. In addition, Branding activities influence the decision making of visitors who want to visit a certain place. Branding activities are a promotional strategy for a product or place, especially in the context of tourist attractions because branding aims to give the identity of a tourist attraction according to its circumstances (Jupri, et al., 2022).

There have been many studies that examine tourism development and development, for example, such as the design of branding of kerta tourism village destinations in Payangan District, Gianyar Regency (Michandani & Arida, 2019), various village branding in developing community culture-based tourism potential in Buleleng Regency (Widiastini, et al., 2020), designing destination branding for Bongan Tourism Village through visual branding and digital marketing (Permatasari D. N. C., 2022), optimising MSME-based tourism villages through local branding of Sumbermujur Village, Lumajang Regency (Irfandanny D., et al., 2022), developing digitalisation through tourism branding in Pekunden Tourism Village (Sinaga B. A. G., et al., 2023), 2022), development of digitalisation through tourism branding in Pekunden Tourism Village (Sinaga B. A. G., et al., 2023), destination branding and optimisation of the performance of tourism awareness groups (Pokdarwis) through a tourist village information system based on the 9p marketing mix (Singgalen Y. A., et al., 2023), 2023), training in creating a landing page website as a medium for competitive branding of gentan bulu tourist village (Indriastiningsih E., 2024), and research related to tourist villages in South Tete Batu conducted by (Jupri, et al., 2022) on the development of tourism areas through village branding in South Tete Batu, Sikur District.

From a number of existing writings, no one has specifically discussed tourism branding based on social mapping as a strategy carried out by the village government to improve the performance of tourism villages. Therefore, based on the explanation above, this paper will explain the Village Government's efforts in Tourism Village Branding through Digital-Based Social Mapping in South Tete Batu Tourism Village as an effort to increase tourist attractiveness in order to create productivity in local community economic development and the implementation of traditional cultural preservation.

RESEARCH METHODS

The research method used in this study is a qualitative research method. Qualitative methods are research methods based on humanist aspects, used to research on natural object conditions, as opposed to experiments where the researcher is the key instrument, data collection techniques are triangulated (combined), data analysis is inductive / qualitative and research results emphasize meaning over generalisation (Sugiyono. 2011: 12).

This research was conducted in South Tetebatu Village, Sikur Sub-district, East Lombok Regency, West Nusa Tenggara. This research was conducted for 6 months with data collection techniques through participant observation, in-depth interviews, and documentation. The informants in this study used 20 informants consisting of the Village Government, Pokdarwis, Community Leaders, Farmers, Teachers/academics, Youth, Tourism Actors and Tour Guides. The data analysis technique used in this research is qualitative analysis to process and analyse the collected data into systematic, regular, structured, and meaningful data.

RESULTS AND DISCUSSION

South Tetebatu Tourism Village Management Master Plan

Tetebatu Selatan is a village that makes natural and cultural potential the main object of tourism development in the Tourism Village label. There are a series of naming tourism objects owned such as English village tourism, agriculture tourism, cultural customs tourism, religious tourism, fruit tourism and palm tourism. Based on this potential, the village government made a master plan or social mapping according to the potential in 7 territories, namely Lekong Pituk, Lekong Pituk Daye, Sompang, Dasan Penyonggok, Otak Bangket, Lendang Penyonggok and Keselet Aren.

The results of this study show how the branding process carried out by the village government in developing natural tourism villages starts from master plan planning to infrastructure management or tourist village facilities.

Master Plan Planning

The planning of the South Tetebatu Tourism Village master plan emphasises identifying and utilising the uniqueness of each hamlet in the village. This involved an in-depth analysis of the natural, cultural and economic assets of each hamlet with the aim of integrating these local advantages into a holistic and sustainable development plan. There are several potentials that grow naturally and are developed by the community such as local wisdom, religious values, agricultural and plantation resources and others that are spread across each hamlet in Tetebatu Selatan Village. This distribution is mapped and developed by the South Tetebatu Village Government into tourist attraction corners that are integrated into a tourist village. This is as stated by the Secretary of Tetebatu Selatan Village that:

"English Village is located in the northern and southern parts of Lekong Pitu Hamlet, Agriculture Village is located in Sompang Hamlet where there is also village land that can be developed into a place for farming and community harvesting. Traditional and cultural village is located in Dasan Penyonggok Hamlet where this hamlet is still known for its local wisdom, Religious Village is located in otak bangket hamlet, Fruit Village is located in Lendang Penyonggok Hamlet." (Interview, 18 January 2024).

The results of these interviews show that the wealth of natural resources owned by each hamlet in South Tetebatu has a positive impact on the community to process this potential into small and medium enterprises such as gula semut, nira water, aren syrup, whose production materials come from plantation products as well as gardening activities developed into tour packages. This can be an attraction for local, domestic and foreign tourists.



Figure 1: Making Nira Water

Source: Research document

The planning of the master plan involved community leaders including religious leaders, ethnic and cultural leaders, youth leaders, opinion leaders, BPD, Pokdarwis, and tourism actors with the aim of involving them as key actors in the success of the programme. With their active participation, the Village Head ensured that policies and designs reflected the needs and aspirations of the community in accordance with local values and traditions. This is in accordance with what was stated by the South Tetebatu Village Head who said:

"Those involved in this planning are all community leaders, BPD, youth leaders, Pokdarwis and so on." (Interview, 21 January 2024).

Communication between the village head and several opinion leaders, such as regional heads (Kawil), aims to create mutual understanding and build effective cooperation in the process of planning and implementing policies in South Tetebatu Village. Information that must be disseminated by all regional heads is about the potential of the village as tourism so that the community receives an understanding of the existence of a Tourism Village in South Tetebatu and participates as tourism actors in tourism development activities until the community feels the benefits of tourism.

The tourism actors referred to by the village government are community involvement in accordance with the expertise and abilities of the community, for example, for people who have cooking skills can recreate such as sap water into ant sugar, the community can become tour guides or tour guides. The community is also asked to be a good host by upholding an attitude of hospitality to tourists. This community participation is expected to provide significant benefits to the economic growth of the village through tourism.

Infrastructure or Facility Management

Infrastructure management in South Tetebatu Tourism Village involves community empowerment strategies by the Village Head in the development of tourism areas. This research shows that the potentials of the region or hamlet as the main focus with efforts to provide different attractions. Tourism in Tetebatu Selatan involves characteristics such as agriculture, customs, culture, fruit village, English education, and lodging facilities that are in accordance with the potential of the region. This is as stated by Muhammad Taesir who said that.

From the information provided by the informant, it can be assessed that the readiness of infrastructure and facilities that support the development of South Tetebatu Tourism Village is quite complete and shows the fulfilment of the standardisation of tourism development such as tourist access to other supporting facilities. All facilities in South Tetebatu Village are designed with an awareness of the importance of sustainability,

environmental preservation, and preservation of local culture. Through wise infrastructure management, South Tetebatu Village is a shining example of a tourist destination that embraces natural beauty, culture, and the warmth of the community's social life.

"In terms of facilities, it is very good, for example we have many homestays, and our people are very welcoming and the media they bring are already there, such as in Lekong Pituk there is an English course training. The point is, it's complete." (Interview, 14 January 2024).



Figure 2: Rice field tour of South Tetebatu Tourism Village

Source: Research document

The beauty that is maintained is a special attraction for tourists so that local commodities are promoted, for example, there is an increase in the income of local communities, as well as providing a unique tourism experience for visitors. This characterisation and strengthening of locality-based facilities will also strengthen the foundation for sustainable tourism growth and development in the future. Sustainable Tourism Development is a tourism concept aspired by people who understand the importance of sustainability, which emphasises the sustainability of the development of a tourism area, with three aspects namely environment, socio-culture and economy (Dalimunthe, et al., 2020).

Each of these three types of infrastructure has its own variables that can describe each side of the infrastructure. For example, in terms of economic infrastructure there are bus stops, gazebos, security and so on. All of these types of infrastructure require a good and integrated planning strategy by all stakeholders in its implementation. For this reason, it is necessary to conduct a detailed study of the readiness of social, economic, cultural customs infrastructure that contains destinations in each area in South Tetebatu Village.

The role of infrastructure is to mediate between the environment as a basic element and the economic and social systems of society. Infrastructure also needs to be provided by the village government in a group, such as Pokdarwis. This is important because it is a basic need that can drive tourism programmes and even economic growth. In addition, the role of the village government is also a supporting element for communication, youth groups, and communities in providing an understanding of tourism governance that can result in cooperation with Pokdarwis members.

The Initial Phase of Tourism Branding of South Tetebatu Tourism Village

Destination Branding is the application of the branding concept to a particular destination, namely a country, city, province or region. Destination branding is described as a place that focuses on providing facilities and services designed to meet the needs and perceptions of consumers (Cooper, 2008). South Tetebatu Tourism Village is known for its natural beauty and has its own potential in every corner of the village.



Figure 3: Panorama of the Natural Beauty of Tetebatu Selatan Village

Source: Research document

Tetebatu Selatan Tourism Village requires maximum branding efforts both through manual systems and using social or digital media. However, in this context, branding activities have been carried out by the South Tetebatu Village government through digital channels, namely through the Youtube channel (AF Filmografi) and website (tetebatuselatan.com). The South Tetebatu village government carries out a strategy to introduce the products that the village has by collaborating with all stakeholders who participate in building and marketing destinations or products owned by the Village.

In facing the challenges of modernisation, the South Tetebatu Village Government continues to pursue various strategies to promote and maintain the existence of their tourism village. Based on interviews with key informants, several strategic steps were taken to ensure that Tetebatu Selatan Tourism Village remains widely recognised in various circles, both locally and internationally.

Mr Ahmad Fauzi, one of the informants, explained that the main strategy applied was the creation of content in a sustainable and gradual manner. In addition, efforts to provide understanding to the community about the importance of promoting tourism villages are done through direct communication with easy-to-understand language. Collaboration with various parties is also an important part of expanding the promotional network and increasing the effectiveness of village branding (Interview, 18 January 2024).

Similarly, Pak Maad Adnan, Chairman of the BPD and tourism activist, emphasised the importance of maintaining old traditions in promotional strategies. He mentioned that communication with travel agents remains an effective method of attracting tourists. In addition, developing new tour packages that are marketed online, organising events and attractions in the village, and involving the younger generation as content creators are innovative steps to increase the attractiveness of Tetebatu Selatan Tourism Village. (Interview, 19 January 2024).

From the results of these interviews, it can be concluded that the branding strategy of Tetebatu Selatan Tourism Village does not only focus on the utilisation of digital media such as websites and social media, but also maintains a traditional approach through direct communication with travel partners. This effort aims to increase tourist attractiveness and facilitate the accessibility of visiting tourists.

The South Tetebatu Village Government continues to be committed to developing the village's tourism potential through various promotional platforms, both digital and conventional. It is hoped that, with the synergy between the preservation of tradition and the utilisation of modern technology, Tetebatu Selatan Tourism Village can be more widely known, not only at the local and domestic levels, but also at the national and international levels.

South Tetebatu Village Government Strategy

Tourism has great potential to improve the economy of a region, including at the

village level. Village governments have a very important role in tourism management that includes planning, managing, and developing village tourism destinations.

According to Satriadi et al. (2021), marketing management consists of two words, namely management and marketing. Marketing is the process of analyzing, planning, implementing, and controlling programs designed to create, build, and maintain profitable relationships with target buyers to achieve organisational goals. Meanwhile, management is the process of planning, actuating, directing, and controlling. Overall, marketing management aims to plan, implement, and control the marketing activities of a product so that the company can achieve its targets effectively and efficiently.

Tetebatu Selatan Tourism Village, located in the Gunung Rinjani National Park area in East Lombok Regency, has very strategic potential, both in terms of natural and cultural tourism. In addition, the village offers affordable homestay prices with quality facilities. Tetebatu Selatan Village was developed by utilising the potential of each hamlet to support the development and sustainability of tourism. Therefore, the village government conducts marketing management for branding Tetebatu Tourism Village through a master plan that includes the potentials in each hamlet.

The implementation of the marketing strategy in South Tetebatu Tourism Village involves a marketing mix consisting of four controllable elements, namely promotion, distribution, price, and product. The marketing mix is an effective tool in marketing the Tourism Village. According to Kotler and Armstrong (2008), marketing strategy is the marketing logic applied by a company or agency to create customer value and build profitable relationships. This strategy includes market segmentation, targeting, and differentiation and positioning. Kotler and Armstrong also mentioned that in service marketing, the marketing mix consists of product, price, place, promotion, human resources, process, and physical environment.

Based on an interview with Ahmad Fauzi, Secretary of Tetebatu Selatan Village, one of the main strategies applied in marketing the village's tourism potential is by using the marketing mix. The elements are as follows:

Product

Products in marketing include everything that is offered to the market to attract attention, use, and fulfil consumer needs. According to Kotler and Armstrong (2008), products can be physical objects, services, places, organisations, ideas, or a combination of these elements.

Tetebatu Selatan Tourism Village offers various tourism products, both for local, domestic, and foreign tourists. The available tourism potential includes English Village, Sadep Aren, Sasak Natural Cultural Performance, Ant Sugar Making Process, Sasak Dance, and South Tetebatu Village Nature Tourism. In addition, Tetebatu Selatan Tourism Village also provides interesting tourist attractions, such as Sasak Culture, Aren Camping Ground, Soft Trekking, and others. The village also has several homestays with Sasak house interior designs to provide a more authentic experience.

Price

Price is an important element in the marketing mix that influences product attractiveness. According to Kotler and Armstrong (2008), price is the amount of money paid to obtain a product or service, and also reflects the value of the product in the eyes of consumers.

In South Tetebatu Tourism Village, prices are determined by considering market conditions, competitors, and the tourist season. Although the prices offered are quite affordable, the facilities provided are very adequate. This is in accordance with the view of the Minister of Tourism and Creative Economy (Kemenparekraf RI), Sandiaga Uno, who stated that prices must be adjusted to the purchasing power of tourists.

Place

Tetebatu Selatan Tourism Village is located in the Gunung Rinjani National Park area, which offers stunning natural beauty. Strategic location and good accessibility are important factors in attracting tourists. However, some hamlets in the village still have poor road access, especially when it rains.

According to Hurriyanti (2008), location selection should consider the factors of access, visibility, parking, and expansion potential. South Tetebatu Village has an advantage in terms of visibility because many tourist attractions are located along the main road. Although there are some access constraints in some hamlets, the presence of homestays with direct views of Mount Rinjani remains the main attraction.

Promotion

Promotion is a way to introduce products to consumers. According to Kotler and Armstrong (2008), promotion is part of the marketing communication mix that involves advertising, sales promotion, public relations, personal selling, and direct marketing.

In today's digital era, promotion through social media is a very effective strategy. The South Tetebatu Village Government utilises social media to increase visibility and attract more tourists. In addition, promotion is done by displaying the existing tourism potential through advertisements, brochures, and banners.

People

Human resources in South Tetebatu Tourism Village are still limited in tourism knowledge, with some communities considering tourists as a negative influence because some tour guides follow Western culture. For this reason, the village government organises tourism training for youth to maintain local traditions and customs. Friendly and knowledgeable human resources act as village ambassadors, introducing the uniqueness of the village to the world. Therefore, human resources are an important asset for the progress of this tourism village.

Process

The process of developing South Tetebatu Tourism Village involved various strategic steps, such as mapping the natural and cultural potential, community participation, destination planning, infrastructure development, local economic empowerment, and marketing and promotion. All of these were implemented with the aim of preserving nature and culture, as well as creating a unique tourism experience. Close collaboration between the government, community, and businesses is needed to achieve the sustainability of this tourism village.

Physical Evidence

Tetebatu Selatan Tourism Village is surrounded by mountains, hills, terraced rice fields, waterfalls, tropical fruit gardens and a peaceful rural atmosphere. The natural beauty and preserved environment are the main attractions for tourists. A supportive physical environment, such as a comfortable and calm atmosphere, plays a role in increasing visitor comfort and the morale of the local community. The natural beauty and peacefulness of the village make it the perfect place to escape from city life.

Policy Recommendations for Development of South Tetebatu Tourism Village

These policy recommendations are designed to ensure that South Tetebatu Tourism Village develops with the principles of sustainability, improving community welfare, and preserving cultural values and the natural environment. Through the strengthening of village regulations, the development of supportive facilities, collaboration with various parties, and effective promotion, it is expected that this village will become a superior and

sustainable tourist destination in the long term.

Preparation of Village Regulations on Tourism Village Development

To optimise the potential of South Tetebatu Tourism Village, the village government needs to formulate a clear and structured Village Regulation. This regulation will be the legal basis governing the development, management and promotion of the tourism village as a sustainable tourist destination. The focus of this regulation is on the determination of tourist destinations that involve natural, cultural, and historical aspects; the establishment of a transparent and participatory tourist village management body; regulation of the management of tourism facilities and infrastructure that support environmental sustainability and community empowerment; regulation of community participation in the planning and development process of tourist villages; the Village Government will hold deliberations and open consultations with the community to ensure that this village regulation reflects the needs and aspirations of all elements of society, so that the development of this tourist village can run sustainably and provide maximum benefits.

Development of Supporting Facilities and Infrastructure

To support the growth of Tetebatu Selatan Tourism Village, the village government needs to focus on the development and improvement of facilities and infrastructure needed, such as the provision of adequate transportation, including roads connecting tourist destinations and sufficient parking facilities; Construction of waste management facilities and environmentally friendly area arrangement facilities; Development of public facilities, such as public toilets and rest areas, which can increase visitor comfort; Planting vegetation and greening to preserve the nature around the tourism village. Quality infrastructure will enhance the tourist experience while ensuring environmental and socio-economic sustainability for local communities.

Multi-stakeholder Collaboration for Inclusive Development

The village government should establish strategic partnerships with various parties to support the comprehensive development of tourism villages such as Collaboration with local business owners, hotels, restaurants, and tourism service providers to design attractive and mutually supportive tourism packages; Cooperation with the private sector, non-governmental institutions, and construction companies for the development and maintenance of environmentally friendly and sustainable tourism infrastructure; Garnering support from educational institutions and cultural preservation organisations to ensure that tourism development still pays attention to cultural values and local wisdom.

With this collaboration, it is hoped that Tetebatu Selatan Tourism Village can grow into a destination that is tourist-friendly, sustainable, and provides sustainable economic benefits for the local community.

Content Management and Promotion Through Social Media

The village government needs to actively design and produce interesting and informative content to promote Tetebatu Selatan Tourism Village. This content can include photos and videos that showcase the natural beauty, cultural activities, and daily life in the village; stories about local traditions, community hospitality, and the uniqueness of tourist destinations in the village. The content should be published through various social media platforms such as Facebook, Instagram, and Twitter. In addition, the village website needs to be regularly updated with the latest information on tourist destinations, cultural events, and available services.

Marketing through social media will expand the reach of information and attract more tourists to visit South Tetebatu Tourism Village. Engaging content can also build an emotional connection with the audience and strengthen the positive image of the tourism village

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

The Tetebatu Selatan Village Government has mapped tourism potential using social mapping to identify and map various attractions, such as historical places, natural beauty, and local culture. As an effort to increase tourism attractiveness, the village utilises digital media through the ttebatuselatan.com website platform, although it still needs to develop additional features such as in-depth information about the village, tour packages, and local products. In addition, the village government has collaborated with a digital media platform managed by the Indonesian Ministry of Tourism and Creative Economy, jadesta.com, to conduct tourism village branding by providing complete features that are more attractive to tourists. The active participation of the community, especially tourism actors, is very important in branding and promoting tourism villages, so as to create a sense of belonging and togetherness in advancing the South Tetebatu Tourism Village.

RECOMMENDATIONS

The Tetebatu Selatan Village Government has mapped tourism potential using social mapping to identify and map various attractions, such as historical places, natural beauty, and local culture. As an effort to increase tourism attractiveness, the village utilises digital media through the ttebatuselatan.com website platform, although it still needs to develop additional features such as in-depth information about the village, tour packages, and local products. In addition, the village government has collaborated with a digital media platform managed by the Indonesian Ministry of Tourism and Creative Economy, jadesta.com, to conduct tourism village branding by providing complete features that are more attractive to tourists. The active participation of the community, especially tourism actors, is very important in branding and promoting tourism villages, so as to create a sense of belonging and togetherness in advancing the South Tetebatu Tourism Village.

ACKNOWLEDGEMENTS

I would like to thank Ibu Yulanda Trisula Sudarta Yohanes and Tenri Waru for facilitating and guiding me in conducting this research. Thanks also to the community leaders of Tetebatu Selatan, the Village Government, Pokdarwis, and related stakeholders for their participation and cooperation, so that this research can be carried out well, smoothly, and successfully.

REFERENCES

- Anwar, et al. (2020). Analisis Pengelolaan Pariwisata Halal di Desa Tetebatu Kabupaten Lombok Timur Nusa Tenggara Barat. *Jurnal Tambora* Vol 4 (No 2), 10-19.
- Aryani, V., et al. 2019. "Buku Pedoman Desa Wisata. Deputy Bidang Pengembangan Industri dan Kelembagaan Kementerian Pariwisata." Jakarta.
- Badan Pusat Statistik. 2020. Statistik Indonesia 2020. Jakarta: Badan Pusat Statistik. Diakses tanggal 3 Februari 2025. <https://www.bps.go.id>
- Dalimunthe, et al. (2020). The Readiness of Supporting Infrastructure for Tourism Destination in Achieving Sustainable Tourism Development. *Journal of Society* Vol 8 (No 1), 217–233.
- Ethnologue. 2023. Languages of the World (Edisi ke-26). Dallas, Texas: SIL International. Diakses tanggal 3 Februari 2025. <https://www.ethnologue.com>
- Indriastiningsih E., 2024. Pelatihan Pembuatan Website Landing Page Sebagai Media Branding Kompetitif Desa Wisata Gentan Bulu. *Jurnal Abdimas FKIP UTP* Vol 5 (No 1): 621-627.
- Irfandanny D., et al. 2022. Optimalisasi Desa Wisata Berbasis Umkm Melalui Lokal Branding Desa Sumbermujur Kabupaten Lumajang. *Community Development Journal* Vol 3 (No 2): 1084-1090.
- Jupri, A., et al. (2022). Perancangan Branding Desa Melalui Media Visual di Desa Tetebatu Selatan, Kecamatan Sikur, Lombok Timur. *Jurnal Pengabdian Magister Pendidikan IPA* Vol 5 (No 3), 285–289.
- Jupri, A., et al. (2023). Pengembangan Kawasan Pariwisata Melalui Branding Desa di

- Tetebatu Selatan Kecamatan Sikur Kabupaten Lombok Timur. *Jurnal Gema Ngabdi* Vol 5 (No 1), 149–153.
- Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi Republik Indonesia. 2023. *Warisan Budaya Takbenda Indonesia*. Jakarta: Kemendikbud Ristek. Diakses tanggal 3 Februari 2025. <https://warisanbudaya.kemdikbud.go.id>
- Kementerian Agama Republik Indonesia. 2021. *Laporan Tahunan Keberagaman Agama dan Kepercayaan di Indonesia*. Jakarta: Kementerian Agama RI. Diakses tanggal 3 Februari 2025. <https://kemenag.go.id>
- Kemenparekraf. (2023). *Statistik Kunjungan Wisatawan Mancanegara Bulan Januari 2023*. Diakses tanggal 12 Desember 2025. <https://kemenparekraf.go.id/statistik-wisatawan-mancanegara/statistik-kunjungan-wisatawan-mancanegara-bulan->
- Kemenparekraf. (2023). *Mengenal 10 Destinasi Prioritas Pariwisata Indonesia*. <https://kemenparekraf.go.id/rumah-difabel/Mengenal-10-Destinasi-Pariwisata-Indonesia>. 12 Desember 2023
- Michandani, E. S., & Arida, I. N. S. (2019). Perancangan Destination Branding Desa Wisata Kerta di Kecamatan Payangan Kabupaten Gianyar. *Jurnal Destinasi Pariwisata* Vol 7 (No 1), 111-117.
- Permatasari D. N. C. 2022. Perancangan Destination Branding Desa Wisata Bongan Melalui Visual Branding dan Digital Marketing. *Jurnal Pengabdian Kepada Masyarakat Makardi* Vol 2 (No 1): 09-22.
- Pemerintah Kabupaten Lombok Timur. (2018). *Dokumen Rencana Pembangunan Jangka Menengah Daerah 2018-2023*. Noreg Peraturan Daerah Kabupaten Lombok Timur Provinsi Nusa Tenggara Barat.
- Sinaga B. A. G., et al. 2023. Pengembangan Digitalisasi Melalui Branding Wisata di Desa Wisata Pekunden. *Jurnal Pengabdian Masyarakat* Vol 2 (No 1): 01-14.
- Singgalen Y. A. 2023. Destination Branding Dan Optimalisasi Performa Kelompok Sadar Wisata (Pokdarwis) Melalui Sistem Informasi Desa Wisata Berbasis Bauran Pemasaran 9p. *Journal of Information System Research* Vol 5 (No 1): 79-88.
- Sugiyono. D. P. 2011. “Metode Penelitian Kuantitatif, Kualitatif dan Kombinasi (Mixed Methods). *Ikatan Penerbit Indonesia (IKAPI)*.” Bandung.
- Widiastini, N. M. A. (2020). Ragam Branding Desa Dalam Mengembangkan Potensi Wisata Berbasis Budaya Masyarakat di Kabupaten Buleleng. *Jurnal JUMPA* Vol 7 (No 1), 195-220.